

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 LOG0404"

Date: Thu, 1 Apr 2004 11:41:09 -0500
Reply-To: Diane Bowers <dbowers@CASRO.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Subject: CASRO's Internet Standards
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

It's time to respond to all your comments regarding CASRO's internet research standards, which require verifiable, prior opt-in for email research; identification of the "root" source to whom the email respondent granted opt-in; and availability to opt-out at each internet research email.

Comment: CASRO's internet standards are obstructionist; are an infringement of first amendment freedoms; and are inconsistent with other data collection methodologies.

Response: These standards are neither capricious, nor unrealistic. They align with the personal proscriptions, demands, and desires in a data collection methodology--the internet channel--that at the outset was "respondent-controlled"--a position that was supported by the governance of ISPs. Now, we are facing the introduction of internet privacy laws here and abroad that address email communication, spam, what's commercial, what's exempt, etc. When we first drafted the internet standards (going on six years ago), we were responding to action by ISPs pulling the plug on several research companies that had sent mass email survey requests through the ISP system. In the four years or so since the passage of the CASRO internet standards (it took two years to draft, revise, explain, and document the need for such standards), we have successfully prevented survey research from getting caught up in blatant, broadstroke blocking of research emails, and research-targeted or included legislation. And, complaints have been few.

Unlike telephone research, which (at least so far) is a testament to our "freedom" to "reach out and touch someone," the internet never had this fundamental freedom. The internet channel for research is not comparable to mail and telephone, which were firmly entrenched prior to the onset of personal privacy concerns. (And, if we are completely honest, it is arguable how successful we are today in our telephone research, what with privacy screening technology, do-not-call registry households who believe that survey calls are prohibited along with sales calls, etc.--but that's another issue.)

Today, as Jim Murphy rightly states, we are indeed bombarded with spam and a proliferation of spam filters, blockers, and anti-spam legislation. As most of you know these spammers have no regard/knowledge of the interests,

sex, financial needs of the emailer. Jim argues that in this "sordid and dark" environment, a request for survey participation may be refreshing. Yet, the "filters" are many and include the emailer, the ISPs, the subject line identifier, the law. And, if we could not firmly document that our internet research procedures are self-regulatory and mindful of internet respondents' opt-in, then we, too, would be on the chopping "block-ing" from ISPs, filters, and laws. The federal CAN SPAM Act does not include internet research, but it could have IF complaints, abuses had been excessive. So far, the "abusers" continue to predominantly be in the "sales," "advertising," and "marketing" world, and we should be thankful that our initial approach to internet research was successfully protective of internet respondent rights/control. As it is, we are still taking our case to the ISPs to ask for a "survey research" seal of approval for internet research--not just with panel research, but for custom research as well.

In an ideal world, we should be "free" to communicate--it's the first amendment--but I (and you, I bet) would prefer NOT to receive ALL unsolicited emails, ALL unsolicited calls, and, even, ALL unsolicited mail. It's a sad fact that in my experience, survey researchers comprise a healthy portion of the non-responders, the "unavailables," the refusers in survey research: we, too, don't want to be bothered or at least want to decide who we talk to. Why is it so difficult, then, to accept and support that others (and that's 1/3 of the nation--60 million households--on the DNC registry) don't want to be bothered either?

Comment: CASRO's internet research standards support panel research as the only viable way to comply.

Response: Not true. Granted: panel research, with its verifiable opted-in sample of respondents, is clearly a positive, business approach and solution to compliance. However, internet sample may also be developed or provided by a client (with the client being identified, of course). More and more often, internet research is introduced (via tel., mail, or in-person) as one of several data collection options (researchers are multi-tasking), so that respondents who prefer to participate via the internet can make that choice. In the case of blinded research, the research company may contact individuals via tel. or mail to see if they are willing to opt-in to internet research. And, researchers using the internet channel have even developed other solutions for addressing "blind" studies. In the CASRO Code re internet research, please read through the four conditions necessary for research organizations to verify that respondents have a reasonable expectation that they will receive email contact for research--www.casro.org.

In either case, it's important to note that opt-in is becoming more prevalent in all data collection methodologies. For most research businesses there is no cache or brand name that jumpstarts a respondent's willingness to cooperate. (We think a "university" calling helps response rates--is that true?) The research business environment has become more pragmatic: we must "value" respondent's time, conduct the survey in the medium and timeframe that is convenient to the respondent, agree to honor a "DNC" request if by tel., AND make sure respondents are satisfied enough with the survey that they will be willing to participate again.

Comment: The case of a UCLA Transportation and Planning survey of

UCLA

students who have provided their email address and know that they may be contacted via email by UCLA for unnamed, but broad and "internal" purposes. Does this comply with CASRO's Code?

Response: Yes. The opt-in permission, while not specifically stating ALL

the reasons why UCLA would contact its applicants via email, is sufficient to comply with the initial inquiry via email of a UCLA applicant/student by UCLA's Transportation and Planning Department. While it would be neater and clearer to state that UCLA may be conducting internal surveys of its applicants/students and to get opt-in for that purpose, nevertheless UCLA has verified that students have opted-in to email communications from UCLA. When UCLA's Trans. and Plan. dept. then emails the applicant to "ask" them to participate, the applicant must be allowed to opt-out. Thinking ahead, UCLA should adopt a clearer opt-in permission form that is consistent with their stated privacy policy on the web and allows for surveys by UCLA (or by others) for UCLA purposes.

For broader purposes (say, UCLA wanted to conduct a study of its competition for particular applicants), then the opt-in permission has to be for these broader purposes.

I hope this is helpful. Diane

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=====
Date: Thu, 1 Apr 2004 15:00:02 -0500
Reply-To: mark@bisconti.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@BISCONTI.COM>
Organization: Bisconti Research, Inc.
Subject: DC Book Forum: Deliberation Day w/Author,
Bruce Ackerman and Comments by Michael Lind---02 April 2004,
12:15pm
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

The New America Foundation
cordially invites you and your colleagues to a brownbag book forum on

DELIBERATION DAY:
MAKING DEMOCRACY DELIBERATIVE AND DELIBERATION DEMOCRATIC
with
BRUCE ACKERMAN
Sterling Professor of Law, Yale Law School and
Co-Author, Deliberation Day

comments and introduction
MICHAEL LIND

Whitehead Senior Fellow, New America Foundation

Friday, 02 April 2004
12:15 p.m. - 1:45 p.m.
New America Foundation
1630 Connecticut Avenue, NW, 7th Floor
Washington, D.C.

RSVP to Matt Barranca at
202-986-2700 or to barranca@newamerica.net

Copies of the book will be available

In *Deliberation Day*, Bruce Ackerman argues that Americans can revitalize their democracy and break the cycle of cynical media manipulation crippling public life. Ackerman proposes a new national holiday-Deliberation Day-for each presidential election year. On this day people throughout the country will meet in public spaces and engage in structured debates about issues that divide the candidates in the upcoming presidential election. Deliberation Day is a bold new proposal, but it builds on a host of smaller experiments. Deliberation Day is not merely a novel idea but a feasible reform. Ackerman will consider the economic, organizational, and political questions raised by the proposal in *Deliberation Day* and explore its relationship to the larger ideals of liberal democracy.

www.newamerica.net

Also see:

<http://www.la.utexas.edu/conf2000/papers/DeliberationDay.pdf>
<http://yale.edu/yup/books/101015.htm>

mark

Mark David Richards

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 1 Apr 2004 15:27:31 -0500
Reply-To: Sid Groeneman <sid.grc@VERIZON.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sid Groeneman <sid.grc@VERIZON.NET>
Subject: Summary of replies about student/faculty surveys
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

On Monday I posted a message asking for help in designing surveys of college students, faculty, and trustees. I was specifically interested in (a) if anyone is familiar with good sources of sample, and (b) what response rates might one expect from students/faculty asked to visit a web site to complete a 10-minute survey about social and political attitudes. And I promised a summary of the replies. Here it is.

In response to the first question, I was referred to three list brokers: Student awards (www.studentawards.com <<http://www.studentawards.com/>>), American Student Lists (www.studentlist.com <<http://www.studentlist.com/>>), and Survey Sampling, (www.surveysampling.com <<http://www.surveysampling.com/>>).

I was also referred to The Higher Education Research Institute (HERI) at UCLA (www.gseis.ucla.edu/heri) and, for the trustees survey, to the Association of Governing Boards of Universities in Washington DC: www.agb.org <<http://www.agb.org/>> .

There were also some helpful exchanges about the trade-offs between (1) using student directories vs. purchased lists, (If they're even available, most if not all directories would likely include only students living in university housing); and (2) making the initial contact via e-mail vs. regular mail (There was no consensus on the better approach; both have advantages. E-mail is cheaper, but some had concerns about spamming non opt-in lists; regular mail might be more effective in terms of producing a better response rate). I was cautioned about surveying students by phone, as many are now using cell/mobile phones exclusively.

I received a couple of good ideas for incentives: using Amazon.com gift certificates and having a chance to win an iPod in a prize drawing. The consensus seemed to be that offering a few large/valuable prizes would be more effective than offering many smaller prizes.

Few responders ventured guesses about responses rates. For the student survey, it ranged from 14% to 30%; for the faculty survey, from 14% to 33%. A few people mentioned that they'd achieved much higher response rates in surveys of more targeted samples (association members).

Many thanks to everyone who replied! It was helpful.

Sid Groeneman

Groeneman Research & Consulting
Bethesda, Maryland
sid.grc@verizon.net
301 469-0813
<http://www.groeneman.com> <<http://www.groeneman.com/>>

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=====

Date: Thu, 1 Apr 2004 16:16:21 -0500
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: So is this comment appropriate?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Gruesome Iraq Images Could Shake U.S. Opinion

By Alan Elsner

WASHINGTON (Reuters) - Graphic images of Americans being mutilated in Iraq (news - web sites) could powerfully shake U.S. public support for the occupation and may play into the presidential campaign, pollsters and media analysts said on Thursday.

After initially hesitating, U.S. TV networks began showing the images of cheering Iraqis in Falluja celebrating the murders of four American security contractors whose bodies were burned, mutilated and strung up for public view.

Newspapers carried front-page pictures showing charred bodies surrounded by exulting mobs.

"These pictures speak volumes. It's just what the Bush administration did not want. Americans are seen here as real victims, not just statistics," said pollster John Zogby.

%< Snip

http://story.news.yahoo.com/news?tmpl=story&cid=564&e=13&u=/nm/iraq_images_dc

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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, 1 Apr 2004 16:41:45 -0500
Reply-To: mark@bisconti.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@BISCONTI.COM>
Organization: Bisconti Research, Inc.
Subject: "Don't Count Us Out"

Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

This is interesting -- a group lobbying Nielsen Media Research about its methodology...

"Don't Count Us Out, Inc." is running full page ads in The Washington Times and other papers encouraging readers to write to Nielsen to express "deep concern about introducing Local People Meters (LPM) in New York City." It argues that the new system "may seriously undercount African American and Hispanic voters."

See:
<http://www.dontcountusout.com>
<http://www.dontcountusout.com/about/>

Mark David Richards

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 1 Apr 2004 17:05:55 -0500
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: Re: "Don't Count Us Out"
Comments: To: AAPORNET@asu.edu
In-Reply-To: <[007701c41832\\$2142e4c0\\$6700a8c0@MARK](mailto:007701c41832$2142e4c0$6700a8c0@MARK)>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

And here is a NY Times story on the brouhaha

<http://www.nytimes.com/2004/03/31/business/media/31adco.html?ei=5062&en=512130b261d199f5>

Excerpt:

Mrs. Clinton, in her letter, cited concerns that the new system was "undercounting minority viewers." Why this is so is unclear. But the senator cited results of a test of the local people meters during the winter, during which "virtually all top-rated shows among African-American adults witnessed significant declines in viewership, in some cases by more than 60 percent." Among the shows affected are "The Parkers" and "One on One," both on UPN.

"Similarly, large declines were seen in the ratings for top Spanish-language networks," Mrs. Clinton's letter continued. "Without a thorough

investigation into these statistical aberrations, I think it is fair to say that Nielsen would be remiss in pushing forward with its rollout plan."

--

Leo G. Simonetta
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6115 Falls Road Suite 101
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410-377-7880 ext. 14
410-377-7955 fax

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark David Richards

> Sent: Thursday, April 01, 2004 4:42 PM

> To: AAPORNET@asu.edu

> Subject: "Don't Count Us Out"

>

> This is interesting -- a group lobbying Nielsen Media Research about its

> methodology...

>

> "Don't Count Us Out, Inc." is running full page ads in The Washington

> Times

> and other papers encouraging readers to write to Nielsen to express "deep

> concern about introducing Local People Meters (LPM) in New York City." It

> argues that the new system "may seriously undercount African American and

> Hispanic voters."

>

> See:

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

> <http://www.dontcountusout.com/about/>

>

>

> -----

> Mark David Richards

>

> -----

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Date: Fri, 2 Apr 2004 09:55:35 -0500

Reply-To: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>

Subject: Last Call to Sign up for AAPOR Golf Outing on Thursday May 13

7:0

0AM (Looking for 5 more players)

Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

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 reduced price of \$62 per person includes range balls and cart. It'll be on the Thursday morning (May 13th) of the conference at 7:00 a.m.

We have had a great response for this fun outing this year and we already have 35 signed up.

We need to get 5 more players to sign up to ensure that we can have a shot gun start at 7AM.

This will allow every one to start at the same time and finish before noon so that other commitments can be fulfilled. All levels of players are welcome and no need to have a group as I will assign foursomes based on peoples preferences and playing ability. Spouses and family members are welcome as well.

If you would like to play and have not already signed up or confirmed, please let me know as soon as you can. Email me at <mailto:norman.trussell@nielsenmedia.com> or feel free to call. I will need your handicap (if you have one), if there is anyone in particular you want play with and if you need to rent left or right handed clubs, if any.

A quote from the course website at 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 ... 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."

If you have already signed up and confirmed, no need to respond. Please excuse the intrusion if not interested.

Thanks,
Norm Trussell
Methodological Research Dept.
Nielsen Media Research
501 Brooker Creek Blvd.
Oldsmar, FL 34677
Phone: (813)366-4379
Cell: (727)215-5742

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

Date: Mon, 5 Apr 2004 13:33:55 -0400
Reply-To: Richard Morin <morinr@WASHPOST.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Morin <morinr@WASHPOST.COM>
Subject: temporary job in Washington Post polling unit
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

Available July 1: Temporary Job in the Washington Post Polling Unit

The Washington Post polling department seeks a person to fill a temporary, full-time position beginning July 1 and ending December 31. This person will serve as the deputy in the two-person newsroom polling unit that is directly involved in the paper's coverage of the 2004 presidential election. Duties include:

- =B7 Assisting in the development of poll questionnaires and analysis of survey data
- =B7 Responding to requests for survey data and analysis from reporters and editors
- =B7 Maintaining the in-house polling database
- =B7 Handling various administrative duties such as paying bills and other support tasks

This is not a reporting position, but individuals will work closely with Post reporters and editors on polling stories. We seek a quick-thinker with experience in survey research who can land on their feet in a fast-paced, deadline-oriented newsroom environment. There will be limited time for on-the-job training. Candidates must have a working knowledge of SPSS and Excel, be detail-oriented, numbers-friendly and have a fascination with presidential politics.

Candidates should submit a letter and resume by e-mail to polls@washpost.com or by mail to:

Richard Morin
Director of Polling
The Washington Post
1150 15th St. NW
Washington, D.C. 20071

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

Date: Tue, 6 Apr 2004 14:21:54 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Announcement One of Three
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

One of three Job Announcements:=20
=20
Job Title: Senior Survey Researcher

=20

Company: Mathematica Policy Research, Inc.

=20

Contact Name: Sherry Metzger

=20

Contact Email: HRNJ@mathematica-mpr.com
<<mailto:HRNJ@mathematica-mpr.com>>=20

=20

* Job Description: Mathematica Policy Research, a national leader in social policy research, survey design, and data collection, seeks Senior Survey Researchers for our Princeton, NJ, and Washington, DC, offices. Successful candidates will lead national projects on significant policy issues such as health care and education, and will have:=20

* A Ph.D. or advanced degree in social sciences, statistics, or related field

* Extensive knowledge of and experience in survey research methods including survey design, survey management, questionnaire development, data analysis, and report writing

* Strong organizational and management skills

Excellent oral and written communication skills

Authored published articles in survey research field a plus

=20

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=20

Please submit a letter of interest, resume, writing sample, and contact information for three professional references to: Sherry Metzger, Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08543-2393 or email to HRNJ@mathematica-mpr.com or fax to (609) 799-0005. =20

=20

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Date: Tue, 6 Apr 2004 14:23:20 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Second of Three Job Postings
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Second of Three Job Postings =20
=20
Job Title: Survey Researcher

=20

Company: Mathematica Policy Research, Inc.

=20

Contact Name: Sherry Metzger

=20

Contact Email: HRNJ@mathematica-mpr.com
<<mailto:HRNJ@mathematica-mpr.com>>=20

=20

* Job Description: Mathematica Policy Research, a national

leader in social policy research, survey design, and data collection, seeks Survey Researchers for our Princeton, NJ, and Washington, DC, offices. Successful candidates will lead national projects on significant policy issues such as health care and education, and will have:=20

* A Ph.D. or advanced degree in social sciences, statistics, or related field

* Knowledge of and experience in survey research methods including survey design, survey management, questionnaire development, data analysis, and report writing

* Strong organizational skills, accuracy and attention to detail

Excellent oral and written communication skills

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Please submit a letter of interest, resume, writing sample, and contact information for three professional references to: Sherry Metzger, Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08543-2393 or email to HRNJ@mathematica-mpr.com or fax to (609) 799-0005. =20

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=====
Date: Tue, 6 Apr 2004 14:24:42 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Third of Three Job Posting
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Third of Three Job Postings =20

=20

Job Title: Survey Specialist

=20

Company: Mathematica Policy Research, Inc.

=20

Contact Name: Sherry Metzger

=20

Contact Email: HRNJ@mathematica-mpr.com

<mailto:HRNJ@mathematica-mpr.com>=20

=20

Job Description: Mathematica Policy Research, a national leader in social policy research, survey design, and data collection, seeks Survey Specialists for our Princeton, NJ and Washington, DC offices. Successful candidates will work with senior survey researchers on the development and management of national projects on significant policy issues, such as health care and education, and will have:

* A Master's Degree in the social sciences or a related field, or equivalent experience

* Minimum of one year survey research work experience, preferably in social policy

* Excellent oral and written communication skills

* Familiarity with CATI and experience with spreadsheets or other PC programs preferred=20

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Submit your letter of interest, resume, graduate and undergraduate transcripts (unofficial is OK), writing sample, and contact information for three professional references to: Sherry Metzger, Mathematica Policy Research, Inc., P.O. Box 2393, Princeton, NJ 08543-2393 or email to HRNJ@mathematica-mpr.com <mailto:HRNJ@mathematica-mpr.com> or fax to (609) 799-0005.

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Date: Wed, 7 Apr 2004 12:41:53 -0400
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: Nielsen Media Research -- Research Analyst position in
Department
of Methodological Research in Tampa area
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
Comments: cc: "Feeney, Kelly" <Kelly.Feeney@NielsenMedia.com>, "[Bennett, Mildred](mailto:Mildred.Bennett@NielsenMedia.com)" <Mildred.Bennett@NielsenMedia.com>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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

Job Opening at Nielsen Media Research:=20

Research Analyst position in Department of Methodological Research in =
Tampa
area

=20

The increasing penetration of Timeshifting technologies (PVRs/DVRs) in =
U.S.
households has generated a significant amount of research for Nielsen =
to
conduct, including data collection instrument design and cognitive
interviewing, in order to develop new ways to measure use of these new
television-viewing technologies. This research is in its infancy and =
much
remains to be accomplished in the coming years.=20

=20

This open position will be include a heavy involvement in these new =
efforts
and is responsible for designing and conducting complex research =
projects.

=20

The main objectives of the position are to:

=20

=B7 Initiate and contribute to new research ideas

=B7 Design and plan research projects, including =
surveys
and experiments

=B7 Execute and oversee data collection activities

=B7 Conduct statistical analyses on such projects

=B7 Direct and monitor the activities of =
operational
units, including the Nielsen Call Center and Mailing Controls, to carry =
out
research projects

=B7 Provide costs details on research projects

=20

=20

Required qualifications:

=20

=B7 B.S./B.A. in social sciences, marketing =
research or
applied statistics

=B7 3-5 years of research experience

=B7 Solid knowledge of the mechanics of survey =
research
conducted via telephone, email, in-person and/or the internet

=B7 Questionnaire design and development

=B7 Sampling design and implementation

=B7 Data analysis (SPSS and/or SAS), including =
coding and
editing raw data

=B7 Solid written and graphic skills for presenting =
and
explaining data analyses

=B7 Full skills using Windows word processing,
spreadsheet, and presentation software

=20

Preferred qualifications:

=20

=B7 M.S./M.A. in social sciences, marketing =
research or
applied statistics

=B7 General knowledge of theories in communication =
studies

=B7 General knowledge of television media industry

=B7 Knowledge of website design

=20

=20

=20

To apply for this position please send your resume/vita to Ms. Kelly =
Feeney,
Nielsen Media Research, 375 Patricia Avenue, Dunedin, FL 34698-8190;
<mailto:Kelly.Feeney@NielsenMedia.com> Kelly.Feeney@NielsenMedia.com

=20

=20

Nielsen Media Research is an equal opportunity employer.

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Date: Fri, 9 Apr 2004 10:57:00 -0400
Reply-To: Heather Contrino <hcontrino@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Heather Contrino <hcontrino@NUSTATS.COM>
Organization: NuStats
Subject: Position Posting - Alexandria, VA
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Position Announcement: Research Analyst and Project Manager Positions
currently available in NuStats Alexandria, VA office.

NuStats is a social science research firm based out of Austin, Texas, with an office in Alexandria, VA. Our firm specializes in research design, statistical analysis, and multi-mode data collection for local, state, and federal clients. NuStats has over 20 years of experience in survey research consulting in the areas of transportation, health, education, environmental, and small population research.

NuStats is currently seeking survey professionals for our Alexandria, VA office. Current openings include the Research Analyst and Project Manager positions. Full position descriptions and instructions for applying can be found on our website www.nustats.com.

Heather Contrino
Director
NuStats
2034 Eisenhower Avenue, Suite 100
Alexandria, VA 22314
703-739-2727 ext. 10
hcontrino@nustats.com

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=====
Date: Fri, 9 Apr 2004 12:26:41 -0400
Reply-To: mark@bisconti.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@BISCONTI.COM>
Organization: Bisconti Research, Inc.
Subject: FW: Poll on race relations
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

Subject: New Poll on race relations

=20

Poll Finds Improved Race Relations in America

Survey Also Shows Differences in Perception, a Need for Improvement

By CHAKA FERGUSON, AP

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<[http://ar.atwola.com/link/93179288/html?badsc=3DB0fJuB5Mx3ktUgR5xAZed1AW=E_RGNhiYzmMZmgZD8-AcTayGA9OjIdhhvA4IETY-A6J3JvFMArq8WPZeXPm7Q8MuJSZ12j4CeGVVik=ltf2LVJcLmAbNqThInooDI_HVWlhJoKD4Z04ijY\\$](http://ar.atwola.com/link/93179288/html?badsc=3DB0fJuB5Mx3ktUgR5xAZed1AW=E_RGNhiYzmMZmgZD8-AcTayGA9OjIdhhvA4IETY-A6J3JvFMArq8WPZeXPm7Q8MuJSZ12j4CeGVVik=ltf2LVJcLmAbNqThInooDI_HVWlhJoKD4Z04ijY$)>
<http://ar.atwola.com/link/93179288/1293261572/aollocal?target=3D_blank&b=order=3D0>=20

=20

NEW YORK (April 8) - A majority of Americans support affirmative action, believe race relations have improved since the civil rights movement and approve of interracial marriage, according to a new poll.

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<http://cdn.news.aol.com/aolnews/news_frame_object_top_right>=20

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<http://cdn.news.aol.com/aolnews_photos/0a/04/20040408201209990002>=20

Getty Images

In the poll of adults 18 and older, nearly 90 percent of whites, 73 percent of blacks and 76 percent of Hispanics said race relations had improved.

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<http://cdn.news.aol.com/aolnews/news_frame_object_bottom_right>=20

Still, 49 percent of blacks said they had experienced some form of discrimination in the month preceding the poll and 62 percent believe they are treated somewhat or very unfairly.

"The good news is there is a sense of optimism in the respondents to the poll. There is a real sense that America has changed for the better," said

Wade Henderson, executive director of the Leadership Conference on Civil Rights, a coalition that includes AARP, unions and religious organizations.

However, Henderson said, the poll also "shows there is a gulf, not only in perception, but in reality" when it comes to differing views on discrimination.

The Gallup Organization poll, commissioned by the AARP and the LCCR, was released to coincide with next month's 50th anniversary of the Brown vs. Board of Education ruling that declared school segregation unconstitutional. It will appear Friday in the May-June issue of AARP The Magazine.

Gallup said it is the organization's most comprehensive survey on race relations.

In the poll of adults 18 and older, nearly 90 percent of whites, 73 percent of blacks and 76 percent of Hispanics said race relations had somewhat or greatly improved.

Americans of different races are increasingly comfortable living together: 78 percent of blacks, 61 percent of Hispanics and 57 percent of whites said they prefer to live in a mixed neighborhood.

Fifty-seven percent of Americans support affirmative action, a finding Henderson called a pleasant surprise. "Americans in a general manner accept the equitable principle that, for every wrong, there is a remedy," he said.

Sixty-three percent, however, said that "race relations will always be a problem in the U.S."

According to Census Bureau projections, whites, now about 69 percent of the population, will drop to 50.1 percent by 2050. More than a quarter of those surveyed said that will be a good thing. Fifty-six percent said it will not matter, and 13 percent said it will be a bad thing.

Tyrone Miller, a 47-year-old black man from the Bronx, suggested that behavior has changed, but some attitudes have not.

"Minorities are pulling the American economy, so if you really want to make

money and get ahead, it's not profitable to be racist," said Miller, a security manager. "But that doesn't mean you'll be invited to that = person's home."

Among other findings:

-73 percent of Americans approve of interracial marriage. In a 1958 = Gallup poll, when the question was posed only to whites, just 4 percent = supported mixed marriages.

-21 percent of whites said they have been a victim of reverse discrimination.

-56 percent of whites, 38 percent of Hispanics and 21 percent of blacks = said all or most of the civil rights movement's goals had been achieved.

The telephone survey of 2,002 people, conducted between Nov. 11 and Dec. = 14, had a margin of sampling error of plus or minus 5 percentage points.

The pollsters did not interview enough Asian Americans to draw any statistically valid conclusions about their attitudes.

04-08-04 20:55 EDT

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=====
Date: Sun, 11 Apr 2004 16:52:07 -0400
Reply-To: Linda Fisher <llfisher@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Fisher <llfisher@COMCAST.NET>
Subject: Re: Poll on race relations
Comments: To: AAPORNET@asu.edu
Comments: cc: "Hargrove, Ernestine" <EHargrove@aarp.org>, LFisher@aarp.org
In-Reply-To: <[008e01c41e4f\\$71ecf1e0\\$9b81f904@MARK](mailto:008e01c41e4f$71ecf1e0$9b81f904@MARK)>
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

On Friday, Mark David Richards posted an AP article about a poll conducted by Gallup on behalf of AARP, on the subject of race relations.

I am writing to clarify a couple of points in the AP write-up - especially as some reporters have suggested that the article interpreted the results as being more "rosy" than the statistics warrant. The survey findings, taken as a whole, do indeed show that significant numbers of all groups surveyed - whites, blacks, and Hispanics - perceive that civil rights have improved over the years. The findings, together with Gallup trend data, also suggest sea changes over the last forty years in how Americans view the positive benefits of racial and ethnic diversity. At the same time, the findings contain the seeds of continuing problems in the future, not the least of which reside in quite different perceptions among whites, as opposed to blacks and Hispanics, about how specific groups are treated today and the extent to which more needs to be done to redress wrongs.

1. The statement in the AP article that "In the poll of adults 18 and older, nearly 90 percent of whites, 73 percent of blacks and 76 percent of Hispanics said race relations had somewhat or greatly improved." is not correct. The most likely source of this particular quote (based on the numbers cited) is this statistic:

89% of whites, 73% of blacks, and 78% (not 76%) of Hispanics said that civil rights for blacks (not race relations) had improved greatly or somewhat (Question 28)

2. The reporter mentioned that we did not interview enough Asians to talk about that group, and that is correct. We actually would have loved to have been able to add samples of a number of minority groups, but after much consideration, we concluded that neither time nor available funding would allow it.

You may view the complete report, including a questionnaire with frequencies (and some trend data from the Gallup archives) at the AARP research web site:

http://research.aarp.org/general/civil_rights.html

We have noted a few minor discrepancies in the text of the report and anticipate posting a revised document soon. However, we do not believe there are any incorrect statistics in the report.

Linda L. Fisher, Ph.D.
Director, National Member Research
AARP
601 E St., N.W.
Washington, DC 20049
lfisher@aarp.org
202-434-6304

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark David Richards
Sent: Friday, April 09, 2004 11:27 AM
To: AAPORNET@asu.edu
Subject: FW: Poll on race relations

Subject: New Poll on race relations

Poll Finds Improved Race Relations in America

Survey Also Shows Differences in Perception, a Need for Improvement

By CHAKA FERGUSON, AP

<[http://ar.atwola.com/link/93179288/html?badsc=B0fJuB5Mx3ktUgR5xAZed1AWE_RGN_hiYzmMZmgZD8-AcTayGA9OjIdhhvA4IETY-A6J3JvFMArq8WPZeXPm7Q8MuJSZ12j4CeGVVi_kltf_2LVJcLmAbNqThInooDI_HVWlhJoKD4Z04ijY\\$](http://ar.atwola.com/link/93179288/html?badsc=B0fJuB5Mx3ktUgR5xAZed1AWE_RGN_hiYzmMZmgZD8-AcTayGA9OjIdhhvA4IETY-A6J3JvFMArq8WPZeXPm7Q8MuJSZ12j4CeGVVi_kltf_2LVJcLmAbNqThInooDI_HVWlhJoKD4Z04ijY$)>
<http://ar.atwola.com/link/93179288/1293261572/aollocal?target=_blank&bo_rder=0>

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In the poll of adults 18 and older, nearly 90 percent of whites, 73 percent of blacks and 76 percent of Hispanics said race relations had improved.

<http://cdn.news.aol.com/aolnews/news_frame_object_bottom_left>

<http://cdn.news.aol.com/aolnews/news_frame_object_bottom_right>

Still, 49 percent of blacks said they had experienced some form of discrimination in the month preceding the poll and 62 percent believe they are treated somewhat or very unfairly.

"The good news is there is a sense of optimism in the respondents to the poll. There is a real sense that America has changed for the better," said Wade Henderson, executive director of the Leadership Conference on Civil Rights, a coalition that includes AARP, unions and religious organizations.

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04-08-04 20:55 EDT

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=====
Date: Wed, 14 Apr 2004 08:53:58 -0400
Reply-To: Sid Groeneman <sid.grc@VERIZON.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sid Groeneman <sid.grc@VERIZON.NET>
Subject: Alternative Hotel(s) for Next Month's Conference?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

As those of you who have recently tried to reserve a room at the Tapatio Cliffs Resort for next month's AAPOR Conference have found out, the hotel is completely sold out for at least some of the May 13-16 period. Does anyone

know if AAPOR has arranged for an alternative hotel nearby, preferably with shuttle service (as in previous years)? The last I heard from AAPOR office staff, they thought someone was working on this, but nothing more specific was available at that time (last week).

Sid Groeneman

Groeneman Research & Consulting
Bethesda, Maryland
sid.grc@verizon.net
301 469-0813
<http://www.groeneman.com> <<http://www.groeneman.com/>>

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=====

Date: Wed, 14 Apr 2004 09:05:11 -0400
Reply-To: karadjov@Oswego.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Christopher Karadjov, Asst. Professor, Journalism"
<karadjov@OSWEGO.EDU>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: Sid Groeneman <sid.grc@VERIZON.NET>
Comments: cc: aapornet@asu.edu
In-Reply-To: <20040414125403.FLEY2677.out005.verizon.net@dell4300>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

I will be interested to know about that, too. I am willing to share a room with a non-smoker.

CK

--

Christopher D. Karadjov, Ph.D.
Assistant Professor
Communication Studies Department
9 Lanigan Hall #6
SUNY-Oswego
Oswego, NY 13126
(315) 312-3526

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> Sid Groeneman
>
> Groeneman Research & Consulting
> Bethesda, Maryland
> sid.grc@verizon.net
> 301 469-0813
> <http://www.groeneman.com> <<http://www.groeneman.com>/>

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> Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Wed, 14 Apr 2004 09:18:49 -0400
Reply-To: Keith Neuman <keith.neuman@ENVIRONICS.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Keith Neuman <keith.neuman@ENVIRONICS.CA>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: Sid Groeneman <sid.grc@VERIZON.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

FYI - the conference hotel was sold out for conference rate rooms as of =
early March. This is the first year that I can remember that the =
conference organizers did not identify alternate hotels, or even bother =
to alert potential attendees about the limited space situation.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of Sid Groeneman
Sent: Wednesday, April 14, 2004 8:54 AM
To: AAPORNET@asu.edu
Subject: Alternative Hotel(s) for Next Month's Conference?

As those of you who have recently tried to reserve a room at the Tapatio
Cliffs Resort for next month's AAPOR Conference have found out, the =
hotel is
completely sold out for at least some of the May 13-16 period. Does =
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staff, they thought someone was working on this, but nothing more =
specific

was available at that time (last week).

Sid Groeneman

Groeneman Research & Consulting

Bethesda, Maryland

sid.grc@verizon.net

301 469-0813

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

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Date: Wed, 14 Apr 2004 09:35:36 -0400

Reply-To: Mark Schulman <M.SCHULMAN@SRBI.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: AAPOR Election Results

Comments: To: AAPORnet@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Content-disposition: inline

Dear AAPOR Members,

I'm very pleased to announce the results of elections to the AAPOR =
Executive Council. AAPOR election polls "closed" last Friday. As an =
indicator of the outstanding quality of the candidates, most of the races =
were quite close. Fortunately we had no hanging chads.=20

Here are the members who will take office in May:

Vice President/President-elect: Cliff Zukin

Associate Secretary-Treasurer: Jennifer Rothgeb

Associate Conference: David Moore

Associate Standards: Nancy Mathiowetz

Associate Membership and Chapter Relations: Brad Edwards=20

Associate Publications/Information: Shap Wolf

Councilor-at-Large: Susan Pinkus

Please join me in congratulating not just the winners, but everyone who =
ran. We're grateful to everyone who is willing to serve AAPOR. =20

Best wishes,

Mark Schulman

Past President

AAPOR

Mark A. Schulman, Ph.D.
Schulman, Ronca & Bucuvalas, Inc.
145 E. 32nd Street, Suite 500
New York, NY 10016

e-mail: m.schulman@srbi.com
voice: 212-779-7700
fax: 212-779-7785

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Date: Wed, 14 Apr 2004 09:31:54 -0400
Reply-To: Melissa Herrmann <mherrmann@ICRSURVEY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Melissa Herrmann <mherrmann@ICRSURVEY.COM>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: Keith Neuman <keith.neuman@ENVIRONICS.CA>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="utf-8"
Content-transfer-encoding: base64

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dGhlcilB0byBhbGVydCBwb3RlbnRyYWwgYXR0ZW5kZWVzIGFib3V0IHRoZSBsaW1pdGVkIHNwYWNl
IHNpdHVhdGlvbi4NCgkNCgkLS0tLU9yaWdpbmFsIE1lc3NhZ2U0tLS0tLQ0KCUZyb206IEFBUE9S
TkVUIFttYWlsdG86QUFQT1JORVRAAYXN1LmVkdV1PbiBCZWWhhbGYgT2YgU2lkIEdyb2VuZW1hbg0K
CVNlbnQ6IFdlZG5lc2RheSwgQXByaWwgMTQsIDIwMDQgODo1NCBBTQ0KCVRvOiBBQVBPUk5FVEBh
c3UuZWR1DQoJU3ViamVjdDogQWx0ZXJuYXRpdmUgSG90ZWwocykgZm9yIE5leHQgTW9udGgncyBD
b25mZXJlbnNIPw0KCQ0KCQ0KCUFzIHRob3NlIG9mIHlvdSB3aG8gaGF2ZSBYzWNlbnRseSB0cmll
ZCB0byByZXRlcnZlIGlGgc29ybSBhdCB0aGUgVGfWYXRpbw0KCUNsaWZmcyBSZXRvcnQgZm9yIG5l
eHQgbW9udGgncyBBQVBPUiBDb25mZXJlbnNIIGhhdmUgZm91bmQgb3V0LCB0aGUgaG90ZWwgaXMN
Cgljb21wbGV0ZWxz5IHNvbGQgb3V0IGZvcilBhdCBsZWFzdCBzb21lIG9mIHRoZSBNYXkgMTMtMTYg
cGVyaW9kLiAgRG9lcYBhbnlvbmUNCglrbm93IGlmIEFBUE9SIghhcyBhenJhbmdlZCBmb3JgYW4g
YWx0ZXJuYXRpdmUgaG90ZWwgbmVhemJ5LmVkdV1PbiBCZWWhhbGYgT2YgU2lkIEdyb2VuZW1hbg0K
Y2UgKGFzIGluIHByZXZpb3VzIHllYXJzKT8gIFRoZSBsYXN0IEkgaGVhemQgZnJvbSBQVBPUiBv
ZmZpY2UNCglzdGFmZiZlZGhhleSB0aG91Z2h0IHNvbWVvbmUgd2FzIHdvcmtpbmcb24gdGhpcywg

GOOD LUCK!

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

From: Keith Neuman [mailto:keith.neuman@ENVIRONICS.CA]

Sent: Wed 4/14/2004 9:18 AM

To: AAPORNET@asu.edu

Cc:

Subject: Re: Alternative Hotel(s) for Next Month's Conference?

FYI - the conference hotel was sold out for conference rate rooms as of early March. This is the first year that I can remember that the conference organizers did not identify alternate hotels, or even bother to alert potential attendees about the limited space situation.

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

From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sid Groeneman

Sent: Wednesday, April 14, 2004 8:54 AM

To: AAPORNET@asu.edu

Subject: Alternative Hotel(s) for Next Month's Conference?

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Sid Groeneman

Groeneman Research & Consulting

Bethesda, Maryland

sid.grc@verizon.net

301 469-0813

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=====
Date: Wed, 14 Apr 2004 10:38:13 -0400
Reply-To: Nancy Whelchel <nlwhelch@GW.FIS.NCSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Whelchel <nlwhelch@GW.FIS.NCSU.EDU>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

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In the meantime, contact information for Squaw Peak is in the text of Melissa's email below. Squaw Peak Resort is 5 miles from the Tapatio Cliffs Resort. AAPOR will definitely be arranging for frequent shuttle service between the two resorts.

Nancy Whelchel
AAPOR Associate Conference Operations Chair

Nancy Whelchel, Ph.D.
Coordinator for Survey Research
University Planning and Analysis
Box 7002
NCSU
Raleigh, NC 27695-7002

919-515-4184
Nancy_Whelchel@ncsu.edu

>>> Melissa Herrmann <mherrmann@ICRSURVEY.COM> 4/14/2004 9:31:54 AM

>>>

I think that the resort has a sister hotel in the area, so you may want to call and check. Not sure if there is something official from AAPOR though. Here is the information I found:

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Date: Wed, 14 Apr 2004 08:16:58 -0700
Reply-To: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <s07d14a0.004@gw.ncsu.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

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-- Joel

P.S. Check out our newly released presidential poll results at <http://osrl.uoregon.edu>. :)

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

| | |
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| Postdoctoral Fellow/Research Associate | Adjunct Assistant Professor |
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| 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, 14 Apr 2004, Nancy Whelchel wrote:

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> *****

> Nancy Whelchel, Ph.D.
> Coordinator for Survey Research
> University Planning and Analysis
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> Raleigh, NC 27695-7002
> 919-515-4184
> Nancy_Whelchel@ncsu.edu

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Date: Wed, 14 Apr 2004 11:29:12 -0400
Reply-To: "Hueber, Graham" <Graham.Hueber@KETCHUM.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hueber, Graham" <Graham.Hueber@KETCHUM.COM>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: Melissa Herrmann <mherrmann@ICRSURVEY.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I just tried the sister hotel and they are sold out for Saturday night.

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

From: Melissa Herrmann [<mailto:mherrmann@ICRSURVEY.COM>]=20
Sent: Wednesday, April 14, 2004 9:32 AM

To: AAPORNET@asu.edu
Subject: Re: Alternative Hotel(s) for Next Month's Conference?

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GOOD LUCK!

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

From: Keith Neuman [mailto:keith.neuman@ENVIRONICS.CA]=20

Sent: Wed 4/14/2004 9:18 AM=20

To: AAPORNET@asu.edu=20

Cc:=20

Subject: Re: Alternative Hotel(s) for Next Month's Conference?

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From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Sid Groeneman

Sent: Wednesday, April 14, 2004 8:54 AM

To: AAPORNET@asu.edu

Subject: Alternative Hotel(s) for Next Month's Conference?

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Date: Wed, 14 Apr 2004 12:02:17 -0400
Reply-To: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Go to Expedia.com Select Hotels, select Near an Address (far right option), Enter the Address for the conference hotel (11111 North 7th Street), Chose the Dates. It will give you the location of the hotels near the address. I hope this helps. Robie

Robie Sangster

Bureau of Labor Statistics
Office of Survey Methods Research
2 Mass. Ave. NE, Rm 1950
Washington DC 20212
Phone 202-691-7517
FAX 202-691-7426

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

From: Joel Bloom [mailto:jbloom@DARKWING.UOREGON.EDU]
Sent: Wednesday, April 14, 2004 11:17 AM
To: AAPORNET@asu.edu
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P.S. Check out our newly released presidential poll results at <http://osrl.uoregon.edu>. :)

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<http://www.uoregon.edu/~jbloom>
jbloom@uoregon.edu

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| Eugene, Oregon 97403-5245 | Eugene, OR 97403-1284 |
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> Sent: Wednesday, April 14, 2004 8:54 AM
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Date: Wed, 14 Apr 2004 12:13:52 -0500
Reply-To: alisu@email.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: =?iso-8859-1?Q?Alis=FA_Schoua-Glusberg?= <Alisu@EMAIL.COM>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: "Hueber, Graham" <Graham.Hueber@KETCHUM.COM>, AAPORNET@asu.edu
In-Reply-To: <41A1D84297CDE54AB4D72364F174AC2201EB9C23@nycexc01.ketchum.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Last week when I called the main reservations number for Hilton and =
checked
on Squaw Peak to find it was sold out on Sat., they offered me a =
Homewood
Suites by Hilton hotel about 6 miles away, supposedly about a 12-minute
drive. They did not expect to have a shuttle to the conf. Hotel though.
Here is the hotel info:

Hotel Address:
HW-Phoenix-Metro Center, AZ
2536 West Beryl Ave
Phoenix, AZ 85021
Hotel Phone: 602-674-8900
Hotel fax: 602-674-8901

Good luck, and let's hope next year this works out better!

Alis=FA

Alis=FA Schoua-Glusberg, Ph.D.
General Partner
Research Support Services
906 Ridge Ave. Evanston, IL 60202
847.971.9068 - fax: 847.556.6559
Alisu@email.com

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

> From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Hueber, Graham
> Sent: Wednesday, April 14, 2004 10:29 AM
> To: AAPORNET@asu.edu
> Subject: Re: Alternative Hotel(s) for Next Month's Conference?
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> Sent: Wednesday, April 14, 2004 9:32 AM

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> =09
> =20
> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Problems?-don't reply to this message, write to:=20
> aapornet-request@asu.edu
> =20

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

Date: Wed, 14 Apr 2004 10:23:15 -0700

Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: Alternative Hotel(s) for Next Month's Conference?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <70E1C0DB4F9B5E4F9CEDB8433F4A68B902F499EC@psbmail2.psb.bls.gov>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

I have a reservation for the conference hotel and would be willing to share my room to save money. Female, non-smoker non-snorer :-). I'm reserved for thurs, fri, sat nights.

Leora

Dr. Leora Lawton, Principal
TechSociety Research
2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
(510) 548-6174; fax (510) 548-6175
www.techsociety.com

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

=====
Date: Wed, 14 Apr 2004 13:44:07 -0400
Reply-To: dick halpern <dhalpern@BELLSOUTH.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: dick halpern <dhalpern@BELLSOUTH.NET>
Subject: New Survey on Ad Effectiveness
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

NY Times, April 14, 2004

ADVERTISING

New Survey on Ad Effectiveness

By STUART ELLIOTT

AS the kingpins of Madison Avenue gather for a major annual meeting, there is further evidence of the growing challenge they confront in seeking to break through the cacophony of advertising that surrounds - and increasingly annoys - consumers.

At the 2004 management conference of the American Association of Advertising Agencies, which begins today in Miami, senior executives will learn the results of a survey of consumers conducted on behalf of the organization by Yankelovich Partners, the market research company. The survey, to be presented tomorrow at the opening general session of the conference, shows that the effectiveness of campaigns that agencies produce for marketers is deteriorating, said J. Walker Smith, president at Yankelovich, because "negative perceptions about advertising have

substantially increased."

The survey findings are significant because industry executives are frantically searching for ways to forge more emotional connections with fractious, and fractionated, consumers that differ from conventional methods like running 30-second television commercials and print advertisements.

The risk posed by some of the new approaches, like placing sponsored brand messages or products in the entertainment content of programs or publications, is that consumers will consider such selling strategies even more obnoxious.

"People have a love-hate relationship with advertising," said Mr. Smith, who offered a preview of the survey in an interview before the conference began. "But a far greater percentage are saying they have concerns, primarily related to its growing obtrusiveness."

For instance, Mr. Smith said, 54 percent of the survey respondents said they "avoid buying products that overwhelm them with advertising and marketing"; 60 percent said their opinion of advertising "is much more negative than just a few years ago"; 61 percent said they agreed that the amount of advertising and marketing to which they are exposed "is out of control."

Also, 65 percent said they believed that they "are constantly bombarded with too much" advertising; and 69 percent said they "are interested in products and services that would help them skip or block marketing."

How to market an antimarketing product to people surfeited with marketing?
Ah, there's the rub.

Even when fewer than a majority of the survey respondents agreed with a statement, Mr. Smith said, the results offered little solace for agencies. For example, what he called a "fairly significant" 45 percent of respondents said the amount of advertising and marketing they were exposed to "detracts from the experience of everyday life," while 33 percent said they "would be willing to have a slightly lower standard of living to live in a society without marketing and advertising."

The results also offer some suggestions, Mr. Smith said, to help narrow what he described as "the growing gap between how consumers want to be communicated with and the way advertisers communicate with them." For example, respondents said "there's an opportunity for advertising to become a source of competitive advantage for a brand," Mr. Smith said, "if it's focused on product features and services."

"The marketing itself has become part of how consumers view a brand," Mr. Smith said, "so if you have two brands at parity with each other, more and more the one people are likely to do business with is the one that does a better job in reaching them with its advertising."

The association, which represents 1,196 agencies that place an estimated 75 percent of all national advertising, recognizes it must address the

consumers' changing attitudes, if some other topics on the conference agenda are any indication.

Among the subjects to be discussed at the conference, which continues through Friday at the Ritz-Carlton South Beach hotel, are "advertising in the age of obesity," the title of a speech by Tommy G. Thompson, the secretary of health and human services, and how agencies can develop more effective campaigns, to be covered by August A. Busch IV, president of Anheuser-Busch.

Other topics are how agencies can create campaigns consumers will like more, or at least dislike less, to be discussed by Linda Kaplan Thaler, chief executive and chief creative officer at the Kaplan Thaler Group in New York, part of the <http://www.nytimes.com/redirect/marketwatch/redirect.ctx?MW=http://custom.marketwatch.com/custom/nyt-com/html-companyprofile.asp&symb=PUB>>Publicis Groupe, and how perceptions of the agency business need to be improved, to be addressed by Ron Berger, elected last month as the chairman of the association for 2004-6.

"Our industry must do a better job of talking about the tremendous value we create for clients and the economy," said Mr. Berger, who is also chief executive and chief creative officer at Euro RSCG MVBMS Partners in New York, part of the Euro RSCG Worldwide division of <http://www.nytimes.com/redirect/marketwatch/redirect.ctx?MW=http://custom.marketwatch.com/custom/nyt-com/html-companyprofile.asp&symb=HAVS>>Havas.

Although "the last few years for the industry have not been great ones," said Mr. Berger, who offered a preview of his remarks in a recent interview, "I just don't think other industries beat themselves up the way we do."

Even if, as has been widely discussed, the traditional 30-second spot has devolved into a much less effective way to sell goods and services, Mr. Berger said, "so what?"

"The great agencies don't say, The 30-second commercial is dead, so we're dead. They understand that, and embrace that, and will reinvent themselves and what they do to market brands and products."

"The idea that <http://www.nytimes.com/redirect/marketwatch/redirect.ctx?MW=http://custom.marketwatch.com/custom/nyt-com/html-companyprofile.asp&symb=TIVO>>TiVo, remote controls, any technology, is fatal to our business I find absurd," he said. "The opportunities of technology and what it enables us to do are more exciting than at any time in our history."

Mr. Berger's enthusiasm may be contagious, if judged by the advance registration for the conference, typically a good gauge of how optimistic or pessimistic agency executives are about prospects for the industry.

Almost 330 people have registered ahead of the conference, said O. Burtch Drake, president and chief executive of the association, known as the Four A's, compared with the 257 who attended the 2003 conference and the 293 at

the 2002 conference.

Although the anticipated attendance is lower than for the boom year of 2000, when 450 people attended, Mr. Drake said, "we're going to have the largest member attendance since 1990," which is attendees minus speakers, representatives of media companies and other organizations like the Association of National Advertisers, spouses and reporters.

"I'm feeling really good about the meeting," Mr. Drake said, "finally."

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

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Date: Wed, 14 Apr 2004 13:59:59 -0400

Reply-To: Eric Plutzer <exp12@PSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Eric Plutzer <exp12@PSU.EDU>

Subject: Election and terrorism in Spain

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

In-Reply-To: <200404100500.BAA34896@f05n16.cac.psu.edu>

MIME-version: 1.0

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

Colleagues,

More than a month has passed since the 3/11 bombings in Spain. Journalists and other informed analysts disagree on whether Spanish voters reacted to fear and anti-Americanism or reacted to perceived opportunism on the part of Jose Maria Aznar. But I do not know of a single account that does not accept, as fact, that the bombings changed the outcome.

Posed as a counterfactual: had there been no bombings on 3/11, would the ruling Popular Party have won the election? Analysts agree that the answer is yes, and they seem 100% certain.

I've seen references to pre-election polls showing the incumbents ahead by five points with a week of campaigning to go. Given the vagaries of sampling, the challenges to identifying likely voters, and the possibility of last-week surges (apparently the Socialists had surged in the polls during the last week of several previous Spanish elections, though not in 2000) -- how certain should we be that the conservatives would have triumphed. Yes, turnout was up 9% from 2000 but maybe it would have been up a few points anyway.

I ask for several reasons. First, it strikes me as odd that pre-election polls were given so much weight (by polling skeptics as well as by experienced consumers of polling data). Second, here is a topic in which public opinion experts can provide some useful background -- especially as various interpretations of the Spanish election are sure to be used frequently in upcoming elections in the US and elsewhere. Third, I'm just

curious.

So, if any colleagues followed the Spanish election closely, have some insights on the accuracy of those pre-election polls, or have information that might place the polls in context (e.g., several independent polls showed the same thing, turnout was expected to be lower than in 2000, if anyone was surging it was the ruling party, etc) I'd encourage you to share them with the list.

-- Eric

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Date: Wed, 14 Apr 2004 15:09:17 -0500
Reply-To: jankiley@soltec.net
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Kiley <jankiley@SOLTEC.NET>
Subject: smell test
Comments: To: Aapornet <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: 7bit

A professor friend of mine is doing a "smell" test. Any suggestions on neutralizing the nostrils in between? I think coffee beans can be used. Any ideas will be appreciated.

Jan Kiley
Research Survey Service, Inc.
217-239-7880

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

Date: Wed, 14 Apr 2004 17:28:56 -0400
Reply-To: Nancy Whelchel <nlwhelch@GW.FIS.NCSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Whelchel <nlwhelch@GW.FIS.NCSU.EDU>
Subject: From AAPOR conference operations: Conference hotel update #2
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Obviously there's a lot of concern about hotel reservations for our =
upcoming conference in Phoenix. Here's an update on what's happening.

Currently there are no rooms available at the Pointe Hilton Tapatio Cliffs =
Resort, our headquarters hotel, for the conference dates, or at our =
overflow hotel, Pointe Hilton Squaw Peak. This is primarily due to the =

fact that, apparently, far more people than ever before have decided to =
attend the conference. For example, in recent years we have used about =
1600 room nights. Currently, between the Pointe Hilton and the Squaw =
Peak, AAPOR folks have booked over 2000 room nights* This is a wonderful =
indicator of the strength of our organization, interest in the conference =
program, and excitement about the location, but does present some =
unforeseen logistical problems. The conference operations staff is =
currently working to handle these problems and make alternative arrangement=
s.

Here's some suggestions/comments we have so far:

It is possible that a few rooms will become available at the Pointe Hilton =
Tapatio Cliffs and/or Squaw Peak due to cancellations. It might be worth =
calling those hotels before you try a different one. Also, remember that =
all rooms at the Pointe Hilton resorts (both Tapatio Cliffs and Squaw =
Peak) are two-room suites (living room and bedroom). Living rooms with a =
queen size pull-out sofa bed are available on request. Bedrooms are =
available with either one king or two queen beds. There's a TV in both =
the living room and bedroom. Bathrooms (toilet and shower) have a =
hall-entrance; the sink is in a separate area. So, unlike a standard =
hotel room, it would be quite comfortable (and LOTS cheaper) to share a =
suite at either of the Pointe Hilton resorts. There has already been some =
chatter on AAPORNET related to room sharing. We would encourage folks =
having a room and wanting to share, and those without a room interested in =
sharing, to put the word out.

We are currently working on identifying a satisfactory over-overflow =
hotel(s). Our understanding is that some of the less expensive hotels =
that you might find on the Internet are likely to be inconvenient to the =
conference hotel, and very possibly in less than desirable locations in =
general* We are trying to find alternatives that are convenient, safe, =
and reasonably priced. A key factor in the decision about the overflow =
hotel(s) will be our ability to work out shuttle arrangement between =
it/them and the conference hotel. =20

That's it for now - - we'll get back in touch as soon as we have the =
details worked out on the additional overflow hotels (which should be =
tomorrow [Thursday]). We appreciate your patience, and are looking =
forward to a great conference.

Nancy Whelchel
Associate Conference Operations Chair

Nancy Whelchel, Ph.D.
Coordinator for Survey Research
University Planning and Analysis
Box 7002=20
NCSU
Raleigh, NC 27695-7002
919-515-4184
Nancy_Whelchel@ncsu.edu

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

Date: Wed, 14 Apr 2004 18:30:09 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: room share available
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain

Male, non-smoking.
Tapatio Cliff
Thursday, Friday & Saturday nights.

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

Date: Wed, 14 Apr 2004 16:39:16 -0500
Reply-To: Molly Longstreth <mlongstr@UARK.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Molly Longstreth <mlongstr@UARK.EDU>
Subject: Re: From AAPOR conference operations: Conference hotel update #2
Comments: To: Nancy Whelchel <nlwhelch@GW.FIS.NCSU.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <s07d74dd.085@gw.ncsu.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII
Content-transfer-encoding: 7BIT

I have reservations and would like to share a room with another conference attendee.

| | |
|-------------------------|------------------------|
| Molly Longstreth, Ph.D. | University of Arkansas |
| Director | Fayetteville, AR 72701 |
| Survey Research Center | 479.575.4222 |
| 123 Hotz Hall | Fax: 479.575.2474 |

On Wed, 14 Apr 2004, Nancy Whelchel wrote:

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>

> Currently there are no rooms available at the Pointe Hilton Tapatio Cliffs Resort, our headquarters hotel, for the conference dates, or at our overflow hotel, Pointe Hilton Squaw Peak. This is primarily due to the fact that, apparently, far more people than ever before have decided to attend the conference. For example, in recent years we have used about 1600 room nights.

Currently, between the Pointe Hilton and the Squaw Peak, AAPOR folks have booked over 2000 room nights* This is a wonderful indicator of the strength of our organization, interest in the conference program, and excitement about the location, but does present some unforeseen logistical problems. The conference operations staff is currently working to handle these problems and make alternative arrangements.

>
> Here's some suggestions/comments we have so far:

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>
> That's it for now - - we'll get back in touch as soon as we have the details worked out on the additional overflow hotels (which should be tomorrow [Thursday]). We appreciate your patience, and are looking forward to a great conference.

>
> Nancy Whelchel
> Associate Conference Operations Chair

>
> *****

> Nancy Whelchel, Ph.D.
> Coordinator for Survey Research
> University Planning and Analysis
> Box 7002
> NCSU
> Raleigh, NC 27695-7002
> 919-515-4184
> Nancy_Whelchel@ncsu.edu

>
> *****

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

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

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

Date: Thu, 15 Apr 2004 13:19:18 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: "Poll" of 65,000 teens
Comments: To: AAPORNET@asu.edu
Comments: cc: Media-PublicOpinion-Polls-1@usc.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Findings from a USA Weekend "poll."
http://www.usaweekend.com/classroom/survey/teen_survey2004_results.html
More interesting is this response.

Lichter Questions 'USA Weekend' Teen Survey

NEW YORK Last Sunday, USA Weekend released the results of its annual teen survey, which this year focused on newspaper readership -- certainly a hot topic these days. With over 65,000 responses from young people, aged 13 to 18, the magazine delivered what appeared to be great news for the press: America's teenagers are reading newspapers and nearly three out of four consider them "relevant" to their lives, contrary to commonly held perceptions in this Internet age.

In a companion story, Nicholas Lemann, dean of Columbia University's Graduate School of Journalism, wrote that the "large, if unscientific" survey indicates that "Newspapers have established a substantial beachhead in today's teen culture."

But Robert Lichter, president of the Center for Media and Public Affairs in Washington, isn't buying it. "Whoa! Was that 'large, if unscientific'? As in a non-random sample that isn't representative of any larger population?" Lichter asked. "So this impressive-sounding group of 65,000 teens don't speak for anyone but themselves."

He pointed out that the respondents were self-chosen, filling out forms at home or visiting a Web site, leading to a large if skewed sample -- for example, 61% were female. It is also possible that some younger than 13 or older than 18 participated.

While treading lightly on the survey results, Lemann wrote in his article that the "wondrous variety in readers' interactions with the newspaper gives

rise to qualified optimism about the relationship between newspapers and America's teens."

To which Lichter responded, "Actually, it gives rise to barely qualified pessimism that this article was written by the dean of the Columbia Journalism School."

USA Weekend's top editor, Jack Curry, defended the story on Tuesday. "We are reporting a snapshot of teens based on those who chose to respond to the survey," said Curry, the magazine's executive editor and vice president. "We are

not extrapolating. We are not generalizing. We did not cook these numbers." Curry called it "an interesting, alternative form of opinion-gathering used by many outlets -- including everything from 'American Idol' to Lou Dobbs. It is not our intent for the reader to look at the data and draw conclusions."

In his blistering critique, however, Lichter says the magazine does draw conclusions, such as declaring in bold type that teens find newspapers "relevant

and reliable." Lemann, he observed, "notes that the study is unscientific and then generalizes for several hundred words as if this makes no difference."

Asked about the USA Weekend study, and how its results may diverge from other research, a Newspaper Association of America official declined comment, explaining that the group's own survey on this subject will be released this coming Tuesday.

Among the magazine's partners in this study were the NAA Foundation and the American Society of Newspaper Editors.

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.

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signoff aapornet

=====
Date: Thu, 15 Apr 2004 13:56:09 -0400
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: "Poll" of 65,000 teens
Comments: To: "J. Ann Selzer" <JAnnSelzer@aol.com>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <66.3f1b5a06.2db01e16@aol.com>

MIME-version: 1.0

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

I've placed a call to USA Weekend to request the methodological details. From what they have published, it looks like a self-selected sample responding to stimuli in three different places: the print version, the online edition, and a separate site frequented by teenagers. I would expect newspaper reading to be higher, of course, among the first group.

Here's the bright side: it gives me something to rail about in the classroom. Alas, I grow old in the fight.

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 Thu, 15 Apr 2004, J. Ann Selzer wrote:

> Date: Thu, 15 Apr 2004 13:19:18 -0400
> From: J. Ann Selzer <JAnnSelzer@aol.com>
> To: AAPORNET@asu.edu
> Subject: "Poll" of 65,000 teens
>
> Findings from a USA Weekend "poll."
> http://www.usaweekend.com/classroom/survey/teen_survey2004_results.html
> More interesting is this response.
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It

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> American Society of Newspaper Editors.

>

>

>

>

>

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

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

Date: Fri, 16 Apr 2004 09:07:47 -0600
Reply-To: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>
Subject: Election and terrorism in Spain
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Hi all,
=20
The Ipsos-Eco Consulting exit poll, which was very accurate, shows that
87 % of Spanish voters decided their vote before the campaign started,
12% during the campaign and only 1% decided their vote either on
Saturday or Sunday (the Madrid bombings took place on Thursday and the
election was held on Sunday).
This suggests that the bombings impact on the vote was quite limited.

=20
Jorge =20
=20
=20
Dr. Jorge Buend=EDa
Director de Ipsos-Public Affairs
Ipsos-BIMSA
S=F3focles 118, Col. Chapultepec Polanco
M=E9xico, D.F. 11560
Tel: 11010055
=20

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Date: Fri, 16 Apr 2004 13:18:00 -0600
Reply-To: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>

Subject: Re: Elections and Terrorism in Spain
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Colleagues, this is all the information I have regarding the Ipsos-Eco Consulting exit poll in Spain. It is based on the 10:13 PM election night press release. The press release contains pretty basic stuff and has no questions directly related to the Madrid bombings. I have contacted the Ipsos-Eco Consulting people and asked them to send the AAPOR list an updated and complete report in case they have it.

Best, Jorge

ELECTION NIGHT PROJECTION (MARCH 14)
10:13 P.M.

VOTE
%
SEATS
SEATS
MIN
SEATS
MAX

PSOE
42.8
167
164
168

PP
37.2
145
143
147

IU
5.2
5
5
6

CIU
3.2
10
10

10

OTHERS

8.4

23

23

23

PROFILE OF VOTERS

BY GENDER

PP VOTERS

PSOE VOTERS

OTHER VOTERS

MALE

53

62

52

FEMALE

47

38

48

100

100

100

BY AGE

PP VOTERS

PSOE VOTERS

OTHER VOTERS

18-30

32

29

44

31-45

22

27

27

46-60

21
27
16

60+
25
17
13

100
100
100

TIME OF VOTING DECISION

ALL VOTERS
PP VOTERS
PSOE VOTERS
OTHER VOTERS

BEFORE THE CAMPAIGN
87
89
87
83

DURING THE CAMPAIGN
12
11
12
15

SATURDAY/SUNDAY
1

1
2

100
100
100
100

FACTORS MOST INFLUENTIAL IN VOTE CHOICE

ALL VOTERS
PP VOTERS
PSOE VOTERS
OTHER VOTERS

THE PARTY PLATFORM
50
64
42
45

THE PARTY
30
14
44
43

THE PARTY LEADER
13
15
11
6

OTHER
7
7
3
6

100
100
100
100

COMPANIONS WHEN VOTING

ALL VOTERS
PP VOTERS
PSOE VOTERS

ALONE
30
40
25

SPOUSE/DOMESTIC PARTNER

54

50

59

WITH PARENTS/SONS

8

6

12

WITH OTHER FAMILY MEMBERS

2

3

1

WITH FRIENDS

3

1

DK/NA

3

1

2

100

100

100

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=====
Date: Fri, 16 Apr 2004 12:23:21 -0700

Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: Re: aapor and the diamondbacks

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

MIME-version: 1.0

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

well, due to a couple cancellations, there are still 2 or 3 tickets left
for the diamondbacks game, 6:35 pm, may 13, thursday.

email me if interested.

leora

Dr. Leora Lawton, Principal
TechSociety Research

2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
(510) 548-6174; fax (510) 548-6175
www.techsociety.com

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=====
Date: Fri, 16 Apr 2004 17:44:59 -0400
Reply-To: Ken Winneg <kwinneg@ASC.UPENN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ken Winneg <kwinneg@ASC.UPENN.EDU>
Subject: Polling on minority and ethnic groups
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain

The following is posted on behalf of Adam Clymer:

What sorts of polling has been done (and published) on such small groups in the national population as American Indians, Asian-Americans, and Latino voters of different heritages (Mexican, Cuban, Puerto Rican, etc.)? If not nationally, then in state polling? Any citations and/or links would be much appreciated. Please reply directly to me (Ken Winneg).

Thanks very much.

+++++

Ken Winneg

Managing Director

National Annenberg Election Survey

Annenberg Public Policy Center

University of Pennsylvania

3535 Market Street, Suite 550

Philadelphia, PA 19104

215-898-2641 (o)

215-573-2667 (f)

kwinneg@asc.upenn.edu <mailto:kwinneg@asc.upenn.edu>

www.NAES04.org <http://www.NAES04.org>

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Date: Mon, 19 Apr 2004 00:06:17 -0700
Reply-To: "P. Moy" <pmoy@U.WASHINGTON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "P. Moy" <pmoy@U.WASHINGTON.EDU>
Subject: Publishers in Phoenix: Your help needed
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Dear AAPOR members,

AAPOR has secured the presence of several prominent publishers who will be sending public opinion and methods-related titles to display and sell in Phoenix. To make this year's book exhibit and our traditional Saturday night book sale as useful as possible to conference attendees, please let me know of:

- (1) any titles you have published with this house (don't be modest!); and
- (2) any titles that you believe would appeal to the membership.

I'll incorporate your input into my correspondence next weekend with:

- Cambridge University Press;
- John Wiley and Sons;
- Oxford University Press;
- Politico's;
- Rowman & Littlefield;
- Sage Publications; and
- University of Chicago Press.

Also on the publishing front, we have scheduled a signing with Mike Traugott and Paul Lavrakas for their third edition of "The Voter's Guide to Election Polls." This Meet the Authors session is in addition to those noted in the program, for:

- Collective Preferences in Democratic Politics, by Scott Althaus

- Introduction to Survey Quality, by Paul Biemer and Lars Lyberg
- Survey Methodology, by Robert Groves, Floyd Fowler, Mick Couper, James Lepkowski, Eleanon Singer, and Roger Tourangeau
- The Nature and Origins of Mass Opinion, by John Zaller

Many thanks for your assistance,

Patricia Moy

Patricia Moy
Associate Professor
Department of Communication
Adjunct Faculty, Political Science
University of Washington, Box 353740
Seattle, WA 98195-3740 U.S.A.

Voice: +1.206.543.9676
Fax: +1.206.543.9285
Email: pmoy@u.washington.edu

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=====
Date: Mon, 19 Apr 2004 11:27:27 -0400
Reply-To: Erik Nisbet <ecn1@CORNELL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Erik Nisbet <ecn1@CORNELL.EDU>
Subject: Surveying & Sampling Muslim Americans?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

We are looking to conduct a nationwide survey of Muslim Americans, specifically of North African, Near Eastern, and Southeast Asian descent. In examining our research design we found that there is little reliable information on population parameters and identification in order to create a sampling frame. Moreover, we do not wish to survey Africa-American Muslims, though from some reports they represent over 40% of all Muslim Americans.

The few previous studies of this population identified possible clusters of Muslim Americans, and then sampled households from those telephone exchanges which had likely Muslim surnames. Though how a reliable list of Muslim surnames was created is unclear.

I was wondering if any alternative sampling methods or lists had been employed to survey this specific population - or other any suggestions?
Thank you.

Sincerely,

Erik C. Nisbet

Department of Communication
Cornell University
338 Kennedy Hall
Ithaca, NY 14853-4203

ILR Survey Research Institute
B12 Ives Hall
Cornell University
Ithaca, NY 14853
ph: 607-254-7213
email: ecn1@cornell.edu

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Date: Mon, 19 Apr 2004 12:19:29 -0400
Reply-To: Stephanie Berg <stephanie.berg@VERIZON.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stephanie Berg <stephanie.berg@VERIZON.NET>
Subject: Seeking recommendations for translation services
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Can anyone recommend translation services for the following languages (particularly the asian languages)? The current value of the dollar is not working in my favor and I would like to find translation services in the U.S. rather than have native field houses do the translations.
Thanks,

Japanese
South Korean
Chinese (not sure which dialect)
French
German
Italian
Spanish

Stephanie Berg, Senior Analyst
Schneiders - Della Volpe - Schulman (SDS)
1501 M Street, NW, Suite 550
Washington, DC 20005
Phone: 202.659.0964
Fax: 202.659.2122

For more information please visit <<http://www.sdsprime.com/>>

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

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=====

Date: Mon, 19 Apr 2004 12:35:49 -0600
Reply-To: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jorge Buendia <Jorge.Buendia@IPSOS-BIMSA.COM.MX>
Subject: Terrorism and elections in Spain: New Data
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Hi all,
=20

Here is new information to assess the impact of the 3-11 Madrid bombings
on the vote.=20

=20
According to a March 12 private poll, conducted by Ipsos-Eco Consulting
(table 1), support for the incumbent Popular Party declined 1.4
percentage points the day after the bombings (from 39.8 to 38.4) while
support for the PSOE socialist Party rose 1.5 points (from 38.8 to
40.3). The contest was already very close before the day of the
terrorist attacks (the incumbent only had a 1.1 point lead) and these
small changes were enough to tilt the results in favor of the PSOE (a
1.8 lead in March 12 and a 5 point lead on election day, March 14).

=20
The sample size of these polls is small enough (Pre 3-11=3D600 and Post
3-11=3D500) that all these changes fall within the samples=B4 margin of
error. However, their results suggest that before March 11 the election
was closer than predicted by most published polls (table 2). In these
polls conducted in late February and early March the incumbent lead
ranges between 4 and 7 points depending on the firm. The March 9 and 10
poll has the incumbent with only a 1 point lead. Had the published
polls been conducted closer to election day, they would probably have
shown a more competitive race.

=20
Second, the actual margin of victory for the PSOE was 5 points, while
the March 12 poll has the PSOE with only a 2 point lead. This suggests
that support for the PSOE grew in the final 2 days of the campaign,
probably as a consequence of how the Aznar government mishandled the
information regarding the attacks (blaming ETA and not Al-Qaeda).
Nevertheless, we should keep in mind that even before the bombings the
PSOE was already gaining ground. =20

=20
Given the sample size of the final week polls much remains speculative.

Alternative explanations to account for the PSOE victory are possible (for instance, electoral mobilization). Any thoughts? =20

=20

=20

Dr. Jorge Buend=EDa

Managing Director, Ipsos-Public Affairs

Ipsos-BIMSA

S=F3foeles 118, Col. Chapultepec Polanco

M=E9xico, D.F. 11560

Tel: 52-55-11010055

=20

=20

=20

=20

=20

TABLE 1

IPSOS-ECO CONSULTING PREELECTORAL POLLS

2004 SPANISH GENERAL ELECTION

Published by

EPI GROUP

PRIVATE POLL MARCH=20

9-10=20

PRIVATE POLL

MARCH 12

=20

=20

n=3D

2000

600

500

=20

=20

=20

ELECTION FORECAST

ELECTION FORECAST

ELECTION FORECAST

OFICIAL RESULTS 2004

SEATS 2004

(Oficial)

PARTY

%

%

%

%

=20

PP

40.1

39.8

38.4

37.6
148

PSOE

37.6
38.8
40.3
42.6
164

IU+ICV

6.8
6.7
6.4
5
5

CIU

3.4
3.5
3.5
3.2
10

ERC

2.2
=20
=20
2.5
8

PNV

1.4
=20
=20
1.6
7

EA

0.5
=20
=20
0.3
1

BNG

1.2
=20
=20
0.8
2

PA

0.9

=20
=20
0.7
=20

CHA
0.2
=20
=20
0.4
1

CC
0.8
=20
=20
0.9
3

NA-BAI
=20
=20
=20
=20
=20

OTHERS+B
4.9
11.2
11.5
4.4
=20

TOTAL
100
100
100
100
350

MARGIN PP-PSOE
2.5
1.1
-1.8
-5
=20

FIELD WORK
DATES
LATE
FEBRUARY 2004
MARCH
9-10, 2004
MARCH 12, 2004

=20
=20

=20
=20
=20
=20
=20
=20
=20
=20

EPI: EDITORIAL PRENSA ESPA=D1OLA=20

=20
=20

=20

=20

TABLE 2
GENERAL ELECTIONS MARCH 14, 2004
PRE-ELECTORAL POLLS

=20
=20

PUBLISHED BY
NEWSPAPER
NEWSPAPER
NEWSPAPER
NEWSPAPER

=20
CIS
EL MUNDO
ABC
LA VANGUARDIA

DATE
FEB 2004
FEB-MAR 2004
FEB-MAR 2004
FEB-MAR 2004

PARTY
%
SEATS
%
SEATS
%
SEATS
%
SEATS

PP
42.2
176
42.8
172-177

42.2
174-177
42.6
164-169

PSOE
35.5
131
36.6
134-139
37.2
133-137
38.6
138-142

IU+ICV-EUIA
6.6
10
5.7
7-10
7
8-10
5.8
9-10

CIU
3.7
12
3.3
11
3.1
10-11
2.8
9

ERC
1.9
6
1.9
5
2.1
6-7
2
6-7

EAJ-PNV
1.8
7
1.8
7
1.5
7
2.2
8-9

BNG

1.2

3

1.2

3

1

2

=20

=20

CC

1

3

1

3-4

0.9

3

0.9

4

PA

=20

=20

0.6

=20

0.5

0

=20

=20

CHA

0.3

1

0.3

1

0.4

1

=20

=20

EA

0.5

1

0.3

=20

0.3

1

=20

=20

PSM-EN, EU, EV, ERC

=20

=20

0.2
0-1
=20
=20
=20
=20

OTHERS

0.3
=20
=20
=20
3.8
=20
5.1
=20

TOTAL

94.7
=20
92.4
=20
100
=20
100
=20

ESTIMATED TURNOUT

75.1
=20
=20
=20
68-70
=20
=20
=20

MARGIN PP-PSOE=20

6.7
6.2
5
4

=20
=20
=20
=20
=20

n=3D
20 000
12 500
12 600
1800

=20
CIS: CENTRO DE INVESTIGACIONES SOCIOLOGICAS=20
=20
=20
=20

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Date: Tue, 20 Apr 2004 16:15:27 -0400
Reply-To: mark@bisconti.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@BISCONTI.COM>
Organization: Bisconti Research, Inc.
Subject: Pew Research Center - Polls Face Growing Resistance,
But Still Representative
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Polls Face Growing Resistance, But Still Representative
Survey Experiment Shows

Released: April 20, 2004

<http://people-press.org/reports/display.php3?ReportID=211>

Mark David Richards

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

Date: Tue, 20 Apr 2004 16:55:44 -0400
Reply-To: "Viswanath, Vish" <Vish_Viswanath@DFCI.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Viswanath, Vish" <Vish_Viswanath@DFCI.HARVARD.EDU>
Subject: Re: posting for list-serve
Comments: To: AAPORNET@asu.edu
Comments: cc: Jenny Hapgood <jhapgood@hsph.harvard.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

I am posting this for a student mine. Any response will be much appreciated.
Please respond directly to her.

Thanks,

Vish

K. Viswanath, Ph. D.

Department of Society, Human Development and Health
Harvard School of Public Health
Department of Medical Oncology
Dana Farber Cancer Institute

SM 251, 44 Binney Street
Boston, MA 02115
Tel: (617) 632-2225
Fax: (617) 632-5690
E-mail Address: vish_viswanath@dfci.harvard.edu

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

From: Jenny Hapgood [mailto:jhapgood@hsph.harvard.edu]
Sent: Tuesday, April 20, 2004 4:39 PM
To: Viswanath, Vish
Subject: posting for list-serve

Hi Vish,

Can you post this to the advertising/marketing list serve you mentioned?

Thanks!
jenny

"I am a student at the Harvard School of Public Health and I am trying to learn more about online survey research and specifically what percentage of the market research industry uses survey research. Also, how much do companies spend per year on survey research?

For instance, I would like to know how much health insurance companies spend on survey research with customers.

Any information you might be able to give me or perhaps a directive on where to find this information would be greatly appreciated."

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

Date: Tue, 20 Apr 2004 21:52:14 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Pew Research Center - Polls Face Growing Resistance,
But Still Representative
Comments: To: mark@bisconti.com, AAPORNET@asu.edu

Comments: cc: Steve Selvin <Selvin@stat.berkeley.edu>
In-Reply-To: <006001c42714\$38dd6880\$6700a8c0@MARK>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

Mark David,

This is interesting work but I'm not sure the data justifies the conclusions or the headline. On a number of the survey question results I see clear trends from the Standard to the Rigorous to the most hard to get. Do you have tests of those trends for statistical significance. Most interesting, and something of a surprise to me, is that the standard polls (analogous to what most people are doing much of the time) at least suggest a conservative and Republican bias versus the others.

On the more theoretical level even if the empirical data comparisons show the differences to be non-significant (which I'm not yet convinced of) they are little more than a single cut at the question which is problematic. There is reason to expect that samples which are not really random might still agree with each other much of the time. This can happen for more than one reason and the different reasons can summate leaving the impression that comparative samples are random and equivalent. For example, they might both incorporate the same confounding or bias. You've shown this with class/educational status. The PEW article also pointed out that polls often under-represent African Americans and Latinos but did not explain how PEW overcomes that. If it's through oversampling then the approximation of real proportions doesn't really tell us anything about the types of people who are refusing to participate. Oversampling the "coalition of the willing" still leaves the rest of the resistant world outside the sampled group and doesn't evaluate whether they have different views. Using the PEW results to argue randomness is, I think, a kind of post hoc analysis.

I think that the biggest thing that is wrong with (and amounts to hocus pocus in) public opinion research in general is the idea that one can have a random sample based upon only a 27% agreement to participate rate of those approached. That kind of sample may turn out to be representative of the general population more often than it is not, but there is no way to know when it is and when it isn't. That's the fundamental flaw. Saying that polls often or even usually do well at predicting things like election outcomes begs the point. You will never know when the polls that turn out to be way off a random sample hit the fan until the results are proven erroneous. Speaking metaphorically, it's like taking the normal curve, exponentializing it and then including everything that falls under the new curve within your 2 standard deviations. When a whole lot of non-random samples are included in the description of random samples it has to provide some erroneous results. When one of those samples provides bad results people just shrug and look for other methodological problems, because it works most of the time. But that ain't right. The problem is that 27% participation guarantees that some percentage (I'm not enough of a

statistician to know how one could calculate what % of samples taken will be far enough off from random that they will provide absolutely false information, while most samples provide relatively true information. Is there a formula besides "margin of error" that adjusts error rate for the % of people who reject participation? That wouldn't solve this problem but might be a more honest representation of the reliability of results.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark David Richards
Sent: Tuesday, April 20, 2004 12:15 PM
To: AAPORNET@asu.edu
Subject: Pew Research Center - Polls Face Growing Resistance, But Still Representative

Polls Face Growing Resistance, But Still Representative
Survey Experiment Shows

Released: April 20, 2004

<http://people-press.org/reports/display.php3?ReportID=211>

Mark David Richards

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

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

=====
Date: Wed, 21 Apr 2004 06:49:24 -0800
Reply-To: jebeling <jebeling@MAIL.CSUCHICO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: jebeling <jebeling@MAIL.CSUCHICO.EDU>
Subject: Cluster Analysis issue
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Does anyone have any comments on the relative value of cluster analysis

in statistical procedures designed to produce potentially causal relationships? I would like to find references to this type of an issue. I do appreciate anything you might suggest. If you wish to send to me directly, then send the comments to:

jebeling@mail.csuchico.edu

Thanks so much in advance.

jon ebeling

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Wed, 21 Apr 2004 11:12:54 -0400
Reply-To: "Mariolis, Peter" <pxm1@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mariolis, Peter" <pxm1@CDC.GOV>
Subject: Re: Pew Research Center - Polls Face Growing Resistance,
But Still Representative
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Marc Sapir raises interesting issues in his response to the latest Pew Research Center findings on bias and response rates but, in my judgment, his criticisms are misplaced.

Marc suggests that statistically significant differences between the Standard and Rigorous surveys or between the easy-to-get and hard-to-get respondents would show that nonresponse does affect bias. To me, the more important issue is whether or not the final results are meaningfully different--and in the Pew results, in most cases they are not.

Marc criticizes the analysis for being "little more than a single cut at the question[,] which is problematic." It is true that the article is only a single cut but it stands on the shoulders of literally hundreds of articles (not all of which have I read :-)) which show similar findings. Even restricting one's scope to work done by AAPOR members in the past 5 years, I could name at least half a dozen studies that show at most only a small statistical association between bias and nonresponse and not a single one that shows a strong statistical association. I have been looking in vain for at least 3 years for a well-designed study that shows a strong statistical association between nonresponse and bias under plausible conditions. (It's not difficult, for example, to show a bias between a study with 1 call attempt vs one with 15 call attempts.) At this point, even if I found one, my response would be that it represents only a small minority of studies on this issue.

Marc suggests that the lack of difference between the two samples could be the result of similar biases. That ignores the fact that the Pew study (and others) also compares its findings to Census data and the NHIS, a survey with a reported response rate of over 90%.

In Marc's (and my) mind, however, his most important criticism "is the idea that one can have a random sample based upon only a 27% agreement to participate rate of those approached. That kind of sample may turn out to be representative of the general population more often than it is not, but there is no way to know when it is and when it isn't." There are three points here: (1) A study with a response rate of 27% is not based on a truly random sample. (2) Such a sample may turn out to be representative of the general population more often than not. (3) There is no way to know when a sample is representative and when it is not.

(1) It is true that a study with a response rate of 27% is not based on a truly random sample. But neither is a study with a response rate of 60%, 80%, 90%, or even 99%. To me, the more important issue is, Is there a response rate level or range below which we can say that there is likely to be meaningful bias and above which we can say that there is not likely to be meaningful bias. To me, the clear data-based answer for telephone surveys with reasonable levels of effort and quality control is, maybe 20% (based on Curtin et al.)

(2) Empirically, it seems to be the case that for almost all surveys on which research has been done, comparisons of results between lower and higher response rate conditions (within a context of reasonable effort) show few meaningful differences in results. I have even seen comparisons with explicitly non-random samples of populations for which this is the case. The possible implications of these findings are troublesome to me but I have to respect the facts.

(3) The statistical definition of randomness and representativeness relates to a sample selection process whereby the mean value of a statistic over an infinite number of samples equals the population value. Representativeness (or randomness) is a property of the process and not of any individual sample. Even with a random process, without knowledge of the population values themselves, there is no way to know when a sample (really, a result or set of results) matches the population.

For me, the Pew and related studies raise three main points:

(1) The practice of discounting studies with low response rates on that basis alone is inappropriate. This, to me, is the most important practical implication of studies relating bias and nonresponse. The task here is to educate journal editors and consumers of survey data that a (historically) low response rate is not a sufficient reason for discounting survey results.

(2) I nevertheless believe that it is worth some effort to maintain response rates that are as high as possible. My argument is similar to Mark's point (3). A few variables ARE usually meaningfully different between low and high response rate conditions and, typically, the

researcher does not know which they are. Thus, although response rates are not generally meaningfully related to bias, sometimes they are and it might just be so for the dependent variable a researcher is especially interested in.

(3) Response rates cannot carry their historical burden of indicating quality (or lack of bias or lack of nonresponse bias, etc.--take your pick). Thus, we need something to take their place. My approach in my specialized environment has been to develop a "Data Quality Report," similar to a survey quality profile, that contains (too) many process and outcome measures presumptively related to bias. Outcome, including response, rates are part of the report but are not the sole focus. Not everyone is ready to give up the use of response rates as sufficient indicators of lack of bias but I believe that there are many of us who are. I am leading a roundtable discussion at the AAPOR conference on how does one communicate and assess data quality, given that response rates are not enough. If you are at this point, I hope that you will bring your ideas and experiences to this discussion. (I am also presenting on the Data Quality Report at the AAPOR conference.)

My apologies for ending this discussion on a marketing note.

Peter Mariolis, PhD
Survey Methodologist
Office on Smoking and Health
Centers for Disease Control and Prevention
PMariolis@cdc.gov

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Wednesday, April 21, 2004 12:52 AM
To: AAPORNET@asu.edu
Subject: Re: Pew Research Center - Polls Face Growing Resistance, But Still Representative

Mark David,

This is interesting work but I'm not sure the data justifies the conclusions or the headline. On a number of the survey question results I see clear trends from the Standard to the Rigorous to the most hard to get. Do you have tests of those trends for statistical significance. Most interesting, and something of a surprise to me, is that the standard polls (analogous to what most people are doing much of the time) at least suggest a conservative and Republican bias versus the others.

On the more theoretical level even if the empirical data comparisons show the differences to be non-significant (which I'm not yet convinced of) they are little more than a single cut at the question which is problematic. There is reason to expect that samples which are not really random might still agree with each other much of the time. This

can happen for more than one reason and the different reasons can summate leaving the impression that comparative samples are random and equivalent. For example, they might both incorporate the same confounding or bias. You've shown this with class/educational status. The PEW article also pointed out that polls often under-represent African Americans and Latinos but did not explain how PEW overcomes that. If it's through oversampling then the approximation of real proportions doesn't really tell us anything about the types of people who are refusing to participate. Oversampling the "coalition of the willing" still leaves the rest of the resistant world outside the sampled group and doesn't evaluate whether they have different views. Using the PEW results to argue randomness is, I think, a kind of post hoc analysis.

I think that the biggest thing that is wrong with (and amounts to hocus pocus in) public opinion research in general is the idea that one can have a random sample based upon only a 27% agreement to participate rate of those approached. That kind of sample may turn out to be representative of the general population more often than it is not, but there is no way to know when it is and when it isn't. That's the fundamental flaw. Saying that polls often or even usually do well at predicting things like election outcomes begs the point. You will never know when the polls that turn out to be way off a random sample hit the fan until the results are proven erroneous. Speaking metaphorically, it's like taking the normal curve, exponentializing it and then including everything that falls under the new curve within your 2 standard deviations. When a whole lot of non-random samples are included in the description of random samples it has to provide some erroneous results. When one of those samples provides bad results people just shrug and look for other methodological problems, because it works most of the time. But that ain't right. The problem is that 27% participation guarantees that some percentage (I'm not enough of a statistician to know how one could calculate what %) of samples taken will be far enough off from random that they will provide absolutely false information, while most samples provide relatively true information. Is there a formula besides "margin of error" that adjusts error rate for the % of people who reject participation? That wouldn't solve this problem but might be a more honest representation of the reliability of results.

Marc Sapir MD, MPH
Executive Director
Retro Poll
www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark David Richards
Sent: Tuesday, April 20, 2004 12:15 PM
To: AAPORNET@asu.edu
Subject: Pew Research Center - Polls Face Growing Resistance, But Still Representative

Polls Face Growing Resistance, But Still Representative
Survey Experiment Shows

Released: April 20, 2004

<http://people-press.org/reports/display.php3?ReportID=3D211>

Mark David Richards

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=====
Date: Wed, 21 Apr 2004 19:59:14 -0700
Reply-To: Albert & Susan Cantril <ascantril@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Albert & Susan Cantril <ascantril@MINDSPRING.COM>
Subject: Memorial Program for Irving Crespi
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

An informal memorial program for Irving Crespi will be held from 11:30-12:15 on Friday, May 14, during the AAPOR Conference. The location at the Pointe Hilton will be announced. Friends and colleagues are welcome to join in remembrance of Irv's many contributions.

Kindly note this time is a change from the Sunday morning listing that appears in the AAPOR Program.

Kurt & Gladys Lang
Albert & Susan Cantril

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Date: Thu, 22 Apr 2004 11:05:10 -0400
Reply-To: peter tuckel <ptuckel@HUNTER.CUNY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: peter tuckel <ptuckel@HUNTER.CUNY.EDU>
Subject: Pew Research Center findings
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

The latest Pew Research Center findings concerning the representativeness of poll results are reassuring to survey researchers.

One surprising finding is that the contact rate for the standard survey has not declined over time despite the plethora of call screening devices. One possible explanation for this unexpected finding is that the "Do Not Call" List is attenuating people's concerns about unsolicited calls and therefore has improved the general calling environment for telephone survey researchers.

Peter Tuckel
Department of Sociology
Hunter College, CUNY

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Date: Thu, 22 Apr 2004 12:03:18 -0400
Reply-To: "Arumi, Ana Maria (NBC)" <Anamaria.Arumi@NBC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Arumi, Ana Maria (NBC)" <Anamaria.Arumi@NBC.COM>
Subject: Re: posting for list-serve
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

Should folk have responses to this msg I'd appreciate seeing them posted to the list as well!

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

From: Viswanath, Vish [mailto:Vish_Viswanath@DFCI.HARVARD.EDU]
Sent: Tuesday, April 20, 2004 4:56 PM
To: AAPORNET@asu.edu
Subject: Re: posting for list-serve

I am posting this for a student mine. Any response will be much appreciated. Please respond directly to her.

Thanks,

Vish

K. Viswanath, Ph. D.

Department of Society, Human Development and Health
Harvard School of Public Health
Department of Medical Oncology
Dana Farber Cancer Institute

SM 251, 44 Binney Street
Boston, MA 02115
Tel: (617) 632-2225
Fax: (617) 632-5690
E-mail Address: vish_viswanath@dfci.harvard.edu

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

From: Jenny Hapgood [mailto:jhapgood@hsph.harvard.edu]
Sent: Tuesday, April 20, 2004 4:39 PM
To: Viswanath, Vish
Subject: posting for list-serve

Hi Vish,

Can you post this to the advertising/marketing list serve you mentioned?

Thanks!
jenny

"I am a student at the Harvard School of Public Health and I am trying to learn more about online survey research and specifically what percentage of the market research industry uses survey research. Also, how much do companies spend per year on survey research?

For instance, I would like to know how much health insurance companies spend on survey research with customers.

Any information you might be able to give me or perhaps a directive on where to find this information would be greatly appreciated."

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Date: Thu, 22 Apr 2004 09:27:23 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: research on market research
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <8C91CD2BAAED3245B1F486DE683652D506F5B0F6@ny24bnewsnbcge>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Itracks does a survey on market researchers...here's a link to a press release.
http://www.itracks.com/Pages/04_Press_room/01_Press_Releases.aspx?art=7

On Thu, 22 Apr 2004, Arumi, Ana Maria (NBC) wrote:

> Date: Thu, 22 Apr 2004 12:03:18 -0400
> From: "Arumi, Ana Maria (NBC)" <Anamaria.Arumi@NBC.COM>
> To: AAPORNET@asu.edu
> Subject: Re: posting for list-serve
>
> Should folk have responses to this msg I'd appreciate seeing them posted to
> the list as well!
>
>
> -----Original Message-----
> From: Viswanath, Vish [mailto:Vish_Viswanath@DFCI.HARVARD.EDU]
> Sent: Tuesday, April 20, 2004 4:56 PM
> To: AAPORNET@asu.edu
> Subject: Re: posting for list-serve
>
>
> I am posting this for a student mine. Any response will be much appreciated.
> Please respond directly to her.
>
> Thanks,
>
> Vish
>
> K. Viswanath, Ph. D.
>
> Department of Society, Human Development and Health
> Harvard School of Public Health
> Department of Medical Oncology
> Dana Farber Cancer Institute
>
> SM 251, 44 Binney Street
> Boston, MA 02115
> Tel: (617) 632-2225
> Fax: (617) 632-5690
> E-mail Address: vish_viswanath@dfci.harvard.edu
>

>
> -----Original Message-----
> From: Jenny Hapgood [mailto:jhapgood@hsph.harvard.edu]
> Sent: Tuesday, April 20, 2004 4:39 PM
> To: Viswanath, Vish
> Subject: posting for list-serve
>
> Hi Vish,
>
> Can you post this to the advertising/marketing list serve you mentioned?
>
> Thanks!
> jenny
>
> "I am a student at the Harvard School of Public Health and I am trying to
> learn more about online survey
> research and specifically what percentage of the market research industry
> uses
> survey research. Also,
> how much do companies spend per year on survey research?
>
> For instance, I would like to know how much health insurance companies spend
> on survey research with
> customers.
>
> Any information you might be able to give me or perhaps a directive on where
> to find this information
> would be greatly appreciated."
>
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> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Unsubscribe? Send email to listserv@asu.edu with this text:
> signoff aapornet
>

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Date: Thu, 22 Apr 2004 13:08:43 -0400
Reply-To: "Feld, Karl" <kfeld@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Feld, Karl" <kfeld@RTI.ORG>
Subject: Jobs At RTI International
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
Comments: cc: "Schuchman, Derek" <dschuchman@rti.org>,
"Galloway, James R. (Rusty)" <jrg@rti.org>,
"Bridges, Schadell V." <sbridges@rti.org>,
"Willard, Bert" <bwillard@rti.org>

MIME-version: 1.0
Content-type: text/plain

The Call Center Services unit of RTI International has several openings for new hires with a couple of years experience in call center operations. RTI also seeks one early career project supervisor/client service representative. Links to the position advertisements are included below. Ideally RTI seeks to have these positions filled by June 1, but that's flexible. Resumes should go to Derek Schuchman at <mailto:dschuchman@rti.org> dschuchman@rti.org and reference "CCS Job". RTI will have a hiring presence at the national conference next month, so those attending who are interested should be sure to mention that to Derek so he can make proper arrangements. If you know someone who might be interested, please pass these on!

Call Center Services Supervisor-Raleigh, NC

http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11111
<http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11111&esid=az&req=DS11111> &esid=az&req=DS11111

Call Center Services Supervisor-Greenville, NC

http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11115
<http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11115&esid=az&req=DS11115> &esid=az&req=DS11115

Client Service Representative-Raleigh, NC

http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11154
<http://www.recruitingcenter.net/clients/researchtriangle/publicjobs/CanGetJob.cfm?job_id=11154&esid=az&req=DS11154> &esid=az&req=DS11154

Regards,

Karl G. Feld, Manager

Call Center Services

Survey Research Division

RTI International

p: 919-248-4557

kfeld@rti.org

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Date: Thu, 22 Apr 2004 17:39:39 -0400
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: JPSM's Tenth Anniversary Celebration
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

To celebrate JPSM's 10th Anniversary, there will be a symposium on standardized versus flexible interviewing in College Park on Friday April 23 at 3:00 in LeFrak 2205.

The speakers will be Floyd Fowler (Center for Survey Research at the University of Massachusetts, Boston), Michael Schober (Psychology Department at the New School for Social Research) and Nora Cate Schaeffer (Sociology Department at the University of Wisconsin, Madison). A catered reception will follow.

Please join us in celebrating JPSM's Tenth Anniversary.

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Date: Fri, 23 Apr 2004 09:10:11 -0500
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 directly to Job Announcement contact contained within:=20
=20

Position: Respondent Cooperation Director
Company: The ARF
Location: NYC=20
Posted: April 2004
Contact E-mail: bill.cook@thearf.org

Contact by: E-mail

Job Description:

Head-on as well as hands-on respondent cooperation director for highly =
visible position

=A7 Play role in debates on critical respondent cooperation =
issues and in breakthrough developmental projects.

=A7 Participate in major industry events like the ARF Annual =
Convention as well as other research industry and association meetings.

=A7 Uphold high ethical standards and communicate the value of =
respondent cooperation to research buyers, providers and respondents.

=20

Responsibilities

=A7 Be a resource to the industry and respondents.

=A7 Make presentations to conferences.

=A7 Respond to newspaper/media articles and journalists' =
inquiries.

=A7 Prepare monthly articles/updates.

=A7 Supervise and manage key respondent cooperation research =
projects.

=A7 Develop study proposals and cost estimates.

=A7 Supervise or prepare written reports.

=A7 Conference calls/general communication/questions.

=A7 Recruit volunteers, coordinate task forces.

=A7 Manage Respondent Cooperation and Grassroots Committee work.

=A7 Develop scripts for replying to respondents who leave = messages on industry hotline number.

=20

Current and Future Projects

* Cooperation Tracking System (Recruiting, Analysis and Reporting)
* Industry Image Study (Project planning & recruiting volunteers and = consultant,=20

monitoring, performance, tab and analysis consulting, reporting)

* Industry Identifier (communication with committee and ad agency, = managing=20

research and volunteers)

* Interviewer Motivation/Satisfaction Task Force (oversight and = consulting)

* Model Introduction/ Scripting Task Force (oversight and consulting)=20

* Respondent Cooperation Workshop (planning & implementing)

=20

Skill Set Necessary for Respondent Cooperation Director

* Sound understanding of research process and in general, all = methodologies

* Knowledge of industry trends, challenges and opportunities

* Ability to identify research resources (publications - academic and = industry)

* Have contacts within the industry from which to draw = resources/volunteers

* Have excellent coordination and organization skills

* Be able to multi task

* Excellent oral and written communication

* Be an idea generator

* General research analysis skills

* Exhibit leadership skills

* Self-motivated needing little supervision

=20

Examples of Information Requests

- * Response rates for all methodologies
- * Refusal trends for consumer and Bus to Bus, international
- * Interviewer Training Practices
- * Strategies for cooperation for special segments, i.e. Latinos, =
physicians, corp exec
- * Guidelines for moderators/ confidentiality
- * Graduate students and professors requests on various issues
- * Comparisons for various methodologies i.e., web vs phone
- * Issues about incentives
- * Survey rate formulas issues
- * How to handle interviewing during special conditions (terrorism, war,
=
DNC, etc)
- * Questions regarding specific CMOR studies/ articles
- * Facts and figures about the industry

=20

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=====

Date: Fri, 23 Apr 2004 09:16:40 -0500
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="us-ascii"
Content-transfer-encoding: quoted-printable

Please respond directly to organization making Job Announcement =20
=20
Senior Survey Director (04-LP-MK-03)

Survey, Program, and Policy Research (HSPPR) Department

Chicago, IL=20

=20

The Health Survey, Program, and Policy Research (HSPPR) Department at NORC is seeking a Senior Survey Director to manage medium and large (multi-million dollar) projects and/or components of very large and complex projects. The Senior Survey Director will be responsible for project planning and design including providing leadership for methodological and substantive issues; developing survey systems

(CATI/CAPI/Web), procedures, and materials; providing supervision to project team members; managing day-to-day data collection operations and data delivery; developing and maintaining effective client relationships; meeting deadlines for all project deliverables; and meeting schedule and budget requirements. =20

=20

Other responsibilities include acting as proposal director, assisting on proposals, and contributing to other business development activities. Management responsibilities include contributing to staff development, mentorship, career advice, and performance evaluations for mid-level and junior staff. This position has significant supervisory responsibilities including ultimate responsibility for the performance of the entire project team (generally 1-3 direct reports and 10-35 indirect reports), the proposal team (3-15 professional staff), and administrative supervisory responsibilities for 3-4 Survey Directors or Survey Specialists.=20

=20

Qualifications include a Bachelor's Degree or equivalent (Master's degree or Ph.D. in the social sciences strongly preferred); at least 8 years of experience in positions of increasing responsibility in survey research or related field, with at least 5 years of experience in project management. Ideal candidate also will have advanced knowledge of the principles, processes, and methods of survey research through extensive reading in the literature and broad experience in the field; knowledge in at least one substantive or methodological area; working knowledge of routine sampling and statistical weighting procedures; and skills using word processing and spreadsheet software, as well as working knowledge of data processing procedures and data file construction. Candidates should have strong writing and interpersonal communication skills; supervision, leadership, and team building skills; and strong ability in estimating project and proposal costs and evaluating cost and production data.

=20

NORC offers a comprehensive compensation and benefits package including paid time off, holiday pay, medical and dental coverage, life insurance, short and long-term disability insurance, a 403 (b) retirement plan, and tuition assistance.=20

To apply, send a brief cover letter, noting the job number of the position for which you are applying, along with your resume and salary requirement to: norc-recruiter@norc.net
<<mailto:norc-recruiter@norc.net>> =20

Or mail them to:

NORC Human Resources
1155 East 60th Street
Chicago, IL 60637

NORC is an affirmative action, equal opportunity employer (M/F/D/V) that values and actively seeks diversity in the workforce.

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

Date: Mon, 26 Apr 2004 07:32:48 -0400
Reply-To: jtanur@NOTES.CC.SUNYSB.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Judith Tanur <jtanur@NOTES.CC.SUNYSB.EDU>
Subject: Summer position?
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

I am working with a really outstanding high school student, designing and carrying out a survey about changing values in a world of computer technology. She is interested in a summer job (or internship) that might further her knowledge of survey research. She would like to be paid, even if minimally, but would consider a volunteer job as well. Ideally she would like something here on Long Island, but perhaps could manage something in New York City. If anyone has anything available or any leads, please let me know. Thanks, Judy Tanur

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

Date: Mon, 26 Apr 2004 11:45:22 -0400
Reply-To: Ken Winneg <kwinneg@ASC.UPENN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ken Winneg <kwinneg@ASC.UPENN.EDU>
Subject: Polling on Minority and Ethnic Groups: Responses
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
Comments: cc: Adam Clymer <aclymer@asc.upenn.edu>
MIME-version: 1.0
Content-type: text/plain

Thank you to all who responded to Adam Clymer's and my request for sources on polling minorities. Below, I've summarized the responses sent to me:

--1. The Kaiser Family Foundation and Pew released a survey of the Latino electorate in 2002. It's broken down by country of origin (Puerto Rican, Mexican, etc.). Here's a link to the survey:

<http://www.kff.org/kaiserpolls/20021003a-index.cfm>
<<http://www.kff.org/kaiserpolls/20021003a-index.cfm>>

This is part of a larger survey of Latinos that was release by Kaiser and Pew in 2002.

Mollyann Brodie from Kaiser provided additional links to toplines, chartpacks, and reports from studies of Latinos

<http://www.kff.org/kaiserpolls/pew.cfm>
<<http://www.kff.org/kaiserpolls/pew.cfm>>
<http://www.kff.org/kaiserpolls/20021217a-index.cfm>
<<http://www.kff.org/kaiserpolls/20021217a-index.cfm>>
<http://www.kff.org/kaiserpolls/pomr012604pkg.cfm>
<<http://www.kff.org/kaiserpolls/pomr012604pkg.cfm>>
<http://www.kff.org/kaiserpolls/pomr031704pkg.cfm>
<<http://www.kff.org/kaiserpolls/pomr031704pkg.cfm>>
<http://www.kff.org/kaiserpolls/3023-index.cfm>
<<http://www.kff.org/kaiserpolls/3023-index.cfm>>

--2. Contact Sergio Bendixen -- he should have Latinos broken out by different groups.

--3. From Christian Collet, Ph.D. : The only known national poll of Asian Americans was conducted by Pei-te Lien and her colleagues (plien@poli-sci.utah.edu <<mailto:plien@poli-sci.utah.edu>>) the results of which were recently published as *The Politics of Asian Americans; Diversity and Community* (2004, Routledge).

Christian also has conducted several regional polls of Asian Americans, and was kind enough to send a copy of two of them to us. They are large in size, so I'd be happy to send them specifically to those who'd like them rather than post on the main board.

--4. ICPSR's various ethnic/race datasets: Latino, African-American, Asian, etc...

+++++

Ken Winneg

Managing Director

National Annenberg Election Survey

Annenberg Public Policy Center

University of Pennsylvania

3535 Market Street, Suite 550

Philadelphia, PA 19104

215-898-2641 (o)

215-573-2667 (f)

kwinneg@asc.upenn.edu <mailto:kwinneg@asc.upenn.edu>

www.NAES04.org <http://www.NAES04.org>

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

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=====

Date: Mon, 26 Apr 2004 15:36:22 -0400

Reply-To: Mark Schulman <M.SCHULMAN@SRBI.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: International Marketing Research Conference, May 19

Comments: To: AAPORnet@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Content-disposition: inline

Here's information received from CASRO and University of Texas, Arlington, =
for a conference at the University of Texas, Arlington, on conducting =
international market and survey research. The conference faculty are all =
highly experienced in conducting international research.

-----=

International Marketing Research Conference

May 19, 2004

Presented by
University of Texas at Arlington (UTA)
And
Council of American Survey Research Organizations (CASRO)

An intensive one-day conference covering the basics of international =
marketing research, including*
=B7 How to conduct secondary research on international =
markets
=B7 How to plan and execute international research =
projects from sampling and fieldwork through coding and tabulation
=B7 How to organize and interpret focus groups internationally
=B7 Overview of marketing and research trends in Europe, Asia and =
Latin America
=B7 Analysis and interpretation of international research data as seen =
through the eyes of major corporations engaged in worldwide marketing

Sponsored by the
Dallas Morning News
Fort Worth Star-Telegram
Fort Worth Business Press
Dallas Chamber of Commerce
Fort Worth Chamber of Commerce
Arlington Chamber of Commerce

For more information or to register, please contact CASRO at 633-928-6954 =
or visit www.casro.org/techform/2004-international.cfm <<http://www.casro.org/techform/2004-international.cfm>> .=20

Conference cost is \$625 per person, with \$50 discount for members of =
sponsoring organizations. Profits go toward scholarships for Master of =
Science in Marketing Research students at UTA.

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

=====
Date: Tue, 27 Apr 2004 10:32:14 -0400
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: An interesting report from Pew Research Center
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Vietnam Parallel Rejected
BUSH RATINGS RISE EVEN AS IRAQ CONCERNS CONTINUE

President Bush's approval ratings have improved over the month of April even
as Americans continue to express strong concerns about Iraq and the way the

president is handling that situation. The latest nationwide survey by the Pew Research Center finds 48% approving and 43% disapproving of Bush's overall job performance. This is slightly better than the 43% rating he received in early April, conducted in the days immediately following the murder and mutilation of American contractors in Falluja.

While the president's overall job scores are up, a slim plurality of Americans (48%) disapprove of the way he is dealing with Iraq, and just 36% think Bush has a clear plan for bringing the situation in Iraq to a successful conclusion. Nonetheless, these evaluations are no worse - and if anything slightly better - than they were in Pew's previous survey, conducted April 1-4.

SNIP

Rest at:

<http://people-press.org/reports/pdf/212.pdf>

--

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: Tue, 27 Apr 2004 12:29:41 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Research Question
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Would anyone have information to pass along to Mr.. Ensell. If so, please send direct to: Gensell@phoenixchamber.com =20 =20

I was recently reading Gifts Differing by Isabella Myers-Briggs, which, as I'm sure you know, outlined modern personality typing. The book has some very interesting survey research where it looked at the distribution of certain personality types and their career choices, the practical implication being that people self-selected into careers and other life choices based on their personality type. This has gotten me curious as to whether anyone has ever done a myers-briggs-like survey and subsequent distribution based on political party affiliation or, even better, a political ideology spectrum, say from one to ten. I

spoke with Dr. Green from Yale and he suggested I contact you as he remembers hearing a presentation on this subject. Can you please point me in the right direction? Do you know of anyone who has done research like this? Do you have any papers on this subject?

Thank you

Gregory R. Ensell

Manager of Grassroots and Policy Development

Greater Phoenix Chamber of Commerce

Work: (602) 495-6464

Cell: (602) 625-8761

Fax: (602) 495-8913

Gensell@phoenixchamber.com

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

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Date: Wed, 28 Apr 2004 08:31:48 -0400
Reply-To: Eric Plutzer <exp12@PSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eric Plutzer <exp12@PSU.EDU>
Subject: Research Question
Comments: To: AAPORNET <AAPORNET@asu.edu>
Comments: cc: Gensell@phoenixchamber.com
In-Reply-To: <200404280501.BAA138516@f05n16.cac.psu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

RE personality and politics: Of course it's essential to have personality measured before political attitudes. The best place to begin is Duane Alwin et al. 1991. POLITICAL ATTITUDES OVER THE LIFE SPAN: THE BENNINGTON WOMEN AFTER FIFTY YEARS.

-- Eric

>Date: Tue, 27 Apr 2004 12:29:41 -0500
>From: Mike Flanagan <MFlanagan@GOAMP.COM>
>Subject: Research Question
>
>This has gotten me curious as to whether anyone has ever done a
>myers-briggs-like survey
>and subsequent distribution based on political party affiliation or, even
>better, a political ideology spectrum, say from one to ten. I
>spoke with Dr. Green from Yale and he suggested I contact you as he

>remembers hearing a presentation on this subject. Can you please point me
>in the right direction? Do you know of anyone who has done research like
>this? Do you have any papers on this subject?
>
>Thank you
>
>Gregory R. Ensell

Eric Plutzer
Department of Political Science
Penn State University
Voice: 814/865-6576
<http://polisci.la.psu.edu/faculty/plutzer/>

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Wed, 28 Apr 2004 13:57:27 -0400
Reply-To: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leo G. Simonetta" <simonetta@ARTSCI.COM>
Subject: "Classic Push Poll?"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

My pet peeve . . .

Survey: Eastern bypass favored
By David Dadurka
Daily Progress staff writer
Friday, April 23, 2004

Albemarle Supervisor Lindsay G. Dorrier Jr. forms a new opinion about traffic congestion on U.S. 29, north of Charlottesville, just about every time he drives it.

"It depends on the time of day," Dorrier said. "If it is 5 p.m., you have a bad opinion. If it is 10 a.m. or 2 p.m. traffic moves along smoothly."

SNIP

Bypass opponents called the survey a "classic push poll" on Thursday, but Free Enterprise Forum officials disputed the accusation, saying that they employed a respected, independent polling firm to avoid bias.

The survey asked 14 questions of registered voters. Among the questions asked: "Do you consider traffic congestion on U.S. 29 going through Charlottesville to be a major problem, a minor problem, not too much of a

problem or not a problem at all?" and "If a Route 29 Bypass around Charlottesville is built, would you prefer to have its alignment go around the west side of town or the east side of town?" The full results of the poll are available online at www.freeenterpriseforum.org

SNIP

The telephone poll, conducted by Washington-based Mason-Dixon, found that of 625 voters surveyed in Charlottesville and the counties of Albemarle, Greene and Fluvanna, 32 percent of respondents said the route should go around the city to the east. Meanwhile, 25 percent surveyed said it should run west of the city; 25 percent said either direction would work, while the remainder were either uncertain or felt no bypass was needed.

SNIP

The Free Enterprise Forum, formed in 2002 by the regional chamber of commerce, the local homebuilders' association and the local Realtors' association, paid \$7,000 for the poll, which was conducted between April 15-17. The results have a 4 percent margin of error.

Contact David Dadurka at (434) 978-7299 or ddadurka@dailyprogress.com.

This story can be found at:

http://www.dailyprogress.com/servlet/Satellite?pagename=CDP%2FMGArticle%2FCDP_BasicArticle&c=MGArticle&cid=1031775060631&path=!news

--

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, 28 Apr 2004 17:08:23 -0400
Reply-To: "Langer, Gary E" <Gary.E.Langer@ABC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Langer, Gary E" <Gary.E.Langer@ABC.COM>
Subject: Iraq poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Gallup today released the third national public opinion poll conducted in Iraq - 3,444 at-home, in-person interviews March 22-April 2, a 70-minute questionnaire. Reporting of the data by its sponsors CNN and USA Today has begun; analyses and topline can be seen at their websites and also (soon if not by now) at gallup.com. Gallup is to be congratulated on this terrific project.

On the subject, please entertain an invitation: WAAPOR and AAPOR have kindly made room for a roundtable discussion on Iraq polling at the Phoenix conference, Thursday, May 13 from 4-5:30 p.m. Participants will include Christoph Sahm and Silvia Iacuzzi of Oxford Research International, which produced the first two national polls in Iraq (the second, released last month, was co-sponsored by ABC News and other media partners); Richard Burkholder, international director at Gallup, which produced a Baghdad poll in August as well as this new national effort; and myself. Details follow.

-
Roundtable - 4-5:30 p.m. Thursday, May 13, 2004

Polling in Iraq: Smuggled Samples, Drawn Knives - and 95 Percent Cooperation

In August 2003 the Gallup Organization produced the first random-sample public opinion poll in Iraq, a Baghdad-only survey of 1,178 people. Three months later Oxford Research International of Oxford, England, conducted Iraq's first representative national opinion survey. And early this year Oxford Research International, in conjunction with ABC News, produced the first media-sponsored national poll in Iraq, co-sponsored by the BBC, the German network ARD and NHK in Japan, with more than 2,700 interviews across the country. These audacious efforts overcame a host of challenges - from staffing to sampling to field work - to produce the first independent, scientific, valid and reliable measurements of Iraqi public opinion. The principals involved in these surveys will discuss their efforts and present results of their groundbreaking work.

Organizer/Chair: Gary Langer, ABC News

Participants

Gary Langer - ABC News

Christoph Sahm - Oxford Research International

Silvia Iacuzzi - Oxford Research International

Richard Burkholder - The Gallup Organization

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=====
Date: Thu, 29 Apr 2004 10:51:28 -0400

Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: JPSM's Tenth Anniversary Celebration
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

As the concluding event in JPSM's 10th Anniversary celebration, we will be holding a symposium on imputation in College Park, Maryland, on Wednesday, May 19 from 3:00 to 5:00 pm in LeFrak 2205.

The main speaker will be Donald Rubin (John L. Loeb Professor and Chairman of the Department of Statistics, Harvard University). The title of his talk is "Valid Survey Inference via Imputation Requires Multiple Imputation." John Eltinge, Associate Commissioner for Survey Methods Research, Bureau of Labor Statistics; Roderick J.A. Little, Richard D. Remington Collegiate Professor of Biostatistics, Professor of Statistics and Senior Research Scientist, Institute for Social Research, University of Michigan; and Fritz Scheuren, VP Statistics, NORC, University of Chicago and ASA President-Elect, will discuss the talk. Refreshments will be served afterwards. The event is open to the public without registration. For updates, parking information, and directions, please visit <http://www.jpsm.umd.edu>. Please join us in celebrating JPSM's Tenth Anniversary.

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 29 Apr 2004 12:46:47 -0700
Reply-To: Doug Strand <dstrand@CSM.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Strand <dstrand@CSM.BERKELEY.EDU>
Subject: Re: Iraq poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <9220C93DC108294081CF79306B53C1F90237E4C4@sm-nyny-xm02.nena.wdpr.disney.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Hi folks,

I have looked at this reported results of this poll in detail. I would encourage everyone to do so.

In contrast to what I remember of the results of the last ABC-Oxford poll of Iraqis, this Gallup poll fairly clearly shows that the US is now definitely unwelcome in Iraq. Although it is clear in the results that the Iraqis are glad that Saddam was removed from power, and that they don't think Iraqis could have done that themselves, they now tend to dislike the behavior of the US-Coalition occupiers and most (57%) want the US and British forces to leave "immediately, say in the next few months," as opposed to staying in Iraq "for a longer period of time". While 52% don't see the "The US-British military action in Iraq" as justified, 52% find

either some or complete justification for "current attacks against US forces in Iraq."

It is hard to find any support for the hypothesis that the Iraqis want us to "stay the course" for any while longer.

The CNN headline on these results strikes me as misleading. Based on these results, the headline should not be "Iraqis are conflicted by war, its impact", but rather "Iraqis don't like US occupation and want US out now."

If the headline were the latter, rather than the former, I can't imagine how that would not seriously undermine the Administration's (and maybe Kerry's?) arguments for a long-term occupation of Iraq.

Can a country justify military occupation of another country when a clear majority of the people of that occupied country don't want that continued occupation? I doubt it.

Of course, one might ask if Iraqis were more or less likely to complain about the occupation to the survey interviewers. I have no idea of whether they would be more likely to be afraid of negative social consequences for themselves if they complained or, alternatively, complimented the presence of the US forces and the behavior of the US occupiers.

But based on this poll, I'm now inclined to favor a pullout of US forces in the near future. I did not hold that position before seeing this poll, for I was left with a more favorable impression by the last ABC-Oxford poll.

Also, note that these Gallup interviews were almost entirely conducted in late March, before the military conflicts in Najaf, Fallujah, and in other Iraqi cities. I would guess that Iraqis are even more likely now to object to continued US occupation.

Do others see this poll as a watershed event in the post-invasion polling of Iraq?

Regards,
Doug Strand

Douglas Strand, Ph.D.
Project Director
Public Agendas and Citizen Engagement Survey (PACES)
Survey Research Center
UC Berkeley
354 Barrows Hall
Tel: 510-642-0508
Fax: 510-642-9665

At 05:08 PM 4/28/2004 -0400, Langer, Gary E wrote:
>Gallup today released the third national public opinion poll conducted

>in Iraq - 3,444 at-home, in-person interviews March 22-April 2, a
>70-minute questionnaire. Reporting of the data by its sponsors CNN and
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>
>
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>
>Polling in Iraq: Smuggled Samples, Drawn Knives - and 95 Percent
>Cooperation

>
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>
>Organizer/Chair: Gary Langer, ABC News

>
>Participants
>Gary Langer - ABC News
>Christoph Sahm - Oxford Research International
>Silvia Iacuzzi - Oxford Research International
>Richard Burkholder - The Gallup Organization

>
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Date: Fri, 30 Apr 2004 08:08:20 -0700
Reply-To: John Fries <jfries@ANR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Fries <jfries@ANR.COM>
Subject: Transcription Service

AAPORnetters,

I am in need of a high volume transcription service. We have an upcoming series of IDIs that we will need transcribed VERY quickly. Does anyone have any recommendations?

Thanks in advance.

Best,

John

--

John C. Fries
Senior Project Director | Alan Newman Research
<http://www.anr.com> | Market Research Consultants
Phone: 804.272.6100 | FAX: 804.272.7145
Email: <mailto:jfries@anr.com>

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Date: Fri, 30 Apr 2004 12:43:27 -0400
Reply-To: DivaleBill@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: William Divale <DivaleBill@AOL.COM>
Subject: Re: Transcription Service
Comments: To: jfries@ANR.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I use the following service. They are very good. I just email her the files.
Her name is Jodi.

AuBri Transcription Services
P.O. Box 522
Fullerton, CA 92836
Tel: (714) 680-0966
jodic@aubritranscriptionservices.com

jodic@aubritranscriptionservices.com

Bill Divale

William Divale, Ph.D.
Professor of Anthropology
Director, Survey Research Laboratory
York College, CUNY
Jamiaca, NY 11451

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Date: Fri, 30 Apr 2004 14:10:39 -0500
Reply-To: rday@rdresearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Day <rday@RDRESEARCH.COM>
Subject: position opening Research Associate
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Richard Day Research is a full-service market research firm based in Evanston, IL serving clients in the non-profit, financial services and pharmaceutical industries.

The ideal candidate will have some survey research experience, know SPSS, be facile in MS Office, be a clear thinker, have good math skills and possess a passion for learning & contributing.

You will apprentice with a Senior Project Director. Most of your time will be spent dealing with data, completing tasks such as checking for consistency and accuracy, merging data sets, setting up codes and producing data tables.

The job is a great introduction to market research. The work is interesting and challenging. Be prepared to learn and grow every day. Everyone here will have a stake in your learning and success.

Benefits include working with ethical, smart and intelligent people, medical, dental, 401K and profit sharing. We pay at CASRO norms and bonus well beyond for excellence. Clock-punchers need not apply. E-mail resume with cover letter including experience and interest in market research. Please use "Research Associate" as the subject. Learn more about the company at www.rdresearch.com

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Fri, 30 Apr 2004 16:26:30 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Survey cheats disciplined by Stan State
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Survey cheats disciplined by Stan State

By MELANIE TURNER
BEE STAFF WRITER
<http://www.modbee.com/local/story/8506960p-9351707c.html>

Last Updated: April 30, 2004, 06:46:00 AM PDT

TURLOCK -- Twenty-one criminal justice students violated a code of conduct in connection with a survey related to Scott Peterson's double-murder trial, university investigators say. California State University, Stanislaus, has already disciplined eight students caught cheating. Thirteen others remain under investigation.

An additional 24 students have been cleared of wrongdoing. University officials said some students have refused to cooperate.

There were 58 students in the criminal justice course taught last fall by Professor Stephen Schoenthaler.

No students have been suspended. Stacey Morgan-Foster, vice president for student affairs, said most of the guilty students will have their grade in the course lowered by one letter.

SNIP

Both of them, speaking on condition of anonymity, said they interviewed local friends and family rather than people from Southern California, as the assignment required.

"I don't know how it's going to affect whether I graduate or not," said one student.

"It really stresses me out every single day," said another.

She said she hopes the university does not wait until the end of the semester to give out punishments.

"You lose out on \$1,100 and the whole semester's a waste," she said. "I don't think it's fair. The teacher is completely at fault."

The university is conducting a separate investigation into Schoenthaler's role. He did not teach this semester, but worked full time for the university performing other faculty duties. He is on the roster to teach three classes in the fall, including organized crime, correctional law, and probation and parole.

Of the 13 students still going through the disciplinary process, most are accused of cheating. A few others were charged with violating the student code of conduct because they refused to cooperate with investigators.

The eight who cheated will have their course grades lowered "to a degree proportional to the seriousness of their violations."

Jim Klein, interim dean of the College of Arts, Letters and Sciences, makes that determination based on the severity of the cheating. Some students completed parts of the survey appropriately, but not all of it, Morgan-Foster said.

The eight have been placed on probation and assigned 20 to 40 hours of community service or a research paper related to ethical decision-making, Morgan-Foster said.

If further violations occur while a student is on probation, he or she could be suspended or expelled. Students on probation cannot hold student office or serve on a student board. Some students received a semester of probation and others a year, Morgan-Foster said.

There will be no permanent record of the incident on any of the students' transcripts. None of the students whose records have been reviewed had a previous disciplinary problem, Morgan-Foster said.

CSU policy dictates that probation is not recorded on student transcripts and a record of suspension is removed from a transcript after the suspension is served, she said.

Morgan-Foster said judicial administrators have considered student cooperation, including self-reporting, in determining sanctions designed to help students learn from their mistakes.

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Arbitron is looking to fill a Project Leader position in the Methods Development and Evaluation Research department.

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.
- * Prepare and deliver oral presentations internally and to clients and industry groups on topics pertaining to Arbitron research activities and findings.

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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.

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