

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 LOG0402"

Date: Sun, 1 Feb 2004 21:16:34 -0800
Reply-To: Eleanor Hall <eleahall@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eleanor Hall <eleahall@YAHOO.COM>
Subject: Re: Happy?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Bradburn did use a series of questions. He had a Positive Feelings Scale with about five questions, asking about a variety of feelings, whether in the past month, you had felt on top of the world, pleased because you accomplished something, etc. There was a negative feelings scale with about five questions, asking whether you had felt very lonely and remote from people, etc.

Both the Positive Feelings and the Negative Feelings scales were correlated with the simple happiness question in the expected directions. But Positive Feelings and Negative Feelings were not correlated with each other; i.e., some people were high in both Positive and Negative Feelings.

I don't remember all the details, but that was the general idea.

Eleanor Hall, Ph.D.
RCF Economic and Financial Consulting
333 N. Michigan Ave., Suite 804
Chicago, IL 60601
(312) 431-1540
www.rcfecon.com

--- "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
wrote:

> I think that happiness and depression are rather
> different. Everyone has a
> good sense of the difference between being happy and
> being unhappy, but
> everyone doesn't know the difference between being
> depressed and not being
> depressed. Depression is a clinical concept whereas
> happiness is not. Can
> you imagine what a multi-item happiness scale would

- > look like? How many
- > different ways can you ask about a person's
- > happiness? When you move away
- > from the simplest and most straightforward
- > questions, you tend to lose
- > face validity, which is not the case in dealing with
- > the various symptoms
- > of depression.
- >
- > The fact that the simple happiness questions used by
- > Gallup and NORC,
- > among other survey organizations, produce results
- > that are consistent with
- > common sense is evidence that the results are likely
- > to be roughly valid.
- > That was the point of Proxmire's Golden Fleece award
- > to Norman Bradburn;
- > why do research to demonstrate what everyone already
- > knows? However,
- > common sense is not always correct, and it doesn't
- > always tell us what to
- > expect. So the simple happiness questions can be
- > useful if the responses
- > to them are interpreted with caution.
- >
- > There are of course times when one should be
- > skeptical of what the
- > happiness data show, and I don't have much
- > confidence in the
- > validity of international comparisons; a stoic
- > cultural tradition
- > may well bias the responses upward, and there are
- > translation problems.
- >
- > Norval Glenn
- >

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

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signoff aapornet

Date: Mon, 2 Feb 2004 07:38:00 -0500

Reply-To: Donald Green <donald.green@YALE.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Donald Green <donald.green@YALE.EDU>

Subject: Re: Happy?

Comments: To: Eleanor Hall <eleahall@YAHOO.COM>

Comments: cc: AAPORNET@asu.edu
In-Reply-To: <20040202051634.63467.qmail@web40903.mail.yahoo.com>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

On Sun, 1 Feb 2004, Eleanor Hall wrote:

> Bradburn did use a series of questions. He had a
> Positive Feelings Scale with about five questions,
> asking about a variety of feelings, whether in the
> past month, you had felt on top of the world, pleased
> because you accomplished something, etc. There was a
> negative feelings scale with about five questions,
> asking whether you had felt very lonely and remote
> from people, etc.
>
> Both the Positive Feelings and the Negative Feelings
> scales were correlated with the simple happiness
> question in the expected directions. But Positive
> Feelings and Negative Feelings were not correlated
> with each other; i.e., some people were high in both
> Positive and Negative Feelings.

The latter is almost surely a methodological artifact. See Green, Donald Philip, Susan L. Goldman, and Peter Salovey. 1993. Measurement Error Masks Bipolarity in Affect Ratings. Journal of Personality and Social Psychology. 64:1029-41.

--Don

>
> I don't remember all the details, but that was the
> general idea.
>
> Eleanor Hall, Ph.D.
> RCF Economic and Financial Consulting
> 333 N. Michigan Ave., Suite 804
> Chicago, IL 60601
> (312) 431-1540
> www.rcfecon.com
>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Mon, 2 Feb 2004 08:17:40 -0800
Reply-To: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>
Subject: Poll "reporting"
Comments: To: AAPORNET@asu.edu
In-Reply-To: <Pine.LNX.4.44.0402020737070.9290-100000@ares.its.yale.edu>

MIME-version: 1.0

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

Here is one of the more ludicrous cases I've seen this year of over-reporting poll "shifts" (courtesy of MSNBC):

Edwards, Clark see gains in new poll
They need wins to stay competitive against Kerry

MSNBC News Services

Updated: 11:02 a.m. ET Feb. 02, 2004

Ahead of what could be make-or-break primaries Tuesday for the Democratic presidential contenders, a new poll showed Sen. John Kerry losing ground to rivals in two states while maintaining comfortable leads in two other states.

Sen. John Edwards widened his lead over Kerry in South Carolina and Wesley Clark held a slim advantage on Kerry in Oklahoma, according to the tracking poll released Monday by MSNBC, Reuters and Zogby.

<snip the rest of the article>

(The full article is at: <http://www.msnbc.msn.com/id/4134601/>)

And to what "shifts" are our anonymous reporters and headline writers referring? Here are the numbers:

Oklahoma

	1/28-30	1/29-31	1/30-2/1
Clark	25%	23%	24%
Kerry	22%	25%	24%
Edwards	16%	16%	16%
Lieberman	6%	6%	6%
Dean	8%	6%	5%
Sharpton	1%	1%	1%
Kucinich	1%	1%	0.4%
Undecided	21%	22%	24%

and

South Carolina

	1/28-30	1/29-31	1/30-2/1
Edwards	26%	24%	26%
Kerry	22%	23%	24%
Clark	8%	8%	9%
Dean	9%	8%	7%
Sharpton	6%	7%	6%
Lieberman	4%	4%	5%
Kucinich	0.1%	1%	1%
Undecided	22%	23%	19%

Now, does AAPOR have a single member who would describe such "movement" as "Edwards, Clark see gains in new poll" or as "Kerry losing ground to

rivals"?

MSNBC is paying Zogby a lot of money for his surveys; now if they only had a single person working on their news or editing staff who had a clue how to interpret them....

-- Joel

Joel David Bloom, Ph.D.
<http://www.uoregon.edu/~jbloom>
jbloom@uoregon.edu

Postdoctoral Fellow/Research Associate	Adjunct Assistant Professor
Oregon Survey Research Laboratory	Department of Political Science
440 McKenzie Hall/University of Oregon	923 PLC/University of Oregon
Eugene, Oregon 97403-5245	Eugene, OR 97403-1284
Telephone: 541-346-0891	Telephone: 541-346-4861
Facsimile: 541-346-0388	facsimile: 541-346-4860

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Mon, 2 Feb 2004 11:41:01 -0500
Reply-To: "Jane M. Miller" <janemiller53@NEO.RR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Jane M. Miller" <janemiller53@NEO.RR.COM>
Subject: CMOR Respondent Cooperation Workshop
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

CMOR's third annual Respondent Cooperation Workshop is only a month =
away! It will be held in Las Vegas on Tuesday, March 2 through =
Wednesday, March 3 at the Flamingo Hotel. =20

This year's program is more comprehensive than ever. General areas for =
presentations and discussions include:

- * Practical Solutions for Legislative Problems
- * Fostering Online Respondent Cooperation
- * New Techniques in Interviewer Training & Motivation
- * Innovations in Sampling & Research Design

Look for registration details on CMOR's Website www.cmor.org.

Jane Sheppard Miller
Director Respondent Cooperation
330-244-8616=

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

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Date: Mon, 2 Feb 2004 14:28:08 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Announcement
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Job Title: Senior International Survey Researcher

Company: D3 Systems, Inc.=20

Contact Name: David A. Jodice

Contact Phone: (703) 255 0884=20

Contact Email: <<mailto:JobsAtD3@aol.com>> JobsAtD3@aol.com =
(Resume, salary history & requirements)=20

<?xml:namespace prefix =3D o ns =3D =
"urn:schemas-microsoft-com:office:office" />

Job Description: D3 Systems, Inc. is an =
internationally-oriented opinion, media and market research company =
based in Fairfax County, Virginia. D3 conducts surveys on a global basis =
for an international clientele in government, business and the =
non-profit sector. While D3 conducts some qualitative research, our =
strength is in quantitative survey research.

=20

Responsibilities include:

=20

Working with clients to design =
questionnaires and applying them to other cultures on a single-country, =
multi-country or regional basis.

=20

Managing the work of one or more of =
D3's Project Managers and a variety of sub-contractors and consultants =
in questionnaire translation, sampling, fieldwork, data processing and =
reporting results to clients.=20

=20

Ensuring quality and consistency in =

synchronic multi-country studies and across time in D3's many trend =
surveys. =20

=20

Traveling internationally for supplier selection, project management and =
field observation.=20

=20

Analyzing and reporting on the =
results of surveys in a timely, brief and to the point manner. =20

=20

Supporting the development of =
proposals and products for D3 itself or in conjunction with our =
international strategic and joint-venture partners.=20

=20

Representing the company at =
conferences, preferably in the role of a presenter.=20

=20

Job Requirements: At a minimum, the Senior International =
Survey Researcher will have:

=20

A MA or MS in one of the social and =
behavioral sciences (political science, psychology, sociology, =
economics, market & opinion research).

=20

Excellent oral and written =
expression in English.=20

=20

Five years international survey =
research experience (either resident abroad or through travel), with an =
increasing level of managerial responsibility for internal staff and =
field suppliers.=20

=20

The ability to handle several =
projects simultaneously, operate independently, respond to rapidly =

changing requirements and meet tight deadlines.

=20

The ability to apply key statistical =
tools for classification analysis and market segmentation (MANOVA, =
multiple regression, factor, discriminant, cluster, etc.) using SPSS. =20

=20

Working knowledge of one foreign =
language and PC/Windows office tools (Word, Excel, PowerPoint).

=20

U.S. Citizenship.=20

=20

***** =20

Desirable attributes are a PhD in =
one of the social or behavioral sciences, experience in developing new =
products or services, an international media audience research =
background and a working knowledge of a difficult foreign language =
(Arabic, Chinese, Dari/Farsi, Turkish, Urdu).

=20

More About D3 D3 is a privately held corporation (=
<<http://www.d3systems.com/>> www.d3systems.com) with a strong pro-family =
policy. Travel is short, generally Monday to Friday. Employees work from =
home with all equipment provided and expenses reimbursed. D3 offers a =
superior benefits package including fully paid insurance for health, =
disability, life, vision, dental and prescription medicines, the full =
dependent care benefit, ten sick days and ten holidays per year, a =
401(k) plan with a substantial profit sharing component, annual bonuses =
and two - four weeks vacation per year, appropriate to experience.=20

=20

D3 is an equal opportunity employer. =

=20

=20

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=====
Date: Mon, 2 Feb 2004 16:07:10 -0500

Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: Harris Interactive to Close Last U.S. Telephone Center
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Harris Interactive to Close Last U.S. Telephone Center
Rapid Growth of Internet Research and Increasing Domestic Costs
Force Transition

ROCHESTER, N.Y., Feb. 2 /PRNewswire-FirstCall/ -- Harris Interactive(R)
(Nasdaq: HPOL) announced that it will fully close its Rochester, New York
telephone research facility by the end of its fiscal year, June 30, 2004.
The Company will continue to operate its existing telephone research centers
in London and Tokyo.

For the rest of the Press Release:

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=SVBIZINK2.story&STORY=/www/story/02-02-2004/0002101161&EDATE=MON+Feb+02+2004,+02:00+PM>

(They will be doing some calling from Canada).

--

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Tue, 3 Feb 2004 08:17:09 -0800
Reply-To: Leora Lawton <leoralawton@FSCGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <leoralawton@FSCGROUP.COM>
Subject: Call for Award Nominations in Sociological Practice
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=utf-8
Content-transfer-encoding: base64

SGkgRXZlenlvbmUsDQoNCglCZWxvdyBhcmUgdGhlIGRlc2NyaXB0aW9ucyBmb3IgdGhlIENhbGwg
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aWNlIFNlY3Rpb24gb2YgdGhlIEFtZXJpY2FuIFNvY2lvdG9naWNhbCBBC3NvY2lhdGlvbg0KCWZv
ciBhbiBlc3RhYmxpc2hlZCBwcmFjdG10aW9uZXIgb2Ygc29jaW9sb2d5LCBhbmQgZm9yIGEgc3Rl
ZGVudA0KCXByYWN0aXRpb25lcj4gVGhpcyBpcyBhIHdvbmRlcmZ1bCBvcHBvcnR1bml0eSB0byBn
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dmUgd29ya2VkiGhhcmQgdG8gZG8gbWFrZSBhIGRpb2ZlcmVvY2UNCgl0aHJvdWdoIHRoZSBwcmFj

dGljZSBvZiBzb2Npb2xvZ3kuIE5vbWluYXRpb25zIGFyZSBkdWUgYnkgTWFyY2ggMzEsIHBsZWFz
ZQ0KCWNvbnRhY3QgbWUgZm9yIGFueSBmdXJ0aGVyIGluZm9ybWF0aW9uLiAgTXkgY29udGFjdCBp
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CUJlc3QsDQoJTGVvcemEgTGF3dG9uLCBQaC5ELg0KCUNoYWlyLCBTb2Npb2xvZ2ljYWwgUHJhY3Rp
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dGUgRGlzdGluZ3Vpc2hlZCBDYXJlZXIgcXZhdcmQ6IA0KDQoJVGHlIFdpbGxpYW0gRm9vdGUgV2h5
dGUgQXZhdcmQgaXMgZm9yIGluZG12aWR1YWxzIHdobyBoYXZlIG1hZGUgZm90YWJsZSBjb250cmli
dXRpb25zIHRvDQoJc29jaW9sb2dpY2FsIHByYWN0aWNILCB3aGljaCBjYW4gaW5jbHVkZSBzZXZl
cmFsIG9mIHRoZSBmb2xsb3dpbmcNCgkgZWxlbWVudHM6IG91dHN0YW5kaW5nlGNsaW5pY2FsIG9y
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aWNhdGlvbnMgdGhhdCBhZHhbmNlIGJvdGggdGhlIHRoZW9yeSBhbmQgbWV0aG9kcyBvZg0KCSBz
b2Npb2xvZ2ljYWwgHJhY3RpY2UsIG9yIG1lbnRvcmluZyBhbmQgdHJhaW5pbmcb2Ygc3R1ZGVu
dHMgZm9yIGNhemVlcnMNCgkgaW4gc29jaW9sb2dpY2FsIHByYWN0aWNILiBOb21pbmF0aW9ucyBz
aG91bGQgY29uc2lzdCBvZiBhIGxldHRlcm0KCWRldGFpbGluZyB0aGUgZm90aW5lZXMgY29udHJp
YnV0aW9ucyBhbmQgc3VwcG9ydGluZyBtYXRlcmlhbHMgc3VjaCBhcyBhDQoJY3VycmljdWx1bSB2
aXRhZSBvciByZXN1bWUsIGFuZC9vciBhZGRpdGlvbmFsIGxldHRlcnMgb2Ygc3VwcG9ydC4NCgkg
UGx1YXNlIHNIbmQgbm9taW5hdGlvbnMgYnkgTWFyY2ggMzEsIDIwMDQgdG8gRHlIGTGVvcemEgTGF3
dG9uLCAyMzQyDQoJIFNoYXR0dWNrIEF2ZW51ZSAjMzYyLCBCCZXRjZWxleSwgQ0EgOTQ3MDQsIGxh
d3Rvbkb0ZWNoc29jaWV0eS5jb20sIHRlbDoNCgk1MTAgNTQ4LTYxNzQuDQoJDQoJIFNvY2l2bG9n
aWNhbCBQcmFjdGljZSBTdHvkZW50IFByYWN0aXRpb25lcjBBd2FyZDogDQoNCglUaGUgU3R1ZGVu
dCBQcmFjdG10aW9uZXIgcXZhdcmQ6IA0KDQoJVFYXJkIGlZIGZvciBhIHByb21pc2luZyBlZmZvcnQsIGNvbnRyaWJl
dGlvbiwgcHJvamVjdCwgb3IgcGFwZXIgcXZhdcmQ6IA0KDQoJVFYXJkIGlZIGZvciBhIHByb21pc2luZyBlZmZvcnQsIGNvbnRyaWJl
cmVhIG9mIHNVY2l2bG9naWNhbCBwcmFjdGljZS4gV29yayBkb25lIHdpdGhpbG0KCSB0aGUgdGhy
ZWUgcWVhenMgcHJpb3IgdG8gdGhlIGNvbnRyaWJlIHByb21pc2luZyBlZmZvcnQsIGNvbnRyaWJl
aWRlcmlkLg0KCSBQcm9kdWN0cyBvZiBncmFkdWF0ZS1sZXZlcbCBjbGFzc2VzLCBpbmRlcm5zaGlw
cywgb3IgaW5kZXBlbmRlbnQgcHJvamVjdHMNCgkgYXJlIGVsaWdpYmxlLiBBbiBhd2FyZCBvZWNp
cGlbnQgd2hvIGF0dGVuZHMgdGhldiIwMDMgQVNBIEFubVhbCBNZWV0aW5nDQoJd2l2bCBvZWNp
aXZlIGEGY2FzaCBhd2FyZCBvZiAkMjAwIHRvIG9mZnNldCB0cmF2ZWwgZXhwZW5zZXMuIE5vbWlu
YXRpb25zDQoJIHNob3VsZCBjb25zaXN0IG9mIGEGbGV0dGVyIGRldGFpbGluZyB0aGUgZm90aW5l
ZXMgY29udHJpYnV0aW9ucywgYSBjb3B5DQoJb2YgIHRoZSBwYXBlcjBvciBvdGhlcjBwcm9qZWN0
LCBhbmQgc3VwcG9ydGluZyBtYXRlcmlhbHMgc3VjaCBhcyBhIGN1cnJpY3VsdW0NCgkmdml0YWUg
b3IgcmlkZW11LCBhbmQvb3Igb3R0ZXIgcXZhdcmQ6IA0KDQoJVFYXJkIGlZIGZvciBhIHByb21pc2luZyBlZmZvcnQsIGNvbnRyaWJl
bGVhc2Ugc2VuZA0KCSBub21pbmF0aW9ucyBieSBNYXJjaCAzMSwgMjAwNCB0byBEciBMZW9yYSBM
YXd0b24sIDlZNDIgcXZhdHR1Y2sgQXZlbnVIDQoJICMzNjIsIEJlcmVlbnRyaWJlZmZvcnQsIGNvbnRyaWJl
bGF3dG9uQHRlY2hzb2NpZXR5LmNvbSwgdGVsOiA1MTAgNTQ4LTYxNzQuDQoJDQoJDQoJDQoNCg==

Date: Tue, 3 Feb 2004 10:41:11 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Announcement
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Please respond to: Adam Gluck at Adam.H.Gluck@orcmacro.com =20

=20
RESEARCH MANAGER<?xml:namespace prefix =3D o ns =3D =
"urn:schemas-microsoft-com:office:office" />

=20

=20

MACRO INTERNATIONAL INC., AN OPINION RESEARCH CORPORATION COMPANY (ORC = MACRO), is a professional services firm offering high quality research, = management consulting and information technology services supporting = business and government.

=20

ORC MACRO has an immediate opening for a Research Manager with special = knowledge/experience in Southeast Asia. Candidate will be responsible = for:

=20

=B7 Managing subcontracts with Asian research agencies, under = deadline and within budget, matrix-managing company staff and resources.

=B7 Ensuring quality control of research products to include = surveys of media consumption and behavior.

=B7 Analyzing quantitative and qualitative data, producing and = presenting reports on findings to senior staff and clients.

=20

Successful candidate will also possess the following qualifications:

=20

=B7 Outstanding English writing and analytic skills, and a = demonstrated ability to organize and present data using professional = office tools;

=B7 Proficiency in word processing and spreadsheet programs, = graphics and presentation software, knowledge of statistical packages, = such as SPSS, a plus;

=B7 Masters degree (recent graduate OK), with at least a basic = understanding of statistics;

=B7 Recent experience living or working in South East Asia = (Cambodia, Thailand, Vietnam, Laos, Indonesia.)

=B7 Communications/Marketing experience a plus; =20

=B7 Ability to travel overseas several times per year;

=B7 The temperament to aggressively seek creative solutions to = unpredictable problems.

=20

ORC MACRO offers an excellent compensation and benefits package =

including 401(k), profit sharing, tuition reimbursement, casual business =
dress, and free parking. ORC MACRO is conveniently located in suburban =
MD at the intersection of 495/95 near the Silver Spring/Technology =
Corridor adjacent to Route 29/Colesville Road. EOE/M/F/V/D. Send your =
resume to 301-572-0991 or hrb@orcmacro.com. Visit our website at =
<http://www.macroint.com/> www.macroint.com.=20

=20

MACRO INTERNATIONAL INC.

ATTN: RM/SB

11785 Beltsville Drive

Calverton, MD 20705

=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet

=====

Date: Tue, 3 Feb 2004 20:01:17 -0800
Reply-To: Eleanor Hall <eleahall@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eleanor Hall <eleahall@YAHOO.COM>
Subject: Re: Happy?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <Pine.LNX.4.44.0402020737070.9290-100000@ares.its.yale.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

--- Donald Green <donald.green@yale.edu> wrote:
> On Sun, 1 Feb 2004, Eleanor Hall wrote:
>
>> Bradburn did use a series of questions. He had a
>> Positive Feelings Scale with about five questions,
>> asking about a variety of feelings, whether in the
>> past month, you had felt on top of the world,
> pleased
>> because you accomplished something, etc. There was
> a
>> negative feelings scale with about five questions,
>> asking whether you had felt very lonely and remote
>> from people, etc.
>>

>> Both the Positive Feelings and the Negative
> Feelings
>> scales were correlated with the simple happiness
>> question in the expected directions. But Positive
>> Feelings and Negative Feelings were not correlated
>> with each other; i.e., some people were high in
> both
>> Positive and Negative Feelings.

>
> The latter is almost surely a methodological
> artifact. See Green, Donald
> Philip, Susan L. Goldman, and Peter Salovey. 1993.
> Measurement Error Masks
> Bipolarity in Affect Ratings. Journal of Personality
> and Social
> Psychology. 64:1029-41.

>
> --Don
>
Bradburn's Positive and Negative Feelings scales did
have different correlates that suggested that they
were valid. But if I'm wrong about that, I apologize.

My main point was to respond to Norval Glenn's
question as to what a multi-item happiness scale would
look like.

~~~Eleanor

>>  
>> I don't remember all the details, but that was the  
>> general idea.  
>>  
>> Eleanor Hall, Ph.D.  
>> RCF Economic and Financial Consulting  
>> 333 N. Michigan Ave., Suite 804  
>> Chicago, IL 60601  
>> (312) 431-1540  
>> www.rcfecon.com  
>>  
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Date: Wed, 4 Feb 2004 00:02:37 -0600

Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>  
Subject: Re: Happy?  
Comments: To: Eleanor Hall <eleahall@yahoo.com>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <20040204040117.4255.qmail@web40902.mail.yahoo.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

I'm aware that Bradburn used a number of questions about "positive feelings," but positive feelings and happiness are not synonymous. None of the positive feelings questions dealt with happiness as such. Just as happiness and satisfaction are not the same, not all positive feelings equal happiness. If the interest is specifically in happiness, and not in any and all positive feelings, I repeat that there aren't many ways to ask about happiness.

Norval Glenn

On Tue, 3 Feb 2004, Eleanor Hall wrote:

> --- Donald Green <dona1d.green@yale.edu> wrote:  
>> On Sun, 1 Feb 2004, Eleanor Hall wrote:  
>>  
>>> Bradburn did use a series of questions. He had a  
>>> Positive Feelings Scale with about five questions,  
>>> asking about a variety of feelings, whether in the  
>>> past month, you had felt on top of the world,  
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> ~~~Eleanor

>>>  
>>> I don't remember all the details, but that was the  
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>>> Eleanor Hall, Ph.D.  
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>>> www.rcfecon.com

>>>

>>

>>

>

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Edith de Leeuw <[edithl@XS4ALL.NL](mailto:edithl@XS4ALL.NL)>  
Subject: Telephone surveys  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [nosmo@nic.surfnet.nl](mailto:nosmo@nic.surfnet.nl),  
[SRMSNET@LISTSERV.UMD.EDU](mailto:SRMSNET@LISTSERV.UMD.EDU),  
[wapornet@listserv.unc.edu](mailto:wapornet@listserv.unc.edu)

Comments: cc: [aimsoc@wanadoo.fr](mailto:aimsoc@wanadoo.fr), [vanmeter@iresco.fr](mailto:vanmeter@iresco.fr), Karin Oudshoorn  
<[webmaster@vvs-or.nl](mailto:webmaster@vvs-or.nl)>, [info@marktonderzoekassociatie.nl](mailto:info@marktonderzoekassociatie.nl)

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Methodology in the 21-st Century.

Abstracts are invited on all aspects of telephone survey methodology. Main=  
=20  
topics are: (1) coverage and sampling, (2) reducing nonresponse, (3)=20  
reducing measurement error, (4) interviewer training, (5) mixed-mode=20  
strategies. Papers discussing the role of modern technology (e.g.,=20  
mobile/cell phones) are of special interest, but all methodological papers=  
=20  
aiming to raise the quality of modern telephone methodology are welcome.

Those who want to present a paper on this topic are kindly invited to sent=  
=20  
an abstract to Edith de Leeuw (e-mail: e.deleeuw@fss.uu.nl) with a cc to=20  
the conference organization  
(e-mail: rc33-conf@siswo.uva.nl ) before March 15, 2004

### Relevant facts:

=FC Conference Date: 17-20 August 2004  
=FC Location: Amsterdam, The Netherlands  
=FC Language: The official conference language is English  
=FC Fees: Euro 150.- for RC33 members (Euro 180.- for=20  
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=FC the title of the proposed paper, that is, Preventing,=20  
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=FC an abstract of approximately 400 words  
=FC name(s) and affiliation(s) of author(s)  
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=FC key-words

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We hope to welcome you in Amsterdam!

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Edith de Leeuw <[edithl@XS4ALL.NL](mailto:edithl@XS4ALL.NL)>  
Subject: Preventing, diagnosing, and analyzing missing data  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [nosmo@nic.surfnet.nl](mailto:nosmo@nic.surfnet.nl),  
[SRMSNET@LISTSERV.UMD.EDU](mailto:SRMSNET@LISTSERV.UMD.EDU),  
[wapornet@listserv.unc.edu](mailto:wapornet@listserv.unc.edu)  
Comments: cc: [j.hox@fss.uu.nl](mailto:j.hox@fss.uu.nl), [aimsoc@wanadoo.fr](mailto:aimsoc@wanadoo.fr), [vanmeter@iresco.fr](mailto:vanmeter@iresco.fr),  
[Karin Oudshoorn <webmaster@vvs-or.nl>](mailto:Karin Oudshoorn <webmaster@vvs-or.nl>),  
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fee.  
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and analyzing missing data  
=FC an abstract of approximately 400 words  
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A detailed format for abstracts can be downloaded from: =  
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We hope to welcome you in Amsterdam!

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Patrick Murray <[pkmurray@RCI.RUTGERS.EDU](mailto:pkmurray@RCI.RUTGERS.EDU)>  
Organization: Eagleton Center for Public Interest Polling  
Subject: Exit Polls and Electability  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[5.1.0.14.2.20040204120633.01768300@pop.xs4all.nl](mailto:5.1.0.14.2.20040204120633.01768300@pop.xs4all.nl)>  
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Content-transfer-encoding: 7bit

The exit polls seemed to be pretty much on the mark last night, but here's a story I didn't see reported in all the talk about "electability" -- Kerry's lower level of support among primary voters who think of themselves as either independent or Republican (which ranged from 15% to 30% of yesterday's "Democratic" electorate). Anyone have data from past elections on how this may play out in the general election?

|                  | Clark | Edwards | Kerry | Lieberman |
|------------------|-------|---------|-------|-----------|
| Dean             |       |         |       |           |
| AZ 15% IND<br>16 | 27    | 6       | 33    | 11        |
| DE 16% IND<br>11 | 12    | 12      | 42    | 15        |
| MO 6% REP<br>8   | 4     | 37      | 30    | 9         |
| MO 23% IND<br>11 | 8     | 28      | 37    | 7         |
| OK 6% REP<br>1   | 13    | 30      | 7     | 29        |
| OK 11% IND<br>5  | 28    | 34      | 18    | 9         |
| SC 5% REP<br>6   | 5     | 54      | 16    | 11        |
| SC 24% IND<br>5  | 8     | 48      | 22    | 5         |

And...

|                  |    |    |    |    |
|------------------|----|----|----|----|
| NH 4% REP<br>8   | 10 | 9  | 29 | 26 |
| NH 48% IND<br>23 | 13 | 13 | 37 | 12 |
| IA 19% IND<br>21 | 1  | 25 | 34 | 1  |

Patrick Murray  
Associate Director  
Star-Ledger/Eagleton-Rutgers Poll

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leo G. Simonetta" <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Pundit pollsters blur lines  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
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Pundit pollsters blur lines  
[http://www.thehill.com/david\\_hill/020404.aspx](http://www.thehill.com/david_hill/020404.aspx)

The family tree of pollsters once had just two main branches. Private pollsters perched on one branch, and public pollsters occupied the other. Now it looks as if a new branch is evolving out of the mutant crossbreeding of the two older branches with cable TV and talk radio.

I'm going to call this new branch the "pundit pollsters." Like celebrity pseudo-journalists, they are blurring once sharply drawn lines.

SNIP

First-generation public pollsters also were unique in that almost none of them made great fortunes. They lived almost like academicians, placing discovery and objectivity ahead of the accumulation of vast wealth or even fame. Gallup even established a policy of limiting his clientele, refusing to do polls not only for political parties and candidates but also for special-interest groups. The founder of the Gallup Poll feared that they would twist his poll results to promote their agendas and compromise his reputation for objectivity.

SNIP

But Clifton's increasingly public persona is no match for superyakkers and world-class self-promoters like John Zogby and Frank Luntz. The indefatigable Luntz specializes in the mesmerizing art and soft science of focus groups, frenetically crisscrossing his private polling for conservatives with his independent work for cable TV doing public focus groups.

Zogby's sales-savvy website ([www.zogby.com](http://www.zogby.com)) even includes a "Zogby store" where presumably everyone with a credit card can purchase a little bit of the famous Zogby "secret sauce" that makes his polls more special than those of his competitors.

The supposedly independent Zogby makes no effort to hide some of his own views, such as a disdain for U.S. policies in the Middle East. And he's not at all shy about signing up special-interest clients.

SNIP

Dr. David Hill is director of Hill Research Consultants, a Texas-based firm that has polled for Re-publican candidates and causes since 1988.

--

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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From: John Nienstedt <[john@CERC.NET](mailto:john@CERC.NET)>  
Organization: Competitive Edge Research & Comm.  
Subject: Re: Exit Polls and Electability  
Comments: To: [pkmurray@rci.rutgers.edu](mailto:pkmurray@rci.rutgers.edu), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[002801c3eb58\\$8498ed50\\$e500a8c0@CPIP.RUPRIV.EDU](mailto:002801c3eb58$8498ed50$e500a8c0@CPIP.RUPRIV.EDU)>  
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"Strategic voting" by Republicans?

John E. Nienstedt, Sr.  
[john@cerc.net](mailto:john@cerc.net)  
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-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Patrick Murray  
 Sent: Wednesday, February 04, 2004 11:53 AM  
 To: AAPORNET@asu.edu  
 Subject: Exit Polls and Electability

The exit polls seemed to be pretty much on the mark last night, but here's a story I didn't see reported in all the talk about "electability" -- Kerry's lower level of support among primary voters who think of themselves as either independent or Republican (which ranged from 15% to 30% of yesterday's "Democratic" electorate). Anyone have data from past elections on how this may play out in the general election?

|            | Clark | Edwards | Kerry |
|------------|-------|---------|-------|
| Lieberman  |       |         |       |
| Dean       |       |         |       |
| AZ 15% IND | 27    | 6       | 33    |
| 11         |       |         |       |
| 16         |       |         |       |
| DE 16% IND | 12    | 12      | 42    |
| 15         |       |         |       |
| 11         |       |         |       |
| MO 6% REP  | 4     | 37      | 30    |
| 9          |       |         |       |
| 8          |       |         |       |
| MO 23% IND | 8     | 28      | 37    |
| 7          |       |         |       |
| 11         |       |         |       |
| OK 6% REP  | 13    | 30      | 7     |
| 29         |       |         |       |
| 1          |       |         |       |
| OK 11% IND | 28    | 34      | 18    |
| 9          |       |         |       |
| 5          |       |         |       |
| SC 5% REP  | 5     | 54      | 16    |
| 11         |       |         |       |
| 6          |       |         |       |
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| 5          |       |         |       |
| 5          |       |         |       |
| And...     |       |         |       |
| NH 4% REP  | 10    | 9       | 29    |
| 26         |       |         |       |
| 8          |       |         |       |
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| 12         |       |         |       |
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IA 19% IND 1 25 34

1  
21

Patrick Murray  
Associate Director  
Star-Ledger/Eagleton-Rutgers Poll

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Announcement  
Comments: To: [AAPORnet@asu.edu](mailto:AAPORnet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
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"urn:schemas-microsoft-com:office:office" />

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704.687.2307 /Fax: 704.687.3178=20

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Director of Community Research and Services

Position #8202

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The UNC Charlotte Urban Institute seeks a Director of the Institute's =  
community research, survey and outreach activities. Responsibilities of =  
this professional research and administrative management position =  
include the development of alternative research designs to meet contract =  
needs, preparation of proposals and budgets, survey and sampling design, =

statistical data analysis, report writing, staff supervision, client = contact, group facilitation and training activities. Necessary = qualifications are strong interpersonal and supervisory skills; a high = degree of professionalism and independent management ability; the = ability to develop project plans, organize and carry out multiple = projects within budget and schedule; experience in oral and written = communication, including group process techniques, written research = reports and public presentations; survey research experience, including = questionnaire design and sampling; and knowledge of computers for data = analysis, including the use of SPSS (for Windows and mainframe), Excel = and Access software packages. Occasional extended-day and weekend work = required. Requires Master's degree in a social science discipline or = related field with at least four years of experience in conducting = research and/or development and management of survey and general = research projects, two of which must have been supervisory in nature. = Salary will be commensurate with ability but will be in the = \$40,000-\$45,000 range. Review of applications will begin immediately = and will continue until the position is filled. A resume and cover = letter should be submitted to: Ms. Jana Harrison, UNC Charlotte Urban = Institute,=20  
9201 University City Blvd., Charlotte, NC 28223-0001. AA/EOE/Women, = members of minority groups and persons with disabilities are encouraged = to apply. Subject to criminal background check.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Diane O'Rourke <[DOrourke@SRL.UIC.EDU](mailto:DOrourke@SRL.UIC.EDU)>  
Subject: Re: Exit Polls and Electability  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [pkmurray@rci.rutgers.edu](mailto:pkmurray@rci.rutgers.edu)  
MIME-version: 1.0  
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Content-disposition: inline

But how does one factor in the different electorates for the primaries? =  
In my home state of Illinois, anyone can walk into a primary election and =  
ask for any party's ballot. In Arizona, I'm told, when people register to =  
vote (or re-register), they must register as a Democrat, Republican, or =  
Independent and can vote only in that presidential primary. (So I assume =  
the "Republicans" cited below who voted in the Dem. presidential primary =  
have changed their position, at least as told to an exit poller, but not =  
their registration.)

Diane O'Rourke

Diane O'Rourke  
 Survey Research Laboratory  
 University of Illinois  
 505 E Green St, #3, MC 442  
 Champaign IL 61821  
 217-333-7170  
 cell 217-840-7180

>>> Patrick Murray <pkmurray@RCI.RUTGERS.EDU> 02/04 1:53 PM >>>

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 story I didn't see reported in all the talk about "electability" -- =  
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| 11         |       |         |       |           |
| MO 6% REP  | 4     | 37      | 30    | 9         |
| 8          |       |         |       |           |
| MO 23% IND | 8     | 28      | 37    | 7         |
| 11         |       |         |       |           |
| OK 6% REP  | 13    | 30      | 7     | 29        |
| 1          |       |         |       |           |
| OK 11% IND | 28    | 34      | 18    | 9         |
| 5          |       |         |       |           |
| SC 5% REP  | 5     | 54      | 16    | 11        |
| 6          |       |         |       |           |
| SC 24% IND | 8     | 48      | 22    | 5         |
| 5          |       |         |       |           |
| And...     |       |         |       |           |
| NH 4% REP  | 10    | 9       | 29    | 26        |
| 8          |       |         |       |           |
| NH 48% IND | 13    | 13      | 37    | 12        |
| 23         |       |         |       |           |
| IA 19% IND | 1     | 25      | 34    | 1         |
| 21         |       |         |       |           |

Patrick Murray  
 Associate Director



Star-Ledger/Eagleton-Rutgers Poll

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Date: Thu, 5 Feb 2004 10:45:21 -0800  
Reply-To: Paolo Gardinali <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paolo Gardinali <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>  
Subject: Sampling software or spreadsheet  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <000a01c3e9d0\$85e91420\$d00a010a@LEO>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Hello,  
I'm looking for simple sampling software or, even better, a spreadsheet set up so students can play with figures to determine optimal sampling size. Has anybody built something like that for public use?

Thank you,

--  
Paolo A. Gardinali, Ph.D.  
Associate Director  
UCSB Social Science Survey Center  
<http://www.survey.ucsb.edu>

---

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---

Date: Fri, 6 Feb 2004 10:30:36 -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: MINNESOTA: Teen survey could be scuttled  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

MINNESOTA: Teen survey could be scuttled  
BY JOHN WELSH  
Pioneer Press  
<http://www.twincities.com/mld/pioneerpress/living/education/7886969.htm>

This spring's Minnesota Student Survey - a widely respected poll of teenagers on sex, drugs, violence and other issues - may be jeopardized because of a controversy over whether parents must give their children written permission to participate.

Education Commissioner Cheri Pierson Yecke changed the permission process last week, citing federal law. In previous years, students and parents could opt out of the survey. Requiring written permission will decrease participation and dilute the usefulness of the results, says University of Minnesota professor of pediatrics Michael Resnick.

"I would hate to see this terrific resource undermined," said Resnick.

Since the survey started in 1989, it has gathered information about students' lives that has shaped campaigns to combat bullying, smoking, drug use and sexual activity among young people. For example, several school districts have sent home warnings at prom time in spring with specific information from the survey about local teens' habits on drug use and drunken driving.

The survey, however, has been contentious with social conservatives, who say its questions are intrusive and undermine parental authority.

In response to the new requirements, many districts are deciding to scrap the survey - further jeopardizing its statistical validity. An informal survey by the Minnesota Association of School Administrators showed about half are considering dropping the survey. Districts complain they don't have the resources or the time to seek parental permission before giving the survey to students in the next eight weeks.

SNIP

In previous years, state agencies have paid for the Minnesota Student Survey with state funds and have avoided the federal survey rules. Researchers also question whether the federal notification rules apply for voluntary surveys such as Minnesota's.

"It seems a case of overreaching by the agency," said Sen. Steve Kelley, DFL-Hopkins, chairman of the Senate Education Committee. "We have a 15-year database. To not have an effective survey this year would decimate this research."

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: Fri, 6 Feb 2004 12:12:58 -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: Position at Florida State University  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain  
Content-transfer-encoding: binary  
Content-disposition: inline

Dear Colleagues,

Below is our advertisement for an assistant professorship in Educational Psychology. Please call to the attention of all who may be interested.

Dick Tate is our contact person. Besides the address, he can be reached at:

850-644-8787  
[rtate@garnet.acns.fsu.edu](mailto:rtate@garnet.acns.fsu.edu)

#### POSITION INFORMATION:

Assistant Professor in Educational Psychology: The Department of Educational Psychology and Learning Systems at Florida State University seeks Assistant Professor for a tenure-earning position. Responsibilities include teaching undergraduate and graduate courses, conducting a program of empirical research, and service to the university and profession. Earned doctorate with a concentration in educational, cognitive, developmental, or social psychology, or a closely related field is required. Applicants should submit a letter of application, current vita, sample writing and publications, transcript(s), and names of five references to: Dr. Richard Tate, Educational Psychology Search Committee Chair, EPLS, 307 Stone Building, Florida State University, Tallahassee, FL 32306-4453. Deadline for applications is Friday, March 19. Florida State University is an equal opportunity/affirmative action employer.

Thanks for your consideration,  
Susan

Susan Carol Losh, Ph.D.  
American Statistical Association/NSF-SRS Research Fellow 2003-2004  
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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Date: Fri, 6 Feb 2004 11:36:39 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Announcement  
Comments: To: [AAPORnet@asu.edu](mailto:AAPORnet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Please direct all inquiries to:<?xml:namespace prefix =3D o ns =3D =  
"urn:schemas-microsoft-com:office:office" />

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Division.

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The validity of the data we collect is contingent on our panel members =  
who complete our online surveys. As Manager, Panel Member Acquisition =  
and Retention your primary responsibilities will include the recruitment =

of members for our online panel. You will develop a recruitment plan = including targets and budgets, and implementation. In addition, you will = be responsible for the sampling and weighting of the panel. You will = develop reporting systems that will analyze panel report and trends. You = will provide leadership to your internal clients surrounding panel = capabilities.

The ideal candidate for this position will possess the following = qualifications:

=20

Minimum 5 years experience on the supplier side of market research or = affiliated professions like media buyer, on line panel acquisition, etc.

=20

Solid knowledge of the Internet as a data collection tool, online panels = and online research methodologies.

=20

Ability to manage multiple projects simultaneously while maintaining a = strong client service orientation.

- =20

Working knowledge of SPAM issues

=20

Proven leadership skills and ability to supervise and motivate staff.

=20

Superior negotiation, problem solving, and conflict resolution skills

=20

Highly motivated, self-directed and possess a driven personality capable = of working within tight deadlines.

=20

Superior organizational skills, unflagging attention to detail & = demonstrated commitment to the accuracy and completeness of information.

=20

Capable of working independently with a high level of initiative, energy = and enthusiasm for learning.

=20

Bachelors Degree in Mathematics or Statistics

=20

Excellent written and verbal communication skills in addition to =  
well-developed interpersonal skills are necessary.

=20

Excellent computer skills, advanced knowledge of Excel and Access. =  
Knowledge of SPSS and SQL are definite assets.=20

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Please no third parties, principals only.

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Date: Fri, 6 Feb 2004 14:31:18 -0800  
Reply-To: "Don A. Dillman" <[dillman@WSU.EDU](mailto:dillman@WSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Don A. Dillman" <[dillman@WSU.EDU](mailto:dillman@WSU.EDU)>  
Subject: Papers on Visual Design and Layout for Summer Conference in  
Amsterdam  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

I am in the process of organizing a session for the International Conference  
on Social Science Methodology to be held in Amsterdam, The Netherlands,  
August 17-20, 2004.

The title of the session is: Visual Design and Layout in Internet and Mail  
Surveys.

I am hoping for papers that will contribute to our understanding of how  
different visual displays of questions in paper and Internet surveys  
influence respondent answers. I know there is quite of bit of work going on  
in this area right now, and this seems like a good year for exchanging ideas  
on the importance this has for survey design.

If you are interested in presenting a paper on this topic, or know of others  
who might, please let me know. The last conference in Cologne, Germany,  
three years ago attracted around 700 people and I hope this conference will  
also have a large attendance.

Abstracts are due to the conference organizers (see web site below) and me

by March 15, 2004. <http://www.siswo.uva.nl/rc33>

Don

\*\*\*\*\*  
Don A. Dillman, Regents' Professor of Sociology and Rural  
Sociology and Deputy Director for Research and Development  
of the Social and Economic Sciences Research Center  
Washington State University  
Pullman, WA 99164-4014  
dillman@wsu.edu  
<http://www.sesrc.wsu.edu/dillman/>  
(Tel) 509-335-1511 (Fax) 509-335-0116  
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Date: Fri, 6 Feb 2004 20:49:38 -0800  
Reply-To: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Hank Zucker <[hank@SURVEYSYSTEM.COM](mailto:hank@SURVEYSYSTEM.COM)>  
Subject: Re: Sampling software or spreadsheet  
Comments: To: Paolo Gardinali <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Hi Paolo,

We provide a free online sample size calculator at  
[www.surveysystem.com/sscalc.htm](http://www.surveysystem.com/sscalc.htm). It can determine sample sizes for given  
confidence levels (or confidence levels, given sample sizes).

Regards,

Hank Zucker  
Creative Research Systems  
Makers of The Survey System

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

From: "Paolo Gardinali" <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>  
To: <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
Sent: Thursday, February 05, 2004 10:45 AM  
Subject: Sampling software or spreadsheet

> Hello,  
> I'm looking for simple sampling software or, even better, a spreadsheet  
> set up so students can play with figures to determine optimal sampling

> size. Has anybody built something like that for public use?  
>  
> Thank you,  
>  
>  
> --  
> Paolo A. Gardinali, Ph.D.  
> Associate Director  
> UCSB Social Science Survey Center  
> <http://www.survey.ucsb.edu>  
>  
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Date: Sat, 7 Feb 2004 06:33:34 -0500  
Reply-To: Benoit Gauthier <[gauthier@circum.com](mailto:gauthier@circum.com)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Benoit Gauthier <[gauthier@CIRCUM.COM](mailto:gauthier@CIRCUM.COM)>  
Organization: =?UNKNOWN?Q?R=E9seau?= Circum  
Subject: Re: Sampling software or spreadsheet  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[02b401c3ed4a\\$f8b0e050\\$0702a8c0@HZNote](mailto:02b401c3ed4a$f8b0e050$0702a8c0@HZNote)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

(2004.02.07, 06:32)

> I'm looking for simple sampling software or, even better, a spreadsheet  
> set up so students can play with figures to determine optimal sampling  
> size. Has anybody built something like that for public use?

Check out

[http://circum.com/ss\\_e.shtml](http://circum.com/ss_e.shtml)

and also, while you are at it,

<http://circum.com/cgi/plan.cgi?lang=3Dan>

Beno=E9t Gauthier, <mailto:gauthier@circum.com>  
R=E9seau Circum inc. / Circum Network Inc.

Nouvelles/News <http://circum.com>





> as such. Just as  
> happiness and satisfaction are not the same, not all  
> positive feelings  
> equal happiness. If the interest is specifically in  
> happiness, and not in  
> any and all positive feelings, I repeat that there  
> aren't many ways to ask  
> about happiness.  
>  
> Norval Glenn  
>  
> On Tue, 3 Feb 2004, Eleanor Hall wrote:  
>  
>> --- Donald Green <donald.green@yale.edu> wrote:  
>>> On Sun, 1 Feb 2004, Eleanor Hall wrote:  
>>>  
>>>> Bradburn did use a series of questions. He had  
>>>> a  
>>>>> Positive Feelings Scale with about five  
>>>>> questions,  
>>>>> asking about a variety of feelings, whether in  
>>>>> the  
>>>>> past month, you had felt on top of the world,  
>>>>> pleased  
>>>>> because you accomplished something, etc. There  
>>>>> was  
>>>>> a  
>>>>> negative feelings scale with about five  
>>>>> questions,  
>>>>> asking whether you had felt very lonely and  
>>>>> remote  
>>>>> from people, etc.  
>>>>>  
>>>>> Both the Positive Feelings and the Negative  
>>>>> Feelings  
>>>>> scales were correlated with the simple  
>>>>> happiness  
>>>>> question in the expected directions. But  
>>>>> Positive  
>>>>> Feelings and Negative Feelings were not  
>>>>> correlated  
>>>>> with each other; i.e., some people were high  
>>>>> in  
>>>>> both  
>>>>> Positive and Negative Feelings.  
>>>>>  
>>>>> The latter is almost surely a methodological  
>>>>> artifact. See Green, Donald  
>>>>> Philip, Susan L. Goldman, and Peter Salovey.  
>>>>> 1993.  
>>>>> Measurement Error Masks  
>>>>> Bipolarity in Affect Ratings. Journal of  
>>>>> Personality  
>>>>> and Social

>>> Psychology. 64:1029-41.  
>>>  
>>> --Don  
>>>  
>> Bradburn's Positive and Negative Feelings scales  
> did  
>> have different correlates that suggested that they  
>> were valid. But if I'm wrong about that, I  
> apologize.  
>>  
>> My main point was to respond to Norval Glenn's  
>> question as to what a multi-item happiness scale  
> would  
>> look like.  
>>  
>> ~~~Eleanor  
>>>>  
>>>> I don't remember all the details, but that was  
> the  
>>>> general idea.  
>>>>  
>>>> Eleanor Hall, Ph.D.  
>>>> RCF Economic and Financial Consulting  
>>>> 333 N. Michigan Ave., Suite 804  
>>>> Chicago, IL 60601  
>>>> (312) 431-1540  
>>>> www.rcfecon.com  
>>>>  
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<http://taxes.yahoo.com/filing.html>

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Date: Mon, 9 Feb 2004 16:11:27 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Announcement  
Comments: To: [AAPORnet@asu.edu](mailto:AAPORnet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Please respond directly to the individual listed in the last paragraph =  
of this Job Announcement=20

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"urn:schemas-microsoft-com:office:office" />

Arizona State University's Program for Prevention Research is hiring a =  
Faculty Research Associate/Project Director for an NIMH funded =  
longitudinal study of Mexican American families and children examining =  
how culture and context influence future risk or resilience. The study =  
will take place throughout the Phoenix metro area with families =  
recruited through schools and interviewed in their homes in Eng/Spa as =  
needed.

The Project Director will coordinate/oversee all aspects of data =  
collection and management for this study including training/supervision =  
of interviewers, recruiters, staff, undergraduate and graduate =  
assistants, representing the project by communicating and coordinating =  
with school partners, community advisory board and public, preparing =  
reports and study documentation of all procedures and data files, =  
coordinating with other project and Center staff for smooth functioning =  
of data collection and management, maintaining good working =  
relationships among project staff, schools and families, and =  
collaborating with faculty on the development of scientific =  
publications.=20

Required Qualifications: Ph.D. in a relevant discipline such as =  
Community, Clinical, Developmental, Education Psychology or Family =  
Studies; OR Master's Degree in a relevant discipline (see previous) and =  
2 years of post-Master's relevant experience. Experience in research, =  
field surveys, and data collection for quantitative social science =  
research.

Desired Qualifications: Experience working in applied research projects =  
within school or community settings. Experience managing a project with =  
a large staff and multiple stakeholders. Experience supervising others. =  
Experience in research with Latino populations, children, and families. =

Background in applied or prevention research. Bilingual Eng/Span =  
knowledge. Pubs. in peer reviewed journals.

To apply: Send a cover letter, vita and contact information for 3 =  
references to Mark W. Roosa, Ph.D., Prevention Research Center, A.S.U., =  
P.O. Box 876005 or 900 S. McAllister Ave. Room 205, Tempe, AZ =  
85287-6005. Deadline: March 1, 2004; if not filled every 2 weeks =  
thereafter until search closed. Grant funded - Salary DOE. AA/EOE

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=====  
Date: Tue, 10 Feb 2004 10:21:19 -0500  
Reply-To: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>  
Subject: Surveys by fax  
Comments: To: aapornet <AAPORNET@asu.edu>  
Comments: cc: "Walker, James - BLS" <Walker.James@bls.gov>,  
"Searson, Michael - BLS" <Searson.Michael@bls.gov>  
MIME-version: 1.0  
Content-type: text/plain

Hello all:  
Can anyone point me to literature that involves collecting data via fax?  
Does anyone have experience with using fax to distribute and receive  
questionnaires to/from businesses? (The faxes would come from a government  
agency, and we've been advised by our legal staff that our plans are legal.)

We're thinking about faxing a short questionnaire to businesses and asking  
for a return by fax that would capture the data. The questionnaires contain  
preprinted information from our datafiles about the businesses, and ask  
respondents to correct or verify the information. This is a  
once-every-three-years survey and some of the fax numbers could be several  
years old. Because of the age of the fax numbers, this would actually be a  
two-step process. We would first send a fax to verify that the fax number is  
going to the correct business. If the verification is faxed back to us and  
is positive, we would fax out the two-page questionnaire, and ask that it be  
faxed back. (Units without fax numbers, and those that do not respond to  
the verification request, would get forms sent by mail.)

Our questions: Will respondents return forms distributed by fax: At all?  
By fax? Are they likely to send back the first request but not the  
questionnaire?

I would like to hear from others who have conducted surveys by fax. I'd  
also be interested in hearing about the software you used and the pros and  
cons of that software. Please respond to me directly at  
[Goldenberg.Karen@bls.gov](mailto:Goldenberg.Karen@bls.gov). I'll summarize responses for the list.

Thanks.

Karen G.

\*\*\*\*\*

Karen L. Goldenberg  
U.S. Bureau of Labor Statistics  
2 Massachusetts Ave. NE, Room 4985  
Washington, DC 20212  
Voice: 202-691-6358 Fax: 202-691-5999  
Goldenberg.Karen@bls.gov

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=====  
Date: Tue, 10 Feb 2004 10:53:04 -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: Candidate calling campaigns  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[Pine.BSF.4.33.0402051043410.20188-100000@isber.ucsb.edu](mailto:Pine.BSF.4.33.0402051043410.20188-100000@isber.ucsb.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Hi Folks,

I'm wondering if anyone has come across any literature on campaign calling campaigns and their effect on turnout or likelihood to vote for the candidate represented by the volunteer calling them?

I came to ponder this thought the other night as I was volunteering for a Democratic candidate in a call center, speaking with Democratic voters around the state and asking if they were going to vote in the upcoming primary (next Tues. here in Wisconsin). If they were undecided on a candidate, I was to give a spiel about the candidate I was rooting for. I'm wondering with all the telemarketing backlash etc., if this, in fact, may more often than not, serve to antagonize voters away from the candidate being offered for consideration. Given that this is standard fare for most current campaigns, I thought it's a useful question to ask. Also, some folks I've reached in the past few days were especially incensed about repeated automated promotional calls they were getting from my candidate. That's another area for research as well.

Robert Godfrey

-----  
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Date: Tue, 10 Feb 2004 11:21:29 -0700  
Reply-To: Quin Monson <Quin.Monson@BYU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Quin Monson <Quin.Monson@BYU.EDU>  
Subject: Re: Candidate calling campaigns  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

There has actually been quite a bit of literature in political science in recent years along these lines. Most of it has been done by Donald Green and Alan Gerber at Yale University. They have conducted a host of randomized field experiments testing the effectiveness of various mobilization and GOTV strategies. They have published a number of articles, including in Public Opinion Quarterly and the major political science journals and they have a book coming out at the Brookings Institution Press in March. Their findings seem to point in a direction that suggests that more personalized GOTV efforts are much more effective. Person-to-person telephone calls and door-to-door contacting have a measurable effect while robo-calls and direct mail show little, if any, effect.=20

Groups on both sides of the aisle have also sponsored research in recent years that have produced evidence along the same lines. Labor unions, led by the AFL-CIO, sponsored research before the 1998 midterm election that pointed to the effectiveness of a personalized approach to GOTV. In the off year elections of 2001, the Republican National Committee sponsored a set of field experiments in places like Virginia and New Jersey and came to similar conclusions. There has been a movement by partisans on both sides toward more targeted and personalized voter mobilization drives.

Quin Monson

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Robert Godfrey  
Sent: Tuesday, February 10, 2004 9:53 AM  
To: AAPORNET@asu.edu  
Subject: Candidate calling campaigns

Hi Folks,

I'm wondering if anyone has come across any literature on campaign calling campaigns and their effect on turnout or likelihood to vote for the candidate represented by the volunteer calling them?

I came to ponder this thought the other night as I was volunteering for a Democratic candidate in a call center, speaking with Democratic voters around the state and asking if they were going to vote in the upcoming primary (next Tues. here in Wisconsin). If they were undecided on a candidate, I was to give a spiel about the candidate I was rooting for. I'm wondering with all the telemarketing backlash

etc., if this, in fact, may more often than not, serve to antagonize voters away from the candidate being offered for consideration. Given that this is standard fare for most current campaigns, I thought it's a useful question to ask. Also, some folks I've reached in the past few days were especially incensed about repeated automated promotional calls they were getting from my candidate. That's another area for research as well.

Robert Godfrey

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Date: Tue, 10 Feb 2004 15:29:14 -0500  
Reply-To: Scott Keeter <[skeeter@GMU.EDU](mailto:skeeter@GMU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Scott Keeter <[skeeter@GMU.EDU](mailto:skeeter@GMU.EDU)>  
Subject: Re: Surveys by fax  
Comments: To: "Goldenberg, Karen - BLS" <[Goldenberg.Karen@BLS.GOV](mailto:Goldenberg.Karen@BLS.GOV)>, [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[0EFC632D3FCC1245B6866960A2CABB4401875765@psbmail5.psb.bls.gov](mailto:0EFC632D3FCC1245B6866960A2CABB4401875765@psbmail5.psb.bls.gov)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7BIT

Karen -- Along with colleagues at George Mason University, I did a survey of police chiefs by fax in 1999 (we were working for a nonprofit organization called Fight Crime/Invest in Kids). We drew a stratified sample of departments (grouped by size of department), used a mail merge program to personalize a cover letter and one-page questionnaire, and blast faxed this to 855 departments. Recipients were asked to complete the questionnaire and fax it back to us (a 1-800 never-busy electronic fax reception number). After a week, we sent a second fax to 467 non-responding departments. Within two weeks we received 566 replies (66% response rate).

We did this without special software, though Teleform would have probably made the data entry easier.

I think the keys to our good response rate included the subject matter (very interesting to the population), endorsement of the survey by several prominent chiefs from around the country, AND the short questionnaire.

Why do you want to ask the respondents to respond twice? Seems like that will just hurt your response rate. I'd just send the questionnaire in the first wave and call if the fax fails to go through.



Goldenberg, Karen - BLS wrote:

>Hello all:

>Can anyone point me to literature that involves collecting data via fax?

>Does anyone have experience with using fax to distribute and receive  
>questionnaires to/from businesses? (The faxes would come from a government  
>agency, and we've been advised by our legal staff that our plans are legal.)

>

>We're thinking about faxing a short questionnaire to businesses and asking  
>for a return by fax that would capture the data. The questionnaires contain  
>preprinted information from our datafiles about the businesses, and ask  
>respondents to correct or verify the information. This is a  
>once-every-three-years survey and some of the fax numbers could be several  
>years old. Because of the age of the fax numbers, this would actually be a  
>two-step process. We would first send a fax to verify that the fax number is  
>going to the correct business. If the verification is faxed back to us and  
>is positive, we would fax out the two-page questionnaire, and ask that it be  
>faxed back. (Units without fax numbers, and those that do not respond to  
>the verification request, would get forms sent by mail.)

>

>Our questions: Will respondents return forms distributed by fax: At all?

>By fax? Are they likely to send back the first request but not the  
>questionnaire?

>

>I would like to hear from others who have conducted surveys by fax. I'd  
>also be interested in hearing about the software you used and the pros and  
>cons of that software. Please respond to me directly at  
>Goldenberg.Karen@bls.gov. I'll summarize responses for the list.

>

>Thanks.

>Karen G.

>\*\*\*\*\*

>Karen L. Goldenberg

>U.S. Bureau of Labor Statistics

>2 Massachusetts Ave. NE, Room 4985

>Washington, DC 20212

>Voice: 202-691-6358 Fax: 202-691-5999

>Goldenberg.Karen@bls.gov

>

>

>-----

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>

--

Scott Keeter

Pew Research Center for the People and the Press

1150 18th St. N.W., Suite 975

Washington, DC 20036

Voice 202 293 3126 x16

Personal fax 703 832 0209  
E-mail keeters@people-press.org  
Web site <http://mason.gmu.edu/~skeeter>

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Date: Tue, 10 Feb 2004 16:54:24 -0700  
Reply-To: Kristi Hagen <[Kristi.Hagen@NAU.EDU](mailto:Kristi.Hagen@NAU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kristi Hagen <[Kristi.Hagen@NAU.EDU](mailto:Kristi.Hagen@NAU.EDU)>  
Subject: set aapornet mail  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Kristi Kay Hagen, MA, MA  
Associate Director  
Social Research Laboratory,  
Northern Arizona University  
PO Box 15301, Flagstaff AZ 86011-5301  
Office: 928-523-1192  
Cell: 928-699-0825  
Fax: 928-523-1754

"We need to travel the world over in search of what we want, just so we can  
be refreshed enough to find what we need when we get home."  
- Mark Twain

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---

Date: Tue, 10 Feb 2004 19:17:10 -0500  
Reply-To: Michael Bocian <[michael\\_bocian@HOTMAIL.COM](mailto:michael_bocian@HOTMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Bocian <[michael\\_bocian@HOTMAIL.COM](mailto:michael_bocian@HOTMAIL.COM)>  
Subject: non-response bias (or non-bias)  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed

I am looking for a study that I recall hearing about at an AAPOR conference  
a few years ago that looked at biases caused by non-response in telephone  
surveys. If I remember correctly, the study showed few differences between  
respondents and non-respondents (presumably surveyed through refusal  
conversions).

If anyone can point me in the direction of this study or another of its  
kind, I'd appreciate it.

Mike Bocian

---

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Date: Tue, 10 Feb 2004 17:39:32 -0700  
Reply-To: Woody Carter <[choquett@UOREGON.EDU](mailto:choquett@UOREGON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Woody Carter <[choquett@UOREGON.EDU](mailto:choquett@UOREGON.EDU)>  
Subject: Self-administered questionnaire for physicians' offices

We're working on a self-administered questionnaire for physicians' offices, asking patients about their treatment by their health care insurer. I'm hunting for questionnaires relevant to this topic as well as any advice from AAPOR colleagues who have done this type of research.

We've been advised that it is difficult for people to name their insurance accurately and to identify their benefits, so pointers about overcoming this problem would be appreciated. Anyone tried a phone prompt from the doctor's office before the appointment? Having the office staff photocopy insurance cards and trying to contact the company for their general policies?

Any and all suggestions would be appreciated.

Thanks,

Woody

Woody Carter, Director of Research  
University of Oregon Survey Research Laboratory [wcarter@uoregon.edu](mailto:wcarter@uoregon.edu)  
541 346-0934 (FAX 541 346-0388)

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---

Date: Tue, 10 Feb 2004 18:57:53 -0800  
Reply-To: Paolo Gardinali <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paolo Gardinali <[paolo@SURVEY.UCSB.EDU](mailto:paolo@SURVEY.UCSB.EDU)>  
Subject: Re: Sampling software or spreadsheet  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[36375188.20040207063334@circum.com](mailto:36375188.20040207063334@circum.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Thank you to all who replied!  
I will send a summary to those interested

Cheers,

--

Paolo A. Gardinali, Ph.D.  
Associate Director  
UCSB Social Science Survey Center  
<http://www.survey.ucsb.edu>

-----  
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Date: Tue, 10 Feb 2004 19:12:08 -0800  
Reply-To: Ellis Godard <[ellis.godard@CSUN.EDU](mailto:ellis.godard@CSUN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ellis Godard <[ellis.godard@CSUN.EDU](mailto:ellis.godard@CSUN.EDU)>  
Subject: Call centers w/ IP phones  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Does anyone here have experience running a survey/call center with  
Voice-over-IP (VOIP) telephony?

We have a classy new 24-station room nearly ready, but have hit a snag:  
Our survey software (Survey System) uses Microsoft's Windows dialer,  
which is TAPI-based and looks for a modem. It seems to recognize the  
presence of the phone line, and calls up the dialer, but the dialer  
won't dial.

We have a crew from Cisco trying to patch from the MS dialer to the  
Cisco IP phones, but I'm guessing that someone here must have already  
encountered and resolved this issue, probably in some other way.

Is there a way to substitute a better dialer? Is there a standard patch  
somewhere that we haven't found? Or does other software (Sawtooth, for  
example) handle this better?

Regards,

Ellis Godard  
Sociology Department &  
Center for Survey Research  
California State University Northridge

-----  
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Date: Tue, 10 Feb 2004 22:56:35 -0500  
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Subject: Re: non-response bias (or non-bias)  
Comments: To: Michael Bocian <michael\_bocian@HOTMAIL.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain

You could try this:

Keeter, Scott, Carol Miller, Andrew Kohut, Robert M. Groves and Stanley Presser. "Consequences of Reducing NonResponse in a National Telephone Survey" Public Opinion Quarterly 64 (Summer 2000): 125-148.

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

From: Michael Bocian [mailto:michael\_bocian@HOTMAIL.COM]  
Sent: Tuesday, February 10, 2004 7:17 PM  
To: AAPORNET@asu.edu  
Subject: non-response bias (or non-bias)

I am looking for a study that I recall hearing about at an AAPOR conference a few years ago that looked at biases caused by non-response in telephone surveys. If I remember correctly, the study showed few differences between respondents and non-respondents (presumably surveyed through refusal conversions).

If anyone can point me in the direction of this study or another of its kind, I'd appreciate it.

Mike Bocian

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Date: Wed, 11 Feb 2004 05:29:52 -0500  
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
Subject: Re: non-response bias (or non-bias)  
Comments: To: Michael Bocian <michael\_bocian@HOTMAIL.COM>, AAPORNET@asu.edu  
MIME-version: 1.0

Content-type: text/plain

Curtin et al. published a review in Public Opinion Quarterly Volume 64:413-428, (c) 2000 by the American Association for Public Opinion Research of seventeen years of research on the Survey of Consumer Attitudes that showed no significant differences in responses when data were dropped out post hoc to reduce the response rate from the obtained 70% down to a simulated 25%.

Nat Ehrlich, Ph.D.  
Research Specialist  
Michigan State University  
Institute for Public Policy and Social Research  
517-355-6672

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

From: Michael Bocian [mailto:michael\_bocian@HOTMAIL.COM]  
Sent: Tuesday, February 10, 2004 7:17 PM  
To: AAPORNET@asu.edu  
Subject: non-response bias (or non-bias)

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Mike Bocian

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---

Date: Wed, 11 Feb 2004 09:20:46 -0500  
Reply-To: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>  
Organization: Opinion Access Corp.  
Subject: Re: non-response bias (or non-bias)  
Comments: To: Michael Bocian <[michael\\_bocian@HOTMAIL.COM](mailto:michael_bocian@HOTMAIL.COM)>, AAPORNET@asu.edu  
In-Reply-To: <[Law10-F29tTNbH0BpMd000171c2@hotmail.com](mailto:Law10-F29tTNbH0BpMd000171c2@hotmail.com)>

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

I believe this was covered at the most recent national conference in Nashville.

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 Michael Bocian  
Sent: Tuesday, February 10, 2004 7:17 PM  
To: AAPORNET@asu.edu  
Subject: non-response bias (or non-bias)

I am looking for a study that I recall hearing about at an AAPOR conference a few years ago that looked at biases caused by non-response in telephone surveys. If I remember correctly, the study showed few differences between respondents and non-respondents (presumably surveyed through refusal conversions).

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Mike Bocian

---

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=====

Date: Wed, 11 Feb 2004 08:21:33 -0700  
Reply-To: Mike Donatello <[Mike.Donatello@MARKETDATAANALYSIS.COM](mailto:Mike.Donatello@MARKETDATAANALYSIS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Donatello <[Mike.Donatello@MARKETDATAANALYSIS.COM](mailto:Mike.Donatello@MARKETDATAANALYSIS.COM)>  
Subject: Minimum cases in cluster analysis  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

I used to have a short list of cites that touched on guidelines for the minimum number of cases =96 or, more accurately, the ratio of cases to variables =96 for use in cluster analyses. Now, I can=92t find any of those= articles and am trying to provide someone with substantiation other than my own =93considered opinion.=94

If anyone can point me to relevant writings, I=92d appreciate it. Thanks.

--  
Mike Donatello  
Senior Partner, Vice President of Research  
Borrell Associates Inc. <<http://www.borrellassociates.com/>>  
Executive Strategies for Local Media  
2902 Mother Well Ct., Oak Hill, VA 20171-4065  
V 703.582.5680 F 703.832.8630  
[MDonatello@borrellassociates.com](mailto:MDonatello@borrellassociates.com) <<mailto:MDonatello@borrellassociates.com>>

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=====

Date: Wed, 11 Feb 2004 11:20:06 -0500  
Reply-To: "Ervin, Kelly ARI" <[ErvinK@ARI.ARMY.MIL](mailto:ErvinK@ARI.ARMY.MIL)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Ervin, Kelly ARI" <[ErvinK@ARI.ARMY.MIL](mailto:ErvinK@ARI.ARMY.MIL)>  
Subject: Notification of AAPOR acceptance?  
Comments: To: "AAPOR ListServ (E-mail)" <[AAPOR@asu.edu](mailto:AAPOR@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Has anyone received notification on whether or not their submissions to AAPOR have been accepted or not? Thanks.

Kelly

Kelly S. Ervin, Ph.D.  
Survey Statistician  
U.S. Army Research Institute for  
Behavioral & Social Sciences



Army Personnel Survey Office  
ATTN: DAPE-ARI-PS  
5001 Eisenhower Ave  
Alexandria, Virginia 22304-4859  
703-617-0319  
703-617-7802 (fax)  
DSN: 767-0319  
Ervink@ari.army.mil

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Date: Wed, 11 Feb 2004 10:59:09 -0600  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Job Announcement  
Comments: To: AAPORnet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

=  
=  
Robert A. Frank, Ph.D.<?xml:namespace prefix =3D o ns =3D =  
"urn:schemas-microsoft-com:office:office" />

=  
=  
Interim Director

Institute for Policy Research

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=  
University of Cincinnati=20

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=  
PO Box 210627

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=  
Cincinnati, OH 45221-0627

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=  
Phone =

(513) 556-3058

=  
Fax =

(513) 556-0128

=  
=

Email robert.frank@uc.edu

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Director, Institute for Policy Research, University of Cincinnati.

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The University of Cincinnati (UC) invites qualified individuals to apply =  
for the position of director of the UC Institute for Policy Research =  
(IPR). =20

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The IPR is an academic survey research center providing expertise in a =  
variety of approaches to data collection, research design and methods =  
(see <http://www.ipr.uc.edu/Home/Home.cfm>). In addition to the Survey =  
Research Center, the IPR also hosts the Southwest Ohio Regional Data =  
Center and the Social, Behavioral and Health Science Data Archive. The =  
IPR supports faculty, staff and students conducting academic and applied =  
research projects to advance the University's education, research and =  
public service missions. The IPR also works with local, state and =  
national agencies and organizations to address issues of public policy =  
research. The Institute is an autonomous unit within the University =  
whose director reports to the vice president for research/university =  
dean for advanced studies.

=20

We are seeking a director to provide leadership and strategic, =  
administrative and financial oversight of IPR activities. The director =  
is charged with enhancing and expanding the IPR's role as a research and =  
education partner with UC faculty, staff and students by continually =  
developing and promoting innovative approaches to survey and public =  
policy research. The director is responsible for hiring and providing =  
direction to IPR's professional staff of 11, and for oversight of IPR's =  
budget of approximately \$1,000,000 annually.

=20

Candidates must possess administrative leadership experience, including = a track record of working with diverse research teams and building = strong collaborative relationships with internal and external = stakeholders. Essential to the position are a demonstrated history of = contract survey research, funding of peer-reviewed grants, and the = ability to attract grants and contracts.

=20

Candidates must possess an earned doctorate in a social or behavioral = sciences discipline as well as a substantial record of relevant = research. Publication in high quality professional journals is = desirable. Candidates with appropriate credentials and experience will = be considered for an academic appointment at the University of = Cincinnati.

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Interested candidates should send a letter of application, curriculum = vita, and contact information for three professional references to = Robert A. Frank, Chair, IPR Search Committee, Mail Location 627, = Research and Advanced Studies, University of Cincinnati, Cincinnati, OH = 45221-0627. Dr. Frank also can be contacted at = <mailto:Robert.Frank@uc.edu> Robert.Frank@uc.edu. Review of application = materials will begin immediately and will continue until the position is = filled. AA/EOE

=20

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Wed, 11 Feb 2004 11:06:24 -0600  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Position Available  
Comments: To: AAPORnet@asu.edu  
Comments: cc: Dgabriel@harrisinteractive.com  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Job Title: Public Policy Research =  
Manager<?xml:namespace prefix =3D o ns =3D =  
"urn:schemas-microsoft-com:office:office" />

Location: New York City

Department: Policy Research

=20

=20

### Company Profile:

Harris Interactive (Nasdaq: HPOL), is a worldwide market research, polling and consulting firm. It is best known for The Harris Poll and its pioneering use of the Internet to conduct scientifically accurate market research. The Harris Interactive Internet-based forecasts for the 2000 election were the most accurate in the history of the polling industry. With expertise in pharmaceutical, health care, automotive, finance, ecommerce, technology, consumer packaged goods and other markets, the firm has spent 45 years providing its clients with custom, multi-client and service bureau research. Through its U.S. and Global Network offices, Harris Interactive conducts international research in multiple, localized languages. Harris Interactive currently maintains a database of more than 7 million online panelists - the largest of its kind. For more information about Harris Interactive, please visit the Company's website at [www.harrisinteractive.com](http://www.harrisinteractive.com).

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### Overview:

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Design, a broad range of custom research projects involving quantitative research methods for our policy team. Will analyze data and write reports. Will manage primarily online and telephone research studies. Will serve as liaison between clients and internal research and support staff.

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### Responsibilities:

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=B7 Manage complex projects from concept through final presentation.

=B7 Analyze data and present findings to clients.

=B7 Advise clients on the appropriateness of survey design and use of survey data.

=B7 Provide "value add" consultative advice to clients.

=B7 Act as main liaison between client and internal research and support staff.

- =B7 Design and field questionnaires.
- =B7 Develop proposals (response to RFP's).
- =B7 Create budget and project schedules; manage resources to meet = commitments to clients.
- =B7 Troubleshoot and quality check initial and final survey = data.
- =B7 Write reports of findings, including conclusions and = recommendations.
- =B7 Understand and communicate the business implications of = research findings.
- =B7 Utilize various data analysis programs.
- =B7 Oversee data collection process.
- =B7 Work with survey/questionnaire programmers and samplers to = ensure the quality and quantity of survey data is accurate.
- =B7 Potentially manage 2-4 direct reports.
- =B7 Train Research Associates.
- =B7 Train new employees.
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- =20

Requirements:

- =20
- =B7 MA, MS, or related degree in market research, social = sciences, economics, statistics or business.
- =B7 Minimum of 5 years' of Research experience.
- =B7 Proven ability to manage several projects simultaneously.

=B7 Previous project management experience preferred.=20

=B7 Statistical background, including applications experience, =  
decision modeling and multivariate analysis preferred.

=B7 PC/windows skills required.

=B7 Customized research experience preferred.

=B7 Supplier-side experience desired.

=B7 Excellent communication skills.

=B7 Working knowledge of statistical software (SPSS/SAS) highly =  
desired.

=B7 Solid client management and project management skills.

=20

Additional Information:

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We prefer to receive your resume in an electronic format. Please =  
indicate your name and Research Manager in the subject line.

=20

We regret that we can only contact those candidates that we are =  
considering inviting for an interview.

=20

To Apply:

=20

Please send resume and cover letter indicating Job Code to:

Email: [Dgabriel@harrisinteractive.com](mailto:Dgabriel@harrisinteractive.com)

=20

=20

An Equal Opportunity Employer M/F/D/V.

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Wed, 11 Feb 2004 11:10:40 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Third Job Announcement  
Comments: To: [AAPORnet@asu.edu](mailto:AAPORnet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

#### ADVERTISEMENT COPY

Arizona State University's Program for Prevention Research is hiring a

Faculty Research Associate/Project Director for an NIMH funded =  
longitudinal

study of Mexican American families and children examining how culture =  
and

context influence future risk or resilience. The study will take place

throughout the Phoenix metro area with families recruited through =  
schools

and interviewed in their homes in Eng/Spa as needed.

The Project Director will coordinate/oversee all aspects of data =  
collection

and management for this study including training/supervision of

interviewers, recruiters, staff, undergraduate and graduate assistants,

representing the project by communicating and coordinating with school

partners, community advisory board and public, preparing reports and =  
study

documentation of all procedures and data files, coordinating with other

project and Center staff for smooth functioning of data collection and

management, maintaining good working relationships among project staff,

schools and families, and collaborating with faculty on the development =  
of

scientific publications.

Required Qualifications: Ph.D. in a relevant discipline such as =  
Community,

Clinical, Developmental, Education Psychology or Family Studies; OR =  
Master's

Degree in a relevant discipline (see previous) and 2 years of =  
post-Master's

relevant experience. Experience in research, field surveys, and data  
collection for quantitative social science research.

Desired Qualifications: Experience working in applied research projects  
within school or community settings. Experience managing a project with =  
a

large staff and multiple stakeholders. Experience supervising others.

Experience in research with Latino populations, children, and families.

Background in applied or prevention research. Bilingual Eng/Span =  
knowledge.

Pubs. in peer reviewed journals.

To apply: Send a cover letter, vita and contact information for 3 =  
references

to Mark W. Roosa, Ph.D., Prevention Research Center, A.S.U., P.O. Box =  
876005

or 900 S. McAllister Ave. Room 205, Tempe, AZ 85287-6005. Deadline: =  
March

1, 2004; if not filled every 2 weeks thereafter until search closed. =  
Grant

funded - Salary DOE. AA/EOE

=20

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

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

=====  
Date: Wed, 11 Feb 2004 14:23:34 -0500  
Reply-To: "Chun, Young" <YChun@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Chun, Young" <YChun@AIR.ORG>



Subject: Nonparticipation of students in surveys or assessments  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Nonresponse or nonparticipation studies mostly deal with adult population. We're looking for studies, research, and leads to help understand the decision of nonresponse of 20 students/teenagers in surveys/assessments, and identify key variables to investigate nonparticipation behavior of 20 students and nonresponse bias. Studies of student nonresponse conducted in school setting or general studies of teenager nonparticipation in surveys would be useful.

If you have advice, leads, papers to recommend, I would appreciate it very much.

=09

Young Chun, Senior Research Scientist

American Institutes for Research  
"More than 50 years of behavioral/social science research"  
1990 K Street, NW Suite 500  
Washington DC 20006

voice: 202 944 5325  
FAX: 202 737 4918

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Date: Wed, 11 Feb 2004 16:00:57 -0500  
Reply-To: "Rademacher, Eric (rademaew)" <RADEMAEW@UCMAIL.UC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Rademacher, Eric (rademaew)" <RADEMAEW@UCMAIL.UC.EDU>  
Subject: Job Announcement: Director, Institute for Policy Research,  
University of Cincinnati.  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Please refer inquiries to the individual listed below. Apologies for cross-posting. Thank you.

Director, Institute for Policy Research, University of Cincinnati.

The IPR is an academic survey research center providing expertise in a variety of approaches to data collection, research design and methods. The IPR also hosts the Southwest Ohio Regional Data Center and the Social, Behavioral and Health Science Data Archive. The Director provides leadership; strategic, administrative and financial oversight of IPR

activities and is charged with enhancing and expanding the IPR's role as a research and education partner. Essential to the position are a demonstrated history of contract survey research, funding of peer-reviewed grants, and the ability to attract grants and contracts. Candidates must possess an earned doctorate in a social or behavioral sciences discipline as well as a substantial record of relevant research. Candidates with appropriate credentials will be considered for an academic appointment. Send a letter of interest, curriculum vita, and three professional references to Robert Frank, Chair, Research and Advanced Studies, University of Cincinnati, Cincinnati, OH 45221-0627, or to Robert.Frank@uc.edu. AA/EOE.

For complete job advertisement, visit [www.ipr.uc.edu](http://www.ipr.uc.edu).

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Wed, 11 Feb 2004 16:15:14 -0500  
Reply-To: O'Hare Barbara <Barbara.O'Hare@ARBITRON.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: O'Hare Barbara <Barbara.O'Hare@ARBITRON.COM>  
Subject: Project Leader Positions Available  
Comments: To: "AAPORnet@asu.edu" <AAPORnet@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain

We are looking to fill a Project Leader and a Senior Project Leader position at Arbitron Inc. Recently named "2004 FORTUNE 100 Top Companies to Work For"....Arbitron is a leading marketing research and information services company serving the media industry in the United States, Mexico, and Europe. We offer a challenging, dynamic environment where you can be creative, express yourself, and enjoy personal and professional growth.

1) Project Leader for our Methods Development and Evaluation Department in Columbia, MD.

Responsible for developing, documenting and communicating research pertaining to Arbitron's syndicated diary survey. This includes design and administration of controlled experiments of the diary survey methodology and conducting special analyses of survey performance. Responsibilities may also include design and management of custom surveys, as needed, pertaining to survey response and client needs. Specific duties include:

Primary Duties:

- \* Design, implement and analyze large-scale methodological research tests of the Arbitron syndicated diary survey. Requires knowledge of experimental design. Assess costs, risks and benefits of these projects, as well as their system impact if implemented.
- \* Prepare detailed project plans, written reports and statistical analyses describing findings from research tests and secondary analyses. This includes reports for internal documentation purposes as well as reports for clients and other external uses.

- \* Manage and coordinate project progress on a daily basis to ensure that project timelines and goals are met in an effective and efficient manner.
- \* Develop test databases, to support analytic needs; identify and utilize the appropriate software and statistical applications needed to meet the needs of the project.
- \* Conduct special analyses to increase Arbitron knowledge of factors affecting survey participation and trends in survey participation and media use.
- \* Design, implement and analyze custom phone, mail and electronic surveys to address information needs of Arbitron internal clients.
- \* Prepare and deliver oral presentations internally and to clients and industry groups on topics pertaining to Arbitron research activities and findings.

..  
Skills/Experience Requirements:

- \* Four-year degree in a related field required. Advanced degree or equivalent experience, especially in survey design, preferred.
- \* A minimum of 5 years of progressively more responsible experience in an applied research setting.
- \* Experience in project management requiring systems coordination and strong attention to detail. Excellent inter-personal skills and ability to coordinate and work with staff from other departments with diverse skills.
- \* Experience with survey design including data collection processes (e.g. questionnaire design, sampling, field operations), data preparation and processing.
- \* Experience in accessing large complex databases and development of test databases for analyses.
- \* Strong analytic and problem solving skills, including knowledge of statistical tools and principles.
- \* Strong computer skills, including expertise in SAS and/or SPSS. Access, Excel, Word, and PowerPoint skills also necessary.
- \* Excellent written and oral communication skills, with demonstrated performance in both areas.
- \* Experience working in a fast-paced environment responsive to external customers.

2) Senior Project Leader to join our PPM Methods & Analysis Department in Columbia, MD.

Responsibilities

Designs, manages and documents research methods tests and statistical data analyses required to evaluate and improve quality, effectiveness and efficiency of PPM and PPM-related measurement methods. Also leads development and testing of other research methods as needed to support Arbitron's new business objectives. Requires 8+ years relevant applied professional experience plus specific academic training in survey and/or panel research design issues, plus a strong interest in media and/or consumer research issues; Four-year degree or higher in a related social sciences field (Advanced degree preferred); excellent written and verbal communication skills; in-depth knowledge of statistical analysis and data reduction techniques; working knowledge of SAS, SPSS or equivalent analysis tools, plus Word, Excel, Access and other PC-based tools; demonstrated

project management and organizational skills; flexible working hours and ability to travel.

- \* Evaluating research methodologies to determine consistency with sound research practices, customer requirements and company business objectives.
- \* Designing and managing pilot studies, methods experiments, detailed secondary analyses and related activities to support the development of new research services. Including primary data analysis activities.
- \* Participation in cross-functional project teams. Performing leadership role in project management and defining research requirements.
- \* Preparing detailed project plans, written reports and statistical analyses describing findings from research tests and secondary analyses. This includes reports for internal documentation purposes as well as reports for clients and other external uses.
- \* Supporting Arbitron marketing and business expansion objectives by participating in the development of detailed written technical proposals for new research services.
- \* Preparing and delivering oral presentations internally and to clients and industry groups on topics pertaining to Arbitron research activities and findings.
- \* Leading/directing project teams of other assigned staff on a daily basis to ensure that project timelines and goals are met in an effective and efficient manner.
- \* Position requires availability for occasional travel as needed.

#### Skills/Experience Requirements:

- \* Four-year degree in a related field required. Advanced degree preferred. Specific academic training in survey research methods and statistical analysis strongly preferred.
- \* A minimum of 8 years of progressively more responsible experience in an applied research setting.
- \* Experience in project management and/or in a supervisory role.
- \* Experience with survey design, including data collection processes (e.g. questionnaire design, sampling, data preparation and processing, and performance calculations).
- \* Strong computer skills, including expertise in SAS and/or SPSS and/or Access. Excel, Word, and PowerPoint skills also necessary.
- \* Excellent written and oral communication skills, with demonstrated performance in both areas.
- \* Strong analytic and problem-solving skills, including an advanced knowledge of statistical tools and principles.

Arbitron offers a comprehensive employment package, including competitive compensation, excellent dental, medical and vision care plans, 401(k) matching, tuition assistance, stock purchase and a series of work/family resources.

Send resumes to [Opsjobs@Arbitron.com](mailto:Opsjobs@Arbitron.com) <<mailto:Opsjobs@Arbitron.com>> ; fax to 410-312-8607; or mail to OE Recruiter, Arbitron Inc. 9705 Patuxent Woods Drive, Columbia, MD 21046. Check us out at [www.arbitron.com](http://www.arbitron.com)!

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=====

Date: Wed, 11 Feb 2004 14:10:29 -0800  
Reply-To: Karen Segar <[ksegar@U.WASHINGTON.EDU](mailto:ksegar@U.WASHINGTON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Karen Segar <[ksegar@U.WASHINGTON.EDU](mailto:ksegar@U.WASHINGTON.EDU)>  
Subject: Re: MINNESOTA: Teen survey could be scuttled  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[Pine.A41.4.58.0402091254080.61232@homer22.u.washington.edu](mailto:Pine.A41.4.58.0402091254080.61232@homer22.u.washington.edu)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

The decision to require written parental permission for the Minnesota Student Survey has been reversed:

<http://www.twincities.com/mld/pioneerpress/news/local/7895972.htm>

BTW, the legal department of Seattle Public Schools recently found that written permission was not required for a federally-funded (Department of Education) student survey covering the same sensitive issues as the Minnesota Student Survey. The survey is being fielded by the Social Development Research Group as part of SPS's Safe Schools/Healthy Students Initiative.

Karen Segar  
Data Manager/Analyst  
Social Development Research Group  
University of Washington  
<http://depts.washington.edu/sdrg>  
[ksegar@u.washington.edu](mailto:ksegar@u.washington.edu)

> ----- Forwarded message -----  
> Date: Fri, 06 Feb 2004 10:30:36 -0500  
> From: Leo G. Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
> Subject: MINNESOTA: Teen survey could be scuttled  
>  
> MINNESOTA: Teen survey could be scuttled  
> BY JOHN WELSH  
> Pioneer Press  
> <http://www.twincities.com/mld/pioneerpress/living/education/7886969.htm>  
>  
> This spring's Minnesota Student Survey - a widely respected poll of  
> teenagers on sex, drugs, violence and other issues - may be jeopardized  
> because of a controversy over whether parents must give their children  
> written permission to participate.  
>  
> Education Commissioner Cheri Pierson Yecke changed the permission process  
> last week, citing federal law. In previous years, students and parents could

> opt out of the survey. Requiring written permission will decrease  
> participation and dilute the usefulness of the results, says University of  
> Minnesota professor of pediatrics Michael Resnick.  
>  
> "I would hate to see this terrific resource undermined," said Resnick.  
>  
> Since the survey started in 1989, it has gathered information about  
> students' lives that has shaped campaigns to combat bullying, smoking, drug  
> use and sexual activity among young people. For example, several school  
> districts have sent home warnings at prom time in spring with specific  
> information from the survey about local teens' habits on drug use and  
> drunken driving.  
>  
> The survey, however, has been contentious with social conservatives, who say  
> its questions are intrusive and undermine parental authority.  
>  
> In response to the new requirements, many districts are deciding to scrap  
> the survey - further jeopardizing its statistical validity. An informal  
> survey by the Minnesota Association of School Administrators showed about  
> half are considering dropping the survey. Districts complain they don't have  
> the resources or the time to seek parental permission before giving the  
> survey to students in the next eight weeks.  
>  
> SNIP  
>  
> In previous years, state agencies have paid for the Minnesota Student Survey  
> with state funds and have avoided the federal survey rules. Researchers also  
> question whether the federal notification rules apply for voluntary surveys  
> such as Minnesota's.  
>  
> "It seems a case of overreaching by the agency," said Sen. Steve Kelley,  
> DFL-Hopkins, chairman of the Senate Education Committee. "We have a 15-year  
> database. To not have an effective survey this year would decimate this  
> research."  
>  
> 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  
>  
> -----  
> Archives: <http://lists.asu.edu/archives/aapornet.html>  
> Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
> signoff aapornet  
>

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=====

Date: Wed, 11 Feb 2004 17:03:01 -0800  
Reply-To: Janet Bridges <snobrid@LOUISIANA.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Janet Bridges <snobrid@LOUISIANA.EDU>  
Subject: cell phones  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; x-mac-type="54455854";  
x-mac-creator="4D4F5353"  
Content-transfer-encoding: 7bit

Can anyone tell me whether there are any legal restrictions on accessing cell phones for surveys? Apparently the cell numbers are starting to appear in RDD.

I recall one set of list submissions (I think it was AAPOR) mentioning the problem of separating cell from land numbers. Thanks.

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Wed, 11 Feb 2004 16:53:31 -0800  
Reply-To: Leora Lawton <leoralawton@FSCGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <leoralawton@FSCGROUP.COM>  
Subject: Position Available  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Hi everybody,  
If you are interested, please respond to Erin Rooney, whose email address =  
is at the bottom of this announcement. =20  
Thanks  
Leora=20

-----  
**CONSULTANT - ENERGY MARKET RESEARCH**

Company: Population Research Systems  
A subsidiary of Freeman, Sullivan & Co.

Job Level: Consultant

Position Type: Full-time

Salary Range: \$ 80-120,000

Location: San Francisco

Population Research Systems (PRS) is a member of the FSC Group, a San Francisco-based national research and consulting firm. PRS provides clients with innovative research and analysis aimed at understanding customers, developing products and services, and evaluating public policy. PRS is seeking a professional consultant to contribute to our energy market research and energy policy evaluation practice. The successful candidate will have:

- a record of success in designing, managing, and reporting innovative research for utilities and energy industry clients regarding customers' attitudes and behavior, market segmentation, new products and services, and energy efficiency program evaluation;
- the ability to command an audience of energy market decision-makers;
- a history of positive relationships with major utilities and energy providers;
- the ability to lead a team and contribute substantially to business development, staff development, and the professional prestige of the energy consulting practice.

Typically, a successful candidate will have an advanced degree in one of the quantitative social sciences and 5 to 15 years experience in proposal development, study design, and the management of research. The position to be filled has compensation based upon qualifications, and the opportunity for a performance-based bonus. It has guidance and collegial support from senior energy consultants and other professionals, as well as full administrative and marketing support.

Candidates may contact E. Rooney in confidence at: [erinrooney@fscgroup.com](mailto:erinrooney@fscgroup.com)

Leora Lawton, Ph.D.  
Director of Consumer & Demographic Research  
Population Research Systems, LLC  
A Member of the FSC Group  
100 Spear, Suite 1700  
San Francisco, CA 94105  
v: 415 777-0707, ex. 117; f: 415 777-2420;  
cell: 510 928-7572  
[www.populationresearchsystems.com](http://www.populationresearchsystems.com)

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by return e-mail or by e-mail to postmaster@fscgroup.com, and destroy this communication and all copies thereof, including attachments.

=20

-----  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Thu, 12 Feb 2004 09:58:41 -0500  
Reply-To: "Jane M. Miller" <[janemiller53@NEO.RR.COM](mailto:janemiller53@NEO.RR.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jane M. Miller" <[janemiller53@NEO.RR.COM](mailto:janemiller53@NEO.RR.COM)>  
Subject: Re: cell phones  
Comments: To: Janet Bridges <[snobrid@LOUISIANA.EDU](mailto:snobrid@LOUISIANA.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Janet,

There are laws and regulations that govern calls to wireless phones and the wireless concerns that you have mentioned are known as wireless portability.

During 1991, Congress enacted the TCPA. Under the law, Congress directed and authorized the FCC to promulgate Rules to implement the law, which it did in 1992. The FCC's laws under the TCPA prohibit persons from initiating outbound calls using an "automatic telephone dialing device".

Specifically,

(a) No person or entity may:

- (1) Initiate any telephone call (other than a call made for emergency purposes or made with the prior express consent of the called party) using an automatic telephone dialing system or an artificial or prerecorded voice,
- (iii) To any telephone number assigned to a paging service, wireless telephone service, specialized mobile radio service, or other radio common carrier service, or any service for which the called party is charged for the call;

The provisions are content neutral. Therefore, they apply equally to telemarketing calls and survey research calls. Violations of the TCPA can result in the following:

- a) stop the violation (i.e. an injunction);
- b) recover for actual monetary loss from such a violation, or to receive \$500 in damages for each such violation (whichever is greater);
- c) or both

On November 24, 2003, wireless carriers in the top 100 Metropolitan Statistical Areas were required by the Federal Communications Commission (FCC) to implement the option of Telephone Number Portability-"a service that provides residential and business telephone customers with the ability

to retain, at the same location, their existing local telephone numbers when switching from one local telephone service provider to another." This porting will also apply to cases where the individual is porting a landline number to a wireless phone. Number portability also has the possible result of increasing competition among wireless providers, creating a greater number of wireless phone users, therefore producing a greater percentage of the population that would be covered under the wireless telephone provisions of the Telephone Consumer Protection Act (TCPA).

The FCC acknowledged in its July 2003 TCPA Rules and Report Order that as a result of the new wireline to wireless portability rules, it will be necessary to identify and refrain from calling those telephone numbers which have been ported to wireless lines. The FCC stated that methods exist to identify wireless numbers-meaning that "information is available from a variety of sources to assist in determining which numbers are assigned to wireless carriers." Additionally, the FCC referenced companies for further services, including NeuStar Inc., the North American Numbering Plan Administrator and Local Number Portability Administrator, and other commercial enterprises such as Telecordia, the owner-operator of the Local Exchange Routing Guide. As a result, the FCC has not specifically mandated a method of identifying wireless telephone numbers. The FCC has declined to stipulate which of the solutions should be adopted and has not indicated when any or all of these potential solutions will be available.

For more information regarding wireless portability, the following links are helpful:

Number portability FAQ's on FCC website -  
<http://ftp.fcc.gov/cgb/NumberPortability>

Fact sheet on Wireless Local Number Portability -  
<http://ftp.fcc.gov/cgb/consumerfacts/wirelessportability.html>

Other info from the FCC - <http://www.fcc.gov/cgb/consumerfacts/numbport.html>

Jane Sheppard Miller  
Director Respondent Cooperation  
CMOR  
330-244-8616  
[jmiller@cmor.org](mailto:jmiller@cmor.org)

Don't Miss CMOR's Respondent Cooperation Workshop in Las Vegas March 2 - 3, 2004! Register at [www.cmor.org](http://www.cmor.org)

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

From: "Janet Bridges" <[snobrid@LOUISIANA.EDU](mailto:snobrid@LOUISIANA.EDU)>

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

Sent: Wednesday, February 11, 2004 8:03 PM

Subject: cell phones

> Can anyone tell me whether there are any legal restrictions on accessing  
> cell phones for surveys? Apparently the cell numbers are starting to  
> appear in RDD.  
> I recall one set of list submissions (I think it was AAPOR)  
> mentioning the problem of separating cell from land numbers. Thanks.  
>  
> -----  
> Archives: <http://lists.asu.edu/archives/aapornet.html>  
> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
>

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet

-----  
Date: Thu, 12 Feb 2004 10:58:47 -0500  
Reply-To: Andy White <[whiteaa@HOTMAIL.COM](mailto:whiteaa@HOTMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Andy White <[whiteaa@HOTMAIL.COM](mailto:whiteaa@HOTMAIL.COM)>  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed

aapornet dig

-----  
Check out the great features of the new MSN 9 Dial-up, with the MSN Dial-up  
Accelerator. <http://click.atdmt.com/AVE/go/onm00200361ave/direct/01/>

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet

-----  
Date: Thu, 12 Feb 2004 13:27:16 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Announcement  
Comments: To: [AAPORNet@asu.edu](mailto:AAPORNet@asu.edu)  
Comments: cc: Merrill Shanks <[jms@csm.Berkeley.EDU](mailto:jms@csm.Berkeley.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Working Title for the Position: Staff Project Director, =  
Public Agendas<?xml:namespace prefix =3D o ns =3D =  
"urn:schemas-microsoft-com:office:office" />

Payroll Title: Associate =  
Specialist

Salary range: \$45,048 - \$54,240 =

(to be negotiated, based on experience)

Percent Time: 100% Fixed

Appointment Dates: 04/01/2004 - 03/31/2005

=20

=20

Responsibilities:

=20

Under the general supervision of the faculty Principal Investigator, the Staff Project Director will be responsible for: drafting sections of proposals to obtain extramural support; drafting major sections of each questionnaire to be used in project-supported surveys, working with the (SRC) survey staff that will carry out the actual data collection; carrying out many of the analyses; and drafting sections of substantive reports.

=20

Requirements:

=20

The successful candidate must have a PhD in political science or some other discipline that includes a subfield in public opinion and electoral behavior, graduate-level training in quantitative methods, and several years of experience in both survey design and statistical analysis for projects that are devoted to public opinion or electoral behavior. The successful candidate should also have substantial experience in the development of instruments for computer-assisted interviewing, for which preference will be given to individuals who are familiar with the CASES software package. Candidates will also be evaluated on the basis of their written work in public opinion and electoral behavior as well as questionnaire design.

=20

Please send applications to:

=20

Professor J. Merrill Shanks, Principal Investigator

University of California

358 Barrows #3820

Berkeley, CA 94720-3820

or

jms@csm.berkeley.edu

=20

All applications must be received no later than Friday, February 27, =  
2004. UC is an Equal Opportunity/Affirmative Action Employer.

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Date: Thu, 12 Feb 2004 22:18:49 -0800

Reply-To: Ellis Godard <[ellis.godard@CSUN.EDU](mailto:ellis.godard@CSUN.EDU)>

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

From: Ellis Godard <[ellis.godard@CSUN.EDU](mailto:ellis.godard@CSUN.EDU)>

Subject: Re: cell phones

Comments: To: "Jane M. Miller" <[janemiller53@NEO.RR.COM](mailto:janemiller53@NEO.RR.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

In-Reply-To: <[0b1a01c3f178\\$b4e01620\\$6401a8c0@cmorxfr275qjqb](mailto:0b1a01c3f178$b4e01620$6401a8c0@cmorxfr275qjqb)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

While we're on the topic, this conference may be of interest to anyone following this thread. The explicit focus is "mobile entertainment", but usage patterns and accessibility might connect this thread with that conference.

-eg

-----

Apologies for any X-posting

Please circulate to interested colleagues.

MOBILE ENTERTAINMENT: USER CENTRED PERSPECTIVES

25th - 27th March 2004

Museum of Science and Industry in Manchester

Liverpool Road

Manchester,

England.

[www.mobile-ent.org](http://www.mobile-ent.org)

Supported by the European Commission, Microsoft and the University of Manchester.

The international conference Mobile Entertainment: User-centred Perspectives aims to bring together research on technologies,=20

services, content, policy and consumption in relation to mobile=20  
entertainment..

Keynote speakers already confirmed include:

- \* Andrew Bud, mBlox
- \* Patricia Charlton, Motorola Labs
- \* John Chasey, IOMO
- \* Patrice Chazerand, ISFE
- \* Bo Karlson, Wireless@KTH
- \* Anna Polishchuk, New Millennium Investment
- \* Tim Regan, Microsoft Research=20

Papers and posters already accepted on to the programme explore the=20  
following themes:

- \* User Perspectives
- \* Content Delivery
- \* Mobile Entertainment Business
- \* Policy & Legal Aspects
- \* Innovative Entertainment Services:
- \* Foresight & Futurology

In addition to this a varied programme of workshops, networking and=20  
social events will take place during the conference:

Workshops:

- \* Early Stage Researcher Workshop
- \* Cross Media Perspective To Mobile Entertainment
- \* Experimental Mobile Games: Concepts and Experiences=20
- \* Exploring University/Industry Links in Mobile Entertainment

R&D

Social & Networking Events:

- \* Pre-registration welcome and developers meeting=20
- \* Wine reception
- \* Conference dinner=20

=09

Fees:

- \* Full registration: =A3250
- \* Student Registration: =A3125
- \* One Day Registration: =A3110

The conference language is English.

More details are available at: [www.mobile-ent.org](http://www.mobile-ent.org)

Jason Rutter=20

ESRC Centre for Research on Innovation and Competition,  
The University of Manchester,  
Harold Hankins Building,  
Booth Street West,

Manchester, M13 9QH  
www.cric.ac.uk

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signoff aapornet

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Date: Thu, 12 Feb 2004 20:46:25 -0500  
Reply-To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Subject: Re: non-response bias (or non-bias)  
Comments: To: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[C5E0665BB776D311868400805FF5603A04A06271@sscentex.ssc.msu.edu](mailto:C5E0665BB776D311868400805FF5603A04A06271@sscentex.ssc.msu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Doesn't that depend on how the respondents were dropped? If they were dropped at random then we are just talking about a smaller sample size. If they were dropped in some deliberate scheme then the simulated lower response rate might be of interest.  
warren mitofsky

At 05:29 AM 2/11/2004, Ehrlich, Nathaniel wrote:

>Curtin et al. published a review in Public Opinion Quarterly Volume  
>64:413-428, (c) 2000 by the American Association for Public Opinion Research  
>of seventeen years of research on the Survey of Consumer Attitudes that  
>showed no significant differences in responses when data were dropped out  
>post hoc to reduce the response rate from the obtained 70% down to a  
>simulated 25%.

>  
>Nat Ehrlich, Ph.D.  
>Research Specialist  
>Michigan State University  
>Institute for Public Policy and Social Research  
>517-355-6672

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

>From: Michael Bocian [[mailto:michael\\_bocian@HOTMAIL.COM](mailto:michael_bocian@HOTMAIL.COM)]  
>Sent: Tuesday, February 10, 2004 7:17 PM  
>To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
>Subject: non-response bias (or non-bias)

>  
>I am looking for a study that I recall hearing about at an AAPOR conference  
>a few years ago that looked at biases caused by non-response in telephone  
>surveys. If I remember correctly, the study showed few differences between  
>respondents and non-respondents (presumably surveyed through refusal  
>conversions).  
>  
>If anyone can point me in the direction of this study or another of its  
>kind, I'd appreciate it.

>  
>Mike Bocian  
>  
>  
-----  
>Click here for a FREE online computer virus scan from McAfee.  
><http://clinic.mcafee.com/clinic/ibuy/campaign.asp?cid=3963>

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet

=====  
Date: Fri, 13 Feb 2004 09:41:16 -0500  
Reply-To: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>  
Subject: Re: non-response bias (or non-bias)  
Comments: To: Warren Mitofsky <[mitofsky@mindspring.com](mailto:mitofsky@mindspring.com)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

Dr. Mitofsky,  
They were not dropped at random...far from it. Because very fastidious call records were kept on each case in the sample, it was possible to simulate what might have been missed if refusal conversion attempts had been modified or eliminated, or if less aggressive call-back strategies had been employed. The analytic paradigm followed the format of: [IF the protocol was modified by strategy X [e.g., lowering the number of callback attempts from 5 to 4 THEN the response rate would have been Y], rather than simply throwing away cases to achieve a certain response rate.

Of course, true non-respondents were not contacted -- that would have required going back up to 17 years in some cases. But the result does establish that the findings would have been essentially unchanged with much smaller response rates.

Nat Ehrlich, Ph.D.  
Research Specialist  
Michigan State University  
Institute for Public Policy and Social Research  
517-355-6672

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

From: Warren Mitofsky [<mailto:mitofsky@mindspring.com>]  
Sent: Thursday, February 12, 2004 8:46 PM  
To: Ehrlich, Nathaniel; [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)



Subject: Re: non-response bias (or non-bias)

Doesn't that depend on how the respondents were dropped? If they were dropped at random then we are just talking about a smaller sample size. If they were dropped in some deliberate scheme then the simulated lower response rate might be of interest.

warren mitofsky

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Research

>of seventeen years of research on the Survey of Consumer Attitudes that  
>showed no significant differences in responses when data were dropped out  
>post hoc to reduce the response rate from the obtained 70% down to a  
>simulated 25%.

>  
>Nat Ehrlich, Ph.D.  
>Research Specialist  
>Michigan State University  
>Institute for Public Policy and Social Research  
>517-355-6672

>  
>

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

>From: Michael Bocian [mailto:michael\_bocian@HOTMAIL.COM]  
>Sent: Tuesday, February 10, 2004 7:17 PM  
>To: AAPORNET@asu.edu  
>Subject: non-response bias (or non-bias)

>  
>I am looking for a study that I recall hearing about at an AAPOR conference  
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>  
>If anyone can point me in the direction of this study or another of its  
>kind, I'd appreciate it.

>  
>Mike Bocian

>  
>  
>  

---

>Click here for a FREE online computer virus scan from McAfee.  
><http://clinic.mcafee.com/clinic/ibuy/campaign.asp?cid=3963>

>  
>-----  
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>Archives: <http://lists.asu.edu/archives/aapornet.html>  
>Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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---

Date: Sat, 14 Feb 2004 11:53:33 -0500  
Reply-To: Andy White <[whiteaa@HOTMAIL.COM](mailto:whiteaa@HOTMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Andy White <[whiteaa@HOTMAIL.COM](mailto:whiteaa@HOTMAIL.COM)>  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed

aapornet digest

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Create your own personal Web page with the info you use most, at My MSN.  
<http://click.atdmt.com/AVE/go/onm00200364ave/direct/01/>

-----  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Tue, 17 Feb 2004 10:36:34 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Joint Conference Announcement  
Comments: To: [AAPORNet@asu.edu](mailto:AAPORNet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

The Southwest, Southern California and Northern California/Pacific =  
Northwest Joint Conference, entitled "Discovering Hidden Treasures ~ =  
Follow the Map to Success"! will in held in LAS VEGAS MARCH 3-5, 2004. =20

Learn successful networking techniques, how monitoring employees in your  
call centers can help your bottom line, and you definitely won't want to  
miss the results of the industry survey. Over 600 of your friends and  
colleagues have given their opinions about the past, present and future =  
of

our industry. For more details about registration and the entire =  
program,  
please visit <<http://www.swmra.org/>> [www.swmra.org](http://www.swmra.org) .  
=20

MAKE A WEEK OF IT - Come early for the CMOR Conference in Las Vegas =  
March

2nd & 3rd. Take advantage of the chance to hear from industry experts on  
topics such as Fostering Online Respondent Cooperation, New Techniques =  
in

Training, Practical Solutions to Legislative Issues, and MORE! Visit the  
CMOR website at <[http://www.cmor.org/resp\\_coop\\_events.htm](http://www.cmor.org/resp_coop_events.htm)> =  
[www.cmor.org/resp\\_coop\\_events.htm](http://www.cmor.org/resp_coop_events.htm) for all the details. AND

enjoy the networking reception on Wednesday evening that will bring =  
together  
attendees from BOTH events that week.

=20

DON'T WAIT ANOTHER MINUTE - WE WANT TO SEE YOU IN LAS VEGAS MARCH  
3rd-5th!!!!

=20

Bobbie Kirkland

President, SWMRA

<mailto:bobbiek@on-linecom.com> bobbiek@on-linecom.com

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

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

=====  
Date: Tue, 17 Feb 2004 16:06:20 -0500

Reply-To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>

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

From: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>

Subject: Ruling

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

In-Reply-To: <[402AD0C5.6D1E6438@louisiana.edu](mailto:402AD0C5.6D1E6438@louisiana.edu)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Please be advised:

Appeals Court Upholds Do Not Call List =20

23 minutes ago=20

By STEVEN K. PAULSON, Associated Press Writer=20

DENVER - A federal appeals court upheld the government's do not call registry Tuesday, dismissing telemarketers' claims that it violates free speech rights and is unfair because it doesn't apply to charities and political solicitations.=20

The 10th U.S. Circuit Court of Appeals (news - web sites) called the registry "a reasonable fit."=20

"We hold that the do-not-call registry is a valid commercial speech regulation because it directly advances the government's important interests in safeguarding personal privacy and reducing the danger of telemarketing abuse without burdening an excessive amount of speech," the court said.=20

The politically popular registry, which took effect in October, contains more than 56 million phone numbers. Industry officials have said they expect about 2 million of their 6.5 million workers will lose their jobs within two years if the do-not-call rules stand.=20

Officials in the telemarketing industry did not immediately return calls

seeking comment.=20

"The Tenth Circuit's ruling represents a major victory for American consumers," said Timothy Muris, chairman of the Federal Trade Commission. "We are pleased that this popular program, like America's dinner hour, will not be interrupted."=20

The appeals court overturned U.S. District Judge Edward Nottingham of Denver, who said the list violated free-speech rights by barring calls from businesses but not charities.=20

"As a general rule, the First Amendment does not require that the government regulate all aspects of a problem before it can make progress on any front," the appeals court said. The court also said there was no evidence suggesting charitable or political callers were as troublesome as general telemarketing calls.=20

The registry "offers consumers a tool with which they can protect their homes against intrusions that Congress has determined to be particularly invasive," the court said.=20

"Just as a consumer can avoid door-to-door peddlers by placing a 'No Solicitation' sign in his or her front yard, the do-not-call registry lets consumers avoid unwanted sales pitches that invade the home via telephone," the court said. "We are convinced that the First Amendment does not prevent the government from giving consumers this option."=20

The court consolidated the appeal of Nottingham's decision with two related challenges =97 a case brought against the Federal Communications Commission (news - web sites) by Denver telemarketers and the FTC's appeal of a ruling in Oklahoma that said the agency had no authority to create and enforce the list.=20

It was Nottingham's ruling that had been closely watched because of the constitutional issues involved. His decision had threatened to cripple the FTC's ability to fully punish telemarketers and keep it from sharing information about the list, hindering the FCC (news - web sites) from enforcing it.=20

The FTC also had to stop providing the list to telemarketers, meaning they were free to call listed numbers without fear of reprisal. The appeals court had put Nottingham's ruling on hold pending its decision.=20

Earlier this month, the FTC said it wants to shorten the time it takes for consumers who sign up for the do-not-call list to start seeing a drop-off in telemarketing calls. The plan would require telemarketers to obtain updated lists of phone numbers every 30 days, rather than every three months.=20

The FTC said it has received about 150,000 complaints. It has not taken any action against a firm, though the FCC in December issued a complaint against California-based CPM Funding Inc./California Pacific Mortgage.=20

People can register numbers or file complaints at [www.donotcall.gov](http://www.donotcall.gov) or

by calling 1-888-382-1222. Companies that call numbers on the list face fines of up to \$11,000 for each violation.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Janet Bridges  
Sent: Wednesday, February 11, 2004 8:03 PM  
To: AAPORNET@asu.edu  
Subject: cell phones

Can anyone tell me whether there are any legal restrictions on accessing cell phones for surveys? Apparently the cell numbers are starting to appear in RDD.

I recall one set of list submissions (I think it was AAPOR) mentioning the problem of separating cell from land numbers. Thanks.

-----  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to:  
[aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

Regards to all,

Paul Braun  
Braun Research, Inc.  
Princeton NJ  
609-279-1600

-----  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Tue, 17 Feb 2004 15:01:13 -0700  
Reply-To: Kristi Hagen <Kristi.Hagen@NAU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Kristi Hagen <Kristi.Hagen@NAU.EDU>  
Subject: listed vs. unlisted number response rates  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear AAPOR members,  
I was wondering whether you have found higher nonresponse for unlisted numbers than listed numbers. I'd appreciate any information you can provide. You can respond to me directly and I will post a summary of the responses back to AAPOR.NET. Thanks!!

Kristi Kay Hagen, MA, MA  
Associate Director  
Social Research Laboratory,  
Northern Arizona University  
PO Box 15301, Flagstaff AZ 86011-5301

Office: 928-523-1192  
Cell: 928-699-0825  
Fax: 928-523-1754

"We need to travel the world over in search of what we want, just so we can be refreshed enough to find what we need when we get home."

- Mark Twain

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Wed, 18 Feb 2004 07:40:25 -0500  
Reply-To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Subject: Wisconsin pre-election polls  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

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February 17th Democratic Primaries - Polls & Priors  
2/13-15 2/11-12 2/4-7

Wisconsin Zogby ARG WTMJ-TV

|          |    |    |    |
|----------|----|----|----|
| Kerry    | 47 | 53 | 45 |
| Edwards  | 20 | 16 | 9  |
| Dean     | 23 | 11 | 12 |
| Sharpton | 1  | 2  | 1  |
| Kucinich | 2  | 2  | 1  |
| Clark    |    |    | 13 |

-----  
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=====

Date: Wed, 18 Feb 2004 10:52:06 -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: Re: Wisconsin pre-election polls  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

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Warren, maybe you have some insight. My guess, based on our experience in Iowa, and the direction of the difference from the polls compared to the results is that the polls underestimate the independent vote. But, most don't publish their screening questions, or even the sample frame they use, so it's impossible to tell how that might be happening. 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).

In a message dated 2/18/2004 6:43:22 AM Central Standard Time, [mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM) writes:

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#### February 17th Democratic Primaries - Polls & Priors

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|          |    |    |    |
|----------|----|----|----|
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| Kucinich | 2  | 2  | 1  |
| Clark    |    | 13 |    |

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Date: Wed, 18 Feb 2004 10:23:08 -0600  
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: Wisconsin pre-election polls  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[redirect-4691400@bk2.webmaillogin.com](mailto:redirect-4691400@bk2.webmaillogin.com)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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J. Ann Selzer wrote:

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>their screening questions, or even the sample frame they use, so it's  
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>to tell how that might be happening. 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).

>

>In a message dated 2/18/2004 6:43:22 AM Central Standard Time,

>[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM) writes:

>

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>February 17th Democratic Primaries - Polls & Priors

> 2/13-15 2/11-12 2/4-7

>Wisconsin Zogby ARG WTMJ-TV

>Kerry 47 53 45

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>Sharpton 1 2 1

>Kucinich 2 2 1

>Clark 13

>

>-----

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Date: Wed, 18 Feb 2004 11:33:27 -0500

Reply-To: [pkmurray@rci.rutgers.edu](mailto:pkmurray@rci.rutgers.edu)

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

From: Patrick Murray <[pkmurray@RCI.RUTGERS.EDU](mailto:pkmurray@RCI.RUTGERS.EDU)>

Organization: Eagleton Center for Public Interest Polling

Subject: Re: Wisconsin pre-election polls

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

In-Reply-To: <[130.2b3fb8ba.2d64e426@aol.com](mailto:130.2b3fb8ba.2d64e426@aol.com)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

There may be a problem with partisan modeling for this race, but perhaps there is some response bias issues as well. This is purely anecdotal, = but

may be a clue. My wife has been making calls for one of the campaigns. =

I

have listened as she has phoned voters in 6 primary states. With the exception of Wisconsin, she usually could enter into a conversation and determine where the voter was leaning. She got the most hang-ups and refusals with the Wisconsin folks (and she was calling on behalf of = Edwards

in the Milwaukee suburbs where he did best). So perhaps these voters = did

the same things to the pollsters.

Patrick Murray

Associate Director

Star-Ledger/Eagleton-Rutgers Poll

<http://slerp.rutgers.edu>

|-----Original Message-----

|From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer

|Sent: Wednesday, February 18, 2004 10:52 AM

|To: AAPORNET@asu.edu

|Subject: Re: Wisconsin pre-election polls

|I've not found much on specific methodology for these election polls =  
and

|Warren, maybe you have some insight. My guess, based on our experience =  
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|Iowa,  
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results

|is  
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|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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[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM) writes:

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|Sharpton 1 2 1  
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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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---

Date: Wed, 18 Feb 2004 10:50:37 -0600  
Reply-To: [David\\_Moore@GALLUP.COM](mailto:David_Moore@GALLUP.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Moore <[David\\_Moore@GALLUP.COM](mailto:David_Moore@GALLUP.COM)>  
Subject: Re: Wisconsin pre-election polls  
Comments: To: [mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1

To add to Nick's caution, I would also be chary of saying that ARG and Zogby necessarily "goofed." The Edison/Mitofsky exit poll in Wisconsin shows that 37% of voters overall made up their minds on the day of the election, or in the "last three days." That latter category is a bit vague -- it could include mostly people who made up their minds on Sunday, Monday, Tuesday -- assuming, of course, that voters take the "last three days" literally. Zogby polled through Sunday, ARG through Saturday -- so, with a little bit of wiggle room in the "last three days," I am assuming that neither Zogby nor ARG really got these last minute voters.

So, what did the polling terrain look like when Zogby and ARG were polling? Based on 63% of the voters in the exit poll who said they made up their minds in the previous week or earlier, the polling situation looked like this:

Kerry 48%  
Edwards 28%  
Dean 18%

Now, one COULD say that this shows how wrong ARG and Zogby were, because though Kerry has a substantial lead, Edwards is a clear second.

But, don't forget, 36% of the voters did not make up their minds until the last three days (the missing 1% is apparently rounding error). So, that probably means that when this group was polled, they gave a candidate other than the one they actually voted for. So, could I distribute 36% of the vote to come up with a picture similar to the one that Zogby and ARG found when they were polling? Absolutely. If the 36% late voters had been disproportionately for Kerry before the last three days, and more for Dean than Edwards, then that would make the picture right in line with the average of the ARG and Zogby polls.

David

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

From: Nick Panagakis [mailto:mail@MARKETSHARESCORP.COM]  
Sent: Wednesday, February 18, 2004 11:23 AM  
To: AAPORNET@asu.edu  
Subject: Re: Wisconsin pre-election polls

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>

>In a message dated 2/18/2004 6:43:22 AM Central Standard Time,  
>[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM) writes:

>

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>Yesterday exposed the biggest polling goofs in my memory. The final result  
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>Wisconsin Zogby ARG WTMJ-TV

>Kerry 47 53 45

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---

Date: Wed, 18 Feb 2004 09:07:37 -0800  
Reply-To: Joel Bloom <[jbloom@DARKWING.UOREGON.EDU](mailto:jbloom@DARKWING.UOREGON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Bloom <[jbloom@DARKWING.UOREGON.EDU](mailto:jbloom@DARKWING.UOREGON.EDU)>  
Subject: Re: Wisconsin pre-election polls  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4033916C.2070405@marketsharescorp.com](mailto:4033916C.2070405@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

The Rasmussen tracking poll picked up the trend:

2/14-16 2/11-13 (MOE 4%)

Kerry 43% 51%  
Edwards 25% 18%

The great unknown in an open primary state like Wisconsin is how many independents and Republicans will vote. In a year without a primary in one party and a hot race in the other it's a pretty good bet independents and members of the other party will vote in the primary where the action is. Pollsters know this, but it's still very hard to figure out what that will look like when it comes down to the actual voting. At the same time, as pointed out in previous posts, Edwards did have a very important late surge. Zogby seems to have picked up on that to some extent, but he sharply overestimated the Dean vote. (I can't find the Dean figure for Rasmussen.) Hats off to Rasmussen -- if you extrapolate their trend to the election they had it just about exactly right!

By the way, speaking of exit polls, it seems they systematically overestimated Kerry's support and underestimated both Edwards and Dean. Any theories about that?

-- Joel

\*\*\*\*\*

Joel David Bloom, Ph.D.  
<http://www.uoregon.edu/~jbloom>  
[jbloom@uoregon.edu](mailto:jbloom@uoregon.edu)

|                                        |                                 |
|----------------------------------------|---------------------------------|
| Postdoctoral Fellow/Research Associate | Adjunct Assistant Professor     |
| Oregon Survey Research Laboratory      | Department of Political Science |
| 440 McKenzie Hall/University of Oregon | 923 PLC/University of Oregon    |
| Eugene, Oregon 97403-5245              | Eugene, OR 97403-1284           |
| Telephone: 541-346-0891                | Telephone: 541-346-4861         |
| Facsimile: 541-346-0388                | facsimile: 541-346-4860         |

\*\*\*\*\*

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>>J. Ann Selzer, Ph.D.  
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>>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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>>Sharpton 1 2 1  
>>Kucinich 2 2 1  
>>Clark 13  
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Date: Wed, 18 Feb 2004 12:50:55 -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: Candidate sues opponent for slander in a poll!  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
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Mulvaney files suit against Dyer

By Beth Kassab | Sentinel Staff Writer  
Posted February 18, 2004, 12:13 PM EST  
<http://www.orlandosentinel.com/news/local/orange/orl-bk-mayorlawsuit021804,0,5800833.story?coll=orl-home-headlines>

Orlando mayoral candidate Ken Mulvaney filed a lawsuit Wednesday morning against Mayor Buddy Dyer, claiming that recent polling calls made by Dyer's campaign are slanderous and violate the state's election codes.

According to written statements from two people who say they received the calls, the pollster asked questions that referenced Mulvaney's two arrests on charges of domestic violence. The charges were dropped and Mulvaney was never prosecuted.

Dyer's campaign manager Patti Sharp said phone calls were made to 600 voters in January as part of a "legitimate research poll." She said the calls were not a "push poll" as Mulvaney alleges. She would not release the list of questions used by the Washington D.C.-based polling company.

SNIP

Mulvaney said he believes his character was damaged by the calls. The lawsuit also claims an e-mail sent out by an apparent Dyer supporter under the name Ferguson Foont also is slanderous. The Feb. 6 e-mail refers to Mulvaney as a "thug," "thief," "vile wife beater," and "pathetic joke."

SNIP

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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: Wed, 18 Feb 2004 12:44:41 -0500  
Reply-To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Subject: newspaper endorsements  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4033916C.2070405@marketsharescorp.com](mailto:4033916C.2070405@marketsharescorp.com)>  
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Nick Panagakis wrote:

>And, Edwards was endorsed by the Milwaukee Journal Sentinel on Monday.

Has anyone studied how influential newspaper endorsements are?

--

Doug Henwood  
Left Business Observer  
38 Greene St - 4th fl.  
New York NY 10013-2505 USA  
voice +1-212-219-0010  
fax +1-212-219-0098  
cell +1-917-865-2813  
email <<mailto:dhenwood@panix.com>>  
web <<http://www.leftbusinessobserver.com>>

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Date: Wed, 18 Feb 2004 15:37:37 -0500  
Reply-To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Subject: Re: Wisconsin pre-election polls  
Comments: To: Joel Bloom <[jbloom@DARKWING.UOREGON.EDU](mailto:jbloom@DARKWING.UOREGON.EDU)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[Pine.GSO.4.58.0402180848390.621@darkwing.uoregon.edu](mailto:Pine.GSO.4.58.0402180848390.621@darkwing.uoregon.edu)>  
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> <http://www.uoregon.edu/~jbloom>  
> [jbloom@uoregon.edu](mailto:jbloom@uoregon.edu)  
> Postdoctoral Fellow/Research Associate      Adjunct Assistant Professor  
> Oregon Survey Research Laboratory      Department of Political Science  
> 440 McKenzie Hall/University of Oregon      923 PLC/University of Oregon  
> Eugene, Oregon 97403-5245      Eugene, OR 97403-1284  
> Telephone: 541-346-0891      Telephone: 541-346-4861  
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>>> Selzer & Company, Inc.  
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>>> 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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212 980-3107 Fax

[www.mitofskyinternational.com](http://www.mitofskyinternational.com)  
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Date: Wed, 18 Feb 2004 16:00:10 -0500  
Reply-To: "Lawrence T. McGill" <[lmcgill@PRINCETON.EDU](mailto:lmcgill@PRINCETON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Lawrence T. McGill" <[lmcgill@PRINCETON.EDU](mailto:lmcgill@PRINCETON.EDU)>  
Subject: Re: Wisconsin pre-election polls  
Comments: To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
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If you assume that Kerry's 8-point decline (and Edwards' 7-point climb) from the 3-day period centering on Feb. 12 to the 3-day period centering on Feb. 15 would have continued at the same linear rate over the next 3-day period (centering on Feb. 18), then by the 17th (Primary Day), Kerry should have lost two-thirds of 8 more percentage points, while Edwards should have picked up two-thirds of 7 more percentage points. That would put Kerry at 38% and Edwards at 30%. The final numbers I saw in news coverage this morning were Kerry 40% and Edwards 34%.

Larry McGill

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Warren Mitofsky

Sent: Wednesday, February 18, 2004 3:38 PM

To: AAPORNET@asu.edu

Subject: Re: Wisconsin pre-election polls

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\*\*\*

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> [jbloom@uoregon.edu](mailto:jbloom@uoregon.edu)  
> Postdoctoral Fellow/Research Associate Adjunct Assistant  
Professor  
> Oregon Survey Research Laboratory Department of Political

Science

>440 McKenzie Hall/University of Oregon 923 PLC/University of

Oregon

>Eugene, Oregon 97403-5245

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212 980-3107 Fax

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Date: Wed, 18 Feb 2004 16:05:25 -0600  
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: Wisconsin pre-election polls  
Comments: To: "aapornet@asu.edu" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[redirect-5657539@bk1.webmaillogin.com](mailto:redirect-5657539@bk1.webmaillogin.com)>  
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Exit poll results compared with outcomes were...

John Kerry  
Election outcome 40  
Edison/Mitofsky 39  
WTMJ-TV/MSC 38

John Edwards  
Election outcome 34  
Edison/Mitofsky 35  
WTMJ-TV/MSC 35

Howard Dean  
Election outcome 18  
Edison/Mitofsky 18  
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Edison/Mitofsky results from the Milwaukee Journal Sentinel website.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Announcement  
Comments: To: [AAPORNet@asu.edu](mailto:AAPORNet@asu.edu)  
Comments: cc: [beverlygeline@westat.com](mailto:beverlygeline@westat.com)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Acct. # 5510-511, Project # 9851.00.03.01, Org. # =  
1.21.21.1<?xml:namespace prefix =3D o ns =3D =  
"urn:schemas-microsoft-com:office:office" />

=20

RUN IN: AAPOR Web Site =20

=20

RUN DATE: Thursday, Feb. 19, 2004 or As Soon As Possible

=20

RESEARCH

STUDY MANAGER

National research organization is seeking a study manager for a =  
multi-year health examination survey. It requires full-time travel and =  
working in 5 locations around the U.S. each year. The position involves =  
supervision of interviewers and office staff and management of a wide =  
range of activities. Looking for someone with a bachelor's degree and =

at least 10 years experience in staff management. Compensation = includes travel allowance, bonuses and other benefits. Contact = 800.937.8284 (voice mail); beverlygeline@westat.com; or fax = 301.294.2038.

WESTAT

Rockville, Maryland

EOE

-----  
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Date: Wed, 18 Feb 2004 15:01:32 -0800  
Reply-To: Joel Bloom <[jbloom@DARKWING.UOREGON.EDU](mailto:jbloom@DARKWING.UOREGON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Bloom <[jbloom@DARKWING.UOREGON.EDU](mailto:jbloom@DARKWING.UOREGON.EDU)>  
Subject: Wisconsin pre-election polls  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4033E1A5.1040000@marketsharescorp.com](mailto:4033E1A5.1040000@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Just a couple quick responses (after the original comments in brackets):

<I am missing something. Why are we congratulating Rasmussen? The day before the primary that poll showed an 18 point margin in a race that was decided by 5 points. Gallup wasn't that far off in '48. If you are referring to the trend showing the margin narrowing I fail to see the conclusion one would draw that would have hinted at the outcome. warren mitofsky>

and

<If you assume that Kerry's 8-point decline (and Edwards' 7-point climb) from the 3-day period centering on Feb. 12 to the 3-day period centering on Feb. 15 would have continued at the same linear rate over the next 3-day period (centering on Feb. 18), then by the 17th (Primary Day), Kerry should have lost two-thirds of 8 more percentage points, while Edwards should have picked up two-thirds of 7 more percentage points. That would put Kerry at 38% and Edwards at 30%. The final numbers I saw in news coverage this morning were Kerry 40% and Edwards 34%. Larry McGill?>

Warren and Larry,  
It's true I overstated my praise a bit. As Larry correctly points out, it's not a direct extrapolation. On the other hand, it fit what a lot of people thought was going on -- a late Edwards surge. Most observers, including myself, thought that the surge would continue, but that it wouldn't come entirely out of Kerry's hide, but more from Dean and

undecideds. Thus, the extrapolation was partly from trends in the Rasmussen survey and partly from my own internal attempts at real-time punditry. The Rasmussen Wisconsin poll results were originally posted on their site ([http://www.rasmussenreports.com/Democrats\\_Ballot\\_Preference\\_2004.htm](http://www.rasmussenreports.com/Democrats_Ballot_Preference_2004.htm)) but are no longer posted. I saw them at DailyKos (<http://www.dailykos.com/story/2004/2/17/213534/950>), a blog that publishes a lot of polls. In any case, Rasmussen had it closer than any other pre-election poll I saw for Wisconsin. Perhaps the source of my overstated praise comes from knowing just how hard it is to poll in a primary, and in an open primary to boot! (But points very well taken.)

Moving along....

<I don't understand this statement,

> By the way, speaking of exit polls, it seems they systematically  
> overestimated Kerry's support and underestimated both Edwards and  
> Dean. Any theories about that?

Exit poll results compared with outcomes were...

John Kerry  
Election outcome 40  
Edison/Mitofsky 39  
WTMJ-TV/MSC 38

John Edwards  
Election outcome 34  
Edison/Mitofsky 35  
WTMJ-TV/MSC 35

Howard Dean  
Election outcome 18  
Edison/Mitofsky 18  
WTMJ-TV/MSC 19

Edison/Mitofsky results from the Milwaukee Journal Sentinel website.

Nick>

Nick, those exit poll numbers are very different from what I saw last night. Obviously the numbers you post are very close to the actual results. I can't guess what happened, other than that perhaps I saw unweighted numbers last night, or perhaps more than one organization did exit polls.

In either case, nice work, Warren!

Best,

Joel

\*\*\*\*\*

Joel David Bloom, Ph.D.  
<http://www.uoregon.edu/~jbloom>  
[jbloom@uoregon.edu](mailto:jbloom@uoregon.edu)

Postdoctoral Fellow/Research Associate	Adjunct Assistant Professor
Oregon Survey Research Laboratory	Department of Political Science
440 McKenzie Hall/University of Oregon	923 PLC/University of Oregon
Eugene, Oregon 97403-5245	Eugene, OR 97403-1284
Telephone: 541-346-0891	Telephone: 541-346-4861
Facsimile: 541-346-0388	facsimile: 541-346-4860

\*\*\*\*\*

On Wed, 18 Feb 2004, Nick Panagakis wrote:

> I don't understand this statement,  
>  
>> By the way, speaking of exit polls, it seems they systematically  
>> overestimated Kerry's support and underestimated both Edwards and  
>> Dean. Any theories about that?  
>  
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>  
> John Kerry  
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>  
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>  
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> WTMJ-TV/MSC 19  
>  
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>  
> Nick  
>  
>  
> Warren Mitofsky wrote:  
>  
>> I am missing something. Why are we congratulating Rasmussen? The day  
>> before  
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>> to the  
>> trend showing the margin narrowing I fail to see the conclusion one would  
>> draw that would have hinted at the outcome.  
>> warren mitofsky  
>>  
>>

>> At 12:07 PM 2/18/2004, Joel Bloom wrote:  
>>  
>>> The Rasmussen tracking poll picked up the trend:  
>>>  
>>> 2/14-16 2/11-13 (MOE 4%)  
>>>  
>>> Kerry 43% 51%  
>>> Edwards 25% 18%  
>>>  
>>> The great unknown in an open primary state like Wisconsin is how many  
>>> independents and Republicans will vote. In a year without a primary  
>>> in one  
>>> party and a hot race in the other it's a pretty good bet independents  
>>> and  
>>> members of the other party will vote in the primary where the action is.  
>>> Pollsters know this, but it's still very hard to figure out what that  
>>> will  
>>> look like when it comes down to the actual voting. At the same time, as  
>>> pointed out in previous posts, Edwards did have a very important late  
>>> surge. Zogby seems to have picked up on that to some extent, but he  
>>> sharply overestimated the Dean vote. (I can't find the Dean figure for  
>>> Rasmussen.) Hats off to Rasmussen -- if you extrapolate their trend  
>>> to the  
>>> election they had it just about exactly right!  
>>>  
>>> By the way, speaking of exit polls, it seems they systematically  
>>> overestimated Kerry's support and underestimated both Edwards and Dean.  
>>> Any theories about that?  
>>>  
>>> -- Joel  
>>>  
>>>

\*\*\*\*\*

>>>  
>>> Joel David Bloom, Ph.D.  
>>> <http://www.uoregon.edu/~jbloom>  
>>> [jbloom@uoregon.edu](mailto:jbloom@uoregon.edu)  
>>> Postdoctoral Fellow/Research Associate      Adjunct Assistant  
>>> Professor  
>>> Oregon Survey Research Laboratory      Department of Political  
>>> Science  
>>> 440 McKenzie Hall/University of Oregon      923 PLC/University of  
>>> Oregon  
>>> Eugene, Oregon 97403-5245      Eugene, OR  
>>> 97403-1284  
>>> Telephone: 541-346-0891      Telephone:  
>>> 541-346-4861  
>>> Facsimile: 541-346-0388      facsimile:  
>>> 541-346-4860  
>>>

\*\*\*\*\*

>>>  
>>>  
>>> On Wed, 18 Feb 2004, Nick Panagakis wrote:



>>>  
>>>> Thanks for the pass Warren. But these later primaries are very fluid  
>>>> situations because of the condensed period of campaigning. (e.g.,  
>>>> Kerry  
>>>> didn't get to the stae until last Friday.)  
>>>>  
>>>> In our exit poll yesterday, 47% of Edwards voters decided today or  
>>>> yesterday vs. 26% of Kerry voters.  
>>>>  
>>>> Some 44% of those voters thought he won the Sunday debate, probably  
>>>> more  
>>>> a function of many Wisconsin voters getting their first close look  
>>>> at him.  
>>>>  
>>>> And, Edwards was endorsed by the Milwaukee Journal Sentinel on Monday.  
>>>> The Des Moines Register endorsement is said to have been spike for him  
>>>> in Iowa although J. Ann would know best.  
>>>>  
>>>> Nick.  
>>>>  
>>>> J. Ann Selzer wrote:  
>>>>  
>>>>> I've not found much on specific methodology for these election  
>>>>> polls and  
>>>>> Warren, maybe you have some insight. My guess, based on our  
>>>>> experience in Iowa,  
>>>>> and the direction of the difference from the polls compared to the  
>>>>> results is  
>>>>> that the polls underestimate the independent vote. But, most don't  
>>>>> publish  
>>>>> their screening questions, or even the sample frame they use, so it's  
>>>>> impossible  
>>>>> to tell how that might be happening. 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).  
>>>>>  
>>>>> In a message dated 2/18/2004 6:43:22 AM Central Standard Time,  
>>>>> [mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM) writes:  
>>>>>  
>>>>>  
>>>>> Yesterday exposed the biggest polling goofs in my memory. The  
>>>>> final result  
>>>>> showed Kerry by 5 points over Edwards. Zogby had the race a 24

>>> point win  
>>> >for Kerry over DEAN. Edwards third. ARG, alias Dick Bennett, had  
>>> Kerry  
>>> >winning by 37. WTMJ, Nick Panagakis poll was 10 days old, so they get  
>>> a pass.

>>>>  
>>>>  
>>>>  
>>>>  
>>>> February 17th Democratic Primaries - Polls & Priors  
>>>> 2/13-15 2/11-12 2/4-7  
>>>> Wisconsin Zogby ARG WTMJ-TV  
>>>> Kerry 47 53 45  
>>>> Edwards 20 16 9  
>>>> Dean 23 11 12  
>>>> Sharpton 1 2 1  
>>>> Kucinich 2 2 1  
>>>> Clark 13

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>>>>> 1776 Broadway, Suite 1708  
>>>>> New York, NY 10019  
>>>>>  
>>>>> 212 980-3031  
>>>>> 212 980-3107 Fax  
>>>>>  
>>>>> [www.mitofskyinternational.com](http://www.mitofskyinternational.com)  
>>>>> [mitofsky@mindspring.com](mailto:mitofsky@mindspring.com)  
>>>>>

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Date: Wed, 18 Feb 2004 21:07:30 -0500  
Reply-To: [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: Rasmussen vs. Gallup  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Dear All:

If you go to Drudge the one stop shopping place for leaked exit poll results and unsubstantiated sexual rumours about Democrats at this very minute you will find a link to a new CNN USATODAY Gallup Poll that has Kerry out in front to Bush by 55 to 43 or something. Edwards is also ahead.

[http://www.usatoday.com/news/politicselections/nation/president/2004-02-18-poll\\_x.htm](http://www.usatoday.com/news/politicselections/nation/president/2004-02-18-poll_x.htm):

Right there on the same Drudge link page you can go to the Rasmussen poll that has Bush beating Kerry by 5 points.

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I used Warren's comments today in class by the way with very good effect.

Andy Beveridge

Andrew A. Beveridge  
Professor of Sociology  
Queens College and Grad Ctr CUNY  
Suite 233 Powdermaker Hall  
65-30 Kissena Blvd  
Flushing, NY 11367-1597  
Phone: 718-997-2837  
FAX: 718-997-2820  
email: [beveridg@optonline.net](mailto:beveridg@optonline.net)

web: [www.socialexplorer.com](http://www.socialexplorer.com)

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Date: Wed, 18 Feb 2004 23:32:38 -0500  
Reply-To: Howard Schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: extrapolations?  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

I don't understand the emphasis on extrapolation as a way of responding to what Warren Mitofsky called "polling goofs" with regard to the Wisconsin Primary. In addition to the considerable uncertainty of any such extrapolation, the question is why poll organizations didn't use rolling averages right up to the day of the Primary. There was evidence of substantial change in the days or even hours before voting in Iowa and New Hampshire, and to the extent that the vote itself provides one of our few indicators of survey validity, minimizing the time gap seems a matter of high priority.

---

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Date: Thu, 19 Feb 2004 07:47:51 -0500  
Reply-To: "Arumi, Ana Maria (NBC)" <[Anamaria.Arumi@NBC.COM](mailto:Anamaria.Arumi@NBC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Arumi, Ana Maria (NBC)" <[Anamaria.Arumi@NBC.COM](mailto:Anamaria.Arumi@NBC.COM)>  
Subject: Re: Rasmussen vs. Gallup  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

Why are we comparing Gallup and Rasmussen?

The Rasmussen poll is conducted by an autodialer and a prerecorded voice:  
<http://www.rasmussenreports.com/methodology.htm>

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

From: Andrew A Beveridge [<mailto:andy@TROLL.SOC.QC.EDU>]  
Sent: Wednesday, February 18, 2004 9:08 PM

To: AAPORNET@asu.edu  
Subject: Rasmussen vs. Gallup

Dear All:

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Phone: 718-997-2837  
FAX: 718-997-2820  
email: [beveridg@optonline.net](mailto:beveridg@optonline.net)  
web: [www.socialexplorer.com](http://www.socialexplorer.com)

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Date: Thu, 19 Feb 2004 08:00:49 -0500  
Reply-To: andy@troll.soc.qc.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>  
Subject: Re: Rasmussen vs. Gallup  
Comments: To: "Arumi, Ana Maria (NBC)" <Anamaria.Arumi@NBC.COM>, AAPORNET@asu.edu  
In-Reply-To: <8C91CD2BAAED3245B1F486DE683652D50452DEFF@ny24bnewsnbcge>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7BIT

Because someone put forward a tortured claim that Rasmussen "picked up the trend in Wisconsin"

Andy Beveridge

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Arumi, Ana Maria (NBC)  
Sent: Thursday, February 19, 2004 7:48 AM  
To: AAPORNET@asu.edu  
Subject: Re: Rasmussen vs. Gallup

Why are we comparing Gallup and Rasmussen?

The Rasmussen poll is conducted by an autodialer and a prerecorded voice:  
<http://www.rasmussenreports.com/methodology.htm>

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

From: Andrew A Beveridge [mailto:andy@TROLL.SOC.QC.EDU]  
Sent: Wednesday, February 18, 2004 9:08 PM  
To: AAPORNET@asu.edu  
Subject: Rasmussen vs. Gallup

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Date: Thu, 19 Feb 2004 13:13:36 +0000  
Reply-To: Nick Moon <[N.Moon@NOPWORLD.COM](mailto:N.Moon@NOPWORLD.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Moon <[N.Moon@NOPWORLD.COM](mailto:N.Moon@NOPWORLD.COM)>  
Subject: Re: Rasmussen vs. Gallup  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Rather worryingly, Rasmussen polled in the UK in the same way during the last general election and did pretty well, though I'm not sure anyone has seen any unweighted data

Nick Moon  
NOP Research Group  
245 Blackfriars Road, London SE1 9UL

tel 020 7890 9830 fax 020 7890 9589  
http://www.nopworld.com

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

> From: Andrew A Beveridge [mailto:andy@TROLL.SOC.QC.EDU]  
> Sent: 19 February 2004 13:01  
> To: AAPORNET@asu.edu  
> Subject: Re: Rasmussen vs. Gallup

>  
>  
> Because someone put forward a tortured claim that Rasmussen  
> "picked up the  
> trend in Wisconsin"

>  
> Andy Beveridge

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Arumi, Ana Maria  
> (NBC)  
> Sent: Thursday, February 19, 2004 7:48 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: Rasmussen vs. Gallup

>  
>  
> Why are we comparing Gallup and Rasmussen?

>  
> The Rasmussen poll is conducted by an autodialer and a  
> prerecorded voice:  
> <http://www.rasmussenreports.com/methodology.htm>

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

> From: Andrew A Beveridge [mailto:andy@TROLL.SOC.QC.EDU]  
> Sent: Wednesday, February 18, 2004 9:08 PM  
> To: AAPORNET@asu.edu  
> Subject: Rasmussen vs. Gallup

>  
>  
> Dear All:

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> exit poll results  
> and unsubstantiated sexual rumours about Democrats at this  
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> some undergraduates.  
>  
> What am I to tell them?  
>  
> Can pollsters be believed.  
>  
> I used Warren's comments today in class by the way with very  
> good effect.  
>  
> Andy Beveridge  
>  
> Andrew A. Beveridge  
> Professor of Sociology  
> Queens College and Grad Ctr CUNY  
> Suite 233 Powdermaker Hall  
> 65-30 Kissena Blvd  
> Flushing, NY 11367-1597  
> Phone: 718-997-2837  
> FAX: 718-997-2820  
> email: [beveridg@optonline.net](mailto:beveridg@optonline.net)  
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Date: Thu, 19 Feb 2004 09:28:25 -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: Pollsters Faulted for Failure to Predict Edwards's Surge and for Subsequent News Coverage  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Features some rather familiar names . . . .

AAPORnet is internet site?

February 19, 2004

Pollsters Faulted for Failure to Predict Edwards's Surge and for Subsequent News Coverage

By JIM RUTENBERG

Senator John Kerry may have beaten Senator John Edwards by nearly six percentage points in Wisconsin on Tuesday, but it was Mr. Edwards who picked up a tsunami of momentum in newspapers and on television, with pundits lauding him for beating their expectations.

Yesterday the source for those expectations, polls before the primary, were criticized for missing a late surge in popularity for Mr. Edwards, prompting a contentious debate within the news media over whether news outlets have been over-reliant on such polls. Some questioned whether Mr. Edwards

received a bigger public relations bounce from his showing than he should have.

The debate broke into the open in the early morning, when a longtime polling executive, Warren Mitofsky, posted the following note on an Internet site for pollsters: "Yesterday exposed the biggest polling goofs in my memory." It gained particular notice because Mr. Mitofsky is one of the men in charge of the main service used by the networks and The Associated Press to survey voters when they leave the polls.

He went on to criticize the two main polls before the voting that helped lead many news outlets to expect that Mr. Kerry would beat Mr. Edwards by a much bigger margin than he did.

One last week by the American Research Group showed Mr. Kerry with 53 percent of the vote to Mr. Edwards's 16 percent. Another, from Zogby International, showed Mr. Kerry with 47 percent of the vote to Mr. Edwards's 20 percent, and Howard Dean's 23 percent, as of Feb. 15.

Mr. Kerry, in the end, won with 40 percent of the vote to Mr. Edwards's 34 percent. Dr. Dean, the former governor of Vermont, finished third with 18 percent of the vote, leading anchors like Wolf Blitzer on CNN to excitedly tell his viewers on Tuesday, "a much closer race than many of us had expected."

Calling the earlier polls flawed, Mr. Mitofsky said in an interview yesterday that if they had accurately picked up support for Mr. Edwards, the coverage would have played out differently - perhaps giving him less of a bounce. That bounce helped Mr. Edwards dismiss questions about his viability and also helped him to raise \$310,000 on the Internet by the late afternoon.

"Nobody would have been surprised that it was close, there would have been the expectation of maybe even an Edwards victory," Mr. Mitofsky said. Instead, he added, the polling "made him look like a hero."

Conversely, Geoffrey Garin, a Democratic pollster, said the coverage, based on the polls, set Mr. Kerry up for a fall.

"Virtually every news outlet, based on public opinion polling, created the expectation and standard that John Kerry would have a big victory," he said. "So anything that was short of a big victory almost inherently becomes a disappointment."

David Axelrod, Mr. Edwards's media adviser, argued that Mr. Edwards deserved the coverage because he truly did pick up steam, quickly, as the polls showed.

Mr. Axelrod said that Mr. Kerry "started out light years ahead of us." He added, "We started from behind and we closed fast."

What is not in dispute is that no poll detected the late surge of support for Mr. Edwards. Voter surveys showed three-quarters of Mr. Edwards's support as coming in the last week of the contest.

John Zogby, the president of Zogby International, said his polling ended Sunday night, before a Democratic debate. The good reviews Mr. Edwards won that night, Mr. Zogby said, helped him with voters, as did the late endorsement from The Milwaukee Journal Sentinel.

Dismissing Mr. Mitofsky's critique as the rantings of "a grumpy old man" - Mr. Mitofsky is 69 - Mr. Zogby said: "There is conventional wisdom and there are pollsters, and pollsters oftentimes help to define the conventional wisdom. As of Sunday at about 5 p.m., when the last poll finished, the conventional wisdom was 'Kerry's ahead.' "

Defending his company's poll, Dick Bennett, president of the American Research Group, said Mr. Kerry's support plummeted extraordinarily after his polling concluded.

Still, Gary Langer, the director of polling at ABC News, said he was not sure Mr. Edwards's support could have surged that much that quickly.

"The critical thing is, we as news organizations need to establish standards for survey research that we will not report," Mr. Langer said, adding that ABC had such standards.

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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: Thu, 19 Feb 2004 09:29:21 -0500  
Reply-To: [MMokrzycki@AP.ORG](mailto:MMokrzycki@AP.ORG)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: [MMokrzycki@AP.ORG](mailto:MMokrzycki@AP.ORG)  
Subject: Re: extrapolations?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

The extrapolation also was drawn from surveys by two different shops, possibly with significantly different methodologies. And the earlier survey (ARG) had 16% undecided vs 7% undecided in the later (Zogby) poll. As for not using rolling averages, it doesn't appear any of the WI surveys were tracking polls.

The time-of-decision data from both the NEP and Market Shares exit polls suggest this contest was so fluid that any WI pre-election poll ran a high risk of being perceived as "wrong" (not pointing to a fairly close outcome) unless it polled at least into Monday night. Among the 19% in the NEP poll who said they decided "in the last three days" (but not "today"), 55% went for Edwards to 22% for Kerry. Another 18% said they decided "today" and they went for Edwards 40-29 over Kerry. Similarly, Nick found that 44% of Edwards voters made up their minds Monday or Tuesday, vs 21% of Kerry voters. No need for extrapolation from pre-election polls to prove a clear Edwards surge and Kerry fade at the end in WI.

Mike Mokrzycki, AP

Howard Schuman <hschuman@UMICH.EDU>  
Sent by: AAPORNET <AAPORNET@asu.edu>  
02/18/2004 11:32 PM  
Please respond to Howard Schuman

To: AAPORNET@asu.edu  
cc:  
Subject: extrapolations?

I don't understand the emphasis on extrapolation as a way of responding to what Warren Mitofsky called "polling goofs" with regard to the Wisconsin Primary. In addition to the considerable uncertainty of any such extrapolation, the question is why poll organizations didn't use rolling averages right up to the day of the Primary. There was evidence of substantial change in the days or even hours before voting in Iowa and New Hampshire, and to the extent that the vote itself provides one of our few indicators of survey validity, minimizing the time gap seems a matter of high priority.

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Date: Thu, 19 Feb 2004 10:33:24 -0500  
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>  
Subject: Re: extrapolations?  
Comments: To: MMokrzycki@AP.ORG

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <OF9C8BFD28.F74236C6-ON85256E3F.004D2150@ap.org>

MIME-version: 1.0

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

Mike Mokrzycki cites the Edwards lead among voters who decided in the last few days as a reason for the pre-election polls being off. However, that does not explain the overstatements for Kerry in those polls. The net effect on the difference in the pre-election polls would be to reduce the margin between Kerry and Edwards by 8 percentage points. That hardly accounts for the 27 point Zogby lead and the 37 point ARG lead of Kerry over Edwards.

warren mitofsky

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>Howard Schuman <hschuman@UMICH.EDU>  
>Sent by: AAPORNET <AAPORNET@asu.edu>  
>02/18/2004 11:32 PM  
>Please respond to Howard Schuman

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>  
> To: AAPORNET@asu.edu  
> cc:  
> Subject: extrapolations?

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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: extrapolations?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[6.0.1.1.2.20040219102558.01e2dcc8@mail.mindspring.com](mailto:6.0.1.1.2.20040219102558.01e2dcc8@mail.mindspring.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

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certainly seemed apparent to me that this was Dean's last hurrah - where would some of his supporters land? Would the Kerry womanizing allegations hit anywhere besides British Tabs and the Drudge report? Etc.).

--

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 Warren Mitofsky

> Sent: Thursday, February 19, 2004 10:33 AM

> To: AAPORNET@asu.edu

> Subject: Re: extrapolations?

>

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>>Mike Mokrzycki, AP

>>

>>

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>>



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>>  
>>Howard Schuman <hschuman@UMICH.EDU>  
>>Sent by: AAPORNET <AAPORNET@asu.edu>  
>>02/18/2004 11:32 PM  
>>Please respond to Howard Schuman

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>>  
>> To: AAPORNET@asu.edu  
>> cc:  
>> Subject: extrapolations?

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Date: Thu, 19 Feb 2004 14:14:41 -0500

Reply-To: JAnnSelzer@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>  
Subject: Re: extrapolations?  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

I'll repeat my earlier suspicion that the difference between these polls and the outcome had more to do with how they sampled and weighted than when they stopped. My suspicion stems from the pre-caucus Iowa Poll. We finished interviewing on Friday night in order for reporters to write the story Saturday to be in Sunday's paper. Our trend line (with rolling two-day averages over our four days in the field) showed very clearly Kerry and Edwards were rising and Dean was falling. In fact, The Register's front-page treatment was to put the picture of the candidate, his percentage, and a big arrow going up or down.

The Zogby site indicates it applies weighting for political party identification, which I think is a troubling technique at any time, but probably just plain stupid in primaries and caucuses when voters can register or change party registration at caucus or voting site. To what known distribution should a pollster weight? In Iowa, about 20% of caucus goers considered themselves independent this year. Edwards wins over Kerry with independents. When a poll underrepresents independents it underestimates Edwards' strength.

In short, I don't think the answer is for polls to have to stay in the field late. 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).

In a message dated 2/19/2004 12:44:06 PM Central Standard Time, [simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM) writes:  
Going back to what Howard said earlier - why did those polling organizations (and/or those who commissioned them to do so) that were polling Wisconsin stop so early?

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Date: Thu, 19 Feb 2004 15:29:57 -0500

Reply-To: "Trussell, Norman" <[Norman.Trussell@NIELSENMEDIA.COM](mailto:Norman.Trussell@NIELSENMEDIA.COM)>

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

From: "Trussell, Norman" <[Norman.Trussell@NIELSENMEDIA.COM](mailto:Norman.Trussell@NIELSENMEDIA.COM)>

Subject: AAPOR golfers return to Phoenix and Lookout Mountain Golf Club  
(P

reliminary Notice of AAPOR Golf Outing)

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

MIME-version: 1.0

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

What: Annual AAPOR Golf Outing!

When: May 13, 2004. Tee times: 7:00am - 7:40am

Where: Lookout Mountain Golf Club at the Pointe Hilton Tapatio Cliffs Resort  
(Conference Hotel) .

Cost: \$ 62 plus tax including GPS equipped cart.

Fellow Golfers...

The annual AAPOR Golf outing will be held at the conference Hotel at the Lookout Mountain Golf Club at the Pointe Hilton Tapatio Cliffs Resort (no concerns with transportation to and from the course!!). The price of \$62 per person including range balls and cart is a significant savings over the standard price. It'll be on the Thursday morning (May 13th) of the conference with the first tee time at 7:00 a.m., as early as possible, so anyone that needs to be back at the conference at lunch time can get their round in.

The course plays to a 71.2 rating and a 135 slope from the Farthest Pointe Tees and a 68.4/128 from the Middle Pointe Tees. The Forward Pointe Tees play to a 65.3/113. Rob Daves and Nancy Whelchel took on the "tough job" of checking out the course during their site visit in October and returned glowing reports:

Nancy: "Rob and I played the course ... it's seriously beautiful (and more than a bit challenging). ... It really is VERY nice. Also, it's right there at the resort - a few minutes walk from most rooms ... it has a nice driving range (included with greens fee) and putting green. Lots of road runners and rabbits and lots and lots of cactus and rocks for your balls to hide

in... a very cool 'cheat sheet' available, that gives some explicit info about each hole. My guess is that after playing Thurs folks are going to be bailing on the conference sessions to play again, regardless of the cost. ... it is WELL worth \$62. I'm sure our fellow golfers would agree."

Rob: "I echo her enthusiasm about the course. FYI, this is the same course that some of us played the last time the conference was in Phoenix. Mike Traugott, Paul Lavrakas and I played it then (perhaps others did, too), and it's changed a bit, because Phoenix has grown into the desert. But Nancy's right about the roadrunners (3 by my count), bunnies (too many to count), Gambel's quail (too fast to count) and cactus wrens (also too many to count)."

From their website: <http://www.pointehilton.com/golf-lookout-mountain.htm>  
<<http://www.pointehilton.com/golf-lookout-mountain.htm>> "This magnificent par-72 course has garnered many honors. Golf Digest named it one of the 450 best public courses in the country and Lookout Mountain has been consistently voted one of the top 25 golf courses in the state of Arizona. Our course has also hosted celebrity events such as the Harmon Killebrew Invitational, the Royce Clayton Charity Classic and the Phoenix Suns Scramble. Featuring lush greens entwined by carefully preserved Sonoran Desert Terrain, this championship 18-hole course combines spectacular scenery with challenging play. In fact, you may see quail or even a coyote out on the course."

What now? Decide if you can play, and let me know as soon as you can. A return email would be great or feel free to call. I 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 and any equipment needs. I will put groups together and assign tee times.

Please excuse the intrusion if not interested.  
Thanks, and best wishes ...

Norm Trussell  
Nielsen Media Research  
Phone: (813)366-4379

P.S. If you already emailed your response, no need to reply again.

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Date: Thu, 19 Feb 2004 14:35:54 -0600  
Reply-To: David\_Moore@GALLUP.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: David Moore <David\_Moore@GALLUP.COM>  
Subject: Facts about the ARG and Zogby Polls in Wisconsin  
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@asu.edu

MIME-version: 1.0

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

It's very difficult to fault the ARG poll in Wisconsin for not having results that mirror the election. ARG's last poll was on Wednesday and Thursday, Feb. 11-12, a full five days before the election. If a poll that early accurately reflected the vote on Feb. 17, it means the Exit Poll would have to be wrong about the surge for Edwards.

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That does not mean that I still don't wonder about Zogby's last day of polling in New Hampshire, when he showed Kerry's lead going from 3 points to 13 points on Monday - a surge that apparently no other polling group found and that does not seem to be supported by the exit poll in New Hampshire.

David

-----  
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Date: Thu, 19 Feb 2004 17:54:49 -0500  
Reply-To: JAnnSelzer@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>  
Subject: Re: Facts about the ARG and Zogby Polls in Wisconsin  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

My suspicion (but I do not know this for a fact) is that Zogby asks for party ID of all respondents, then screens for likely voters. He retains the full file for weighting, weights the total file, then pulls out likely voters for analysis. The distribution you show for Zogby would then be the full file, not just the likely voters, I have to think. Is there a more authoritative source who can comment?

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).

In a message dated 2/19/2004 2:36:43 PM Central Standard Time, [David\\_Moore@gallup.com](mailto:David_Moore@gallup.com) writes:  
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Date: Thu, 19 Feb 2004 17:25:26 -0600  
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: Facts about the ARG and Zogby Polls in Wisconsin  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[redirect-4817202@bk2.webmaillogin.com](mailto:redirect-4817202@bk2.webmaillogin.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

My experience in Wisconsin is that a "full file of voters" would show % Democrats closer to % Republicans, probably plus a few points.

Nick

J. Ann Selzer wrote:

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>

>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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=====  
Date: Thu, 19 Feb 2004 17:39:07 -0800  
Reply-To: John Nienstedt <[john@CERC.NET](mailto:john@CERC.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Nienstedt <[john@CERC.NET](mailto:john@CERC.NET)>  
Organization: Competitive Edge Research & Comm.  
Subject: Re: Rasmussen vs. Gallup  
Comments: To: Nick Moon <[N.Moon@NOPWORLD.COM](mailto:N.Moon@NOPWORLD.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[369904DA6CB7D611818D0002B3656320051D62EC@lud-exch-nt02.nop.nopworld.com](mailto:369904DA6CB7D611818D0002B3656320051D62EC@lud-exch-nt02.nop.nopworld.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Rasmussen had Bush WAY out in front of Gore in '02.

John E. Nienstedt, Sr.  
[john@cerc.net](mailto:john@cerc.net)  
Get the edge at [www.cerc.net](http://www.cerc.net)

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Nick Moon  
Sent: Thursday, February 19, 2004 5:14 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: Rasmussen vs. Gallup

Rather worryingly, Rasmussen polled in the UK in the same way during the last general election and did pretty well, though I'm not sure anyone has seen any unweighted data

Nick Moon  
NOP Research Group

245 Blackfriars Road, London SE1 9UL  
tel 020 7890 9830 fax 020 7890 9589  
<http://www.nopworld.com>

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

> From: Andrew A Beveridge [mailto:[andy@TROLL.SOC.QC.EDU](mailto:andy@TROLL.SOC.QC.EDU)]  
> Sent: 19 February 2004 13:01  
> To: AAPORNET@asu.edu  
> Subject: Re: Rasmussen vs. Gallup

>  
>  
> Because someone put forward a tortured claim that Rasmussen  
> "picked up the  
> trend in Wisconsin"

>  
> Andy Beveridge

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

> From: AAPORNET [mailto:[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)] On Behalf Of Arumi, Ana Maria  
> (NBC)  
> Sent: Thursday, February 19, 2004 7:48 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: Rasmussen vs. Gallup

>  
>  
> Why are we comparing Gallup and Rasmussen?

>  
> The Rasmussen poll is conducted by an autodialer and a  
> prerecorded voice:  
> <http://www.rasmussenreports.com/methodology.htm>

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

> From: Andrew A Beveridge [mailto:[andy@TROLL.SOC.QC.EDU](mailto:andy@TROLL.SOC.QC.EDU)]  
> Sent: Wednesday, February 18, 2004 9:08 PM  
> To: AAPORNET@asu.edu  
> Subject: Rasmussen vs. Gallup

>  
>  
> Dear All:

>  
> If you go to Drudge the one stop shopping place for leaked  
> exit poll results  
> and unsubstantiated sexual rumours about Democrats at this  
> very minute you  
> will find a link to a new CNN USATODAY Gallup Poll that has  
> Kerry out in  
> front to Bush by 55 to 43 or something. Edwards is also ahead.

>  
> <http://www.usatoday.com/news/politicselections/nation/presiden>  
> [t/2004-02-18-p](http://www.usatoday.com/news/politicselections/nation/presiden)  
> [oll\\_x.htm](http://www.usatoday.com/news/politicselections/nation/presiden):

>

> Right there on the same Drudge link page you can go to the  
> Rasmussen poll  
> that has Bush beating Kerry by 5 points.  
>  
> Now guys, I am trying to teach statistics (with an emphasis  
> on surveying) to  
> some undergraduates.  
>  
> What am I to tell them?  
>  
> Can pollsters be believed.  
>  
> I used Warren's comments today in class by the way with very  
> good effect.  
>  
> Andy Beveridge  
>  
> Andrew A. Beveridge  
> Professor of Sociology  
> Queens College and Grad Ctr CUNY  
> Suite 233 Powdermaker Hall  
> 65-30 Kissena Blvd  
> Flushing, NY 11367-1597  
> Phone: 718-997-2837  
> FAX: 718-997-2820  
> email: [beveridg@optonline.net](mailto:beveridg@optonline.net)  
> web: [www.socialexplorer.com](http://www.socialexplorer.com)

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Date: Thu, 19 Feb 2004 21:49:19 -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: Facts about the ARG and Zogby Polls in Wisconsin  
Comments: To: [David\\_Moore@GALLUP.COM](mailto:David_Moore@GALLUP.COM)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[16D7ABF1B1E58D4CB432013854C338F9044EE481@exchn11.gallup.com](mailto:16D7ABF1B1E58D4CB432013854C338F9044EE481@exchn11.gallup.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

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Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
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Organization: Market Shares Corporation  
Subject: Re: Facts about the ARG and Zogby Polls in Wisconsin  
Comments: To: "aapornet@asu.edu" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[redirect-4835526@bk2.webmaillogin.com](mailto:redirect-4835526@bk2.webmaillogin.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

Zogby's party ID numbers are not representative of the general electorate. My experience in Wisconsin is that general electorate distributions generally show Democrats closer to Republicans, generally Democrats up by a few points. In a high turnout primary, in Wisconsin we would expect Democrats to be about 60% of Democratic primary turnout with the balance mostly independents. Party officials predicted only 65% Democrats. Unlike many states, WI presidential primaries coincide with non-partisan municipal elections. In Milwaukee, the election was for an open seat, first time since 1988.

Not all open primary states are alike. In Illinois, about 46% of the Democratic vote comes from Chicago, vs 21% in a general election. For a GOP primary, only 4% of the vote comes from Chicago. I would expect an 80% Democratic share of Democratic primary vote in March. I also expect John F. Kerry, an Illinois Democrat's Democrat, to do well in Illinois as I see he is doing in the Marist NY poll released this morning.

## EDWARDS & JOBS

As for what Jan calls Edwards' counter-intuitive appeal, Edwards' appeal does trace to jobs and it does span better off/worse off groups. But his appeal isn't about getting a job, it's about keeping a job, it's about job anxiety. He is the one candidate who speaks to the of loss of jobs overseas. Job exportation is a major campaign issue for him. (Kerry voted for NAFTA, but now says he disagrees with it's implementation; e.g. labor standards not being imposed.)

Edwards' strength in both Wisconsin exit polls was among voters most concerned about jobs, 46% in the Edison/Mitofsky exit poll and 47% in our WTMJ-TV exit poll - IT first as an issue among Edwards voters in both polls. (In hindsight, I wish I had also asked specifically about

loss of jobs overseas.) Anxiety over jobs spreads well beyond union members. In our exit poll, this was an important issue to 40% of union members, 41% among union families, and 38% of non-union families; i.e., no difference. Even middle-class jobs are being shipped overseas, technology, financial, etc.

In two Illinois polls I asked about companies outsourcing manufacturing and service work to other countries. On a 4-point scale, 64% chose the top box "very concerned" in two polls now. "Very concerned" ranges from about 60% to about 70% across all income groups - from under \$25K to over \$75K groups. On another income question, 61% of those earning "more than enough so you can save some money or buy some extras" are "very concerned". In a poll last month, 63% said the federal government "should take action such as tax incentives or tax penalties to cut back the loss of U.S. jobs to other countries", a hypothetical. (If anyone asked about job exports nationally I'd like to see the results.)

I believe this job loss is the specific behind Edwards' appeal to voters most concerned about the loss of jobs to other countries. Next time I'll ask if respondents are worried about their/their spouse losing their to another country.

Nick

P.S. Maybe someone with a .gov address can help with this issue. The recovery period since the 2001 recession has been one of the longest in recent history and it has been a jobless recovery. A recent Fed study found that unlike earlier recessions, there is more structural (permanent) than cyclical (temporary) unemployment - about 80%/20% vs. 50%/50% in past recessions. Question: How much of this structural unemployment can be traced to jobs being shipped overseas?

Jan Werner wrote:

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- >
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> Jan Werner  
> \_\_\_\_\_  
>  
> David Moore wrote:  
>  
>> As for Zogby's poll in Wisconsin, were his numbers off because of a  
>> dearth  
>> of independents and Republicans? According to Duncan McCully at Zogby  
>> International, the final Zogby poll in Wisconsin showed this  
>> composition of  
>> the electorate:  
>>  
>> Democrats 45%  
>> Independents 31%  
>> Republicans 24%  
>>  
>> The above results show more independents and Republicans than the  
>> Exit Poll  
>> shows, which I copy below:  
>> Dems 62%  
>> Ind 29%  
>> Reps 9%  
>>  
>> Thus, it would appear that Zogby's final results favoring Kerry so  
>> strongly  
>> were not due to having too few independents and Republicans. If



>> anything,  
>> one might wonder how Zogby got so many Republicans in his sample.  
>> (Was it a  
>> difference in question wording? Or was sampling the problem?)  
>>

>  
> -----  
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---

Date: Fri, 20 Feb 2004 09:18:47 -0500  
Reply-To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>  
Subject: Re: Pollsters Faulted for Failure to Predict Edwards's Surge  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[200402200656.BAA63356@f05n16.cac.psu.edu](mailto:200402200656.BAA63356@f05n16.cac.psu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Let's change the framing of this debate, colleagues.

Before Sunday night's debate, John Kerry *\*was\** ahead by a large margin -- no less than the Chicago Cubs were ahead of the Florida Marlins in the seventh inning of the sixth game of last year's playoffs.

Any sensible analysis of the exit polls that takes into account last-day deciders and last-three-day deciders tells us that his "real" lead was at least probably 20+ points going into the debate. By most accounts, Edwards won the debate, Kerry's long-winded (Sunday night) answer about Iraq received enormous airplay, and perceptions of Dean's electability plummeted with the departure of his campaign chair. Add the uncertainty about turnout of republicans and independents, and the possibility of some republicans casting insincere votes and you have a forecasting nightmare. Anyone willing to bet that the actual election outcome would be within the final poll's margin of error was not paying attention to media coverage of the debate and the Dean campaign's continuing difficulties.

Pollsters and journalists should not raise expectations that such polls will predict outcomes any better than such adages as "teams leading after 7 innings win 75% of the time." If the mass media want accurate predictions, they should commission very large N surveys that poll right up to the eve of the election. Even then, beware of the billy goat!

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Date: Fri, 20 Feb 2004 10:26:12 -0500  
Reply-To: Marc Maynard <testspi@UCONNVM.UCONN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Marc Maynard <testspi@UCONNVM.UCONN.EDU>  
Subject: Position Announcement  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <669C9575C5E1D511B7B5001083FCEE8D04B8F882@amp1.goamp.com>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

## Data Library Coordinator at the Roper Center

The Roper Center at the University of Connecticut  
The oldest and largest archives of polling data in existence, the Roper Center maintains thousands of data files with accompanying documentation. Founded in the 1940s, the Center's core mission is to acquire, preserve, and make available surveys collected all around the globe. Supporting the archives is iPOLL, a unique database of national public opinion data spanning more than a half century. This relational database will become the new foundation for management of redesigned archives and archival services.

### Job Summary

Reporting to the Director of Technical Services, the Data Coordinator will fill a new leadership position for the Center providing vision and initiative in managing digital collections into a coherent and comprehensible whole for the benefit of an international user community. This position will be accountable for a significant interpersonal and outreach function in efforts to identify, acquire, archive, provide access to, and promote a wide range of digital data resources for the Roper Center's diverse user community. The incumbent must be highly organized and knowledgeable in the organization of metadata, digital and paper preservation issues, the development of instructional materials, and options for various data delivery systems. Working closely with the Web development team, the Coordinator will play a key role in integrating digital collections with appropriate access tools and other digital resources. The Coordinator will also provide instruction to users in the application of software and data resources, and develop guides, handouts, and other aids to support instruction. Responsibilities include hands-on tasks such as creating accurate and complete metadata, designing and managing the process of digitizing paper documentation.

### Minimum Qualifications

1. Bachelor's degree minimally required, Masters degree is highly sought in information management or library science and two years experience using technology for the preservation, organization, and delivery of digital information.
2. One year of related experience with public opinion or social science data, preferably in an academic or large research library/center setting.
3. Basic knowledge of library principles, cataloging standards, generally

accepted practices, and current development in information services and techniques.

4. Knowledge of concepts and application of standards and practices for organizing information, including metadata, record structure, indexing, and information search and retrieval.

Compensation: \$42,000 to \$52,000 depending upon experience. University benefits include: 22 paid vacation days/year, 12 paid state holidays, excellent health and retirement plans, and tuition waivers. This position is subject to annual renewal.

For a detailed description of this position, please visit the web site:  
[www.RoperCenter.UConn.edu](http://www.RoperCenter.UConn.edu)

Application Procedures: Submit a letter of application that addresses how previous experience and personal qualities meet the requirements for the position; a resume; and the names, addresses, and telephone numbers of three professional references to The Roper Center, University of Connecticut, Unit-1164, 341 Mansfield Road, Storrs, CT 06269-1164.

The University of Connecticut has a strong commitment to diversity. We actively encourage minorities and people with disabilities to apply.

-----  
Marc Maynard  
The Roper Center for Public Opinion Research  
University of Connecticut  
341 Mansfield Road, U-1164  
Storrs, CT 06269-1164 USA  
Ph: 860 486-4440  
Fax: 860 486-6308  
[mmaynard@ropercenter.uconn.edu](mailto:mmaynard@ropercenter.uconn.edu)

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-----  
Date: Fri, 20 Feb 2004 10:38:32 -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: Re: Pollsters Faulted for Failure to Predict Edwards's Surge  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

Let me just add one more point about "late deciders." This does not mean these voters were undecided (and would have reported so to a pollster) four days out, then suddenly locked in, I would wager. Rather, for most, I believe they had a candidate, but were open to the idea of making a change. Some did change, some didn't. In Iowa, 9% of likely caucus goers were unsure of which candidate was their first choice. More important, of those with a first choice, 47% said they could still be persuaded to vote for another candidate. That percentage held constant--the first two days of polling were virtually identical to the last two days of polling.

The media reporting on this poll mistakenly said "almost half haven't made up their mind," or "almost half are undecided."

As for Jan Werner's point "since Democrats should theoretically be the ones voting in the primary, one should be looking at results among those identifying themselves as Democrats," I couldn't disagree more. Sampling 101 is that you want your final respondent pool to look like a cross-section of the people who actually show up. A sizeable chunk of those who show up prefer not to identify as Democrats except when they must in order to vote.

JAS

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

In a message dated 2/20/2004 8:30:58 AM Central Standard Time, exp12@PSU.EDU writes:  
Let's change the framing of this debate, colleagues.

Before Sunday night's debate, John Kerry *\*was\** ahead by a large margin -- no less than the Chicago Cubs were ahead of the Florida Marlins in the seventh inning of the sixth game of last year's playoffs.

Any sensible analysis of the exit polls that takes into account last-day deciders and last-three-day deciders tells us that his "real" lead was at least probably 20+ points going into the debate. By most accounts, Edwards won the debate, Kerry's long-winded (Sunday night) answer about Iraq received enormous airplay, and perceptions of Dean's electability plummeted with the departure of his campaign chair. Add the uncertainty about turnout of republicans and independents, and the possibility of some republicans casting insincere votes and you have a forecasting nightmare. Anyone willing to bet that the actual election outcome would be within the final poll's margin of error was not paying attention to media coverage of the debate and the Dean campaign's continuing difficulties.

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innings win 75% of the time." If the mass media want accurate predictions, they should commission very large N surveys that poll right up to the eve of the election. Even then, beware of the billy goat!

-----  
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=====

Date: Fri, 20 Feb 2004 15:48:58 -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: Pollsters Faulted for Failure to Predict Edwards's Surge  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[1cb.1a3293b1.2d6783f8@aol.com](mailto:1cb.1a3293b1.2d6783f8@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

I agree with you about "late deciders" and how the media reports on them.

On the other hand, a good sample can only reflect the composition of the sampling frame, which is hard enough to define in a general election (eligible to vote, registered voters? likely voters, and if so, who is a likely voter?), let alone in an open primary like Wisconsin.

The Wisconsin primary results may look embarrassing, but I just don't think they say much about the pollsters involved (and I am no fan of Mr. Zogby), except that they guessed wrong in defining their sampling frame this time around.

The exit polls didn't suffer from that problem in Wisconsin since their sampling frame was the voters leaving the polls, but I'm sure it will pose more of a problem for them in states with substantial mail-in or pre-election voting.

Jan Werner

---

J. Ann Selzer wrote:

> Let me just add one more point about "late deciders." This does not mean  
> these voters were undecided (and would have reported so to a pollster) four  
> days  
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>  
> JAS  
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> J. Ann Selzer, Ph.D.  
> Selzer & Company, Inc.  
> Des Moines, Iowa  
> 515.271.5700  
>  
>  
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> writes:  
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> republicans casting insincere votes and you have a forecasting  
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> will predict outcomes any better than such adages as "teams leading after 7  
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> they should commission very large N surveys that poll right up to the eve  
> of the election. Even then, beware of the billy goat!

>

> -----

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>

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=====

Date: Fri, 20 Feb 2004 16:14:45 -0700  
Reply-To: Diane Hartman <[HARTMADI@UVSC.EDU](mailto:HARTMADI@UVSC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Diane Hartman <[HARTMADI@UVSC.EDU](mailto:HARTMADI@UVSC.EDU)>  
Subject: View Rates To Calculate Response Rates  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Have any of you used view rates (number of respondents accessing the =  
online survey) divided by completed surveys to determine response rates =  
for online surveys? With the number of e-mails sent divided by completed =  
surveys resulting in such low response rates (especially if researchers =  
are unable to manage a sponsored e-mail list), is using view rates =  
defensible?=  
=20

Is anyone aware of any available articles exploring the idea of using view =  
rates to calculate response rates for online surveys?  
=20

Thank you for your help.  
=20

Diane Hartman  
=20

Diane Hartman  
Assistant Professor  
School of Business  
Utah Valley State College, M181  
800 West University Parkway  
Orem, UT 84058-5999  
Phone: (801) 863-8238  
Fax: (801) 863-8522

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Date: Fri, 20 Feb 2004 12:41:27 -0500  
Reply-To: "Knott, Charles E" <knott@BATTELLE.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Knott, Charles E" <knott@BATTELLE.ORG>  
Subject: Recording audio files during field interviews  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

We are trying to record respondents' answers to sections of a Blaise interview into audio files rather than a tape recorder or other external equipment. We have software that randomly selects start and end recording times without the interviewer being aware of which sections are being recorded. The program works very well in creating the .wav files. However, the sound quality is poor during playback with the volume being low and lots of static given "field condition variability". We tried an enhanced sound card and an external (USB) microphone, but these are not helping. The interview is being conducted on Windows 2000 laptops. Has anyone recorded field interviews to audio files on-the-fly with good sound quality and would be able to recommend hardware (or software) to use for this purpose?

We appreciate any sage advice or ideas. Thanks in advance.

Charles Knott, MPA  
Director, Durham Operations  
Battelle/Centers for Public Health Research and Evaluation  
100 Capitola Drive, Suite 301  
Durham, North Carolina 27713-4411  
Phone: 919.544.3717 ext. 105  
Fax: 919.544.0830  
knott@battelle.org

PS: Feel free to respond directly to me if you'd like. I will collate input and distribute feedback to the listserv.

-----  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Fri, 20 Feb 2004 22:03:29 -0700  
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>  
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS  
Comments: To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>, AAPORNET@asu.edu  
In-Reply-To: <003901c3f6f4\$2e75ab0\$d00a010a@LEO>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit



What is the status of AAPORNET? Is AAPORNET a private off-the-record discussion group, or a for-attribution potential news source?

(I have, in the past, been warned that there is really no such thing as "off the record" if the information is juicy enough, but I wonder what our expectations here are. I, for one, never expected to be quoted based on an AAPORNET posting, but this may have been a naive assumption.

Mike O'Neil

www.oneilresearch.com

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Leo G. Simonetta

Sent: Thursday, February 19, 2004 7:28 AM

To: AAPORNET@ASU.EDU

Subject: Pollsters Faulted for Failure to Predict Edwards's Surge and for Subsequent News Coverage

Features some rather familiar names . . . .

AAPORnet is internet site?

February 19, 2004

Pollsters Faulted for Failure to Predict Edwards's Surge and for Subsequent News Coverage

By JIM RUTENBERG

Senator John Kerry may have beaten Senator John Edwards by nearly six percentage points in Wisconsin on Tuesday, but it was Mr. Edwards who picked up a tsunami of momentum in newspapers and on television, with pundits lauding him for beating their expectations.

Yesterday the source for those expectations, polls before the primary, were criticized for missing a late surge in popularity for Mr. Edwards, prompting a contentious debate within the news media over whether news outlets have been over-reliant on such polls. Some questioned whether Mr. Edwards received a bigger public relations bounce from his showing than he should have.

The debate broke into the open in the early morning, when a longtime polling executive, Warren Mitofsky, posted the following note on an Internet site for pollsters: "Yesterday exposed the biggest polling goofs in my memory." It gained particular notice because Mr. Mitofsky is one of the men in charge of the main service used by the networks and The Associated Press to survey voters when they leave the polls.

He went on to criticize the two main polls before the voting that helped lead many news outlets to expect that Mr. Kerry would beat Mr. Edwards by a much bigger margin than he did.

One last week by the American Research Group showed Mr. Kerry with 53 percent of the vote to Mr. Edwards's 16 percent. Another, from Zogby International, showed Mr. Kerry with 47 percent of the vote to Mr. Edwards's

20 percent, and Howard Dean's 23 percent, as of Feb. 15.

Mr. Kerry, in the end, won with 40 percent of the vote to Mr. Edwards's 34 percent. Dr. Dean, the former governor of Vermont, finished third with 18 percent of the vote, leading anchors like Wolf Blitzer on CNN to excitedly tell his viewers on Tuesday, "a much closer race than many of us had expected."

Calling the earlier polls flawed, Mr. Mitofsky said in an interview yesterday that if they had accurately picked up support for Mr. Edwards, the coverage would have played out differently - perhaps giving him less of a bounce. That bounce helped Mr. Edwards dismiss questions about his viability and also helped him to raise \$310,000 on the Internet by the late afternoon.

"Nobody would have been surprised that it was close, there would have been the expectation of maybe even an Edwards victory," Mr. Mitofsky said. Instead, he added, the polling "made him look like a hero."

Conversely, Geoffrey Garin, a Democratic pollster, said the coverage, based on the polls, set Mr. Kerry up for a fall.

"Virtually every news outlet, based on public opinion polling, created the expectation and standard that John Kerry would have a big victory," he said. "So anything that was short of a big victory almost inherently becomes a disappointment."

David Axelrod, Mr. Edwards's media adviser, argued that Mr. Edwards deserved the coverage because he truly did pick up steam, quickly, as the polls showed.

Mr. Axelrod said that Mr. Kerry "started out light years ahead of us." He added, "We started from behind and we closed fast."

What is not in dispute is that no poll detected the late surge of support for Mr. Edwards. Voter surveys showed three-quarters of Mr. Edwards's support as coming in the last week of the contest.

John Zogby, the president of Zogby International, said his polling ended Sunday night, before a Democratic debate. The good reviews Mr. Edwards won that night, Mr. Zogby said, helped him with voters, as did the late endorsement from The Milwaukee Journal Sentinel.

Dismissing Mr. Mitofsky's critique as the rantings of "a grumpy old man" - Mr. Mitofsky is 69 - Mr. Zogby said: "There is conventional wisdom and there are pollsters, and pollsters oftentimes help to define the conventional wisdom. As of Sunday at about 5 p.m., when the last poll finished, the conventional wisdom was 'Kerry's ahead.' "

Defending his company's poll, Dick Bennett, president of the American Research Group, said Mr. Kerry's support plummeted extraordinarily after his polling concluded.

Still, Gary Langer, the director of polling at ABC News, said he was not sure Mr. Edwards's support could have surged that much that quickly.

"The critical thing is, we as news organizations need to establish standards for survey research that we will not report," Mr. Langer said, adding that ABC had such standards.

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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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signoff aapornet

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=====  
Date: Sat, 21 Feb 2004 08:54:53 -0600  
Reply-To: [Mary.Losch@uni.edu](mailto:Mary.Losch@uni.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mary Losch <[mary.losch@UNI.EDU](mailto:mary.losch@UNI.EDU)>  
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[CDEAJOODPEAJFKJABHJJAEOKDKAA.mike.oneil@alumni.brown.edu](mailto:CDEAJOODPEAJFKJABHJJAEOKDKAA.mike.oneil@alumni.brown.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Group,  
I've been practicing communication discipline -- not sharing everything that comes to mind -- but Mike's posting reactivated my adrenals.

I will add that I had the same violation of expectation when I saw that AAPORNET postings had been used as a source for a news story. My view of this listserve is that it provides a link to other survey/public opinion colleagues for discussion and information. Of course, no one signed any confidentiality/privacy pledge when subscribing but I do think that an expectation of privacy is reasonable given that many of us routinely share concerns and pose questions, and respond to the same in a very "comfortable" atmosphere of acceptance and common purpose.

If we have to begin wondering whether every comment or casual query might end up on a front page (paper or electronic), I fear we will quickly begin to restrict our communication and ideas and refuse to speculate beyond the "safety zone." If that happens, this very important listserve will

lose much of its power and value and we will all lose an important tool. Perhaps this can't be prevented but it will certainly be a shame if it happens.  
Mary Losch

On 20 Feb 2004 at 22:03, Mike O'Neil wrote:

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> discussion group, or a for-attribution potential news source?  
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> AAPORNET posting, but this may have been a naive assumption.  
> Mike O'Neil  
> www.oneilresearch.com  
>  
>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@ASU.EDU]On Behalf Of Leo G. Simonetta  
> Sent: Thursday, February 19, 2004 7:28 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Pollsters Faulted for Failure to Predict Edwards's Surge and for  
> Subsequent News Coverage  
>  
> Features some rather familiar names . . . .  
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> AAPORnet is internet site?  
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> February 19, 2004  
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> News Coverage  
> By JIM RUTENBERG  
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> Art & Science Group, LLC  
> 6115 Falls Road Suite 101  
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> 410-377-7955 fax

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~~~~~  
Mary E. Losch, Ph.D.
Assistant Director/Associate Professor
Center for Social and Behavioral Research
Department of Psychology
University of Northern Iowa
221 Sabin Hall
Cedar Falls, IA 50614
mary.losch@uni.edu

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Date: Sat, 21 Feb 2004 10:11:51 -0500
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: Mary Losch <mary.losch@UNI.EDU>

Comments: cc: AAPORNET@asu.edu
In-Reply-To: <40371CDD.18479.3582C8AC@localhost>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

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=====
Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085 Fax: 919 962-1549
Cell: 919 906-3425 URL: www.unc.edu/~pmeyer
=====

On Sat, 21 Feb 2004, Mary Losch wrote:

> Date: Sat, 21 Feb 2004 08:54:53 -0600
> From: Mary Losch <mary.losch@UNI.EDU>
> To: AAPORNET@asu.edu
> Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
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Date: Sat, 21 Feb 2004 09:34:48 -0600
Reply-To: Mary.Losch@uni.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mary Losch <mary.losch@UNI.EDU>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: AAPORNET@asu.edu
In-Reply-To: <Pine.A41.4.44+UNC.0402211007270.30830-100000@login4.isis.unc.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Perhaps an "old guy's peculiarity" -- I would label it professional and personal decorum... Mary L.

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>> ~~~~~

>> Mary E. Losch, Ph.D.

>> Assistant Director/Associate Professor

>> Center for Social and Behavioral Research

>> Department of Psychology

>> University of Northern Iowa

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Date: Thu, 19 Feb 2004 08:51:25 -0500

Reply-To: Steve Raabe <sraabe@POTOMACINC.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Raabe <sraabe@POTOMACINC.COM>
Organization: Potomac Inc.
Subject: Re: Wisconsin pre-election polls
Comments: To: David_Moore@GALLUP.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Do the exit polls ask voters' general election intentions? I wonder how many of the open primary voters in Wisconsin have no intention of voting for the Democratic nominee in the fall, hence the propensity to make up one's mind in a Dem primary at the last minute.

Steve Raabe
OpinionWorks

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

From: "David Moore" <David_Moore@GALLUP.COM>
To: <AAPORNET@asu.edu>
Sent: Wednesday, February 18, 2004 11:50 AM
Subject: Re: Wisconsin pre-election polls

> To add to Nick's caution, I would also be chary of saying that ARG and Zogby
> necessarily "goofed." The Edison/Mitofsky exit poll in Wisconsin shows that
> 37% of voters overall made up their minds on the day of the election, or in
> the "last three days." That latter category is a bit vague -- it could
> include mostly people who made up their minds on Sunday, Monday, Tuesday --
> assuming, of course, that voters take the "last three days" literally.
> Zogby polled through Sunday, ARG through Saturday -- so, with a little bit
> of wiggle room in the "last three days," I am assuming that neither Zogby
> nor ARG really got these last minute voters.
>
> So, what did the polling terrain look like when Zogby and ARG were polling?
> Based on 63% of the voters in the exit poll who said they made up their
> minds in the previous week or earlier, the polling situation looked like
> this:
>
> Kerry 48%
> Edwards 28%
> Dean 18%
>
> Now, one COULD say that this shows how wrong ARG and Zogby were, because
> though Kerry has a substantial lead, Edwards is a clear second.
>
> But, don't forget, 36% of the voters did not make up their minds until the
> last three days (the missing 1% is apparently rounding error). So, that
> probably means that when this group was polled, they gave a candidate
other

> than the one they actually voted for. So, could I distribute 36% of the
> vote to come up with a picture similar to the one that Zogby and ARG found
> when they were polling? Absolutely. If the 36% late voters had been
> disproportionately for Kerry before the last three days, and more for Dean
> than Edwards, then that would make the picture right in line with the
> average of the ARG and Zogby polls.

>
> David

>
>
>

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

> From: Nick Panagakis [mailto:mail@MARKETSHARESCORP.COM]
> Sent: Wednesday, February 18, 2004 11:23 AM
> To: AAPORNET@asu.edu
> Subject: Re: Wisconsin pre-election polls

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> Thanks for the pass Warren. But these later primaries are very fluid
> situations because of the condensed period of campaigning. (e.g., Kerry
> didn't get to the state until last Friday.)

>
> In our exit poll yesterday, 47% of Edwards voters decided today or
> yesterday vs. 26% of Kerry voters.

>
> Some 44% of those voters thought he won the Sunday debate, probably more
> a function of many Wisconsin voters getting their first close look at him.

>
> And, Edwards was endorsed by the Milwaukee Journal Sentinel on Monday.
> The Des Moines Register endorsement is said to have been a spike for him
> in Iowa although J. Ann would know best.

>
> Nick.

>
> J. Ann Selzer wrote:

>
>> I've not found much on specific methodology for these election polls and
>> Warren, maybe you have some insight. My guess, based on our experience
in

> Iowa,
>> and the direction of the difference from the polls compared to the
results

> is
>> that the polls underestimate the independent vote. But, most don't
publish
>> their screening questions, or even the sample frame they use, so it's
> impossible
>> to tell how that might be happening. JAS

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

>>
>>visit our website: www.SelzerCo.com
>>
>>E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
>>contact JASelzer@SelzerCo.com.
>>
>>In a message dated 2/18/2004 6:43:22 AM Central Standard Time,
>>mitofsky@MINDSPRING.COM writes:
>>
>>
>>Yesterday exposed the biggest polling goofs in my memory. The final
result
>>showed Kerry by 5 points over Edwards. Zogby had the race a 24 point win
>>for Kerry over DEAN. Edwards third. ARG, alias Dick Bennett, had Kerry
>>winning by 37. WTMJ, Nick Panagakis poll was 10 days old, so they get a
> pass.
>>
>>
>>
>>February 17th Democratic Primaries - Polls & Priors
>> 2/13-15 2/11-12 2/4-7
>>Wisconsin Zogby ARG WTMJ-TV
>>Kerry 47 53 45
>>Edwards 20 16 9
>>Dean 23 11 12
>>Sharpton 1 2 1
>>Kucinich 2 2 1
>>Clark 13

>>-----
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Date: Sat, 21 Feb 2004 10:47:01 -0600
Reply-To: Cynthia Nelson <cnelson@NIU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cynthia Nelson <cnelson@NIU.EDU>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: AAPORNET@asu.edu
In-Reply-To: <40371CDD.18479.3582C8AC@localhost>
Content-type: text/plain; charset=us-ascii

Although my initial reaction to the discussion on this list being quoted in the press is one of dismay (and Professor Losch has articulately expressed the downside of such exposure), openly discussing the conduct and results of empirical inquiry, including the discussions, caveats, disagreements and even doubts of experts in the field, is important and is part of what makes the process self-correcting. The discipline can improve because methods and results are subject to public as well as peer review.

Since the results of public opinion polls are being reported *a lot* these days, the discipline producing these newsworthy items (that seems to fit so well as tidbits and one-liners in a news story) is also newsworthy, and this isn't always comfortable.

In spite of some discomfort, in spite of the fact that such discussion can provide fuel for anti-scientific claims and rhetoric, as well as misinterpretation (I can imagine a Rush diatribe), I hope the people on this list continue to promote an open discussion. Including those experts whose names are so well-known that they are most susceptible to being quoted in the news.

regards, Cynthia Nelson

Cynthia Nelson
Center for Governmental Studies
Northern Illinois University
DeKalb, IL 60115

voice 815 753-1918 fax 815 753-2305 email cnelson@niu.edu

The trouble with the Internet is that standards for behavior are still being formed. I have often quoted musings found here and on other lists, but only after obtaining the quotee's permission. But maybe that's just an old guy's peculiarity. Perhaps we should try survey research to determine what the current norms are.

Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085 Fax: 919 962-1549
Cell: 919 906-3425 URL: www.unc.edu/~pmeyer

=====

***** REPLY SEPARATOR *****

On 2/21/04 at 8:54 AM Mary Losch wrote:

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>> Mike O'Neil
>> www.oneilresearch.com

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>> From: AAPORNET [mailto:AAPORNET@ASU.EDU]On Behalf Of Leo G. Simonetta
>> Sent: Thursday, February 19, 2004 7:28 AM
>> To: AAPORNET@ASU.EDU
>> Subject: Pollsters Faulted for Failure to Predict Edwards's Surge and
for
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>> Features some rather familiar names
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>> AAPORnet is internet site?
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>> Pollsters Faulted for Failure to Predict Edwards's Surge and for
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>> Mr. Kerry, in the end, won with 40 percent of the vote to Mr. Edwards's

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>> Instead, he added, the polling "made him look like a hero."
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>> "The critical thing is, we as news organizations need to establish
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>> ABC had such standards.
>>
>>
>>
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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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>
>~~~~~
>Mary E. Losch, Ph.D.
>Assistant Director/Associate Professor
>Center for Social and Behavioral Research
>Department of Psychology
>University of Northern Iowa
>221 Sabin Hall
>Cedar Falls, IA 50614
>mary.losch@uni.edu
>

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Date: Sat, 21 Feb 2004 12:52:59 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

My rule for myself is as follows:

1. I understand that anything that I put out on any internet site is liable to be copied, pasted, transmitted, attributed to me, or not.
2. I will not copy and paste anything I see on any internet except in direct answer to the poster. I do not transmit, or quote, with or without attribution, beyond the site on which it is posted.

That said, I don't think we can rationally expect anything more than self-policing. I've had responses "published" in WSJ online, andrewsullivan.com, and various other internet sites, and in some cases my posts have been edited, but I'd hate to see AAPORnet adopt any codified restrictions. In my view, anyone offering any statement or opinion in print, and distributing it willingly through a posting board such as we enjoy, one should be prepared to stand behind that statement. If not, what is the point of posting? To be provocative?

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
517-355-6672

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

From: Mike O'Neil [<mailto:mike.oneil@ALUMNI.BROWN.EDU>]
Sent: Saturday, February 21, 2004 12:03 AM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS

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Mr. Axelrod said that Mr. Kerry "started out light years ahead of us." He added, "We started from behind and we closed fast."

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Still, Gary Langer, the director of polling at ABC News, said he was not sure Mr. Edwards's support could have surged that much that quickly.

"The critical thing is, we as news organizations need to establish standards for survey research that we will not report," Mr. Langer said, adding that ABC had such standards.

--

Leo G. Simonetta
Art & Science Group, LLC
6115 Falls Road Suite 101
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Date: Sat, 21 Feb 2004 10:35:27 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: Cynthia Nelson <cnelson@NIU.EDU>, AAPORNET@asu.edu
In-Reply-To: <200402211047010660.00A3B089@corn.cso.niu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

The debate over Wisconsin polling accuracy is too superficial. The problem with polling on candidates' popularity in isolation (whether before primaries or any other time) is that it is essentially market research not public opinion research. When you take the candidates out of the context of issues altogether and only poll on the horse race the key social function of the results will always be to serve the interests of the political campaigns, not the public. Even if the polls had been up to the minute and successfully shown the shifts exactly when they occurred, they would not have explained the reasons why these shifts were occurring. That is, they would be measuring public opinion in only the most superficial sense. If you combine polling on individuals with polling on issues at least there is the possibility that intelligent people, including candidates campaign committees and journalists, may link popularity to particular policy positions as well as "attractiveness" and "electability". Without that you are simply telling very highly paid marketers how well their marketing strategy (ads and other promotions) is going. If we want to have a nation that continues to be governed by such simplistic bottom line thinking--essentially the search for the mass emotional fulcrum rather than the search for meaningful politics--we will do nothing about this

problem and 90% of the political polling money will continue to flow into these horserace polls. We need to recognize that the stymied effort for campaign finance reform is not an isolated phenomenon. This type of horse race polling is also part of the election environment that contributes to the demise of democratic discourse. Of course polling shouldn't be censored, but there might be an ethical standard agreed upon in the polling community that election polls ought to usually have some content besides "which fool would you vote for if the election were today?". If that were the case then we wouldn't need to be defending or attacking Zogby et al. because movements in popularity would hopefully be debated around information linked to style, content and policy differences, rather than acceleration rate. The negative impact that polling and media are having on democratic discourse is best reflected in the overnight shift in Dean's popularity after Iowa. First the media highlighted negatives in his speech to his supporters, then the polls validated "public concern" about the media images and Dean suffered a body blow from which there could be no recovery as the "public mind" conformed day by day to the reality of the media and the first polls. Though never a Dean supporter, I've seen and heard him. The media and polls did the work of tearing him down and overnight creating a public image that isn't that man. Unintentionally the polling validated that message by moving in quickly and polling on the horse race and response to the overblown heaaww! The way things sit now the next president will be whomever has a team that is best able to exploit the media and polls in this way. That is both frightening and a pretty heavy mantle for polling professionals to wear when the potential for expanded world war and fascism in the U.S. lie in the balance. Content matters.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Cynthia Nelson
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Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085 Fax: 919 962-1549
Cell: 919 906-3425 URL: www.unc.edu/~pmeyer

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>

>~~~~~

>Mary E. Losch, Ph.D.

>Assistant Director/Associate Professor

>Center for Social and Behavioral Research

>Department of Psychology

>University of Northern Iowa

>221 Sabin Hall

>Cedar Falls, IA 50614

>mary.losch@uni.edu

>

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=====
Date: Sat, 21 Feb 2004 12:47:43 -0700

Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu

In-Reply-To: <[000c01c3f8a9\\$7d64def0\\$1bf0ae43@RetroPoll](mailto:000c01c3f8a9$7d64def0$1bf0ae43@RetroPoll)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I've looked in the mirror in this case and seen the enemy. But in this case, it ain't us.

When we (the profession) do insightful thoughtful analytical pieces on public issues concerning a political campaign, they get buried on Page 39b below the fold-if printed or broadcast at all), squeezed out by the latest horse-race bit of trivium.

This has been our limited, but nearly universal, experience. The people with the most leverage in this area, the in-house media pollsters, seem to not fare much better. I can think of a few glorious exceptions, but their

paucity seems to confirm that they are the exception, not the rule.

But our influence on the process seems to be somewhere between minimal and nonexistent.

We don't, as the phrase goes, buy our ink by the barrel. And I fully understand that the state of affairs is more due to the competition for scarce broadcast media time and print space rather than some grand conspiracy to keep the public ignorant. But the effect is still the same.

I have seen the richness of the data contained in the network and other polls at places like the AAPOR meetings. So I know something of the quality of the work that is being done. But I seldom see any of this in the mass media.

We have to stop blaming ourselves. We are one of the injured parties, not the perpetrators.

Mike O'Neil
www.oneilresearch.com

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Marc Sapir
Sent: Saturday, February 21, 2004 11:35 AM
To: AAPORNET@ASU.EDU
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS

The debate over Wisconsin polling accuracy is too superficial. The problem with polling on candidates' popularity in isolation (whether before primaries or any other time) is that it is essentially market research not public opinion research. When you take the candidates out of the context of issues altogether and only poll on the horse race the key social function of the results will always be to serve the interests of the political campaigns, not the public. Even if the polls had been up to the minute and successfully shown the shifts exactly when they occurred, they would not have explained the reasons why these shifts were occurring. That is, they would be measuring public opinion in only the most superficial sense. If you combine polling on individuals with polling on issues at least there is the possibility that intelligent people, including candidates campaign committees and journalists, may link popularity to particular policy positions as well as "attractiveness" and "electability". Without that you are simply telling very highly paid marketers how well their marketing strategy (ads and other promotions) is going. If we want to have a nation that continues to be governed by such simplistic bottom line thinking--essentially the search for the mass emotional fulcrum rather than the search for meaningful politics--we will do nothing about this problem and 90% of the political polling money will continue to flow into these horserace polls. We need to recognize that the stymied effort for campaign finance reform is not an isolated phenomenon. This type of horse race polling is also part of the election environment that contributes to the demise of democratic discourse. Of course polling

shouldn't be censored, but there might be an ethical standard agreed upon in the polling community that election polls ought to usually have some content besides "which fool would you vote for if the election were today?". If that were the case then we wouldn't need to be defending or attacking Zogby et al. because movements in popularity would hopefully be debated around information linked to style, content and policy differences, rather than acceleration rate. The negative impact that polling and media are having on democratic discourse is best reflected in the overnight shift in Dean's popularity after Iowa. First the media highlighted negatives in his speech to his supporters, then the polls validated "public concern" about the media images and Dean suffered a body blow from which there could be no recovery as the "public mind" conformed day by day to the reality of the media and the first polls. Though never a Dean supporter, I've seen and heard him. The media and polls did the work of tearing him down and overnight creating a public image that isn't that man. Unintentionally the polling validated that message by moving in quickly and polling on the horse race and response to the overblown heaaww! The way things sit now the next president will be whomever has a team that is best able to exploit the media and polls in this way. That is both frightening and a pretty heavy mantle for polling professionals to wear when the potential for expanded world war and fascism in the U.S. lie in the balance. Content matters.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Cynthia Nelson
Sent: Saturday, February 21, 2004 8:47 AM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS

Although my initial reaction to the discussion on this list being quoted in the press is one of dismay (and Professor Losch has articulately expressed the downside of such exposure), openly discussing the conduct and results of empirical inquiry, including the discussions, caveats, disagreements and even doubts of experts in the field, is important and is part of what makes the process self-correcting. The discipline can improve because methods and results are subject to public as well as peer review.

Since the results of public opinion polls are being reported *a lot* these days, the discipline producing these newsworthy items (that seems to fit so well as

tidbits and one-liners in a news story) is also newsworthy, and this isn't always comfortable.

In spite of some discomfort, in spite of the fact that such discussion can provide fuel for anti-scientific claims and rhetoric, as well as misinterpretation (I can imagine a Rush diatribe), I hope the people on this list continue to promote an open discussion. Including those experts whose names are so well-known that they are most susceptible to being quoted in the news.

regards, Cynthia Nelson

Cynthia Nelson
Center for Governmental Studies
Northern Illinois University
DeKalb, IL 60115

voice 815 753-1918 fax 815 753-2305 email cnelson@niu.edu

The trouble with the Internet is that standards for behavior are still being formed. I have often quoted musings found here and on other lists, but only after obtaining the quotee's permission. But maybe that's just an old guy's peculiarity. Perhaps we should try survey research to determine what the current norms are.

Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085 Fax: 919 962-1549
Cell: 919 906-3425 URL: www.unc.edu/~pmeyer

***** REPLY SEPARATOR *****

On 2/21/04 at 8:54 AM Mary Losch wrote:

>Group,
>I've been practicing communication discipline -- not sharing everything
>that
>comes to mind -- but Mike's posting reactivated my adrenals.
>
>I will add that I had the same violation of expectation when I saw that
>AAPORNET postings had been used as a source for a news story. My view
>of this listserve is that it provides a link to other survey/public

opinion

>colleagues for discussion and information. Of course, no one signed any

>confidentiality/privacy pledge when subscribing but I do think that an >expectation of privacy is reasonable given that many of us routinely share

>concerns and pose questions, and respond to the same in a very

>"comfortable" atmosphere of acceptance and common purpose.

>

>If we have to begin wondering whether every comment or casual query

>might end up on a front page (paper or electronic), I fear we will

quickly

>begin to restrict our communication and ideas and refuse to speculate

>beyond the "safety zone." If that happens, this very important

listserv

>will

>lose much of its power and value and we will all lose an important tool.

>Perhaps this can't be prevented but it will certainly be a shame if it

>happens.

>Mary Losch

>

>On 20 Feb 2004 at 22:03, Mike O'Neil wrote:

>

>> What is the status of AAPORNET? Is AAPORNET a private off-the-record

>> discussion group, or a for-attribution potential news source?

>> (I have, in the past, been warned that there is really no such thing

as

>"off

>> the record" if the information is juicy enough, but I wonder what our

>> expectations here are. I, for one, never expected to be quoted based

on

>an

>> AAPORNET posting, but this may have been a naive assumption.

>> Mike O'Neil

>> www.oneilresearch.com

>>

>>

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU]On Behalf Of Leo G. Simonetta

>> Sent: Thursday, February 19, 2004 7:28 AM

>> To: AAPORNET@ASU.EDU

>> Subject: Pollsters Faulted for Failure to Predict Edwards's Surge and

for

>> Subsequent News Coverage

>>

>> Features some rather familiar names

>>

>> AAPORnet is internet site?

>>

>>

>>

>> February 19, 2004

>> Pollsters Faulted for Failure to Predict Edwards's Surge and for

>Subsequent

>> News Coverage

>> By JIM RUTENBERG

>>

>> Senator John Kerry may have beaten Senator John Edwards by nearly six
>> percentage points in Wisconsin on Tuesday, but it was Mr. Edwards who
>picked

>> up a tsunami of momentum in newspapers and on television, with
pundits

>> lauding him for beating their expectations.

>>

>> Yesterday the source for those expectations, polls before the
primary,

>were

>> criticized for missing a late surge in popularity for Mr. Edwards,

>prompting

>> a contentious debate within the news media over whether news outlets
have

>> been over-reliant on such polls. Some questioned whether Mr. Edwards

>> received a bigger public relations bounce from his showing than he

should

>> have.

>>

>> The debate broke into the open in the early morning, when a longtime

>polling

>> executive, Warren Mitofsky, posted the following note on an Internet
site

>> for pollsters: "Yesterday exposed the biggest polling goofs in my
>memory."

>> It gained particular notice because Mr. Mitofsky is one of the men in
>charge

>> of the main service used by the networks and The Associated Press to

>survey

>> voters when they leave the polls.

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>> He went on to criticize the two main polls before the voting that
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>~~~~~

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>Department of Psychology

>University of Northern Iowa

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>Cedar Falls, IA 50614

>mary.losch@uni.edu

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Date: Sat, 21 Feb 2004 12:37:12 -0800

Reply-To: Marc Sapir <marcsapir@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Marc Sapir <marcsapir@COMCAST.NET>

Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

Comments: To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>, AAPORNET@asu.edu

In-Reply-To: <CDEAJOODPEAJFKJABHJJOEPCDKAA.mike.oneil@alumni.brown.edu>

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Well sure. But that's not my point. To the extent that pollsters are dragged into the horse race scene and that becomes the main exposure of the public to data and its analysis, to that extent polling organizations serve a hidden master--even if not by intent. If 10% of what you do gets 90% of the public exposure and 90% of what you do gets 10% of the public exposure and its by some design that that happens, then that may not be your "fault" but there must be some responsibility to develop mechanisms for exposing that situation to insist upon more integrity in the use of science or social science research data. This is the same kind of problem we face in medical research where negative results of therapies and drugs are often suppressed to someone's

benefit. It isn't the researchers' fault if their findings are suppressed by pharmaceutical giants or others but the question then arises as to whether the research is actually as independent of bias as the researcher thinks while honestly doing the work. It's a fairly complex problem, but to point at the other bear (Gary Larsen cartoon) when you're in the gun site doesn't make the problem go away. Apportioning responsibility (not blame) is important because it will allow us to expose the chimera of how wrong choices and methods become institutionalized. Absolution creates the appearance of inevitability--we're not responsible. I don't think that such determinism is terribly useful to social progress which is an ideal we all, presumably, are interested in.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil
Sent: Saturday, February 21, 2004 11:48 AM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

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Sent: Saturday, February 21, 2004 11:35 AM
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Marc Sapir MD, MPH
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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Cynthia Nelson
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To: AAPORNET@asu.edu
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In spite of some discomfort, in spite of the fact that such discussion can provide fuel for anti-scientific claims and rhetoric, as well as misinterpretation

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regards, Cynthia Nelson

Cynthia Nelson
Center for Governmental Studies
Northern Illinois University
DeKalb, IL 60115

voice 815 753-1918 fax 815 753-2305 email cnelson@niu.edu

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Philip Meyer, Knight Chair in Journalism
University of North Carolina at Chapel Hill
Voice: 919 962-4085 Fax: 919 962-1549
Cell: 919 906-3425 URL: www.unc.edu/~pmeyer

***** REPLY SEPARATOR *****

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>comes to mind -- but Mike's posting reactivated my adrenals.
>
>I will add that I had the same violation of expectation when I saw that
>AAPORNET postings had been used as a source for a news story. My view
>of this listserve is that it provides a link to other survey/public
opinion
>colleagues for discussion and information. Of course, no one signed
any
>confidentiality/privacy pledge when subscribing but I do think that an
>expectation of privacy is reasonable given that many of us routinely
share
>concerns and pose questions, and respond to the same in a very
>"comfortable" atmosphere of acceptance and common purpose.
>

>If we have to begin wondering whether every comment or casual query
>might end up on a front page (paper or electronic), I fear we will
quickly
>begin to restrict our communication and ideas and refuse to speculate
>beyond the "safety zone." If that happens, this very important
listserve
>will
>lose much of its power and value and we will all lose an important
tool.
>Perhaps this can't be prevented but it will certainly be a shame if it
>happens.
>Mary Losch
>
>On 20 Feb 2004 at 22:03, Mike O'Neil wrote:
>
>> What is the status of AAPORNET? Is AAPORNET a private off-the-record
>> discussion group, or a for-attribution potential news source?
>> (I have, in the past, been warned that there is really no such thing
as
>"off
>> the record" if the information is juicy enough, but I wonder what our
>> expectations here are. I, for one, never expected to be quoted based
on
>an
>> AAPORNET posting, but this may have been a naive assumption.
>> Mike O'Neil
>> www.oneilresearch.com
>>
>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU]On Behalf Of Leo G. Simonetta
>> Sent: Thursday, February 19, 2004 7:28 AM
>> To: AAPORNET@ASU.EDU
>> Subject: Pollsters Faulted for Failure to Predict Edwards's Surge and
for
>> Subsequent News Coverage
>>
>> Features some rather familiar names
>>
>> AAPORnet is internet site?
>>
>>
>>
>> February 19, 2004
>> Pollsters Faulted for Failure to Predict Edwards's Surge and for
>Subsequent
>> News Coverage
>> By JIM RUTENBERG
>>
>> Senator John Kerry may have beaten Senator John Edwards by nearly six
>> percentage points in Wisconsin on Tuesday, but it was Mr. Edwards who
>picked
>> up a tsunami of momentum in newspapers and on television, with
pundits

>> lauding him for beating their expectations.
>>
>> Yesterday the source for those expectations, polls before the
primary,
>were
>> criticized for missing a late surge in popularity for Mr. Edwards,
>prompting
>> a contentious debate within the news media over whether news outlets
have
>> been over-reliant on such polls. Some questioned whether Mr. Edwards
>> received a bigger public relations bounce from his showing than he
should
>> have.
>>
>> The debate broke into the open in the early morning, when a longtime
>polling
>> executive, Warren Mitofsky, posted the following note on an Internet
site
>> for pollsters: "Yesterday exposed the biggest polling goofs in my
>memory."
>> It gained particular notice because Mr. Mitofsky is one of the men in
>charge
>> of the main service used by the networks and The Associated Press to
>survey
>> voters when they leave the polls.
>>
>> He went on to criticize the two main polls before the voting that
helped
>> lead many news outlets to expect that Mr. Kerry would beat Mr.
Edwards
>by a
>> much bigger margin than he did.
>>
>> One last week by the American Research Group showed Mr. Kerry with 53
>> percent of the vote to Mr. Edwards's 16 percent. Another, from Zogby
>> International, showed Mr. Kerry with 47 percent of the vote to Mr.
>Edwards's
>> 20 percent, and Howard Dean's 23 percent, as of Feb. 15.
>>
>> Mr. Kerry, in the end, won with 40 percent of the vote to Mr.
Edwards's
>34
>> percent. Dr. Dean, the former governor of Vermont, finished third
with
18
>> percent of the vote, leading anchors like Wolf Blitzer on CNN to
>excitedly
>> tell his viewers on Tuesday, "a much closer race than many of us had
>> expected."
>>
>> Calling the earlier polls flawed, Mr. Mitofsky said in an interview
>> yesterday that if they had accurately picked up support for Mr.
Edwards,
>the

>> coverage would have played out differently - perhaps giving him less of a bounce. That bounce helped Mr. Edwards dismiss questions about his >viability and also helped him to raise \$310,000 on the Internet by the late >afternoon.

>>

>> "Nobody would have been surprised that it was close, there would have >been the expectation of maybe even an Edwards victory," Mr. Mitofsky said. >> Instead, he added, the polling "made him look like a hero."

>>

>> Conversely, Geoffrey Garin, a Democratic pollster, said the coverage, >based on the polls, set Mr. Kerry up for a fall.

>>

>> "Virtually every news outlet, based on public opinion polling, created >the expectation and standard that John Kerry would have a big victory," he >said.

>> "So anything that was short of a big victory almost inherently becomes a >> disappointment."

>>

>> David Axelrod, Mr. Edwards's media adviser, argued that Mr. Edwards >deserved the coverage because he truly did pick up steam, quickly, as the polls >> showed.

>>

>> Mr. Axelrod said that Mr. Kerry "started out light years ahead of us." He >> added, "We started from behind and we closed fast."

>>

>> What is not in dispute is that no poll detected the late surge of support >> for Mr. Edwards. Voter surveys showed three-quarters of Mr. Edwards's >> support as coming in the last week of the contest.

>>

>> John Zogby, the president of Zogby International, said his polling ended >> Sunday night, before a Democratic debate. The good reviews Mr. Edwards >won that night, Mr. Zogby said, helped him with voters, as did the late >> endorsement from The Milwaukee Journal Sentinel.

>>

>> Dismissing Mr. Mitofsky's critique as the rantings of "a grumpy old man"

>-

>> Mr. Mitofsky is 69 - Mr. Zogby said: "There is conventional wisdom
>and
>there
>> are pollsters, and pollsters oftentimes help to define the
conventional
>> wisdom. As of Sunday at about 5 p.m., when the last poll finished,
the
>> conventional wisdom was `Kerry's ahead.' "
>>
>> Defending his company's poll, Dick Bennett, president of the American
>> Research Group, said Mr. Kerry's support plummeted extraordinarily
after
>his
>> polling concluded.
>>
>> Still, Gary Langer, the director of polling at ABC News, said he was
not
>> sure Mr. Edwards's support could have surged that much that quickly.
>>
>> "The critical thing is, we as news organizations need to establish
>standards
>> for survey research that we will not report," Mr. Langer said, adding
>that
>> ABC had such standards.

>>
>>
>>
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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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>> Archives: <http://lists.asu.edu/archives/aapornet.html>
>> Problems?-don't reply to this message, write to:
aapornet-request@asu.edu
>

>~~~~~
>Mary E. Losch, Ph.D.
>Assistant Director/Associate Professor
>Center for Social and Behavioral Research
>Department of Psychology
>University of Northern Iowa
>221 Sabin Hall

>Cedar Falls, IA 50614

>mary.losch@uni.edu

>

>-----

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=====

Date: Sat, 21 Feb 2004 16:21:40 -0500

Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu

In-Reply-To: <[000201c3f8ba\\$7fc888c0\\$1bf0ae43@RetroPoll](mailto:000201c3f8ba$7fc888c0$1bf0ae43@RetroPoll)>

MIME-version: 1.0

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

I promised myself I was not going to get back into this discussion, but the temptation is just too great after reading Marc Sapir's comments.

1. There is plenty of content along with the horserace in all the pre-election polls.

2. It does get out. All of it. All you have to do is look for it. It is not clear that such an effort was made.

3. The discussion confuses news with more scholarly discourse. News organizations make news judgments about what to put in limited space. Everything does not fit. What people on this list may see as newsworthy, editors and producers may not. The reporting is not trivialized by reporting the horserace prominently. It is the first question everyone, including the academics, ask for. It is by no means the only reporting, unless one gets his/her news only from a headline service.

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Date: Sat, 21 Feb 2004 14:25:16 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong
Comments: To: Warren Mitofsky <mitofsky@mindspring.com>, AAPORNET@asu.edu
In-Reply-To: <6.0.1.1.2.20040221160855.01d4fc38@pop.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I guess I do agree with Warren Mitofsky that there is a confusion between news and scholarly discourse, but surely we don't mean the same thing. One can create "scholarly discourse" about almost anything, real or theoretical, intellectually interesting or banal. But in the real world someone pays for all these polls attempting to predict who will win or is leading in elections before they occur. And why do these polls make news? There is nothing scholarly about why this data is collected or how it is used, and it contributes little to intelligent discourse except for validating or invalidating marketing strategy. Why would I go hunting for the more in depth evaluations that Warren and others do when we already knows that what gets promoted and publicized, and what influences the general public, is the horse race data period. It is not the pollsters who are unethical here, but that does not relieve us from decrying the usury.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: Warren Mitofsky [<mailto:mitofsky@mindspring.com>]
Sent: Saturday, February 21, 2004 1:22 PM
To: Marc Sapir; AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

I promised myself I was not going to get back into this discussion, but the

temptation is just too great after reading Marc Sapir's comments.

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=====
Date: Sat, 21 Feb 2004 18:21:34 -0500
Reply-To: andy@troll.soc.qc.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: Still No Answers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Dear All:

Since Warren posted his little item one morning last week, I think we are no closer to knowing why the polls done before the Wisconsin primary were so wrong.

Even with a strong trend towards Edwards, it is obvious that no one portrayed accurately what was going on a few days before.

There must have been some very large biases in the pre-election polling that affected their identification of who was going to vote and for whom. However, from reading Zogby's statements in the article in the Times and other comments it seems we shall never know. Not enough basic information is released to make it possible to even get an inkling of what went on.

Rather we are told, in effect, to "trust the pollster." Given the disaster in calling the races in 2000 and the exit poll disaster in 2002 it seems to me that the public image of polling is harmed by the "goofs" as Warren calls them.

Andrew A. Beveridge
Professor of Sociology
Queens College and Grad Ctr CUNY
Suite 233 Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367-1597
Phone: 718-997-2837
FAX: 718-997-2820
email: beveridg@optonline.net
web: www.socialexplorer.com

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Date: Sat, 21 Feb 2004 20:06:27 -0500
Reply-To: Rich Clark <clark@CVIOG.UGA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rich Clark <clark@CVIOG.UGA.EDU>
Subject: Intercept survey sampling
Comments: To: AAPORnet <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I am assisting some scholars who broadly study the relationship of neighborhood parks to public health; they have asked for my help in surveying users of several neighborhood parks. While I've done intercept surveys in the past, I have never had to try to conduct surveys in such open space where people come and go from from infinite access points. In the end, the researchers would like to know what activities park users engage in, how frequently they use the park, and where they live in relation to the park. But coming up with a means for surveying a sample of park users without some terrible selection bias is proving difficult.

Has anyone faced this challenge, or is anyone aware of some literature that can help me face it squarely? Any thoughts, sharing of experience, or suggestions would be appreciated.

--Rich Clark

Richard L. Clark, Ph.D.
Manager of Survey Research & Data Services Unit
Director of Peach State Poll
Carl Vinson Institute of Government
University of Georgia
201 N. Milledge Avenue
Athens, GA 30602
(706) 542-2736

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Date: Sun, 22 Feb 2004 13:11:10 -0500
Reply-To: mark@bisconti.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@BISCONTI.COM>
Organization: Bisconti Research, Inc.
Subject: Expectations and outcomes
Comments: To: AAPORNET@asu.edu
In-Reply-To: <KLEOLNOOPOCIGAODMGOHOFEGCAA.andy@troll.soc.qc.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

The dialogue and observations of researchers within AAPOR and on =
AAPORNET is
useful and thought provoking. How people form and change opinions in a
fast-paced Presidential primary cycle, how researchers try to =
effectively
capture that dynamic, and how their findings are reported and used... is
fascinating. My guess is that the vast majority of people, however, are =
not
interested in the technical details of how survey research works, but in =
the
outcome and benefits. =20

There are always many questions to ask and to try to answer. As the
research environment changes (technology, individual behavior), it is
refreshing to know that researchers are interested in being reflective =
and
learning how to maintain best practices. This is not so different from
other professions or industries which build on a foundation of knowledge =
and
practice, recognize success and deficiencies, and learn from experience.
=20
The AAPOR conference this year once again promises to be stimulating.

As for professionalism in journalism, I expect better reporters will =
call
the person s/he wants to highlight in a news story rather than picking =
up
statements from an informal group discussion without personal follow-up.

mark

Mark David Richards

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Date: Sun, 22 Feb 2004 14:30:20 -0500
Reply-To: "Wolf, James G" <jamwolf@IUPUI.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Wolf, James G" <jamwolf@IUPUI.EDU>
Subject: Re: Pollsters Faulted for Failure -- AAPORNET STATUS
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Getting back to Mike O'Neil's original query to the group about the =
status of AAPORNET:

I wasn't at all miffed when I saw the article in the NY Times last =

you can know in email invites is:

1. How many emails were sent out
2. How many bounced
3. How many people opened the window to start the survey
4. How many people finished the survey.

You might know how many people opened the invite email. You might know = where people terminated. You can't know for certain if the people are = residents of the geographic area you wish to study, how many people use = the email address, what proportion actually saw that they have the = email. What's the disposition for 'there was so much spam in my inbox = that I accidentally deleted the invite'?

At any rate, I use number of completes/(emails sent - bounced). =20

Leora

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

From: Diane Hartman [mailto:HARTMADI@UVSC.EDU]

Sent: Friday, February 20, 2004 3:15 PM

To: AAPORNET@asu.edu

Subject: View Rates To Calculate Response Rates

Have any of you used view rates (number of respondents accessing the = online survey) divided by completed surveys to determine response rates = for online surveys? With the number of e-mails sent divided by completed = surveys resulting in such low response rates (especially if researchers = are unable to manage a sponsored e-mail list), is using view rates = defensible?=20

=20

Is anyone aware of any available articles exploring the idea of using = view rates to calculate response rates for online surveys?

=20

Thank you for your help.

=20

Diane Hartman

=20

Diane Hartman

Assistant Professor

School of Business

Utah Valley State College, M181

800 West University Parkway

Orem, UT 84058-5999

Phone: (801) 863-8238

Fax: (801) 863-8522

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aapornet-request@asu.edu

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Date: Sun, 22 Feb 2004 19:51:04 -0500
Reply-To: slosh@garnet.acns.fsu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Susan Carol Losh <slosh@GARNET.ACNS.FSU.EDU>
Subject: Re: View Rates To Calculate Response Rates
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain
Content-transfer-encoding: binary
Content-disposition: inline

Also, you don't know if the person who filled out the online survey is the same person who received the email.

The literacy problems with snailmail are compounded for online which also assumes IT literacy.

That said, as there are appropriate populations for snailmail surveys, there are for online surveys. Some important issues are WHO they are, what the frames are, and points of contact as well as response. And those bias issues, of course, also enter in.

Susan

On Sun, 22 Feb 2004 12:30:12 -0800 Leora Lawton wrote:

- > An interesting question and one I was pondering the other day.
- >
- > The response rate to email invited surveys is probably more
- > comparable to snailmail surveys than telephone. Most of the
- > dispositions for telephone surveys don't apply, largely because they
- > are unknowable. All you can know in email invites is:
- > 1. How many emails were sent out
- > 2. How many bounced
- > 3. How many people opened the window to start the survey
- > 4. How many people finished the survey.
- >
- > You might know how many people opened the invite email. You might
- > know where people terminated. You can't know for certain if the
- > people are residents of the geographic area you wish to study, how
- > many people use the email address, what proportion actually saw that
- > they have the email. What's the disposition for 'there was so much
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- >
- > At any rate, I use number of completes/(emails sent - bounced).
- >
- > Leora
- >
- > -----Original Message-----
- > From: Diane Hartman [<mailto:HARTMADI@UVSC.EDU>]

> Sent: Friday, February 20, 2004 3:15 PM
> To: AAPORNET@asu.edu
> Subject: View Rates To Calculate Response Rates

>
>
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> researchers are unable to manage a sponsored e-mail list), is using
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>
> Is anyone aware of any available articles exploring the idea of using
> view rates to calculate response rates for online surveys?

> Thank you for your help.

> Diane Hartman

> Diane Hartman
> Assistant Professor
> School of Business
> Utah Valley State College, M181
> 800 West University Parkway
> Orem, UT 84058-5999
> Phone: (801) 863-8238
> Fax: (801) 863-8522

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Susan Carol Losh, Ph.D.
American Statistical Association/NSF-SRS Research Fellow 2003-2004
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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Date: Sun, 22 Feb 2004 22:19:00 -0500
Reply-To: Allen Barton <allenbarton@mindspring.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allen Barton <allenbarton@MINDSPRING.COM>
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I think Marc Sapir underestimates the intelligence of newspaper readers when he says that poll data is collected and published only because of "the horse race data period." There is a significant part of the public that is interested not only in "who's ahead" but why they are ahead, what the public is looking for in candidates. Even a "whodunit" detective story has to satisfy the reader's interest in "why they done it" - who would read a mystery where the reason for the killing remained a mystery even when the culprit was unmasked? Many people - most people? - are interested in why other people support "that idiot" (the candidate they dislike) and why they don't support "the good guy. The reporting I have seen on CNN and the broadcast networks has often used the exit polls to tell us what the people voting for Kerry thought was important compared to those voting for Edwards or Dean. Everyone who pays attention beyond the headlines has some interest in understanding what is going on, and if that is "scholarly", make the most of it.
Allen Barton Chapel Hill NC

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

From: Marc Sapir <marcsapir@COMCAST.NET>
Sent: Feb 21, 2004 5:25 PM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

I guess I do agree with Warren Mitofsky that there is a confusion between news and scholarly discourse, but surely we don't mean the same thing. One can create "scholarly discourse" about almost anything, real or theoretical, intellectually interesting or banal. But in the real world someone pays for all these polls attempting to predict who will win or is leading in elections before they occur. And why do these polls make news? There is nothing scholarly about why this data is collected or how it is used, and it contributes little to intelligent discourse except for validating or invalidating marketing strategy. Why would I go hunting for the more in depth evaluations that Warren and others do when we already knows that what gets promoted and publicized, and what influences the general public, is the horse race data period. It is not the pollsters who are unethical here, but that does not relieve us from decrying the usury.

Marc Sapir MD, MPH
Executive Director
Retro Poll

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

From: Warren Mitofsky [mailto:mitofsky@mindspring.com]
Sent: Saturday, February 21, 2004 1:22 PM
To: Marc Sapir; AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

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=====
Date: Mon, 23 Feb 2004 10:56:07 -0500
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I wonder if this discussion benefits from experiences with political contests where there was no polling reported in the media. Reporters covering campaigns have no objective tool to put in to context what they are seeing at campaign events, and what they are hearing from campaign staff. They might talk to a handful of "average voters" for quotes to pepper their stories, and they can come away with a sense that a campaign has momentum and is succeeding in its push to win voters. I've seen it many times. Columnists will write about how

the enthusiasam within one camp is translating into a substantial advantage.

And then comes election day and the candidate so praised and offered as the one with the big momentum comes up way short. It's embarrassing for the columnist/report and maddening for readers. Polls are a tool to help journalists put what they are seeing and hearing into context.

The "why" of a campaign is usually a fascinating story. But, it really can't be told unless we're clear about the "what"--what is the status of the race? Who's leading? WHY? Why is one candidate resonating with a certain niche of voters? Why has one fallen from front-runner status?

JAS

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

visit our website: www.SelzerCo.com

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

In a message dated 2/21/2004 4:27:10 PM Central Standard Time, marcsapir@COMCAST.NET writes:

I guess I do agree with Warren Mitofsky that there is a confusion between news and scholarly discourse, but surely we don't mean the same thing. One can create "scholarly discourse" about almost anything, real or theoretical, intellectually interesting or banal. But in the real world someone pays for all these polls attempting to predict who will win or is leading in elections before they occur. And why do these polls make news? There is nothing scholarly about why this data is collected or how it is used, and it contributes little to intelligent discourse except for validating or invalidating marketing strategy. Why would I go hunting for the more in depth evaluations that Warren and others do when we already knows that what gets promoted and publicized, and what influences the general public, is the horse race data period. It is not the pollsters who are unethical here, but that does not relieve us from decrying the usery.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Mon, 23 Feb 2004 13:50:49 -0600
Reply-To: mail@marketsharescorp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: [Fwd: Re: Pollsters Faulted for Failure -- Pogo had it wrong]
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

It might be difficult to come up with a situation when no polls are being reported by the media. There are always the privately sponsored polls that end up getting reported as news.

In last Tuesday's Milwaukee mayoral primary, the race was first reported as a race between two candidates based on a private poll. Later, campaign insiders for one were whispering that their man was 10-15 points in front. Outcome? That candidate came in over 5 points behind the actual winner and the presumed runner-up came in 21 points behind.

Horserace results from media polls also serve as a check and balance.

Nick

J. Ann Selzer wrote:

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>where there was no polling reported in the media. Reporters covering
>campaigns have no objective tool to put in to context what they are seeing at
>campaign events, and what they are hearing from campaign staff. They might
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>
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>Who's leading? WHY? Why is one candidate resonating with a certain niche of
>voters? Why has one fallen from front-runner status?
>
>JAS
>
>J. Ann Selzer, Ph.D.
>Selzer & Company, Inc.
>Des Moines, Iowa 50312
>515.271.5700
>
>visit our website: www.SelzerCo.com

>
>E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
>contact JASelzer@SelzerCo.com.

>
>In a message dated 2/21/2004 4:27:10 PM Central Standard Time,
>marcsapir@COMCAST.NET writes:
>I guess I do agree with Warren Mitofsky that there is a confusion
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>Marc Sapir MD, MPH
>Executive Director
>Retro Poll
>www.retropoll.org

>
>-----
>Archives: <http://lists.asu.edu/archives/aapornet.html>
>Problems?-don't reply to this message, write to: aapornet-request@asu.edu

>
>
>

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Date: Mon, 23 Feb 2004 15:21:49 -0500
Reply-To: Keith Neuman <keith.neuman@ENVIRONICS.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Keith Neuman <keith.neuman@ENVIRONICS.CA>
Subject: Data on Biotechnology and health applications
Comments: To: "AAPORNET (E-mail)" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I am working on a secondary analysis project and am looking for any =
public opinion data that covers issues involving health aspects of =
biotechnology. This would be from the U.S. or any country, and dating =
back to 1990.

This would include the following topics. Please note the focus is on =
health, but not food (e.g. genetically modified foods).

- * Biotechnology and health / medical biotechnology
- * Genetic information / genetic testing / genetic research /
gene banks
- * Gene therapy / genetic therapy
- * Genetic engineering / genetic modification
- * Cloning
- * Genomics / genome / DNA mapping / gene patenting
- * Stem cells / stem cell research / stem cell therapy
- * Transgenics
- * Xenotransplantation
- * Virotherapy
- * Nanotechnology
- * Proteomics

Any assistance or referrals to other sources would be greatly =
appreciated.

Thanks

Keith Neuman, Ph.D.
Senior Vice President
Environics Research Group Ltd.
ph: 613-230-5089
keith.neuman@environics.ca

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Mon, 23 Feb 2004 15:42:15 -0500
Reply-To: Steven Kull <skull@PIPA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@PIPA.ORG>
Subject: Re: Data on Biotechnology and health applications
Comments: To: Keith Neuman <keith.neuman@ENVIRONICS.CA>
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

If you go to the website of the Program on International Policy Attitudes
(www.pipa.org) you will find the Americans and the World Digest which has an
analysis of polling data from multiple sources on biotechnology through

May 2003.

Keith Neuman wrote:

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opinion data that covers issues involving health aspects of biotechnology.
This would be from the U.S. or any country, and dating back to 1990.
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gene banks
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- > * Genetic engineering / genetic modification
- > * Cloning
- > * Genomics / genome / DNA mapping / gene patenting
- > * Stem cells / stem cell research / stem cell therapy
- > * Transgenics
- > * Xenotransplantation
- > * Virotherapy
- > * Nanotechnology
- > * Proteomics

> Any assistance or referrals to other sources would be greatly appreciated.

>
> Thanks

> Keith Neuman, Ph.D.
> Senior Vice President
> Environics Research Group Ltd.
> ph: 613-230-5089
> keith.neuman@environics.ca

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

Date: Mon, 23 Feb 2004 13:43:21 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@asu.edu
In-Reply-To: <15e.2b7cf952.2d6b7c97@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I think J. Ann Selzer's response to me actually helps reiterate what is wrong with the high frequency pre election polling methodology. The public value she assigns to this polling is that it avoids or minimizes the impact of anecdotal empirical qualitative reporting on political contests. If such anecdotal man on the street reporting (as opposed to useful qualitative content analysis) is all that journalists can come up with in their work then let them stew in their own juices. The public will be much less easily misled by that superficiality than by the systematic use of "scientific" polls, particularly when it comes to

"electability".

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer
Sent: Monday, February 23, 2004 7:56 AM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

I wonder if this discussion benefits from experiences with political contests where there was no polling reported in the media. Reporters covering campaigns have no objective tool to put in to context what they are seeing at campaign events, and what they are hearing from campaign staff. They might talk to a handful of "average voters" for quotes to pepper their stories, and they can come away with a sense that a campaign has momentum and is succeeding in its push to win voters. I've seen it many times. Columnists will write about how the enthusiasam within one camp is translating into a substantial advantage.

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JAS

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

visit our website: www.SelzerCo.com

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

In a message dated 2/21/2004 4:27:10 PM Central Standard Time, marcsapir@COMCAST.NET writes:

I guess I do agree with Warren Mitofsky that there is a confusion between news and scholarly discourse, but surely we don't mean the same thing. One can create "scholarly discourse" about almost anything, real or theoretical, intellectually interesting or banal. But in the real world someone pays for all these polls attempting to predict who will win or is leading in elections before they occur. And why do these polls make news? There is nothing scholarly about why this data is collected or how it is used, and it contributes little to intelligent discourse except for validating or invalidating marketing strategy. Why would I go hunting for the more in depth evaluations that Warren and others do when we already knows that what gets promoted and publicized, and what influences the general public, is the horse race data period. It is not the pollsters who are unethical here, but that does not relieve us from decrying the usury.

Marc Sapir MD, MPH
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Retro Poll
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=====
Date: Mon, 23 Feb 2004 14:58:10 -0700
Reply-To: Quin Monson <Quin.Monson@BYU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Quin Monson <Quin.Monson@BYU.EDU>
Subject: Venezuelan political surveys
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

I have a colleague in my department who is planning to conduct a survey in Venezuela this summer. He has limited resources, but will likely construct a questionnaire to be administered with in-person interviewing to a list sample consisting of members of a popular Venezuelan political movement. If any of you have experience with surveys in Venezuela or other similar Latin American countries and are willing to share questionnaires or discuss methodological approaches, or if you know of someone that fits this description, can you please contact me directly so that I can put him in touch with you? =20

=20

Thanks,

Quin Monson

=20

Quin Monson

Department of Political Science

745 SWKT

Brigham Young University

Provo, UT 84602

ph: 801-422-8017

fax: 801-422-0580

email: Quin.Monson@byu.edu <mailto:Quin.Monson@byu.edu> =20

=20

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

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=====
Date: Sun, 22 Feb 2004 22:19:00 -0500

Reply-To: Allen Barton <allenbarton@MINDSPRING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu

From: Allen Barton <allenbarton@MINDSPRING.COM>

Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

I think Marc Sapir underestimates the intelligence of newspaper readers when he says that poll data is collected and published only because of "the horse race data period." There is a significant part of the public that is interested not only in "who's ahead" but why they are ahead, what the public is looking for in candidates. Even a "whodunit" detective story has to satisfy the reader's interest in "why they done it" - who would read a mystery where the reason for the killing remained a mystery even when the culprit was unmasked? Many people - most people? - are interested in why other people support "that idiot" (the candidate they dislike) and why they don't support "the good guy. The reporting I have seen on CNN and the broadcast networks has

often used the exit polls to tell us what the people voting for Kerry thought was important compared to those voting for Edwards or Dean. Everyone who pays attention beyond the headlines has some interest in understanding what is g!

oing on,
and if that is "scholarly", make the most of it.
Allen Barton Chapel Hill NC

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

From: Marc Sapir <marcsapir@COMCAST.NET>
Sent: Feb 21, 2004 5:25 PM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

I guess I do agree with Warren Mitofsky that there is a confusion between news and scholarly discourse, but surely we don't mean the same thing. One can create "scholarly discourse" about almost anything, real or theoretical, intellectually interesting or banal. But in the real world someone pays for all these polls attempting to predict who will win or is leading in elections before they occur. And why do these polls make news? There is nothing scholarly about why this data is collected or how it is used, and it contributes little to intelligent discourse except for validating or invalidating marketing strategy. Why would I go hunting for the more in depth evaluations that Warren and others do when we already knows that what gets promoted and publicized, and what influences the general public, is the horse race data period. It is not the pollsters who are unethical here, but that does not relieve us from decrying the usery.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: Warren Mitofsky [mailto:mitofsky@mindspring.com]
Sent: Saturday, February 21, 2004 1:22 PM
To: Marc Sapir; AAPORNET@asu.edu
Subject: Re: Pollsters Faulted for Failure -- Pogo had it wrong

I promised myself I was not going to get back into this discussion, but the

temptation is just too great after reading Marc Sapir's comments.

1. There is plenty of content along with the horserace in all the pre-election polls.

2. It does get out. All of it. All you have to do is look for it. It is not

clear that such an effort was made.

3. The discussion confuses news with more scholarly discourse. News organizations make news judgments about what to put in limited space.

Everything does not fit. What people on this list may see as newsworthy,

editors and producers may not. The reporting is not trivialized by

reporting the horserace prominently. It is the first question everyone, including the academics, ask for. It is by no means the only reporting, unless one gets his/her news only from a headline service.

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Date: Tue, 24 Feb 2004 10:18:15 -0500
Reply-To: Stephanie Berg <stephanie.berg@VERIZON.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stephanie Berg <stephanie.berg@VERIZON.NET>
Subject: Coding occupations
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

I'm looking for a reliable way to code occupations into white, blue, and pink collar (possibly blue-indoor and blue-outdoor). Does anyone know of any sources for this? Thanks,

Stephanie Berg, Senior Analyst
Schneiders * Della Volpe * Schulman
1501 M Street, NW, Suite 550
Washington DC 20005
(202) 659-0964

For more information please visit www.sdsprime.com
<<http://www.sdsprime.com/>>

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Date: Tue, 24 Feb 2004 22:19:13 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Job Opening....and.....
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

This is a job posting. I am looking to add a mid- to senior-level person analyst/executive for our Phoenix-based full service opinion research firm. Established firm. Equity and/or profit sharing potential. Our firm, position requirements, and application procedures are described in some detail on our website www.oneilresearch.com <<http://www.oneilresearch.com/>>

This is NOT a replacement position for someone who is leaving. It is a position that, if filled, I hope will change the nature of what I do on a daily basis. (And for the numerous people I have discussed this with over the last couple of years, you should know that we have grown several internal staff members over the last couple of years significantly, but I am hoping to jump-start the process even more).

While this is not a “have to” hire, I am interviewing two serious candidates in the next two weeks, so an early contact would be appreciated if you think this might be for you.

I posted much of what follows last year....it produced the most interesting conversations I have ever had at AAPOR. So I repost, with some edits in the hopes of more of the same—or more.

(My thanks to David Moore who retrieved this for me last year, Shap Wolf who found it this year, and Richard Day who suggested I re-post it regularly).

Mike O'Neil

-----original post....with some modifications

It finally came. The dreaded AARP invitation. Certifiable old-fartdom. Damn tough pill to swallow for a rock n roll-raised/forever young baby boomer. (For those who have not yet reached this milestone, the vultures start mailing you when you are 49+ -- and they always find you).

Made me think of a conversation I had with the sage Mayer Zald when he visited here over 20 years ago. The subject was retirement. In all of my then-late-twenties innocence I asked him "Why would you ever want to retire?". I have remembered his response ever since, "After you have been doing the same thing for many years, you get to the point where you want to do something else. I heard him, but didn't really understand.

All these years later, I do now.

(2004 Note: after posting it last year a colleague of his wrote me: “You know, he never did retire”. Oh, well, the point was valid nonetheless.)

I have founded and run a research firm for over 20 years. I do high-level conceptualization, research design, edit all analytical reports, the usual stuff. I am also go-to guy when the toilet backs up (I know how to use a plunger and have the phone number of a handyman), do phone wiring, figure out how to manage when three people call in sick on the same day (work harder and faster and juggle), or just about anything else happens.

Twenty plus years. Doing more or less the same thing. And I would like Not to be doing exactly this forever. I am looking for a five- to ten-year Plan to extricate myself from day-to-day responsibilities.

The point of all this: I am looking to associate myself with a highly trained younger person to associate with, someone with long-term interests. While I am looking to hire someone, what sets this apart from the usual job offer, is that the job has the potential for very substantial equity in a successful profitable firm with a twenty year history. nd in a location with 350 bright sunny days a year in America's sixth-largest (2004 Note: we are now #5, which surprises most of the people I tell this) and fastest-growing city to boot.

While I am open to a wide range of possibilities, anyone interested should know that this is a VERY HANDS ON organization (note above discussion of plumbing). The exact seniority of the person would seem to me to have some flexibility. For a more junior type, we could do the ten-year plan; for a more mid-career type, the five-year plan.

And for those who find such a long-term commitment daunting, I am quite willing to entertain discussions with others about more conventional employment, although this is a secondary consideration at the moment.

I assume anyone who is potentially interested is on AAPORnet, but if not, feel free to pass this on.

Mike O'Neil
oneil@oneilresearch.com <mailto:oneil@oneilresearch.com>
www.oneilresearch.com <http://www.oneilresearch.com/>

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Date: Wed, 25 Feb 2004 09:40:44 -0500
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: My \$4,000 mistake
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

Well, this was one of those days that I guess we all have. I'm sharing this with y'all in case it is of comfort to anyone else having the same kind of day. I made a mistake that may cost us \$4,170.

I was looking at a 5-year-old SAS printout, and didn't realize that this printout was done right BEFORE all the variable names had been changed by that client. So when I gave a new client an estimate, which has already been worked into a contract, I was looking at the wrong numbers.

We've gotten a lot better at our project documentation since then, and that mistake would never happen with any of our other projects. But still.

I guess in the context of the millions of dollars of grants I have managed in recent years, \$4,000 is not that great of an amount. It's the cost of doing business, fair wear and tear, an acceptable squish factor. But still.

I know that you don't get very far in life without taking risks, and taking the initiative to make such decisions and accept responsibility is part of what separates a professional from the hired help. A lot of times those who are most successful have a lot of bloopers along the way. But still.

When I confessed to my research partner, he didn't understand why I was so devastated. I tried to explain, "This is not how grownups are supposed to operate!"

He chuckled. "I think you overestimate grownups."

Maybe so.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075

University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

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=====
Date: Wed, 25 Feb 2004 08:58:06 -0700
Reply-To: Robert Choquette <choquett@UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Choquette <choquett@UOREGON.EDU>
Subject: Internet site visitor survey response rates

We completed a survey evaluating a popular web site. It was offered to a random sample of visitors and we secured a response rate of 13% (about 3,500 responses from 30,000 invitees). How does this compare with others who have conducted similar web site evaluation studies?
Are there any good references on this type of internet survey?

Thanks,

Woody

Woody Carter, Director of Research
University of Oregon Survey Research Lab
541 346-0934 (FAX 541 346-0388)

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=====
Date: Wed, 25 Feb 2004 13:53:28 -0500
Reply-To: Angell Beza <abeza@IRSS.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Angell Beza <abeza@IRSS.UNC.EDU>
Subject: Minority "Influence Districts"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN; CHARSET=US-ASCII

We would appreciate references to local or state data on "influence districts." The Supreme Court ruled that the Voting Rights Act does not require packing minorities into districts such that minority candidates would certainly be elected. Instead, states may choose to maximize minority substantive representation by creating "influence districts" in which minorities can influence policy by participating in the political process even if they can not elect minority candidates to office.

The basis of the court's conclusion that influence districting is an

adequate alternative to districting based on electing minority candidates is on data from Congressional elections. We are searching for data on the state or local level using similar measures:

degree of racial cohesiveness, white cross-over voting, liberal political views, etc. Data from state legislative and local mayoral elections would be most welcome.

Thank you on behalf of a faculty member of our Law School.

Angell G. Beza
Senior Associate Director
The Odum Institute
for Research in Social Science
University of North Carolina
Chapel Hill, NC 27599-3355 USA

Voice: 919-966-2450
Fax: 919-962-IRSS (4777)
Email: abeza@irss.unc.edu

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Wed, 25 Feb 2004 17:55:59 -0500
Reply-To: Alice Robbin <arobbin@INDIANA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Alice Robbin <arobbin@INDIANA.EDU>
Subject: of interest to aaporneters
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Opinion polling: Taking the voters' pulse

Political strategies and careers are built and broken on the results of opinion polls. But polls' apparently small margins of error can hide large uncertainties. Tony Reichhardt surveys the issues...

http://www.nature.com/cgi-taf/DynaPage.taf?file=/nature/journal/v427/n6977/full/427772a_fs.html

Alice Robbin, Associate Professor
School of Library & Information Science
Indiana University
021 Main Library
1320 East 10th Street
Bloomington, IN 47405-3907

Office: (812) 855-5389 Fax: (812) 855-6166
Email: arobbin@indiana.edu

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Date: Wed, 25 Feb 2004 21:41:59 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Cellular Phones and Interviewing
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

I have three questions about interviewing cellular phone customers

1. Is there any legality issue about calling a sample of cell phone customers?
2. Can anyone offer experience/advice on the subject? We are not working for the cell phone company so cannot offer minutes, but we could offer incentives (tho it would be a logistical pain).
3. Does anyone know about the existence of a sampling frame of "Cell Phone Only" customers, i.e., those who ONLY have cell service, no land line.

Any information appreciated.

Mike O'Neil
www.oneilresearch.com <<http://www.oneilresearch.com/>>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 26 Feb 2004 11:12:15 -0500
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Subject: Re: Cellular Phones and Interviewing
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

In response to Mike O'Neil's query, I have included a "Compliance Tip Sheet" CASRO put together. This addresses cell phone calls and other regulations

from the perspective of research businesses. Let me know if you have any questions. Thanks, Diane
Compliance Tip Sheet for Survey Research

A Summary of Positions and Responses to Government Regulations

(If you have any questions, please contact Duane L. Berlin Esq. , CASRO General Counsel, or Diane Bowers, CASRO President at (631) 928-6954)

(February 2004)

National Do Not Call Registry

Facts: The FCC's Telephone Consumer Protection Act (TCPA) section on DNC and the FTC's National DNC Registry apply to telemarketing only, with exemptions given to non-profit "telemarketers," like charities and political fundraising. Survey research is NOT included in the definitions of telemarketing, nor in the exempted telemarketers because WE ARE NOT TELEMARKETERS: we don't sell; we don't ask for money.

DOs

Do Say:

- . Survey research (SR) is NOT INCLUDED in DNC regulations
- . SR is NOT telemarketing
- . SR does not sell anything
- . SR does not ask for money

- . SR asks questions: opinions, attitudes, behavior
- . SR respects respondent's right to say "No"
- . SR companies maintain internal DNC lists
- . SR guards respondent confidentiality & privacy
- . SR is straight-forward and doesn't mislead
- . SR is a service industry-professional, ethical, self-regulated
- . SR is "voice" of public to society, government, marketplace

Exempt Organization (EO):

- . SR is NOT an "exempt organization" under the TCPA because we are NOT TELEMARKETERS and are, therefore, NOT INCLUDED in the law

DON'Ts

Don't Say:

- . Survey Research (SR) is exempt from TCPA or DNC

Exempt Organization (EO):

- . Don't register as an EO under the TCPA DNC registry rules
 - . EOs receive Subscription Account Numbers (SANs) that allow them to access the DNC list
- . Don't get a SAN
- . Don't access the DNC list
 - . The only acceptable purpose for accessing the DNC list is to scrub your call list of DNC numbers

Cell Phone Calls

Facts: The cell phone section of the TCPA applies to ALL UNSOLICITED CALLS USING AN AUTODIALER, not just telemarketing calls.

By definition, autodialers include all automatic dialing systems, from speed dialers to predictive dialers.

Portability of numbers between landlines and cell phones makes identification of a cell number more difficult.

Currently, the FCC is not disposed to specific exemptions or delays in implementing/enforcing the cell phone section of the TCPA.

DOs

- . Use manual dialing to call cell phones for Survey Research
- . Access databases to determine cell phone numbers

DON'Ts

- . Don't use a predictive dialer OR an autodialer to call a cell phone
- . Don't assume that "human" proximity to or intervention in the use of an autodialed call to a cell phone provides exemption from the TCPA

Fax Communication

Facts: The fax communication section of the TCPA prohibits unsolicited faxes that advertise the availability of a product or service.

If Survey Research uses a fax call to conduct a survey (e.g., disseminate a questionnaire) or to collect/update demographic information from a survey panelist, such fax calls are NOT INCLUDED, since they do not constitute an "advertisement" or "solicitation."

If Survey Research uses a fax call to recruit, especially where they offer incentives to potential survey respondents, such fax calls may be considered an "advertisement" or "solicitation."

Additional guidance from the FCC is needed on survey researchers' use of fax communications. CASRO is assessing the avenue and timing of initiating these specific discussions with the FCC.

Dos

- . Use fax communication with pre-recruited (opted-in) panelists or respondents

for all aspects of survey research.

Don'ts

- . Don't use fax communication to recruit survey respondents, unless you have a pre-existing relationship with the respondent (business).

- . Don't use fax communication to offer incentives (money, coupons, sweepstakes, coupons, etc.) for survey participation, unless you have a pre-existing relationship with the respondent (business).

CAN-SPAM Act

Facts: The federal CAN-SPAM Act requires all unsolicited commercial e-mail advertisements to be clearly identified as advertisements, to offer an opt-out, to include valid identification of the sender and valid internet and mailing addresses and to not be fraudulent or misleading. The CAN-SPAM Act is pre-emptive of any state Spam laws. The CAN-SPAM Act requires commercial advertisers to be so identified in the subject-line. The Act requires commercial advertisers to establish internal "Do-Not-Email" lists; and the FCC is considering a national "Do-Not-Email" list.

The definitions, provisions and intentions of the CAN-SPAM Act do not include survey research. Nevertheless, the survey research industry, both in professional standards and practice, supports the CAN-SPAM Act's provisions of clear identification, opt-in, opt-out, and no misrepresentation.

The CASRO Code states as a general principle that survey researchers will not use the internet to send unsolicited attempts to recruit respondents for surveys. Survey researchers must verify that research respondents have "opted-in" to email contact for research, and the "receiver" of that opt-in permission (whether the research organization, the client, or the list provider) must be identified and transparent to the respondent. "Opt-in" agreement can be assumed when these conditions are met: (a) a substantive pre-existing relationship exists between the individuals contacted and the research organization, the client, or the list owner (the latter being so identified); (b) individuals have a reasonable expectation based on the pre-existing relationship that they will be contacted for research; (c) individuals are given the opportunity to opt-out ; and (d) the respondent list or sample has already excluded those individuals who have opted-out of research.

The CAN-SPAM Act requirements of a "subject-line identifier" and the establishment of internal "Do-Not-Email" lists are problematic for survey research organizations. The subject-line identifier could result in inappropriate "spam-blocking" of legitimate internet research. And the current policies of research companies may require deleting of opted-out email addresses.

Dos

- . Document adherence to CASRO Code in company privacy policies.
- . Ensure that subject line of email does not identify your research company as a "commercial advertiser."
- . Support CAN-SPAM Act provisions of clear identification, opt-out, and no misrepresentation.
- . Emphasize opt-in for survey research requirement of CASRO Code.

Don'ts

- . Don't follow subject-line identifier requirement of CAN-SPAM Act.
- . Don't supply internal "do-not-email" lists to list brokers.
- . Don't send survey solicitations to persons or entities that don't meet the "opt-in" requirements of the CASRO Code.

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

From: "Mike O'Neil" <mike.oneil@ALUMNI.BROWN.EDU>

To: <AAPORNET@asu.edu>

Sent: Wednesday, February 25, 2004 11:41 PM

Subject: Cellular Phones and Interviewing

I have three questions about interviewing cellular phone customers

1. Is there any legality issue about calling a sample of cell phone customers?

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Any information appreciated.

Mike O'Neil
www.oneilresearch.com <<http://www.oneilresearch.com/>>

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 26 Feb 2004 17:08:45 -0500
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: The Guardian - Howard frowns on internet pollsters
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Howard frowns on internet pollsters

Nicholas Watt
Thursday February 26, 2004
The Guardian

Michael Howard is distancing himself from an important legacy of Iain Duncan Smith by refusing to renew the Tories' contract with a polling organisation criticised for providing rosy results.

YouGov, dubbed by cynics "Anything You Want Gov", will no longer be the party's sole pollsters, as part of a review ordered by Will Harris, the Tories' new chief of marketing.

The decision was welcomed by senior party figures, dismayed by YouGov's positive results, used by Mr Duncan Smith to show his success. The low point came in the run-up to last year's conference when he told anxious donors that his speech would give him a five-point bounce in the polls - the exact figure in YouGov's first post-conference survey.

YouGov has also come in for criticisms because it polls over the internet.

Other polling organisations say that the best results come from interviewing face-to-face, or by telephone.

--

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

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

Date: Thu, 26 Feb 2004 20:37:15 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: nature article of interest to aaporneters (fwd)
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

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

From: Alice Robbin [<mailto:arobbin@indiana.edu>]
Sent: Thursday, February 26, 2004 2:34 PM
To: Marc Sapir
Subject: RE: PDF of Nature article attached. -- NPS Re: of interest to aaporneters (fwd)

Mark, I think you should send your remarks to the entire AAPOR listserv. They are useful to think about. Cheers.

On Thu, 26 Feb 2004, Marc Sapir wrote:

> Alice,
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> Thanks for forwarding the pdf file of the Nature article. I think it's
> a good article, though it does leave out a more fundamental concern that
> we at Retro Poll have written about in our articles. It is generally assumed that if a
> poll correctly predicts the outcome of an election that it has measured
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- >
- > Marc Sapir MD, MPH
- > Executive Director
- > Retro Poll
- > www.retropoll.org
- >
- > -----Original Message-----
- > From: Alice Robbin [mailto:arobbin@indiana.edu]
- > Sent: Wednesday, February 25, 2004 6:05 PM

Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Fri, 27 Feb 2004 08:54:50 -0500
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: nature article of interest to aaporneters (fwd)
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252

There is a clear mathematical reason that regression to the mean occurs. The concept has to do with measurement theory, which says that when a random process generates outcomes an extreme distance from the mean, re-sampling will likely find the same outcomes on the same side of, but closer to [i.e. regressed] in the direction of the mean. The speculation that there is a reciprocal interaction between polling and voting is just that -- speculation.

Can one say that there is no interaction? Of course not. Just as one can say that human personality develops as a joint outcome of genetic and environmental influences, but we cannot in general specify or predict the degree to which either nature or nurture contributes, so one can only speculate on the amount of influence polls have on behavior.

My personal belief is that there are close elections and runaways. In a

runaway, the effect of polling on election day behavior is negligible. In a close race, potential voters get the picture that the race will be close and not decided until election day, so the most likely result is to increase voter turnout -- IF voters are concerned about the outcome. If the race is close and neither candidate inspires either strong positive or negative emotions in the voters, then turnout will be unaffected by polling.

But all that is just speculation.

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

From: Marc Sapir
To: AAPORNET@asu.edu
Sent: 2/26/04 11:37 PM
Subject: Re: nature article of interest to aaporneters (fwd)

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

From: Alice Robbin [mailto:arobbin@indiana.edu]
Sent: Thursday, February 26, 2004 2:34 PM
To: Marc Sapir
Subject: RE: PDF of Nature article attached. -- NPS Re: of interest to aaporneters (fwd)

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> From: Alice Robbin [mailto:arobbin@indiana.edu]
> Sent: Wednesday, February 25, 2004 6:05 PM

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Date: Fri, 27 Feb 2004 09:15:35 -0500
Reply-To: Brian Vargus <igem100@IUPUI.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Vargus <igem100@IUPUI.EDU>
Subject: Re: nature article of interest to aaporneters (fwd)
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=Windows-1252
Content-transfer-encoding: 7bit

There is some older literature on this by McLoed and Glynn and, more recent,
"Presidential Polls and the News Media" edited by Lavrakas, Traugott and
Miller and especially article in volume edited by Lavrakas in Holley in
'91 "Polling and Presidential Coverage." There is also substantial literature
on Noelle-Neuman's "Spiral of Silence" that has some bearing.

Brian Vargus
Indiana University,
Indianapolis

----- Original Message -----
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
To: <AAPORNET@ASU.EDU>
Sent: Friday, February 27, 2004 8:54 AM
Subject: Re: nature article of interest to aaporneters (fwd)

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> Sent: 2/26/04 11:37 PM
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>> -----Original Message-----
>> From: Alice Robbin [mailto:arobbin@indiana.edu]
>> Sent: Wednesday, February 25, 2004 6:05 PM

> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Problems?-don't reply to this message, write to:
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> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
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> signoff aapornet

Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet

Date: Fri, 27 Feb 2004 12:07:49 -0500
Reply-To: "Chun, Young" <YChun@AIR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chun, Young" <YChun@AIR.ORG>
Subject: Information Literacy survey items
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=Windows-1252
Content-transfer-encoding: quoted-printable

Hi,
We're looking for survey questions measuring "Information Literacy."

Information Literacy is "the ability to recognize when information is needed and the ability to locate, evaluate, and effectively use the needed information."

We like to measure academic institution's support of information literacy including outreach to high schools, assessment of college freshmen's information literacy, and collaboration with faculty/librarians to teach/foster information literacy skills.

The survey questions you have used or designed on "Information Literacy" or leads to these items would be helpful.

Thanks in advance!
=09

Young Chun, Senior Research Scientist

American Institutes for Research
"More than 50 years of behavioral/social science research"
1990 K Street, NW Suite 500
Washington DC 20006

voice: 202 944 5325
FAX: 202 737 4918

Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet

=====

Date: Fri, 27 Feb 2004 12:06:14 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Position Available
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

City Research Scientist III (Survey Manager)<?xml:namespace prefix =3D o =
ns =3D "urn:schemas-microsoft-com:office:office" />

=20

Job Description

The City Research Scientist III will oversee an annual random digit-dial telephone survey, intended to monitor chronic disease and behavioral risk factors among New York City residents. Responsibilities will include, overseeing the design and weighting of the survey, data cleaning and analysis, questionnaire design and dissemination of results. The City Research Scientist III will be responsible for innovative survey methodologies, as well as providing assistance to

others in the department conducting surveys. In addition, the scientist will write summary reports and research papers describing survey methodologies and epidemiological findings. The scientist will also supervise and monitor the work of other staff in the Bureau. S/he will also represent the agency in its interaction with key data providers by participating in conferences, meetings, and seminars related to survey methodology and chronic disease prevention and control. The City Research Scientist III, with very wide latitude for the exercise of independent judgment and initiative, will work under the direction of the Assistant Commissioner of the Bureau of Epidemiology Services.

=20

Requirements

Candidates should possess: Prior survey experience in-depth knowledge of epidemiological and survey methods knowledge of SAS and SUDAAN or comparable software packages substantial experience in a variety of statistical analysis techniques experience in the design and management of public health databases experience in supervising professional and technical staff excellent writing and speaking ability and strong interpersonal communication skills. New York City residency is required.

=20

=20

Education

All candidates must have a master's degree. If you were educated in a foreign school, you must submit a foreign degree evaluation, from an approved organization, with your resume.

=20

Notes: For official qualification requirements please see job posting at: <http://www.nyc.gov/html/doh/pdf/hr/0136la.pdf>. Please include the following code on your resume: JVN: # 816.04.0136LA(BT)

=20

To apply please send cover letter and resume to Ms Anjum Hajat by email: <<mailto:ahajat@health.nyc.gov>> ahajat@health.nyc.gov or fax: 212-788-4473.

=20

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

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Date: Fri, 27 Feb 2004 10:07:06 -0800
Reply-To: Leora Lawton <leoralawton@FSCGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <leoralawton@FSCGROUP.COM>
Subject: Re: Internet site visitor survey response rates
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I used to do many many website evaluations...either as an exit survey or =
a pop-up upon entrance. The response rate you got may or may not be =
reasonable...the length of the survey is extremely correlated with =
response rate. I did one survey which received a 28% response rate, and =
then I added a 5-question matrix, and 3 other questions,and the response =
rate went down to 21%. As with other survey research, if the population =
studied is not particularly committed to the hosting organization and =
company then the response rate will be lower. The invite message needs =
to be written in a way that encourages participation. I found using =
certain social psych rules to be helpful: Tell them what to do (take =
survey) why to do it (improves something and benefits you), appeal to =
their sense of altruism (won't you please help); and tell them what to =
do again (and click on the yes button?) (I once changed a generic invite =
message to one using these principles, and the response rate increased =
from 13% to 22%!). Finally, I think that lately the cooperation between =
respondent and survey research has simply gone down...net.novelty has =
worn off. =20

Is 13% good? Maybe. Maybe not :-) I usually got about 18-28%, but this =
was during 2000-2002.

Hope this helps,
Leora Lawton

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

From: Robert Choquette [mailto:choquett@UOREGON.EDU]
Sent: Wednesday, February 25, 2004 7:58 AM
To: AAPORNET@asu.edu
Subject: Internet site visitor survey response rates

We completed a survey evaluating a popular web site. It was offered to =
a
random sample of visitors and we secured a response rate of 13% (about
3,500 responses from 30,000 invitees). How does this compare with =
others
who have conducted similar web site evaluation studies?
Are there any good references on this type of internet survey?

Thanks,

Woody

Woody Carter, Director of Research
University of Oregon Survey Research Lab
541 346-0934 (FAX 541 346-0388)

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Date: Fri, 27 Feb 2004 12:10:28 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Position Available
Comments: To: AAPORNet@ASU.eud
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

SURVEY RESEARCH ASSOCIATE

=20

Consumers Union, the publisher of Consumer Reports magazine and Consumer =
Reports Online, is a not-for-profit organization that has been informing =
and protecting consumers since 1936. We are the largest independent =
tester of consumer products and services in the United States. We are =
searching for a Survey Research Associate to join our survey staff, =
which includes 6 professionals. Our group conducts one of the largest =
surveys in the world. The position's primary responsibilities include =
developing ratings for a wide variety of consumer products and services. =
Opportunity for designing and conducting web-based surveys. Must be able =
to effectively present complex research findings to technical and =
non-technical audiences. Experience with questionnaire design and =
multivariate analysis required. SAS skills desired. Ph.D. in social =
sciences preferred.=20

=20

Consumers Union is located on a 24 acre campus in Yonkers, NY. In =
addition to an exciting environment, we offer:

- * Competitive salary=20
- * 401(k) & Pension Plan
- * Comprehensive health plans that include coverage for same sex/domestic =
partners
- * Strong work/family and employee assistance programs

* Tuition reimbursement=20

To apply send a detailed resume and cover letter indicating salary =
required to <mailto:work@cu.consumer.org> work@cu.consumer.org or fax =
your resume to 914-378-2902. Consumers Union appreciates all inquiries =
but can only respond to those receiving interviews. No calls, please. =
Consumers Union is committed to diversity in the workplace.

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Date: Fri, 27 Feb 2004 13:43:28 -0500
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: No response bias and internet surveys
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Good day to all:

Has anyone compared internet non-response bias based on the following?:

Comparing internet responders to follow ups on telephone
AND
Comparing internet responders who respond to the first email send vs.
internet responders to second or reminder email sends

What I'm trying to find out is if there are similarities between
respondents who get a phone follow up who are non responders to an
internet survey and respondents who get a second email reminder to the
same internet survey.

Thanks and regards,

Paul Braun
Braun Research Incorporated

Phone 609-279-1600
Fax 609-279-1318
E-mail pbraun@braunresearch.com <<mailto:pbraun@braunresearch.com>>
URL www.braunresearch.com <<http://www.braunresearch.com>>

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Date: Fri, 27 Feb 2004 16:49:12 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Announcement
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

9851.00.03.01, GELINE, NHANES<?xml:namespace prefix =3D o ns =3D =
"urn:schemas-microsoft-com:office:office" />

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Run In: AAPOR Web Site

=20

Run Dates: Start February 27, 2004 or as soon as possible

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RESEARCH

STUDY MANAGER

National research organization is seeking a study manager for a =
multi-year health examination survey. It requires full-time travel and =
working in 5 locations around the U.S. each year. The position involves =
supervision of interviewers and office staff and management of a wide =
range of activities. Looking for someone with a bachelor's degree and =
at least 10 years experience in staff management. Compensation =
includes travel allowance, bonuses and other benefits. Contact =
800-937-8284 (voice mail); beverlygeline@westat.com; or fax =
301-294-2038.

WESTAT

Rockville, Maryland

EOE

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Sun, 29 Feb 2004 19:10:21 -0500
Reply-To: Linda Fisher <llfisher@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Fisher <llfisher@COMCAST.NET>
Subject: Job Opening at AARP
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Research Specialist

AARP, with 35+ million members, seeks a Research Specialist to contribute to research design; oversee data collection procedures; conduct quantitative and qualitative data analyses; and both prepare and copy edit written, graphic, and tabular materials summarizing research findings. Requires a Bachelor's degree in a Social Science-related discipline and 2 years' experience in an applied research environment; SPSS; MS office suite experience; and prerequisite research project management skills/abilities.

This position is in our Washington, D.C. Headquarters in the National Member Research Department, which has responsibility for research in the areas of membership development (including attracting diverse populations as members), member/customer service and satisfaction, readership tracking and editorial support for our key publications, brand development, and strategic planning. In addition to proprietary research to support internal decision making, we have recently released public studies on singles lifestyles (including dating and sexuality), boomers at midlife, and work and career goals of the 45+ population.

Qualified candidates are invited to view complete job description and apply on line at: www.aarpjobs.com (Position is listed under "Membership"). We are an Equal Opportunity Employer that values diversity.

Linda L. Fisher, Ph.D.
Director, National Member Research
AARP

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Date: Sun, 29 Feb 2004 20:32:36 -0500
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Telling the Truth
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Interesting small study with potential implications for response = validity across interview modes.

People lie more on the phone than by email=20

17:18 12 February 04 Exclusive from New Scientist Print Edition.=20

Communications technologies are far from equal when it comes to = conveying the truth. The first study to compare honesty across a range = of communications media has found that people are twice as likely to = tell lies in phone conversations as they are in emails.=20

The fact that emails are automatically recorded - and can come back to = haunt you - appears to be the key to the finding.

Jeff Hancock of Cornell University in Ithaca, New York, asked 30 = students to keep a communications diary for a week. In it they noted the = number of conversations or email exchanges they had lasting more than 10 = minutes, and confessed to how many lies they told.

Hancock then worked out the number of lies per conversation for each = medium. He found that lies made up 14 per cent of emails, 21 per cent of = instant messages, 27 per cent of face-to-face interactions and a = whopping 37 per cent of phone calls.

His results, to be presented at the conference on human-computer = interaction in Vienna, Austria, in April have surprised psychologists. = Some expected emailers to be the biggest liars, reasoning that because = deception makes people uncomfortable, the detachment of emailing would = make it easier to lie.=20

Real time=20

Others expected people to lie more in face-to-face exchanges because we = are most practised at that form of communication. But Hancock says it is = also crucial whether a conversation is being recorded and could be = re-read, and whether it occurs in real time.=20

People appear to be afraid to lie when they know the communication could = later be used to hold them to account, he says. This is why fewer lies = appear in email than on the phone.=20

People are also more likely to lie in real time - in an instant message =

or phone call, say - than if they have time to think of a response, says =
Hancock. He found many lies are spontaneous responses to an unexpected =
demand, such as: "Do you like my dress?"

Hancock hopes his research will help companies work out the best ways =
for their employees to communicate. For instance, the phone might be the =
best medium for sales where employees are encouraged to stretch the =
truth.=20

But given his results, work appraisals, where honesty is a priority, =
might be best done using email.

*****=

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

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