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

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

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

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

Begin archive:
-----------------------------------

Archive aapornet, file log9711.
Part 1/1, total size 182414 bytes:

----------------------------------- Cut here -----------------------------------
November 2, 1997 Greetings

Here is another update on my quest to learn more about the uses of survey data in advertising by the pharmaceutical and allied industries. In my
previous update, I described the recent consent agreement between the FTC and Abbott Labs, in which the latter was found to have made advertising claims for Ensure, a nutritional supplement, that were not justified by the survey data they presented to the FTC. In recent months, following the consent agreement, similar ads for Ensure have continued to be aired, so I decided to write to Abbott Labs to enquire directly about the basis for their claim that Ensure is "#1 Doctor recommended." Following is my letter and the response that I received:

---------------------------------------------------------------------------
3231 Worthington Street, NW
Washington, DC 20015-2362
August 29, 1997
Abbott Laboratories One Abbott Park Road Abbott Park IL 60064

Gentlemen:

I have seen and heard many advertisements for pharmaceutical and related products which use the phrase "Number 1 doctor recommended" or something closely equivalent. I would like to learn more about what such statements mean in quantitative terms and what kinds of evidence are available to back them up. It seems to me that as consumers, we should be entitled to have access to this kind of information. Otherwise, how can we have confidence in what we are told?

For some time now I have been seeing television and print ads for your product Ensure, invariably using the phrase "#1 Doctor Recommended". Could
you please send me information about the basis for this claim. If it is based on the results of a survey, I would appreciate receiving the relevant quantitative estimates from the most recent survey, showing data for Ensure and equivalent competing products, as well as information about the survey design and a copy of the survey questionnaire.

Thank you for your consideration.

Yours truly,

Thomas B. Jabine

Tel: 202/244-4179
E-mail: tjabine@erols.com

Ross Products Division - Abbott Laboratories
625 Cleveland Avenue Columbus, Ohio 43215-1724
(614) 624-7677

October 16, 1997

Dear Mr. Jabine:

Thank you for your letter of August 29, 1997. I apologize for getting back to you late, but your letter took some time to find me since it was not addressed to any particular department and our division, Ross Products
Division, is located in Ohio. We appreciate your interest in our company and our products.

Your letter asked what "Number 1 Doctor Recommended" or similar phrases mean when used in advertisements. Generally, it means that doctors have indicated that they recommend the product more than other products in the particular product category. The number of doctors who recommend the product "Number 1" cannot be insubstantial, and the product category will depend on the audience to whom the advertisement is directed. Support for the "Number 1" statement needs to exist, whether as data resulting from survey or other competent source.

With regard to the data supporting our use of "Number 1 Doctor Recommended" for Ensure, I regret to say that we are unable to supply you with the data. Not only is the data voluminous, but it represents the results of our efforts and contains proprietary information. Of course, our data meets all the requirements outlined in the preceding paragraph. I hope you can appreciate the sensitivity and value of this information. Please be assured that we have stringent processes in place to assure the reliability of the data in support of our use of the statement.

Thank you for your interest in our product and its popularity among doctors.

Very truly yours.

Robert A. Crim Group Marketing Manager
I won’t comment on this exchange, but would welcome any suggestions you might have for a response. I have also filed an FOIA request with the FTC asking for details about the survey data that Abbott Labs submitted to them in connection with the investigation that led to the consent agreement. I mailed that request on October 9, with no response as yet, even though the law requires a preliminary response within 10 working days. I expect that request to be denied, as there appears to be a statutory exemption for data used in FTC’s investigations.

Tom Jabine tjabine@nas.edu

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* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *
*                        Paul J. Lavrakas, Ph.D.                        *
*               Professor of Journalism & Communication               *
*               Professor of Public Policy & Management               *
*                   Director, Survey Research Unit                   *
*                 College of Social & Behavioral Sciences, Ohio State University *
*                    Derby Hall [Room 0126], 154 N. Oval Mall, Columbus OH 43210 *
*            Voice: 614-292-3468  Fax: 614-292-6673  E-mail: lavrakas.1@osu.edu *
* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *

>From stock@uhura.mis.udayton.edu Mon Nov  3 07:00:10 1997
Received: from enterprise.udayton.edu (enterprise.udayton.edu [131.238.75.10]) by usc.edu (8.8.4/8.8.4/usc) with SMTP
id HAA27714 for <aapornet@usc.edu>; Mon, 3 Nov 1997 07:00:07 -0800
I am curious about the professional ethics on copyrighting surveys.

To what degree is it appropriate to copyright a survey that asks a list of standard questions on customer satisfaction? Since tracking is a typical part of these efforts clients will want to do them on an ongoing basis. If they want to competitively bid the job at some point, are they stuck with developing a new instrument and forgoing tracking. Curious as to the legal and ethical issues involved.
For those of you who have Minnesota connections and interests ...

In Sunday's Star Tribune, the Minnesota Poll found that incumbent Minneapolis mayor Sharon Sayles Belton leads independent challenger Barbara Carlson 51 percent to 41 percent, with 8 percent undecided. It also found that St. Paul incumbent mayor Norm Coleman leads Democrat challenger Sandy Pappas 56 percent to 34 percent, with 10 percent undecided.

You also might interested to know that Carlson is running a radio ad that mentions lying to pollsters. Here's a copy of the first third of the ad, which the campaign has labeled "Whispers."
Voice # 1: I have a Sharon yard sign but I am voting for Barbara.

Voice # 2: I have a Sharon yard sign too, and I am voting for Barbara.

Voice # 3: I just told the pollster I am voting for Sharon, but I am voting for Barbara. (Whisper)

Voice # 2: That's right, they don't have to know. They don't have to know that I am not voting for Sharon.

Voice # 1: Oh, they don't have to know, we have got a secret ballot. ....

I'd be glad to send a copy of the ad's transcript to anyone who is interested. Reply to me at the address below, not the entire list. And for more information about the polls' findings and methods, point your web browser to www.startribune.com, click on the Metro section, and select the Minnesota Poll from the choices in the Section Index.

Robert P. Daves
Director of Polling & News Research
Star Tribune
425 Portland Av. S. Minneapolis MN 55488 USA
daves@startribune.com v: 612/673-7278 f: 612/673-4359

Received: from isis.iopa.sc.edu Mon Nov 3 10:29:21 1997
By usc.edu (8.8.4/8.8.4/usc) with ESMTP
Does anyone have recent (1997) figures based on the following questions (or something similar):

1.) "Do you use a computer at work, school, or at home -- at least on an occasional basis?"

2.) "Do you have any type of personal computer in your home, such as an IBM PC, a Macintosh, or laptop computer?"

3.) "Do you ever use a computer at work, at school, or home to connect with other computers over the Internet, with the World Wide Web, or with information services such as America Online or Prodigy?"
We "borrowed" wording from a PEW survey on technology use, but the most recent national figures they have out are for 1995. Does anyone have any more recent estimates? Thanks for your help!

Michael Link
Assistant Director, SRL
To The List:

Below is a message I was asked to post regarding E-commerce survey predictions. Please respond directly.

All the best, Fritz
examine some of the Web E-commerce predictions made by three or four leading market research firms. By E-commerce predictions, I mean studies that try to predict how much business will be transacted over the Web in the next five years, for example.

I would like the article to examine the surveys' assumptions and methodologies and explain to CIOs which surveys are credible and which should be taken with a grain of salt. I am hoping to find statisticians who could either (a) assist me in looking at and critiquing the studies' methodologies, and/or (b) have already taken a critical look at recent e-commerce surveys.

Any suggestions or guidance would be much appreciated. Here's how to reach me:

Sari Kalin

email: skalin@cio.com
phone: 508-935-4043
fax: 508-879-7784
land mail:
Sari Kalin
CIO Magazine
492 Old Connecticut Path
P.O. Box 9208
Framingham, MA 01701-9208

Thanks!
I've had a number of requests for more info on the PEW computer/technology survey I referred to in my previous message. The survey is available on-line at the PEW Research Center webpage:

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

(Yes that is a dash between "people" and "press). Go to the section
on "Recent Survey Results" and look for the survey report titled "Technology in the American Household" (Oct. '95). They also conducted a follow-up with computer users only in the survey report titled "News Attracts Most Internet Users" (Dec. '96). I hope this helps!

Michael

Michael W. Link, Ph.D.                Office Phone: (803) 777-0351
Assistant Director                  Office Fax:   (803) 777-4575
Survey Research Laboratory          E-mail: Link@iopa.sc.edu
Institute of Public Affairs
University of South Carolina
Columbia, SC 29208
Director, Survey Research Laboratory
University of Illinois at Chicago

SRL is a multi-disciplinary research center conducting survey research projects on a local, regional, statewide and national basis. It provides consultation on survey problems, supports continuing programs in survey methodology, & conducts both applied & basic research on questionnaire design. The SRL provides support to the UIC & UIUC campuses; other academic
institutions, local, state & federal agencies; and others working in the public interest.

The Director of the SRL provides leadership for the SRL, represents the SRL's capabilities & services within & outside of the university, is responsible for initiating sufficient research project funding to support & maintain the long-term financial viability of the SRL, & directs the day-to-day activities of managers and professionals. The Director is administratively responsible to the Dean of the College of Urban Planning & Public Affairs.

Requirements: a Doctorate in a relevant field of science, a national reputation of scholarly achievement sufficient to warrant a tenured appointment as a full professor in an academic department, an ability to communicate a vision for the role of survey research, the ability to work with faculty and staff in a changing research funding environment to insure the continued growth & scientific quality of the research center, a track record of effective management & of meeting financial objectives at a senior level in a survey or similar type of research center, & success in attracting significant external research funding as a PI.

For full consideration, submit a letter of application & CV by December 15, 1997 to Professor L. Vaughn Blankenship, Chair, Search Committee for Director of SRL, Office of the Dean, University of Illinois at Chicago, 1007 West Harrison Street, Chicago IL 60607-7137. UIC is an AA/EEO employer.
Department of Communication
Cleveland State University
Assistant Professor

2 positions

Position 1: Tenure-Track Assistant Professor in Interpersonal and/or organizational communication. Research productivity, teaching effectiveness and expertise in quantitative methods preferred. Ability to teach a breadth of courses on both the undergraduate and graduate level also preferred.

Position 2: Tenure-track Assistant Professor in mass communication theory and research with a specialty in public relations theory and practice
preferred. Professional public relations experience preferred. Ability to work with undergraduate and graduate students preferred.

These positions require a Ph.D. completed by August, 1998, and a social/behavioral science background. To apply send a cover letter, vita, graduate transcripts, and three letters of recommendation to Dr. Sidney Kraus, Chair, Search Committee, Department of Communication, Cleveland State University, Cleveland, Ohio 44115. E-mail: s.kraus@mail.asic.csuohio.edu; Phone: (216) 687-4630; FAX: (216) 687-5435. Screening of applicants will begin January 16, 1998. Cleveland State University is an affirmative action, equal opportunity employer. Women and minorities are especially encouraged to apply.
Could anyone refer me to any survey work that has been done in climate assessment in universities? Elements of the climate that may be considered include (but not limited to):

1. career advancement opportunities
2. openness to problem identification and resolution
3. employment opportunities
4. treatment of women and minorities
5. accessibility of leadership
6. collegiality of co-workers
7. competitiveness of pay and benefits

Any references will be greatly appreciated.

Yasamin DiCiccio
Computer-Assisted Survey Team
Cornell University

tel: (607) 255-0148
fax: (607) 255-7774
>From savell@ARI.FED.US Wed Nov  5 12:41:38 1997
I would be interested in learning what survey items have been used. Thanks.

Joel Savell. Savell@ARI.Army.Mil.

>--------
>From: Yasamin DiCiccio[SMTP:yd17@cornell.edu]
>Sent: Wednesday, November 05, 1997 1:59 PM
Could anyone refer me to any survey work that has been done in climate assessment in universities? Elements of the climate that may be considered include (but not limited to):

1. career advancement opportunities
2. openness to problem identification and resolution
3. employment opportunities
4. treatment of women and minorities
5. accessibility of leadership
6. collegiality of co-workers
7. competitiveness of pay and benefits

Any references will be greatly appreciated.

Yasamin DiCiccio
Computer-Assisted Survey Team
Cornell University

tel: (607) 255-0148
fax: (607) 255-7774
Dear AAPORNET members:

The deadline for applications to the ECPR Joint Sessions of Workshops, 23rd to 28th March 1998 in Warwick UK is approaching. Prospective participants should contact the director(s) of the workshop in which they are interested before December 1, 1997.

The following workshop might be of interest:

"Democracy, Public Opinion and the Use of Force in a Changing International Environment"

Directors: Philip Everts, Institute for International Studies, University of Leiden, Wassenaarseweg 52, NL-2333 AK LEIDEN, The Netherlands
Tel: +31 71 527 3411/3431; Fax: +31 71 527 3619; Email:
Everts@rulfsw.leidenuniv.nl

Pierangelo Isernia, Dipartimento di Scienze
The workshop will address the nature and background of changes in public
attitudes to the international use of military force in contemporary
democratic societies. This question may be addressed at the level of the
general public, elite and the military. The workshop will also explore ways
to foster international cooperation in data collection and comparative
analysis.

For details see

http://www.essex.ac.uk/ECPR

Pierangelo Isernia
Dipartimento di Scienze Storiche, Giuridiche, Politiche e Sociali
Piazza San Francesco, 7
I-53100 SIENA
ITALY
ph. +39-577-298.736
fax:+39-577-298.754
e-mail: Isernia@unisi.it
UNIVERSITY OF WISCONSIN-MADISON   POSITION VACANCY LISTING # 28609

Institute for Research on Poverty   Position: Associate Researcher
(608) 262-6358  (Survey Manager)

Fulltime Salary: $38,000-$46,800

Application Deadline to Insure Consideration: 11/17/97

REQUIRED QUALIFICATIONS

Degree and Area of Specialization:
   Masters degree or Ph.D. in Sociology, Economics, Public Policy, Social
Work/Welfare or a related discipline.

Minimum Number of Years and Type of Relevant Work Experience:

At least two years experience in social science research, preferably in conducting surveys for social research. Position requires experience in (1) developing and designing instruments and (2) supervising or managing survey field operations. Experience with computer-assisted instruments, with surveys for program evaluation, with management of large project data files, with SAS files, and knowledge of Wisconsin welfare reform a plus. Experience supervising or coordinating research assistants or other staff a plus.

APPLICATION
Apply with cover letter, resume/cv, list of 3 references, and sample of written work.

Maria Cancian
1225 Observatory Drive
Madison, WI 53706

DESCRIPTION OF VACANT POSITION

I. Research Responsibilities 80%

> Coordinate and support efforts of investigators in instrument development. This includes developing lists of constructs to be measured, obtaining information about previous attempts to measure the constructs, drafting questions for the instrument.

> Coordinate (with survey contractor) and participate in testing of
instrument: Prepare complete draft instrument for cognitive interviewing, write additional questions for cognitive interviews (in consultation with investigators), write report summarizing results of cognitive interviews, develop procedures for behavior coding, and prepare final instrument.

> Coordinate (with survey contractor) and support programming and testing of computer-assisted instrument. This includes preparing the instrument and all specifications for programming the instrument, developing procedures for testing of programming with survey contractor, coordinating and conducting testing in concert with the survey contractor.

> Coordinate (with survey contractor) and participate in preparation of materials for interviewer training and conduct training of interviewers.

> Coordinate with investigators and survey contractor in developing detailed description of sample and resolving and documenting unusual sample cases.

> Coordinate (with survey contractor) and participate in developing procedures for identifying, locating, and recruiting survey sample and for reporting on progress during field interviewing.

> Coordinate with investigators to develop specifications for survey data file for use by analysts, and assist programming staff in preparation of data files for analysis.

> Document instrument, sampling, and field interviewing procedures for use by analysts and for data archiving.


> Document other project data sets as needed.

> Prepare reports of survey activities as requested by investigators.

> Conduct in-house research seminars.

> Work with programmers, State Officials, and Researchers to analyze
data needs and facilitate the appropriate construction of needed databases and associated documentation.

II. Research Management Responsibilities 20%

>Serve as project liaison with survey contractor.
>Assist in the budget development and management.
>Train and supervise research of PA’s, RA’s and Research Specialists.
I will be out of the office until Monday, November 17.

I'm posting this for a coworker who lost her AAPORNET connection:

I am working on a sampling plan for a proposal that involves face-to-face interviews with youths aged 12-18 in three urban neighborhoods (subject: youth violence and violence prevention; interview approx. 1 hour in length). It has been a while since the Survey Research Laboratory has conducted interviews with this population, so I would appreciate hearing from anyone who has experience with surveys of adolescents. Specifically, what kind of cooperation rates do you typically achieve (at parent consent level and respondent level)? What factors influence parental consent to such surveys?
Since I was inadvertently unsubscribed to AAPORNET several months ago and have been unsuccessful in my attempts to re-subscribe, I would appreciate direct responses: jparsons@uic.edu

Thanks,
Jennifer Parsons

>From jwerner@jwdp.com Sun Nov  9 08:59:50 1997
Received: from vgernet.net (vgernet.net [205.219.186.1])
    by usc.edu (8.8.8/8.8.8/usc) with SMTP
    id IAA03651 for <aapornet@usc.edu>; Sun, 9 Nov 1997 08:59:48 -0800 (PST)
Received: (qmail 6634 invoked from network); 9 Nov 1997 16:59:49 -0000
Received: from plp6.vgernet.net (HELO jwdp.com) (205.219.186.106)
    by vgernet.net with SMTP; 9 Nov 1997 16:59:49 -0000
Message-ID: <3465EBFE.ED0261D6@jwdp.com>
Date: Sun, 09 Nov 1997 11:59:42 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.03 [en] (Win95; U)
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: Adam Clymer in Sunday NY Times
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Today's (11/9/97) NY Times contains an article by Adam Clymer on the Republican's plan to conduct a "poll" of all Americans on their opinion of the IRS, timed so that everyone will receive a questionnaire with a single
question a day or so before their income taxes are due.

The article may be read in full at:


While the article is generally quite good (Clymer is, IMHO, one of the very few reporters who can actually talk intelligently about opinion research), AAPOR members will be most intrigued by the following:

The methodology is critical. Real pollsters who do mail surveys send out their questionnaires repeatedly to get a high response rate. But this will be a one-time mailing, and so, says Richard Benziger, president of the American Association for Public Opinion Research, it will be heavily loaded toward people with a gripe.

I hope the rest of Mr. Clymer's article is better researched than that, or has there been a secret coup at AAPOR?

Jan Werner
jwerner@jwdp.com

>From Joe_Catania@quickmail.ucsf.edu Sun Nov 9 13:52:14 1997
Received: from itsb.ucsf.edu (itsb.ucsf.EDU [128.218.80.88]) by usc.edu (8.8.8/8.8.8/usc) with SMTP
id NAA08271 for <aapornet@usc.edu>; Sun, 9 Nov 1997 13:52:13 -0800 (PST)
Received: from quickmail.ucsf.edu (quickmail.ucsf.EDU [128.218.80.27]) by itsb.ucsf.edu (8.6.8/8.6.6) with SMTP id NAA15454 for <aapornet@usc.edu>;}
RE>surveying teens

11/9/97

I would talk with Dick Udry or NORC Chicago who did his ADDHealth survey and Peggy Dolcini (UCSF, 4155979301) who can tell you more about minority youth. jc

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

Date: 11/7/97 7:07 AM
To: Joe Catania
From: aapornet@usc.edu
I'm posting this for a coworker who lost her AAPORNET connection:

I am working on a sampling plan for a proposal that involves face-to-face interviews with youths aged 12-18 in three urban neighborhoods (subject: youth violence and violence prevention; interview approx. 1 hour in length). It has been a while since the Survey Research Laboratory has conducted interviews with this population, so I would appreciate hearing from anyone
who has experience with surveys of adolescents. Specifically, what kind of cooperation rates do you typically achieve (at parent consent level and respondent level)? What factors influence parental consent to such surveys?

Since I was inadvertently unsubscribed to AAPORNET several months ago and have been unsuccessful in my attempts to re-subscribe, I would appreciate direct responses: jparsons@uic.edu

Thanks,
Jennifer Parsons
>From gimons@xmission.com Mon Nov 10 07:58:35 1997
Received: from mail.xmission.com (mail.xmission.com [198.60.22.22])
    by usc.edu (8.8.8/8.8.8/usd) with SMTP
    id HAA09599 for <aapornet@usc.edu>; Mon, 10 Nov 1997 07:58:33 -0800
(PST)
Received: from xmission.com [204.228.136.170]
    by mail.xmission.com with esmtp (Exim 1.62 #4)
    id OxUwEJ-0006nB-00; Mon, 10 Nov 1997 08:58:24 -0700
Message-ID: <34673D2B.F79D0356@xmission.com>
Date: Mon, 10 Nov 1997 08:58:20 -0800
From: "George M." <gimons@xmission.com>
X-Mailer: Mozilla 4.03 [en] (Win16; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: For your sweet tooths myth
References: <v02130503b070556317cd@DialupEudora>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
Way back in October, there was a message regarding Neiman-Marcus cookies and a sad tale of someone paying $250 for the recipe.

I thought this story sounded very similar to something I had heard back in 1988, but I didn't have the time to look it up until today.

Check out the information at

http://luna.bearnet.com/misc/nm-hoax.html

It includes an LA times article debunking the story.

Urban Myths, as they are called frequently circulate throughout the net. This appears to be just another urban myth. This one is relatively harmless, but it is a good reminder to always check sources etc.

One last note, I haven’t had a chance to try the recipe, but my wife says it looks like it should produce a fine cookie. Has anyone given it a try?

George M.
gimons@xmission.com
monsivaisgi@chq.byu.edu

>From Tara@arfsite.org Mon Nov 10 09:04:50 1997
Received: from ARFSITE.ORG ([38.215.96.2])
   by usc.edu (8.8.8/8.8.8/usc) with SMTP
   id JAA23477 for <aapornet@usc.edu>; Mon, 10 Nov 1997 09:04:43 -0800
I made a batch of these Urban Myth cookies for my company's Halloween party, and happily report that they were absolutely delicious. The story may be phony, but the recipe is the real deal!

Tara McLaughlin
tara@arfsite.org
Way back in October, there was a message regarding Neiman-Marcus cookies =
and a sad tale of someone paying $250 for the recipe.

I thought this story sounded very similar to something I had heard back = in
1988, but I didn't have the time to look it up until today.

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This appears to be just another urban myth. This one is relatively =
harmless, but it is a good reminder to always check sources etc.

One last note, I haven't had a chance to try the recipe, but my wife = says
it looks like it should produce a fine cookie. Has anyone given it = a
try?=20

George M.
gimons@xmission.com
monsivaisgi@chq.byu.edu

>From beniger@rcf.usc.edu Mon Nov 10 11:16:35 1997
Received: from almaak.usc.edu (almaak.usc.edu [128.125.19.166])
    by usc.edu (8.8.8/8.8.8/uscd) with ESMTP
    id LAA06867 for <aapornet@usc.edu>; Mon, 10 Nov 1997 11:16:33 -0800
I agree with Jan Werner's judgment that Adam Clymer, of the New York Times, ranks among the very best reporters currently covering opinion research. I do not concur, however, that the botching of my name in Clymer's Sunday (Nov. 9) article ought to detract in any way from that article, from Clymer's reputation as a good reporter, or from AAPOR's considerable achievement in the appearance of his article.

That I was interviewed at all, and perhaps that the article appeared at all, is due--in large part--to Kathy Frankovic. Other AAPOR members who contributed to a stimulating email exchange on the Gingrich "poll" proposal via our Executive Council list included Nancy Belden, Murray Edelman, Jo Holz, Paul Lavrakas, Mike Kagay, Betsy Martin, Susan Pinkus, Mark Schulman, and Evans Witt.
Comments by our Past President Diane Colasanto also appeared in the published article.

Due to an overly active university press office, I am often asked by the media to comment on various subjects. Whenever the subject has been public opinion or survey research, over at least the past three years, I have always insisted that reporters include my AAPOR affiliation in the final piece. Always they have agreed to take it down and to include it, often noting some skepticism that it will pass their editor or the copy desk. Whatever the reasons, I have not once succeeded in getting a mention of AAPOR into mass media coverage. Name-title-school-university seems as much as the art form can tolerate, and certainly its preferred symbolism for "expertise."

Based on these experiences, I cannot help but consider yesterday's article by Adam Clymer an important achievement for AAPOR, even if my own small contribution had to come under an assumed name. Clymer's article illustrates precisely what I think most of us hope will be an expanding role for AAPOR in public affairs in the years ahead, a role which Evans Witt--among many other AAPOR members--has spent much time and effort to help us to achieve.

-- Jim Beniger

*****

On Sun, 9 Nov 1997, Jan Werner wrote:

> Today's (11/9/97) NY Times contains an article by Adam Clymer on the Republican's plan to conduct a "poll" of all Americans on their
The article may be read in full at:


While the article is generally quite good (Clymer is, IMHO, one of the very few reporters who can actually talk intelligently about opinion research), AAPOR members will be most intrigued by the following:

The methodology is critical. Real pollsters who do mail surveys send out their questionnaires repeatedly to get a high response rate. But this will be a one-time mailing, and so, says Richard Benziger, president of the American Association for Public Opinion Research, it will be heavily loaded toward people with a gripe.

I hope the rest of Mr. Clymer's article is better researched than that, or has there been a secret coup at AAPOR?

Jan Werner
jwerner@jwdp.com
I recently survived a relatively long interview with a newspaper reporter here in NH about Push Polling and other things masquerading as surveys (particularly fundraising under the guise of research) and I mentioned the Best Practices Brochures and AAPOR rather prominently.

I will let everyone know (if the story appears) what kind of mention of AAPOR survives the editing process.

Apparently the NH legislature is considering some sort of ban on push polling.

--

Leo G. Simonetta My Opinions! MINE. All Mine!
Director, UNH Survey Center leos@christa.unh.edu

Join CAUCE at http://www.cauce.org
Please keep AAPOR and CASRO informed about any anti-push poll legislation. The problem in the past has been that legislatures don't really understand the difference between polls and push polls and some proposed legislation would have banned examples of the former along with the later. 
tom w smith

>From yogi@vt.edu Mon Nov 10 14:07:25 1997
Received: from quackerjack.cc.vt.edu (quackerjack.cc.vt.edu [198.82.160.250])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id OAA08783 for <aapornet@usc.edu>; Mon, 10 Nov 1997 14:07:19 -0800
(PST)
Received: from sable.cc.vt.edu (sable.cc.vt.edu [128.173.16.30])
by quackerjack.cc.vt.edu (8.8.5/8.8.5) with ESMTP id RAA19917
for <aapornet@usc.edu>; Mon, 10 Nov 1997 17:07:04 -0500 (EST)
Received: from vtcsr.async.vt.edu (vtcsr.async.vt.edu [128.173.16.253])
by sable.cc.vt.edu (8.8.5/8.8.5) with SMTP id RAA14010
The CSEQ (College Student Experiences Questionnaire) -- with national norms -- might be a good start -- if you're also looking for student perceptions of "climate" as well as the faculty's. Source: George Kuh, Indiana University School of Education, (812)856-8041. Internet: cseq@indiana.edu

Home page: http://www.indiana.edu/~cseq/

Alan Bayer
Asessment in universities? Elements of the climate that may be considered include (but not limited to):

1. career advancement opportunities
2. openness to problem identification and resolution
3. employment opportunities
4. treatment of women and minorities
5. accessibility of leadership
6. collegiality of co-workers
7. competitiveness of pay and benefits

\|//\n(@ @)

Alan E. Bayer, Director e-mail: yogi@vt.edu
Center for Survey Research phone: (540)231-3676
207 W. Roanoke St. fax: (540)231-3678
Virginia Tech
Blacksburg, VA 24061-0543 USA


Never play leapfrog with a unicorn

>From yd17@cornell.edu Mon Nov 10 14:12:08 1997
Received: from postoffice2.mail.cornell.edu (POSTOFFICE2.MAIL.CORNELL.EDU [132.236.56.10])
Thank you for your help.

Yasamin

At 05:05 PM 11/10/97 +0500, you wrote:

> 
> >The CSEQ (College Student Experiences Questionnaire) -- with national 
> >norms 
> >-- might be a good start -- if you're also looking for student perceptions 
> >of "climate" as well as the faculty's. Source: George Kuh, Indiana
From: Yasamin DiCiccio[SMTP:yd17@cornell.edu]
Sent: Wednesday, November 05, 1997 1:59 PM
To: aapornet@usc.edu
Subject: climate assessment

Could anyone refer me to any survey work that has been done in climate assessment in universities? Elements of the climate that may be considered include (but not limited to):

1. career advancement opportunities
2. openness to problem identification and resolution
3. employment opportunities
4. treatment of women and minorities
5. accessibility of leadership
6. collegiality of co-workers
7. competitiveness of pay and benefits

\///
(@ @)
==============================w===V===w=============================
Alan E. Bayer, Director e-mail: yogi@vt.edu
Center for Survey Research phone: (540)231-3676
207 W. Roanoke St. fax: (540)231-3678
From KAF@cbsnews.com Tue Nov 11 07:11:35 1997

Received: from cbsnews.com ([170.20.81.50])
    by usc.edu (8.8.8/8.8.8/usc) with SMTP
    id HAA28147 for <aapornet@usc.edu>; Tue, 11 Nov 1997 07:11:33 -0800 (PST)

Received: from CBSNY-Message_Server by cbsnews.com
    with Novell_GroupWise; Tue, 11 Nov 1997 10:11:19 -0500

Message-Id: <s4682f47.033@cbsnews.com>
X-Mailer: Novell GroupWise 4.1
Date: Tue, 11 Nov 1997 10:12:21 -0500
From: Kathy Frankovic <KAF@cbsnews.com>
To: aapornet@usc.edu
Subject: Temporary Job Opening
Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-7
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline

TEMPORARY (Maternity Leave) JOB OPENING
DEPUTY DIRECTOR OF SURVEYS, CBS NEWS=20

The CBS News Election & Survey Unit is looking for a maternity leave = replacement for Deputy Director Cheryl Arnedt from late January 1998 = through the end of May.

There is a possibility that this position could be converted at the end of = May to free-lance Manager of Surveys, with the job continuing through the = end of November to cover the full 1998 mid-term election season. However, = the decision about a November extension has not yet been made. =20

Here is a brief overview of the position. Interested applicants should = call Cheryl Arnedt, Deputy Director of Surveys, at 212-975-3320, or e-mail = her at *car=40cbsnews.com*.

Job Description:  Assist the Director of Surveys, Kathy Frankovic, in all = phases of survey research the Unit will conduct during the 1998 election = season =AF both on its own and in conjunction with The New York Times. = Almost all of CBS=A2s telephone polls are conducted among national adult = samples. =20

Hours:  10 AM to 6 PM, with weekend and night work as required.

Experience: Familiarity with survey research methods. Questionnaire = design and field work supervision essential, as in experience in project = management. Proficiency in WordPerfect, as good writing and editing = skills important. Ability to work under deadline critical. Interest in = politics, and general election an political knowledge important. The = position requires interaction with broadcast journalists. =20
Roni, please add me to the list for the Brown Bag Lunch on Thursday.

The check is in the mail. Thanks.

Mark Schulman

m.schulman@srbi.com
Greetings fellow AAPOR members!

This is a reminder that Thursday, November 13 is the deadline for nominations for members to stand for election for the AAPOR Executive Council. I NEED YOUR HELP IDENTIFYING MEMBERS WHO WOULD SERVE AAPOR WELL DURING THE MAY 1998 - MAY 2000 TERM! With the assistance of a nominating committee, I will be assembling a slate of potential candidates for Council to approve or amend at the January Council meeting. Here are the open positions:

***Vice-President/President-Elect (these nominations are restricted this year to individuals in the non-commercial sector, i.e., those employed in government and academia)
***Councillor-at-Large (restricted this year to individuals in the commercial sector)***

***Associate Conference Chair (will assume the role of chair for the conference in the year 2000; restricted this year to individuals in the commercial sector)***

***Associate Secretary-Treasurer (no restrictions; takes care of AAPOR's finances and oversees the Secretariat; assumes role of chair during the second year of the term)***

***Associate Chair of Standards (no restrictions; evaluates violations of the AAPOR code; assumes role of chair during the second year of the term)***

***Associate Chair of Publications/Information (no restrictions; edits the AAPOR Newsletter, the Blue Book, and other publications; assumes role of chair during the second year of the term)***

***Associate Chair of Membership/Chapter Relations (no restrictions; takes care of AAPOR recruitment and chapter issues; assumes role of chair during the second year of the term)***

YOU CAN NOMINATE AN INDIVIDUAL, INCLUDING YOURSELF, FOR A SPECIFIC POSITION OR WITHOUT SPECIFYING A POSITION. Please respond by e-mail to me personally (not the list) at dcolasanto@aol.com. Or, you can call me at 609-924-9204.

Thanks for your help.
Diane Colasanto
Princeton, NJ
dcolasanto@aol.com

>From mitofsky@mindspring.com Tue Nov 11 19:15:40 1997
Received: from camel14.mindspring.com (camel14.mindspring.com
[207.69.200.64])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id TAA23204 for <aapornet@usc.edu>; Tue, 11 Nov 1997 19:15:38 -0800
   (PST)
Received: from desktop (user-37kb60a.dialup.mindspring.com [207.69.152.10])
   by camel14.mindspring.com (8.8.5/8.8.5) with SMTP id WAA27813
   for <aapornet@usc.edu>; Tue, 11 Nov 1997 22:15:37 -0500 (EST)
Message-Id: <1.5.4.32.19971112031508.0068d074@pop.mindspring.com>
X-Sender: mitofsky@pop.mindspring.com
X-Mailer: Windows Eudora Light Version 1.5.4 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Tue, 11 Nov 1997 22:15:08 -0500
To: aapornet@usc.edu
From: "Warren J. Mitofsky" <mitofsky@mindspring.com>
Subject: Re: Final call for executive council nominations

Diane,

I think I told you this already, but I would like to stand for Associate
chair of standards. It is the one job that I always wanted to do.
See you this weekend.

warren

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

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

212 980-3031 (office)  212 496-2945 (home)
212 980-3107 (fax)  mitofsky@mindspring

>From RoniRosner@aol.com Wed Nov 12 04:47:12 1997
Received: from mrin38.mail.aol.com (mrin38.mx.aol.com [198.81.19.148])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id EAA23619 for <aapornet@usc.edu>; Wed, 12 Nov 1997 04:47:11 -0800
(PST)
From: RoniRosner@aol.com
Received: (from root@localhost)
    by mrin38.mail.aol.com (8.8.5/8.7.3/AOL-2.0.0)
    id HAA10666 for aapornet@usc.edu;
    Wed, 12 Nov 1997 07:46:41 -0500 (EST)
Date: Wed, 12 Nov 1997 07:46:41 -0500 (EST)
Message-ID: <971112074640_1422491673@mrin38>
To: aapornet@usc.edu
Subject: Re: NYAAPOR BROWN BAG LUNCH -Reply

Hi Mark,

Glad you can make it. See you tomorrow at the Media Studies Center.
AAPORNETters,

The following is the fourth of four editorials in today's New York Times. Although it cites our own Norm Bradburn with considerable effect, it does not mention his longtime--and most relevant--association with AAPOR, including service in several of our higher offices. The Times does strike smart blows against the Gingrich "poll" and pseudo-polls generally, however, and for public enlightenment in the funding and use of survey research. It seems that the House Speaker has greatly helped AAPOR with a campaign in
Bogus Polls

When Speaker Newt Gingrich jettisoned plans to
survey the public about the Internal Revenue
Service's performance, the House leadership did much
more than sidestep squandering up to $30 million of
Americans' hard-earned tax payments. Whatever their
motivation or embarrassment, House leaders struck an
involuntary but necessary blow against pseudo-polls.

Hardly a day passes but that someone peddling dubious
information tries to get it factored into political or
economic debate. Pseudo-polls are as ubiquitous now as
the data smog one encounters on line, on television,
over the phone and in the mailbox. With Federal offices
closed yesterday, it was not possible to gauge how
serious Gingrich aides are when they say the Speaker
plans to resuscitate his idea. But he should desist.
The questionnaire the Speaker had proposed slipping into every taxpayer's mailbox before April 15 is a specimen that Norman M. Bradburn, a respected pollster at the National Opinion Research Center in Chicago, has nicknamed SLOP -- Self-selected Listener Oriented Polls. Such polls share many flaws.

The worst is that self-selected respondents, like the taxpayers who would have voluntarily mailed in the Gingrich questionnaire, are not representative of anyone but themselves. Respondents chosen randomly by reputable pollsters, by contrast, do give us valid snapshots of what Americans think because responses from the individuals polled are weighted to reflect the nation's demographics by gender, age, region, race and other characteristics. Loaded wording in the questions can also drive polls to a suspect conclusion.

Do Americans want Congress fashioning poll questions in surveys of dubious methodology? Before answering that question, just recall a "Saturday Night Live" skit some time back that asked viewers to call one of two 900 numbers and decide whether Larry the Lobster deserved to live or die.

Copyright 1997 The New York Times
The NYT gets it right in spirit, but wrong in details - Part II: Bradburn's SLOPs are self-selected listener opinion polls (Bradburn, "A Response to the Nonresponse Problem," POQ 56 (Fall, 1992), p. 395.) Tom W. Smith

New Hampshire Push Polling Law HB 443

From: Leo G Simonetta <leos@christa.unh.edu>
To: Mailing list <aapornet@usc.edu>
Subject: New Hampshire Push Polling Law HB 443
After I mentioned the pending NH push polling law several people wrote me with questions about it, so I though I would bring it to everyone's attention. I don't see anything too scary in it but I am not an expert on legislative impact.

http://webster.state.nh.us/gencourt/97hbills/hb443.htm

and for those of you without a browser:

AS INTRODUCED

(Internet Version)

1997 SESSION HOUSE BILL 443

relative to push-polling.


REFERRED TO: Election Law

ANALYSIS
This bill defines "push-polling" and requires any person employing another person or organization to engage in "push-polling" to provide certain information to the person contacted and, in certain cases, to candidates whose names are mentioned and to the secretary of state.

---

Explanation: Matter added to current law appears in bold italics.

Matter removed from current law appears [in brackets and struckthrough.]

Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

1 Findings and Purpose. The general court finds that "push-polling" and negative advertising campaigns are having an adverse impact on the political process. While the general court affirms the rights of candidates for public office to engage in free speech, it finds that candidates should be fully accountable for the statements and messages generated by their campaigns. This act is intended to insure that the public is fully informed when candidates engage in certain practices that are critical of opposing candidates.

2 New Paragraph; Definition Added. Amend RSA 664:2 by inserting after paragraph XVI the following new paragraph:
XVII. "Push-polling" means:

(a) Calling voters on behalf of, in support of, or in opposition to, any candidate for public office by telephone; and

(b) Asking questions related to opposing candidates for public office which state, imply, or convey information about the candidates character, status, or political stance or record; and

(c) When such calling is conducted in a manner which is likely to be construed by the voter to be a survey or poll to gather statistical data for entities or organizations which are acting independent of any particular political party, candidate, or interest group.

3 Push-polling; Submission of Information Required. Amend RSA 664 by inserting after section 16 the following new section:

664:16-a Push-polling Filing Requirements.

I. Any person or entity who employs or otherwise engages another to perform push-polling, as defined in RSA 664:2, XVII shall, within 3 days prior to the push-polling, submit the following to all candidates whose names are stated during such push-polling and to the secretary of state:

(a) The name and address of the person or entity employed or otherwise engaged.
(b) The questions that will be asked.

(c) The number of telephone calls to be made.

(d) The location from which the telephone calls shall be made.

II. Any person who engages in push-polling, as defined in RSA 664:2, XVII, shall inform any person contacted that the telephone call is being made on behalf of, in support of, or in opposition to a particular candidate for public office and identify that candidate by name.

III. Any person or entity who violates paragraph I or II shall be subject to penalty under RSA 664:21, V.

4 Effective Date. This act shall take effect January 1, 1998.

*END BILL*

First Georgia and now NH - was it something I said?

--
Leo G. Simonetta My Opinions! MINE. All Mine!
Director, UNH Survey Center leos@christa.unh.edu
Join CAUCE at http://www.cauce.org

>From beniger@rcf.usc.edu Wed Nov 12 12:56:58 1997
Received: from almaak.usc.edu (almaak.usc.edu [128.125.19.166])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id MAA22436 for <aapornet@usc.edu>; Wed, 12 Nov 1997 12:56:53 -0800
AAPORNETters interested in exit polling and inference from survey and
election data might want to see the following, published in the letters
section of today's New York Times. -- jrb

_______

Copyright 1997 The New York Times

November 12, 1997

Hispanic Exit Polls

To the Editor:

Re "Hispanic Voters Emerge as a Powerful and
Predictable Force" (news article, Nov. 9): Your
analysis of dramatically increased Hispanic voting
between the 1993 and 1997 New York City elections is
based on exit polls, which are based on samples.
Margins of error for sub-samples like Hispanic voters
are generally plus or minus 7 to 10 percentage points.

Actual election returns in Hispanic-majority Assembly
districts reveal that the estimated Hispanic turnout
rate among registered voters declined to 32 percent in
1997 from 41 percent in 1993. The turnout rate for
blacks declined to 30 percent from 53 percent; for
whites the decline was to 40 percent from 47 percent.

Thus, it seems possible that the increased Hispanic
share of total votes was the result of the less
precipitous fall in turnout rates among Hispanic voters
than among blacks, combined with a larger growth in the
Hispanic voting-age population.

Sampling and errors in exit polls could also result in
inflated figures for the Hispanic vote for Mayor
Rudolph W. Giuliani.

ANGELO FALCON
New York, Nov. 9, 1997

President and Founder Institute for Puerto Rican Policy
I'm passing these on for Kathy Marconi at HRSA, DHHS.

Diane O'Rourke

Survey Research Laboratory

Univ. of Illinois

Subject: Recruitment - 2 positions - Office of Science and Epidemiology, Health Resources Services Administration, DHHS

The Office of Science and Epidemiology currently is recruiting for two
research positions listed below. The ideal candidate has experience operating health data systems and at least three graduate classes in statistics. The recruitments are for regular civil service positions and are open until December 19, 1997. For further information contact the HRSA staffing unit at 301-443-5460 or Katherine Marconi, Ph.D., Director, Office of Science and Epidemiology at 301-443-2983 or kmarconi@hrsa.dhhs.gov.

The incumbent of this position serves as the Deputy Chief in the Service Data Systems Branch, Office of Science and Epidemiology. The Branch is responsible for the collection of HRSA HIV/AIDS data on the $1 billion dollar a year Ryan White CARE Act Program. Typical duties include but are not limited to the following: establishes and maintains in consultation with all HRSA HIV/AIDS program a system of data collection and analysis so that these programs can document services authorized and funded under the Ryan White Act including the AIDS Drug Assistance Program (ADAP) including the AIDS Drug; evaluating current data systems and preparing a TA plan to provide TA to grantees and contractors so they may collect data to document services. Identifies the data needs of HRSA HIV/AIDS programs and assures that all data systems continually meet the needs of these programs; coordinates its activities with other office evaluation programs; collaborates with the Center for Disease Control and Prevention, the Agency for Health Care Policy Research, and other Federal agencies on data collection; establishes through contracts and inter-agency agreements, client-level and aggregate service-related data collection systems to meet identified HIV/AIDS program needs. The incumbent ensures technical assistance to HRSA HIV/AIDS grantees on hardware/software, data collection procedures, and data quality control; provides expert consultation to individual projects on data collection, analyses and use of patient service, demographic, insurance, cost and functional status information; coordinates
with and provides consultation to the Associate Director for Science and Epidemiology on the design and implementation of operational research projects related to HIV funded projects; prepares the formulation of program personnel and budgetary estimates and justifications assuring that office funds are used in accordance with the operating budget and department fiscal policies. Supervises and coordinates the activities of a staff of professional and clerical employees; directing the development, application and implementation of EEO requirements and the EEO program guidelines established by the HRSA Division of Equal Employment Opportunity.

The incumbent of this position serves as a Statistician in the Service Data Collection Branch, Office of Science and Epidemiology. The Branch is responsible for the collection of HRSA HIV/AIDS data on the $1 billion dollar a year Ryan White CARE Act Program. The incumbent is responsible for the planning, operation, analysis, and communication of the HIV/AIDS Bureau aggregate data reporting system. Typical duties include but are not limited to the following: assures active involvement of HRSA HIV/AIDS program directors in the oversight and formulation of the aggregate data collection system; serves as project officer to contractor(s) responsible for data collection operations; assures that quality assurance programs for the reporting system is operational, that errors are identified and corrected, that data is comprehensive, timely and of acceptable quality; assures that contractor(s) designs and carries out all data-related technical assistance and training activities in a professional, cost-efficient, and useful manner; negotiates with HRSA's Information Resource Management on the storage of selected data for use by HRSA programs and external groups; communicates with HRSA HIV/AIDS program project officers and grantees on the status of their data, on data reports, on changes to the data system, and on general data-related issues; conducts
statistical analysis of data using software programs such as SAS and spreadsheet programs; writes and participates in writing data reports, presentations, and science articles; and participates in Center for Disease Control and Prevention and other Federal agency HIV/AIDS data collection efforts to ensure that their data is useful to HRSA HIV/AIDS programs.

>From murray1@pipeline.com Wed Nov 12 14:56:49 1997

Received: from camel8.mindspring.com (camel8.mindspring.com [207.69.200.58])
    by usc.edu (8.8.8/8.8.8/usd) with ESMTP
    id OAA27522 for <aapornet@usc.edu>; Wed, 12 Nov 1997 14:56:42 -0800 (PST)

Received: from 5 (ip33.an3-new-york4.ny.pub-ip.psi.net [38.26.14.33])
    by camel8.mindspring.com (8.8.5/8.8.5) with SMTP id RAA16541
    for <aapornet@usc.edu>; Wed, 12 Nov 1997 17:56:15 -0500 (EST)

Message-Id: <1.5.4.32.19971112225946.006c44cc@pop.pipeline.com>
X-Sender: murray1@pop.pipeline.com
X-Mailer: Windows Eudora Light Version 1.5.4 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Wed, 12 Nov 1997 17:59:46 -0500
To: aapornet@usc.edu
From: Murray Edelman <murray1@pipeline.com>
Subject: Re: NYT Letter on Hispanic Exit Polls

While, I like seeing analyses which include exit polls and actual vote, this one is not a very good example. I suspect that some of the problem may be in the editing.
1. It is fine to talk about the turnout in Hispanic Assembly Districts and even Black districts and White districts but that should not be referred to as the "turnout for blacks" of "for whites." It is just the turnout in those districts.

An analysis like this is limited because inferences are made from only the vote in homogenous districts. These districts are only a small part of the city and may not reflect the patterns in more integrated districts. While this analysis does not have a measurable "margin of error" it may have a large inferential error. This method is still useful, however, and was the primary method of analysis before exit polls.

2. While the letter is correct that margins of error on subsamples can be 7-10%, the relevant error for the analysis of the size of the Hispanic vote is + or - 3% since it is based on the entire sample.

3. I found the last line a bit much:

"Sampling and errors in exit polls could also result in inflated figures for the Hispanic vote for Mayor Rudolph W. Giuliani."

It goes both ways. These errors may also mean that we are underestimating the size of the Hispanic vote for Mayor Giuliani. (The Hispanic vote for Giuliani was actually quite consistent; it was 37% in '93 and 43% in '97 while the city vote 51% in '93 and 57% in '97.)

Murray Edelman, Ph.D.
Editorial Director,
Voter News Service
At 12:56 PM 11/12/97 -0800, you wrote:

> AAPORNETters interested in exit polling and inference from survey and election data might want to see the following, published in the letters section of today's New York Times. -- jrb

> Copyright 1997 The New York Times

> November 12, 1997

> Hispanic Exit Polls

> To the Editor:

> Re "Hispanic Voters Emerge as a Powerful and Predictable Force" (news article, Nov. 9): Your analysis of dramatically increased Hispanic voting between the 1993 and 1997 New York City elections is based on exit polls, which are based on samples. Margins of error for sub-samples like Hispanic voters are generally plus or minus 7 to 10 percentage points.

> Actual election returns in Hispanic-majority Assembly districts reveal that the estimated Hispanic turnout
rate among registered voters declined to 32 percent in 1997 from 41 percent in 1993. The turnout rate for blacks declined to 30 percent from 53 percent; for whites the decline was to 40 percent from 47 percent.

Thus, it seems possible that the increased Hispanic share of total votes was the result of the less precipitous fall in turnout rates among Hispanic voters than among blacks, combined with a larger growth in the Hispanic voting-age population.

Sampling and errors in exit polls could also result in inflated figures for the Hispanic vote for Mayor Rudolph W. Giuliani.

ANGELO FALCON
New York, Nov. 9, 1997

President and Founder Institute for Puerto Rican Policy

__________

Copyright 1997 The New York Times
I thought this might be of interest to some.

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

Date: Thu, 13 Nov 1997 03:53:56 +0000

From: Angelo Falcon <ipr@iprnet.org>

To: Estudiantes de la Politica <ipr@iprnet.org>,
Researchers from <ipr@iprnet.org>,
Black Issues Research Group <ipr@iprnet.org>

Subject: Latino National Political Survey Data on Web

LATINO NATIONAL POLITICAL SURVEY (LNPS)
NOW AVAILABLE FOR DOWNLOAD
ON THE IPRNet WEBSITE!

The Latino National Political Survey (LNPS), the largest privately-funded household survey of U.S. Latino political attitudes and behavior ever conducted, is now available free for download on the Institute for Puerto Rican Policy's IPRNet Website:
The LNPS covers over 400 variables, including public policy preferences, electoral and organizational behavior, media usage, and much more. It is based on a sample of 1,546 Mexicans, 589 Puerto Ricans, 682 Cubans and 456 non-Latinos taken in 40 metropolitan areas throughout the continental United States.

The LNPS was developed by a research team political scientists consisting of Rudolfo O. de la Garza of the University of Texas at Austin, Angelo Falcon of the Institute for Puerto Rican Policy, F. Chris Garcia of the University of New Mexico at Albuquerque, and John A. Garcia of the University of Arizona at Tucson. It was funded by The Ford Foundation, The Rockefeller Foundation, the Spencer Foundation and the Tinker Foundation, with the support of the Inter-University Program for Latino Research.

The LNPS dataset was just made available for public access through the Inter-university Consortium for Political and Social Research (ICPSR) at the University of Michigan (ICPSR 6941, CD0016).

=================================================================
Angelo Falcon | research-advocacy-networking
President and Founder |
INSTITUTE FOR PUERTO RICAN POLICY, Inc.  |  IIII  PPPPPP  RRRRRRR
286 Fifth Avenue, 3rd Floor  |  IIII  PPPPPP  RRRRRRRR
Contributions to the Institute for Puerto Rican Policy are tax-deductible under Section 501(c)(3) of the IRS Code.

To subscribe (it's free) to the ipr-forum mailing list, send the following e-mail message to Majordomo@igc.apc.org: Subscribe ipr-forum.

>From mitofsky@mindspring.com Thu Nov 13 09:55:12 1997
Received: from camel8.mindspring.com (camel8.mindspring.com [207.69.200.58])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id JAA29174 for <aapornet@usc.edu>; Thu, 13 Nov 1997 09:55:08 -0800 (PST)
Message-Id: <1.5.4.32.19971113175457.0069a4dc@pop.mindspring.com>
X-Sender: mitofsky@pop.mindspring.com
X-Mailer: Windows Eudora Light Version 1.5.4 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 13 Nov 1997 12:54:57 -0500
To: aapornet@usc.edu
I read the letter about exit polling in the NY Times, below, and am mystified at the percentages cited that are said to represent the Hispanic, white and black vote based on actual figures. I have no idea what Mr. Falcon used as a denominator for his percentages. As for the numerator, he might have taken the total vote in Hispanic, black or white areas. Maybe he could explain? I will try to locate him.

This type of analysis is precisely why we developed exit polling at CBS.
Predictable Force" (news article, Nov. 9): Your analysis of dramatically increased Hispanic voting between the 1993 and 1997 New York City elections is based on exit polls, which are based on samples. Margins of error for sub-samples like Hispanic voters are generally plus or minus 7 to 10 percentage points.

Actual election returns in Hispanic-majority Assembly districts reveal that the estimated Hispanic turnout rate among registered voters declined to 32 percent in 1997 from 41 percent in 1993. The turnout rate for blacks declined to 30 percent from 53 percent; for whites the decline was to 40 percent from 47 percent.

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Sampling and errors in exit polls could also result in inflated figures for the Hispanic vote for Mayor Rudolph W. Giuliani.

ANGELO FALCON

New York, Nov. 9, 1997

President and Founder Institute for Puerto Rican Policy
From skeeter@saturn.vcu.edu Thu Nov 13 14:29:33 1997
Received: from saturn.vcu.edu (saturn.vcu.edu [128.172.2.31])
    by usc.edu (8.8.8/8.8.8/usc) with SMTP
    id OAA10072 for <aapornet@usc.edu>; Thu, 13 Nov 1997 14:29:29 -0800
(PST)
Received: from localhost by saturn.vcu.edu (AIX 4.1/UCB 5.64/4.03)
    id AA148638; Thu, 13 Nov 1997 17:26:15 -0500
Date: Thu, 13 Nov 1997 17:26:15 -0500 (EST)
From: Scott Keeter <skeeter@saturn.vcu.edu>
To: Survey Research Methods Section of the ASA <SRMSNET@UMDD.UMD.EDU>,
aapornet@usc.edu, polmeth@wizard.ucr.edu, methods@mail.unm.edu
Subject: Job opening at VCU
Message-Id: <Pine.A32.3.95.971113172357.58940A-100000@saturn.vcu.edu>

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

Phone: 212 980-3031
FAX: 212 980-3107
E-mail: mitofsky@mindspring.com
JOB ANNOUNCEMENT

Survey Research / Methodology / Public Policy

The Center for Public Policy at Virginia Commonwealth University invites applications from specialists in survey research methodology for a new tenure-eligible position. The rank of the appointment is open. The successful candidate will hold a joint appointment in the Center for Public Policy and one of several academic departments that have a relationship with the Center, which include, but are not limited to, political science and public administration, psychology, sociology and anthropology, public health, criminal justice. A Ph.D. in an appropriate discipline, teaching experience, and demonstrated excellence in designing and directing survey projects are required.

Responsibilities for the position include: (1) Teaching doctoral level courses in research methodology, and coordinating the development and maintenance of a research methodology sequence for the Ph.D. in Public Policy and Administration program; (2) Serving as principal survey methodologist for the Survey and Evaluation Research Laboratory (SERL), which is located in the Center for Public Policy; (3) Developing and directing survey research projects at the SRL.

A base salary and benefits will be provided, with the opportunity for enhancement of salary through the development of sponsored research.

The Center for Public Policy is an interdisciplinary research and
instructional center of the university, and is the home of the Ph.D. program
in Public Policy and Administration, which currently enrolls 75 students.
The Center also houses the Survey and Evaluation Research Laboratory, which
is a full service survey, evaluation, and data management facility with
annual revenues exceeding $3.5 million. Virginia Commonwealth University
is a public, urban research university with an enrollment of more than
21,000 students.

Junior-level applicants should submit a detailed letter of interest, a
curriculum vitae, teaching evaluations, samples of publications and other
research, and three letters of recommendation. Senior-level applicants may
provide names of references rather than reference letters. All applicants
should also describe their experience with grant- and contract-funded
research. Review of applications will begin on February 1 and will continue
until a suitable candidate is identified.

Virginia Commonwealth University is an equal opportunity, affirmative action
employer. Women, minorities, and persons with disabilities are strongly
encouraged to apply. Please send applications to: Faculty Search
Committee, Center for Public Policy, Virginia Commonwealth University, POB
843061, Richmond, Virginia 23284-3061.

>From SOC125@UKCC.UKY.EDU Thu Nov 13 17:48:54 1997
Received: from UKCC.uky.edu (ukcc.uky.edu [128.163.1.170])
    by usc.edu (8.8.8/8.8.8/usc) with SMTP
    id RAA25326 for <aapornet@USC.EDU>; Thu, 13 Nov 1997 17:48:45 -0800
    (PST)
Received: from UKCC.UKY.EDU by UKCC.uky.edu (IBM VM SMTP V2R3)
    with BSMTP id 7636; Thu, 13 Nov 97 20:48:30 EST
UNIVERSITY OF KENTUCKY

Director/Sr. Professional Associate

SURVEY RESEARCH CENTER

Directs the activities of the Survey Research Center, providing assistance to internal and external clients in designing, implementing and analyzing survey research, develop new survey projects and manage ongoing projects. Provides logistical advice, cost estimates and prepares budgets for SRC. Minimum requirements are a Phd and 3 years related experience, or equivalent. Successful applicant will have strong background in survey methodology, including design, data collection, management, synthesis, analysis and reporting. Excellent interpersonal skills, strong communication skills and entrepreneurial spirit needed to market services.
and develop new clients. To apply please send resume to JOB # SG7660, UK Employment, 112 Scovell Hall, Lexington, Ky. 40506-0064. Deadline for receipt of credentials in November 28, 1997 - but may be extended if additional candidates are needed. The University of Kentucky is an equal opportunity employer, and encourages applications from minorities and women.

>From worc@worc.demon.co.uk Mon Nov 17 02:06:49 1997

Received: from post.mail.demon.net (post-20.mail.demon.net [194.217.242.27])
   by usc.edu (8.8.8/8.8.8/usc) with SMTP
   id CAA10636 for <aapornet@usc.edu>; Mon, 17 Nov 1997 02:06:42 -0800 (PST)

Received: from worc.demon.co.uk ([194.222.4.107]) by post.mail.demon.net
   id aa2009707; 17 Nov 97 9:57 GMT

Message-ID: <vg06mKApKya0EweY@worc.demon.co.uk>

Date: Thu, 13 Nov 1997 15:54:17 +0000
To: aapornet@usc.edu
From: Robert M Worcester <worc@worc.demon.co.uk>
Subject: Re: NYT Editorial, "Bogus Polls"
In-Reply-To: <Pine.SV4.3.94.971112092305.10319A-100000@almaak.usc.edu>
MIME-Version: 1.0
X-Mailer: Turnpike Version 3.01 <eEJ11NtraR$afrsopRVDqGcN$q>

Jim

I've just learned that Gingrich will be in London on the 5th of December, and will be speaking at a luncheon for the Institute of United States Studies, chaired by Lady Thatcher, chairman of the trustees (of which I am one of some 15). I will be meeting him and can raise his SLOPpy idea with him if you think it would be of use. Let me know.
See you in St. Louie, Louie...

Bob Worcester

In message <Pine.SV4.3.94.971112092305.10319A-100000@almaak.usc.edu>,
James Beniger <beniger@rcf.usc.edu> writes

> AAPORNETters,

> The following is the fourth of four editorials in today's New York
> Times. Although it cites our own Norm Bradburn with considerable
> effect, it does not mention his longtime--and most relevant--
> association with AAPOR, including service in several of our higher
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> -- Jim Beniger

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> Copyright 1997 The New York Times

> November 12, 1997
Bogus Polls

When Speaker Newt Gingrich jettisoned plans to survey the public about the Internal Revenue Service's performance, the House leadership did much more than sidestep squandering up to $30 million of Americans' hard-earned tax payments. Whatever their motivation or embarrassment, House leaders struck an involuntary but necessary blow against pseudo-polls.

Hardly a day passes but that someone peddling dubious information tries to get it factored into political or economic debate. Pseudo-polls are as ubiquitous now as the data smog one encounters on line, on television, over the phone and in the mailbox. With Federal offices closed yesterday, it was not possible to gauge how serious Gingrich aides are when they say the Speaker plans to resuscitate his idea. But he should desist.

The questionnaire the Speaker had proposed slipping into every taxpayer's mailbox before April 15 is a specimen that Norman M. Bradburn, a respected pollster at the National Opinion Research Center in Chicago, has nicknamed SLOP -- Self-selected Listener Oriented Polls. Such polls share many flaws.

The worst is that self-selected respondents, like the taxpayers who would have voluntarily mailed in the
Gingrich questionnaire, are not representative of anyone but themselves. Respondents chosen randomly by reputable pollsters, by contrast, do give us valid snapshots of what Americans think because responses from the individuals polled are weighted to reflect the nation's demographics by gender, age, region, race and other characteristics. Loaded wording in the questions can also drive polls to a suspect conclusion.

Do Americans want Congress fashioning poll questions in surveys of dubious methodology? Before answering that question, just recall a "Saturday Night Live" skit some time back that asked viewers to call one of two 900 numbers and decide whether Larry the Lobster deserved to live or die.

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Robert M Worcester

From SSDCF@UCONNV.M.UCONN.EDU Mon Nov 17 05:41:06 1997

Received: from UConnVM.UConn.Edu (uconnvm.uconn.edu [137.99.26.3])
  by usc.edu ([8.8.8/8.8.8/usc]) with SMTP
  id FAA07024 for <aapornet@USC.EDU>; Mon, 17 Nov 1997 05:41:04 -0800 (PST)

Received: from UCONNVM.UCONN.EDU by UConnVM.UConn.Edu (IBM VM SMTP V2R2)
A wrinkle (but one I consider important) to the Times editorial about SLOP's. The editorial quite correctly reminds readers that there is a major difficulty with a "poll" in which the respondents are self-selected. True enough, and this is one of the reasons why (ceteris paribus) one wants high response rates -- a technique that selectively, for instance, increased response rates for social conservatives would produce an overall increase in response rate but an increase in bias, but that is a topic for another day. But the editorial goes on to say that the hallmark of scientific polls is weighting, rather than random selection.

Not true. If one may treat respondents who are to be assigned a given weight as sharing (the same) relative likelihood of coming into the survey and being a random sample of such people in the overall population, then weighting is necessary and corrects for this differential selection probability. HOWEVER, if these assumptions fail, weighting can increase
deviation of a sample from the theoretical population. This is especially
ture for the case where a characteristic used for weighting CORRELATES
imperfectly with the characteristic which truly accounts for differential
likelihood. For example, just to keep it simple, say that "times at home"
driven by employment patterns and social networks is the real culprit and
that this correlates with gender so that the average woman were easier to
find than the average man. If one "corrects" just for gender, women who are
"more like men" in terms of findability will be underweighted, while men who
are "more like women" in terms of being often at home will be
"overweighted".

Further, of course, if just reproducing (or more candidly) approximating
various demographic profiles were enough, quota sampling would be just fine,
or the Speaker could "weight" the responses from his survey. The real key
-- without being overly technical for a forum like the Times -- is a set of
procedures that chooses who comes into the survey at random and which employ
techniques to avoid any SYSTEMATIC tendency for respondents as a group to
differ from the population from which they are drawn.
AAPORNETters,

The following letter to the editor, which comments on the November 12 New York Times editorial, "Bogus Polls," posted by me to AAPORNET, appears on today's Editorials/Letters page of The Times.

This recalls, at least for me, what I take to be one central point of Diane Colasanto's AAPOR Presidential Address last May: that while intelligent and honest researchers--facing vastly different exigencies in their daily work--will necessarily differ on performance standards, the one thing on which the integrity of survey research and public opinion polling absolutely depends is our standards for disclosure. In other words, although the methods used in research on public issues ought to be as open to debate as the issues themselves, undocumented research has absolutely no place in such debate--or at least no more place than, say, unsubstantiated rumor and gossip.

-- Jim Beniger
What Pollsters Miss

To the Editor:

"Bogus Polls" (editorial, Nov. 12) appropriately condemns as unscientific the failed attempt by House Speaker Newt Gingrich to survey taxpayers. But you draw far too sharp a distinction between scientific, academic or "respected" polling and the poll Mr. Gingrich hoped to exploit.

You say the taxpayer survey would have produced an unrepresentative, "self-selected" sample. But respondents to all polls are self-selected. Pollsters must confront the fact that Americans are becoming less willing to respond to polls and acknowledge that those who do are quite different from those who do not. Some pollsters make valiant efforts to poll those who are, initially, too busy, shy, angry, disaffected or distrustful to participate. Information about such efforts is crucial. Along with margins of error and question wordings, pollsters should divulge response
All polling would be improved by fuller disclosure, even if this meant "respectable" pollsters had to admit that they, too, rely on self-selected samples.

LYNN SANDERS
Chicago, Nov. 12, 1997

The writer is assistant professor of political science at the U. of Chicago.
Jim,

In response to Bob Worcester's question about raising the "SLOP" question with Gingrich, I would highly recommend that he do so. My guess is that Gingrich will give a relatively honest, straightforward response...with which we may not agree, but knowing him just a bit (he's my congressman), I don't think he'll evade the question and it might even cause him to reflect a little more than he might otherwise. And, knowing Bob, my expectation is that Gingrich will be responsive to his inquiry. The setting for such an exchange seems ideal.

Dick

At 03:54 PM 11/13/97 +0000, you wrote:
Jim

I've just learned that Gingrich will be in London on the 5th of December, and will be speaking at a luncheon for the Institute of United States Studies, chaired by Lady Thatcher, chairman of the trustees (of which I am one of some 15). I will be meeting him and can raise his SLOPPy idea with him if you think it would be of use. Let me know.

See you in St. Louie, Louie...

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>> Copyright 1997 The New York Times

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>> November 12, 1997

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>--

>Robert M Worcester

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<color><param>0000,0000,ffff</param><smaller>Halpern & Associates

Strategic Marketing and Opinion Research

Phone/Fax: 770 434 4121

E-Mail: rshalpern@mindspring.com

</smaller></color>

</smaller></color>

>From beniger@rcf.usc.edu Mon Nov 17 11:02:22 1997

Received: from almaak.usc.edu (almaak.usc.edu [128.125.253.166])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id LAA04996 for <aapornet@usc.edu>; Mon, 17 Nov 1997 11:02:13 -0800 (PST)
Received: from localhost (beniger@localhost)
by almaak.usc.edu (8.8.8/8.8.8/usc) with SMTP
id LAA02105 for <aapornet@usc.edu>; Mon, 17 Nov 1997 11:02:08 -0800 (PST)
Date: Mon, 17 Nov 1997 11:02:08 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Call for Papers: ASC Conference, London
THINKING BIGGER AND THINKING SMALLER

Learning About Qualitative Research

A One-Day Conference Organised by

THE ASSOCIATION FOR SURVEY COMPUTING

April 15, 1998 - Imperial College - London

FIRST ANNOUNCEMENT AND CALL FOR PAPERS

The ASC (Association for Survey Computing) is pleased to announce a one-day conference on 15 April 1998 at the Imperial College of Science, Technology and Medicine in London on qualitative research.

Group discussions, citizens juries, in depth interviews, focus groups,
deliberative polling. These are all useful tools in the kitbag of the rounded survey professional. But what do we know about them and what can computer packages and expert systems contribute?

As survey professionals, how many of us know much - or anything - about the great strides that have been made in recent years to develop the methodology - and especially the approach to analysis - of material collected during qualitative research?

The day will offer the chance for you to contribute to, or learn about, developments related to - but slightly outside - the mainstream of quantitative research.

Topics to be covered will include:

* What recent developments in qualitative research have been made?

* When is it appropriate to use a qualitative research approach?

* How is qualitative research used in combination with quantitative research?

* What computer packages are available for analysis, and what do they do?

* What further developments to qualitative analysis
packages are expected or desirable?

* What are the misconceptions surrounding issues of sampling and inference in qualitative research?

The keynote speaker will be:

JANE RITCHIE

Founding Director, Qualitative Research Unit, SCPR.

If you would like to be considered for a presentation, please send an abstract (up to 100 words) before the CLOSING DATE OF 19 DECEMBER 1997. This should contain the full title, names and affiliations of the author(s) and should contain enough detail about the proposed presentation for the Programme Committee to decide on its suitability.

If submitting your abstract by e-mail, please send as either plain text or a format which can be read by Word.

The cost will be 75.00 pounds sterling for members of the ASC and affiliated organisations, and 100.00 pounds sterling for others.

Abstracts should be sent to:

Diana Elder    tel: +44 (0)1494 793 033
Administrator, ASC    fax: +44 (0)1494 793 033
PO Box 60    email: asc@essex.ac.uk
Chesham, Bucks, UK
HP5 3QH
from whom information about exhibiting may also be obtained.

This message has been sent by:

Randy Banks (randy@essex.ac.uk)
On behalf of the
Association for Survey Computing
ESRC Research Centre on Micro-Social Change
University of Essex
Colchester
Essex
United Kingdom
CO4 3SQ

phone: 01206 873067; int: +44 1206 873067
fax: 01206 873151; int: +44 1206 873151

*****

>From rasinski@norcmail.uchicago.edu Tue Nov 18 05:37:18 1997
Received: from genesis0.norc.uchicago.edu (genesis0.norc.uchicago.edu [128.135.45.38])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id FAA08996 for <aapornet@usc.edu>; Tue, 18 Nov 1997 05:37:16 -0800
(PST)
From: rasinski@norcmail.uchicago.edu
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
    by genesis0.norc.uchicago.edu (8.8.5/8.8.5) with SMTP id IAA22431 for
Let's not throw the baby out with the SLOP.

Maybe I'm missing the point, but the Gingrich proposal for a survey as stated in the NY Times article doesn't sound like your typical SLOP. On the contrary, it proposes to send a questionnaire to the entire universe of respondents. How many of us can match that! It's what we all would do if we could afford it, because, estimation is tremendously simplified (i.e., no standard error calculations)
Its main problem, as I see it, is that it is a mail survey, and it suffers from the disadvantages of any mail survey -- low response rates and lack of control over who, within the household, is the respondent.

Rather than a misplaced attack of the effort from AAPOR, perhaps it would be better to try to convince the House to do a sample survey, where sampling error is traded off for some control over bias through intensive follow-up. Government tax records sound like a wonderful sample frame, with plenty of info. for constructing a sensible sample design. A reasonable response rate, careful attention to question wording (or even a split-ballot with two or more wordings) and weighting based on the design or non-response could result in very usable data.

Ken Rasinski

On 11/18 Jim Beninger wrote:

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It seems to me that the IRS survey to be enclosed with the tax forms, is more like a response card from a company when you register a warranty than a survey. Or like the Redbook Sex Survey tucked into the magazine, or maybe like the the Literary Digest Poll.

It will simply give people the chance to vent about their taxes, so it is incredibly contaminated. What could be a bigger context effect than that?

Sampling error is besides the point.

Andy Beveridge

>From altschul@Oswego.EDU Tue Nov 18 05:48:23 1997
Received: from rocky-gw.oswego.edu (rocky-g1.oswego.edu [129.3.22.36])
While it would be nice to ask Gingrich to do a sample survey which would be more accurate and probably a lot cheaper, politically he could not possibly do one. The Republicans have been adamant about doing everything they can to prevent sampling from being used in the next census. For them to then agree to use that very sampling in an IRS survey because it would be more accurate would destroy much of their argument on the census. Bruce Altschuler SUNY Oswego

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Beniger

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> send me a copy.
> -- Jim

> _______

> Univeristy of Minnesota
FACULTY POSITION AT ASSISTANT, ASSOCIATE, OR FULL PROFESSOR LEVEL, DATA ANALYST

DESCRIPTION

We are looking for a doctorally prepared person to take responsibility for designing and overseeing the analysis for a variety of health services research projects. Many of these projects involve linking data from primary data collection (i.e., surveys) with medical record information and secondary data bases (e.g., claim files). This individual will also be expected to play a limited teaching role in a graduate program in health services in courses that addressed his/her areas of expertise. The individual will work as part of a multi-disciplinary core research team, which collaborates with a wide range of clinical and practicing professionals.

QUALIFICATIONS

PhD, DrPH, or other appropriate doctoral degree; specific expertise and experience in data analysis with large data sets; should have done both primary and secondary analyses. Specific educational background can vary. Should have at least three years of experience in addition to thesis work. Preferred experience in conducting analysis concerning health outcomes, economics, Medicare, and Medicaid.

CONDITIONS OF EMPLOYMENT
This position will be an annually renewable non-tenure track 12-month faculty position in the Division of Health Services Research and Policy in the School of Public Health at the University of Minnesota. The salary and level of appointment would be commensurate with experience.

CONTACT

Robert L. Kane, MD
Division of Health Services Research and Policy
University of Minnesota
Mayo Box 197
420 Delaware St. S.E.
Minneapolis, MN 55455
612/624-1185, FAX 612/624-8448
e-mail: kanex001@maroon.tc.umn.edu
To: aapornet@USC.EDU, por@irss.unc.edu

I am posting the following for Prof Andrew Karmen. Please e-mail replies
directly to him at: andrewkarmen@worldnet.att.net

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

Criminologist seeking polling data about the attitudes of teenagers and
young adults concerning committing crimes, joining street gangs, carrying
guns, taking drugs.

Particularly interested in New York City, minority respondents, 1990s.

Prof. Andrew Karmen. John Jay College of Criminal Justice.

212/237-8695 <andrewkarmen@worldnet.att.net>

ROBERT S. LEE
PACE UNIVERSITY, 1 PACE PLAZA, NEW YORK, NY 10038
VOICE: 212/620-7851
LEE@PACE.EDU

>From murray1@pipeline.com Tue Nov 18 15:23:41 1997
Received: from camel8.mindspring.com (camel8.mindspring.com [207.69.200.58])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id PAA05272 for <aapornet@usc.edu>; Tue, 18 Nov 1997 15:23:24 -0800 (PST)
Message-Id: <1.5.4.32.19971118232659.006cd470@pop.pipeline.com>
The deadline for proposals for next year's conference is December 1st, less than two weeks away.

This includes: Papers, Panels, Roundtables, Posters, and Student Papers.

The specific details for submission for all categories is on our web site:

www.aapor.org

Feel free to email me with any questions, but please do not submit your proposals this way.

Murray Edelman          murray1@pipeline.com
Conference Chair

>From murray1@pipeline.com Thu Nov 20 11:22:10 1997
Received: from camel8.mindspring.com (camel8.mindspring.com [207.69.200.58])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id LAA16154 for <aapornet@usc.edu>; Thu, 20 Nov 1997 11:22:09 -0800
We have logged in and sent email acknowledgements to the contact author for all proposals received as of today, Thursday, November 20th. If you should have received a response but haven't, please let me know.

If it is not in the mail, note that THERE ARE 10 MORE DAYS.

Please check the web site for the "calls." It has my address and all other information to smooth your proposal's way through our evaluation process. Note that it is not necessary to include a cover letter.

Murray Edelman, Conference Chair murray1@pipeline.com
MEDIA RESEARCH ASSISTANT - ENTRY LEVEL POSITION

EDISON MEDIA RESEARCH - SOMERSET, NJ

Edison Media Research, a small, rapidly growing research company seeks a college graduate interested in media & pop culture. This position requires a highly organized person to oversee music research projects for the radio & record industries. Great opportunity to learn and advance. Computer skills necessary. Media or research experience a plus. Intellectual curiosity and willingness to work hard a must.

Edison Media Research is a market research company specializing in survey research for the radio, record, and television industries. In 1997, EMR was recognized by Advertising Age as the second fastest growing research company in America.

Please fax resume to Melissa Pettersson: 732-560-8989
This Sunday, November 23, marks AAPORNET's third anniversary. On a
Wednesday morning three years ago, the day before Thanksgiving 1994, 260 AAPOR members found something unexpected on their computer screens: a message introducing our electronic version of AAPOR as "a meeting place" (as the volume of our history is titled) amid the clutter of the Internet.

"Your Internet address has been added to AAPORNET, a news and discussion list available only to members of the American Association for Public Opinion Research," the message began. "AAPORNET is intended both to help launch AAPOR's 50th Anniversary celebrations and to explore new means of communication and other benefits for members as AAPOR moves into its second half-century and on into the new millennium. Please keep AAPORNET in mind, both as a means to communicate with the AAPOR membership and as a source of professional information from others, including the AAPOR Secretariat and Council."

AAPORNET had just five days earlier been approved as an experiment by the AAPOR Executive Council at its November 18 meeting--led by then-President Andy Kohut--in New York City. Impetus for the idea had come from the 30-member AAPOR Conference Committee, which had been meeting online since the previous May--on a private Internet list AAPOR50--to plan AAPOR's 50th Anniversary Conference. Begun with the 260 still-functioning Internet addresses in the 1993-94 AAPOR Directory, AAPORNET grew--after only one week--to include 409 subscribers (30 percent of the total AAPOR membership) in ten countries.

Because of this favorable response from AAPOR members, AAPORNET soon lost its experimental status.: The Executive Council agreed at its January 13, 1995 meeting in Washington to continue our list indefinitely. Today AAPORNET has more than 900 subscribers.
So Happy Birthday to us all!

*****

>From beniger@rcf.usc.edu Fri Nov 21 11:48:54 1997
Received: from almaak.usc.edu (almaak.usc.edu [128.125.19.166])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA28988 for <aapornet@usc.edu>; Fri, 21 Nov 1997 11:48:53 -0800
    (PST)
Received: from localhost (beniger@localhost)
    by almaak.usc.edu (8.8.8/8.8.8/usc) with SMTP
    id LAA02801 for <aapornet@usc.edu>; Fri, 21 Nov 1997 11:48:50 -0800
    (PST)
Date: Fri, 21 Nov 1997 11:48:50 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Data Availability Announcement
Message-ID: <Pine.SV4.3.94.971121114451.22957E-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Date: Thu, 20 Nov 1997 13:57:32 +0000
From: laura guy <guy@DPLS.DACC.WISC.EDU>
Subject: Data Availability Announcement

The Data and Program Library Service is pleased to announce the
addition of the following data set to our Web-based On-Line Data
Archive.

Please feel free to redistribute this announcement.

Laura Guy
DPLS

November, 1997

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

DYNAMICS OF IDEALISM: VOLUNTEERS
FOR CIVIL RIGHTS 1965-1982

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

(Most of this information has been taken from the original study
description, written in 1985.)

Unique Identification Number:
SM-004-002-1-2 is the public use version of this study.

Type of File:
Numeric.

Methodology:
Wave I questionnaires were administered to voter registration
drive volunteers in the 1965 Summer Community Organization in
Political Education (SCOPE) project of the Southern Christian
Leadership Conference (SCLC), with a more than 80% response rate (the exact size of the population could not be calculated precisely). Wave II, designed to measure change and obtain information about the summer, was administered by mail in the fall, with a 71% completion rate. An additional 17 volunteers responded only to the fall follow-up, for a total of 255 completed wave one and wave two questionnaires. Wave III questionnaires were mailed to volunteers 17 years after their participation in the voter registration effort. The study was conducted in 1982, with 146 of the original sample (N=255) completing a mailout-mailback questionnaire (there were a small number done on the telephone). Individuals were located by various methods, including contacting alumni associations and parents, and searching professional directories, and public telephone books.

Summary:
These data files represent questionnaires administered to volunteers in the 1965 Summer Community Organization and Political Education (SCOPE) project of the Southern Christian Leadership Conference (SCLC) before and after a two and a half month voter registration effort in May and the Fall of 1965, and a follow-up study in 1982. The three data files represent each of the three waves with missing data entered in the third file for those individuals not located for wave three. The data in Waves I and II contain information on the volunteer’s background, status, and parental relations, attitudes toward racial and political issues, commitment to social change, prior experience with Blacks and activism, images of the white South, expectations of the
Black Community, characteristics of Black supporters, social relationships with Blacks, perceived changes (in the South, the movement, ideology, political views, personal life and career aspirations). Wave III data files contain information on memories and effects of the 1965 summer project, political participation since 1965, religious and humanitarian activities since 1965; attitudes toward civil rights, violence, the courts, and political change; evaluation of the importance of the issues of civil rights and progress for Blacks with other political, social, and religious issues; religiosity; the importance of a college education; satisfaction with self, family, and friends; political opinions on current issues; and demographic characteristics.

Geographic Coverage:
United States.

Descriptors:
civil rights, political activism, race relations, the South, religious beliefs, charitable activities, voting practices, political contributions, Blacks

Technical Notes:
The public use files consist of three card image data files that represent each of the three waves. The first card image file (Wave I) has seven cards per respondent; the second card image file (Wave II), ten cards per respondent; the third card image file (Wave III), twelve cards per respondent. For waves two and three missing data values have been entered for those individuals.
who were not located or who did not respond. Users should note that there is no separate coding of missing data due to non-response versus not applicable, or no answer given.

Version 2, now the public use version, was created because the original SPSS-X archive file was not readable as of 7/97. As a result, new merged files were created from card-image files by Dean Nelson to match column locations written into the codebooks.

Cited References:


(See the Online Bibliography associated with the Web Site for more references).

Laura Guy
Mailto:Guy@DPLS.DACC.Wisc.Edu
Http://DPLS.DACC.Wisc.Edu
Voice: 608.262.7962 or 0750

>From rshalpern@mindspring.com Fri Nov 21 12:49:17 1997
Received: from brickbat8.mindspring.com (brickbat8.mindspring.com [207.69.200.11])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id MAA14962 for <aapornet@usc.edu>; Fri, 21 Nov 1997 12:49:15 -0800
   (PST)
And a hearty congratulations to you, Jim, for being so instrumental in making it all happen!

At 11:32 AM 11/21/97 -0800, you wrote:

>  

>  

>This Sunday, November 23, marks AAPORNET's third anniversary. On 

>a Wednesday morning three years ago, the day before Thanksgiving
1994, 260 AAPOR members found something unexpected on their
computer screens: a message introducing our electronic version of
AAPOR as "a meeting place" (as the volume of our history is titled)
amid the clutter of the Internet.

"Your Internet address has been added to AAPORNET, a news and
discussion list available only to members of the American
Association for Public Opinion Research," the message began.

"AAPORNET is intended both to help launch AAPOR's 50th Anniversary
celebrations and to explore new means of communication and other
benefits for members as AAPOR moves into its second half-century
and on into the new millennium. Please keep AAPORNET in mind, both
as a means to communicate with the AAPOR membership and as a source
of professional information from others, including the AAPOR
AAPORNET had just five days earlier been approved as an experiment by the AAPOR Executive Council at its November 18 meeting--led by then-President Andy Kohut--in New York City. Impetus for the idea had come from the 30-member AAPOR Conference Committee, which had been meeting online since the previous May--on a private Internet list AAPOR50--to plan AAPOR's 50th Anniversary Conference. Begun with the 260 still-functioning Internet addresses in the 1993-94 AAPOR Directory, AAPORNET grew--after only one week--to include 409 subscribers (30 percent of the total AAPOR membership) in ten countries.

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indefinitely. Today AAPORNET has more than 900 subscribers.

So Happy Birthday to us all!

---

Halpern & Associates
Strategic Marketing and Opinion Research

Phone/Fax: 770 434 4121

E-Mail: rshalpern@mindspring.com

</smaller>
Three years is time for a party and tonight I will certainly raise my glass of wine and say happy anniversary and many thanks James Beniger for raising the baby to the nice child it is today!

Also many thanks to all those AAPOR-netters who helped me by responding to my questions over the last years.

To your health and to live!

Edith

Dr. Edith D. de Leeuw, Plantage Doklaan 40, NL-1018 CN Amsterdam
tel/fax + 31 20 622 34 38   e-mail edithl@educ.uva.nl

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Ode to Heinz (sorry Spot):

A tail is quite essential for your acrobatic talents
You would not be so agile if you lacked its counterbalance
And when not being utilized to aid in locomotion
It ALWAYS serves to illustrate the state of your emotion

> From smarcy@datastat.com Tue Nov 25 08:29:14 1997
Received: from ic.net (qmailr@srv1b.ic.net [152.160.72.20])
   by usc.edu (8.8.8/8.8.8/usc) with SMTP
      id IAA26661 for <aapornet@usc.edu>; Tue, 25 Nov 1997 08:29:10 -0800
(PST)
Received: (qmail 6374 invoked from network); 25 Nov 1997 16:29:08 -0000
Received: from unknown (152.160.28.9)
   by unknown with SMTP; 25 Nov 1997 16:29:08 -0000
Message-ID: <MAPI.Id.0016.004d4152435920303036303036@MAPI.to.RFC822>
In-Reply-To: <3.0.16.19971123132223.3847dfae@mail.educ.uva.nl>
References: Conversation <3.0.16.19971123132223.3847dfae@mail.educ.uva.nl>
   with last message <3.0.16.19971123132223.3847dfae@mail.educ.uva.nl>
X-MSMail-Priority: Normal
X-Priority: 3
To: aapornet@usc.edu
MIME-Version: 1.0
From: "Sherry Marcy" <smarcy@datastat.com>
Subject: Adults' Attitudes Toward Youth
Date: Tue, 25 Nov 97 11:29:22 PST
Content-Type: text/plain; charset="ISO-8859-1"; X-MAPIextension=".TXT"
Content-Transfer-Encoding: quoted-printable

Does anyone know of fairly recent studies asking about adults' attitudes =
toward and/or beliefs about youth?
Please reply to me directly at <smarcy@datastat.com>.

Thanks in advance,
Sherry

_________________________
Sherry Marcy
Senior Vice President
DataStat, Inc.
3975 Research Park Drive
Ann Arbor, Michigan 48108
Phone: 313/994-0540 x144
Fax: 313/663-9084
Email: smarcy@datastat.com

>From beniger@rcf.usc.edu Tue Nov 25 09:22:13 1997
Received: from almaak.usc.edu (almaak.usc.edu [128.125.19.166])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id JAA18326 for <aapornet@usc.edu>; Tue, 25 Nov 1997 09:22:12 -0800
(PST)
Received: from localhost (beniger@localhost)
    by almaak.usc.edu (8.8.8/8.8.8/usc) with SMTP
    id JAA02756 for <aapornet@usc.edu>; Tue, 25 Nov 1997 09:22:12 -0800
(PST)
Date: Tue, 25 Nov 1997 09:22:12 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Predictive Value of Polls
Message-ID: <Pine.SV4.3.94.971125091951.1985A-100000@almaak.usc.edu>
The editorial page of today's New York Times includes a letter with the unsupported comment "polls that ask abstract questions have no predictive value" [the Nov. 21 Times article cited does not identify either the poll or the poll questions]. If you'd like to respond for possible publication in the Times letters section, you might send your thoughts to letters@nytimes.com. If you wish to express your ideas to the Times editors, without consideration of publication, you might send them to editor@nytimes.com.

All AAPORNETters are encouraged, as always, to purchase this issue of the Times and thereby compensate the company for its property rights to this reader letter.

-- Jim

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Copyright 1997 The New York Times

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November 25, 1997

God Save the Queen? Britons Surely Would

To the Editor:

Your Nov. 21 London Journal on the 50th wedding
anniversary of Queen Elizabeth and Prince Philip notes that a new poll "showed that only one in five young people thought the monarchy important, while overall backing for the royal family has dropped from 65 percent in 1983 to 32 percent today."

But polls that ask abstract questions have no predictive value. If an actual referendum were held on keeping the monarchy, there is good reason to think the Queen would be thunderingly retained. Here's why.

You point out that the institution costs Britain about $70 million a year. That is only a little more than a dollar a year per British subject, and about 0.015 percent of annual Government receipts.

And for that sum, the British nation gets a tourist attraction Disney can only dream of: a human institution with a thousand years of British history flowing through its veins.

In 1983 the Queen and Prince Philip visited California during some of the worst weather of this century. And yet a million people stood in the wind and rain in hopes of catching a glimpse of the Queen of England and telling their children about it. How many would have risked pneumonia to see the President of Germany?

JOHN STEELE GORDON
As some of you may remember I recently posted the text of a proposed NH law about Push Polling and noted that I had done a lengthy interview with the Manchester Union Leader about what constitutes a good poll, AAPOR, and push polling.

The University clip service recently forwarded me the results of the
interview - which basically has me noting that push polls are bad and has me describing exactly what characterizes that type of poll.

No mention of APPOR or the Best Practices brochure.

--

Leo G. Simonetta  
My Opinions! Mine. All Mine!

Director, UNH Survey Center  
leos@christa.unh.edu

Join CAUCE at http://www.cauce.org

>From murray1@pipeline.com Tue Nov 25 14:38:00 1997
Received: from camel8.mindspring.com (camel8.mindspring.com [207.69.200.58])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA24215 for <aapornet@usc.edu>; Tue, 25 Nov 1997 14:37:57 -0800
(PST)
Received: from 5 (user-38lcf84.dialup.mindspring.com [209.86.61.4])
    by camel8.mindspring.com (8.8.5/8.8.5) with SMTP id RAA18437
    for <aapornet@usc.edu>; Tue, 25 Nov 1997 17:37:58 -0500 (EST)
Message-Id: <1.5.4.32.19971125224148.006d88dc@pop.pipeline.com>
X-Sender: murray1@pop.pipeline.com
X-Mailer: Windows Eudora Light Version 1.5.4 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Tue, 25 Nov 1997 17:41:48 -0500
To: aapornet@usc.edu
From: Murray Edelman <murray1@pipeline.com>
Subject: AAPOR Conference Proposals: 5 days left

There are 5 days left to get your proposals in.
Have a Happy Thanksgiving.

Murray Edelman, Conference Chair

For those of you without access to our web site (aapor@usc.edu), I've included the call for papers and posters.

CALL FOR PAPERS AND PARTICIPATION

53rd Annual Conference
American Association for Public Opinion Research

St. Louis Marriott Pavilion Downtown
St. Louis, Missouri
May 14 - 17, 1998

The American Association for Public Opinion Research will hold its 53rd annual conference in St. Louis, Missouri, in May of 1998. AAPOR’s Conference Committee seeks proposals for papers, panels, and round tables on any topic related to the study of public opinion, broadly defined. Paper topics might include methodological issues in survey, public opinion, or market research, theoretical issues in the formation and change of public opinion, or substantive findings about public opinion.
Papers, panels, and round table ideas on any topic in public opinion and survey research are welcomed for consideration for next May's conference. We encourage participants to form sessions with common themes and to submit their papers together. These papers will, of course, be considered individually if for some reason the session is not used.

We especially encourage the submission of panel proposals or other less formal presentations that will appeal to those working in the commercial sector.

Please submit three copies of your proposal or abstract (of no more than 300 words), INCLUDING TWO OR THREE KEY WORDS DESCRIBING THE TOPIC, by December 1, 1997, to this year's Conference Committee Chair:

Murray Edelman
Voter News Service
225 West 34th St., Suite 310
New York, New York  10122

Please fit your proposal on ONE SHEET of paper and include the name, mailing address, telephone number(s) and email address of the principal author. Use an additional sheet if necessary for the same information on the other authors. You will receive confirmation that your proposal has been received. Final decisions about the program will be made by the end of January and you will be notified about the status of your proposal shortly thereafter.
The American Association for Public Opinion Research will hold its 53rd annual conference in St. Louis, Missouri, in May of 1998. AAPOR's Conference Committee invites proposals for research to be presented at a poster session, which will be part of the official program of the conference.

Posters will be expected to describe substantive or methodological findings from current or recently completed research. This information will be presented on a poster board, usually including four to six pages of text, tables, charts, and diagrams. At least one author of the paper will remain near the poster throughout the poster session to explain or discuss the findings, as the audience circulates among the displays. A poster is a particularly appropriate means for presenting preliminary findings from projects still in progress, for describing small-scale studies, or for presenting the results of replications of earlier studies.
Please submit three copies of a no more than 250 word abstract of your proposed poster session, INCLUDING TWO OR THREE KEY WORDS DESCRIBING THE TOPIC, by December 1, 1997, to this year's Conference Committee Chair:

Murray Edelman
Voter News Service
225 West 34th St., Suite 310
New York, New York 10122

Please fit your proposal on one piece of paper and include the name, mailing address, telephone number(s) and email address of the principal author.

INDICATE THAT YOUR PROPOSAL IS FOR A POSTER SESSION. Use an additional sheet if necessary for the same information on the other authors. You will receive confirmation that your proposal has been received. Final decisions about the poster program will be made by the end of January and you will be notified about the status of your proposal shortly thereafter.

>From jack.pfisterer@support.com Tue Nov 25 17:44:10 1997
Received: from netcomsv.netcom.com (uucp14.netcom.com [163.179.3.18]) by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id RAA16489 for <aapornet@usc.edu>; Tue, 25 Nov 1997 17:44:08 -0800 (PST)
JB> The editorial page of today's New York Times includes a letter with
> the unsupported comment "polls that ask abstract questions have no
> predictive value" [the Nov. 21 Times article cited does not
> identify either the poll or the poll questions].

What could support such a philosophical comment? It clearly violates
the principle of "Never say 'never.'" On the other hand, making a
leap from questions dealing with emotional support to a prediction of how
people would vote (if that's what was actually done) is pretty hard to
defend--especially when lacking emperical evidence to support the link. On
that basis, I'd say the writer was more right than wrong.
I always get nervous when I hear people talk about polls or marketing research "predicting" something. Survey questions only measure the present or past--and that with varying degrees of accuracy. Surveys that try to ask about the future are measuring no more than present trends or expectations. Thus, polls don't predict; it's the poll analysts who do the predicting, and may or may not get it right.

We certainly can defend the validity of our measurement tools, but let's not go overboard on selling something as subjective as predictive capabilities.

Jack P.

>From GULICK2@aol.com Tue Nov 25 19:31:37 1997
Received: from mrin40.mail.aol.com (mrin40.mx.aol.com [198.81.19.150])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id TAA06166 for <aapornet@usc.edu>; Tue, 25 Nov 1997 19:31:33 -0800
(PST)
From: GULICK2@aol.com
Received: (from root@localhost)
   by mrin40.mail.aol.com (8.8.5/8.7.3/AOL-2.0.0)
   id WAA19235 for aapornet@usc.edu;
   Tue, 25 Nov 1997 22:31:06 -0500 (EST)
Date: Tue, 25 Nov 1997 22:31:06 -0500 (EST)
Message-ID: <971125223105_-1974124671@mrin40.mail.aol.com>
To: aapornet@usc.edu
Subject: remove

remove
I have a client who is interested in conducting a survey with deaf individuals, and I would appreciate any references, case studies or experience in addressing the methodological challenges entailed. In this particular case a self-administered survey is not viable because the population does not have strong literacy skills.
Back in the sixties and seventies, there were several people at Catholic University who conducted and published a good deal of research on deaf individuals, focusing mainly on "thinking and language," as I recall, and worked with students from Gallaudet College. Individuals involved included Hans Furth, Jim Youniss, and Bruce Ross.
I have a client who is interested in conducting a survey with deaf individuals, and I would appreciate any references, case studies or experience in addressing the methodological challenges entailed. In this particular case a self-administered survey is not viable because the population does not have strong literacy skills.

From daves@startribune.com Wed Nov 26 14:38:31 1997
Received: from firewall2.startribune.com (firewall2.startribune.com [132.148.80.211])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA13830 for <aapornet@usc.edu>; Wed, 26 Nov 1997 14:38:29 -0800 (PST)
Received: by firewall2.startribune.com; id QAA29897; Wed, 26 Nov 1997 16:37:59 -0600 (CST)
Received: from gw.startribune.com(132.148.71.49) by
firewall2.startribune.com via smtp (3.2)
    id xma029789; Wed, 26 Nov 97 16:37:36 -0600
Received: from STAR-Message_Server by mail.startribune.com
    with Novell_GroupWise; Wed, 26 Nov 1997 16:37:09 -0600
Message-Id: <s47c5035.042@mail.startribune.com>
X-Mailer: Novell GroupWise 4.1
Date: Wed, 26 Nov 1997 16:39:25 -0600
From: Rob Daves <daves@startribune.com>
To: murray1@pipeline.com, aapornet@usc.edu
Subject: AAPOR Conference Proposals: 5 days left -Reply

Murray,

Just a nit, but our website's address is www.aapor.org, not aapor.usc.edu, as you mentioned in your five-days-left note.

Happy turkey day.

Rob

--
>From sidg@his.com Wed Nov 26 20:48:54 1997
Received: from mail.his.com (root@mail.his.com [205.177.25.9])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
      id UAA07071 for <aapornet@usc.edu>; Wed, 26 Nov 1997 20:48:50 -0800
      (PST)
Received: from LOCALNAME (pm9-200.his.com [205.252.121.200])
   by mail.his.com (8.8.5/8.8.5) with SMTP id XAA00655
      for <aapornet@usc.edu>; Wed, 26 Nov 1997 23:48:46 -0500 (EST)
Message-ID: <347D382A.30A1@his.com>
Date: Thu, 27 Nov 1997 01:06:51 -0800
From: Sid Groeneman <sidg@his.com>
Reply-To: sidg@his.com
X-Mailer: Mozilla 3.01C-KIT (Win16; U)
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: Market Facts Job Announcement
MARKET FACTS - ARLINGTON HTS., IL

One or more challenging opportunities for survey research professionals to join a successful and growing unit of Market Facts - one of the world's leading marketing and survey research companies. The group handles a broad range of telephone, mail, and occasional in-person projects for Fortune 500 companies, federal and local gov't agencies, associations, membership organizations, and consulting firms. Current studies span financial services, telecommunications, health care, mass media products and services, utilities, customer/employee satisfaction, advertising, current issues polling, and other areas.

Interested in considering strong applicants at all levels, but especially with 2+ years of survey experience in one or more of the following areas: SPSS/SAS/Quantum programming (or generally strong computing skills), data collection management, understanding of data processing issues, questionnaire development, and sampling. Background/skills working with clients also valued. Possibilities for rapid advancement. Competitive salary and benefits commensurate with your capabilities. Contact John Vidmar (800 473-1125) or send resume and cover letter summarizing capabilities and availability:

Market Facts  3040 West Salt Creek Lane  Arlington Hts., IL 60005  Attn: Natalie Crawley.
At 12:37 26-11-97 -0400, you wrote:

>I have a client who is interested in conducting a survey with deaf
>individuals, and I would appreciate any references, case studies or
>experience in addressing the methodological challenges entailed. In
>this particular case a self-administered survey is not viable because
>the population does not have strong literacy skills.
>
>At 12:37 26-11-97 -0400, you wrote:

About ten years ago, we did a survey of the deaf in the Netherlands. The
most important lesson we learned, while designing the survey, is that a
special population needs a SPECIAL design. Adapted to the group!

In our case it was not enough to use a self-administered form (out in your
case too), although that is the first thing one thinks about. The reason why
a simple self-administered questionnaire does not work, is that (as we were
told) language development is different when you are not born 'hearing' and
written communication can be often too complex (like this sentence!). We
finally ended with a small group administered self-administered form,
together with a 'helper/interviewer' who translated question by question in
sign-language (practically all Dutch deaf know the same sign language
well). The questions themselves were very simple in STRUCTURE and thoroughly
pre-tested. The answers were mostly simple yes-no answers. The questions
should be grouped in clear blocks, and each block should be clearly
introduced (helper/interviewer-person).

Best advice, talk with teachers who work with 'deaf' and discuss the design.
Also, very important, do pretest the questionnaire using cognitive
interviewing techniques and a special '='EDnterpreter' (who knows sign
language etc)

Good luck, Edith
Dr. Edith D. de Leeuw, Plantage Doklaan 40, NL-1018 CN Amsterdam
tel/fax + 31 20 622 34 38 e-mail edithl@educ.uva.nl

Ode to Heinz (sorry Spot):

A tail is quite essential for your acrobatic talents
You would not be so agile if you lacked its counterbalance
And when not being utilized to aid in locomotion
It ALWAYS serves to illustrate the state of your emotion

>From beniger@rcf.usc.edu Thu Nov 27 14:55:07 1997
Received: from almaak.usc.edu (almaak.usc.edu [128.125.19.166])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
DESCRIPTION OF POSITION

TITLE: Programmer/Analyst

DEPARTMENT: Research

REPORTS TO: Manager, Population/Workforce Studies
            Manager, Management and Analysis of Data

PLACE OF WORK: Institute for Work & Health,
                250 Bloor St. East, Suite 702
                Toronto, Canada
DATE: 21 November 1997

SUMMARY

To provide data management and statistical support to the Population/Workforce Studies research program, under the direction of the Manager, Population/Workforce Studies and the Manager, Management and Analysis of Data.

RESPONSIBILITIES AND DUTIES

1. To provide data management and statistical support to projects undertaken by the Population/Workforce Studies research program.

2. To prepare and maintain an inventory of those administrative datasets and longitudinal surveys (and their documentation) which the research program will use most regularly (including but not limited to the National Population Health Survey, the Survey of Labour and Income Dynamics, the National Longitudinal Study of Children and Youth, and the Panel Study of Income Dynamics).

3. To prepare preliminary drafts of research reports, particularly those reports involving complex statistical analyses.

4. To design and create tables, charts, and graphs for research reports and presentation materials.

5. To assist the Manager, Population/Workforce Studies, in managing some of the day-to-day activities of the research program, including
but not limited to:

(a) developing and monitoring project budgets and timelines for projects involving the programmer/analyst;

(b) preparing the agendas and minutes of research project meetings for projects involving the programmer/analyst;

ORGANIZATIONAL RELATIONSHIPS

Position reports to the Manager of Population/Workforce Studies and the Manager of Management and Analysis of Data. The programmer/analyst's time will be devoted to research projects in the Population/Workforce Studies research area but s/he will maintain an interaction with the Management and Analysis of Data research area for support and networking. A half-time secretary is available to provide a small amount of administrative support to the research program, including the Programmer/Analyst.

EDUCATION AND EXPERIENCE

A masters degree or greater in statistics, economics or other quantitative health or social science disciplines, with demonstrated proficiency in data management and statistical analyses. An interest in team-based work is a definite asset.

SALARY RANGE

This is a one-year contract position. Salary will depend on qualifications: a programmer/analyst with masters-level training will be hired at the level of a research associate (with salary in the $37,000 - $52,000 range, plus 9%
in lieu of benefits, per annum) and a programmer/analyst with doctoral-level training will be hired at the level of an associate scientist (with salary in the $47,000 - $66,000 range, plus 9% in lieu of benefits, per annum). Suitability for the position will be assessed at 6 months.

APPLICATION DETAILS

Please send a cover letter and resume to Dr. John Lavis, Scientist and Manager (Population/Workforce Studies) by 3 December 1997. Dr. Lavis can be reached at the Institute for Work & Health, 250 Bloor St. East, Suite 702, Toronto, ON, M4W 1E6, fax (416) 927 4167.

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>From Usapolls@aol.com Fri Nov 28 10:58:25 1997
Received: from mrin42.mail.aol.com (mrin42.mx.aol.com [198.81.19.152]) by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id KAA12935 for <aapornet@usc.edu>; Fri, 28 Nov 1997 10:58:24 -0800
(PST)
From: Usapolls@aol.com
Received: (from root@localhost)
by mrin42.mail.aol.com (8.8.5/8.7.3/AOL-2.0.0)
id NAA22637 for aapornet@usc.edu;
Fri, 28 Nov 1997 13:57:55 -0500 (EST)
Date: Fri, 28 Nov 1997 13:57:55 -0500 (EST)
Message-ID: <971128135754_1660783780@mrin42.mail.aol.com>
To: aapornet@usc.edu
Subject: Interactive Telephone Response Systems - request for info
I would be most interested in any recommendations, information, or sources for interactive telephone response systems. By this, I mean a system whereby a selected respondent (perhaps an employee) would call a number (usually an 800 number) and be administered a survey via touch tone responses. It occurs to me that this system would have applicability for employee surveys or other surveys with willing respondents, perhaps as a replacement for mail surveys. It could have the advantage of identifying such things as employee site (by using an identifying authorization code which could also be used to prevent "ballot stuffing" and trigger reminder communications with nonrespondents).

I would be interested in any information about vendors of such systems and, if available, such data as how many simultaneous lines one would have to provide for surveying very large populations with minimal probability of a busy signal. Presumably, this would require empirical data on calling concentrations, etc.

Any information would be gratefully received.

Mike O'Neil  O'Neil Associates, Inc.,  412 E Southern Ave  Tempe AZ 85282
602.967.4441  602.967.6122 fax

preferred Email responses to surveys@primenet.com

>From Goldenberg_K@BLS.GOV Fri Nov 28 20:21:07 1997
Received: from blsmail.bls.gov ([146.142.4.13])
  by usc.edu (8.8.8/8.8.8/usc) with SMTP
     id UAA16620 for <AAPORNET@USC.EDU>; Fri, 28 Nov 1997 20:21:06 -0800
     (PST)
The Bureau of Labor Statistics collects about half of its monthly Current Employment Statistics survey (N=400,000 business establishments) through respondents calling an 800 number and answering questions via touchtone data entry. The information is numeric or yes/no and respondents generally write down the numbers before they call in--e.g., number of employees, number of women workers, number of production workers, production worker payroll. The system was developed in-house, and by now there is quite a bit of experience (somewhere in the Bureau) on number of lines, time at which responses come in (all over the clock!), etc. I can try to locate some specific references for you, and point you to specific individuals who could give you more information. Please contact me directly if you're interested.

Karen Goldenberg
goldenberg_K@bls.gov
I would be most interested in any recommendations, information, or sources for interactive telephone response systems. By this, I mean a system whereby a selected respondent (perhaps an employee) would call a number (usually an 800 number) and be administered a survey via touch tone responses. It occurs to me that this system would have applicability for employee surveys or other surveys with willing respondents, perhaps as a replacement for mail surveys. It could have the advantage of identifying such things as employee site (by using an identifying authorization code which could also be used to prevent "ballot stuffing" and trigger reminder communications with nonrespondents).

I would be interested in any information about vendors of such systems and, if available, such data as how many simultaneous lines one would have to provide for surveying very large populations with minimal probability of a busy signal. Presumably, this would require empirical data on calling concentrations, etc.

Any information would be gratefully received.
Colleagues

I am sometimes moved to say: 'Polls don't predict, but sometimes pollsters do'. In September 1995 I was able to say from the 'predictive model' I work from for British politics, that 1. The next general election was to be on 1 May 1997 (it was), 2. it would be the lowest turnout since the war (it was), 3. Labour would win with a handsome majority (they did), and 4. The Liberals
would win their largest share since before WWI (they did). I did
underestimate the magnitude of Labour’s victory, but who then would have
been able to believe that the Tory Government would run the worst election
campaign in living memory!

Cheers (as we say)

Bob Worcester
MORI/LSE

PS See you in St Louie, Louie.

In message <9711251746.0OYJJ03@support.com>, jack.pfisterer@support.com
writes
>
>Subject: Predictive Value of Polls
>
>Responding to: James Beniger <beniger@almaak.usc.edu>
>
>JB> The editorial page of today's New York Times includes a letter with
>the unsupported comment "polls that ask abstract questions have no
>predictive value" [the Nov. 21 Times article cited does not >
>identify either the poll or the poll questions].
>
>What could support such a philosophical comment? It clearly violates
>the principle of "Never say 'never.'" On the other hand, making a
>leap from questions dealing with emotional support to a prediction of
>how people would vote (if that's what was actually done) is pretty hard

to defend--especially when lacking empirical evidence to support the
link. On that basis, I'd say the writer was more right than wrong.

I always get nervous when I hear people talk about polls or marketing
research "predicting" something. Survey questions only measure the
present or past--and that with varying degrees of accuracy. Surveys
that try to ask about the future are measuring no more than present
trends or expectations. Thus, polls don't predict; it's the poll
analysts who do the predicting, and may or may not get it right.

We certainly can defend the validity of our measurement tools, but
let's not go overboard on selling something as subjective as predictive
capabilities.

Jack P.

--

Robert M Worcester

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From 71501.716@compuserve.com Sun Nov 30 14:30:52 1997
Received: from arl-img-6.compuserve.com (arl-img-6.compuserve.com [149.174.217.136])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id OAA03018 for <aapornet@usc.edu>; Sun, 30 Nov 1997 14:30:51 -0800 (PST)
Received: (from root@localhost)
by arl-img-6.compuserve.com (8.8.6/8.8.6/2.9) id RAA18239
for aapornet@usc.edu; Sun, 30 Nov 1997 17:30:22 -0500 (EST)
Date: Sun, 30 Nov 1997 17:09:03 -0500
Please forgive me if the answer to this question has been covered in an earlier thread:

I have been asked to develop one or more controls for an on-line survey in order to maximize respondent identification. I am aware that this may be an impossible task (as most research issues are in the absolute) but would like to brainstorm with one or more of you regarding this problem. What, if anything, can I build into my design to add some comfort factor that the self-proclaimed 35 year old married woman is not a 13 year old boy in middle school?

Margaret Roller