```
========================================================================
Date:          Wed, 28 Aug 2002 11:20:27 -0700
Sender:        AAPORnet American Association for Public Opinion Research
               <AAPORNET@ASU.EDU>
From:          Shapard Wolf <shap.wolf@ASU.EDU>
Subject:       September 2001 archive - one VERY BIG message
```

This is the USC listproc archive of aapornet messages for this entire
month. It is one big message, just the way the USC archive stored it.
You can search within this month with your browser's search function.

Turning this into individual messages that Listserv can index and sort
means a lot of reformatting. We will do this as time permits. Meanwhile,
the search function works, so we have as much functionality as before. New
messages are of course automatically formated correctly--See August &
September 2002.

Some of the early months have been completed. Take a look at them for an
idea of how AAPORNET got started. (Thanks, Jim!)

This month saw a slew of messages with large attachments. Two are excerpted
as separate messages, to see if the attachments are readable. If not, we'll
delete them.

Shap Wolf
shap.wolf@asu.edu

Begin archive:

Archive aapornet, file log0109.
Part 1/1 (subpart 1/2), total size 5511110 bytes:

---------------------------- Cut here ----------------------------
>From pjlavrakas@tvratings.com Tue Sep 4 09:52:09 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f84Gq8e15950 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
09:52:08 -0700 (PDT)
Received: from reliant.nielsenmedia.com (reliant.nielsenmedia.com
[63.114.249.15])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id JAA04180 for <aapornet@usc.edu>; Tue, 4 Sep 2001 09:52:09 -0700
(PDT)
Received: from nmrusdunsxg2.nielsenmedia.com (nmrusdunsxg2.nielsenmedia.com
[10.9.11.121])
      by reliant.nielsenmedia.com (8.9.3/8.9.3) with ESMTP id MAA23646
      for <aapornet@usc.edu>; Tue, 4 Sep 2001 12:51:29 -0400 (EDT)
Received: by nmrusdunsxg2.nielsenmedia.com with Internet Mail Service
(5.5.2653.19)
      id <RR3L40GB>; Tue, 4 Sep 2001 12:51:28 -0400
Message-ID:
<F9BC190B7DE9D111965000805FA7C60B04A1A3BF@nmrusnysx1.nielsenmedia.com>
From: "Lavrakas, Paul" <pjlavrakas@tvratings.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: gender effects in signature of cover letters
Date: Tue, 4 Sep 2001 12:51:17 -0400
MIME-Version: 1.0
```

Can anyone please point me to existing literature or unpublished experience
on whether there are any gender effects in mail survey response rates from
the general public depending on whether the signature on the cover letter is
a female or a male?

Thanks, PJL

Good question.  I know of no studies.  Mail Survey Company uses female.  I
think most of the big mail panels use female.  You have to consider
potential interaction effects with gender of the recipient, which for
consumer surveys -- traditionally anyhow -- is more likely to be female.
Another interaction would be title, if any is used.  It would be interesting
to know what large volume consumer mail survey operations like Picker
(healthcare), Bruzzone (advertising) or JD Power (automotive) use.

James P. Murphy, Ph.D.
Voice (610) 408-8800
Fax (610) 408-8802
jpmurphy@jpmurphy.com
-----Original Message-----
From: Lavrakas, Paul <pjlavrakas@tvratings.com>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Tuesday, September 04, 2001 12:52 PM
Subject: gender effects in signature of cover letters

>
>
>Can anyone please point me to existing literature or unpublished
>experience on whether there are any gender effects in mail survey
>response rates from the general public depending on whether the
>signature on the cover letter
is
>a female or a male?
>
>Thanks, PJL
>
>

>From llawton@informative.com Tue Sep  4 11:20:16 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
       by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
       id f84IKFe03953 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
11:20:15 -0700 (PDT)
Received: from sfrexch.cahoots.com ([63.83.135.211])
       by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
       id LAA06142 for <aapornet@usc.edu>; Tue, 4 Sep 2001 11:20:15 -0700
(PDT)
Received: by SFREXCH with Internet Mail Service (5.5.2653.19)
       id <QC7VYSVK>; Tue, 4 Sep 2001 10:19:58 -0800
Message-ID: <6FFA5AEBCD9ED311861A00508B0E71FBDAB416@SFREXCH>
From: Leora Lawton <llawton@informative.com>
To: aapornet@usc.edu
Subject: RE: gender effects in signature of cover letters
Date: Tue, 4 Sep 2001 10:19:51 -0800
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-Type: text/plain;
       charset="iso-8859-1"

" It would be interesting to know what large volume consumer mail survey
operations like Picker (healthcare), Bruzzone (advertising) or JD Power
(automotive) use."

NFO uses a female name.

Leora Lawton, Ph.D.
Director of Research
Informative, Inc.
2000 Sierra Point Parkway, Suite 310
Brisbane, CA  94005
v: 650 534-1080; f: 650 534-1020


www.informative.com


-----Original Message-----
From: James P. Murphy [mailto:jpmurphy@jpmurphy.com]
Sent: Tuesday, September 04, 2001 11:15 AM
To: aapornet@usc.edu
Subject: Re: gender effects in signature of cover letters

Good question.  I know of no studies.  Mail Survey Company uses female.  I
think most of the big mail panels use female.  You have to consider
potential interaction effects with gender of the recipient, which for
consumer surveys -- traditionally anyhow -- is more likely to be female.
Another interaction would be title, if any is used.  It would be interesting
to know what large volume consumer mail survey operations like Picker
(healthcare), Bruzzone (advertising) or JD Power (automotive) use.

James P. Murphy, Ph.D.
Voice (610) 408-8800
Fax (610) 408-8802
jpmurphy@jpmurphy.com
-----Original Message-----
From: Lavrakas, Paul <pjlavrakas@tvratings.com>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Tuesday, September 04, 2001 12:52 PM
Subject: gender effects in signature of cover letters


>
>
>Can anyone please point me to existing literature or unpublished
>experience on whether there are any gender effects in mail survey
>response rates from the general public depending on whether the
>signature on the cover letter
is
>a female or a male?
>
>Thanks, PJL
>
>
>From vector@sympatico.ca Tue Sep  4 11:42:04 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f84Ig3e09341 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
11:42:03 -0700 (PDT)
Received: from tomts13-srv.bellnexxia.net (tomts13.bellnexxia.net
[209.226.175.34])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id LAA29762 for <aapornet@usc.edu>; Tue, 4 Sep 2001 11:42:03 -0700
(PDT)
Received: from i7s1u9 ([64.228.118.174]) by tomts13-srv.bellnexxia.net
          (InterMail vM.4.01.03.16 201-229-121-116-20010115) with SMTP
          id <20010904184122.RJNA28468.tomts13-srv.bellnexxia.net@i7s1u9>
          for <aapornet@usc.edu>; Tue, 4 Sep 2001 14:41:22 -0400
Message-ID: <001d01c13570$e6425280$ae76e440@i7s1u9>
Reply-To: "Marc Zwelling" <marc@vectorresearch.com>
From: "Marc Zwelling" <vector@sympatico.ca>
To: <aapornet@usc.edu>
References: <6FFA5AEBCD9ED311861A00508B0E71FBDAB416@SFREXCH>
Subject: Re: gender effects in signature of cover letters - Leora Lawton
Date: Tue, 4 Sep 2001 14:39:14 -0400
MIME-Version: 1.0
Content-Type: text/plain;
      charset="iso-8859-1"

Content-Transfer-Encoding: 7bit
X-Priority: 3
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook Express 5.50.4522.1200
X-MimeOLE: Produced By Microsoft MimeOLE V5.50.4522.1200

Direct-mail advertisers would have this data.
-----------------------------------------------------------
                  - Marc Zwelling -
Vector Research + Development Inc.
          Phone: 416 - 733 - 2320
              Fax: 416 - 733 - 4991

       See what's new at Vector:
    http://www.vectorresearch.com/
-----------------------------------------------------------
----- Original Message -----
From: "Leora Lawton" <llawton@informative.com>
To: <aapornet@usc.edu>
Sent: Tuesday, September 04, 2001 2:19 PM
Subject: RE: gender effects in signature of cover letters


> " It would be interesting to know what large volume consumer mail
> survey operations like Picker (healthcare), Bruzzone (advertising) or
> JD Power (automotive) use."
>
> NFO uses a female name.
>
> Leora Lawton, Ph.D.
> Director of Research
> Informative, Inc.
> 2000 Sierra Point Parkway, Suite 310
> Brisbane, CA  94005
> v: 650 534-1080; f: 650 534-1020
>
> www.informative.com
>
>
> -----Original Message-----
> From: James P. Murphy [mailto:jpmurphy@jpmurphy.com]
> Sent: Tuesday, September 04, 2001 11:15 AM
> To: aapornet@usc.edu
> Subject: Re: gender effects in signature of cover letters
>
>
> Good question.  I know of no studies.  Mail Survey Company uses
> female.  I think most of the big mail panels use female.  You have to
> consider potential interaction effects with gender of the recipient,
> which for consumer surveys -- traditionally anyhow -- is more likely
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interesting
> to know what large volume consumer mail survey operations like Picker
> (healthcare), Bruzzone (advertising) or JD Power (automotive) use.
>
> James P. Murphy, Ph.D.

```
> Voice (610) 408-8800
> Fax (610) 408-8802
> jpmurphy@jpmurphy.com
> -----Original Message-----
> From: Lavrakas, Paul <pjlavrakas@tvratings.com>
> To: 'aapornet@usc.edu' <aapornet@usc.edu>
> Date: Tuesday, September 04, 2001 12:52 PM
> Subject: gender effects in signature of cover letters
>
>
> >
> >
> >Can anyone please point me to existing literature or unpublished
experience
> >on whether there are any gender effects in mail survey response rates
from
> >the general public depending on whether the signature on the cover
> >letter
> is
> >a female or a male?
> >
> >Thanks, PJL
> >
> >
>

>From JAnnSelzer@aol.com Tue Sep  4 11:52:00 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f84Iq0e10145 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
11:52:00 -0700 (PDT)
Received: from imo-r10.mx.aol.com (imo-r10.mx.aol.com [152.163.225.106])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id LAA09026 for <aapornet@usc.edu>; Tue, 4 Sep 2001 11:52:00 -0700
(PDT)
From: JAnnSelzer@aol.com
Received: from JAnnSelzer@aol.com
      by imo-r10.mx.aol.com (mail_out_v31_r1.4.) id 5.11a.399fed0 (3966)
       for <aapornet@usc.edu>; Tue, 4 Sep 2001 14:51:41 -0400 (EDT)
Message-ID: <11a.399fed0.28c67cbc@aol.com>
Date: Tue, 4 Sep 2001 14:51:40 EDT
Subject: Re: gender effects in signature of cover letters - Leora Lawton
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: multipart/alternative;
boundary="part1_11a.399fed0.28c67cbc_boundary"
X-Mailer: AOL 6.0 for Windows US sub 10535


--part1_11a.399fed0.28c67cbc_boundary
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Mark Zwelling wrote:  Direct-mail advertisers would have this data.


Actually, I assume the effect of the signature's apparent gender would vary
```

depending on whether it is a direct mail solicitation or a mail survey. Mail
surveys are much more efficient when there is a known relationship between
the signer (regardless of gender) and the recipient. For example, surveys of
magazine subscribers routinely get 50% response rates to mail surveys with a
letter signed by the editor. So, what you probably really want is a narrowly
defined test--unknown survey research company (I'm thinking it probably
doesn't matter if it's Gallup) and unknown signer on a mail survey (not a
solicitation to buy something). JAS

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

--part1_11a.399fed0.28c67cbc_boundary
Content-Type: text/html; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

<HTML><FONT FACE=arial,helvetica><BODY BGCOLOR="#ffffff"><FONT SIZE=2>Mark
Zwelling wrote: Direct-mail advertisers would have this data.

Actually, I assume the effect of the signature's apparent gender
would vary

depending on whether it is a direct mail solicitation or a mail survey.
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J. Ann Selzer, Ph.D.

Selzer & Company, Inc.

Des Moines

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

JASelzer@SelzerCo.com

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

--part1_11a.399fed0.28c67cbc_boundary--
>From dhagan@partnersinc.com Tue Sep 4 12:13:49 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f84JDne13105 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
12:13:49 -0700 (PDT)
Received: from amigo.partnersinc.com ([63.222.44.25])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">
<HTML>
<HEAD>
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charset=3Dus-ascii"> <META NAME=3D"Generator" CONTENT=3D"MS Exchange Server
version = 5.0.1460.9">
<TITLE>RE: gender effects in signature of cover letters</TITLE> </HEAD>
<BODY>

<P><FONT SIZE=3D2>I can't point you to an article, but we have tried to =
use Gender Neutral names like Chris Evans to avoid any such effect. =
</FONT></P>

<P><FONT SIZE=3D2>-----Original Message-----</FONT>

<FONT SIZE=3D2>From: Lavrakas, Paul [<A =
HREF=3D"mailto:pjlavrakas@tvratings.com" =
TARGET=3D"_blank">mailto:pjlavrakas@tvratings.com</A>]</FONT>

<FONT SIZE=3D2>Sent: Tuesday, September 04, 2001 12:51 PM</FONT>

<FONT SIZE=3D2>To: 'aapornet@usc.edu'</FONT>
<FONT SIZE=3D2>Subject:
gender effects in signature of cover = letters</FONT> </P>

<P><FONT SIZE=3D2>Can anyone please point me to existing literature or =
unpublished experience</FONT>
<FONT SIZE=3D2>on whether there are any
gender effects in mail = survey response rates from</FONT>
<FONT
SIZE=3D2>the general public depending on whether the = signature on the
cover letter is</FONT>
<FONT SIZE=3D2>a female or a male?</FONT> </P>

<P><FONT SIZE=3D2>Thanks, PJL</FONT>
</P>

</BODY>
</HTML>

  I think we all know that personal names can connote not only gender, but
  also national origin, ethnicity, race, religion, and even social status
  and region of the country (where do you suppose that most of the McCoys
  and Clampetts live, for example?).

  What's even worse, respondents might infer any or all of these things
  about a name *incorrectly*, so that we would not have any obvious way
  to measure the stimulus to their responses. Even using androgynous
  names like "Pat Smith" would not do any good if half of the respondents
  take this to be male and the other half assume it is female--how are we
  to know, one from the other?

  I myself see nothing but heartbreak for anyone intending to head down
  this particular methodological path.....
                                                      -- Jim

On Tue, 4 Sep 2001 JAnnSelzer@aol.com wrote:

> Mark Zwelling wrote: Direct-mail advertisers would have this data.
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> Actually, I assume the effect of the signature's apparent gender would
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> surveys are much more efficient when there is a known relationship between
> the signer (regardless of gender) and the recipient. For example, surveys
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> magazine subscribers routinely get 50% response rates to mail surveys with
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> letter signed by the editor. So, what you probably really want is a
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> defined test--unknown survey research company (I'm thinking it probably
> doesn't matter if it's Gallup) and unknown signer on a mail survey (not a
> solicitation to buy something). JAS
>
> J. Ann Selzer, Ph.D.
> Selzer & Company, Inc.
> Des Moines
> JAnnSelzer@aol.com, for purposes of this list; otherwise,
> JASelzer@SelzerCo.com
> Visit our website at www.SelzerCo.com

>

>From P.Gendall@massey.ac.nz Tue Sep 4 22:17:05 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f855H3e27485 for <aapornet@listproc.usc.edu>; Tue, 4 Sep 2001
22:17:04 -0700 (PDT)
Received: from its-mail1.massey.ac.nz (its-mail1.massey.ac.nz
[130.123.128.11])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id WAA18785 for <aapornet@usc.edu>; Tue, 4 Sep 2001 22:16:56 -0700
(PDT)
Received: from its-mm1.massey.ac.nz (its-mm1.massey.ac.nz [130.123.128.45])
      by its-mail1.massey.ac.nz (8.9.3/8.9.3) with ESMTP id RAA06094
      for <aapornet@usc.edu>; Wed, 5 Sep 2001 17:16:11 +1200 (NZST)
Received: from its-xchg2.massey.ac.nz (not verified[130.123.128.28]) by
its-mm1.massey.ac.nz with MailMarshal (4,2,0,0)
      id <B0005aecb9>; Wed, 05 Sep 2001 17:16:11 +1200
Received: by its-xchg2.massey.ac.nz with Internet Mail Service (5.5.2653.19)
      id <RXLN4GPF>; Wed, 5 Sep 2001 17:16:06 +1200
Message-ID:
<98B01D2717B9D411B38F0008C78409310553DAA1@its-xchg2.massey.ac.nz>
From: "Gendall, Philip" <P.Gendall@massey.ac.nz>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: gender effects in signature of cover letters - Leora Lawton
Date: Wed, 5 Sep 2001 17:16:05 +1200
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-Type: text/plain;
      charset="iso-8859-1"

I know this is not the same thing, but a paper by Dommeyer& Ruggiero
(published in Marketing Bulletin, 1996)describes a study in California that
tested the effect of including a photograph of a physically attractive
researcher (in this case a woman) on a mail survey covering letter. The
photograph increased the response rate from 19 percent to 40 percent.

Phil Gendall

>From pjlavrakas@tvratings.com Wed Sep 5 04:55:04 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85Bt4e22225 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
04:55:04 -0700 (PDT)
Received: from reliant.nielsenmedia.com (reliant.nielsenmedia.com
[63.114.249.15])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id EAA13432 for <aapornet@usc.edu>; Wed, 5 Sep 2001 04:55:05 -0700
(PDT)
Received: from nmrusdunsxg2.nielsenmedia.com (nmrusdunsxg2.nielsenmedia.com
[10.9.11.121])
      by reliant.nielsenmedia.com (8.9.3/8.9.3) with ESMTP id HAA12614
      for <aapornet@usc.edu>; Wed, 5 Sep 2001 07:54:21 -0400 (EDT)
Received: by nmrusdunsxg2.nielsenmedia.com with Internet Mail Service
(5.5.2653.19)

To Jim and others,

At least one response received to my original posting suggests that some
survey researcher may be using "bogus" names as signers of cover letters in
their mail surveys.

In the past I have expressed my serious concern to AAPORnet about the ethics
of allowing interviewers to use bogus names when they are speaking to
respondents. I extend this concern to what I consider the unethical use of
a bogus name (e.g., a "gender-neutral" name of a fictitious person) in mail
survey correspondence. That to me is a path best avoided, and I liken it to
the well known phrasing: "oh what twisted webs we weave, when first we
practice to deceive."

In terms of the substantive responses that I receive to my original query, I
will summarize those in a posting back to AAPORnet once they run their
course. PJL

-----Original Message-----
From: James Beniger [mailto:beniger@rcf.usc.edu]
Sent: Tuesday, September 04, 2001 3:23 PM
To: aapornet@usc.edu
Subject: Re: gender effects in signature of cover letters - Leora Lawton

  I think we all know that personal names can connote not only gender, but
  also national origin, ethnicity, race, religion, and even social status
  and region of the country (where do you suppose that most of the McCoys
  and Clampetts live, for example?).

  What's even worse, respondents might infer any or all of these things
  about a name *incorrectly*, so that we would not have any obvious way
  to measure the stimulus to their responses. Even using androgynous
  names like "Pat Smith" would not do any good if half of the respondents
  take this to be male and the other half assume it is female--how are we
  to know, one from the other?

  I myself see nothing but heartbreak for anyone intending to head down
  this particular methodological path.....
                                            -- Jim

On Tue, 4 Sep 2001 JAnnSelzer@aol.com wrote:

> Mark Zwelling wrote: Direct-mail advertisers would have this data.
>
>
> Actually, I assume the effect of the signature's apparent gender would
vary
> depending on whether it is a direct mail solicitation or a mail survey.
Mail
> surveys are much more efficient when there is a known relationship between

> the signer (regardless of gender) and the recipient. For example, surveys
of
> magazine subscribers routinely get 50% response rates to mail surveys with
a
> letter signed by the editor. So, what you probably really want is a
narrowly
> defined test--unknown survey research company (I'm thinking it probably
> doesn't matter if it's Gallup) and unknown signer on a mail survey (not a
> solicitation to buy something). JAS
>
> J. Ann Selzer, Ph.D.
> Selzer & Company, Inc.
> Des Moines
> JAnnSelzer@aol.com, for purposes of this list; otherwise,
> JASelzer@SelzerCo.com
> Visit our website at www.SelzerCo.com
>
>From DKrane@harrisinteractive.com Wed Sep 5 04:58:33 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85BwXe22931 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
04:58:33 -0700 (PDT)
Received: from midas.harrisinteractive.com (midas.harrisinteractive.com
[216.42.62.71])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id EAA14682 for <aapornet@usc.edu>; Wed, 5 Sep 2001 04:58:34 -0700
(PDT)
Received: by midas.harrisinteractive.com with Internet Mail Service
(5.5.2650.21)
      id <SHPQYVTR>; Wed, 5 Sep 2001 07:57:57 -0400
Message-ID:
<A3F2E29AF75BD411944700508BAC9C8F6DFE4F@maverick.nyc_500.harrisinteractive.c
om>
From: "Krane, David" <DKrane@harrisinteractive.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: gender effects in signature of cover letters - Leora Lawton
Date: Wed, 5 Sep 2001 07:57:53 -0400
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: multipart/alternative;
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This message is in MIME format. Since your mail reader does not understand
this format, some or all of this message may not be legible.

------_=_NextPart_001_01C13602.0028B7AC
Content-Type: text/plain;
      charset="iso-8859-1"

I know this isn't the topic of the current discussion but the following
statement caught my eye:

"surveys of magazine subscribers routinely get 50% response rates to mail
surveys with a
letter signed by the editor"

Have others experienced a similar response rate which mail surveys among
magazine subscribers? This seems unusually high to me.

--
David Krane
Harris Interactive

 -----Original Message-----
From: JAnnSelzer@aol.com [mailto:JAnnSelzer@aol.com]
Sent: Tuesday, September 04, 2001 2:52 PM
To: aapornet@usc.edu
Subject: Re: gender effects in signature of cover letters - Leora Lawton

Mark Zwelling wrote: Direct-mail advertisers would have this data.

Actually, I assume the effect of the signature's apparent gender would vary
depending on whether it is a direct mail solicitation or a mail survey.
Mail
surveys are much more efficient when there is a known relationship between
the signer (regardless of gender) and the recipient. For example, surveys
of
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letter signed by the editor. So, what you probably really want is a
narrowly
defined test--unknown survey research company (I'm thinking it probably
doesn't matter if it's Gallup) and unknown signer on a mail survey (not a
solicitation to buy something). JAS

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

------_=_NextPart_001_01C13602.0028B7AC
Content-Type: text/html;
      charset="iso-8859-1"

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<BODY bgColor=#ffffff>
<DIV><FONT color=#0000ff face=Arial size=2><SPAN class=950325311-05092001>I
know
this isn't the topic of the current discussion but the following
statement
caught my eye: </SPAN></FONT></DIV>
<DIV><FONT color=#0000ff face=Arial size=2><SPAN
class=950325311-05092001></SPAN></FONT> </DIV>
<DIV><FONT color=#0000ff face=Arial size=2><SPAN
class=950325311-05092001>"surveys of magazine subscribers routinely get 50%
response rates to mail surveys with a <BR>letter signed by the editor"
</SPAN></FONT></DIV>
<DIV><FONT color=#0000ff face=Arial size=2><SPAN
class=950325311-05092001></SPAN></FONT> </DIV>
<DIV><FONT color=#0000ff face=Arial size=2><SPAN
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class=950325311-05092001></SPAN></FONT> </DIV>
<DIV><SPAN class=950325311-05092001>
<P><FONT color=#0000ff><FONT face=Arial size=2>-- <BR>David
Krane <BR><SPAN
class=950325311-05092001>Harris Interactive</SPAN></FONT></FONT></P>
<P><FONT color=#0000ff><FONT face=Arial size=2><SPAN
class=950325311-05092001></SPAN></FONT></FONT></SPAN><FONT
face=Tahoma><BR><FONT
size=2><SPAN class=950325311-05092001><FONT color=#0000ff
face=Arial> </FONT></SPAN>-----Original Message-----<BR><B>From:</B>
JAnnSelzer@aol.com [mailto:JAnnSelzer@aol.com]<BR><B>Sent:</B> Tuesday,
September 04, 2001 2:52 PM<BR><B>To:</B> aapornet@usc.edu<BR><B>Subject:</B>
Re:
gender effects in signature of cover letters - Leora Lawton</P></FONT></DIV>
<BLOCKQUOTE></FONT><FONT face=arial,helvetica><FONT size=2>Mark Zwelling
  wrote:  Direct-mail advertisers would have this data.
  <BR><BR><BR>Actually, I assume the effect of the signature's apparent
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  would vary <BR>depending on whether it is a direct mail solicitation or a
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  <BR>solicitation to buy something).  JAS <BR><BR>J. Ann Selzer, Ph.D.
  <BR>Selzer &amp; Company, Inc. <BR>Des Moines <BR>JAnnSelzer@aol.com, for
  purposes of this list; otherwise, <BR>JASelzer@SelzerCo.com <BR>Visit our
  website at www.SelzerCo.com</FONT> </FONT></BLOCKQUOTE></BODY></HTML>
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------_=_NextPart_001_01C13602.0028B7AC--
>From kneuman@decima.ca Wed Sep 5 05:22:50 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85CMne24091 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
05:22:49 -0700 (PDT)
Received: from xchng1.osinet.prv ([216.94.153.9])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id FAA23535 for <AAPORNET@VM.USC.EDU>; Wed, 5 Sep 2001 05:22:51 -0700
(PDT)
Received: by XCHNG1 with Internet Mail Service (5.5.2653.19)
      id <PJTX7M1A>; Wed, 5 Sep 2001 08:32:20 -0400
Message-ID: <A199185464CED211BC9800805FC7D18F01069DEC@XCHNG1>
From: Keith Neuman <kneuman@decima.ca>
To: "'AAPORNET@VM.USC.EDU'" <AAPORNET@VM.USC.EDU>
Subject: Consumer Confidence Questions
Date: Wed, 5 Sep 2001 08:32:19 -0400
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-Type: text/plain

I am looking for the actual survey questions used to measure consumer
confidence in the U.S, by the University of Michigan and the U.S. Conference
Board. Does anyone know if these are published and available?

Keith Neuman, Ph.D.
Senior Vice President
Decima Research Inc.
Ottawa, Ontario
613-230-2013
email: kneuman@decima.ca

>From Caplanjr@osd.pentagon.mil Wed Sep 5 05:41:27 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
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[140.185.1.132])
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From: "Caplan, James R ,,DMDCEAST" <Caplanjr@osd.pentagon.mil>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: gender effects in signature of cover letters
Date: Wed, 5 Sep 2001 08:40:47 -0400
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-Type: text/plain;
      charset="iso-8859-1"

I am enjoying this thread. At the risk of widening it further, let me ask:
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military members and spouses. It might be fun to see if the gender of the
admiral, general, or undersecretary has any affect. I can try to pull that
together if there's interest.

Jim Caplan,
Arlington

Reply to:
James R. Caplan, Ph.D.
Survey Technology Branch
Defense Manpower Data Center
703.696.5848
caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>

        -----Original Message-----
        From: Lavrakas, Paul [SMTP:pjlavrakas@tvratings.com]
        Sent: Wednesday, September 05, 2001 7:54 AM
        To: 'aapornet@usc.edu'
        Subject: RE: gender effects in signature of cover letters -
Leora Lawton

        To Jim and others,

        At least one response received to my original posting suggests that
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-----Original Message-----
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Sent: Tuesday, September 04, 2001 3:23 PM
To: aapornet@usc.edu
Subject: Re: gender effects in signature of cover letters - Leora
Lawton

I think we all know that personal names can connote not only
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Jim

On Tue, 4 Sep 2001 JAnnSelzer@aol.com wrote:

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      > JAnnSelzer@aol.com, for purposes of this list; otherwise,
      > JASelzer@SelzerCo.com
      > Visit our website at www.SelzerCo.com
      >
>From slosh@garnet.acns.fsu.edu Wed Sep  5 07:37:30 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85EbUe00999 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
07:37:30 -0700 (PDT)
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      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
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(PDT)
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[192.168.197.2])
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Received: from fsu.edu.fsu.edu (dial1449.acns.fsu.edu [146.201.38.164])
      by garnet2.acns.fsu.edu (8.9.3/8.9.3) with SMTP id KAA32424
      for <aapornet@usc.edu>; Wed, 5 Sep 2001 10:37:18 -0400
Date: Wed, 5 Sep 2001 10:37:18 -0400
Message-Id: <200109051437.KAA32424@garnet2.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: RE: gender effects in signature of cover letters

Hi Jim and all,

How about a two factor experiment with gender by rank of signer?

Intrigued by California study.

Susan

At 08:40 AM 9/5/2001 -0400, you wrote:
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>Reply to:
>James R. Caplan, Ph.D.
>Survey Technology Branch
>Defense Manpower Data Center
>703.696.5848
>caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>
>
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>      -----Original Message-----
>      From: Lavrakas, Paul [SMTP:pjlavrakas@tvratings.com]
>      Sent: Wednesday, September 05, 2001 7:54 AM
>      To:   'aapornet@usc.edu'
>      Subject:   RE: gender effects in signature of cover letters -
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```
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>       From: James Beniger [mailto:beniger@rcf.usc.edu]
>       Sent: Tuesday, September 04, 2001 3:23 PM
>       To: aapornet@usc.edu
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Susan Carol Losh, PhD
slosh@garnet.acns.fsu.edu

visit the site at:
http://garnet.acns.fsu.edu/~slosh//Index.htm

The Department of Educational Research
307L Stone Building
Florida State University
Tallahassee FL 32306-4453

850-644-8778 (Voice Mail available)
Educational Research Office 850-644-4592
FAX 850-644-8776

<html>
A student of mine is planning to conduct fieldwork
in Western Europe and will conduct qualitative interviews with community
and neighborhood leaders, and then conduct a face to face survey with a
random sample of ordinary members of the community -- with a focus on
members of various ethnic minorities.

I am wondering if anybody would be able to share examples of informed
consent protocols (oral assent or written) for similar qualitative and/or
survey interviews (these could be in the US). Any other advice or
suggestions would be most welcome.

-- Eric

<div>~~~~~~</div>
<div>Eric Plutzer</div>
<div>Associate Professor of Political Science & Sociology</div>
<div>Penn State University</div>
<div><a href="http://polisci.la.psu.edu/faculty/plutzer/"
EUDORA=AUTOURL>http://polisci.la.psu.edu/faculty/plutzer/</div>
<div>Some pictures from our recent adoption trip to China are at:</div>
<div><a href="http://polisci.la.psu.edu/faculty/plutzer/ClaraTrek.htm"
EUDORA=AUTOURL>http://polisci.la.psu.edu/faculty/plutzer/ClaraTrek.htm</
div>

</html>

A couple of observations.

I think its useful to separate factors likely to influence mail survey
response rates into larger and smaller influences that have been found
consistently effective across populations. The largest influences in this
regard are number of contacts and the sending of token financial incentives
in advance. Smaller effects have consistently been obtained from such things
as special contacts (higher priced mail), switching modes in a followup
(e.g. from mail to telephone), respondent-friendly questionnaire design, and
personalization (many, but not all situations), and inclusion of stamped
(vs. business reply) envelope.

When it comes to gender or rank, it seems to me that we are probably dealing
with a smaller variable than any of the above. If one is using most of the
above variables to increase response and I doubt that either gender or rank
will have any effect across survey populations . However, I wouldn't be
surprised if isolated studies will show an occasional effect if say only one
mailing is used and the overall response rate is low. The mechanism through
which that effect might be realized is if there is something about the name
or rank that makes the mailing and questionnaire more salient to the
particular population so that people will open and read the request.

If anyone wants to pursue an experiment I would encourage you to administer
it using large sample sizes, on a population with known characteristics on
rank and gender, so that you can learn whether there are nonresponse error
effects apart from response rate effects.

Don
****
Don A. Dillman, Social and Economic Sciences Research Center
and Departments of Sociology and Rural Sociology
Washington State University
Pullman, Washington 99164-4014
Tel: 509-335-1511 Fax: 509-335-0116
dillman@wsu.edu
http://survey.sesrc.wsu.edu/dillman/
****

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From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
Susan Losh
Sent: Wednesday, September 05, 2001 7:37 AM
To: aapornet@usc.edu
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>       > doesn't matter if it's Gallup) and unknown signer on a mail survey
>(not a
>       > solicitation to buy something).  JAS
>       >
>       > J. Ann Selzer, Ph.D.
>       > Selzer & Company, Inc.
>       > Des Moines
>       > JAnnSelzer@aol.com, for purposes of this list; otherwise,
>       > JASelzer@SelzerCo.com
>       > Visit our website at www.SelzerCo.com
>       >
>
>
Susan Carol Losh, PhD
slosh@garnet.acns.fsu.edu

visit the site at:
http://garnet.acns.fsu.edu/~slosh//Index.htm

The Department of Educational Research
307L Stone Building
Florida State University
Tallahassee FL 32306-4453

850-644-8778 (Voice Mail available)
Educational Research Office 850-644-4592
FAX 850-644-8776
```

10:53:19 -0700 (PDT)
Received: from srbi.com (srbi.com [12.14.34.4])
        by usc.edu (8.9.3.1/8.9.3/usc) with SMTP
        id KAA22389 for <aapornet@usc.edu>; Wed, 5 Sep 2001 10:53:18 -0700
(PDT)
Received: from SRBI_NEW_YORK-Message_Server by srbi.com
        with Novell_GroupWise; Wed, 05 Sep 2001 13:57:24 -0400
Message-Id: <sb962f44.020@srbi.com>
X-Mailer: Novell GroupWise 5.2
Date: Wed, 05 Sep 2001 13:53:41 -0400
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: marketing@rea.com, aapornet@usc.edu
Cc: j.holz@oxygen.com, h.kaufmann@rea.com
Subject: Hope Klapper Obituary
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by listproc.usc.edu id
f85HrJe18114

I'm saddened to forward the following from Helen Kaufmann. Dr. Klapper is a
former AAPOR President.

Obituary for Hope Klapper - 9/5/01

KLAPPER, Hope Lunin. Very much loved and greatly respected by friends,
colleagues and family. A truly outstanding person and professional.
Her insightful thoughts and perceptive comments, her warmth and sense of
humor will be greatly missed.   A Ph.D. in sociology from Columbia
University. Formerly, a professor in the Sociology Department of New
York University, teaching mass communications and related subjects. The
first instructor selected in a trial of teaching regular college classes
via TV. The first woman to be elected President of the American
Association for Public Opinion Research. Widow of Joseph T. Klapper,
Head of Social Research at CBS. Deeply mourned by family members and
friends. Services Friday, Sept.7 at 11:30 AM at the Riverside in NYC at
Amsterdam Ave. at 76th St..

>From Caplanjr@osd.pentagon.mil Wed Sep 5 11:15:09 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
        by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
        id f85IF9e22968 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
11:15:09 -0700 (PDT)
Received: from ddmfitayz003.sam.pentagon.mil (ddmfitayz003.sam.pentagon.mil
[140.185.1.133])
        by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
        id LAA16470 for <aapornet@usc.edu>; Wed, 5 Sep 2001 11:15:06 -0700
(PDT)
Received: by ddmfitayz003 with Internet Mail Service (5.5.2653.19)
        id <S24N2S9C>; Wed, 5 Sep 2001 14:14:22 -0400
Message-ID:
<F5D5DAE9D02BD511B23800805FBBC024242FEE@ddsmttayz066.int.dmdc.osd.mil>

From: "Caplan, James R ,,DMDCEAST" <Caplanjr@osd.pentagon.mil>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: rank and gender effects in signature of cover letters
Date: Wed, 5 Sep 2001 14:14:18 -0400
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-Type: text/plain;
        charset="iso-8859-1"

Actually, with affinity groups, such as employees of the same organization,
rank of the sender can be extremely salient, especially if he or she is the
boss.
Jim

Reply to:
James R. Caplan, Ph.D.
Survey Technology Branch
Defense Manpower Data Center
703.696.5848
caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>

        -----Original Message-----
        From: Don Dillman [SMTP:dillman@wsu.edu]
        Sent: Wednesday, September 05, 2001 11:41 AM
        To: aapornet@usc.edu
        Subject: RE: gender effects in signature of cover letters

        A couple of observations.

        I think its useful to separate factors likely to influence mail
survey
        response rates into larger and smaller influences that have been
found
        consistently effective across populations. The largest influences
in this
        regard are number of contacts and the sending of token financial
incentives
        in advance. Smaller effects have consistently been obtained from
such things
        as special contacts (higher priced mail), switching modes in a
followup
        (e.g. from mail to telephone), respondent-friendly questionnaire
design, and
        personalization (many, but not all situations), and inclusion of
stamped
        (vs. business reply) envelope.

        When it comes to gender or rank, it seems to me that we are probably
dealing
        with a smaller variable than any of the above. If one is using most
of the
        above variables to increase response and I doubt that either gender
or rank
        will have any effect across survey populations . However, I wouldn't
be
        surprised if isolated studies will show an occasional effect if say

only one
      mailing is used and the overall response rate is low. The mechanism
through
      which that effect might be realized is if there is something about
the name
      or rank that makes the mailing and questionnaire more salient to the
      particular population so that people will open and read the request.

      If anyone wants to pursue an experiment I would encourage you to
administer
      it using large sample sizes, on a population with known
characteristics on
      rank and gender, so that you can learn whether there are nonresponse
error
      effects apart from response rate effects.

      Don
      ****
      Don A. Dillman, Social and Economic Sciences Research Center
      and Departments of Sociology and Rural Sociology
      Washington State University
      Pullman, Washington 99164-4014
      Tel: 509-335-1511 Fax: 509-335-0116
      dillman@wsu.edu
      http://survey.sesrc.wsu.edu/dillman/
      ****

      -----Original Message-----
      From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On
Behalf Of
      Susan Losh
      Sent: Wednesday, September 05, 2001 7:37 AM
      To: aapornet@usc.edu
      Subject: RE: gender effects in signature of cover letters

      Hi Jim and all,

      How about a two factor experiment with gender by rank of signer?

      Intrigued by California study.

      Susan

      At 08:40 AM 9/5/2001 -0400, you wrote:
      >I am enjoying this thread. At the risk of widening it further, let
me ask:
      >What do we know in general about the power and influence of the
letter
      >signer and the subsequent effect on response rate, completion rate,
and
      >honesty? Does the celebrity of the signer have an effect?
      >
      >We have some informal experience with using Defense Department
civilians
      >versus flag rank military members as cover letter signers for
surveys of

```
      >military members and spouses.  It might be fun to see if the gender
of the
      >admiral, general, or undersecretary has any affect.  I can try to
pull that
      >together if there's interest.
      >
      >Jim Caplan,
      >Arlington
      >
      >Reply to:
      >James R. Caplan, Ph.D.
      >Survey Technology Branch
      >Defense Manpower Data Center
      >703.696.5848
      >caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>
      >
      >
      >       -----Original Message-----
      >       From: Lavrakas, Paul [SMTP:pjlavrakas@tvratings.com]
      >       Sent: Wednesday, September 05, 2001 7:54 AM
      >       To:   'aapornet@usc.edu'
      >       Subject:    RE: gender effects in signature of cover
letters -
      >Leora Lawton
      >
      >       To Jim and others,
      >
      >       At least one response received to my original posting
suggests that
      >some
      >       survey researcher may be using "bogus" names as signers of
cover
      >letters in
      >       their mail surveys.
      >
      >       In the past I have expressed my serious concern to AAPORnet
about
      >the ethics
      >       of allowing interviewers to use bogus names when they are
speaking
      >to
      >       respondents.  I extend this concern to what I consider the
unethical
      >use of
      >       a bogus name (e.g., a "gender-neutral" name of a fictitious
person)
      >in mail
      >       survey correspondence. That to me is a path best avoided,
and I
      >liken it to
      >       the well known phrasing: "oh what twisted webs we weave,
when first
      >we
      >       practice to deceive."
      >
      >       In terms of the substantive responses that I receive to my
original
```

```
    >query, I
    >        will summarize those in a posting back to AAPORnet once they
run
    >their
    >        course.  PJL
    >
    >
    >
    >        -----Original Message-----
    >        From: James Beniger [mailto:beniger@rcf.usc.edu]
    >        Sent: Tuesday, September 04, 2001 3:23 PM
    >        To: aapornet@usc.edu
    >        Subject: Re: gender effects in signature of cover letters -
Leora
    >Lawton
    >
    >
    >
    >
    >
    >        I think we all know that personal names can connote not
only
    >gender, but
    >        also national origin, ethnicity, race, religion, and even
social
    >status
    >        and region of the country (where do you suppose that most
of the
    >McCoys
    >        and Clampetts live, for example?).
    >
    >        What's even worse, respondents might infer any or all of
these
    >things
    >        about a name *incorrectly*, so that we would not have any
obvious
    >way
    >        to measure the stimulus to their responses.  Even using
    >androgynous
    >        names like "Pat Smith" would not do any good if half of
the
    >respondents
    >        take this to be male and the other half assume it is
female--how
    >are we
    >        to know, one from the other?
    >
    >        I myself see nothing but heartbreak for anyone intending
to head
    >down
    >        this particular methodological path.....
    >
--
    >Jim
    >
    >
    >        On Tue, 4 Sep 2001 JAnnSelzer@aol.com wrote:
```

```
      >
      >       > Mark Zwelling wrote:  Direct-mail advertisers would have
this
      >data.
      >       >
      >       >
      >       > Actually, I assume the effect of the signature's apparent
gender
      >would
      >       vary
      >       > depending on whether it is a direct mail solicitation or a
mail
      >survey.
      >       Mail
      >       > surveys are much more efficient when there is a known
relationship
      >between
      >
      >       > the signer (regardless of gender) and the recipient.  For
example,
      >surveys
      >       of
      >       > magazine subscribers routinely get 50% response rates to
mail
      >surveys with
      >       a
      >       > letter signed by the editor.  So, what you probably really
want is
      >a
      >       narrowly
      >       > defined test--unknown survey research company (I'm
thinking it
      >probably
      >       > doesn't matter if it's Gallup) and unknown signer on a
mail survey
      >(not a
      >       > solicitation to buy something).  JAS
      >       >
      >       > J. Ann Selzer, Ph.D.
      >       > Selzer & Company, Inc.
      >       > Des Moines
      >       > JAnnSelzer@aol.com, for purposes of this list; otherwise,
      >       > JASelzer@SelzerCo.com
      >       > Visit our website at www.SelzerCo.com
      >       >
      >
      >
      Susan Carol Losh, PhD
      slosh@garnet.acns.fsu.edu

      visit the site at:
      http://garnet.acns.fsu.edu/~slosh//Index.htm

      The Department of Educational Research
      307L Stone Building
      Florida State University
      Tallahassee FL 32306-4453
```

850-644-8778 (Voice Mail available)
        Educational Research Office 850-644-4592
        FAX 850-644-8776

Dear colleagues,

Is it fact or urban legend that one cannot copyright individual items?
The arguments against include:
1)   Most items have been used by lots of people over the years and are
essentially in the public domain
2)   At worst, all one has to do is change a few words to make someone
else's item different.

(I remember going through this same process with test items, but have heard
different answers from different people)

The arguments for include:
1)   Any original written work can be protected by copyright
2)   No one can use your intellectual property without permission

Both sides could be right here since they are seemingly arguing different
things. Anyone have any case law on this?

Jim Caplan
Arlington

Reply to:
James R. Caplan, Ph.D.
Survey Technology Branch
Defense Manpower Data Center
703.696.5848
caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>

>From godard@virginia.edu Wed Sep 5 11:44:58 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85Iipe26976 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
11:44:58 -0700 (PDT)
Received: from mail.virginia.edu (mail.Virginia.EDU [128.143.2.9])
      by usc.edu (8.9.3.1/8.9.3/usc) with SMTP
      id LAA23729 for <aapornet@usc.edu>; Wed, 5 Sep 2001 11:44:48 -0700
(PDT)
Received: from smtp.mail.virginia.edu by mail.virginia.edu id aa14304;
          5 Sep 2001 14:44 EDT
Received: from Jose (vsat-148-70-64-146.pool.starband.net [148.70.64.146])
      by smtp.mail.Virginia.EDU (8.9.3/8.9.3) with SMTP id OAA06232
      for <aapornet@usc.edu>; Wed, 5 Sep 2001 14:44:31 -0400
From: Ellis Godard <godard@virginia.edu>
To: aapornet@usc.edu
Subject: RE: Can survey items be copyrighted?
Date: Wed, 5 Sep 2001 11:45:42 -0700
Message-ID: <NCEELGJNGFLOAJBFAFFOKEFCDAAA.godard@virginia.edu>
MIME-Version: 1.0
Content-Type: text/plain;
      charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)
In-Reply-To:
<F5D5DAE9D02BD511B23800805FBBC024242FF0@ddsmttayz066.int.dmdc.osd.mil>
X-MimeOLE: Produced By Microsoft MimeOLE V5.50.4133.2400

A practical and scientific (rather legal) argument against: comparability.

> -----Original Message-----
> From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
> Caplan, James R ,,DMDCEAST
> Sent: Wednesday, September 05, 2001 11:30 AM
> To: AAPORnet (E-mail)
> Subject: Can survey items be copyrighted?
>
>
> Dear colleagues,
>
> Is it fact or urban legend that one cannot copyright individual items?
> The arguments against include:
> 1) Most items have been used by lots of people over the years and are
> essentially in the public domain
> 2) At worst, all one has to do is change a few words to make someone
> else's item different.
>

> (I remember going through this same process with test items, but
> have heard
> different answers from different people)
>
> The arguments for include:
> 1) Any original written work can be protected by copyright
> 2) No one can use your intellectual property without permission
>
> Both sides could be right here since they are seemingly arguing different
> things. Anyone have any case law on this?
>
> Jim Caplan
> Arlington
>
> Reply to:
> James R. Caplan, Ph.D.
> Survey Technology Branch
> Defense Manpower Data Center
> 703.696.5848
> caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>
>
>
>
>From smitht@norcmail.uchicago.edu Wed Sep 5 11:51:19 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85IpIe28379 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
11:51:19 -0700 (PDT)
Received: from genesis1.norc.uchicago.edu (genesis1.norc.uchicago.edu
[128.135.45.28])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id LAA00683 for <aapornet@usc.edu>; Wed, 5 Sep 2001 11:51:17 -0700
(PDT)
From: smitht@norcmail.uchicago.edu
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
      by genesis1.norc.uchicago.edu (8.9.3/8.9.3) with SMTP id NAA23073
      for <aapornet@usc.edu>; Wed, 5 Sep 2001 13:52:31 -0500
Received: from ccMail by norcmail.uchicago.edu (ccMail Link to SMTP
R8.30.00.7)
    id AA999716270; Wed, 05 Sep 2001 13:57:51 -0500
Message-Id: <0109059997.AA999716270@norcmail.uchicago.edu>
X-Mailer: ccMail Link to SMTP R8.30.00.7
Date: Wed, 05 Sep 2001 13:57:45 -0500
To: <aapornet@usc.edu>
Subject: Re: Can survey items be copyrighted?
MIME-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: "cc:Mail Note Part"

      Scales such as clinical diagnostic tools, psychometric measures of
      personality constructs, etc. are often copyrighted, but I've never
      heard this extended to single items.

_____ Reply Separator
_____

Subject: Can survey items be copyrighted?
Author: <aapornet@usc.edu> at INTERNET
Date: 9/5/01 2:30 PM

Dear colleagues,

Is it fact or urban legend that one cannot copyright individual items?
The arguments against include:
1)   Most items have been used by lots of people over the years and are
essentially in the public domain
2)   At worst, all one has to do is change a few words to make someone
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different answers from different people)

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1)   Any original written work can be protected by copyright
2)   No one can use your intellectual property without permission

Both sides could be right here since they are seemingly arguing different
things. Anyone have any case law on this?

Jim Caplan
Arlington

Reply to:
James R. Caplan, Ph.D.
Survey Technology Branch
Defense Manpower Data Center
703.696.5848
caplanjr@osd.pentagon.mil <mailto:caplanjr@osd.pentagon.mil>

>From teresa.hottle@wright.edu Wed Sep 5 11:53:02 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85Ir2e29026 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
11:53:02 -0700 (PDT)
Received: from mailserv.wright.edu (mailserv.wright.edu [130.108.128.60])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id LAB02700 for <aapornet@usc.edu>; Wed, 5 Sep 2001 11:53:01 -0700
(PDT)
Received: from CONVERSION-DAEMON.mailserv.wright.edu by mailserv.wright.edu
 (PMDF V6.0-24 #45557) id <0GJ700E01DRTXF@mailserv.wright.edu> for
 aapornet@usc.edu; Wed, 05 Sep 2001 14:52:42 -0400 (EDT)
Received: from wright.edu (al131037.wright.edu [130.108.131.37])
 by mailserv.wright.edu (PMDF V6.0-24 #45557)
 with ESMTP id <0GJ7006ERDRTFQ@mailserv.wright.edu> for aapornet@usc.edu;
Wed,
 05 Sep 2001 14:52:41 -0400 (EDT)
Date: Wed, 05 Sep 2001 14:52:16 -0400
From: Teresa Hottle <teresa.hottle@wright.edu>
Subject: Re: Informed consent examples
To: aapornet@usc.edu

This is a multi-part message in MIME format.

We conducted a face to face survey with residents in a low
income neighborhood. After reading the introduction to the
survey, our interviewers read the following statement "Do
you consent to taking this survey" If they said yes, we
continued. If they said no, we thanked them for their time.

Eric Plutzer wrote:
>
> A student of mine is planning to conduct fieldwork in
> Western Europe and will conduct qualitative interviews
> with community and neighborhood leaders, and then conduct
> a face to face survey with a random sample of ordinary
> members of the community -- with a focus on members of
> various ethnic minorities.
>
> I am wondering if anybody would be able to share examples
> of informed consent protocols (oral assent or written) for
> similar qualitative and/or survey interviews (these could
> be in the US). Any other advice or suggestions would be
> most welcome.
>
> -- Eric
>
> ~~~~~~
> Eric Plutzer
> Associate Professor of Political Science & Sociology
> Penn State University
> http://polisci.la.psu.edu/faculty/plutzer/
> Some pictures from our recent adoption trip to China are
> at:
> http://polisci.la.psu.edu/faculty/plutzer/ClaraTrek.htm

begin:vcard
n:Hottle;Teresa
x-mozilla-html:FALSE

org:Wright State University;Center for Urban and Public Affairs
adr:;;3640 Colonel Glenn Hwy;Dayton;Ohio;45435;937-775-3436
version:2.1
email;internet:Teresa.Hottle@wright.edu
title:Research Associate
fn:Teresa Hottle
end:vcard

--Boundary_(ID_kC+VjqrNS0d1P86DHPgAcA)--
>From pd@kerr-downs.com Wed Sep 5 14:45:12 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
       by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
       id f85LjBe04012 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
14:45:11 -0700 (PDT)
Received: from alpha.talstar.com (mail.talstar.com [199.44.194.2])
       by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
       id OAA28214 for <aapornet@usc.edu>; Wed, 5 Sep 2001 14:45:11 -0700
(PDT)
Received: from phillip (dsl-123.yourvillage.com [199.44.34.123])
          by alpha.talstar.com (Post.Office MTA v3.5.3 release 223
          ID# 0-59791U3700L300S0V35) with SMTP id com
          for <aapornet@usc.edu>; Wed, 5 Sep 2001 17:45:00 -0400
From: "Phillip Downs" <pd@kerr-downs.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Internet surveys
Date: Wed, 5 Sep 2001 17:26:55 -0400
Message-ID: <NEBBJNECELDEFCLBMELLAEFLCHAA.pd@kerr-downs.com>
MIME-Version: 1.0
Content-Type: text/plain;
       charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2919.6600

We have conducted dozens of internet surveys, mostly for membership
organizations. I am interested in the broader application of internet
surveys. For example:

-how do response rates compare to mail, telephone and fax surveys?
-how does item nonresponse differ with internet surveys?
-how do response distributions differ for specific questions?
-are there specific topics/types of surveys for which internet surveys are
better?/worse?
-are there specific types of populations for which internet surveys perform
better?/worse?
-have there been precise measurement of impacts of sampling frame bias
introduced by   internet surveys?
-which software programs are most popular?
-etc.

While I certainly welcome reactions based on personal experience, can
someone offer good literature references that have examined these issues and
other internet surveying issues? Thanks

>From mlamias@grizzardonline.com Wed Sep 5 15:01:39 2001

A good place to look is the Web Survey Methodology Web Page at
www.websm.org. There, you will find hundreds of references to articles on
Web Surveys. Furthermore, you can search the site's references
alphabetically, chronologically, or subject. You can even download many
papers, presentations, or abstracts that discuss the issues about which you
were inquiring.

Sincerely yours,

Mark J. Lamias

-----Original Message-----
From: Phillip Downs [mailto:pd@kerr-downs.com]
Sent: Wednesday, September 05, 2001 5:27 PM
To: AAPORNET
Subject: Internet surveys

We have conducted dozens of internet surveys, mostly for membership
organizations. I am interested in the broader application of internet
surveys. For example:

-how do response rates compare to mail, telephone and fax surveys?
-how does item nonresponse differ with internet surveys?
-how do response distributions differ for specific questions?
-are there specific topics/types of surveys for which internet surveys are
better?/worse?
-are there specific types of populations for which internet surveys perform
better?/worse?
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introduced by   internet surveys?
-which software programs are most popular?
-etc.

While I certainly welcome reactions based on personal experience, can
someone offer good literature references that have examined these issues and
other internet surveying issues? Thanks
>From ToniGenalo@asu.edu Wed Sep 5 16:10:33 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85NAWe17944 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
16:10:33 -0700 (PDT)
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 id <0GJ700M01PO6YV@asu.edu> for aapornet@usc.edu; Wed,
 05 Sep 2001 16:09:42 -0700 (MST)
Received: from mainex1.asu.edu (mainex1.asu.edu [129.219.10.200])
 by asu.edu (PMDF V6.0-24 #47347) with ESMTP id <0GJ700LFJPO6NZ@asu.edu> for
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Received: by mainex1.asu.edu with Internet Mail Service (5.5.2653.19)
      id <S2KXA3JG>; Wed, 05 Sep 2001 16:09:42 -0700
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Date: Wed, 05 Sep 2001 16:09:34 -0700
From: Toni Genalo <ToniGenalo@asu.edu>
Subject: Physical Intimacy
To: "Aapornet (E-mail)" <aapornet@usc.edu>
Message-id: <A021872EC2BDD411AB3600902746A05502550A98@mainex4.asu.edu>
MIME-version: 1.0
X-Mailer: Internet Mail Service (5.5.2653.19)
Content-type: multipart/alternative;
 boundary="Boundary_(ID_23iDGYRHhsoLvHwoRXFkrA)"

This message is in MIME format. Since your mail reader does not understand
this format, some or all of this message may not be legible.

--Boundary_(ID_23iDGYRHhsoLvHwoRXFkrA)
Content-type: text/plain;   charset="iso-8859-1"

Hope the subject got you interested!! We are looking of a physical intimacy
scale to be used with 14-22 year olds that has been well documented & known
to be reliable. This will be administered by audio-CASI as part of a larger
computerized battery. We are currently looking at work from DeLamater &
MacCorquodale, but would like to see some other options.

Anything you know of? Thanks

Toni Genalo
Director of Data Collection
Prevention Research Center
Arizona State University
PO Box 876005
Tempe, AZ 85287-6005
480-727-6142   480-727-6282 (FAX)

```
--Boundary_(ID_23iDGYRHhsoLvHwoRXFkrA)
Content-type: text/html;        charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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<P><FONT SIZE=3D2 FACE=3D"Arial">Hope the subject got you =
interested!!  We are looking of a physical intimacy scale to be =
used with 14-22 year olds that has been well documented &amp; known to =
be reliable.  This will be administered by audio-CASI as part of a =
larger computerized battery.  We are currently looking at work =
from DeLamater &amp;  MacCorquodale, but would like to see some =
other options.</FONT></P>

<P><FONT SIZE=3D2 FACE=3D"Arial">Anything you know of?  =
Thanks</FONT>
</P>

<P><FONT SIZE=3D2 FACE=3D"Arial">Toni Genalo</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Arial">Director of Data Collection</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Arial">Prevention Research Center</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Arial">Arizona State University</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Arial">PO Box 876005</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Arial">Tempe, AZ 85287-6005</FONT>
<BR><FONT SIZE=3D2 =
FACE=3D"Arial">480-727-6142      480-727-6282 =
(FAX)</FONT>
</P>
<BR>

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--Boundary_(ID_23iDGYRHhsoLvHwoRXFkrA)--
>From empeters@oregon.uoregon.edu Wed Sep  5 16:19:25 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f85NJOe20597 for <aapornet@listproc.usc.edu>; Wed, 5 Sep 2001
16:19:24 -0700 (PDT)
Received: from e4500a.callatg.com (IDENT:106@e4500a.atgi.net
[216.174.194.60])
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(PDT)
Received: (qmail 7543 invoked from network); 5 Sep 2001 23:19:15 -0000
Received: from unknown (HELO ellen-hera-.oregon.uoregon.edu) (64.42.105.107)
  by e4500a with SMTP; 5 Sep 2001 23:19:15 -0000
Message-Id: <5.0.2.1.0.20010905160920.00a83240@oregon.uoregon.edu>
```

We would like to collect close-ended data on occupations in upcoming
research. Does anyone have a good (inclusive but brief) list of
close-ended occupations that we could use? Our current best option is to
use the categories developed by the Census from open ended responses, but I
wonder if something better might exist. Thanks in advance for your help!

Ellen Peters, Ph.D.
Research Scientist
Decision Research
1201 Oak Street
Eugene, OR 97401
541-485-2400, Fax 541-485-2403

If you find it, I wld love to see it. I, too, use the census code and it is
unwieldy.

Susan Pinkus

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

From: Ellen Peters [SMTP:empeters@oregon.uoregon.edu]
Sent: Wednesday, September 05, 2001 4:12 PM
To: aapornet@usc.edu
Cc: C.K. Mertz
Subject: list of occupations

We would like to collect close-ended data on occupations in upcoming
research. Does anyone have a good (inclusive but brief) list of
close-ended occupations that we could use? Our current best option is
to
use the categories developed by the Census from open ended responses,
but I
wonder if something better might exist. Thanks in advance for your
help!

Ellen Peters, Ph.D.
Research Scientist
Decision Research
1201 Oak Street
Eugene, OR 97401
541-485-2400, Fax 541-485-2403

The 1980 detailed census occupational codes can be found at the back of the
General Social Survey Codebook. There are something under 500 of them,
making it a manageable yet reasonably comprehensive list for most instances.

Susan

At 04:12 PM 9/5/2001 -0700, you wrote:
>We would like to collect close-ended data on occupations in upcoming
>research. Does anyone have a good (inclusive but brief) list of

>close-ended occupations that we could use? Our current best option is to
>use the categories developed by the Census from open ended responses, but I
>wonder if something better might exist. Thanks in advance for your help!
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>Research Scientist
>Decision Research
>1201 Oak Street
>Eugene, OR 97401
>541-485-2400, Fax 541-485-2403
>
>
Susan Carol Losh, PhD
slosh@garnet.acns.fsu.edu

visit the site at:
http://garnet.acns.fsu.edu/~slosh//Index.htm

The Department of Educational Research
307L Stone Building
Florida State University
Tallahassee FL 32306-4453

850-644-8778 (Voice Mail available)
Educational Research Office 850-644-4592
FAX 850-644-8776

>From Jim-Wolf@worldnet.att.net Wed Sep 5 20:54:12 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
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20:54:12 -0700 (PDT)
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[204.127.131.50])
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(PDT)
Received: from oemcomputer ([12.84.238.19]) by mtiwmhc25.worldnet.att.net
          (InterMail vM.4.01.03.16 201-229-121-116-20010115) with SMTP
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<20010906035333.WTLG28026.mtiwmhc25.worldnet.att.net@oemcomputer>;
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Message-Id: <3.0.1.32.20010905112836.007aba60@postoffice.worldnet.att.net>
X-Sender: Jim-Wolf@postoffice.worldnet.att.net
X-Mailer: Windows Eudora Light Version 3.0.1 (32)
Date: Wed, 05 Sep 2001 11:28:36 -0500
To: aapornet@usc.edu, aapornet@usc.edu

From: Jim Wolf <Jim-Wolf@worldnet.att.net>
Subject: Re: list of occupations
Cc: "C.K. Mertz" <ckmertz@decisionresearch.org>
In-Reply-To: <5.0.2.1.0.20010905160920.00a83240@oregon.uoregon.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Check out the Bureau of Labor Stats Statndard Occupational Classification:

        http://stats.bls.gov/soc/soc_majo.htm

At 04:12 PM 9/5/01 -0700, Ellen Peters wrote:
>We would like to collect close-ended data on occupations in upcoming
>research. Does anyone have a good (inclusive but brief) list of
>close-ended occupations that we could use? Our current best option is to
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>
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>Ellen Peters, Ph.D.
>Research Scientist
>Decision Research
>1201 Oak Street
>Eugene, OR 97401
>541-485-2400, Fax 541-485-2403
>
>

===
Jim Wolf   Jim-Wolf@worldnet.att.net
>From smitht@norcmail.uchicago.edu Thu Sep 6 05:22:59 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
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05:22:59 -0700 (PDT)
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[128.135.45.28])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id FAA13248 for <aapornet@usc.edu>; Thu, 6 Sep 2001 05:22:59 -0700
(PDT)
From: smitht@norcmail.uchicago.edu
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
      by genesis1.norc.uchicago.edu (8.9.3/8.9.3) with SMTP id HAA28946
      for <aapornet@usc.edu>; Thu, 6 Sep 2001 07:24:20 -0500
Received: from ccMail by norcmail.uchicago.edu (ccMail Link to SMTP
R8.30.00.7)
    id AA999779372; Thu, 06 Sep 2001 07:29:35 -0500
Message-Id: <0109069997.AA999779372@norcmail.uchicago.edu>
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Date: Thu, 06 Sep 2001 07:29:30 -0500
To: <aapornet@usc.edu>
Subject: Re: list of occupations
MIME-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: "cc:Mail Note Part"

Taylor published an article in POQ in the mid-1970s that compared
three different occupational classification items.

_____ Reply Separator
_____
Subject: list of occupations
Author: <aapornet@usc.edu> at INTERNET
Date: 9/5/01 4:12 PM

We would like to collect close-ended data on occupations in upcoming
research. Does anyone have a good (inclusive but brief) list of
close-ended occupations that we could use? Our current best option is to
use the categories developed by the Census from open ended responses, but I
wonder if something better might exist. Thanks in advance for your help!

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Research Scientist
Decision Research
1201 Oak Street
Eugene, OR 97401
541-485-2400, Fax 541-485-2403

The 9th District's other player
Emily's List may hold a key card in US House race
http://www.boston.com/dailyglobe2/249/metro/The_9th_District_s_other_player-
.shtml
Mastery of the Old Boys' ways is fanning the hopes of state Senator Cheryl
A. Jacques of Needham, for whom Emily's List has funded one of the hardest
hitting and most disputed ads of the 9th Congressional District campaign.

''They've become a relatively sophisticated, inside-the-Beltway player,''
said Matt Keller, legislative director of campaign watchdog Common Cause.
''They've become more savvy. They're better at understanding the rules, and
playing the game by those rules, vague as they may be.''
Don't feed state Senator Stephen Lynch of South Boston any of those homilies
about women softening political dialogue: Emily's List funded a telephone
poll in which voters were told he was a tax cheat and asked if they were
aware he had no children - odd, since his daughter, Victoria, is 2 years
old.

_____
Howard Fienberg
Research Analyst
The Statistical Assessment Service (STATS)
2100 L. St., NW Suite 300
Washington, DC 20037
202-223-3193
(Fx) 202-872-4014
(email) hfienberg@stats.org

>From empeters@oregon.uoregon.edu Thu Sep 6 09:10:29 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f86GAQe25661 for <aapornet@listproc.usc.edu>; Thu, 6 Sep 2001
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(PDT)
Received: (qmail 7504 invoked from network); 6 Sep 2001 16:10:15 -0000
Received: from unknown (HELO ellen-hera-.oregon.uoregon.edu) (64.42.105.107)
  by e4500b with SMTP; 6 Sep 2001 16:10:15 -0000
Message-Id: <5.0.2.1.0.20010906090319.009ea080@oregon.uoregon.edu>
X-Sender: empeters@oregon.uoregon.edu
X-Mailer: QUALCOMM Windows Eudora Version 5.0.2
Date: Thu, 06 Sep 2001 09:03:47 -0700
To: aapornet@usc.edu
From: Ellen Peters <empeters@oregon.uoregon.edu>
Subject: RE: list of occupations
In-Reply-To: <4F77088E1C18204A908F0E11EAA743EB01643438@GOOSE>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

I'll definitely let you know. So far your response (or close facsimile)
has been the most popular response!
  best, ellen

At 04:43 PM 09/05/2001 -0700, you wrote:
>If you find it, I wld love to see it. I, too, use the census code and it
>is unwieldy.
>
>Susan Pinkus
>
>   -----Original Message-----
>   From: Ellen Peters [SMTP:empeters@oregon.uoregon.edu]
>   Sent: Wednesday, September 05, 2001 4:12 PM

```
>          To:       aapornet@usc.edu
>          Cc:       C.K. Mertz
>          Subject:          list of occupations
>
>          We would like to collect close-ended data on occupations in
upcoming
>          research.  Does anyone have a good (inclusive but brief) list of
>          close-ended occupations that we could use?  Our current best
> option is to
>          use the categories developed by the Census from open ended
> responses, but I
>          wonder if something better might exist.  Thanks in advance for
> your help!
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>
>          Ellen Peters, Ph.D.
>          Research Scientist
>          Decision Research
>          1201 Oak Street
>          Eugene, OR 97401
>          541-485-2400, Fax 541-485-2403


Ellen Peters, Ph.D.
Research Scientist
Decision Research
1201 Oak Street
Eugene, OR 97401
541-485-2400, Fax 541-485-2403

>From empeters@oregon.uoregon.edu Thu Sep  6 09:12:07 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
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09:12:07 -0700 (PDT)
Received: from e4500a.callatg.com (IDENT:106@e4500a.atgi.net
[216.174.194.60])
      by usc.edu (8.9.3.1/8.9.3/usc) with SMTP
      id JAA14003 for <aapornet@usc.edu>; Thu, 6 Sep 2001 09:12:01 -0700
(PDT)
Received: (qmail 13774 invoked from network); 6 Sep 2001 16:11:44 -0000
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  by e4500a with SMTP; 6 Sep 2001 16:11:44 -0000
Message-Id: <5.0.2.1.0.20010906090447.00a90600@oregon.uoregon.edu>
X-Sender: empeters@oregon.uoregon.edu
X-Mailer: QUALCOMM Windows Eudora Version 5.0.2
Date: Thu, 06 Sep 2001 09:05:15 -0700
To: aapornet@usc.edu
From: Ellen Peters <empeters@oregon.uoregon.edu>
Subject: Re: list of occupations
In-Reply-To: <200109060123.VAA59774@garnet3.acns.fsu.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Thanks for the suggestion.
  best, ellen
At 09:23 PM 09/05/2001 -0400, you wrote:
```

>The 1980 detailed census occupational codes can be found at the back of the
>General Social Survey Codebook. There are something under 500 of them,
>making it a manageable yet reasonably comprehensive list for most
instances.
>
>Susan
>
>At 04:12 PM 9/5/2001 -0700, you wrote:
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> >
> >
>Susan Carol Losh, PhD
>slosh@garnet.acns.fsu.edu
>
>visit the site at:
>http://garnet.acns.fsu.edu/~slosh//Index.htm
>
>The Department of Educational Research
>307L Stone Building
>Florida State University
>Tallahassee FL 32306-4453
>
>850-644-8778 (Voice Mail available)
>Educational Research Office 850-644-4592
>FAX 850-644-8776

Ellen Peters, Ph.D.
Research Scientist
Decision Research
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Eugene, OR 97401
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Hmm,

The list below is about what we use in our surveys for marketing research:

Which one of the following best describes your primary job function?
Accounting/finance/legal
Business management/operations
Consulting
Creative/editorial
Customer service
Education
Engineering
IS/IT/networking
Marketing/public relations
Medical/pharmaceutical
Personnel/human resources
Product management
Research & development
Sales
Technical support
Skilled Labor/Construction
Retired
Other

This list gets modified for our clients based on their target populations,
but it works pretty well.

Leora Lawton, Ph.D.
Director of Research
Informative, Inc.
2000 Sierra Point Parkway, Suite 310
Brisbane, CA 94005
v: 650 534-1080; f: 650 534-1020
www.informative.com

-----Original Message-----
From: Jim Wolf [mailto:Jim-Wolf@worldnet.att.net]
Sent: Wednesday, September 05, 2001 9:29 AM
To: aapornet@usc.edu; aapornet@usc.edu
Cc: C.K. Mertz
Subject: Re: list of occupations

Check out the Bureau of Labor Stats Statndard Occupational Classification:

     http://stats.bls.gov/soc/soc_majo.htm

At 04:12 PM 9/5/01 -0700, Ellen Peters wrote:
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>research. Does anyone have a good (inclusive but brief) list of
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>541-485-2400, Fax 541-485-2403
>
>

=-=
Jim Wolf   Jim-Wolf@worldnet.att.net
>From beniger@rcf.usc.edu Thu Sep 6 11:19:58 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
        by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
        id f86IJwe14672 for <aapornet@listproc.usc.edu>; Thu, 6 Sep 2001
11:19:58 -0700 (PDT)
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.253.167])
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Received: from localhost (beniger@localhost)
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        id f86IJaT18099 for <aapornet@usc.edu>; Thu, 6 Sep 2001 11:19:36 -0700
(PDT)
Date: Thu, 6 Sep 2001 11:19:36 -0700 (PDT)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: On Photography's Effect on Public Opinion
Message-ID: <Pine.GSO.4.21.0109061113150.17047-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

  ON PHOTOGRAPHY'S EFFECT ON PUBLIC OPINION

  I am sitting in my usual easy chair, early this morning, just in from
  lifting the morning's newspapers from the drive, and beginning to look
  at the front page of the New York Times.

  My daughter Ann, age 6 since early April, and the only other early riser
  in our family, slips in beneath the newsprint to assume her cuddle
  position against my right side. Now with her first day of first grade
  a night's sleep behind her, she cannot help but notice the three-column,

full-color photograph of three young schoolgirls and their parents at the very top of the Times' front page.

Ann cannot, of course, read the caption: "Protestants Attack Catholic Schoolgirls in Belfast--Roman Catholic girls and their parents running for cover after a bomb exploded as they headed to school. The school is a few hundred yards from a 'peace line,' a street separating Protestant and Catholic homes. Page A12."

"Why do these kids look so awful?" Ann asks immediately, placing a hand on the bottom of the photo.

"I'm afraid I can't tell you, My Ann, because I don't understand it myself."

"You've never said this before," she says suspiciously. "I think you're teasing me."

"No, Ann, it's just that almost all things are pretty easy to explain. This one just happens to be one of those very rare things that I cannot explain to you at all--because I simply do not understand it."

"And don't expect to find it explained on page A12," I think to myself.

"Are these girls crying?" Ann persists.

"Well, it does look like the girl in the front is crying," I reply, "which is probably why her mother is hugging her so tightly while they walk."

"Why is she crying?"

"That I do know, and I'm very sad to have to tell you that it's because some very, very mean people tried to hurt her and her sisters."

"Why do they want to hurt little kids?'

"That's the biggest thing about this that I simply don't understand, I'm afraid. I'm not sure I really understand why anyone would ever want to hurt anyone else. Do you?"

"Who are the mean people? What are they like--besides mean?"

"All I can really tell you is that they have lived--for a very long time--in the same city as these kids, and their families look and dress exactly like the family you see in the picture."

"I don't believe that," Ann blurts out quickly, her voice almost immediately trailing off into silence.

"I can't believe it either, Annie, which is why I can't explain this to you. Have you ever tried to explain something that you can't even believe?"

This gives Ann considerable pause. Eventually she says:

"I don't think I could explain anything I didn't believe, except for

make-believe stories, with animals who can talk--they're easy to
understand."

"You've just explained it for me, Annie, My Love. The girls in the
picture are just part of some make-believe story, along with lots of
animals who can talk--lions and tigers and bears, oh my!

"Do the mean people live near us?"

"No, no, as far away as possible--not only on the other side of our
country, but then also on the other side of the Atlantic Ocean, which
is almost as wide as the Pacific Ocean which we see from our upstairs
windows. They'd never dare to come here--because they're cowardly--and
they couldn't find us if they did.

"Okay, Daddy," Ann says, sliding out of my lap and heading off to wake
her sister. The real day is about to begin.

                                                      -- Jim

    ****

>From ande271@attglobal.net Thu Sep 6 11:51:57 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
      by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
      id f86Ipue18061 for <aapornet@listproc.usc.edu>; Thu, 6 Sep 2001
11:51:56 -0700 (PDT)
Received: from prserv.net (out2.prserv.net [32.97.166.32])
      by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
      id LAA00138 for <aapornet@usc.edu>; Thu, 6 Sep 2001 11:51:56 -0700
(PDT)
Received: from attglobal.net
(slip-32-100-252-124.ny.us.prserv.net[32.100.252.124])
          by prserv.net (out2) with SMTP
          id <2001090618514320201r348ge>; Thu, 6 Sep 2001 18:51:43 +0000
Message-ID: <3B97F046.4A35281F@attglobal.net>
Date: Thu, 06 Sep 2001 14:53:11 -0700
From: Jeanne Anderson Research <ande271@attglobal.net>
Reply-To: ande271@attglobal.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: List of occupations
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The census occupational codes have several advantages. The system can
be made less "unwieldy" by having interviewers assign a tentative code
and writing it beside the open-ended response during the interview.
This makes it necessary for every interviewer to be familiar with code
category content. Costs a little more for training, but worth it,
especially if the codes are used for several studies and/or the survey
by its nature limits the range of occupations that will be found.

Jeanne Anderson

The problem with any lists I have come up with, including the Census list is
that most respondents cannot correctly self-classify their jobs. The only
really good collection of occupation information has been through a two or
three-step open-ended occupation series.

I am interested in any close-ended occupation question that has worked
relatively well for anyone out there.
-----Original Message-----
From: Pinkus, Susan [mailto:Susan.Pinkus@latimes.com]
Sent: Wednesday, September 05, 2001 7:44 PM
To: 'aapornet@usc.edu'
Subject: RE: list of occupations

If you find it, I wld love to see it. I, too, use the census code and it is
unwieldy.

Susan Pinkus

       -----Original Message-----
       From: Ellen Peters [SMTP:empeters@oregon.uoregon.edu]
       Sent: Wednesday, September 05, 2001 4:12 PM
       To: aapornet@usc.edu
       Cc: C.K. Mertz
       Subject: list of occupations

       We would like to collect close-ended data on occupations in upcoming

       research. Does anyone have a good (inclusive but brief) list of

close-ended occupations that we could use? Our current best option
is to
       use the categories developed by the Census from open ended
responses, but I
       wonder if something better might exist. Thanks in advance for your
help!

       Ellen Peters, Ph.D.
       Research Scientist
       Decision Research
       1201 Oak Street
       Eugene, OR 97401
       541-485-2400, Fax 541-485-2403
>From smitht@norcmail.uchicago.edu Thu Sep 6 13:46:21 2001
Received: from usc.edu (root@usc.edu [128.125.253.136])
       by listproc.usc.edu (8.10.1/8.10.1/usc) with ESMTP
       id f86KkKe02831 for <aapornet@listproc.usc.edu>; Thu, 6 Sep 2001
13:46:21 -0700 (PDT)
Received: from genesis1.norc.uchicago.edu (genesis1.norc.uchicago.edu
[128.135.45.28])
       by usc.edu (8.9.3.1/8.9.3/usc) with ESMTP
       id NAA13031 for <aapornet@usc.edu>; Thu, 6 Sep 2001 13:46:18 -0700
(PDT)
From: smitht@norcmail.uchicago.edu
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
       by genesis1.norc.uchicago.edu (8.9.3/8.9.3) with SMTP id PAA03102;
       Thu, 6 Sep 2001 15:47:39 -0500
Received: from ccMail by norcmail.uchicago.edu (ccMail Link to SMTP
R8.30.00.7)
     id AA999809572; Thu, 06 Sep 2001 15:52:53 -0500
Message-Id: <0109069998.AA999809572@norcmail.uchicago.edu>
X-Mailer: ccMail Link to SMTP R8.30.00.7
Date: Thu, 06 Sep 2001 15:52:49 -0500
To: <aapornet@usc.edu>, <wapornet@lambada.oit.unc.edu>,
   <issp-l@zuma-mannheim.de>, <methods@umn.edu>,
Subject: No subject given
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="simple boundary"

--simple boundary
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: "cc:Mail Note Part"

                    General Social Survey
                 Student Paper Competition

        The National Opinion Research Center (NORC) at the University
     of Chicago announces the latest annual General Social Survey (GSS)
     Student Paper Competition. To be eligible papers must: 1) be based on
     data from the 1972-2000 GSSs or from the GSS's cross-national
     component, the International Social Survey Program (any year or
     combination of years may be used), 2) represent original and
     unpublished work, and 3) be written by a student or students at an
     accredited college or university. Both undergraduates and graduate

students may enter and college graduates are eligible for one year after receiving their degree. Recent college graduates who completed an appropriate undergraduate or senior honors thesis are encouraged to consider submitting such research. Professors are urged to inform their students of this opportunity.

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

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

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

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

For further information:

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

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