

From: LISTS.ASU.EDU LISTSERV Server (16.0) [LISTSERV@asu.edu]  
Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0302"

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Date: Sat, 1 Feb 2003 21:21:01 -0500  
Reply-To: "Dimitropoulos, Linda L." <lld@RTI.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Dimitropoulos, Linda L." <lld@RTI.ORG>  
Subject: FW: And the Voting continues...  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Hi all,

Well, not only did we have a record number of submissions, but we have a tie and need to have a runoff!

Enter the number that corresponds to your selection on the subject line of an email message and send it to:

AAPOR\_tshirt@yahoo.com

Polls close on February 5th Enjoy!!

The most popular slogans are:

1. The Ns justify the means
2. "To be, or not to be?"
  - [1] - Yes, to be
  - [2] - No, not to be
  - [3] - not sure; it depends
  - [D/R] [blind]

Linda L. Dimitropoulos, Ph.D.  
Survey Director  
Research Triangle Institute  
203 N. Wabash Suite 1900  
Chicago, Il 60601  
Email: lld@rti.org  
phone: 312/456-5246  
fax: 312/456-5250

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=====  
Date: Mon, 3 Feb 2003 09:37:58 -0500

Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Subject: Revised Story: Polls show differences between Europe and United  
States on war option against Iraq

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

Polls show differences between Europe and United States on war option  
against Iraq

Fri Jan 31, 11:12 PM ET

[http://story.news.yahoo.com/news?tmpl=story&u=/ap/20030201/ap\\_wo\\_en\\_po/eu\\_gen\\_britain\\_iraq\\_poll\\_7](http://story.news.yahoo.com/news?tmpl=story&u=/ap/20030201/ap_wo_en_po/eu_gen_britain_iraq_poll_7)

By JANE WARDELL, Associated Press Writer

LONDON - A 39-nation public opinion survey published Friday found sentiment in favor of military action against Iraq strongest in the United States and Australia, while six in 10 in France and Russia and half in Germany opposed it under any circumstances.

The polls were taken from Jan. 15 to 25 and so do not capture possible opinion shifts resulting from U.N. inspectors' reports on Iraqi disarmament and President George W. Bush (news - web sites)'s State of the Union speech. Gallup International, an association of independent polling companies, conducted the surveys among 29,822 respondents by telephone and in person.

SNIP

Poll results also can be affected by question wording. The Gallup International survey asked, in native languages: "Are you in favor of military action against Iraq?" with response alternatives "Under no circumstances," "Only if sanctioned by the United Nations (news - web sites)," "Unilaterally by America and its allies," or don't know/no opinion.

SNIP

Twenty-one percent of Americans said no to war against Iraq under any circumstances. At the other end of the sentiment scale, about 80 percent in Argentina and Uruguay and roughly 75 percent in Macedonia, Bosnia and Spain opposed military action under any circumstances. Six in 10 in India and Pakistan also felt that way.

Gallup International is not affiliated with the Gallup Organization, the U.S.-based company that publishes the Gallup Poll.

—

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Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

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=====  
Date: Mon, 3 Feb 2003 11:18:32 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Support for a War With Iraq Grows After Bush's Speech  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Includes some interesting questions on the probable outcomes and costs.

Support for a War With Iraq Grows After Bush's Speech  
Half the Nation Favors Military Action Without U.N. Backing

By Richard Morin and Claudia Deane  
Washington Post Staff Writers  
Sunday, February 2, 2003; Page A22

President Bush has reversed the downward drift in public support for war with Iraq despite widespread fears that the conflict would continue for many months and produce large numbers of U.S. casualties, according to a Washington Post-ABC News poll.

After the president's State of the Union speech on Tuesday in which he laid out the case for a U.S.-led invasion, the survey found that 66 percent of Americans favor taking military action against Iraq, up from 57 percent two weeks ago and the most support for war since mid-September.

For the complete story see

<http://www.washingtonpost.com/wp-dyn/articles/A11942-2003Feb1.html>

--

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=====  
Date: Mon, 3 Feb 2003 13:31:19 -0500  
Reply-To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Subject: Iranian pollsters  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Wires report that Iranian pollsters Hossein Ghazian and Abbas Abdi have =  
been sentenced to nine- and eight-year prison terms, respectively, for =  
selling "intelligence" to foreigners including Gallup.

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=====  
Date: Mon, 3 Feb 2003 13:59:34 -0500  
Reply-To: Bob Groves <[BGroves@ISR.UMICH.EDU](mailto:BGroves@ISR.UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bob Groves <[BGroves@ISR.UMICH.EDU](mailto:BGroves@ISR.UMICH.EDU)>  
Subject: Ann Arbor Summit on Survey Interviewer Falsification of Data,  
Apr il 4-6, 2003  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"

> Please pass this message to those in your organization who have  
> responsibilities in this area.  
> Thanks,  
> Bob Groves  
>  
>  
> Summit Meeting on Survey Interviewer Falsification  
> April 4-6, 2003, Ann Arbor, Michigan  
>  
> Background  
>  
> The Office of Research Integrity of the U.S. Department of Health and  
> Human Services recently ruled that the falsification of survey data by an  
> interviewer was an act of scientific misconduct subject to the oversight  
> of that office. The responsibilities and authorities of that office can  
> be found at <<http://ori.hhs.gov/html/about/aboutori.asp>>.  
>  
> This ruling led to several conversations among survey researchers and ORI,  
> the planning of sessions at upcoming professional meetings (e.g., AAPOR),  
> discussions with the executive bodies of AAPOR and AstatA, and inquiries  
> by university officers overseeing scientific integrity issues.  
>  
> These conversations suggested that a small meeting of leaders of the  
> survey research field might be helpful, to review current practices of the  
> profession in addressing issues of interviewer falsification and to  
> develop a statement of current best methods.  
>  
> The Ann Arbor Summit  
>  
> On April 4-6, 2003, a small group of survey managers, methodologists, and  
> university scientific integrity officers will meet to develop a draft of  
> current best methods in detecting, diagnosing, and remediating survey  
> interviewer falsification of data.  
>  
> The product of the meeting will be a draft statement, to be submitted for  
> comment from the larger profession through AAPORnet, SRMSnet, the  
> executive bodies of the American Statistical Association Survey Research  
> Methods Section, the council of the American Associate for Public Opinion  
> Research, and the Council of American Survey Research Organizations.  
>  
> Because the summit will be a two-day working meeting, it will be limited  
> to 35 participants.  
>  
> Two types of participants are needed to make the summit a success:  
> 1. survey managers who implement interviewer verification  
> protocols (both at the first-line level and at higher levels),  
> 2. survey methodologists who invent and evaluate alternative  
> methods.  
>  
> If you are interested in attending this meeting, please first complete the  
> attached questionnaire, by typing your answers into the WORD file. Email  
> it to [CDOHER@ISR.UMICH.EDU](mailto:CDOHER@ISR.UMICH.EDU) <<mailto:CDOHERTY@ISR.UMICH.EDU>>. Responses  
> must be received by February 28, 2003, to be considered. Decisions will

> be made by the organizers by Sunday, March 2, 2003 and delivered to  
> applicants via email.  
>  
> Steering Committee  
>  
> The following persons have agreed to serve as steering committee members:

>  
> Thomas Guterbock, Survey Research Center, University of Virginia  
> Timothy Johnson, University of Illinois, Survey Research Laboratory  
> Daniel Kasprzyk, representative for ASA Survey Research Methods  
> Section, Mathematica Policy Research  
> John Kennedy, Indiana University, Survey Research Center  
> Richard Kulka, Research Triangle Institute  
> Judith Mopsik, Abt Associates  
> Judith Nowack, Associate Vice President for Research, University of  
> Michigan  
> Beth-Ellen Pennell, University of Michigan Survey Research Center  
> Renee Slobasky, Westat, Inc.  
> John Thompson, National Opinion Research Center  
> Roger Tourangeau, Chair, Standards Committee, AAPOR

> Financial Support for the Summit

>  
> The conference is supported by the DHHS Office of Research Integrity, the  
> Michigan Survey Research Center, and the University of Michigan Office of  
> the Vice-President for Research. Participants are encouraged to use their  
> institution's funds to support their participation in the summit. There  
> is a limited amount of travel and lodging support available. If you are  
> in need of this support, please note that explicitly in your email  
> correspondence, being explicit about what costs you can cover and what  
> costs you cannot. The steering committee will allocate financial support  
> in a manner to maximize the diversity of skills and experiences of  
> participants.

> Meeting Logistics

> 1. Time and Venue

> The summit on Interviewer Falsification will begin  
> at 7:30PM on Friday, April 4, 2003 and end at 3PM, Sunday, April 6.

> The meeting will be held at the Institute for Social  
> Research, 426 Thompson Street Ann Arbor, Michigan 48104

> 2. Travel, Lodging, and Meal Costs

> Airline travel to Ann Arbor is best accomplished  
> through Detroit Metro Airport, 28 miles east of Ann Arbor. Detroit Metro  
> is a hub of Northwest Airlines, but is also served by most major carriers.  
> Directions from Detroit Metro to the Ann Arbor hotel can be downloaded  
> from

> <<http://www.mapquest.com/directions/main.adp?go=1&do=nw&2n=Washtenaw&2np=4&3&1ex=1&1np=14&ct=NA&1g=gADRN94o73k%253d&1y=US&1z=48242&11=acX9ORdISvk%253d&1ex=1&1a=William+Rogell+Drive&1s=MI&1c=Detroit&1pn=Detroit+Metropolitan+>>

> Airport+--+DTW&1np=14&2ex=1&2pd=9Mc3SouJOGwxgkxq%252b%252bnydP2JKBFYkwxCFq  
> n7ZoSjdIunJdCzdhQTPBooPFq2ZKA2BWjHtMWFodMX8%252fbkkvNvZ0uD9Jnpil%252fW&2n=  
> Washtenaw&2np=43&2s=MI&2c=Ann+Arbor&2g=kUvQaG5FB2k%253d&2y=US&2l=vFaEbvVH7  
> 48%253d&lr=2&x=71&y=4>

>  
> The sponsors of the summit have a limited amount of  
> funds to support travel and per diem expenses. These will be used to  
> ensure representation at the summit of diverse types of survey  
> experiences. (see section above on "Financial Support for the Summit")

>  
> All meals except Saturday dinner are free to  
> participants.

### > 3. Hotel Accommodations

> Campus Inn  
> 615 East Huron Street  
> Ann Arbor  
> 734 769-2200

> Daily rate for single occupancy is \$118.

> Reservations must be paid by March 3. Any reservation requests  
> after March 4 are subject to availability.

> Our block of rooms is non-smoking (if you require a smoking room,  
> please contact Cathy at below addresses).

### > 4. Contact for Questions

> Contact Cathy Doherty at VOICE 734 764-8365 or FAX  
> 734-763-9831 or CDOHERTY@ISR.UMICH.EDU

### > Agenda

> Friday, April 4            Campus Inn, 615 E. Huron Street

> 7:30PM            Dinner  
>                    Introduction to the meeting  
>                    Discussion of key goals of the meeting

> Saturday, April 5    Institute for Social Research, Room 6050, 426  
> Thompson Street

> 8:30AM            Light Breakfast

> 9:00AM            The view from the DHHS Office of Research Integrity  
> (Dr. Alan Price) (Dr. Price will answer questions of the participants and  
> then leave the summit, to return to be briefed by the participants about  
> the draft statement.)

> 9:30AM            Individual presentations of participants on  
> experiences with falsification, falsification detection, and repair of  
> falsified data

>  
> 12:00PM Working lunch  
>  
> 1:30PM Group identification of effective and ineffective  
> procedures  
> a. falsification detection  
> b. diagnosis of cause of falsification  
> c. personnel action  
> d. repair of falsified data  
>  
> 4:30PM Initial summary of key consensus points  
>  
> 4:30-7PM Steering committee preparation of draft report  
>  
> Dinner, on your own  
>  
> Sunday, April 6 Institute for Social Research, Room 6050, 426  
> Thompson Street  
>  
> 8:30 Light breakfast  
>  
> 9-12 Review of statement on current best methods of  
> falsification detection, diagnosis, and remediation  
>  
> 12:00 Lunch/ Summary  
> Briefing of Dr. Alan Price, ORI, on the results of  
> the summit  
>  
> 2:00 Conclusion and Next Steps  
>  
> <<QUEST.doc>>

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=====  
Date: Mon, 3 Feb 2003 14:00:11 -0500  
Reply-To: "Ronald E. Langley" <[langley@UKY.EDU](mailto:langley@UKY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Ronald E. Langley" <[langley@UKY.EDU](mailto:langley@UKY.EDU)>  
Subject: Re: request for cites  
In-Reply-To: <[9220C93DC108294081CF79306B53C1F9079BAA@sm-nyny-xm02.nena.wdpr.disney.com](mailto:9220C93DC108294081CF79306B53C1F9079BAA@sm-nyny-xm02.nena.wdpr.disney.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

A colleague has requested the following and I thought the collective  
knowledge of the list would exceed what I know (or remember). Please  
respond directly to me, and Thank You!

Ron,

Would you happen to be aware of any reports of empirical research demonstrating that females are more likely to respond to surveys, show up for experiments, stick around for longitudinal studies, etc.? I've done a web search and can't find anything. Is it an urban legend that females are more likely to participate? (I'm anticipating a request for a citation to support a claim I'd like to make in a manuscript). Thanks for any advice.  
--Nancy

Ronald E. Langley, Ph.D.                      Phone: (859) 257-4684  
Director, Survey Research Center          FAX: (859) 323-1972  
University of Kentucky                      langley@uky.edu  
Chairman, National Network of State Polls  
302 Breckinridge Hall  
Lexington, KY 40506-0056                  http://survey.rgs.uky.edu

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Date:        Mon, 3 Feb 2003 14:21:38 -0500  
Reply-To:    mark@bisconti.com  
Sender:     AAPORNET <AAPORNET@ASU.EDU>  
From:        Mark David Richards <mark@BISCONTI.COM>  
Organization: Bisconti Research, Inc.  
Subject:     Re: Iranian pollsters  
In-Reply-To: <9220C93DC108294081CF79306B53C1F9079BAA@sm-nyny-  
xm02.nena.wdpr.disney.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

I hope AAPOR makes a rapid, clear, and concise statement about this  
outrage while it is fresh on the wire.

--Mark David Richards

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See  
[http://www.news-journal.com/news/content/news/ap\\_story.html/Intl/AP.V6963.AP-Iran-Pollsters.html](http://www.news-journal.com/news/content/news/ap_story.html/Intl/AP.V6963.AP-Iran-Pollsters.html)

Iranian Pollsters Jailed After Survey

ALI AKBAR DAREINI  
Associated Press Writer

TEHRAN, Iran (AP)--Two Iranian pollsters who outraged hard-liners with a survey that found strong public support for contacts with the United States have been sentenced to prison on charges of selling secrets to groups linked to the CIA, lawyers said Monday.

Hossein Ali Qazian was sentenced to nine years in prison and Abbas Abdi, a senior Iranian reformist, was given an eight-year jail term.

Prosecutors accused the two of holding secret talks and providing information to institutes and individuals affiliated with American, British and Israeli intelligence services--including, prosecutors said, the Gallup Organization.

Qazian and Abdi--and a third pollster charged with them \_ denied any wrongdoing. They were arrested in October and November after their poll reported 74 percent of Tehran residents surveyed supported dialogue with the United States. The countries have not had diplomatic relations since the 1979 takeover of the U.S. Embassy in Tehran.

Prosecutors said the polls were politically motivated. Iran's supreme leader, Ayatollah Ali Khamenei, repeatedly has rejected resuming ties with Washington, saying such talk was ``treason and stupidity." Khamenei has the final say in all state matters.

The case is part of an escalating power struggle between hard-liners and reformists, who back President Mohammed Khatami's program of social and political freedoms.

Qazian's lawyer, Ramezan Haji Mashhadi, said the court notified him of the verdicts Monday and that he would appeal.

``The verdict is unjust and illegal," Haji Mashhadi told The Associated Press. ``My client didn't sell any secret information to foreigners."

Saleh Nikbakht, who represents Abdi, said the verdict was a ``political declaration against a prominent reformist punished for his political views."

Abdi is a senior member of the Islamic Iran Participation Front \_ Iran's largest reformist party.

A third prominent pollster, Behrouz Geranpayeh, awaits a verdict.

After their poll was published, hard-line newspapers accused the pollsters of espionage. The reformist-dominated parliament insisted the poll, ordered by a parliamentary committee, was accurate. Lawmakers say an opinion poll conducted by the Intelligence Ministry last year found similar attitudes.

AP-NY-02-03-03 1338EST

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Langer, Gary E  
Sent: Monday, February 03, 2003 1:31 PM  
To: AAPORNET@asu.edu  
Subject: Iranian pollsters

Wires report that Iranian pollsters Hossein Ghazian and Abbas Abdi have been sentenced to nine- and eight-year prison terms, respectively, for selling "intelligence" to foreigners including Gallup.

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=====  
Date: Mon, 3 Feb 2003 15:20:41 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Iranian Pollsters Jailed After Survey  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

This Guardian story has a couple of quotes from Richard Burkholder, Gallup's director of international polling.

Iranian Pollsters Jailed After Survey  
<http://www.guardian.co.uk/worldlatest/story/0,1280,-2373739,00.html>

Monday February 3, 2003 7:30 PM

TEHRAN, Iran (AP) - Two Iranian pollsters who outraged hard-liners with a survey that found strong public support for contacts with the United States have been sentenced to prison on charges of selling secrets to groups linked to the CIA, lawyers said Monday.

SNIP

Richard Burkholder, Gallup's director of international polling, described the sentencing as ``extremely regrettable" and said the Iranian pollsters are victims of Iran's ongoing power struggle between hard-liners and reformists, who back President Mohammed Khatami's

program of social and political freedoms.

"It is a firefight within that larger struggle. There is nothing black, nefarious or not above board about" the Iranian poll, Burkholder told The Associated Press in Cairo, Egypt, in a telephone interview from his Princeton, N.J. office.

Burkholder said Gallup paid for and designed a poll to find out opinions of people in the Islamic world toward America following the Sept. 11 attacks. The Gallup poll did not quiz Iranians on whether they supported dialogue with the United States, he added.

SNIP

Guardian Unlimited C Guardian Newspapers Limited 2003

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=====  
Date: Mon, 3 Feb 2003 16:03:57 -0500  
Reply-To: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Organization: Rider University  
Subject: Re: Iranian pollsters  
Comments: To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I am not an expert in the ways of international diplomacy, but I feel I must respectfully disagree with some of my colleagues who feel that a statement by WAPOR or AAPOR about this matter will just make matters worse by providing more "evidence" of these individuals' collaboration with the United States. First, neither WAPOR nor AAPOR for that matter involves just U. S. citizens, so that accusation is false. More importantly, though, it is only through a coordinated effort that forces these governments to understand that others in the world are watching them that they tend to respond. If no organization or individuals says anything internationally, they feel they can act with impunity in these cases. If this were not true, such organizations as Amnesty International would

be worthless. World opinion can have an effect on such matters, especially if the efforts are coordinated with other groups that have a stake in condemning such repressive behavior by governments.

Frank Rusciano

"Langer, Gary E" wrote:

> Wires report that Iranian pollsters Hossein Ghazian and Abbas Abdi have been sentenced to nine- and eight-year prison terms, respectively, for selling "intelligence" to foreigners including Gallup.

>

> -----

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=====  
Date: Mon, 3 Feb 2003 17:23:35 -0500

Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Subject: Clear majority of Canadians now oppose war in Iraq

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

And what do our neighbors to the North think?

Clear majority of Canadians now oppose war in Iraq  
Opposition to both U.S. and Canadian involvement has risen significantly since last August

Ottawa: Canadians are growing increasingly resistant to war in Iraq, and a clear majority now oppose both a U.S. led military strike and Canadian involvement in this type of action, according to a recent Decima Express survey conducted by Decima Research Inc.

Six in ten (61%) Canadians now say they strongly or generally oppose a U.S. led military action to remove Iraqi leader Saddam Hussein, up from 45 percent who voiced this opinion last August.

<http://www.decima.ca/research/WhatsNew/whatsnew.asp?ID=76>

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

---

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main email address.  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Mon, 3 Feb 2003 20:34:07 -0500  
Reply-To: Bob Groves <[BGroves@ISR.UMICH.EDU](mailto:BGroves@ISR.UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bob Groves <[BGroves@ISR.UMICH.EDU](mailto:BGroves@ISR.UMICH.EDU)>  
Subject: Summit on Interviewer Falsification  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

AAPORnet did not include an attachment to an earlier message sent to the  
list about the meeting on interviewer falsification.

If you are interested in obtaining the file, please request it from  
[CDOHERTY@ISR.UMICH.EDU](mailto:CDOHERTY@ISR.UMICH.EDU)

Thanks,  
Bob Groves

---

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main email address.  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Mon, 3 Feb 2003 22:04:57 -0500  
Reply-To: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Organization: Rider University  
Subject: Re: Clear majority of Canadians now oppose war in Iraq  
Comments: To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Perhaps Rumsfeld will now go on television and discuss differences in support  
among the "old" North America and the "new" North America-- the only problem  
is, which one are we?

"Leo G. Simonetta" wrote:

> And what do our neighbors to the North think?  
>  
> Clear majority of Canadians now oppose war in Iraq  
> Opposition to both U.S. and Canadian involvement has risen  
> significantly since last August  
>  
> Ottawa: Canadians are growing increasingly resistant to war in Iraq, and  
> a clear majority now oppose both a U.S. led military strike and Canadian  
> involvement in this type of action, according to a recent Decima Express  
> survey conducted by Decima Research Inc.  
>  
> Six in ten (61%) Canadians now say they strongly or generally oppose a  
> U.S. led military action to remove Iraqi leader Saddam Hussein, up from  
> 45 percent who voiced this opinion last August.  
>  
> <http://www.decima.ca/research/WhatsNew/whatsnew.asp?ID=76>  
>  
> --  
> Leo G. Simonetta  
> Art & Science Group, LLC  
> 6115 Falls Road Suite 101  
> Baltimore, MD 21209  
> 410-377-7880 ext. 14  
> 410-377-7955 fax  
>  
> -----  
> View the archives and control your settings for AAPORNET at:  
> <http://lists.asu.edu/archives/aapornet.html>  
> You can also post messages from this page--useful if you're not at your  
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<http://lists.asu.edu/archives/aapornet.html>  
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main email address.  
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---

Date: Tue, 4 Feb 2003 12:20:12 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: More on the Iranian Pollsters  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Abdi, Ghazian receive one more year for propaganda

Tuesday, February 04, 2003 - C2003 IranMania.com

Tehran, Feb 4 - The court investigating the opinion poll on Iran-US relations has added one more year to the sentences of pollsters Hossein-Ali Ghazian and Abbas Abdi for propagating against the system, IRNA quoted the press on Tuesday.

<http://www.iranmania.com/News/ArticleView/Default.asp?NewsCode=14151&NewsKind=Current%20Affairs>

The Persian-language `Abrar' daily reported that the Branch 1410 of Tehran Public Court on Monday had issued the sentences against Ghazian and Abdi, thus bringing their total terms to nine and eight years.

Ghazian and Abdi had already received eight and seven years each for selling information to the US-based Gallup, the French VM and Zogby polling institutes.

The Abrar stressed that the case is open with the fate of the third clause of the prosecutor's indictment on charges of collecting and keeping confidential documents still pending.

The court has announced that it is still waiting for the concerned state institutions to forward their reports and responses in that connection for any further measures regarding the case.

The institutions include Ministry of Information, the Presidential Office, the State Security Department, the Institute for Strategic Studies, and the Secretariat of the Supreme National Security Council.

Ghazian and Abdi, both working at the Ayandeh Polling and Research Institute, were apprehended last year following an opinion poll they had directed which claimed that two-thirds of citizens in Tehran favored resumption of talks with the US.

Also involved in the case is Behrouz Geranpayeh, the head of the National Institute for Research and Opinion Polls, who has been recently released on bail after several hearings in connection with the polling.

Geranpayeh has been charged with "publishing false and poisonous information" as well as "selling information to foreigners". No ruling has yet been issued against him.

The court has accused the defendants of carrying out the research on the order of the Washington-based Gallup Organization.

Other defendants in the case are a deputy from Tehran Ahmad Bourghni, Alireza Alavitabar and Mehdi Abbasi-Rad, an IRNA editor who has been charged with illegal publication of the survey by the Islamic Republic News Agency (IRNA).

Abdi, who was a student leader in the 1979 takeover of the US Embassy in Tehran, is a member of the Islamic Iran Participation Front (IIPF).

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

---

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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Tue, 4 Feb 2003 12:46:20 -0600  
Reply-To: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Subject: Zogby and push polling  
In-Reply-To: <[200301221627.h0MGRU3O067997@tap.epn.org](mailto:200301221627.h0MGRU3O067997@tap.epn.org)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Warren Mitofsky alerted us earlier to a piece in "The American Prospect" about "John Zogby's Creative Polls"  
<http://www.prospect.org/print/V14/2/mooney-c.html>  
and the shenanigans with the The Doris Day Animal League, etc..  
Apparently Zogby has done some work with PETA  
<http://www.goveg.com/vegpoll.html>  
and according to some  
<http://www.meatingplace.com/meatingplace/DailyNews/News.asp?ID=10364>  
has engaged in a form of push polling for them. This effort on the  
part of Zogby strikes me as closing in on the world of Frank Luntz.

One quote, "because a forceful response would serve as a wake-up call  
to those pollsters whose professional ethics seem to be on hiatus  
when an anti-industry organization is waving around a check for their  
services."

Robert Godfrey

---

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then click on 'Join or leave the list'  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Tue, 4 Feb 2003 15:44:54 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Re: Zogby and push polling  
In-Reply-To: <[p05111a00ba65b4b1f89b@\[66.191.113.198\]](mailto:p05111a00ba65b4b1f89b@[66.191.113.198])>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

Content-transfer-encoding: 7BIT

It looks to me as though the problem is not with push polling as usually defined but rather with dubious question design.

A cursory review of the websites listed did not show the full text of the questionnaire but the PETA site had enough information that would incline me to argue that these questions were designed in such a way as to get the answers PETA wanted. Searching the Zogby site did not prove any more fruitful.

At least some of it seems like they are doing message testing and then releasing the results.

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Robert Godfrey

> Sent: Tuesday, February 04, 2003 1:46 PM

> To: AAPORNET@asu.edu

> Subject: Zogby and push polling

>

> Warren Mitofsky alerted us earlier to a piece in "The American

> Prospect" about "John Zogby's Creative Polls"

> <http://www.prospect.org/print/V14/2/mooney-c.html>

> and the shenanigans with the The Doris Day Animal League, etc..

> Apparently Zogby has done some work with PETA

> <http://www.goveg.com/vegpoll.html>

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> <http://www.meatingplace.com/meatingplace/DailyNews/News.asp?ID=10364>

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> services."

>

> Robert Godfrey

>

> -----

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> <http://lists.asu.edu/archives/aapornet.html>

> then click on 'Join or leave the list'

> Problems?-don't reply to this message, write to:

> [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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then click on 'Join or leave the list'  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Tue, 4 Feb 2003 15:53:19 -0600  
Reply-To: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Subject: Re: Zogby and push polling  
Comments: To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
In-Reply-To: <[000901c2cc8e\\$458c9a60\\$130a010a@LEO](mailto:000901c2cc8e$458c9a60$130a010a@LEO)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

There was some mention of "message testing" earlier as well in regards to a poll commissioned by Augusta National to gauge public sentiment on issues related to the Master's brouhaha. This was a new concept to me when I first heard about it. It sounded to me like a focus group effort in survey clothing. If indeed Zogby is not engaged in push polling, why are they not at least putting the brakes on their clients from releasing these type of polls as representing public opinion? These kind of absurdly run "polls" are hurting us all. Incautious and dubious question design is one thing, out and out schilling a poll for propaganda purposes is another.

Robert Godfrey

At 3:44 PM -0500 2/4/03, Leo G. Simonetta wrote:  
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>defined but rather with dubious question design.  
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then click on 'Join or leave the list'  
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---

Date: Tue, 4 Feb 2003 17:29:45 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Polls: Americans Back Bush on Iraq, Not Economy  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

Content-transfer-encoding: 7BIT

Polls: Americans Back Bush on Iraq, Not Economy

<http://reuters.com/newsArticle.jhtml?type=politicsNews&storyID=2167786>

Tue February 4, 2003 01:09 PM ET

WASHINGTON (Reuters) - Most Americans support President Bush's policy on Iraq and the war on terror, but disagree with his major economic policies, two new polls said on Tuesday.

An ABC News/Washington Post poll showed that 56 percent of Americans believe Bush's 10-year, \$670 billion tax-cut plan favors the rich and only one-fourth feel it treats all Americans equally.

SNIP

A national poll by the Los Angeles Times, also released on Tuesday, said 47 percent disapproved of Bush's handling of the economy, to 45 percent who approved. Forty-two percent backed his handling of the federal budget.

But the Los Angeles Times poll showed 58 percent approved of the way he is handling the situation with Iraq and its president, Saddam Hussein, and 74 percent backed his handling of his war on terror.

The ABC News poll found 61 percent approval for the White House's handling of Iraq and 75 percent for the U.S. campaign against terrorism.

SNIP

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

-----  
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=====  
Date: Tue, 4 Feb 2003 22:49:37 -0500  
Reply-To: [slosh@garnet.acns.fsu.edu](mailto:slosh@garnet.acns.fsu.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>  
Subject: Re: Zogby and push polling  
MIME-version: 1.0  
Content-type: text/plain  
Content-transfer-encoding: binary

Well said, Robert.

If we don't "police ourselves," recent legislation attempts suggest there are plenty of others willing to do it for us.

In a similar genre, one of the new Florida Board of Governors (and an FSU trustee) is calling for "accountability in higher education" similar to that recently instituted at the k-12 level. It sounds like he wants mandated "achievement tests" for college subjects. Other than making many measurement folks pretty wealthy, is such a push going on in any other state?

One complaint is that student evaluation forms (which are surveys, after all) are basically too much like opinion polls about politicians and no one is measuring what students "learn" in public universities (hey, Colleen, is this going on in Gator country too?)

Susan

On Tue, 04 Feb 2003 15:53:19 -0600 Robert Godfrey wrote:

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> regards to a poll commissioned by Augusta National to gauge public  
> sentiment on issues related to the Master's brouhaha. This was a new  
> concept to me when I first heard about it. It sounded to me like a  
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>  
> -----

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> <http://lists.asu.edu/archives/aapornet.html>  
> then click on 'Join or leave the list'  
> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

Susan Carol Losh, Ph.D.

Program Leader, Learning & Cognition  
Department of Educational Psychology & Learning Systems  
Florida State University  
Tallahassee FL 32306-4453

VOICE (850) 644-8778  
FAX (850) 644-8776

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

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then click on 'Join or leave the list'  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Tue, 4 Feb 2003 23:04:32 -0500  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Mitofsky & Lenski will do 2004 Exit Polls  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

February 4, 2003  
Media Group in Deal to Conduct Exit Polls  
By THE ASSOCIATED PRESS

NEW YORK (AP) -- The six news organizations that disbanded Voter News Service last month signed a contract Tuesday with two veteran polling experts to conduct exit surveys of voters during the 2004 presidential election.

ABC, CBS, NBC, CNN, Fox News Channel and The Associated Press announced they had reached an agreement with Warren Mitofsky of Mitofsky International and Joseph Lenski of Edison Media Research. Terms of the deal were not disclosed.

The new consortium, called the National Elections Pool, has less than a year to build an exit polling system in time for the 2004 presidential primaries.

Exit poll information is used to help project winners in individual elections and provide information on why people voted the way they did.

Separately, the consortium members will rely on the AP for counting the vote on election nights, said Linda Mason, vice president of public affairs for CBS. VNS had its own vote-counting operation.

The media organizations disbanded VNS following two major

failures in two years. VNS provided flawed information that led television networks to prematurely call the 2000 presidential election for George W. Bush and was unable to provide exit poll data during last November's off-year election.

Mason said the news organizations decided to join together to start the National Elections Pool instead of developing their own systems because of the expense involved. The same financial concerns had led the news organizations to form VNS a decade ago.

Mitofsky and Lenski have spent many years in the business. Mitofsky pioneered a sample precinct polling system while working with CBS and ran a predecessor of VNS. Lenski worked for him before starting his own firm. Mitofsky built a limited exit polling operation for CNN during the 2002 election.

``We're looking forward to working with Edison Media Research and Mitofsky International," said David Tomlin, assistant to the president of AP. ``All of us have our work cut out for us, because the start of the primary season is less than a year away.

``But we're confident that they have the capabilities and experience to help us produce fast, insightful coverage of next year's elections," he said.

While there might have been other options for building a new exit polling system, the former members of VNS ``felt that this was a bird in the hand," Mason said.

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then click on 'Join or leave the list'  
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=====  
Date: Wed, 5 Feb 2003 16:24:45 -0500  
Reply-To: Amy.Luo@EY.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Amy Luo <Amy.Luo@EY.COM>  
Subject: Raise the future survey researches!!!  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Dear Colleagues,  
we are looking for entries to the Curtis Jacobs competition. Please distribute this information to teachers or students whom you know would be interested in participating. Thanks!

ps: If you don't receive the attachment, please contact

slee@survey.umd.edu or amy.luo@ey.com to request a brochure and the entry form.

\*\*\*\*\*=  
\*\*\*\*\*=

ANNUAL WSS CURTIS JACOBS STATISTICS PROJECT COMPETITION  
IN MEMORY OF CURTIS JACOBS

Open to Current Middle School and High School Students

The Washington Statistical Society (WSS) and the American Statistical Association (ASA) are announcing the 13th Curtis Jacobs Memorial Competition this year. Beginning in 1991, this award was established to honor the memory of a former statistician of the U.S Bureau of Labor Statistics for his many important contributions to improving the quality of collecting data needed to form public policy.

The competition is open to all students who attend a high school or middle school in Washington, D.C. Metropolitan area and have a teacher or an advisor who will cover materials on statistics during the 2003-2004 academic year. Entries must collect original data and may work individually or in teams of up to four students. The entries will be judged by a panel of statisticians selected from WSS' membership. A prize of \$200 will be awarded to a middle school winner and a high school winner. Please see attached document for more details.

The deadline is JUNE 1, 2003 for the competition. To be considered for the award, please fill out the attached entry form and send a five to ten page report entry to this year's Chair of the Curtis Jacobs Memorial Prize:

Amy Luo  
Curtis Jacobs Entry  
Ernst & Young LLP  
1225 Connecticut Ave. NW  
Washington, DC 20036

Email: amy.luo@ey.com  
Phone: 202.327.6667

If you have any questions, please feel free to contact Sunghee at the address below or Amy.

Sunghee Lee  
Co-Chair  
Email: slee@survey.umd.edu  
Phone: 301.405.9523

---

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Ernst & Young LLP

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=====  
Date: Wed, 5 Feb 2003 15:34:33 -0600  
Reply-To: Linda Owens <lindao@SRL.UIC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Linda Owens <lindao@SRL.UIC.EDU>  
Subject: gender identity scales  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

I'm posting this on behalf of a colleague. Please reply directly to her.

Does anyone have experience gathering survey data on gender identity among lesbians? We are doing a face-to-face study of self-identified lesbians, and would like to know what scales others have used. If people have experience using gender identity scales in general population surveys, that would be helpful as well. Please reply directly to me at:20

LoriH@srl.uic.edu=20

Thanks, =20  
Lori=20

Linda Owens  
Asst. Director for Research Planning  
University of Illinois Survey Research Lab  
(217) 333-4422

-----  
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=====  
Date: Thu, 6 Feb 2003 10:19:33 -0500  
Reply-To: Susan Sprachman <SSsprachman@MATHEMATICA-MPR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Susan Sprachman <SSsprachman@MATHEMATICA-MPR.COM>  
Subject: What kind of response might have the most impact regarding  
Irania  
n Pollsters

My husband is a professor of Persian, and at my request contacted some people he knows who have the pulse (such as it is) of Iranian politics to

ask about what kind of response from AAPOR might have the most impact.

The three people he consulted all said that a response from America and Americans would not have an impact. However, a response from people in other countries might at least be heard. I think we should consider asking the WAAPOR members to lead this effort. If anyone wanted to have their letter translated into Persian, my husband would be happy to do this for us.

---

Susan Sprachman

Senior Survey Director  
Mathematica Policy Research, Inc  
P.O. Box 2393  
Princeton, NJ 08543-2393

609-275-2333

---

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---

Date: Thu, 6 Feb 2003 10:19:36 -0500  
Reply-To: "Jon A. Krosnick" <[krosnick@OSU.EDU](mailto:krosnick@OSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jon A. Krosnick" <[krosnick@OSU.EDU](mailto:krosnick@OSU.EDU)>  
Subject: Conference Update  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

For people interested in booking hotel rooms and discounted airplane tickets and learning about some aspects of activities planned for the AAPOR 2003 conference, new information has been posted on [www.aapor.org](http://www.aapor.org) and will continue to be updated regularly, so check back often.

For those of you who submitted proposals to present research at the conference: decisions will be finalized as soon as possible and you will be notified asap.

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---

Date: Thu, 6 Feb 2003 11:03:52 -0500  
Reply-To: [Bquarles@AOL.COM](mailto:Bquarles@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rebecca Quarles <[Bquarles@AOL.COM](mailto:Bquarles@AOL.COM)>  
Subject: "House" differences and tracking studies

MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

I have always heard that it is dangerous to switch research companies in the middle of a tracking study because of "house" differences. My own experience has reinforced this. For example, we reanalyzed a benchmark and tracking study carried out by two different government contractors and found differences attributable to different ways of handling "don't know" responses. One contractor had their interviewers probe very hard to get the respondent's impression while the other (I think correctly) had their interviewers accept "don't knows" as a legitimate response. As a result, it was impossible to draw meaningful conclusions from the data for many questions. I have also seen a couple of other situations where there were inexplicable differences. Thus, our company does not change data collection companies in the middle of a tracking study unless there are overwhelming reasons to do so.

However, it has come to my attention that the purchasing and contracting rules at some organizations sometimes mean that each wave of a tracking study is treated as a separate study and is bid separately. This is a special problem for the government and for other organizations that follow strict purchasing rules.

Does anyone know if there are any published studies that document "house" effects?

Rebecca C. Quarles, PhD  
President, QSA Research & Strategy  
4920 John Ticer Drive  
Alexandria, VA 22304  
voice (703) 567-7655 fax (703) 567-6156  
bquarles@aol.com  
URL qsaresearch.com

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---

Date: Thu, 6 Feb 2003 10:26:00 -0600  
Reply-To: [smitht@NORCMail.UChicago.edu](mailto:smitht@NORCMail.UChicago.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Tom Smith <[smitht@NORCMail.UChicago.edu](mailto:smitht@NORCMail.UChicago.edu)>  
Subject: Re: "House" differences and tracking studies  
Comments: To: [Bquarles@AOL.COM](mailto:Bquarles@AOL.COM)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

House effects are well documented and often involve DK response as

well as other matters. Some relevant, if old, research are:

Smith, "House Effects..." POQ 46 (1982), 54-68.

Smith, "In Search of House Effects..." POQ 42 (1978), 443-463.

Turner and Martin, eds., Surveying Subjective Phenomena NY: Russell Sage, 1985.

---

Reply Separator

---

Subject: "House" differences and tracking studies

Author: <Bquarles@AOL.COM> at INTERNET

Date: 2/6/03 11:03 AM

I have always heard that it is dangerous to switch research companies in the middle of a tracking study because of "house" differences. My own experience has reinforced this. For example, we reanalyzed a benchmark and tracking study carried out by two different government contractors and found differences attributable to different ways of handling "don't know" responses. One contractor had their interviewers probe very hard to get the respondent's impression while the other (I think correctly) had their interviewers accept "don't knows" as a legitimate response. As a result, it was impossible to draw meaningful conclusions from the data for many questions. I have also seen a couple of other situations where there were inexplicable differences. Thus, our company does not change data collection companies in the middle of a tracking study unless there are overwhelming reasons to do so.

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President, QSA Research & Strategy  
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Alexandria, VA 22304  
voice (703) 567-7655 fax (703) 567-6156  
bquarles@aol.com  
URL qsaresearch.com

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=====  
Date: Thu, 6 Feb 2003 12:50:55 -0800  
Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Organization: Opinion Access Corp.  
Subject: Re: "House" differences and tracking studies  
Comments: To: Bquarles@AOL.COM  
In-Reply-To: <137.1a89de37.2b73e168@aol.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Hello, Rebecca. There are certain issues that can certainly arise in switching houses on a tracking study. We have a large tracking department, which accounts for approximately 40% of our work as a 200+ station CATI house, and we have run into these issues when competing for tracking work, as well as when someone is trying to compete with us on a tracking study.

The theory is that any change in methodology, including the house doing the data collection, may bias the results of the wave/study. This can happen for a variety of reasons, but almost all can be generalized as differences between/among operation policies regarding interviewing on behalf of the different houses.

Your "DK" example is a perfect reflection of this. Now, granted, this can be countered by extremely specific instructions on behalf of the end-user client to the collection house, but that would necessitate the client being able to foresee any and all differences in the implementation of the study when switching. A mean reason clients tend not to switch tracking work isn't so much for the issues that they can foresee, but more for the reasons that they cannot.

It is more common that tracking work be switched between/among houses when you are looking at the same study operating in multiple waves per year for a number of years. However, when tracking something much shorter in timeframe, such as an ad-tracking study which runs well under a two year period, it makes no sense to most clients to risk the methodology and unforeseen problems that may ultimately invalidate the data and make it impossible to draw any type of solid conclusions during the analysis.

I hope this helps to answer your question. Please call me if you would

like to discuss this in more detail.

Good Luck!

Lance Hoffman  
Manager, Business Development  
Opinion Access Corp.  
P: 718.729.2622 x.157  
F: 718.729.2444  
C: 646.522.2012

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rebecca Quarles  
Sent: Thursday, February 06, 2003 8:04 AM  
To: AAPORNET@asu.edu  
Subject: "House" differences and tracking studies

I have always heard that it is dangerous to switch research companies in the middle of a tracking study because of "house" differences. My own experience has reinforced this. For example, we reanalyzed a benchmark and tracking study carried out by two different government contractors and found differences attributable to different ways of handling "don't know" responses. One contractor had their interviewers probe very hard to get the respondent's impression while the other (I think correctly) had their interviewers accept "don't knows" as a legitimate response. As a result, it was impossible to draw meaningful conclusions from the data for many questions. I have also seen a couple of other situations where there were inexplicable differences. Thus, our company does not change data collection companies in the middle of a tracking study unless there are overwhelming reasons to do so.

However, it has come to my attention that the purchasing and contracting rules at some organizations sometimes mean that each wave of a tracking study

is treated as a separate study and is bid separately. This is a special problem for the government and for other organizations that follow strict purchasing rules.

Does anyone know if there are any published studies that document "house" effects?

Rebecca C. Quarles, PhD  
President, QSA Research & Strategy  
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Alexandria, VA 22304  
voice (703) 567-7655 fax (703) 567-6156  
bquarles@aol.com  
URL qsaresearch.com

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=====  
Date: Thu, 6 Feb 2003 13:56:43 -0500  
Reply-To: "Dimitropoulos, Linda L." <[lld@RTI.ORG](mailto:lld@RTI.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Dimitropoulos, Linda L." <[lld@RTI.ORG](mailto:lld@RTI.ORG)>  
Subject: and the winner is...  
MIME-version: 1.0

"The Ns justify the means"

submitted by

Joel David Bloom of Oregon Survey Research

T-Shirts can be ordered as always with your conference registration!

Congratulations!

Linda L. Dimitropoulos, Ph.D.  
Survey Director  
RTI International

203 N. Wabash Suite #1900  
Chicago, IL 60601  
phone: 312/456-5246  
fax: 312/456-5250  
lld@rti.org <mailto:lld@rti.org>

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main email address.  
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---

Date: Fri, 7 Feb 2003 09:42:40 -0500  
Reply-To: [jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: James Murphy <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: Re: "House" differences and tracking studies  
Comments: To: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>  
MIME-version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

The problems discussed under "house effect" in fact apply to interviewer-administered surveys in general -- not just the tracking studies where their effects are most likely to be evident. Any two surveys from different interviewing environments are subject to this distortion, which is effectively eliminated by self-administered methods such as mail, Internet, or even the disparaged telephone IVR -- provided they adhere to standardized item conventions (wording, format, etc.).

J.P. MURPHY & COMPANY

[jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)

(610) 408-8800

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---

Date: Fri, 7 Feb 2003 08:53:45 -0600  
Reply-To: [smitht@NORCMAIL.UCHICAGO.EDU](mailto:smitht@NORCMAIL.UCHICAGO.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Tom Smith <[smitht@NORCMAIL.UCHICAGO.EDU](mailto:smitht@NORCMAIL.UCHICAGO.EDU)>  
Subject: Re: "House" differences and tracking studies  
Comments: To: [jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

House effects are not limited to interviewer effects. Self-completion results can differ by house unless the SAQs are physically identical which is not always the case. Then there is the possibility of name and affiliation effects. Experiments show a higher response rate for the same mail quex from a university than from a private firm. Likewise, one could imagine different responses to items based on the identity of the data collection agency alone.

---

Reply Separator

---

Subject: Re: "House" differences and tracking studies  
Author: <jpmurphy@JPMURPHY.COM> at INTERNET  
Date: 2/7/03 9:42 AM

The problems discussed under "house effect" in fact apply to interviewer-administered surveys in general -- not just the tracking studies where their effects are most likely to be evident. Any two surveys from different interviewing environments are subject to this distortion, which is effectively eliminated by self-administered methods such as mail, Internet, or even the disparaged telephone IVR -- provided they adhere to standardized item conventions (wording, format, etc.).

J.P. MURPHY & COMPANY

jpmurphy@jpmurphy.com

(610) 408-8800

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---

Date: Fri, 7 Feb 2003 10:17:51 -0500  
Reply-To: jpmurphy@JPMURPHY.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: James Murphy <jpmurphy@JPMURPHY.COM>  
Subject: Re: "House" differences and tracking studies  
Comments: To: [smitht@NORCMail.UChicago.edu](mailto:smitht@NORCMail.UChicago.edu)  
MIME-version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

I think it's useful to DISTINGUISH between house effects and

interviewer effects. If a shop has its act together, variance associated with interviewers will be normalized and minimized. Shop A could justifiably claim that it is sensitive to data reliability issues and practices hygiene. Shop B across the street could practice the same religion, with the same good reliability metrics. If and when the two shops differ (percent DK, say) that would be a house effect, probably resulting from management's sense of what levels we want to see or not see for those kinds of items.

I agree with your other point, which is why I ended my comment with "provided they adhere to standardized item conventions."

(Even if one has forgotten how to calculate an f ratio, I guess there was a reason for learning ANOVA!)

J.P. MURPHY & COMPANY

[jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)

(610) 408-8800

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then click on 'Join or leave the list'

Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====

Date: Fri, 7 Feb 2003 10:30:45 -0500  
Reply-To: Andrew A Beveridge <[andy@TROLL.SOC.QC.EDU](mailto:andy@TROLL.SOC.QC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Andrew A Beveridge <[andy@TROLL.SOC.QC.EDU](mailto:andy@TROLL.SOC.QC.EDU)>  
Subject: Re: "House" differences and tracking studies  
In-Reply-To: <[200302071517.AAP21809@ms1.verisignmail.com](mailto:200302071517.AAP21809@ms1.verisignmail.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Turner and Krauss's classic "Subjective Indicators of the State of the Nation" and the two volume National Academy of Sciences work on Subjective Indicators (aka Surveys) show very striking house effects.

Andy

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

> From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)]On Behalf Of James Murphy

> Sent: Friday, February 07, 2003 10:18 AM

> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

> Subject: Re: "House" differences and tracking studies

>

>

> I think it's useful to DISTINGUISH between house effects and

> interviewer effects. If a shop has its act together, variance

> associated with interviewers will be normalized and

> minimized. Shop A could justifiably claim that it is sensitive  
> to data reliability issues and practices hygiene. Shop B  
> across the street could practice the same religion, with the  
> same good reliability metrics. If and when the two shops  
> differ (percent DK, say) that would be a house effect,  
> probably resulting from management's sense of what levels we  
> want to see or not see for those kinds of items.  
>  
> I agree with your other point, which is why I ended my  
> comment with "provided they adhere to standardized item  
> conventions."  
>  
> (Even if one has forgotten how to calculate an f ratio, I  
> guess there was a reason for learning ANOVA!)  
> J.P. MURPHY & COMPANY  
>  
> jpmurphy@jpmurphy.com  
>  
> (610) 408-8800  
>  
> -----  
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> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
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then click on 'Join or leave the list'  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Fri, 7 Feb 2003 11:12:38 -0500  
Reply-To: Patricia Gallagher <[Patricia.Gallagher@UMB.EDU](mailto:Patricia.Gallagher@UMB.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Patricia Gallagher <[Patricia.Gallagher@UMB.EDU](mailto:Patricia.Gallagher@UMB.EDU)>  
Subject: Visual emphasis in self-administered questionnaires  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Hi,

Does anyone know of any research that provides empirical evidence for =  
using formatting techniques, such as underlining, bolding, etc., to =  
emphasize key words in self-administered questions? The only reference =  
we could find was in Don Dillman's Mail and Internet Surveys [2000]. He =  
outlines thoughtful principles to guide decisions about adding emphasis, =  
but I'm wondering if anyone has done any testing.

Please reply either to me directly, or to the listserv. I'll summarize =  
and post all responses I receive.

Thanks very much,

Trish

Patricia M. Gallagher, PhD  
Center for Survey Research  
University of Massachusetts Boston  
100 Morrissey Blvd, Boston MA 02125  
617-287-7200; fax: 617-287-7210

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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Fri, 7 Feb 2003 11:28:08 -0500  
Reply-To: "Chun, Young" <[YChun@AIR.ORG](mailto:YChun@AIR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Chun, Young" <[YChun@AIR.ORG](mailto:YChun@AIR.ORG)>  
Subject: Re: Visual emphasis in self-administered questionnaires  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Cleo Jenkins now at NSF has done quite a few studies on this subject....

Young Chun, Senior Research Scientist  
American Institutes for Research  
Education Statistics Services Institute  
1990 K Street, Suite 500, NW  
Washington, DC 20006

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

From: Patricia Gallagher [<mailto:Patricia.Gallagher@UMB.EDU>]  
Sent: Friday, February 07, 2003 11:13 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Visual emphasis in self-administered questionnaires

Hi,

Does anyone know of any research that provides empirical evidence for using formatting techniques, such as underlining, bolding, etc., to emphasize key words in self-administered questions? The only reference we could find was in Don Dillman's *Mail and Internet Surveys* [2000]. He outlines thoughtful principles to guide decisions about adding emphasis, but I'm wondering if anyone has done any testing.

Please reply either to me directly, or to the listserv. I'll summarize and post all responses I receive.

Thanks very much,

Trish

Patricia M. Gallagher, PhD  
Center for Survey Research  
University of Massachusetts Boston  
100 Morrissey Blvd, Boston MA 02125  
617-287-7200; fax: 617-287-7210

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=====  
Date: Fri, 7 Feb 2003 11:27:52 -0500  
Reply-To: Mark Lamias <[Mark.Lamias@GRIZZARD.COM](mailto:Mark.Lamias@GRIZZARD.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark Lamias <[Mark.Lamias@GRIZZARD.COM](mailto:Mark.Lamias@GRIZZARD.COM)>  
Subject: Re: Visual emphasis in self-administered questionnaires  
Comments: To: Patricia Gallagher <[Patricia.Gallagher@UMB.EDU](mailto:Patricia.Gallagher@UMB.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Patricia,

You can check out the following report for the Bureau of Labor Statistics:

CAPI Design Recommendations. Report Submitted the Bureau of Labor  
Statistics.  
Couper, Mick P.; Beatty, Paul; Hansen, Sue Ellen; Lamias, Mark J.; and  
Marvin, Teresa.  
Interface Design Group, Survey Methodology Program. Survey Research Center.  
University of Michigan.  
Task Order #22. Contract Number J-9-J-0025.  
June 2000.

The report outlines recommendations for bars and screen panes, style and  
format of the basic screen, general text and font, interviewer instructions,  
long list formatting, formatting for rosters, grids, etc.

If you can't easily find a copy of this report I have one I could email or  
fax to you.

Sincerely yours,

Mark J. Lamias  
Statistical Consultant  
Grizzard  
229 Peachtree Street - 12th Floor  
Atlanta, GA 30303

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

From: Patricia Gallagher [mailto:Patricia.Gallagher@UMB.EDU]  
Sent: Friday, February 07, 2003 11:13 AM  
To: AAPORNET@asu.edu  
Subject: Visual emphasis in self-administered questionnaires

Hi,

Does anyone know of any research that provides empirical evidence for using formatting techniques, such as underlining, bolding, etc., to emphasize key words in self-administered questions? The only reference we could find was in Don Dillman's *Mail and Internet Surveys* [2000]. He outlines thoughtful principles to guide decisions about adding emphasis, but I'm wondering if anyone has done any testing.

Please reply either to me directly, or to the listserv. I'll summarize and post all responses I receive.

Thanks very much,

Trish

Patricia M. Gallagher, PhD  
Center for Survey Research  
University of Massachusetts Boston  
100 Morrissey Blvd, Boston MA 02125  
617-287-7200; fax: 617-287-7210

-----  
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=====  
Date: Fri, 7 Feb 2003 09:35:05 -0800  
Reply-To: Leora Lawton <[leoralawton@FSCGROUP.COM](mailto:leoralawton@FSCGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[leoralawton@FSCGROUP.COM](mailto:leoralawton@FSCGROUP.COM)>  
Subject: Re: Visual emphasis in self-administered questionnaires  
MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

The reason I attend the AAPOR annual meeting is basically to hear new =  
research in survey methodology (might as well put in a plug :-).=20

leora

- > Does anyone know of any research that provides empirical=20
- > evidence for using formatting techniques, such as=20
- > underlining, bolding, etc., to emphasize key words in=20
- > self-administered questions? The only reference we could=20
- > find was in Don Dillman's Mail and Internet Surveys [2000]. =20
- > He outlines thoughtful principles to guide decisions about=20
- > adding emphasis, but I'm wondering if anyone has done any testing.

Leora Lawton, Ph.D.  
Director of Consumer & Demographic Research  
Population Research Systems  
Freeman, Sullivan & Company  
100 Spear, Suite 1700  
San Francisco, CA 94105  
v: 415 777-0707, ex. 117; f: 415 777-2420;  
m: 510 928-7572

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=====  
Date: Fri, 7 Feb 2003 12:57:01 -0500  
Reply-To: "Mulrow, Jeri M." <[jmulrow@NSF.GOV](mailto:jmulrow@NSF.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Mulrow, Jeri M." <[jmulrow@NSF.GOV](mailto:jmulrow@NSF.GOV)>  
Subject: Re: Visual emphasis in self-administered questionnaires  
Comments: To: "Chun, Young" <[YChun@AIR.ORG](mailto:YChun@AIR.ORG)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Cleo's last name is now Redline. There are several papers by Cleo under either Jenkins or Redline that can be found on the Census website <http://www.census.gov/srd/www/byname.html>

\*\*\*\*\*

Jeri Mulrow  
Science Resources Statistics  
National Science Foundation  
4201 Wilson Boulevard, Suite 965  
Arlington, VA 22230  
Tel: 703-292-4784  
Fax: 703-292-9092

\*\*\*\*\*

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

From: Chun, Young [mailto:YChun@AIR.ORG]  
Sent: Friday, February 07, 2003 11:28 AM  
To: AAPORNET@asu.edu  
Subject: Re: Visual emphasis in self-administered questionnaires

Cleo Jenkins now at NSF has done quite a few studies on this subject....

Young Chun, Senior Research Scientist  
American Institutes for Research  
Education Statistics Services Institute  
1990 K Street, Suite 500, NW  
Washington, DC 20006

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

From: Patricia Gallagher [mailto:Patricia.Gallagher@UMB.EDU]  
Sent: Friday, February 07, 2003 11:13 AM  
To: AAPORNET@asu.edu  
Subject: Visual emphasis in self-administered questionnaires

Hi,

Does anyone know of any research that provides empirical evidence for using formatting techniques, such as underlining, bolding, etc., to emphasize key words in self-administered questions? The only reference we could find was in Don Dillman's *Mail and Internet Surveys* [2000]. He outlines thoughtful principles to guide decisions about adding emphasis, but I'm wondering if anyone has done any testing.

Please reply either to me directly, or to the listserv. I'll summarize and post all responses I receive.

Thanks very much,

Trish

Patricia M. Gallagher, PhD  
Center for Survey Research  
University of Massachusetts Boston  
100 Morrissey Blvd, Boston MA 02125  
617-287-7200; fax: 617-287-7210

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=====  
Date: Fri, 7 Feb 2003 13:32:21 -0600  
Reply-To: "Peter V. Miller" <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Peter V. Miller" <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Subject: National Omnibus Survey Query  
MIME-version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

I have a request from a colleague to identify organizations that conduct national RDD omnibus surveys. She needs to develop a cost estimate for a proposal and would like to consult with some organizations on the logistics and costs of adding a module of questions to such a study.

Please reply directly to me, and I will forward the information. If anyone else is interested, I will be happy to share the results of this inquiry. Many thanks for your help.

Peter Miller  
Editor  
Public Opinion Quarterly  
Northwestern University School of Communication  
2240 Campus Drive  
Evanston, IL 60208  
[p-miller@northwestern.edu](mailto:p-miller@northwestern.edu)  
847-491-5835

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=====

Date: Sat, 8 Feb 2003 15:07:47 +0100  
Reply-To: Lyberg Lars VL-S <[lars.lyberg@SCB.SE](mailto:lars.lyberg@SCB.SE)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lyberg Lars VL-S <[lars.lyberg@SCB.SE](mailto:lars.lyberg@SCB.SE)>  
Subject: SV: "House" differences and tracking studies  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

There is an article on house effects in the Journal of Official =  
Statistics, vol 6, no.3, 1990. "Data Collection Organization Effects in =  
the National Medical Expenditure Survey" by Cohen and Potter. Check out =  
[www.jos.nu](http://www.jos.nu)

Lars Lyberg  
Chief Editor, JOS

-----Ursprungligt meddelande-----  
Fr=E5n: Andrew A Beveridge [<mailto:andy@TROLL.SOC.QC.EDU>]  
Skickat: den 7 februari 2003 16:31  
Till: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
=C4mne: Re: "House" differences and tracking studies

Turner and Krauss's classic "Subjective Indicators of the State of the  
Nation" and the two volume National Academy of Sciences work on =  
Subjective  
Indicators (aka Surveys) show very striking house effects.

Andy

> -----Original Message-----  
> From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of James Murphy  
> Sent: Friday, February 07, 2003 10:18 AM  
> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
> Subject: Re: "House" differences and tracking studies

>  
>  
> I think it's useful to DISTINGUISH between house effects and  
> interviewer effects. If a shop has its act together, variance  
> associated with interviewers will be normalized and  
> minimized. Shop A could justifiably claim that it is sensitive  
> to data reliability issues and practices hygiene. Shop B  
> across the street could practice the same religion, with the  
> same good reliability metrics. If and when the two shops  
> differ (percent DK, say) that would be a house effect,  
> probably resulting from management's sense of what levels we  
> want to see or not see for those kinds of items.

>  
> I agree with your other point, which is why I ended my  
> comment with "provided they adhere to standardized item  
> conventions."  
>  
> (Even if one has forgotten how to calculate an f ratio, I  
> guess there was a reason for learning ANOVA!)  
> J.P. MURPHY & COMPANY  
>  
> jpmurphy@jpmurphy.com  
>  
> (610) 408-8800  
>

> -----  
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>

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Date: Mon, 10 Feb 2003 11:46:26 -0500  
Reply-To: Jim Bason <[jbason@ARCHES.UGA.EDU](mailto:jbason@ARCHES.UGA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jim Bason <[jbason@ARCHES.UGA.EDU](mailto:jbason@ARCHES.UGA.EDU)>  
Subject: Minitab for MAC  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Does anyone know whether the Minitab stat package is available for a MAC =  
computer? Please respond directly to me rather than on the listserve if =  
there is information.

Jim Bason

James J. Bason, Ph.D.  
Director and Assistant Research Scientist  
Survey Research Center

Institute for Behavioral Research  
University of Georgia  
Athens, Georgia 30606  
706-425-3031  
706-425-3008 FAX  
jbason@arches.uga.edu

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

---

Date: Tue, 11 Feb 2003 13:25:11 -0500  
Reply-To: "Steele, Catherine" <csteele@MCGINNGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Steele, Catherine" <csteele@MCGINNGROUP.COM>  
Subject: Research Analyst position open--Washington, DC area  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

My company is seeking a Research Analyst. Please pass on this posting =  
to those who may be interested. Thank you.

=20

Research Analyst. A detail-oriented self-starter is needed for a crisis =  
communications firm based in Arlington, VA. Specific duties include: =  
Assists in designing, implementing and managing public opinion survey =  
research studies. Analyzes primary data. Provides additional support =  
with media content analyses, focus groups, message testing, etc. =  
Assists in preparing detailed project reports and statistical analyses =  
describing findings. Prepares research presentations for clients. =  
Schedules project milestones and activities. Prepares scripts for =  
highlight video.

=20

The successful recruit should have a four-year degree in communications =  
or the social sciences. S/he should have the following: specific =  
academic training in survey research methods and statistical analysis =  
preferred; a minimum of 2 years of experience in an applied research =  
setting or equivalent educational experience; strong computer skills, =  
including experience in SPSS; Excel, Word, and PowerPoint skills; =  
experience in compiling and interpreting quantitative data; excellent =  
written and oral communication skills, with demonstrated performance in =  
both areas; and, strong analytic and problem-solving skills.=20

=20

Competitive salary and excellent benefits. =20

=20

Please send resumes to Suite 901, 2300 Clarendon Blvd., Suite 901, Arlington, VA, 22201. Or please email your resume to hr@mcginn.com. No telephone calls please.

=20

=20

=20

=20

=20

Catherine A. Steele, Ph.D.

Senior Research Associate

The McGinn Group

2300 Clarendon Blvd., Suite 901

Arlington, VA 22201

=20

=20

=20

Catherine A. Steele, Ph.D.

Senior Research Associate

The McGinn Group

2300 Clarendon Blvd., Suite 901

Arlington, VA 22201

703-312-0140 ph

703-312-0150 fax

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speak with the sender. Also, please immediately e-mail the sender that =  
you have received the communication in error.

=20

=20

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=====  
Date: Tue, 11 Feb 2003 14:00:59 -0500  
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>  
Subject: Republican pollster says Bush can win New York in 2004  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Republican pollster says Bush can win New York in 2004  
<http://www.newsday.com/news/local/wire/ny-bc-ny--bush-newyork0210feb10,03815031.story?coll=ny-ap-regional-wire>

By MARC HUMBERT  
AP Political Writer

February 10, 2003, 3:31 PM EST

ALBANY, N.Y. -- President Bush and Republicans could carry New York state in 2004 "if they run the right campaign," a top GOP pollster said Monday during an appearance before leaders of the state's Conservative Party.

John McLaughlin said Bush is in good position to be the first Republican presidential candidate to carry the state since Ronald Reagan won it in 1980 and 1984.

"If we take New York, they're going to lose and they'll probably lose badly," McLaughlin said of Democratic hopes to take back the White House.

Conservative Party Chairman Michael Long said after McLaughlin's appearance that Bush's decision to hold the 2004 Republican National Convention in New York City is evidence the GOP believes it can put New York into play.

"That's why they're coming here to New York," Long said. "I think they're going to play on the East Coast this time."

While independent New York pollster Lee Miringoff said Bush carrying New York would be a longshot, the head of Marist College's Institute for Public Opinion also said the president could be helped by simply "putting the Democrats on the defensive."

"They might have to designate resources for New York that they might have spent elsewhere," Miringoff said. "That's probably more realistic."

In the 2000 election, Democrat Al Gore took 59 percent of the New York vote to 34.5 percent for Bush. Republicans had put few resources into the race in the state, based on pre-election polls showing Gore headed to an easy victory.

While Democrats enjoy a 5-3 enrollment edge over Republicans in New York, the state has a Republican governor in George Pataki and a Republican mayor of New York City in Michael Bloomberg.

McLaughlin said New York's Conservative Party should have two goals \_ to carry the state for Bush in 2004 and to defeat Democratic Sen. Hillary Rodham Clinton in her expected bid for re-election in 2006.

"Save America, defeat Senator Clinton," the GOP pollster told the Conservatives.

"She's running for president. We just don't know the year. It's probably 2008," McLaughlin said. "What we have to do is stop that."

A national poll from Quinnipiac College last week showed Clinton the leading choice among Democrats \_ at 42 percent\_ to run for president in 2004. Connecticut Sen. Joseph Lieberman was at 15 percent and Sens. John Kerry of Massachusetts and Richard Gephardt of Missouri at 11 percent each.

Clinton has said repeatedly that she plans to serve out her Senate term and has no plans to run for president in 2004.

McLaughlin said that should Clinton become the Democratic nominee for president in 2004, "That would just make Karl Rove's day." Rove is President Bush's chief political adviser.

While McLaughlin, who does work for the Republican National Committee, among other clients, thinks Bush could defeat Clinton, the pollster said a 2008 candidacy by her should be of more concern to Republicans and conservatives.

He said Clinton should be considered the front-runner for the 2008 Democratic presidential nomination and it will be a tough battle to unseat her in 2006. To beat Clinton in the Senate race, the GOP pollster said, the opposition must get out early with its attacks and with potential candidates.

McLaughlin said the two toughest potential Clinton challengers for the

Senate seat would be Pataki or former New York City Mayor Rudolph Giuliani.

But the pollster said, "I don't think either will make an early decision. They are the only ones who can start late."

McLaughlin said Bush has a chance to capture New York in 2004, largely because of the positive regard New Yorkers hold him in in the wake of the Sept. 11, 2001, terrorist attack on the World Trade Center.

"He does have a special relationship with New York because of what happened here," Miringoff said.

But Democratic strategist Hank Sheinkopf downplayed the possibility of Bush carrying New York.

Sheinkopf said that for Bush to have a real chance to carry New York, the possible war with Iraq and its aftermath would have to go well; the economy would have to be in good shape; and the Democrats would have to nominate someone "far out of the political center."

"All of those conditions are not likely," the New York-based Democratic consultant said.

Copyright C 2003, The Associated Press

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

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=====  
Date: Tue, 11 Feb 2003 15:17:19 -0500  
Reply-To: nancybelden@brspoll.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: Affordable housing surveys  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 7bit

Friends: Does anyone have survey data on attitudes regarding low and moderate income or affordable housing that they can share? I am getting ready to report a large survey and focus groups on this subject and would like to take advantage of any other context. (We have conducted the usual

search of data bases, already of course.) Thank you, and I will be happy to post information to anyone else who wants it. --Nancy B.

Nancy Belden

Belden Russonello & Stewart  
1320 19th Street NW, Suite 700  
Washington, DC 20036

202.822.6090

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=====  
Date: Tue, 11 Feb 2003 16:09:31 -0500  
Reply-To: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>  
Subject: AAPOR Conference Golf Outing  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

What: Annual AAPOR Golf Outing!

When: May 15, 2003. First tee time: 7:00am

Where: Hermitage Golf Course, 3939 Old Hickory Blvd., Old Hickory, TN =  
37138

Phone: (615) 847-4001.

Cost: \$56 plus tax including GPS equipped cart or \$40 plus tax for =  
walkers.

Fellow Golfers...

Believe it or not, it's that time again. This notice is about our =  
annual

round of golf at the upcoming AAPOR conference. It'll be on the =  
Thursday

morning of the conference (May 15th) at the Hermitage Golf Course -  
President's Reserve, a track that rates 69.8 / 127 for men (Blue tees, =  
6443

yards) and 69.0 / 115 for women (Red Tees, 5138 yards). It's about 15  
minutes from the conference hotel. You can check it out at: [www.](http://www.hermitagegolf.com)

[hermitagegolf.com](http://www.hermitagegolf.com). The course was built in 2000 and the club is home =  
to

the LPGA Sara Lee Classic. Designed by architect Denis Griffiths =  
(designed

Atlanta's Chateau =C9lan Resort Courses), the course trails through 300 =  
acres

of natural Tennessee wetlands and along the banks of the beautiful  
Cumberland River. It has been described as one of the finest public =  
access

courses in Tennessee.=20

The greens fee include unlimited range balls before the round. And =

yes, the  
course has rental clubs and shoes (call course to confirm) available =  
for  
rent. The first tee time is 7:00 a.m., so anyone that needs to be back =  
at  
the conference in the afternoon can complete their round. We have =  
tee-time  
reservations every ten minutes until 8:10. That means we can have up =  
to 28  
golfers -- but we can probably get more tee times if there is a lot of  
interest. Also, most folks stick around and have lunch at the =  
clubhouse.  
All in all, a pretty good way to spend the morning...

What now? Decide if you can play, and let me know as soon as you can. =  
We  
will need more details later, but would like to get a count of the =  
number of  
golfers, to determine if we need additional (or fewer) tee times. =  
Later,  
you'll need to let me know your handicap (if you have one), if there is  
anyone in particular you want play with, if you need to tee off early  
because of some other commitment later in the day, whether you will be  
walking or riding, any equipment needs , and if you'll have a car and =  
be  
able to drive others to and from the course. Norm will put groups =  
together  
and assign tee times. We'll probably meet in the hotel lobby at about =  
6:00  
to 6:30am and carpool to the course. Those with later tee times could =  
leave  
the hotel a little later, but, we will work out those details later. =20

Please excuse the intrusion if not interested. =20

If interested Contact Norm Trussell directly  
email: norman.trussell@nielsenmedia.com =20  
phone: 727-773-4318=20  
Please do not reply to this message or post to AAPORnet.

Thanks, and best wishes ... =20  
Norm Trussell=20  
Methodological Research Dept.=20  
Nielsen Media Research=20  
375 Patricia Avenue, Dunedin, FL 34698-8190

-----  
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<http://lists.asu.edu/archives/aapornet.html>  
You can set 'nomail' to stop getting email, and read  
the messages from the web page above, for instance.

=====  
Date: Wed, 12 Feb 2003 14:52:03 -0500  
Reply-To: Stephanie Berg <stberg@gtcinternet.com>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Stephanie Berg <stberg@GTCINTERNET.COM>  
Subject: Fw: Panel bias  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

My department is considering an online customer panel. I'd like to get =  
some recommendations for papers/articles documenting the effects of =  
panel bias, and/or self selection bias. Due to the nature of my company, =  
all of our customers have internet access, so I don't believe online =  
bias is an issue. Thanks,

---

StephanieBerg  
NetworkSolutions  
Research Manager  
703.668.4959=

-----  
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---

Date: Wed, 12 Feb 2003 15:22:11 -0500  
Reply-To: HOneill536@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Harry O'Neill <HOneill536@AOL.COM>  
Subject: Memorial service for Bud Roper  
MIME-version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Following are the time and place for a memorial service for Bud Roper who  
died on January 20. All are welcome.

Tuesday, February 25  
11:00am  
New York Academy of Medicine (Hosack Hall, first floor)  
1216 Fifth Aveune at 103rd Street (entrance on 103rd Street)  
New York City

Harry O'Neill  
[honeill536@aol.com](mailto:honeill536@aol.com)

-----  
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---

Date: Wed, 12 Feb 2003 18:51:29 -0800

Reply-To: Jennifer Franz <jdfranz@earthlink.net>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jennifer Franz <jdfranz@JDFRANZ.COM>  
Organization: JD Franz Inc.  
Subject: Record Times  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Awhile back, Colleen Porter inquired about a world record for how long =  
mail survey responses take to come back. I'm sure ours isn't a world =  
record, but we've had them come back as much as a year and a half later.

Jennifer D. Franz, Ph.D.  
President  
JD Franz Research, Inc.  
(916) 440-8777 Voice  
(916) 440-8787

-----  
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main email address.  
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=====  
Date: Thu, 13 Feb 2003 09:28:12 -0500  
Reply-To: Jeanette Janota <JJanota@ASHA.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jeanette Janota <JJanota@ASHA.ORG>  
Subject: Re: Record Times  
Comments: To: [jdfranz@earthlink.net](mailto:jdfranz@earthlink.net), [jdfranz@JDFRANZ.COM](mailto:jdfranz@JDFRANZ.COM)  
MIME-version: 1.0  
Content-type: multipart/mixed; boundary="Boundary\_(ID\_tm5GIN4Enpkhds61jKMv2Q)"

--Boundary\_(ID\_tm5GIN4Enpkhds61jKMv2Q)  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

As have we. And they've not been lost in the mail: the postmark date  
was actually a year----or two----late.

Jeanette O. Janota, Ph.D.  
Senior Research Associate/Statistician  
American Speech-Language-Hearing Association  
10801 Rockville Pike  
Rockville, MD 20852  
Telephone: 301-897-5700, ext. 4175  
Fax: 301-468-9742  
Email: [jjanota@asha.org](mailto:jjanota@asha.org)  
ASHA website: [www.asha.org](http://www.asha.org)

>>> jdfranz@JDFRANZ.COM 02/12/03 09:51PM >>>

Awhile back, Colleen Porter inquired about a world record for how long mail survey responses take to come back. I'm sure ours isn't a world record, but we've had them come back as much as a year and a half later.

Jennifer D. Franz, Ph.D.  
President  
JD Franz Research, Inc.  
(916) 440-8777 Voice  
(916) 440-8787

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--Boundary\_(ID\_tm5GIN4Enpkhds61jKMv2Q)  
Content-type: text/plain  
Content-transfer-encoding: 7bit  
Content-disposition: attachment; filename="Jeanette Janota.vcf"

BEGIN:VCARD  
VERSION:2.1  
X-GWTYPE:USER  
FN:Jeanette Janota  
TEL;WORK:4175  
ORG:;Sci&Res.  
EMAIL;WORK;PREF;NGW:JJanota@asha.org  
N:Janota;Jeanette  
TITLE:Coordinator Survey Research Activities  
ADR;DOM;WORK;PARCEL;POSTAL:;Second Floor North  
LABEL;DOM;WORK;PARCEL;POSTAL;ENCODING=QUOTED-PRINTABLE:Jeanette Janota=0A=Second Floor North  
END:VCARD

--Boundary\_(ID\_tm5GIN4Enpkhds61jKMv2Q)--

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=====  
Date: Thu, 13 Feb 2003 09:41:52 -0500  
Reply-To: Mark Lamias <Mark.Lamias@GRIZZARD.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark Lamias <Mark.Lamias@GRIZZARD.COM>

Subject: Re: Record Times  
Comments: To: Jeanette Janota <JJanota@ASHA.ORG>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

I've seen remit slips for non-profit contributions come back six years after the solicitation was mailed.

Sincerely yours,

Mark J. Lamias  
Statistical Consultant

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

From: Jeanette Janota [mailto:JJanota@ASHA.ORG]  
Sent: Thursday, February 13, 2003 9:28 AM  
To: AAPORNET@asu.edu  
Subject: Re: Record Times

As have we. And they've not been lost in the mail: the postmark date was actually a year----or two----late.

Jeanette O. Janota, Ph.D.  
Senior Research Associate/Statistician  
American Speech-Language-Hearing Association  
10801 Rockville Pike  
Rockville, MD 20852  
Telephone: 301-897-5700, ext. 4175  
Fax: 301-468-9742  
Email: jjanota@asha.org  
ASHA website: www.asha.org

>>> jdfranz@JDFRANZ.COM 02/12/03 09:51PM >>>

Awhile back, Colleen Porter inquired about a world record for how long mail survey responses take to come back. I'm sure ours isn't a world record, but we've had them come back as much as a year and a half later.

Jennifer D. Franz, Ph.D.  
President  
JD Franz Research, Inc.  
(916) 440-8777 Voice  
(916) 440-8787

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=====  
Date: Thu, 13 Feb 2003 08:43:26 -0800  
Reply-To: steve johnson <stevej@nsdssurvey.org>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: steve johnson <stevej@NSDSSURVEY.ORG>  
Subject: Re: Record Times  
Comments: To: Jennifer Franz <jdfranz@earthlink.net>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

It depends on what you mean by a mail survey. Years ago colleagues of mine at Decision Research had a survey printed in the Bulletin of the American Astronomical Society. Responses were still coming in at least 5 years later, by which time they were coming from places like Sri Lanka and remote corners of Africa.

Steve Johnson, Ph.D.  
President, Northwest Survey & Data Services  
----- Original Message -----  
From: "Jennifer Franz" <jdfranz@JDFRANZ.COM>  
To: <AAPORNET@asu.edu>  
Sent: Wednesday, February 12, 2003 6:51 PM  
Subject: Record Times

> Awhile back, Colleen Porter inquired about a world record for how long mail survey responses take to come back. I'm sure ours isn't a world record, but we've had them come back as much as a year and a half later.

>  
> Jennifer D. Franz, Ph.D.  
> President  
> JD Franz Research, Inc.  
> (916) 440-8777 Voice  
> (916) 440-8787

>  
> -----  
> View the archives and control your settings for AAPORNET at:  
> <http://lists.asu.edu/archives/aapornet.html>  
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---

Date: Thu, 13 Feb 2003 09:01:27 -0800  
Reply-To: "Uyeda, Mary" <[Muye107@HCA.WA.GOV](mailto:Muye107@HCA.WA.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Uyeda, Mary" <[Muye107@HCA.WA.GOV](mailto:Muye107@HCA.WA.GOV)>  
Subject: Re: Record Times  
Comments: To: steve johnson <[stevej@nsdssurvey.org](mailto:stevej@nsdssurvey.org)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

That is simply astronomical .....

sorry.....  
weekend coming up

Mary K. Uyeda, Ph.D.  
Health Policy, Research & Development  
360-923-2738  
[muye107@hca.wa.gov](mailto:muye107@hca.wa.gov)

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

From: steve johnson [<mailto:stevej@NSDSSURVEY.ORG>]  
Sent: Thursday, February 13, 2003 8:43 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: Record Times

It depends on what you mean by a mail survey. Years ago colleagues of mine at Decision Research had a survey printed in the Bulletin of the American Astronomical Society. Responses were still coming in at least 5 years later, by which time they were coming from places like Sri Lanka and remote corners of Africa.

Steve Johnson, Ph.D.  
President, Northwest Survey & Data Services

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

From: "Jennifer Franz" <[jdfranz@JDFRANZ.COM](mailto:jdfranz@JDFRANZ.COM)>  
To: <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
Sent: Wednesday, February 12, 2003 6:51 PM  
Subject: Record Times

> Awhile back, Colleen Porter inquired about a world record for how long mail survey responses take to come back. I'm sure ours isn't a world record, but we've had them come back as much as a year and a half later.

>

> Jennifer D. Franz, Ph.D.  
> President  
> JD Franz Research, Inc.  
> (916) 440-8777 Voice

> (916) 440-8787

>

> -----

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=====  
Date: Thu, 13 Feb 2003 14:37:36 -0500

Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Subject: Poll Shows Parents Support Abstinence-Based Sex Education

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

I searched but was unable to find the complete text of the survey.

Poll Shows Parents Support Abstinence-Based Sex Education

U.S.Newswire, 2/13/2003 12:55

To: National Desk

Contact: Julie Neils of Focus on the Family, 719-548-4634

COLORADO SPRINGS, Colo., Feb. 13 /U.S. Newswire/ -- The Coalition for Adolescent Sexual Health, an ad hoc partnership of pro-family groups that includes Focus on the Family, released the results of a ground-breaking survey assessing parental attitudes on sex education today. The poll, conducted by Zogby International, revealed that parents overwhelmingly support abstinence-centered sex education and adamantly oppose condom-based programs.

The survey marks the first time that parents have been polled using exact quotes from "comprehensive" sex education guidelines developed and endorsed by groups such as the Sexuality Information and Education Council of the United States (SIECUS) and Planned Parenthood. The results indicate that when parents hear the real truth about what such programs promote --untainted by media spin -- they soundly reject it.

The survey found that 75 percent of parents disapproved of condom-based sex education curriculum promoted by the Centers for Disease Control and Prevention. More than 61 percent also disapproved of "comprehensive" sex education presented in the classroom as well. Seventy percent strongly disapprove of their teens getting contraceptives without their approval and 46 percent disapprove of schools giving teens contraceptives with the approval from "a parent."

"The message is clear," said Dr. Bill Maier, vice president and psychologist in residence for Focus on the Family. "In terms of sex education, parents want their children provided with information consistent with their values and expectations."

But disproportionate federal funding for abstinence-centered education is also clear. President Bush proposed \$135 million for character-based abstinence education in fiscal year 2003, but a General Accounting Office study estimated that condom-based programs received at least \$219 million in federal funding in 1998. Congress is again considering abstinence funding as it looks at welfare reform legislation this year, even though it is not expected to completely close the current funding gap.

"We have spent billions of tax dollars promoting the 'safe sex' myth. In return, we continue to see numerous epidemics that plague our nation as well as an alarming erosion of values," said Dr. James Dobson, president and founder of Focus on the Family. "Congress should consider the will of parents over the agendas of organizations that profit from teen sex and commit to funding programs that promote abstinence until marriage."

Zogby International surveyed 1,245 parents of children in grades K- 12, chosen at random nationwide in January 2003. The margin of error is plus or minus 2.8 percent. Full results of the survey can be seen at <http://www.whatparentsthink.com>. <http://www.usnewswire.com>

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

-----  
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---

Date: Thu, 13 Feb 2003 15:33:06 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Subject: Explicit Sex Education Is Opposed by Most Parents in Survey  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

The New York Times has a story on the survey I just posted on.

<http://www.nytimes.com/2003/02/13/education/13SEX.html>

Explicit Sex Education Is Opposed by Most Parents in Survey  
By DIANA JEAN SCHEMO

ASHINGTON, Feb. 12 - Most parents want schools to teach their children the ABC's of sex education but disapprove of the more explicit guidance commonly used in sex-education classes, according to a survey released here today by a coalition of conservative groups.

The survey found that while most parents approved of their children being taught about using condoms and contraceptives to avoid pregnancy and disease, they did not want them being taught about masturbation, sexual fantasies and homosexuality and did not want middle schools' teaching children how to unroll condoms, all subjects in the sex education guidelines.

Parents were evenly divided on teaching youngsters about the biology of reproduction, and a majority approved of schools teaching adolescents "how to use condoms and other contraceptives and how to negotiate their use."

Sponsors of the poll described the findings as a repudiation of earlier polls indicating that a heavy majority of parents supported comprehensive sex education.

"When you ask parents in a vague euphemistic way about comprehensive sex education, they will respond one way," said Peter Brandt, director of issue response at Focus on the Family, one of the groups that sponsored the poll. "As we get more specific in terms of what children are actually taught, though, parents are more opposed."

Advocates of comprehensive sex education attacked the survey, saying it quoted the guidelines as if they were a curriculum, rather than suggestions that school districts typically adapt to local conditions.

The guidelines were developed in 1991 by the Sexuality Information and Education Council of the United States, the American Medical Association and other organizations, and were updated in 1995.

"If you were going to approach it this way, you would want to ask about the things that are predominantly taught like puberty and human growth and development," said Tamara Kreinen, president of the sexuality council. "Obviously, they polled for what they thought was most shocking."

The survey comes as advocates of comprehensive sex education and advocates of abstinence only square off in anticipation of Congressional debates on how much money to give the abstinence programs. The programs, which are supported by President Bush, promote abstinence as the only sure way to prevent pregnancy and disease. They mention condoms and contraception only in the context of their potential for failure.

Comprehensive sex education teaches that while abstinence is preferable, young people need information about sex and contraception.

The guidelines also describe homosexuality, cohabitation and conflicts between religion and sexuality in neutral terms.

Today's survey was released by a consortium of conservative Christian groups, including the Christian Coalition of American, Focus on the Family, Concerned Women of America and the National Abstinence Clearinghouse.

The survey, by Zogby International, polled 1,245 adults, most of them with school-age children. The coalition said an unidentified private donor financed the poll.

--

Leo G. Simonetta  
Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
410-377-7955 fax

-----  
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Date: Thu, 13 Feb 2003 15:47:51 -0500  
Reply-To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>  
Subject: Data on age of parent by age of children  
MIME-version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

You would think it would be simple enough to find an incidence rate for households with a parent between 25 and 49 who have children ages 5 to 14. But no. If any of you have survey data where you could actually run the cross-tab and help me, that would be great.

I need two numbers: the proportion of all households that fit these two criteria and

the proportion of parents who are age 25 and 49 who have children age 5 to 14.

I'm looking just at suburbs of large cities, so if you have something less than national geography, it won't be a waste.

Alternatively, if you know of a cite that could help, that would be great.  
Thanks! JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.  
Des Moines, Iowa 50312  
515.271.5700

visit our website: [www.SelzerCo.com](http://www.SelzerCo.com)

E-mail address for purposes of this list: [JAnnSelzer@aol.com](mailto:JAnnSelzer@aol.com); otherwise, contact [JASelzer@SelzerCo.com](mailto:JASelzer@SelzerCo.com).

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then click on 'Join or leave the list'  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Fri, 14 Feb 2003 08:37:50 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: John Zogby's Response to The American Prospect  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

<http://www.zogby.com/news/ReadNews.dbm?ID=674>

Released: February 09, 2003

John Zogby's Response to The American Prospect

I am writing this in reference to the article John Zogby's Creative Polls: And a Closer Look at His Methods (American Prospect, February 2003).

The article suggests that I have allowed my company and its employees to be used by clients to frame questions favorable to their ends and that I have not always disclosed who my clients are.

The article mentions a question we asked a few years ago about whether or not some welfare mothers should be sterilized. Someone actually paid for that question, but I personally chose to release the response because I thought it revealed a certain meanness in the American public. I chose of my free will to release the result as a Zogby Poll. I took

credit for the formulation of the questions (which I did) and for the results (which were ugly, but accurate).

In another example, the article chastises me for not revealing that Associated Television News, owned and run by conservative consultant Brad O'Leary, paid for the series of polls we conducted in 1999 and 2000. Under my agreement with O'Leary, I released the results as a Zogby Poll, then he released them the next day with full credit given to his organization. The fact is that O'Leary and I had spent hours arguing over wording of questions and in every instance, I not only sought balance in the wording, but won the arguments.

Then the article switches gears away from the charge that I am a shill for conservatives and suggests that I "brazenly" polled for the Democratic challenger to conservative House Majority Leader Tom DeLay. I did indeed. This past election cycle, I polled for several Democrats, several prominent Republicans, and an Independent gubernatorial candidate in New York. In 18 years of polling, I have always worked vigorously to maintain a balance in my clientele. I am an independent pollster. The fact that I am praised and condemned by all sides suggests that I have been successful in not being controlled by any faction or party.

The article betrays a real ignorance of what polling is all about. We are not merely polling fleeting positions on various issues. Instead, we are trying to probe core values among voters. These are always complex and unpredictable. Thus, the same person (and collective) can believe that a partial birth abortion is manslaughter and, at the same time, defend a woman's right to choose an abortion. When we poll for clients, we obviously cannot ask all of the detailed ramifications of all issues in a finite number of questions. All we can do is show that under certain circumstances, and in response to specific wording, a certain response will be obtained. Thus, if the group we poll for wants to use that argument to persuade people over to its side, that is very legitimate. With the obvious understanding that the group's opponents might also be able to use a different wording and a competing value to win support of the same electorate.

This is the case in an example cited in the article: work that we have done for the CATO Institute on privatization of Social Security. We have been polling this for years - before, during, and after our CATO work - and there is not a doubt in my mind that at least a plurality (at times a majority) of voters prefers some form of partial privatization. This is especially true among younger voters. It is equally true during times when the stock market is in the tank as when it is high. Voters prefer choice, it is a value, it is as American as apple pie. The plan raised by George W. Bush in 2000 was particularly appealing because it kept the present system intact for older Americans and offered a limited choice for younger voters. It is equally true that when Al Gore challenged the 2% withdrawal from the current withholding and charged that the Bush plan would bankrupt the present system, that Bush was unable to answer the charge adequately. But that does not take away from the fact that voters support the concept of choice and some form of private security accounts.

Liberal groups can present their case and can win it. Indeed, they have. But I stand by our polling as accurate, balanced, and fair. Let those who poll for the other side raise their argument.

We are engaged in a complicated field, the study of public opinion. We at Zogby International do it professionally, carefully, rigorously, and (above all) ethically. Please don't think for a moment that I am engaged in an ideological struggle to prove any point at all. Just good polling, just the facts. I get bashed from all sides and that suits me fine (because they all refer to me as "the respected pollster" when the results agree with them).

I have always insisted on the highest standards, thus the reason for my company's substantial growth in income, employees, and reputation over the last decade. I have always insisted on the best practices as defined by the World Association for Public Opinion Research (of which I am a member) and the National Council on Public Polls (of which I am not a member). Thus, we always release a statement on our methodology, timing, and poll sponsorship. Zogby International's many affiliations with some of this country's best institutions of higher learning attest to our practices.

It is certainly easier to go after a pollster when mistakes are made. This past election cycle was not my finest hour. We polled 20 states and got 15 right. I made no excuses and immediately conducted a thorough internal audit of what went wrong in the five states. I reported our findings to the author of the article but I guess that didn't make the final cut.

On the other hand, I was the only pollster to call the 1996 election to the percent (which won me enemies from the left) and in the 2000 election to see Gore go into the lead at the very end (which won me enemies on the right). Add to these many, many more near perfect election calls in many states and in countries like Canada, Mexico, Israel, and Iran - which no one else got.

I must be doing something right. Or should I say "correct"? Or, hmmm, is it "politically correct?"

Meanwhile, business continues to grow.

--

Leo G. Simonetta  
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410-377-7880 ext. 14  
410-377-7955 fax

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<http://lists.asu.edu/archives/aapornet.html>  
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the messages from the web page above, for instance.

---

Date: Fri, 14 Feb 2003 09:40:37 -0500  
Reply-To: Eric Plutzer <exp12@PSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Eric Plutzer <exp12@PSU.EDU>  
Subject: Poll Shows Parents Support Abstinence-Based Sex Education  
In-Reply-To: <200302141121.GAA88776@f05n16.cac.psu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

I've taken a quick look at the Zogby poll and there might be a few interesting and valid findings to be found therein. But if the method of quoting verbatim from professional and government recommendations were mirrored in surveys of other topics, I am sure we would find majorities supporting the criminalization of sausage, liposuction and who knows what else.

Although there is no way to numerically estimate the potential bias, there is enormous room for mischief here due to the two-day window on polling (over a Saturday and Sunday), context effects, and response set (questions about what is appropriate for age 5-8 always precede questions for high school age children).

And finally, one has to wonder why the NYTimes rushed the story into print without getting independent assessments from responsible members of the survey research community. Whether the topic is Augusta National, PETA, or sex education, the responsible press should wait a day and get some sober assessment. Otherwise the interest group that commissioned the survey gets to set the agenda for how the poll is reported and initially brought to the attention of the public.

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the messages from the web page above, for instance.

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Date: Fri, 14 Feb 2003 10:14:11 -0500  
Reply-To: jwerner@jwdp.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <jwerner@JWDP.COM>  
Organization: Jan Werner Data Processing  
Subject: Re: Poll Shows Parents Support Abstinence-Based Sex Education  
In-Reply-To: <5.1.0.14.2.20030214092722.02884a28@mail.psu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

"responsible press" is an oxymoron, alas.

Jan Werner  
jwerner@jwdp.com

---

Eric Plutzer wrote:

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Date: Fri, 14 Feb 2003 11:08:11 -0500  
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>  
Subject: Even Academics misuse the phrase Push-Polling  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

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SNIP

Complete story at  
[http://masseynews.massey.ac.nz/2003/press\\_releases/14\\_02\\_03.html](http://masseynews.massey.ac.nz/2003/press_releases/14_02_03.html)

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-----  
Date: Fri, 14 Feb 2003 11:46:55 -0500  
Reply-To: Mark Schulman <M.SCHULMAN@SRBI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark Schulman <M.SCHULMAN@SRBI.COM>  
Subject: Re: Even Academics misuse the phrase Push-Polling  
Comments: cc: aapor\_council@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

The term "push poll" has indeed been used, often inappropriately, to describe a variety of practices, including legitimate message testing, loaded questions, and questionnaires with severe order effects, among other things. =20

AAPOR has a long-standing policy against push polling. Each year, particularly just before elections, we receive numerous complaints alleging push polling. We follow-up each complaint to determine whether or not it constitutes a push poll. In the vast majority of cases, the polls were judged not to be push polls, but rather message testing polls.

The AAPOR Council recognized that a major problem is our lack of clear definition of push poll. We therefore asked our Standards Committee, chaired by Deborah Jay, to develop a clear definition of push poll. AAPOR now has a clear definition and guidelines in place on our web site to identify push polls:

"A push poll is a form of negative campaigning disguised as a political poll that is designed to change opinions, not measure them."

Our new statement also has clear guidelines on how to determine whether or not a poll is a push poll. I encourage you to visit our web site to review our "AAPOR 2003 Statement on Push Polls."

[http://www.aapor.org/default.asp?ID=3D26&page=3Dnews\\_and\\_issues/press\\_releases\\_and\\_official\\_statements](http://www.aapor.org/default.asp?ID=3D26&page=3Dnews_and_issues/press_releases_and_official_statements)

I look forward to your comments and feedback on our new statement. I hope this helps to clarify what has been a confusing situation.

Mark Schulman  
=20

>>> "Leo G. Simonetta" <simonetta@ARTSCI.COM> 02/14 11:08 AM >>>  
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" In this case, the researchers made it quite clear that they were seeking to collect information to support a ban on this advertising. This can hardly be described as a dispassionate investigation of DTCA. We would be alarmed if the Minister of Health were to make serious public policy decisions on the basis of what we believe is an advocacy petition."

SNIP

Complete story at  
[http://masseynews.massey.ac.nz/2003/press\\_releases/14\\_02\\_03.html=20](http://masseynews.massey.ac.nz/2003/press_releases/14_02_03.html=20)

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=====  
Date: Fri, 14 Feb 2003 12:36:28 -0500  
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Subject: Re: Even Academics misuse the phrase Push-Polling  
Comments: To: Mark Schulman <M.SCHULMAN@SRBI.COM>  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

:

"A push poll is a form of negative campaigning disguised as a political poll that is designed to change opinions, not measure them."

Try this:

"A push poll is a form of political campaigning, disguised as a poll, = that attempts to change opinions and/or voting intentions, not measure = them." (emphasis placed on revisions)

Why say negative? The question might be, "Did you know that X was = awarded the Congressional Medal of Honor (was a Rhodes Scholar). . .?" = This would be strengthening positive opinions, primarily.

Why leave out reference to voting intentions, since that's what most = political campaigns are about?

Just some thoughts.

James P. Murphy, Ph.D.

Voice (610) 408-8800

Fax (610) 408-8802

jpmurphy@jpmurphy.com

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

From: Mark Schulman <M.SCHULMAN@SRBI.COM>

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

Date: Friday, February 14, 2003 12:14 PM

Subject: Re: Even Academics misuse the phrase Push-Polling

The term "push poll" has indeed been used, often inappropriately, to = describe a variety of practices, including legitimate message testing, = loaded questions, and questionnaires with severe order effects, among = other things. =20

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Mark Schulman

>>> "Leo G. Simonetta" <simonetta@ARTSCI.COM> 02/14 11:08 AM >>>  
Massey Researchers Question Otago DTCA Survey Conclusions

Associate Professor Janet Hoek and Professor Philip Gendall from =  
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This can hardly be described as a dispassionate investigation of DTCA.  
We would be alarmed if the Minister of Health were to make serious  
public policy decisions on the basis of what we believe is an advocacy  
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SNIP

Complete story at  
[http://masseynews.massey.ac.nz/2003/press\\_releases/14\\_02\\_03.html](http://masseynews.massey.ac.nz/2003/press_releases/14_02_03.html)=20

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Baltimore, MD 21209  
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=====

Date: Fri, 14 Feb 2003 12:46:16 -0800  
Reply-To: Linda Bourque <lbourque@UCLA.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Linda Bourque <lbourque@UCLA.EDU>  
Subject: Information on NSF Mentoring Project  
MIME-version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8BIT

## MARCH 1ST DEADLINE

Social Science Research Training Fellowship for Junior Faculty  
<http://enabling.unc.edu>

Applications are being solicited from junior faculty for a unique research training program aimed at fostering the next generation of social scientists addressing societal considerations related to natural hazards and extreme events. This program, "Enabling the Next Generation of Hazard Researchers," is funded by the National Science Foundation and is being undertaken by the University of North Carolina at Chapel Hill in collaboration with faculty from seven other universities. The program will consist of a two-year series of workshops, tutorials, and discussions focusing on practical advice about research initiation and research proposal development for social science research addressing hazards and extreme events. This is a unique opportunity for junior faculty who are early in their research careers. Participants will receive an honorarium and travel expenses to workshops and meetings with senior faculty mentors. Two workshops will be held, the first a summer workshop, July 25-29, 2003 at Woods Hole, MA, and the second a summer workshop, July 16-20, 2004 at Estes Park, CO.

Deadline for applications: March 1, 2003.

For more details, please visit our website at  
<http://enabling.unc.edu/>

Please contact Leanna Hush ([hush@email.unc.edu](mailto:hush@email.unc.edu)) or Dr. Raymond Burby ([burby@email.unc.edu](mailto:burby@email.unc.edu)) for more information.

-----  
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Date: Sat, 15 Feb 2003 11:54:36 -0500  
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Organization: Market Shares Corporation  
Subject: Re: Even Academics misuse the phrase Push-Polling  
Comments: To: Mark Schulman <M.SCHULMAN@SRBI.COM>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I think there are more distinctions which should be made to clarify the difference.

How about...

A push poll is not really a poll. Push polls are actually telemarketing campaigns in disguise, designed to shape opinions, not seek them. Authentic polls collect information from a sample to describe a population. Push polls are directed at a population, often giving unfavorable information about a candidate which is untrue.

Nick

Mark Schulman wrote:

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- > The term "push poll" has indeed been used, often inappropriately, to describe a variety of practices, including legitimate message testing, loaded questions, and questionnaires with severe order effects, among other things.
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> [http://www.aapor.org/default.asp?ID=26&page=news\\_and\\_issues/press\\_releases\\_and\\_official\\_statements](http://www.aapor.org/default.asp?ID=26&page=news_and_issues/press_releases_and_official_statements)

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>  
> Mark Schulman

>  
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>  
> SNIP

>  
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>  
> --  
> Leo G. Simonetta  
> Art & Science Group, LLC  
> 6115 Falls Road Suite 101  
> Baltimore, MD 21209  
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<http://lists.asu.edu/archives/aapornet.html>

You can also post messages from this page--useful if you're not at your main email address.

Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Sat, 15 Feb 2003 14:18:03 -0500

Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Organization: Market Shares Corporation

Subject: Re: Even Academics misuse the phrase Push-Polling

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

More....

The term "push poll" was coined, unfortunately, by a nationally respected political columnist in the mid 90s. It is widely used now, but of course, that doesn't make it polling.

It might be best to frame the response as a form of \*telemarketing\* - so that push polling is not confused as a form of polling.

This might even call for another "...under the guise of polls" term - and suitable acronym. Any ideas?

My earlier suggestion:

> What is a push poll?

>

> "A push poll is not really a poll. Push polls are actually telemarketing

> campaigns in disguise, designed to shape opinions, not seek them.

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> "A push poll is a form of political campaigning, disguised as a poll, that  
> attempts to change opinions and/or voting intentions, not measure them."  
(emphasis placed on revisions)

> Why say negative? The question might be, "Did you know that X was awarded  
> the Congressional Medal of Honor (was a Rhodes Scholar). . .?" This would be  
> strengthening positive opinions, primarily.

> Why leave out reference to voting intentions, since that's what most  
> political campaigns are about?

> Just some thoughts.

> James P. Murphy, Ph.D.

> Voice (610) 408-8800

> Fax (610) 408-8802

> [jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)

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

> From: Mark Schulman <[M.SCHULMAN@SRBI.COM](mailto:M.SCHULMAN@SRBI.COM)>

> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu) <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

> Date: Friday, February 14, 2003 12:14 PM

> Subject: Re: Even Academics misuse the phrase Push-Polling

> The term "push poll" has indeed been used, often inappropriately, to  
> describe a variety of practices, including legitimate message testing, loaded  
> questions, and questionnaires with severe order effects, among other things.

> AAPOR has a long-standing policy against push polling. Each year,  
> particularly just before elections, we receive numerous complaints alleging  
> push polling. We follow-up each complaint to determine whether or not it  
> constitutes a push poll. In the vast majority of cases, the polls were judged  
> not to be push polls, but rather message testing polls.

> The AAPOR Council recognized that a major problem is our lack of clear  
> definition of push poll. We therefore asked our Standards Committee, chaired  
> by Deborah Jay, to develop a clear definition of push poll. AAPOR now has a  
> clear definition and guidelines in place on our web site to identify push  
> polls:

> "A push poll is a form of negative  
> campaigning disguised as a political poll that  
> is designed to change opinions, not measure them."

> Our new statement also has clear guidelines on how to determine whether or  
> not a poll is a push poll. I encourage you to visit our web site to review our  
> "AAPOR 2003 Statement on Push Polls."

> [http://www.aapor.org/default.asp?ID=26&page=news\\_and\\_issues/press\\_releases\\_and](http://www.aapor.org/default.asp?ID=26&page=news_and_issues/press_releases_and)

\_official\_statements

>  
> I look forward to your comments and feedback on our new statement. I hope  
> this helps to clarify what has been a confusing situation.

>  
> Mark Schulman

>  
> >>> "Leo G. Simonetta" <simonetta@ARTSCI.COM> 02/14 11:08 AM >>>  
> Massey Researchers Question Otago DTCA Survey Conclusions

>  
> Associate Professor Janet Hoek and Professor Philip Gendall from Massey  
> University's Department of Marketing have questioned the survey on  
> direct to consumer advertising of prescription medicines being presented  
> to the Minister of Health by researchers from the University of Otago's  
> School of Medicine.

>  
> Professors Hoek and Gendall have conducted several studies into DTCA;  
> they have published and presented numerous papers on this topic and have  
> been invited to address international fora on this topic. In late 2002,  
> their evaluation of New Zealand's DTCA regulations was published in the  
> prestigious Journal of Public Policy and Marketing.

>  
> " In our opinion, the survey faxed to doctors was seriously biased by  
> comments made in the cover letter that preceded the survey. This has  
> many of the hall-marks of what is called "push-polling"; this practice  
> shapes respondents' answers by using information weighted in favour of a  
> particular outcome."

>  
> " In this case, the researchers made it quite clear that they were  
> seeking to collect information to support a ban on this advertising.  
> This can hardly be described as a dispassionate investigation of DTCA.  
> We would be alarmed if the Minister of Health were to make serious  
> public policy decisions on the basis of what we believe is an advocacy  
> petition."

>  
> SNIP

>  
> Complete story at  
> [http://masseynews.massey.ac.nz/2003/press\\_releases/14\\_02\\_03.html](http://masseynews.massey.ac.nz/2003/press_releases/14_02_03.html)

>  
> --  
> Leo G. Simonetta  
> Art & Science Group, LLC  
> 6115 Falls Road Suite 101  
> Baltimore, MD 21209  
> 410-377-7880 ext. 14  
> 410-377-7955 fax

>  
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> You can set 'nomail' to stop getting email, and read  
> the messages from the web page above, for instance.

>





From: Andrew Stavisky <astavisky@MAIL.COM>  
Subject: Frugging  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

I recently received a viewer/member survey from a local public television/radio station. The survey was comprehensive, asking for opinions on both programming and policy issues. At the end of the survey, however, was a solicitation for a donation to become a member of the network or to "give you a fresh opportunity to write your membership check now" (as explained in the letter of introduction to the survey).

This is obviously blatant Frugging. I would like to write a letter to the SVP of the network who wrote the introduction letter to the survey letting her know of the ethical breach and that the practice is condemned by AAPOR. My question to the group is if anyone has any suggestions as to how this should be handled. I understand that in the non-profit, fundraising culture, every member or potential member contact is seen primarily as an opportunity to ask for money. However, the frugging is an obvious no-no and undermines the credibility of the research as well as being unethical. How have any of you addressed this situation if and when you've come across it??

Thanks.

Andrew Stavisky, PhD

--

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---

Date: Sun, 16 Feb 2003 13:26:09 -0500  
Reply-To: Mike Margolis <michael.margolis@UC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Margolis <michael.margolis@UC.EDU>  
Subject: Re: Frugging  
In-Reply-To: <01KSHJDA1T4S001XKO@BLUES.FD1.UC.EDU>  
MIME-version: 1.0  
Content-Type: text/plain; charset="us-ascii" ; format="flowed"

The Marketing Research Association, among others, has a page with comments and sample letters regarding both "Sugging" and "Frugging"

><http://www.mra-net.org/content.cfm?ID=18>

>-----  
>





The Marketing Research Association, among others, has a page with comments and sample letters regarding both "Sugging" and "Frugging"

><http://www.mra-net.org/content.cfm?ID=3D18>

>-----

>

Original message:

Date: Sat, 15 Feb 2003 20:01:31 -0500  
From: Andrew Stavisky <[astavisky@MAIL.COM](mailto:astavisky@MAIL.COM)>  
Subject: Frugging

I recently received a viewer/member survey from a local public television/radio station. ...

This is obviously blatant Frugging. I would like to write a letter to the SVP of the network who wrote the introduction letter to the survey letting her know of the ethical breach and that the practice is condemned by AAPOR. My question to the group is if anyone has any suggestions as to how this should be handled....

Thanks.

Andrew Stavisky, PhD

--

Michael Margolis	Tel:
513-556-3310	
Department of Political Science	Fax: 513-556-2314
U. of Cincinnati	
POBox 210375	
Cincinnati, OH 45221-0375	

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=====  
Date: Sun, 16 Feb 2003 17:59:01 -0500  
Reply-To: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: An Interesting New Perversion  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

(Let's see if this gets by the porn censors.)

With reference to sugging and frugging, a new twist is offered by =  
<http://www.shortsurveys.com/index.php>, an operation claiming that "your =  
opinions matter," and assuring:

"We never ask for or share your personal information (address, phone, =  
etc) with our clients, though we do share the combined results of our =  
surveys. This way, your answers are private and your opinion is =  
measured. Please be assured that we will not attempt to sell you =  
anything as a result of your participation, though we may forward =  
information you are likely to be interested in based upon your response. =  
"

After co-opting the survey process itself, this outfit overlays =  
assurances that your responses are private -- the very language survey =  
researchers use to assure respondents of confidentiality -- in what =  
looks like a deceptive scheme to sell self-qualified e-mail prospects =  
for credit cards, vitamins, and the like.

A Who Is? shows that shortsurveys.com is operated by rhcdirect, with =  
both entities at a single location -- except one is called Murray, Utah, =  
and the other, SLC, Utah. Not a very clever disguise.

James P. Murphy, Ph.D.  
Voice (610) 408-8800  
Fax (610) 408-8802  
[jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)

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=====  
Date: Sun, 16 Feb 2003 18:18:03 -0700  
Reply-To: Janet Hoek <[J.A.Hoek@MASSEY.AC.NZ](mailto:J.A.Hoek@MASSEY.AC.NZ)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Janet Hoek <[J.A.Hoek@MASSEY.AC.NZ](mailto:J.A.Hoek@MASSEY.AC.NZ)>  
Subject: Re: Even Academics misuse the phrase Push-Polling?  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

Leo Simonetta takes us to task for misunderstanding the term =93push  
polling=94. We do understand this term; we were simply drawing an analogy  
between two undesirable survey practices in a way that the media might  
comprehend.

It may be interesting to AAPOR members to know something about the  
background to this issue.

Three University of Otago professors conducted what they described as a

survey of New Zealand General Practitioners to gain evidence to support their case for a ban on Direct to Consumer Advertising of Prescription Medicines (DTCA), (such as Xenical and Viagra). The questionnaire comprised 13 attitude statements and an invitation to document experiences of DTCA.

The covering letter contained the following:

Snip.

=93A number of concerned academic General Practitioners are urging the government to reconsider a ban on such advertising [DTCA]. Only two countries allow advertising of prescription medicines to the public =96 America and New Zealand. It is allowed here by default rather than by design simply because there has never been any legislation prohibiting it. As recently ago as last month, the European Parliament threw out (by a massive 12 to 1 majority) legislation aimed at allowing DTCA in Europe. Australia, South Africa and a number of other countries have reviewed and reaffirmed their bans.

The recent explosion in the quantity and type of advertising (most obviously on prime time TV) in NZ has concerned both prescribers and independent consumer groups. A Ministry of Health review in 2000 showed 5 out of 6 TV advertisements examined broke the voluntary advertising code. The recent increase in the use of drug company web-sites to advertise and to gain direct access to patients is a further example of the major push to gain direct marketing access to patients. If you are interested in reading more, there is an excellent review of symposium on DTCA held in Europe earlier this year which can be downloaded from <http://www.haiweb.org/campaign/DTCA/index.html>. Speakers at this meeting gave papers canvassing the safety issues around advertising and early uptake of new drugs with unknown safety profiles, of the difference between marketing and education, of the insidious effects on doctor patient relations, the medicalisation of health and normal ageing and on additional costs to taxpayers and to health care systems.

In order to support the case for a ban it is important to gather evidence of the effects this advertising has had in New Zealand.=94

Snip

The Executive Director of the Advertising Standards Authority complained about this letter to the University of Otago, alleging, among other things, that the letter would bias responses in favour of a ban. A Professor of Bioethics investigated and rejected the complaint, largely on the basis that what the three Professors were doing was not research. He wrote:

=93I therefore concluded, finally, that the exercise was never intended to b=  
e  
a research exercise and, further, that there was therefore no failure to present the research protocol to an Ethics Committee for review=94 (p. 18, Evans report).

As academics and survey researchers, we found it strange that this survey

was not regarded as research, and that concerns about the lack of balance in the cover letter, and the effect this would have on respondents=92 decision to participate, and the answers they would provide, could be dismissed on this basis. We would be interested to learn whether other AAPOR members share our concerns.

The Otago survey was not push polling, but, in our view, it had a similar intent. Both practices use something purporting to be a survey to achieve a political end. This is why we argued that it had =93many of the hallmarks=  
=94 of push polling.

Phil Gendall

Janet Hoek

-----  
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=====  
Date: Tue, 18 Feb 2003 11:59:22 -0500  
Reply-To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Subject: Looking for a market research partner in the Czech Republic  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

AAPORNET:

We are looking for a local research partner in the Czech Republic to conduct a research project there on media usage. Does anyone have any experience with market research companies in the Czech Republic? Any suggestions for contacts would be greatly appreciated.

Joe Lenski  
Executive Vice President  
edison media research  
6 West Cliff Street  
Somerville, NJ 08876  
908-707-4707  
[jlenski@edisonresearch.com](mailto:jlenski@edisonresearch.com)

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Date: Tue, 18 Feb 2003 13:29:02 -0500  
Reply-To: Colleen Porter <cporter@HP.UFL.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Colleen Porter <cporter@HP.UFL.EDU>  
Subject: IRB blues  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Folks:

Let me start by saying that I believed in human subjects protection before it became popular and required. Each December, I put an ornament on my tree that was a gift from one of my respondents from my Census days (20 years ago) and it is an important ritual, reminding me that there is a human being behind every data point.

I am known as something of a stickler on this issue; I won't even allow grad students to laugh at funny names when they are preparing a mailout. These are our potential respondents, I tell them; they share their time and lives with us, often allowing us to stand on the threshold of their soul and ask probing questions. The least we can do is respect them.

But for all my commitment to the protection of human subjects, the IRB is making my life pretty miserable.

My guess is that part of the problem is dealing with the medical center IRB. About a third of our work gets approved through the main campus board, and there is a two-page form in which everything is directly applicable to a survey. For the medical IRB, it's maybe 24 pages, and I have to explain why our respondents don't have to do a pregnancy test as part of this research.

Is there anyone else who works with both kinds of boards and finds this pattern?

Also, how long does your IRB take to process a review?

And is it really standard nowadays to be required to notify respondents in writing if you might be calling them later?

A few weeks ago, I shared my story about how they would not allow me to make a pre-screening phone call prior to a mail survey, on the grounds that we were not allowed to make "unsolicited phone calls." Obviously, that surprised me, because I assumed I could have done a phone survey rather than mail if I had wanted. It's just that this particular instrument is actually faster and easier to fill out in a written version, and I had some concerns about the amount of training required to that the telephone interviewers would pronounce all the medical terms correctly.

In the wake of that decision from the IRB, I decided that we would mail

pre-alert letters to everyone instead, and do the phone call as followup afterward, in place of a postcard reminder. So we rewrote our proposal for the IRB, changing the pre-screening call to a followup call....and were told that if we wanted to make a followup call, the letter that goes out with the questionnaire would have to explicitly state that we would phone them.

I'm kinda confused about why we have to warn them about the phone call, but not the second round of questionnaires.

Does anyone else have to routinely include such language?

Why am I so keen to call these people? Because it is a survey of employed dental hygienists, and this profession has a high rate of people who keep their license, but are not employed. For example, a lot of dentists' wives stay current so that they can fill in when the regular person is on vacation. I would like to be able to call them at some point in the process so that I can ascertain their eligibility status. (Yes, we ask them to return it to us and all, but a lot just trash them instead--they don't understand why it is important to return it even if they were not eligible. I think a phone call is more definitive and least burdensome for the respondent.)

The overall trend here is that our procedures are being dictated by the IRB, rather than best practices for surveys. It seems to be setting a really scary precedent.

For example, in my survey of dentists, I had in the back of my mind that if the mail survey had failed to achieve an acceptable response rate in the first wave, I would move to some telephone followup. But now I find out that I am not allowed to do that.

It occurred to me that one of the reasons that the IRB members seem to have a problem with my research is that they are trying to take a survey and stuff it into a model that works for clinical trials. This does not allow at all for the concept of response rate. In recruiting for clinical trials, they do not consider the accrual rate as a measure of data quality. A while back I read a medical journal article about a survey that said, "The response rate of 16% was poor but due to the many dentists circulated, 2519 responses were available for analysis." The authors seemed to be implying that the response rate wasn't as important as long as you have enough "subjects."

And this is the attitude I keep getting from the IRB, that if I can get a goodly number of enough surveys returned, why do I care about the others?

Any insights appreciated.

Colleen

Colleen K. Porter  
Project Coordinator  
cporter@hp.ufl.edu  
phone: 352/392-6919, fax: 352/392-7109  
University of Florida,  
Department of Health Services Administration  
Location: 1600 SW SW Archer Road, Rm. G1-016  
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

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=====  
Date: Tue, 18 Feb 2003 16:20:03 -0600  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Request for information  
Comments: cc: Hschoi@dhr.state.ga.us  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Please respond directly to Ms. Choi with any information that you may be =  
able to provide her. Thank you.=20

Mike Flanagan =20

\*\*\*\*\*

I would like to know what the exact definition of quota filled is. We  
have conducted a telephone survey in the Georgia Division of Public  
Health on worksites. From looking at the information provided by our  
contractors, the "quota filled" worksites were called but never  
completed because we had reached the quota of worksites.

Why are they included in the not eligible category? Should they not be  
considered at all in the response rate?

Thank you.

Hannah Choi, MPH  
Epidemiologist, Cardiovascular Health=20  
Chronic Disease, Injury and Environmental Epidemiology  
Georgia Division of Public Health  
2 Peachtree St, Suite 14-485  
Atlanta, Georgia 30303  
(404) 463-4628 Phone  
(404) 463-0780 Fax

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Date: Tue, 18 Feb 2003 16:43:52 -0600  
Reply-To: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
Subject: Re: Request for information  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Page 19 of Standard Definitions, also available at [WWW.AAPOR.ORG](http://WWW.AAPOR.ORG), sheds  
some light on Ms. Choi's question.

"Finally, sometimes RDD sampling is used to reach subgroups in the  
general population. Unlike the situation in which a screener is used to  
determine eligibility, these surveys are meant to interview a set number  
of respondents (i.e., a quota) within each subgroup (e.g., younger  
women, older women, younger men, older men). Once the quota is filled  
for a subgroup (e.g., the subgroup is "closed"), any household contacted  
without a resident in an "open" subgroup would be treated as ineligible  
(4.80)."

By extension, you could apply this to subgroups of worksites.

Hope this helps.

Rob Daves, director  
Strategic & News Research  
The Minnesota Poll  
Star Tribune  
Minneapolis-St. Paul MN

>>> Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)> 02/18/03 04:20PM >>>  
Please respond directly to Ms. Choi with any information that you may  
be able to provide her. Thank you.

Mike Flanagan

\*\*\*\*\*

I would like to know what the exact definition of quota filled is. We have conducted a telephone survey in the Georgia Division of Public Health on worksites. From looking at the information provided by our contractors, the "quota filled" worksites were called but never completed because we had reached the quota of worksites.

Why are they included in the not eligible category? Should they not be considered at all in the response rate?

Thank you.

Hannah Choi, MPH  
Epidemiologist, Cardiovascular Health  
Chronic Disease, Injury and Environmental Epidemiology  
Georgia Division of Public Health  
2 Peachtree St, Suite 14-485  
Atlanta, Georgia 30303  
(404) 463-4628 Phone  
(404) 463-0780 Fax

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Date: Tue, 18 Feb 2003 18:41:11 -0500  
Reply-To: [DivaleBill@AOL.COM](mailto:DivaleBill@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: William Divale <[DivaleBill@AOL.COM](mailto:DivaleBill@AOL.COM)>  
Subject: Re: IRB blues  
Comments: To: [cporter@HP.UFL.EDU](mailto:cporter@HP.UFL.EDU)  
MIME-version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Dear Colleen:

I am the co-chair of the IRB on my campus and I sympathize with your plight. There definitely is a tendency to apply the medical model to behavioral or social research. While some questionnaires can put you to sleep they certainly are not drugs.

I am not sure of the dynamics working but some of it is just bureaucratic growth of university IRB offices, some of it is, I think, an attempt to increase the importance (and power) of one's work on the IRB by thinking that a questionnaire can do as much "harm" as drugs. Whatever it is, I think it is making a lot of research difficult to do, and I say this as an IRB insider.

Generally speaking, if the participant is anonymous, e.g., you do not know who he or she is, cannot find out, and the subject can elect not to participate without any consequences, then signed consent is not needed unless the subject is from a protected class (children, pregnant women, prisoners, etc.). In my opinion, RDD calling, or even sending mail with labels (if you cannot tell who responds) does not need signed prior consent. If the person decides not to participate, that is the end of it.

Some IRB members raise issue that if the instrument (questionnaire) brings up emotional feelings that are disturbing to the participant, consent is needed, as well as information as to where the participant can go for help. I think the crucial thing to remember, is that the research has to cause difficulties that would be greater than could be caused in the process of life itself. Someone feeling "upset" for 15 minutes after reading a questionnaire does not meet that criterion in my opinion.

My experience is to try not to fight the IRB if you can, even if they are wrong. Quiet reason sometimes gets them to change their mind.

Bill Divale

William Divale, Ph.D.  
Professor of Anthropology  
Minority Access to Research Careers Program Director  
Survey Research Laboratory Director  
Dept. of Social Sciences  
York College, City University of New York  
Jamaica, NY 11451  
718-262-2982

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=====  
Date: Wed, 19 Feb 2003 09:41:06 -0500  
Reply-To: Dale Kulp <[DKulp@M-S-G.COM](mailto:DKulp@M-S-G.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Dale Kulp <[DKulp@M-S-G.COM](mailto:DKulp@M-S-G.COM)>

Subject: Re: Request for information  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

I am not sure that this situation meets the intent of the AAPOR =  
definition Rob mentioned. =20

The Quota Filled (QF) disposition is typically employed for all sample =  
within a "subgroup" that has been made available to interviewers, =  
whether dialed or not. The subgroup can take many forms: geographic =  
strata, males/females, or age groups. The determination as to whether =  
the QF sample is in fact "ineligible" needs to be made based on the =  
questionnaire/study specifications. For example, if there have been =  
geographic strata established it is typical to code all remaining sample =  
as QF once the "quota" has been met. However, the QF sample will =  
typically include everything: callbacks, callbacks to complete an =  
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"ineligible" sample records: excluding them as such will dramatically =  
inflate the actual response rate. =20

The correct procedure here is to have the data collection firm =  
reclassify those QF records based on their effective call result (not =  
necessarily the last call) and include them with the appropriate =  
disposition categories. NOTE: by allowing QFs to be classified as =  
ineligible, it is entirely possible to show a high response rate while =  
supplying unlimited sample, placing a single call, and when the quota is =  
met, everything is now "ineligible" - a 10% response rate can be quickly =  
moved to 50%+. =20

Dale Kulp

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

From: Rob Daves [mailto:daves@STARTRIBUNE.COM]  
Sent: Tuesday, February 18, 2003 5:44 PM  
To: AAPORNET@asu.edu  
Subject: Re: Request for information

Page 19 of Standard Definitions, also available at WWW.AAPOR.ORG, sheds  
some light on Ms. Choi's question.

"Finally, sometimes RDD sampling is used to reach subgroups in the  
general population. Unlike the situation in which a screener is used to  
determine eligibility, these surveys are meant to interview a set number  
of respondents (i.e., a quota) within each subgroup (e.g., younger  
women, older women, younger men, older men). Once the quota is filled  
for a subgroup (e.g., the subgroup is "closed"), any household contacted  
without a resident in an "open" subgroup would be treated as ineligible  
(4.80)."

By extension, you could apply this to subgroups of worksites.

Hope this helps.

Rob Daves, director  
Strategic & News Research  
The Minnesota Poll  
Star Tribune  
Minneapolis-St. Paul MN

>>> Mike Flanagan <MFlanagan@GOAMP.COM> 02/18/03 04:20PM >>>

Please respond directly to Ms. Choi with any information that you may be able to provide her. Thank you.

Mike Flanagan

\*\*\*\*\*

I would like to know what the exact definition of quota filled is. We have conducted a telephone survey in the Georgia Division of Public Health on worksites. From looking at the information provided by our contractors, the "quota filled" worksites were called but never completed because we had reached the quota of worksites.

Why are they included in the not eligible category? Should they not be considered at all in the response rate?

Thank you.

Hannah Choi, MPH  
Epidemiologist, Cardiovascular Health  
Chronic Disease, Injury and Environmental Epidemiology  
Georgia Division of Public Health  
2 Peachtree St, Suite 14-485  
Atlanta, Georgia 30303  
(404) 463-4628 Phone  
(404) 463-0780 Fax

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-----  
Date: Wed, 19 Feb 2003 09:33:26 -0600

Reply-To: smitht@NORCMail.UCHICAGO.EDU

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Tom Smith <smitht@NORCMail.UCHICAGO.EDU>

Subject: Re: Request for information

Comments: To: DKulp@M-S-G.COM

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

The AAPOR rules also cover the use of substitution. They make clear that you can't add substitutes without counting the original cases as non-respondents. The quota-filled code is for designs that call for a fixed number of cases in a given cell, say women. If you have that cell filled and THEN contact a male only household that case is coded as quota-filled, not eligible.

----- Reply Separator

-----  
Subject: Re: Request for information

Author: Dale Kulp <DKulp@M-S-G.COM> at INTERNET

Date: 2/19/03 9:41 AM

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---

Date: Wed, 19 Feb 2003 11:25:13 -0500  
Reply-To: "Butterworth, Michael" <[MXB@CBSNEWS.COM](mailto:MXB@CBSNEWS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Butterworth, Michael" <[MXB@CBSNEWS.COM](mailto:MXB@CBSNEWS.COM)>  
Subject: Re: IRB blues

Comments: To: "DivaleBill@AOL.COM" <DivaleBill@AOL.COM>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

I understand why children are a protected class for surveys (diminished mental capacity); but pregnant women? Is it feared that they or fetuses may be unusually sensitive to questionnaires?

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

From: William Divale [mailto:DivaleBill@AOL.COM]  
Sent: Tuesday, February 18, 2003 6:41 PM  
To: AAPORNET@asu.edu  
Subject: Re: IRB blues

Dear Colleen:

I am the co-chair of the IRB on my campus and I sympathize with your plight. There definitely is a tendency to apply the medical model to behavioral or social research. While some questionnaires can put you to sleep they certainly are not drugs.

I am not sure of the dynamics working but some of it is just bureaucratic growth of university IRB offices, some of it is, I think, an attempt to increase the importance (and power) of one's work on the IRB by thinking that a questionnaire can do as much "harm" as drugs. Whatever it is, I think it is making a lot of research difficult to do, and I say this as an IRB insider.

Generally speaking, if the participant is anonymous, e.g., you do not know who he or she is, cannot find out, and the subject can elect not to participate without any consequences, then signed consent is not needed unless the subject is from a protected class (children, pregnant women, prisoners, etc.). In my opinion, RDD calling, or even sending mail with labels (if you cannot tell who responds) does not need signed prior consent. If the person decides not to participate, that is the end of it.

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Date: Wed, 19 Feb 2003 10:50:34 -0600  
Reply-To: Don Ferree <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Don Ferree <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>  
Subject: Re: IRB blues  
Comments: To: "Butterworth, Michael" <[MXB@CBSNEWS.COM](mailto:MXB@CBSNEWS.COM)>  
In-Reply-To: <[F69F8C207FD5D6119A9900025558892C286706@NYCCNDX2](mailto:F69F8C207FD5D6119A9900025558892C286706@NYCCNDX2)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

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Don

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>Sent: Tuesday, February 18, 2003 6:41 PM

>To: AAPORNET@asu.edu

>Subject: Re: IRB blues

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G. Donald Ferree, Jr.

Associate Director for Public Opinion Research

University of Wisconsin Survey Center

1800 University Avenue

Madison WI 53705

608-263-3744/262-1688 (V) 608-262-8432 (F)

[gferree@ssc.wisc.edu](mailto:gferree@ssc.wisc.edu)

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=====

Date: Wed, 19 Feb 2003 10:49:26 -0600

Reply-To: [alisu@email.com](mailto:alisu@email.com)

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: =?iso-8859-1?Q?Alis=FA\_Schoua-Glusberg?= <[Alisu@EMAIL.COM](mailto:Alisu@EMAIL.COM)>

Subject: Re: IRB blues

In-Reply-To: <[F69F8C207FD5D6119A9900025558892C286706@NYCCNDX2](mailto:F69F8C207FD5D6119A9900025558892C286706@NYCCNDX2)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Bill, the procedures IRBs push to protect subjects in cases where disturbing emotional feelings may be brought about by the interview do not apply to the majority of respondents, who will actually only get stirred up during the actual interview or for a short while thereafter. But I've known of many interviews in which respondents report experiences such as domestic abuse, rape & other sexual abuse, or suicide plans, and in which respondents tell the interviewer they have never told anyone about those experiences, they become very upset during the interview, and indeed they later call the hotline provided for referrals to mental health providers. As much as I often find IRBs to be a pain in the neck, I think these types of situations warrant the preventive/protective measures.

Alis=FA

\*\*\*\*\*

Alis=FA Schoua-Glusberg, Ph.D.  
General Partner  
Research Support Services  
906 Ridge Ave. Evanston, IL 60202  
847.971.9068 - fax: 208.728.3064  
Alisu@email.com

>=20

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

> From: William Divale [mailto:DivaleBill@AOL.COM]

> Sent: Tuesday, February 18, 2003 6:41 PM

> To: AAPORNET@asu.edu

> Subject: Re: IRB blues

>=20

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Date: Wed, 19 Feb 2003 12:54:50 -0500  
Reply-To: "Burkom, Diane R" <[burkom@BATTELLE.ORG](mailto:burkom@BATTELLE.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Burkom, Diane R" <[burkom@BATTELLE.ORG](mailto:burkom@BATTELLE.ORG)>  
Subject: Re: IRB blues  
MIME-version: 1.0  
Content-type: text/plain

I think the regulations concerning vulnerable populations apply when the research is targeting those groups. For any consent to be valid, the respondent must be able to understand it or you are not obtaining informed consent. But in general population studies, where pregnant women, prisoners, the mentally impaired, etc. may just be part of the sample, you do not have to take special precautions to design the research with their safeguards in mind.

Diane

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

From: Don Ferree [mailto:gferree@SSC.WISC.EDU]  
Sent: Wednesday, February 19, 2003 11:51 AM  
To: AAPORNET@asu.edu  
Subject: Re: IRB blues

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>and I say this as an IRB insider.

>

>Generally speaking, if the participant is anonymous, e.g., you do not  
>know who he or she is, cannot find out, and the subject can elect not  
>to participate without any consequences, then signed consent is not  
>needed unless the subject is from a protected class (children, pregnant  
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>  
>My experience is to try not to fight the IRB if you can, even if they  
>are wrong. Quiet reason sometimes gets them to change their mind.

>  
>Bill Divale  
>  
>William Divale, Ph.D.  
>Professor of Anthropology  
>Minority Access to Research Careers Program Director  
>Survey Research Laboratory Director  
>Dept. of Social Sciences  
>York College, City University of New York  
>Jamaica, NY 11451  
>718-262-2982

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

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---

Date: Wed, 19 Feb 2003 14:13:40 -0500  
Reply-To: "Frankovic, Kathleen" <KAF@CBSNEWS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Frankovic, Kathleen" <KAF@CBSNEWS.COM>  
Subject: WAPOR 2003 Seminars and Conferences  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

WAPOR (the World Association for Public Opinion Research) will not meet jointly with AAPOR until Arizona in May, 2004. But there are three opportunities to participate in WAPOR seminars and conferences in 2003.

#### Seminars

May 7-10, 2003: Regional Seminar in Capetown, South Africa. "Public Opinion Research, Freedom, Development and Democracy." Organizer: Mari Harris, Markinor, South Africa. Email: marih@markinor.co.za.

June 26-28, 2003: Thematic Seminar in Zurich, Switzerland. "Public Opinion: Polls and Policies." Organizer: Sibylle Hardmeier, Department of Political Science, University of Zurich. Email: shardmei@pwi.unizh.ch

#### Conference

The annual WAPOR conference will be held in Prague, Czech Republic, September 17-19, 2003. Organizers: Hynek Jerabek, Institute of Sociological Studies, Charles University, and Eva Veisova, Network Media Service, Prague. Emails: jerabek@mbox.fsv.cuni.cz; eva.veisova@nms.cz.

Information about the meetings, including procedures for submitting papers and registration can be obtained from the organizers and from the WPOR General Secretary, Renae Reis (Renae\_Reis@gallup.com).

---

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<http://lists.asu.edu/archives/aapornet.html>  
then click on 'Join or leave the list'

Problems?-don't reply to this message, write to: aapornet-request@asu.edu

---

Date: Wed, 19 Feb 2003 15:07:20 -0500  
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Claire Durand <Claire.Durand@UMONTREAL.CA>  
Subject: Perceptions of suicide - results  
Comments: cc: mishara.brian@uqam.ca  
MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1; format=flowed  
Content-transfer-encoding: quoted-printable

I had posted a message on this list some time ago asking for help for a=20 questionnaire on perceptions of suicide. I want to thank those who=20 provided help. Here are the questions that we finally asked and the=20 results. The questions were part of an omnibus survey carried out from=20 November 14 to 25. Population : Quebec population aged 18 and over, able=20 to carry out a conversation in French or English. Response rate: 39.4% Quebec has one of the highest suicide rate in the World. If you use=20 similar questions, we would be happy to share with you and compare results.=20=20  
Please communicate with Brian Mishara (mishara.brian@uqam.ca)

## Results

18. Now I'll read you some opinions on suicide. In each case, please tell=20 me whether you completely agree, somewhat agree, somewhat disagree, or=20 completely disagree:

a) When someone has decided to commit suicide, nothing can be done to=20 stop it.

Completely agree 6.2%

Somewhat Agree 8.4%

Somewhat Disagree 32.4%

Completely disagree 50.7%

\* DNK/Refusal 2.3%

b) Despite everything done to prevent suicides in Quebec, there will always=20 be a large number of suicides.

Completely agree 29.0%

Somewhat Agree 42.6%

Somewhat Disagree 18.7%

Completely disagree 7.7%

\* DNK/Refusal 2.0%

19. Which of the following two opinions is closest to yours?

Suicide prevention is the responsibility of health and social services 22.0%

Suicide prevention is each persons responsibility 72.6%

DNK/Refusal 5.4%

20. Which of the two following statements corresponds best to your view of suicide?

Suicide is an acceptable solution in certain circumstances 21.7%

Suicide is never an acceptable solution whatever the circumstances 75.2%

DNK/Refusal 3.1%

21. When someone wants to commit suicide, which of the two following options is closest to yours?

The person's choice must be respected, whatever the consequences 17.1%

Everything must be done to stop the person, even against his or her will 77.9%

DNK/Refusal 5.0%

22. If you were experiencing a very difficult situation, do you think that it is entirely possible, quite possible, quite impossible, or entirely impossible that you would seriously think of suicide as a solution?

Entirely possible	5.1%
Quite possible	13.0%
Quite impossible	22.3%
Entirely impossible	57.0%
DNK/Refusal	2.6%

23. In your immediate circle of family and friends, do you know anyone who=  
=20  
has committed suicide?

Yes	47.5%
No	52.4%
DNK/Refusal	0%

24. In your immediate circle of family and friends, do you know anyone who=  
=20  
has attempted suicide?

Yes	42.1%
No	57.7%
DNK/Refusal	0%

25. Have you ever seriously thought of committing suicide?

Yes	12.1%	
No	87.4%	Go to question 27
DNK/Refusal	0%	

26. And have you ever attempted suicide?

Yes 28.6% (3.6% of total)

No 69.8% (8.8% of total)

DNK/Refusal 0% (1.6% total)

Claire Durand

Claire.Durand@umontreal.ca

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

Universit=E9 de Montr=E9al, dept. de sociologie,  
C.P. 6128, succ. Centre-ville,  
Montr=E9al, Qu=E9bec, Canada, H3C 3J7  
(514) 343-7447 =20

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-----  
Date: Thu, 20 Feb 2003 00:32:12 -0500  
Reply-To: [ande271@attglobal.net](mailto:ande271@attglobal.net)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jeanne Anderson Research <[ande271@ATTGLOBAL.NET](mailto:ande271@ATTGLOBAL.NET)>  
Subject: Re: IRB blues  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I've been following this thread, and still feel that the IRB in question has been applying a general rule without determining that it is applicable to ANY respondent in this instance.

I sat as a "lay member" on the IRB of a medical center for several

years. There are many experimental drugs and procedures that may threaten a fetus, the child, or the pregnant subject. In many studies that do not target pregnant women, pregnant women, lactating women, and those who will not promise to use two forms of contraception are excluded as subjects, and usually a woman's word as to whether she is pregnant is not considered reliable. In these cases, the consent form must state the special risk to that category of potential subject, and prospective recruits are told in advance that a pregnancy test will be performed, sometimes more than once during the course of the study. Usually, then, a subject found to be pregnant will be removed from the study. Or, she will be asked to sign another consent form to accept the higher risk and/or enroll in an auxiliary study in order to have her pregnancy followed. The records of the pregnancy may be followed even if she is withdrawn (with her permission, given in the main consent form).

I cannot see how the consent process for a questionnaire or interview survey can specify a risk to a pregnant woman. The question of whether there is a risk should be presented to the chair of the IRB. He or she should review the logic in the requirement that a pregnancy test be performed.

Tact is required on the part of the PI when contacting the primary reviewer(s) or the chair. Explaining "I'm somewhat confused here," or "My staff were wondering at what point in the consent process [describing it briefly] we are supposed to mention {pregnancy risk} {pregnancy test}" followed by SILENCE to allow the question to sink in are two ways of exercising tact in a really difficult situation for the chair. After a reply is received, a simple "thank you for clarifying - now I understand" or "I see. I'll relay that to my staff who now will know how to proceed" might do it.

Jeanne Anderson  
(formerly) Principal  
Jeanne Anderson Research

"Burkom, Diane R" wrote:

> I think the regulations concerning vulnerable populations apply when the  
> research is targeting those groups. For any consent to be valid, the  
> respondent must be able to understand it or you are not obtaining informed  
> consent. But in general population studies, where pregnant women,  
> prisoners, the mentally impaired, etc. may just be part of the sample, you  
> do not have to take special precautions to design the research with their  
> safeguards in mind.

>  
> Diane

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

> From: Don Ferree [mailto:gferree@SSC.WISC.EDU]  
> Sent: Wednesday, February 19, 2003 11:51 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: IRB blues

>  
> This could be a lurking timebomb in the whole IRB saga for two reasons. As  
> I look at the documentation of the federal regs, it is BOTH the pregnant  
> woman AND her (foetus/unborn child) which are included, which has  
> implications potentially for research which would tend to make an abortion  
> more likely. While this is not likely directly to impact survey research as  
> such, there is also the question of whether the protected class is INCLUDED  
> in the sample, or specifically targeted. In an RDD national sample, we do  
> not target pregnant women, but we do not exclude them, so they will be  
> included, along with other "non-protected" groups. An expansive  
> interpretation of research using protected groups could call all or most  
> survey research under the microscope for closer scrutiny.

>  
> Don

> At 11:25 AM 02/19/2003 -0500, Butterworth, Michael wrote:

>> I understand why children are a protected class for surveys (diminished  
>> mental capacity); but pregnant women? Is it feared that they or fetuses  
>> may be unusually sensitive to questionnaires?

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

>> From: William Divale [mailto:DivaleBill@AOL.COM]  
>> Sent: Tuesday, February 18, 2003 6:41 PM  
>> To: AAPORNET@asu.edu  
>> Subject: Re: IRB blues

>> Dear Colleen:

>> I am the co-chair of the IRB on my campus and I sympathize with your  
>> plight. There definitely is a tendency to apply the medical model to  
>> behavioral or social research. While some questionnaires can put you  
>> to sleep they certainly are not drugs.

>> I am not sure of the dynamics working but some of it is just  
>> bureaucratic growth of university IRB offices, some of it is, I think,

>>an attempt to increase the importance (and power) of one's work on the  
>>IRB by thinking that a questionnaire can do as much "harm" as drugs.  
>>Whatever it is, I think it is making a lot of research difficult to do,  
>>and I say this as an IRB insider.

>>  
>>Generally speaking, if the participant is anonymous, e.g., you do not  
>>know who he or she is, cannot find out, and the subject can elect not  
>>to participate without any consequences, then signed consent is not  
>>needed unless the subject is from a protected class (children, pregnant  
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>>My experience is to try not to fight the IRB if you can, even if they  
>>are wrong. Quiet reason sometimes gets them to change their mind.

>>  
>>Bill Divale

>>  
>>William Divale, Ph.D.  
>>Professor of Anthropology  
>>Minority Access to Research Careers Program Director  
>>Survey Research Laboratory Director  
>>Dept. of Social Sciences  
>>York College, City University of New York  
>>Jamaica, NY 11451  
>>718-262-2982

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>

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

>  
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Date: Thu, 20 Feb 2003 14:06:18 -0500  
Reply-To: Phillip Downs <[pd@KERR-DOWNS.COM](mailto:pd@KERR-DOWNS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Phillip Downs <[pd@KERR-DOWNS.COM](mailto:pd@KERR-DOWNS.COM)>  
Subject: occupational categories  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

I'm doing a survey that will go to professional and business women in several Asian countries and several South American countries. We want to assess "current profession." We do NOT want to have something long, complex and all encompassing. Nor are we terribly concerned that there might be some overlap across categories. Yet we do want to be sensitive to respondents in Asian and South American countries. Does someone have a list of which they are proud, or can someone suggest a few categories that we should include that will be more appropriate to professional/business women in Asian and South American countries? Thank you.

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

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Date: Thu, 20 Feb 2003 18:08:56 -0500

Reply-To: mark@bisconti.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mark David Richards <mark@BISCONTI.COM>

Subject: French public opinion

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Le refus d'une guerre en Irak se radicalise

Article: <http://www.ipsos.fr/CanalIpsos/articles/1073.asp>

Data: <http://www.ipsos.fr/CanalIpsos/poll/7736.asp>

Ipsos-France 2-Le Figaro telephone survey of 939 adults, Feb. 15, 2003-02-20

Following is my rough translation of the questions:

Q. Considering the actual situation, are you completely favorable, somewhat favorable, somewhat opposed, or completely opposed to a military intervention in Iraq?

Favorable-11%

Opposed-87% (up from 77% on Jan. 4, 2003)

Completely favorable-3%

Somewhat favorable-8%

Somewhat opposed-30%

Completely opposed-57% (up from 42% on Jan. 4, 2003)

OF THOSE WHO OPPOSE, 87%: For which of the following reasons are you most opposed to military intervention in Iraq?

--The approach the United States is taking in this crisis, 76%

--French interests are not in play in this crisis, 13%

--Saddam Hussein does not represent a menace to international security, 9%

Q. In your opinion, if the U.S. decides to pass to a vote of the Security Council of the UN to intervene in Iraq, what should be the position of France?

--Participate in military operations at the side of the U.S., 4%

--Do not participate directly in military operations, but support the U.S. logistically and in other ways, 33%

--Abstain from all participation in military operations, 60%

Q. And if the UN Security Council vote to intervene militarily in Iraq, what position should France take?

- Participate in military operations at the side of the U.S., 17%
- Do not participate directly in military operations, but support the U.S. logistically and in other ways, 47%
- Abstain from all participation in military operations, 33%

Q. If the evidence of the UN inspectors is judged to be an insufficient basis for military intervention in Iraq, would you be for or against France using its right of veto?

- Support the right of veto, 71%
- Oppose veto, 21%
- Not sure, 8%

Q. IN the event of a military intervention in Iraq, do you think this war will bring on...

- A world economic crisis, 46% absolutely and 37% probably
- AN increase in Islamic terrorism worldwide, 52% absolutely and 35% probably

Q. In your opinion, will the divergences of opinion on the Iraqi crisis between France and Germany and certain other European states--such as the United Kingdom, Italy, and Spain--strengthen or weaken France and Germany in Europe?

- Strengthen, 48%
- Weaken, 36%
- No effect, 3%
- Not sure, 13%

Q. In a general way, do you approve of the decisions of President Jacques Chirac on the Iraqi crisis?

Approve, 85%  
Disapprove, 12%

Completely approve, 45%  
Somewhat approve, 40%  
Somewhat disapprove, 8%  
Completely disapprove, 4%  
Not sure, 3%

Q. Without thinking uniquely of the Iraq crisis, when you think of the actions of the United States in the world, would you say the U.S. is preoccupied most of all with...

- Defending its own economic and political interests, 87%
- Defending liberty and democracy worldwide, 10%
- Not sure, 3%

-----

Another study conducted 15-16 January 2003 by Gallup International, comparing France, Germany, Spain, Great Britain, Russia, and the U.S., is located at:  
[http://www.sofres.com/etudes/pol/030203\\_irak\\_r.htm](http://www.sofres.com/etudes/pol/030203_irak_r.htm)

This study shows that between December 2002 and January 2003, those saying U.S. foreign policy has negative consequences for France rose a whopping 32 percentage points, from 38% to 70%. Only 10% now say U.S. foreign policy has positive consequences for France. 83% said a military intervention against Iraq was probably, and 60% said in no case were they favorable to a military intervention.

A large shift of opinion also occurred in Germany--from 40% to 67% (+27 percentage points) saying U.S. foreign policy has negative consequences for Germany. Only 11% said U.S. has positive consequences. 81% of Germans said a military intervention against Iraq was probably, and 50% said in no case were they favorable to a military intervention.

73% of Spanish adults expect a military intervention. Of the countries studied, Spain was most opposed to intervention--74% opposed.

In the United States, only 21% said they were opposed to military intervention in Iraq in any case. 34% were favorable to a military intervention uniquely if it is authorized by the UN, and 33% were favorable to U.S. unilateral military intervention.

---

Mark David Richards

---

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Date: Thu, 20 Feb 2003 18:55:19 -0500  
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Subject: Re: French public opinion  
Comments: To: "mark@bisconti.com" <mark@bisconti.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Actually the sofres web site says the change occurred between December 2001 and January 2003.

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

From: Mark David Richards [mailto:[mark@BISCONTI.COM](mailto:mark@BISCONTI.COM)]  
Sent: Thursday, February 20, 2003 6:09 PM  
To: AAPORNET@asu.edu  
Subject: French public opinion

----- snip -----

-----  
Another study conducted 15-16 January 2003 by Gallup International, comparing France, Germany, Spain, Great Britain, Russia, and the U.S., is located at:  
[http://www.sofres.com/etudes/pol/030203\\_irak\\_r.htm](http://www.sofres.com/etudes/pol/030203_irak_r.htm)

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----- snip -----

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=====  
Date: Fri, 21 Feb 2003 08:57:51 -0600  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Request for Information  
Comments: cc: CWhitmore@town.ithaca.ny.us  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

I have received the following request for information from a non-AAPOR = member. Would anyone like to provide her some information relating to = her question? Please respond to her direct: = CWhitmore@town.ithaca.ny.us =20

Michael P. Flanagan, CAE=20  
Executive Coordinator=20  
American Association for Public Opinion Research=20  
P. O. Box 14263=20  
Lenexa, KS 66285-4263  
(913) 495-4470  
FAX: (913) 599-5340 =20  
[www.AAPOR.org](http://www.AAPOR.org)

"I am researching a paper regarding public opinion polls. I would like =

to  
know your sampling methods, how a random sample is made, the number of  
persons included in a sample group, whether the same questions are asked  
over time or if questions vary from poll to poll. Any information you =  
could  
supply me would be helpful and is appreciated.

Carrie Whitmore  
Candor, New York" =20

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=====  
Date: Fri, 21 Feb 2003 14:34:40 -0800  
Reply-To: Mary Ann Jones <[maryann.jones@NYU.EDU](mailto:maryann.jones@NYU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mary Ann Jones <[maryann.jones@NYU.EDU](mailto:maryann.jones@NYU.EDU)>  
Subject: Cure for the IRB Blues?  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

AAPOR would seem like a very good organization to form a  
coalition and take leadership in advocating for more sensible  
regulations for non-medical research.

Mary Ann Jones

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Date: Mon, 24 Feb 2003 09:47:26 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Survey seems suspect  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Survey seems suspect  
<http://www.freelancestar.com/News/FLS/2003/022003/02242003/888798>

New survey on Chancellorsville project angers opponents of proposed  
town.

By BETTY HAYDEN SNIDER

Chancellorsville phone poll stirs angry response

Opponents of the proposed Town of Chancellorsville development are upset about a new telephone survey they say is biased.

Melissa Baker, who lives in Spotsylvania's Fawn Lake subdivision, received a call around dinnertime Wednesday night. The man on the line wanted to ask her some questions about the new-town proposal, which would include 1,995 homes and up to 2.2 million square feet of commercial space on 800 acres along State Route 3.

"He made statements that were obviously slanted statements," Baker said. "I wish I could have taped it."

The company conducting the poll, Conquest Communications Group of Richmond, is under contract with McGuireWoods Consulting in Richmond.

John Pudner, vice president of the consulting firm's national grass-roots operations, would not release a list of the poll questions or the name of its client.

The Town of Chancellorsville's developer, Dogwood Development Group of Reston, hired McGuireWoods Consulting to help with public and media relations until after the public hearings on the rezoning case.

Dogwood President Ray Smith could not be reached for comment on the survey.

Pudner said his client does not plan to release the poll results.

"We're trying to figure out what people already know about the project," he said. "We were really encouraged with the initial results."

When told about the criticism of the survey's questions, Pudner responded, "You're going to have opponents who say that."

Baker said she complained about the questions to the caller. "I was so frustrated because I felt I was not able to get my point across," she said.

Baker said she worries that uninformed residents might be swayed or misled by the survey's statements.

The poll questions started with purported statements of fact, Baker said, such as: Because the Town of Chancellorsville will create no additional burden on the water supply of the county, are you more or less likely to support it?

And this: Because the Town of Chancellorsville is going to bring in millions of dollar in revenue, are you more or less likely to support it?

Residents in at least two Spotsylvania voting districts, Livingston and Berkeley, have been called. Residents were asked to rate the performance

of their supervisors--T.C. Waddy in Livingston and Emmitt Marshall in Berkeley--as poor, fair or good.

Neither supervisor has said publicly how he will vote on the Chancellorsville project, which could come before the Board of Supervisors for a hearing in late March.

Marshall said he had not heard about the survey or the question about him.

"I don't like that whoever is doing the survey is using my name," he said. "It sounds like politics to me."

The Coalition to Save Chancellorsville Battlefield, a group of 12 national and local preservation and conservation groups with more than 600,000 members, criticized the telephone survey.

The coalition opposes the project because part of it would be built on the site of fighting during the Civil War's Battle of Chancellorsville. Members also have expressed concern the project would further strain fast-growing Spotsylvania's resources.

While the person or organization that ordered the survey has not been identified, the coalition directed its criticism at Dogwood's president. It said Smith realizes "the tide is turning" against his proposal.

"Smith is now resorting to 11th-hour desperation tactics to save his development plan--a plan jeopardized by his own misleading statements, accounting gimmicks and clumsy political maneuvers," the coalition asserted in a statement.

In August, the coalition hired Mason-Dixon Polling & Research of Washington to conduct its own poll. The results showed that 66 percent of county voters opposed the project, and 80 percent thought the project would strain county finances.

Date published: 2/24/2003

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410-377-7955 fax

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Date: Mon, 24 Feb 2003 12:09:20 -0500  
Reply-To: Mark Schulman <M.SCHULMAN@SRBI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark Schulman <M.SCHULMAN@SRBI.COM>  
Subject: Official AAPOR Statement on Conviction of Iranian Pollsters  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

The AAPOR Council, in consultation with WAPOR and others, has issued an official statement on the recent conviction of two Iranian opinion researchers. Our statement decries government sanctions against any researchers conducting legitimate public opinion research. The statement seeks the support of organizations and individuals throughout the world "to secure the release of these researchers."

Our official statement was in response to the tragic arrest and conviction of two Iranian pollsters who outraged Iranian hard-liners with a survey that found strong public support for contacts with the United States. Prosecutors accused the two of holding secret talks and providing information to institutes and individuals affiliated with American, British and Israeli intelligence services -- including, prosecutors said, the Gallup Organization. Hossein Ali Qazian was sentenced to nine years in prison and Abbas Abdi, a senior Iranian reformist, was given an eight-year jail term.

The full AAPOR statement is posted on our web site:

[http://www.aapor.org/default.asp?ID=3D37&page=3Dnews\\_and\\_issues/press\\_releases\\_and\\_official\\_statements](http://www.aapor.org/default.asp?ID=3D37&page=3Dnews_and_issues/press_releases_and_official_statements)

The statement reads, in part:

"AAPOR joins with other research and human rights organizations throughout the world in seeking the support of groups and individuals to secure the release of these researchers."

"The right of public opinion researchers to conduct sound and ethical public opinion polls is upheld by Article 19 of the UN Universal Declaration of Human Rights:

'Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.'

We are sending our full statement to key government, United Nations and European Union officials. We strongly encourage our members to assist in this effort.

The full story on the conviction in Iran may be found here:  
<http://www.guardian.co.uk/worldlatest/story/0,1280,-2373739,00.html>

Mark Schulman

President  
m.schulman@srbi.com

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Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: dick halpern <dhalpern@BELLSOUTH.NET>  
Subject: Robert K. Merton,  
Versatile Sociologist and Father of the Focus Group, Dies at 92

MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1; format=flowed

Content-transfer-encoding: quoted-printable

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Dick Halpern

NY Times, February 24, 2003

Robert K. Merton, Versatile Sociologist and Father of the Focus Group, Dies=20  
at 92

By MICHAEL T. KAUFMAN

Robert K. Merton, one of the most influential sociologists of the 20th=20  
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Mr. Merton gained his pioneering reputation as a sociologist of science,=20  
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But his explorations over 70-odd years extended across an extraordinary=20 range of interests that included the workings of the mass media, the=20 anatomy of racism, the social perspectives of "insiders" vs. "outsiders,"=20 history, literature and etymology. Though carried out with the detachment=20 he admired in Emile Durkheim, the French architect of modern sociology, Mr.=20 Merton's inquiries often bore important consequences in real life as well=20 as in academics.

His studies on an integrated community helped shape Kenneth Clark's=20 historic brief in *Brown v. Board of Education*, the Supreme Court case that=20 led to the desegregation of public schools. His adoption of the focused=20 interview to elicit the responses of groups to texts, radio programs and=20 films led to the "focus groups" that politicians, their handlers, marketers=20 and hucksters now find indispensable. Long after he had helped devise the=20 methodology, Mr. Merton deplored its abuse and misuse but added, "I wish=20 I'd get a royalty on it."

He spent much of his professional life at Columbia University, where along=20 with his collaborator of 35 years, Paul F. Lazarsfeld, who died in 1976, he=20 developed the Bureau of Applied Social Research, where the early focus=20 groups originated. The course of his career paralleled the growth and=20 acceptance of sociology as a bona fide academic discipline. As late as 1939=20 there were fewer than a 1,000 sociologists in the United States, but soon=20 after Mr. Merton was elected president of the American Sociological=20 Association in 1957, the group had 4,500 members.

Mr. Merton was sometimes called "Mr. Sociology," and Jonathan R. Cole, a=20 former student and the provost at Columbia, once said, "If there were a=20 Nobel Prize in sociology, there would be no question he would have gotten=20 it." (Mr. Merton's son, Robert C. Merton, won a Nobel Prize in economics in=20 1997.)

Another of Mr. Merton's contributions to sociology was his emphasis on what=20 he termed "theories of the middle range." By these he meant undertakings=20 that steered clear of grand speculative and abstract doctrines while also=20 avoiding pedantic inquiries that were unlikely to yield significant=20 results. What he preferred were initiatives that might yield findings of=20 consequence and that open lines of further inquiry. In his own writings he=20 favored the essay form, "which provides scope for asides and correlatives,"=

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he said, over the more common and streamlined scientific paper.

He was often came up with clearly phrased observations that combined=20 originality with seeming simplicity. Eugene Garfield, an information=20 scientist, wrote that much of Mr. Merton's work was "so transparently true=20 that one can't imagine why no one else has bothered to point it out."

One early example of such illuminating insight appeared in a paper called=20 "Social Structure and Anomie" that he wrote as a graduate student at=20 Harvard in 1936 and then kept revising over the next decade.

Mr. Merton had asked himself what it was that brought about anomie, a state=20 in which, according to Mr. Durkheim, the breakdown of social standards=20 threatened social cohesion. In a breakthrough that spawned many lines of=20 inquiry, Mr. Merton suggested that anomie was likely to arise when=20 society's members were denied adequate means of achieving the very cultural=20 goals that their society projected, like wealth, power, fame or=20 enlightenment. Among the spinoffs of this work were Mr. Merton's own=20 writings on the ranges of deviant behavior and crime.

A tall, pipe-smoking scholar, Mr. Merton often used the trajectory of his=20 life story, from slum to academic achievement, as material illustrating the=20 workings of serendipity, chance and coincidence, which so long fascinated=20 him.

Robert King Merton was born Meyer R. Schkolnick on July 4, 1910, in South=20 Philadelphia; he carried that name for the first 14 years of his life. He=20 was the son of immigrants from Eastern Europe and lived in an apartment=20 above his father's milk, butter and egg store until the building burned=20 down. As a teenager performing magic tricks at birthday parties, he adopted=20 Robert Merlin as a stage name, but when a friend convinced him that his=20 choice of the ancient wizard's name was hackneyed, he modified it, adopting=20 Merton with the concurrence of his Americanizing mother after he won a=20 scholarship to Temple University.

In a lecture to the American Council of Learned Societies in 1994, Mr.=20 Merton said that thanks to the libraries, schools, orchestras to which he=20 had access, and even to the youth gang he had joined, his early years had=20 prepared him well for what he called a life of learning. "My fellow=20 sociologists will have noticed," he said, "how that seemingly deprived=20 South Philadelphia slum was providing a youngster with every sort of=20 capital =97 social capital, cultural capital, human capital, and above all,=20 what we may call public capital =97 that is, with every sort of capital=20 except the personally financial." It is not difficult to see connections=20 between such views and Mr. Merton's insights into the causes of anomie.

In a 1961 New Yorker magazine profile by Morton Hunt, Mr. Merton was described as displaying "a surprising catholicity of interests and a talent for good conversation, impaired only slightly by the fact that he is alarmingly well informed about everything from baseball to Kant and is unhesitatingly ready to tell anybody about any or all of it."

Indeed, what is Mr. Merton's most widely known book, "On the Shoulders of Giants," went far beyond the confines of sociology. Referred to by Mr. Merton as his "prodigal brainchild," it reveals the depth of his curiosity, the breadth of his prodigious research and the extraordinary patience that also characterize his academic writing. The effort began in 1942, when, in an essay called "A Note on Science and Democracy," Mr. Merton referred to a remark by Isaac Newton: "If I have seen farther, it is by standing on the shoulders of giants." He added a footnote pointing out that "Newton's aphorism is a standardized phrase which has found repeated expression from at least the 12th century."

But Mr. Merton did not stop there. Intermittently during the next 23 years he tracked the aphorism back in time, following blind alleys as well as fruitful avenues and finally finished the book in 1965, writing in a discursive style that the author attributed to his early reading and subsequent rereadings of Laurence Sterne's "Tristram Shandy." Denis Donoghue, the critic and literary scholar, wrote of the book admiringly as "an eccentric and yet concentric work of art, a work sufficiently flexible to allow a digression every 10 pages or so." He admitted, "I wish I had written 'On the Shoulders of Giants.'"

More recently, over the last three and a half decades, Mr. Merton had been gathering information about the idea and workings of serendipity, and thinking about it in the same spirit in which he had written the earlier book, which he liked to call by its acronym, OTSOG. As he had done with all his investigations, he collated and pondered data he had entered on index cards. Most days he started work at 4:30 a.m., with some of his 15 cats keeping him company. During the last years of his life, as he fought and overcame six different cancers, his Italian publisher, Il Mulino, prevailed on him to allow them to issue his writings on serendipity as a book. And four days before his death, his wife, the sociologist Harriet Zuckerman, received word that Princeton University Press had approved publication of the English version under the title, "The Travels and Adventures of Serendipity."

In addition to Ms. Zuckerman and his son, Mr. Merton is survived by two

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: dick halpern <[dhalpern@BELLSOUTH.NET](mailto:dhalpern@BELLSOUTH.NET)>

Subject: Robert K. Merton,

Versatile Sociologist and Father of the Focus Group, Dies at 92

MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1; format=flowed

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Date: Mon, 24 Feb 2003 14:27:13 -0500  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Scott Keeter <[skeeter@GMU.EDU](mailto:skeeter@GMU.EDU)>  
Organization: George Mason University  
Subject: obituary for Robert K. Merton  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Dear Fellow AAPORnetters:

One of the great pioneers of modern social research died yesterday. Robert Merton was 92. Here is a very interesting obituary from today's New York Times.

<http://www.nytimes.com/2003/02/24/obituaries/24MERT.html>

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Scott Keeter  
Pew Research Center for the People and the Press  
1150 18th Street, NW, Suite 975  
Washington, DC 20036  
Voice 202-293-3126 extension 16  
Personal fax 703 832 0209  
E-mail [keeters@people-press.org](mailto:keeters@people-press.org)  
Web site <http://mason.gmu.edu/~skeeter>

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Date: Tue, 25 Feb 2003 10:08:39 -0500  
Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Push poll or position testing?  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII

Content-transfer-encoding: 7BIT

White House Notebook

The Political Mind Behind Tort Reform

Karl Rove, President Bush's senior adviser, claims credit on the matter of tort reform.

<http://www.washingtonpost.com/wp-dyn/articles/A61747-2003Feb24.html>

By Dana Milbank

Tuesday, February 25, 2003; Page A21

For those who argue that President Bush's support for limiting jury awards has nothing to do with politics, a complication has emerged: His top political adviser, Karl Rove, has taken credit for the issue.

In an interview for a book published this week, Rove claimed responsibility for talking Bush into the subject of "tort reform" when he was packaging Bush for the 1994 Texas gubernatorial race.

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Art & Science Group, LLC  
6115 Falls Road Suite 101  
Baltimore, MD 21209  
410-377-7880 ext. 14  
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-----  
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=====

Date: Tue, 25 Feb 2003 10:25:39 -0500  
Reply-To: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>  
Subject: Re: Push poll or position testing?  
Comments: To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

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

From: Leo G. Simonetta [<mailto:simonetta@ARTSCI.COM>]=20  
Sent: Tuesday, February 25, 2003 10:09 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Push poll or position testing?

White House Notebook

The Political Mind Behind Tort Reform

Karl Rove, President Bush's senior adviser, claims credit on the matter of tort reform.

<http://www.washingtonpost.com/wp-dyn/articles/A61747-2003Feb24.html>

By Dana Milbank

Tuesday, February 25, 2003; Page A21

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Date: Tue, 25 Feb 2003 11:18:04 -0500  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Re: Push poll or position testing?  
In-Reply-To: <[0ED62F7DC6311240A5F3A251086F745156F4B9@gsg-mail01.globalstrategygroup.com](mailto:0ED62F7DC6311240A5F3A251086F745156F4B9@gsg-mail01.globalstrategygroup.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

The problem here is that AAPOR has adopted a formal definition of the term "push poll" which is different from the meaning that appears to be gaining common ground among the press and the general public. We, or some of us, may insist that a "push poll" is not a poll at all, but rather a form of negative political telemarketing, but most people now use the term to refer to what Leo Simonetta somewhat euphemistically calls "position polling."

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jwerner@jwdp.com

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> --  
> Leo G. Simonetta  
> Art & Science Group, LLC  
> 6115 Falls Road Suite 101  
> Baltimore, MD 21209  
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> 410-377-7955 fax

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Date: Tue, 25 Feb 2003 12:23:47 -0500

Reply-To: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>

Subject: Re: Push poll or position testing?

In-Reply-To: <[3E5B973C.2070905@jwdp.com](mailto:3E5B973C.2070905@jwdp.com)>

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

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Leo G. Simonetta

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6115 Falls Road Suite 101

Baltimore, MD 21209

410-377-7880 ext. 14

410-377-7955 fax

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> Sent: Tuesday, February 25, 2003 11:18 AM

> To: AAPORNET@asu.edu

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>> From: Leo G. Simonetta [mailto:simonetta@ARTSCI.COM]

>> Sent: Tuesday, February 25, 2003 10:09 AM

>> To: AAPORNET@asu.edu

>> Subject: Push poll or position testing?

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Date: Tue, 25 Feb 2003 10:33:59 -0700  
Reply-To: Karl Feld <[kfeld@WESTERNWATS.COM](mailto:kfeld@WESTERNWATS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Karl Feld <[kfeld@WESTERNWATS.COM](mailto:kfeld@WESTERNWATS.COM)>

Subject: Re: Push poll or position testing?  
Comments: To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>  
MIME-version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

How gratifying to think I can make a humble contribution to this = perennial topic, though I do not recognize this source and don't have = time to proof the copy. You will find the original in the Sep/Oct 2001 = issue of Public Perspective if you're truly interested. I have also = attached it here, but assume it will not go through the AAPORNet server.

Regards,

Karl

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From: Leo G. Simonetta [mailto:simonetta@ARTSCI.COM]  
Sent: Tuesday, February 25, 2003 10:24 AM  
To: AAPORNET@asu.edu  
Subject: Re: Push poll or position testing?

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>> odds with a deposition he gave during the tobacco lawsuit. Asked whether

>> he discussed overhauling civil liability law with then-Gov. Bush, he

>> replied: "I can't say that I did. But I can't say that I didn't. I

do

>> not recall. I know that tort reform was a significant part of his

>> legislative agenda but it was not my area."

>>

>> Slater and Moore write that while tort reform is standard Republican

>> fare, "Rove wanted that issue elevated because he knew that its most

>> ardent advocates in Texas could provide millions of dollars in

campaign

>> contributions needed to unseat [former Texas governor Ann]

Richards."

>>

>> At the national level, Bush's support for overhauling civil

liability

>> law has won him friends among insurers and doctors. According to the

>> Center for Responsive Politics, health care professionals and

insurers

>> have given two-thirds of their \$71 million in contributions to

>> Republicans in the past two years.

>>

>> SNIP

>>

>> C 2003 The Washington Post Company

>>

>>

>>

>> --

>> Leo G. Simonetta

>> Art & Science Group, LLC

>> 6115 Falls Road Suite 101

>> Baltimore, MD 21209

>> 410-377-7880 ext. 14

>> 410-377-7955 fax

>

> -----

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---

Date: Tue, 25 Feb 2003 10:17:07 -0800

Reply-To: Leora Lawton <leoralawton@FSCGROUP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <leoralawton@FSCGROUP.COM>

Subject: poll question and interpretation

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

The SF Chronicle reports that a poll (conducted by the PPIC) states that =  
only 33% approve of the job Gov Davis is doing, based on the following =  
question:

Do you think things in California are generally going in the right or =  
the=20

wrong direction?

Don't Know 7%

Approve 33%

Now, I'm certain that lots of people aren't happy with Davis, whether =  
justified or not, but I wouldnt equate that question as being a rating =  
of Davis. Now, the newspaper had the question preceded by:

"Davis approval ratings"

But I don't know if that title was part of the question that respondents =  
heard (it was a telephone survey) or whether this was a heading added by =  
the Chronicle. =20

It's why I'm always suspicious of results I see...

leora=20

Leora Lawton, Ph.D.

Director of Consumer & Demographic Research

Population Research Systems

Freeman, Sullivan & Company

100 Spear, Suite 1700

San Francisco, CA 94105

v: 415 777-0707, ex. 117; f: 415 777-2420;

m: 510 928-7572

[www.fscgroup.com](http://www.fscgroup.com)

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=====

Date: Tue, 25 Feb 2003 13:30:32 -0500  
Reply-To: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>  
Subject: Re: poll question and interpretation  
Comments: To: Leora Lawton <leoralawton@FSCGROUP.COM>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

From the PPIC website:

#### State Officials' Approval Ratings

Governor Gray Davis' job approval ratings have slipped significantly since last October. Today, only one in three Californians (33%) approve of the governor's overall job performance, a nearly 20-point drop from October 2002, when 52 percent of Californians approved of the way he was handling his job as governor. Among likely voters, only one in four (24%) approve of the way Davis is handling his job, while 72 percent disapprove.

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

From: Leora Lawton [mailto:leoralawton@FSCGROUP.COM]=20  
Sent: Tuesday, February 25, 2003 1:17 PM  
To: AAPORNET@asu.edu  
Subject: poll question and interpretation

The SF Chronicle reports that a poll (conducted by the PPIC) states that only 33% approve of the job Gov Davis is doing, based on the following question:

Do you think things in California are generally going in the right or  
the=20  
wrong direction?  
Don't Know 7%  
Approve 33%

Now, I'm certain that lots of people aren't happy with Davis, whether justified or not, but I wouldn't equate that question as being a rating of Davis. Now, the newspaper had the question preceded by: "Davis approval ratings" But I don't know if that title was part of the question that respondents heard (it was a telephone survey) or whether this was a heading added by the Chronicle. =20

It's why I'm always suspicious of results I see...

leora=20

Leora Lawton, Ph.D.  
Director of Consumer & Demographic Research  
Population Research Systems  
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100 Spear, Suite 1700  
San Francisco, CA 94105  
v: 415 777-0707, ex. 117; f: 415 777-2420;  
m: 510 928-7572  
www.fscgroup.com

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=====

Date: Tue, 25 Feb 2003 15:50:35 -0500  
Reply-To: Sid Groeneman <[sid.grc@VERIZON.NET](mailto:sid.grc@VERIZON.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Sid Groeneman <[sid.grc@VERIZON.NET](mailto:sid.grc@VERIZON.NET)>  
Subject: RDD Survey Response Rate Benchmarks  
MIME-version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Dear AAPORnetters:

I am trying to get information on typical recent response rates (and cooperation rates) achieved in serious RDD surveys. If it's possible to distinguish between govt-funded surveys and others (where gov't sponsorship could be disclosed), that would be even better. If anyone has break-outs by length of interview, that too would be most welcome. I've already checked the CMOR web site - somewhat helpful, but most of the surveys in their database probably used relatively few contact attempts.

Since others are likely to be interested in this as well, you might want to post responses to the entire list.

Cordially,  
Sid Groeneman

Groeneman Research & Consulting  
Bethesda, Maryland  
sid.grc@verizon.net  
301 469-0813  
www.groeneman.com

-----  
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=====  
Date: Wed, 26 Feb 2003 09:52:45 -0500  
Reply-To: Patricia Gallagher <Patricia.Gallagher@UMB.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Patricia Gallagher <Patricia.Gallagher@UMB.EDU>  
Subject: Re: RDD Survey Response Rate Benchmarks  
Comments: To: Sid Groeneman <sid.grc@VERIZON.NET>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Hi Sid,

We conducted a statewide RDD study of the health insurance status of the = residents of Arkansas in 2001. The study was sponsored by the Arkansas = Center for Health Improvement, in collaboration with the Arkansas = Department of Health and the University of Arkansas for Medical = Sciences. =20

You may be interested in the response rates for both the screening = interviews and the results from attempts to complete interviews with = successfully screened households. It is worth noting that the rates of = being uninsured are computed from the screening portion of the = interview. A total of 2572 screening interviews were completed with an = overall response rate of 61.7%. Response rates are calculated, using = the Response Rate 2 formula recommended by AAPOR.

Very few people refused to complete the in-depth modules once the = screening interview was completed. Over 98% of all screened insured = households, 96% of elderly households, and 93% of all uninsured = households completed the interview. =20

The screening interviews took an average of 5.5 minutes to complete and = the household interviews averaged 14.9 minutes.

Hope this is helpful.

Trish

Patricia M. Gallagher, PhD  
Center for Survey Research  
University of Massachusetts Boston  
100 Morrissey Blvd, Boston MA 02125  
617-287-7200; fax: 617-287-7210  
=20

=20

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

From: Sid Groeneman [mailto:sid.grc@VERIZON.NET]  
Sent: Tuesday, February 25, 2003 3:51 PM  
To: AAPORNET@asu.edu  
Subject: RDD Survey Response Rate Benchmarks

Dear AAPORnetters:

I am trying to get information on typical recent response rates (and cooperation rates) achieved in serious RDD surveys. If it's possible to distinguish between govt-funded surveys and others (where gov't sponsorship could be disclosed), that would be even better. If anyone has break-outs by length of interview, that too would be most welcome. I've already checked the CMOR web site - somewhat helpful, but most of the surveys in their database probably used relatively few contact attempts.

Since others are likely to be interested in this as well, you might want to post responses to the entire list.

Cordially,  
Sid Groeneman

Groeneman Research & Consulting  
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sid.grc@verizon.net  
301 469-0813  
www.groeneman.com

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Date: Wed, 26 Feb 2003 09:12:19 -0700  
Reply-To: "A. Rupa Datta" <[adatta@ALUMNI.UCHICAGO.EDU](mailto:adatta@ALUMNI.UCHICAGO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "A. Rupa Datta" <[adatta@ALUMNI.UCHICAGO.EDU](mailto:adatta@ALUMNI.UCHICAGO.EDU)>  
Subject: NLSY97 User Workshop -- July, 2003

The National Longitudinal Survey of YOUTH, 1997 Cohort (NLSY97) will sponsor a user workshop in July, 2003, for graduate students and recent doctorates. The workshop should be a great opportunity for researchers in a wide variety of social science disciplines who seek a solid introduction to working with this very rich data set. Participants will not incur any costs for attending the workshop, traveling to Columbus, or lodging in Columbus during the workshop.

The website

[www.bls.gov/nls/userconference/summer2003.htm](http://www.bls.gov/nls/userconference/summer2003.htm)

provides information about the 4-day workshop in Columbus, Ohio, including application details, a workshop schedule, and details about the survey itself.

Questions may be addressed to Alison Aughinbaugh by e-mail at [A\\_Aughinbaugh@bls.gov](mailto:A_Aughinbaugh@bls.gov) or by telephone at 202-691-7520.

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Date: Wed, 26 Feb 2003 11:53:56 -0500  
Reply-To: "Steve, Kenneth" <[Kenneth.Steve@NIELSENMEDIA.COM](mailto:Kenneth.Steve@NIELSENMEDIA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Steve, Kenneth" <[Kenneth.Steve@NIELSENMEDIA.COM](mailto:Kenneth.Steve@NIELSENMEDIA.COM)>  
Subject: New Telemarketing Tool Trumps Telezapper  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

I found this article on CNN's web site. I thought it might be of some interest to the group. I didn't include the article since it had a footnote

with a lot of frightening legal terminology about unauthorized redistribution. I believe the story belongs to AP. Unfortunately you'll have to log on to read the article unless someone with more legal savvy than myself decides its OK to post. Upon reading it, I wondered if such software could actually do more damage than good to a research organization by creating negative "brand" associations. I'm sure the people with Teleshopper, etc. talk to their friends and neighbors who don't.

<http://www.cnn.com/2003/TECH/ptech/02/26/telemarket.tool.ap/index.html>

Ken Steve  
Lead Research Analyst  
Nielsen Media Research  
(727)773-4317

---

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Date: Wed, 26 Feb 2003 09:00:40 -0800  
Reply-To: deborah jay <edj@FIELD.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: deborah jay <edj@FIELD.COM>  
Subject: AAPOR's 2003 Statement on Push Polls  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

As Mark Schulman indicated a few weeks ago, AAPOR Council recently published a new statement on push polls. The entire statement can be found at AAPOR's website under News & Issues/Press Releases and AAPOR Official Statements/AAPOR's 2003 Statement on Push Polls.

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Date: Wed, 26 Feb 2003 09:33:47 -0800  
Reply-To: Leora Lawton <leoralawton@FSCGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <leoralawton@FSCGROUP.COM>  
Subject: Re: poll question and interpretation  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

folks,  
I just want to clarify that my comment was not about PPIC's quality of =  
research (which I know to be excellent) but about the problematic, and =  
often distorted or erroneous ways that newspapers report survey and poll =  
findings. =20

I apologize for any confusion!

leora

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

> From: Leora Lawton=20

> Sent: Tuesday, February 25, 2003 10:17 AM

> To: AAPORNET@asu.edu

> Subject: poll question and interpretation

>=20

>=20

> The SF Chronicle reports that a poll (conducted by the PPIC)=20

> states that only 33% approve of the job Gov Davis is doing,=20

> based on the following question:

>=20

> Do you think things in California are generally going in the=20

> right or the=20

> wrong direction?

> Don't Know 7%

> Approve 33%

>=20

> Now, I'm certain that lots of people aren't happy with Davis,=20

> whether justified or not, but I wouldnt equate that question=20

> as being a rating of Davis. Now, the newspaper had the=20

> question preceded by:

> "Davis approval ratings"

> But I don't know if that title was part of the question that=20

> respondents heard (it was a telephone survey) or whether this=20

> was a heading added by the Chronicle. =20

>=20

> It's why I'm always suspicious of results I see...

>=20

> leora=20

>=20

> Leora Lawton, Ph.D.

> Director of Consumer & Demographic Research

> Population Research Systems

> Freeman, Sullivan & Company

> 100 Spear, Suite 1700

> San Francisco, CA 94105

> v: 415 777-0707, ex. 117; f: 415 777-2420;

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Date: Thu, 27 Feb 2003 17:02:05 -0800  
Reply-To: "Voigt, Lynda" <lvoigt@FHCRC.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Voigt, Lynda" <lvoigt@FHCRC.ORG>  
Subject: New technology from Castel  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

I read the article posted below and am wondering about the claim that  
"Instead of listening for sounds that identify that status of a phone line,  
DirectQuest learns the line's condition by reading signals from phone  
company computers, said Walter Elicker, Castel's marketing director."

Does anyone know how this is done???

thanks,

Lynda Voigt  
Fred Hutchinson Cancer Research Center  
Seattle  
lvoigt@fhcrc.org

(original post below):

I found this article on CNN's web site. I thought it might be of some  
interest to the group. I didn't include the article since it had a footnote  
with a lot of frightening legal terminology about unauthorized  
redistribution. I believe the story belongs to AP. Unfortunately you'll  
have to log on to read the article unless someone with more legal savvy than  
myself decides its OK to post. Upon reading it, I wondered if such software  
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creating negative "brand" associations. I'm sure the people with  
Telezapper, etc. talk to their friends and neighbors who don't.

<http://www.cnn.com/2003/TECH/ptech/02/26/telemarket.tool.ap/index.html>

Ken Steve  
Lead Research Analyst  
Nielsen Media Research  
(727)773-4317

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---

Date: Fri, 28 Feb 2003 09:53:18 -0600

Reply-To: Jennifer Parsons <[jparsons@SRL.UIC.EDU](mailto:jparsons@SRL.UIC.EDU)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Jennifer Parsons <[jparsons@SRL.UIC.EDU](mailto:jparsons@SRL.UIC.EDU)>

Subject: surveys of attorneys

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

If anyone has any recent experience surveying attorneys, I'd appreciate = hearing from you. We've been approached about administering a mail survey = to state bar association members and I'm wondering what we can expect in = terms of response rates, and whether incentives are as crucial to this = population as they are for MDs.

Thanks.

Jennifer Parsons

Associate Director for Research Programs

Survey Research Laboratory (MC 336)

University of Illinois at Chicago

412 S. Peoria Street, 6th floor

Chicago, IL 60607

312-413-0216 (ph)

312-996-3358 (fax)

[www.srl.uic.edu](http://www.srl.uic.edu)

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---

Date: Fri, 28 Feb 2003 11:30:55 -0500

Reply-To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>

Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>

Subject: Listed vs RDD

MIME-version: 1.0

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

Content-Transfer-Encoding: quoted-printable

I met yesterday with John Zogby, who is a personable gentleman, and we = had a good (if general) discussion of his sampling methodology, among = other issues. We agreed to share additional information. To that end I'm = curious if anyone has conducted or knows of any good, rigorous =

evaluation of a national listed (white pages) sample versus RDD.

Thanks, GL

Gary Langer  
Director of Polling  
ABC News

-----  
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