

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 LOG0405"

Date: Sat, 1 May 2004 08:39:56 -0400
Reply-To: David Cantor <CANTORD1@WESTAT.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Cantor <CANTORD1@WESTAT.COM>
Subject: questionnaire design software
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

This is a request from a colleague looking for questionnaire design software. Please respond directly to Olivia. She will summarize the results and post them when she is done.

David Cantor
Westat

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

From: Oliva Carter-Pokras [mailto:Opokras@epi.umaryland.edu]
Sent: Friday, April 30, 2004 8:10 AM
To: David Cantor
Subject: Re: Software

I am looking for questionnaire design software (e.g., QDS) which allows you to develop questionnaires, surveys and forms without the high cost of programming. Am particularly interested in software which supports both interviewer-administered paper questionnaire and self-administered paper questionnaire (e.g., for my Health Survey Research Methods class and community surveys). Do you have access to questionnaire design software? Can you share your experiences with it? Cost to use it for faculty or students?

Thanks so much!

Olivia Carter-Pokras, Ph.D.
Associate Professor
Department of Epidemiology and Preventive Medicine
University of Maryland School of Medicine
Howard Hall 219
660 West Redwood Street
Baltimore, MD 21201-1596
410-706-0463
opokras@epi.umaryland.edu

Olivia Carter-Pokras, Ph.D.
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Department of Epidemiology and Preventive Medicine
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Date: Sat, 1 May 2004 15:18:49 -0700
Reply-To: Woody Carter <wcarter@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Woody Carter <wcarter@DARKWING.UOREGON.EDU>
Subject: Advice needed: matching phone numbers with addresses
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

We are about to conduct a phone survey of Oregon parents of teens who have been in traffic accidents. From the DMV we will receive a list of addresses and teen names.

Would appreciate any recommendations on vendors who can match the addresses with phone number AND provide a parent's name. What's the hit rate likely to be? From past experience I would guess around 40%.

Any other advice or warnings related to the study would also be appreciated. We will also need to interview the teen, so I know that raises human subject complexities.

Thanks for your help.

Woody

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

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Date: Sat, 1 May 2004 15:25:07 -0700
Reply-To: Woody Carter <wcarter@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Woody Carter <wcarter@DARKWING.UOREGON.EDU>
Subject: Arthritis patient and practitioner evaluation of health insurance
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

We are about to start an in-clinic self-administered survey of arthritis patients and their care givers, to secure their evaluation of health insurance. We would appreciate operational advice and help in reviewing the 8 page draft questionnaire.

The research investigates the degree to which interaction with insurance companies affects health outcomes, both in terms of arthritis and mental health (the "hassle factor").

If you have advice or recommendations for us, know of similar or related studies, or would like to take a look at the draft questionnaire, please let me know.

Thanks,

Woody

Woody Carter, Director of Research
wcarter@uoregon.edu
University of Oregon Survey Research Lab
541 346-0934 (FAX 541 346-0388)

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=====

Date: Mon, 3 May 2004 13:35:22 -0400
Reply-To: "Kotler-Berkowitz, Laurence" <Laurence.Kotler-Berkowitz@UJC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Kotler-Berkowitz, Laurence" <Laurence.Kotler-Berkowitz@UJC.ORG>
Subject: economic evaluations
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Dear colleagues,

Is anyone familiar with studies that examine similarities/differences =
between respondents' self-assessments of their economic situation and =
more objective measures of their economic status. For example, I'm =
interested in studies that compare responses to questions such as, =

"Which one of the following best describes your household's financial = situation? Can't make ends meet, just managing, comfortable, very = comfortable, wealth?" with respondents' reported household income.

Thank you.

Laurence Kotler-Berkowitz

Laurence Kotler-Berkowitz, Ph.D.
NJPS Research Director
United Jewish Communities
111 Eighth Avenue, Suite 11E
New York, NY 10011-5201

email: laurence.kotler-berkowitz@ujc.org
tel: 212-284-6578
fax: 212-284-6832

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Date: Mon, 3 May 2004 14:47:36 -0400
Reply-To: "Knight, Sheila L." <sknight@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Knight, Sheila L." <sknight@RTI.ORG>
Subject: RTI International Recruiting Activities for AAPOR Conference
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

RTI International will again be hosting a hospitality/recruiting suite at this year's AAPOR annual meeting. We invite conference attendees who would like to learn more about opportunities in survey research with RTI to stop by our suite from 9:00am-5:00pm (Thurs-Sat) to meet with members of our Survey Research Division. (The hospitality suite room number will be posted at various locations throughout the hotel--or ask anyone from RTI.)

If you would like to pre-schedule a meeting with a representative of RTI, please email your resume to sknight@rti.org and include your contact information, the position(s) in which you are interested (see below), and the times that you will be available during the conference.

RTI International (www.rti.org <www.rti.org>) has more than 40 years of experience providing a full range of survey data collection services from one-on-one personal interviewing to leading-edge, computer-assisted methodologies.

Listed below are the kinds of opportunities available. We offer locations in Research Triangle Park, NC; Chicago; Washington, DC; Rockville, MD; Waltham, MA; or Atlanta, GA.

Current Openings

Program Manager- Program for Research in Survey Methods (PRISM)- The Survey Research Division of the Statistics, Survey and Computing Science Unit at RTI International is seeking a Program Manager/Senior Survey Methodologist for its Program for Research in Survey Methodology (PRISM). The ideal candidate will work closely with Senior Management to refine the vision of PRISM and increase the growth, visibility, and scientific stature of the Program and its staff. Other duties include: management responsibility for 2-5 direct senior reports and indirect management responsibility for 15 methodologists (mentoring of junior and mid-level staff is a top priority); provide methodological consultation to current and proposed projects in the area of questionnaire design, evaluation and testing, survey design, experimental design, quality control, and data analysis; project responsibilities, including technical and budget management, and/or roles as principal investigator or project director; significant responsibility for proposal development, frequently contributing to methodology, pretest, and analysis sections; marketing/business development, seeking to build relationships with current and future clients/partners/colleagues.

A Master's degree or Ph.D. in the field of survey methodology, statistics or a social science discipline is strongly preferred. Candidates should have a minimum of 10 years experience in positions of increasing responsibility in survey research or related field, with at least 5 years of experience in project management and proposal development. The ideal candidate will have advanced knowledge of the principles, processes, and methods of survey research and be recognized as a national expert or innovator in at least one methodological and/or substantive area. Finally, candidates should also exhibit a track record of leadership, collaborative research, team building, and program development.

Survey Specialist I/II. Survey Specialists support telephone, mail, web and field studies. Make positive contributions to the preparation and presentation of research proposals. Work with study managers to develop, implement and monitor research designs. Manage day-to-day activities of ongoing studies, prepare and present reports to client. Write sections of interviewer manuals and be part of team that trains field and telephone staff. Some travel may be required. Excellent communication skills. Ability to work independently with minimum supervision.

Requirements: Entry-level candidates will have a minimum BA/BS in a social science discipline and interest in survey research. Mid-level candidates will have an MA/MS with proven experience in data collection projects, experience working as a project manager or task leader for survey research studies, managing contract research, working closely with staff across a wide variety of substantive and technical fields, gaining recognition from peers and clients for technical expertise, and/or authoring articles published in peer-reviewed scientific journals.

Senior Survey Specialist. Act as Project Director for survey research projects that entail mail, field, web and phone methodologies. Make positive contributions by contributing to and directing the preparation, presentation, and follow-up for research proposals. Work with study

collaborators to develop, implement and monitor research designs. Manage day-to-day activities of on going research studies, prepare and present reports to client.

Requirements: Working with clients as a project manager, principle investigator or in other senior management or scientific roles, managing contract research, working closely with staff across a wide variety of substantive and technical fields, gaining recognition from peers and clients for technical expertise, authoring articles published in peer-reviewed scientific journals, BA/BS or MA/MS with 10 + years experience; PhD preferred.

Sheila Knight
Survey Director, Staffing and Recruiting Manager
Survey Research Division
RTI International
(919) 316-3925
Fax: (919) 541-1261
sknight@rti.org

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Date: Mon, 3 May 2004 15:39:35 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Organization: Competitive Edge Research & Comm.
Subject: Job Opening in Advance of Conference
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Please disseminate the following as appropriate:

Competitive Edge Research & Communication (CERC) -- where we've been collecting data, analyzing it and reporting on public opinion since 1987 - seeks a talented Research Analyst for work in San Diego. As the firm's name implies, we provide our clients with custom-designed, accurate and timely public opinion research (political, public policy and civic).

This position requires close work with the principal and directors of a close-knit firm on survey research projects. Core responsibilities include:

Data analysis

Performing statistical tests using multiple and logistic regression, factor and other analyses

Writing reports

Contributing value-added benefit to clients

Acquiring new research business (responding to RFPs, etc.)

Secondary responsibilities may include processing raw data for analysis, chart production and creating client presentations. Other responsibilities may be determined by the Director of Research

Qualified candidates will:

Possess excellent professional (not technical) writing skills

Possess, at minimum, a bachelor's degree in a social science

Have at least one year of work experience in survey research and an understanding of the statistics and methods employed (political campaign, marketing and public policy experience are helpful)

Be keenly analytic and inquisitive and enjoy working on political and public policy issues

Be detail-oriented while handling multiple projects

Be capable with SPSS (or demonstrate the ability to master it) and Microsoft Word or WordPerfect

Possess high professional standards and ethics

Spanish a plus

Salary will be commensurate with experience and skills and include healthcare and pension plans. CERC is an equal opportunity employer which does not discriminate on the basis of race, gender, age, religion or nationality.

If you want to work for a growing research firm where you can see the results of your research as well as the Pacific Ocean, Competitive Edge could be for you. E-mail your resume to john@cerc.net. I will attend the AAPOR Conference and will be available if you would like to pre-schedule a meeting.

John E. Nienstedt, Sr.

<<mailto:john@cerc.net>> john@cerc.net

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Date: Mon, 3 May 2004 20:02:19 -0400
Reply-To: CrossleyHM@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Helen M. Crossley" <CrossleyHM@AOL.COM>
Subject: Hotel room to share
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I have a room reserved at the main hotel from Tuesday to Sunday morning. I would be glad to share it, all or part of the time, with another non-smoking female. Reply to me. not the net.

Helen Crossley (CrossleyHM@Aol.com)

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Date: Tue, 4 May 2004 08:46:41 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Interview with Richard Burkholder on Gallup/PARC polling in Iraq
{01} (fwd)
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

(forwarded from the Teach-Soc list via the list for SAS (Society for Applied Sociology).

-Leora Lawton

April 29, 2004 Richard Burkholder, Gallup's director of international operations, talks about the firm's polling in Iraq *

<http://www.leftbusinessobserver.com/Radio.html>

November 6, 2003 Richard Burkholder, director of international polling for Gallup, on that firm's survey of Baghdad: how do Iraqis feel about the war, occupation, their future *

<http://www.leftbusinessobserver.com/Radio.html>

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=====
Date: Tue, 4 May 2004 13:30:39 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Description
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 the organization and not to the list=20

=20

Job Description:=20

=20

Founded in 1985, and headquartered in Arlington, VA, UTA is an information technology and professional services firm focused on delivering solutions for our clients that "Close the Gap Between the User and Technology."=20

UTA offers a broad range of services to a diverse government clientele in three distinct categories:=20

=20

*Technology Management - Homeland Security solutions, acquisition and program management services, management consulting, and IT investment and asset management.=20

=20

*e-Government and e-Business - information assurance, web development,

knowledge management, data warehousing and data mining.=20

=20

*IT Outsourcing - professional and technology staffing, network lifecycle support and help desk solutions.=20

=20

Job Description - A survey designer/methodologist is needed to play a lead role in the development and implementation of testing protocols for questions to be added to the the new American Time Use Survey. Candidates should have qualitative interviewing skills and experience conducting focus groups and cognitive interviews. Experience with household surveys and with computer-aided telephone interviewing (CATI) are desired, but not required. . Long-term position with the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics. Opportunities for publication and conference presentation.

=20

=20

A comprehensive benefits package is available.=20

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=20

=20

Contact Information:=20

Please submit resumes or inquiries to hines.kimberly@bls.gov <mailto:hines_k@bls.gov> , phone (202) 691-5980, fax (202) 691-5973=20

=20

=20

Thanks in advance for your time and interest.

=20

=20

=20

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Date: Tue, 4 May 2004 15:30:00 -0400
Reply-To: Phillip Downs <pd@KERR-DOWNS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Help
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

I am unfamiiar with a Quanvert file - will someone please offer a brief description. thanks

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

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Date: Tue, 4 May 2004 19:30:01 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: nonvoters
Comments: To: aapornet <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Does anyone know of any surveys of nonvoters? Are their opinions and preferences significantly different from those of voters?

--

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

web <<http://www.leftbusinessobserver.com>>

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Date: Tue, 4 May 2004 17:18:29 -0700

Reply-To: Doug Strand <dstrand@CSM.BERKELEY.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Doug Strand <dstrand@CSM.BERKELEY.EDU>

Subject: Re: nonvoters

Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@asu.edu

In-Reply-To: <[p05200f08bcbdd7d29e79@\[192.168.0.196\]](mailto:p05200f08bcbdd7d29e79@[192.168.0.196])>

MIME-version: 1.0

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

Doug,

Our research in 2001 found substantial differences. The overall pattern: nonvoters (and "passive" citizens by other measures of political participation) tended to be more conservative than voters (and high participants in other forms) on "family values" issues and more liberal on economic issues. See the Pew website where the executive summary of our Public Agendas and Citizen Engagement Survey (PACES) is posted.

http://www.pewtrusts.com/pdf/pp_paces.pdf (especially page 3) We can try to provide more info if you email us.

We are revisiting this question with our PACES '04 survey, which has been in the field since February of this year, and will go through the election, and, we plan, onward beyond that.

It is funded in part by a generous grant from Univ. of Maryland's Center for Information and Research on Civic Learning and Engagement (CIRCLE). Additional partners and benefactors would, of course, be most welcome. ;)

Best,
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 07:30 PM 5/4/2004 -0400, Doug Henwood wrote:

>Does anyone know of any surveys of nonvoters? Are their opinions and
>preferences significantly different from those of voters?

>--

>

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

>

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Date: Tue, 4 May 2004 20:18:40 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: nonvoters
Comments: To: Doug Henwood <dhenwood@PANIX.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <[p05200f08bcbdd7d29e79@\[192.168.0.196\]](mailto:p05200f08bcbdd7d29e79@[192.168.0.196])>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

To: Doug Henwood (et altera)

FYI. Retro Poll's controversial question about whether misleading the public and Congress into war based upon WMD is grounds for impeachment is again drawing strong support for impeachment as well as controversy in the poll that ends tomorrow. We clarified some of the wording, but the idea is the same: we provide a salient fact, you give your opinion. Some people (albeit a rather small percent) think that even if thousands died (and will continue to die) on all sides and Iraq has become a hopeless morass for the U.S. the key issue is whether Mr. Bush knowingly lied about WMD or just had bad intelligence advice. Obviously we have no way of validating which, but "misleadership" seems to me a fair generalization to cover both. Of course there is a difference between reckless manslaughter and pre-meditated murder. But you do go to jail for both. And there's always the old adage about where the buck stops. If it doesn't stop at the top with the President then I guess it's time for Alfred E. Newman to make his entrance as a candidate.

For the first time we've paid a reputable company to do some of our polling so that the total poll numbers will come in over 500 with a margin of error of +/- 3.5%. I'm waiting excitedly for the commercial data tomorrow to begin the analysis because our small volunteer sample (125) shows even more people saying the WMD situation is grounds for impeachment than the 39.7% we got back in October, 2003. We also have our usual (but now timely) question on support or opposition to torture, which got on our first poll back in 2002 precisely because government spokespeople suggested (in 2001 and 2002) that the U.S. would be justified in its use. Full results should be up on our web site next Monday, May 10.

Although your earlier comments put up on the AAPOR list last year were critical I think your bringing Retro Poll to the attention of the AAPOR list-serve and my attention to AAPOR was one of the best things that has happened to us. Since I've joined AAPOR I've received much feedback (more positive than negative) for the technical comments I post and some good assistance and advice for our project.

Best,

marc

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
Sent: Tuesday, May 04, 2004 3:30 PM
To: AAPORNET@asu.edu
Subject: nonvoters

Does anyone know of any surveys of nonvoters? Are their opinions and preferences significantly different from those of voters?

--

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

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Date: Wed, 5 May 2004 08:28:48 -0700
Reply-To: steve johnson <stevej@nsdssurvey.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: steve johnson <stevej@NSDSSURVEY.ORG>
Subject: Re: nonvoters
Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Contrary to Doug Strand's experience we found no significant difference in several surveys at the city level where respondents were asked about things such as city services, infrastructure improvements and tax measures. However, this was at a local level and about issues where all residents might well be expected to have similar interests.

On a similar issue, it is sometimes hard to get a good sampling frame for telephone surveys of voters, since telephone numbers are often not required on voters registration forms. Depending on the jurisdiction it can often be the case that sample bias may exist.

Best
Steve Johnson

Stephen M. Johnson, Ph.D.
President, Northwest Survey & Data Services
541-687-8976

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

Date: Wed, 5 May 2004 14:03:52 -0400
Reply-To: david_ginsburg@choicehotels.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Ginsburg <david_ginsburg@CHOICEHOTELS.COM>
Subject: Job Opening: Director, Custom Research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

We have an opening at Choice Hotels International for a newly created position in our Market Research group. Information about Choice Hotels International may be found at www.choicehotels.com. To apply, those interested should visit <http://erecruit.choicehotels.com/index.html>, click "View Job Posting/Apply for Job" and keyword search "Director, Custom Research"

The requirement of ten years custom marketing research experience is essential.

The salary is in the \$70Ks.

Job Description

Job Title:

Director, Custom Research

Location:

Silver Spring, MD

Reference:

290369

Org Marketing Statement

SUMMARY STATEMENT

Manage \$1 million custom research budget and develop annual custom research plan. Act as account executive with internal clients including Vice President Strategy and Development, Brand Strategy, Franchise Sales, Worldwide Sales and Strategic Alliances to review business needs and proactively propose studies to support strategic and brand planning, new product development, re-imaging and franchise sales. Direct quantitative and qualitative research among developers, intermediaries, licensees, consumers and other key constituencies and present implications and recommendations based on research findings.

ORGANIZATION

Reports to Senior Director, Consumer Information Systems

Consult with senior management, strategic planning management, franchise sales, brand management, partner services management and marketing management to design and execute custom research projects. For custom research:-identify business objectives-design best research methodology to answer business objectives using various methods (telephone, in-person, mail panel, email, internet panel, focus groups, mall intercepts, executive interviews) -prepare written proposal outlining method, cost and timing-submit rfps, evaluate and select research vendor-develop survey instrument-consult with internal client to ensure proposed survey answers objectives-pretest survey, as appropriate-monitor quality control of interviewing conducted by research vendor-manage vendor relationship to meet budget and timing needs-proof accuracy of data tabulations from vendor-analyze full survey results in written report, with recommendations and implications of findings to meet business objectives-prepare management level summary of findings and present, as needed

PRIMARY DUTIES AND ACCOUNTABILITIES

Direct research initiatives to support corporate strategic plan. Set and monitor yearly performance goals for senior management and middle management used to set compensation. Evaluate corporate logo.-Execute comprehensive research plan for new product development and franchise sales (Diplomat long-term new brand development plan, three brand prototype evaluations)-Evaluate proposed strategic alliances and product partnerships

for good fit with CHI for partner services (new product concept tests for web ads, product sales to hotels and other partnerships)-Direct re-imaging research (evaluate Comfort Inn logo and positioning)-Evaluate rate and selling strategy -Support new marketing initiatives (co-branded credit card, multicultural, government/military and ecrm marketing effectiveness) -Provide research for new brand initiatives (consumer hooks for brands, Clarion Collection, Diplomat single brand advertising, economy brands 100% satisfaction guarantee).

SKILLS, EDUCATIONAL BACKGROUND AND EXPERIENCE

- Ten years or more experience in custom marketing research including design, analysis and presentation of results, including three years of demonstrated account executive experience.
- Proven ability to interact effectively at all levels within the organization, including senior management.
- Both supplier and client side marketing research experience a plus.
- Familiarity with a full range of qualitative and quantitative research methods.
- Proven ability to negotiate with and motivate outside vendors successfully.
- Demonstrated ability to report research results, including implications and recommendations, in written reports and oral presentations.
- Working knowledge of statistics and databases
- Experience in the hotel industry a plus.
- An advanced degree in marketing, marketing research, social sciences, business management or equivalent work experience preferred.

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

=====
Date: Wed, 5 May 2004 11:18:40 -0700
Reply-To: Benjamin Highton <bhighton@UCDAVIS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Benjamin Highton <bhighton@UCDAVIS.EDU>
Subject: Re: nonvoters
Comments: To: aapornet@asu.edu
In-Reply-To: <[p05200f08bcbdd7d29e79@\[192.168.0.196\]](mailto:p05200f08bcbdd7d29e79@[192.168.0.196])>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Of possible interest might be an article Ray Wolfinger and I wrote on "The Political Implications of Higher [American] Turnout," published in the British Journal of Political Science (v.31, January 2001, pp. 179-192). We found only modest differences when we compared the actual voting population to the population of all eligible voters.

Ben Highton
Department of Political Science
University of California
Davis, CA 95616-8682

On Tue, 4 May 2004, Doug Henwood wrote:

> Does anyone know of any surveys of nonvoters? Are their opinions and
> preferences significantly different from those of voters?
> --
>
> Doug Henwood
> Left Business Observer
> 38 Greene St - 4th fl.
> New York NY 10013-2505 USA
> voice +1-212-219-0010
> fax +1-212-219-0098
> cell +1-917-865-2813
> email <mailto:dhenwood@panix.com>
> web <http://www.leftbusinessobserver.com>
>
> -----
> 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>
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Date: Wed, 5 May 2004 13:30:27 -0500
Reply-To: rday@rdresearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Day <rday@RDRESEARCH.COM>
Subject: Position Opening Senior Research Associate
Comments: To: "Aapornet (E-mail)" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Richard Day Research in Evanston IL, seeks a full-time Senior Associate. Our unique structure provides our clients with a great deal of value added throughout the course of an engagement. At the same time it makes finding the right senior people very difficult. For the right person, this can be a great opportunity. Two of our senior people have been with RDR for 19 and 20 years respectively. Our senior people work closely and continually with their clients. They must understand their needs and design projects to meet those needs. They are capable of performing sophisticated analyses. They analyze the results, write the reports and present the findings to clients.

We expect that a person who joins RDR will spend 1/3 of their time helping with ongoing projects, 1/3 to 1/2 dealing with clients that they bring and the rest learning our processes and teaching us what they know. Eventually they would grow their own group of clients that they will service with integrity and insight.

Our senior people are supported by at least one very capable Project Manager and an excellent field operation. We pay at the middle range based on CASRO norms and bonus in a way that well exceeds industry norms for high performers. Benefits include working with bright people, health and dental, profit sharing and 401K. Visit our website at www.rdresearch.com.

Qualifications

We expect that the person we are describing has a MINIMUM of five years of high level client contact. The candidate also has a core of loyal clients. We are particularly interested in people with a background in financial services and pharmaceuticals. High level work with not-for-profits is also a plus.

Additional comments:

Richard Day Research is a full-service market research firm serving corporate, government, and not-for-profit clients. Our capabilities include survey research, in-depth qualitative interviewing, and database and market analysis.

please respond to rdr@rdresearch.com

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

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Date: Wed, 5 May 2004 13:34:36 -0700

Reply-To: John Nienstedt <john@CERC.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Nienstedt <john@CERC.NET>

Organization: Competitive Edge Research & Comm.

Subject: Re: nonvoters

Comments: To: Benjamin Highton <bhighton@UCDAVIS.EDU>, AAPORNET@asu.edu

In-Reply-To: <Pine.GSO.4.58.0405051112490.3980@vidi.ucdavis.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Doug: We conducted a survey of San Diego County voters and non-voters a month prior to last year's CA recall election. We found a significant difference in vote preferences between the two groups. Specifically, 58% of the voters said they would vote "yes" to recall the Governor and 29% would vote "no" while just 42% of the non-voters would vote "yes" and 33% would vote "no." Note that non-voters were far more unsure how they would vote.

It has been my experience that registered voters who do not vote very often (as determined by previous turnout history) are far more likely to be unsure about candidates or measures than those who vote regularly. I think it's logical to assume that non-voters would be even more undecided than registrants who vote irregularly, though, aside, from the example above, I don't have much hard evidence to support this. However, this theory may go by the boards when it comes to the really

"big" issues (Presidential races, war, etc.) since, in this day and age, non-voters will almost necessarily pick up the information and form an opinion.

Finally, there is a book called "Non-Voters" out there somewhere.

John E. Nienstedt, Sr.
john@cerc.net
Get the edge at www.cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Benjamin Highton
Sent: Wednesday, May 05, 2004 11:19 AM
To: AAPORNET@asu.edu
Subject: Re: nonvoters

Of possible interest might be an article Ray Wolfinger and I wrote on "The Political Implications of Higher [American] Turnout," published in the British Journal of Political Science (v.31, January 2001, pp. 179-192). We found only modest differences when we compared the actual voting population to the population of all eligible voters.

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> New York NY 10013-2505 USA
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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, 5 May 2004 14:04:48 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Organization: Competitive Edge Research & Comm.
Subject: Graphics Software
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

We have used Harvard Graphics for a very long time and we're looking to move on to something more robust. Could someone please suggest a more versatile and powerful charting program? Thanks,

John E. Nienstedt, Sr.

<<mailto:john@cerc.net>> john@cerc.net

Get the edge at <<http://www.cerc.net/>> www.cerc.net

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

Date: Wed, 5 May 2004 18:50:02 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: nonvoters
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Thanks to all who weighed in, onlist and off, on the nonvoter issue - it's all been very helpful.

--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA

voice +1-212-219-0010
fax +1-212-219-0098
cell +1-917-865-2813
email <mailto:dhenwood@panix.com>
web <http://www.leftbusinessobserver.com>

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

Date: Thu, 6 May 2004 09:57:31 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Re: nonvoters
Comments: To: John Nienstedt <john@CERC.NET>, AAPORNET@asu.edu
Comments: cc: voogt@pscw.uva.nl
In-Reply-To: <00b001c432e0\$62767510\$1a01a8c0@CERC2.cerc.local>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

I just came across a study that might be of interest for this discussion :
the study of Robert Voogt for his Ph.D University of Amsterdam (chair of
his committee was Willem Saris) and recently published. He studied non
response bias in election polls, the gap between public, and politicians,
and actual election results. He shows that there is clearly non response
bias, and based on the descriptives presents a model that explains why non
response exists. An extension of this model shows promise to correct for
both non response and response bias.

Robert Voogt (not on this list) can be reached at voogt@pscw.uva.nl

Sunny regards from sunny Amsterdam

Edith

Dr. Edith D. de Leeuw, MethodikA
Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38 fax + 31 20 330 25 97
e-mail edithl@xs4all.nl

Fur is worn by beautiful animals and ugly people
Please sign petition against seal hunt of the International Fund for Animal
Welfare
<http://www.ifaw.org/ifaw/general/default.aspx?oid=85044>
or for Holland
<http://www.bontvoordieren.nl/informatief.php?item=3&sub=2> ><<http://www.bontvoordieren.nl/informatief.php?item=3&sub=2>

At 01:34 PM 5/5/2004 -0700, John Nienstedt wrote:

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>john@cerc.net
>Get the edge at www.cerc.net

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>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Benjamin Highton
>Sent: Wednesday, May 05, 2004 11:19 AM
>To: AAPORNET@asu.edu
>Subject: Re: nonvoters

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Date: Thu, 6 May 2004 09:12:30 -0500
Reply-To: Rob Daves <daves@STARTRIBUNE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Daves <daves@STARTRIBUNE.COM>
Subject: Conference reminder
Comments: To: aapornet@asu.edu
Comments: cc: mfrihart@goamp.com
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

Fellow researchers ...

Well, it's a week until our 59th annual AAPOR conference in Phoenix.

The conference planning team is excited about all the professional and scholarly events (and the for-fun ones, too) that AAPOR will be offering. There are several last-minute things I'd like to remind you about.

AUTHORS/PRESENTERS: If you are the author of a paper in a paper session, you should already have sent your paper to your session chair and discussant via e-mail. If you haven't, please find their e-mail addresses quickly by clicking on the presenter, chair, and discussant guidelines link in the conference box on the AAPOR home page at <http://www.aapor.org> and send them your paper.

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abstracts in the final program, also on AAPOR's web site. (Please use the link to the complete final program, not the shorter schedule of events.)

HEARD MUSEUM DINNER: This Thursday event will be memorable for the food, entertainment, conviviality, and educational opportunity that the Heard museum provides. Tickets are still available ahead of time, and I'll make sure there are some available Thursday at the conference registration desk.

Please accept my thanks ahead of time for your participation in the conference. I've had a lot of fun serving AAPOR the past two years, and look forward to enjoying the conference with you next week.

All best wishes,

Rob Daves, chair
2004 annual AAPOR conference

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Thu, 6 May 2004 14:01:20 -0400
Reply-To: "Featherston, Fran A." <ffeather@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Featherston, Fran A." <ffeather@NSF.GOV>
Subject: How do we deliver powerpoint slides for the AAPOR conference?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

I'm sorry to send this to everyone, but maybe others are also in the dark.
Do I just show up with a CD at the time of my presentation, or do I e-mail the file to someone?
(fran)

Fran Featherston
National Science Foundation
4201 Wilson Blvd.
Arlington, VA 22230
703-292-4221
ffeather@nsf.gov

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

From: Rob Daves [<mailto:daves@STARTRIBUNE.COM>]
Sent: Thursday, May 06, 2004 10:13 AM
To: AAPORNET@asu.edu
Subject: Conference reminder

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=====

Date: Thu, 6 May 2004 13:18:47 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Re: How do we deliver powerpoint slides for the AAPOR conference?
Comments: To: "Featherston, Fran A." <ffeather@NSF.GOV>, AAPORNET@asu.edu

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

The Presenter just needs to provide their CD/disc to the Audio/Visual personnel on-site at least one hour before the scheduled presentation time. They will do the rest.=20

=20

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

From: Featherston, Fran A. [mailto:ffeather@NSF.GOV]=20
Sent: Thursday, May 06, 2004 1:01 PM
To: AAPORNET@asu.edu
Subject: How do we deliver powerpoint slides for the AAPOR conference?

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

Date: Thu, 6 May 2004 20:10:54 -0400
Reply-To: "Dietram A. Scheufele" <das72@CORNELL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Dietram A. Scheufele" <das72@CORNELL.EDU>
Subject: MAPOR call for papers
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Annual Conference of the
Midwest Association for Public Opinion Research

POLARIZED PUBLICS?
OPINION AND MEASUREMENT IN THE 2004 ELECTION

November 19-20, 2004
Radisson Hotel & Suites, Chicago

This year's conference theme focuses on the challenges of measuring and interpreting public opinion in an election year. Depending upon your research interest, the theme can represent the methodological challenges facing the public opinion research industry in the current political climate, the conceptual issues surrounding public opinion research or, the implications of media coverage of polls in an election year. MAPOR invites proposals addressing any interpretation of the conference theme, as well as any area related to public opinion methodology, theory, and analysis of data. MAPOR is a chapter of the American Association for Public Opinion Research.

All paper and panel proposals must be received by 5 p.m. EST on June 30, 2004. Please send each submission only once, either by fax, mail or e-mail. Mail submissions should include four copies of the abstract.

Research Papers:

Submissions must be abstracts no longer than two typed, double-spaced pages. No full-length papers will be reviewed. Please list the name(s) of the author(s) and affiliation on a separate page (for blind reviewing). Include your full mailing address, telephone number, and e-mail address. Student submissions should be identified as such on the separate page. Indicate if you would prefer to present your paper in the poster session. You will receive notification of the action on your proposal by August 15.

Student authors are encouraged to participate in the MAPOR Fellow Student Paper Competition. (See Web site for more details.)

Panel Proposals:

Submit a written proposal (up to two double-spaced pages). Proposals should identify the topic, explain its importance, and list the potential panelists and their areas of expertise. Panels related to the conference theme are especially encouraged.

Send all submissions to:

Dietram A. Scheufele 308 Kennedy Hall
MAPOR Program Chair Ithaca, NY 14853
Department of Communication Fax: 607.254.1322, Phone: 607-255-2603
Cornell University e-mail: das72@cornell.edu

Check the MAPOR web site for conference news: <http://www.mapor.org>

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

Date: Thu, 6 May 2004 23:58:48 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Job Posting: Mid- to Senior Analyst/Executive
Comments: To: aapornet@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 8BIT

This is a job posting. I am looking to add a mid- to senior-level person analyst/executive for our Phoenix-based full service opinion research firm. Established firm. Equity and/or profit sharing potential. Our firm, position requirements, and application procedures are described in some detail on our website www.oneilresearch.com <<http://www.oneilresearch.com/>>

While I posted this a few months ago, I repost it now since the AAPOR conference affords an unusually convenient opportunity to meet. We did make a couple of very promising hires as a result of the posting a few months ago, but not at as senior a level as implied by this posting (5-10+ years experience).

This is NOT a replacement position for someone who is leaving. It is a position that, if filled, I hope will change the nature of what I do on a daily basis. (And for the numerous people I have discussed this with over the last couple of years, you should know that we have grown several internal staff members over the last couple of years significantly, but I am hoping to jump-start the process even more).

When I posted much of what follows last year, it produced the most interesting conversations I have ever had at AAPOR. So I repost, with some edits in the hopes of more of the same—or more.

If you are interested, send me an email and we can arrange to talk at the AAPOR Conference. If you get this at the last minute, at the conference, my cell is 602.316.8079.

Mike O'Neil

-----original post....with some modifications

It finally came. The dreaded AARP invitation. Certifiable old-fartdom. Damn tough pill to swallow for a rock n roll-raised/forever young baby boomer. (For those who have not yet reached this milestone, the vultures start mailing you when you are 49+ -- and they always find you).

Made me think of a conversation I had with the sage Mayer Zald when he visited here over 20 years ago. The subject was retirement. In all of my then-late-twenties innocence I asked him "Why would you ever want to retire?". I have remembered his response ever since, "After you have been doing the same thing for many years, you get to the point where you want to do something else. I heard him, but didn't really understand.

All these years later, I do now.

(2004 Note: after posting it last year a colleague of his wrote me: "You

know, he never did retire". Oh, well, the point was valid nonetheless.)

I have founded and run a research firm for over 20 years. I do high-level conceptualization, research design, edit all analytical reports, the usual stuff. I am also go-to guy when the toilet backs up (I know how to use a plunger and have the phone number of a handyman), do phone wiring, figure out how to manage when three people call in sick on the same day (work harder and faster and juggle), or just about anything else happens.

Twenty plus years. Doing more or less the same thing. And I would like Not to be doing exactly this forever. I am looking for a five- to ten-year Plan to extricate myself from day-to-day responsibilities.

The point of all this: I am looking to associate myself with a highly trained younger person to associate with, someone with long-term interests. While I am looking to hire someone, what sets this apart from the usual job offer, is that the job has the potential for very substantial equity in a successful profitable firm with a twenty year history. and in a location with 350 bright sunny days a year in America's sixth-largest (2004 Note: we are now #5, which surprises most of the people I tell this) and fastest-growing city to boot.

While I am open to a wide range of possibilities, anyone interested should know that this is a VERY HANDS ON organization (note above discussion of plumbing). The exact seniority of the person would seem to me to have some flexibility. For a more junior type, we could do the ten-year plan; for a more mid-career type, the five-year plan.

And for those who find such a long-term commitment daunting, I am quite willing to entertain discussions with others about more conventional employment, although this is a secondary consideration at the moment.

I assume anyone who is potentially interested is on AAPORnet, but if not, feel free to pass this on.

Mike O'Neil
www.oneilresearch.com
oneil@oneilresearch.com

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Date: Fri, 7 May 2004 08:40:31 -0400
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: Re: How do we deliver powerpoint slides for the AAPOR conference?
Comments: To: AAPORNET@asu.edu, MFlanagan@GOAMP.COM
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

I hope there will also be a presenter prep room, where folks can preview how their slides will look on these particular machines?

Although the guidelines for presenters specify PowerPoint 2000, it doesn't mention the operating system. I was at a conference earlier this year in which many of the presentations were mucked up, and it was thought that Windows XP was the culprit.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075
University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

>>> Mike Flanagan <MFlanagan@GOAMP.COM> 5/6/2004 2:18:47 PM >>>

The Presenter just needs to provide their CD/disc to the Audio/Visual personnel on-site at least one hour before the scheduled presentation time. They will do the rest.

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=====
Date: Fri, 7 May 2004 08:41:44 -0400
Reply-To: David Cantor <CANTORD1@WESTAT.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Cantor <CANTORD1@WESTAT.COM>
Subject: FW: FW: Software
Comments: To: AAPORNET@asu.edu
Comments: cc: "OPOKRAS@epi.umaryland.edu" <OPOKRAS@epi.umaryland.edu>
MIME-version: 1.0
Content-type: text/plain

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

From: Oliva Carter-Pokras [<mailto:OPOKRAS@epi.umaryland.edu>]
Sent: Thursday, May 06, 2004 5:37 PM

To: AAPORNET@asu.edu; David Cantor
Subject: Re: FW: Software

Thank you for sending me your suggestions regarding questionnaire design software. I have summarized the information I have received from AAPORNET listserv, APHA's Spirit of 1848 listserv, APHA's Latino Caucus listerv and colleagues here at Maryland. Let me know if I missed any important ones.

Questionnaire Design Software

Following are suggested questionnaire design software (e.g., QDS) which allow you to develop questionnaires, surveys and forms without the high cost of programming. These software support both interviewer-administered paper questionnaire and self-administered paper questionnaire (e.g., for the Health Survey Research Methods class and community surveys). There is a lot of questionnaire design software out there that is aimed towards CATI, CAPI, scannable forms or web-based/Internet surveys. I have included comments which I have received. I have not yet evaluated these myself.

Free (Epi Info and Survey Monkey mentioned several times):

- * Epi Info--CDC has a package called Epi Info that was designed for the rapid development and deployment of computer assisted interview schedules. The forms are based on ASCII text files so it is quite easy to create a paper instrument and then move it into the computer program. You can find it, and more about it at <http://www.cdc.gov/epiinfo/>
- * Survey Monkey--a free/very cheap survey development and dispersal mechanism. Everything you need is available on the web, so there is no messing around with postings or e-mails. Check out the website at: <http://www.surveymonkey.com> The survey development tools are very easy to use. The survey monkey compiles the results as well. You can receive 100 responses free per month or pay \$19.95 for up to 1000 responses per month.
- * Sphinxsurvey--you can build high quality surveys online using various templates at various websites for free. you can even have it answered online and the data can be analyzed using any software you like because it's usually tab delimited. it's best if it's just for one use so that you don't have to spend lots of money. i have used some of them. i liked sphinxsurvey because it was very straightforward and not expensive but it does have its limitations with regards to the length of questions but that's easily solved by splitting the questions into two. no problem if it's not a self-administered survey but it's a clarity problem if that's the case. it's great because it can be put into word as well.
- * CS Pro--Another really good system is supported by the Census Bureau and used in the Demographic and Health Surveys (DHS) is CS Pro, available at: <http://www.census.gov/ipc/www/cspro/index.html>
- * GAO has developed QPI (at www.gao.gov/qpl). It was originally used for CATI data collection efforts and recently has been modified for web-based data collections. However, you can get a printed copy of the survey. It is free. Documentation supporting the

package is on the site.

* ANSwer and EZ-Text--You should look at ANSwer and EZ-Text available for free at <http://www.cdc.gov/hiv/software.htm>. These are analysis programs and perhaps you are more interested in formatting programs, but they are still worth a look.

Cost (Teleform mentioned several times):

* Teleform--which is a component of the Verity family. It does all of your requirements and more. Please see the link: <http://www.verity.com/>

* QDS--the learning time is quick and the main advantages are that it builds the data dictionary AND the data file as you create your questionnaire and fill the questionnaire. the customer service is very nice and responsive and quick to address your problem when it is one they have not encountered yet.

i believe they put you automatically on the Q&A database. unfortunately, it is expensive.

* Flashlight Online--I'm not sure if this is exactly what you are looking for and was

thinking perhaps Flashlight Online would work for you. It is a web-based service for survey administration, creation and analysis.

Surveys can be web-based, or you can print out. Some of the web-based options may be okay for self-administration. I have not used it much.

Actually, I just got an account and will be using it more in fall classes that I am teaching. It seems many universities have accounts too which would keep the cost down. University of South Carolina has an account and so access is free for faculty and staff.

* SPSS QDS--I used a very straightforward QDS that was put out by SPSS. It was several years ago now and I can't recall the name. I went to their website and didn't see it right away, but they seem to have several QDS type products that might be worth looking at.

* Snap or teleforms: We researched and settled on Snap or teleforms. Thing is, these are software that help you create a survey, print a paper version, and it's also a scannable form. They are not interactive. An interviewer could not input the data directly and it definitely wouldn't be user friendly to a subject. They both may have these features in which someone could enter directly, but we did not look into this.

Olivia Carter-Pokras, Ph.D.
Associate Professor
Department of Epidemiology and Preventive Medicine
University of Maryland School of Medicine
Howard Hall 219
660 West Redwood Street
Baltimore, MD 21201-1596
410-706-0463
opokras@epi.umaryland.edu

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Date: Fri, 7 May 2004 06:30:29 -0700
Reply-To: "Katherine \"Kat\" Lind Draughon" <kat_lind99@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Katherine \"Kat\" Lind Draughon" <kat_lind99@YAHOO.COM>
Subject: Presenter Information - Powerpoints
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

AAPOR has purchased new Dell laptops for use at the conference. Each laptop is equipped with Microsoft Small Office Suite 2003 (Powerpoint, Word, Excel), and Adobe Reader. All have both Cdrom and floppy disk drives.

Kat Lind Draughon
Conference Operations Chair

=====
Katherine "Kat" Lind Draughon, PhD, MPH

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=====
Date: Fri, 7 May 2004 11:09:23 -0400
Reply-To: Carl M Ramirez <RamirezC@GAO.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Carl M Ramirez <RamirezC@GAO.GOV>
Subject: How to load PowerPoint files at the Conference
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

A clarification for presenters bringing files to display: the "Guidelines for Oral Presenters" posted on the conference web pages say to "bring the presentation on a floppy disk or CD-ROM and preload it onto the desktop of the computer provided in the assigned room prior to the start of your session. To avoid delays, please be in your presentation room at the very end of the prior session. To be on the

safe side, we recommended that you bring overhead transparencies that can be used if the computer equipment does not function properly." Also consult with your session chair to coordinate the file loading and especially if you are bringing your own laptop.

Carl Ramirez
AV Coordinator, Conference Operations Comm.

Carl Ramirez
Sr. Social Science Analyst
Center for Design, Methods & Analysis
U.S. General Accounting Office
Phone: (202) 512-3721
Fax: (202) 512-3774
Email: ramirezc@gao.gov

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Date: Fri, 7 May 2004 11:22:38 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: The 2000 WVS Sourcebook is just published
Comments: To: AAPORNet <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Miguel Basanez asked that I make sure this get on AAPOR net. =96 Nancy =
Belden

=20

_____ =20

=20

=20

Dear colleagues,

=20

Just a line to let you know that the 2000 World Values Survey

Sourcebook covering 81 countries, coordinated by Ron Inglehart=20

at the University of Michigan, has just been published. I am=20

copying below the link to Amazon.=20

=20

<<http://s1.amazon.com/exec/varzea/ts/exchange-glance/>>=20

=

<<http://s1.amazon.com/exec/varzea/ts/exchange-glance/Y04Y0107750Y9191160/>=
>
<http://s1.amazon.com/exec/varzea/ts/exchange-glance/Y04Y0107750Y9191160/>

=20

The new book shows a comparison with the 1990 data and also

includes a CD with the raw data. It's a must. Best regards=20

=20

Dr. Miguel Bas=E1=F1ez, President
Global Quality Research Corp
116 Village Boulevard Suite 200
Princeton, NJ 08540
Phone (609) 818-1531
Fax (609) 818-1529
e-mail: mb@globalqr.net

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Date: Fri, 7 May 2004 11:23:30 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: The 2000 WVS Sourcebook is just published
Comments: To: AAPORNet <AAPORNET@asu.edu>
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=====
Date: Fri, 7 May 2004 11:25:27 -0400

Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nancy Belden <nancybelden@BRSPOLL.COM>

Subject: passing along a memo

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

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>

<http://s1.amazon.com/exec/varzea/ts/exchange-glance/Y04Y0107750Y9191160/>

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=====
Date: Fri, 7 May 2004 11:26:24 -0400

Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>

Subject: Re: How to load PowerPoint files at the Conference

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

Content-type: text/plain

For those of us who are presenting papers that are the first of the day
[0830] can we assume that the hardware will be set up at least 30 minutes
before the session begins?

Nat Ehrlich, Ph.D.

Research Specialist

Michigan State University

Institute for Public Policy and Social Research
Office of Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Carl M Ramirez [mailto:RamirezC@GAO.GOV]
Sent: Friday, May 07, 2004 10:09 AM
To: AAPORNET@asu.edu
Subject: How to load PowerPoint files at the Conference

A clarification for presenters bringing files to display: the "Guidelines for Oral Presenters" posted on the conference web pages say to "bring the presentation on a floppy disk or CD-ROM and preload it onto the desktop of the computer provided in the assigned room prior to the start of your session. To avoid delays, please be in your presentation room at the very end of the prior session. To be on the safe side, we recommended that you bring overhead transparencies that can be used if the computer equipment does not function properly." Also consult with your session chair to coordinate the file loading and especially if you are bringing your own laptop.

Carl Ramirez
AV Coordinator, Conference Operations Comm.

Carl Ramirez
Sr. Social Science Analyst
Center for Design, Methods & Analysis
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Phone: (202) 512-3721
Fax: (202) 512-3774
Email: ramirezc@gao.gov

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Date: Fri, 7 May 2004 11:46:36 -0400
Reply-To: "Ugnow, David" <duglow@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ugnow, David" <duglow@RTI.ORG>
Subject: More baseball in Pheonix
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

For those of you who are not able to attend Leora's Thursday night outing to the Dbacks, Scott Crawford (MSI) and I have Friday 7:05 tickets to see the Expos (!), and there appear to be a number of available tickets. Stop by and say hi at section 110, Row 33, seats 13-14.

David Uglow
Research Computing Division
RTI International
PO Box 12194
Research Triangle Park, NC 27709
(919) 541-7123 voice
(919) 541-6178 fax
www.rti.org <www.rti.org>

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=====

Date: Fri, 7 May 2004 13:07:52 -0400
Reply-To: Jane Dockery <jane.dockery@WRIGHT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jane Dockery <jane.dockery@WRIGHT.EDU>
Organization: Wright State University
Subject: Windows XP impacts on WinCATI
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

On behalf of my colleague...you can reply to me or directly to david.jones@wright.edu

Our survey lab has recently (finally!!!!) upgraded to Windows XP and we have developed a problem. Whenever an interviewer completes a survey in WinCATI, the data saves twice, the second time with an asterick. We had not upgraded one of our stations that is still running Windows 98, and we are having no problems on it. Our computer people don't know why it is doing this on the XP stations. Has anyone else had this problem, and if so, how did you fix it?

Thanks,
David Jones
Wright State University

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=====

Date: Fri, 7 May 2004 15:47:35 -0400

Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Re: More baseball in Phoenix
Comments: To: AAPORNET@asu.edu
Comments: cc: "Uglove, David" <duglow@RTI.ORG>
In-Reply-To: <D5ADB34242C7A5448C88B36A7E89CB6D0434494D@rtints24.rti.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

But don't forget, Aaporians, the plenary is Friday evening. Norman Ornstein, an always enlightening, thoughtful and entertaining speaker, will be discussing the image of public opinion research and what we can do about it.
- Nancy Belden

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Uglove, David
Sent: Friday, May 07, 2004 11:47 AM
To: AAPORNET@asu.edu
Subject: More baseball in Phoenix

For those of you who are not able to attend Leora's Thursday night outing to the Dbacks, Scott Crawford (MSI) and I have Friday 7:05 tickets to see the Expos (!), and there appear to be a number of available tickets. Stop by and say hi at section 110, Row 33, seats 13-14.

David Uglove
Research Computing Division
RTI International
PO Box 12194
Research Triangle Park, NC 27709
(919) 541-7123 voice
(919) 541-6178 fax
www.rti.org <www.rti.org>

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Date: Fri, 7 May 2004 16:31:10 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Order-effects in Presidential Polling
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0

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

I'm remembering an article on the 2000 election discussing the impact of asking two trial heat questions--that what you get depends on whether you ask a three-way (Bush-Gore-Nader) or two-way (Bush-Gore) first. But I'm not coming up with the source. Worse, I'm not remembering the conclusion--which was the lesser of two evils--asking the two-way question first or the three-way question first. Can anyone help? JAS

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

visit our website: www.SelzerCo.com

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

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Date: Sun, 9 May 2004 08:53:12 -0400
Reply-To: Johnhuffmanjr@CS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Johnhuffmanjr@CS.COM
Subject: Position Posting
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

MBNA Customer Insights is hiring for several positions to further the company's growth through research findings. Qualified applicants should have a thorough knowledge of market research methodologies and applications, data collection methods, sample management, and various analytic techniques.

Location: Wilmington, DE (30 miles outside of Philadelphia)

To apply: Send resume or letter of interest to John.Huffman@mbna.com or Johnhuffmanjr@cs.com

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MBNA is the world's largest independent credit card issuer, with managed loans over \$90 billion. The company also provides retail deposit, consumer loans, and insurance products. The company maintains its international headquarters in Wilmington, Delaware, and has operations throughout the United States, in Canada, Ireland, and the United Kingdom.

Company Highlights/Work Environment:

We're MBNA, the largest independent credit card lender in the world. What sets us apart from other companies is our commitment to finding the right Customers and keeping them.

This goal helped us become the world's largest issuer of the Gold MasterCard®. As we continue to grow, our Customers remain our top priority. And that commitment means a world of opportunity for you, because people are the key to success at MBNA. MBNA has more than 25,000 people to serve our Customers in offices from Maine to Florida, from Maryland to California, and at our locations in Canada, the United Kingdom, and Ireland.

If you are highly motivated and want to work in a challenging environment, we want to hear from you. As an MBNA person, you will receive a highly competitive compensation and benefits package as well as exceptional opportunities to grow professionally and personally.

MBNA has attracted national attention for its work environment as well as its business performance. In 2001, the company was named one of Working Mother magazine's top 100 companies for family and work policies for the tenth consecutive year. For the fourth year in a row, FORTUNE magazine ranked MBNA one of the top companies to work for in the United States. Standard & Poor's reported that MBNA had the best five-year annualized return of any bank in the S&P 500.

MBNA has produced consistent earnings increases, averaging 25%, in each of the 44 quarters since it became a public company.

Company Benefits:

Here is a sample of Benefits offered by MBNA:

- Paid Holidays and Vacation
- Access to Fitness Centers
- Intramural Sports
- Healthful Meals
- Insurance, Medical, Dental, and Vision Coverage
- 401(k) Plus Savings Plan
- Access to Childcare
- Financial Assistance with Adoption
- Paid Leave for Parents of Newborns
- Paid Advanced Education

MBNA is proud to support workplace diversity and to be a voluntary Equal Employment Opportunity/Affirmative Action Employer.

John Huffman
Vice-President
R&D, Customer Insights
MBNA
Wilmington, DE
(302) 432-4501
Fax (302) 432-3087
John.Huffman@MBNA.com

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Date: Sun, 9 May 2004 17:59:32 -0700

Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Weather In Phoenix
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

It is currently 101 here (normal high = 91).

But conference attendees are in for a bit of a break: the high on Thursday is supposed to be 89, which is a very comfortable level. (The local refrain, sometimes spoken sarcastically, is "it's a dry heat).

But it is expected to creep up to the high 90s progressively by Sunday. That's nothing for us locals, but northerners might melt. (I left New England over 30 years ago, so have adapted).

The adventurous should consider a hike up Piestiwa Peak. An hour or so hike a 10-minute drive from the hotel. If you do, the vistas on the way up are very nice. But DO climb the last 20 feet (many don't know what they are missing and omit this); those 360-degree views are SPECTACULAR.

Mike O'Neil
www.oneilresearch.com

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=====
Date: Sun, 9 May 2004 21:44:25 -0400
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: Re: Weather In Phoenix
Comments: To: mike.oneil@ALUMNI.BROWN.EDU, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

I just wanted to add something that hasn't been noted in the recent helpful postings: Although Arizona is in the Mountain time zone, they don't do daylight savings time. So this time of year, they are really synched with Pacific time (and three hours behind the east coast). Important point if you are trying to schedule a conference call with the folks back home.

Mike has mentioned the heat; I also think the "dry" part can take adjustment. I find saline nose spray makes me more comfortable when I am Out West, and of course lots of skin cream.

And a note about hiking--I am bringing my boots and have a car rental and time available on Thursday morning, so if anyone else is available and interested in doing some hiking then, please let me know.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075
University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

>>> "Mike O'Neil" <mike.oneil@ALUMNI.BROWN.EDU> 05/09/04 8:59 PM >>>
It is currently 101 here (normal high = 91).

But conference attendees are in for a bit of a break: the high on Thursday is supposed to be 89, which is a very comfortable level. (The local refrain, sometimes spoken sarcastically, is "it's a dry heat).

But it is expected to creep up to the high 90s progressively by Sunday. That's nothing for us locals, but northerners might melt. (I left New England over 30 years ago, so have adapted).

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Mike O'Neil
www.oneilresearch.com

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=====
Date: Sun, 9 May 2004 19:31:00 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Subject: Re: Weather In Phoenix
Comments: To: Colleen Porter <cporter@phhp.ufl.edu>, AAPORNET@asu.edu
In-Reply-To: <s09ea64a.089@fuji.hp.ufl.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I should have added WATER, MUCH WATER if you hike. Since the dry heat evaporates your sweat, you are not aware of it. Triple what you normally carry.

And, of course, sunscreen. 5-6am is best time for hiking.

Mike O'Neil
www.oneilresearch.com

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

From: Colleen Porter [mailto:cporter@phhp.ufl.edu]
Sent: Sunday, May 09, 2004 6:44 PM
To: mike.oneil@ALUMNI.BROWN.EDU; AAPORNET@ASU.EDU
Subject: Re: Weather In Phoenix

I just wanted to add something that hasn't been noted in the recent helpful postings: Although Arizona is in the Mountain time zone, they don't do daylight savings time. So this time of year, they are really synched with Pacific time (and three hours behind the east coast). Important point if you are trying to schedule a conference call with the folks back home.

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And a note about hiking--I am bringing my boots and have a car rental and time available on Thursday morning, so if anyone else is available and interested in doing some hiking then, please let me know.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075
University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

>>> "Mike O'Neil" <mike.oneil@ALUMNI.BROWN.EDU> 05/09/04 8:59 PM >>>
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is supposed to be 89, which is a very comfortable level. (The local refrain, sometimes spoken sarcastically, is "it's a dry heat).

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Mike O'Neil
www.oneilresearch.com

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Mon, 10 May 2004 10:29:48 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Posting
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: hresourc@mdrc.org

Job Posting: Survey Research Analyst

MDRC, a leading public policy research organization, designs and studies programs intended to increase

the economic and personal well-being of individuals from low-income families. MDRC builds knowledge

by evaluating the effectiveness of social programs and actively disseminates research findings to policy

makers, government officials and program operators. MDRC's current areas of research include welfare

reform, community initiatives, education, children and youth.

Summary Description

MDRC is seeking to fill a Survey Research Analyst position in the Work, Community, and Economic

Security Department. The person assuming this position must be detail-oriented, have prior survey

research experience, be a self-starter that can make creative contributions to ensure the overall success of

the surveys and have an interest in doing social science research under the guidance and supervision of

leading public policy researchers. The analyst will provide direct coordination support on two to four

survey efforts, and ad-hoc general support to other evaluation projects as needed. The position involves

primary contact with internal staff and subcontractors which make good written and oral communication

skills a must. SAS programming ability is a plus. Responsibilities will include a range of technical and

non-technical tasks including: memo writing, documentation, literature searches, occasional: sample

drawing, survey data: collection, coding and cleaning, computer programming using SAS, and statistical

analysis.

Job Description

* Monitor all aspects of survey administration and track the progress of individual survey efforts to

ensure survey subcontractors are adhering to their contract workplans; response rate goals and

data file production timelines.

* Participate in the development, pre -testing, and administration time assessment of questionnaires.

Responsibilities will also include data file management for several survey efforts.

* Formatting public assistance program participant and program staff

questionnaires. Drawing

survey samples, administering, public assistance program staff surveys, cleaning coding and

analyzing data using SAS. Create visually appealing report templates using Excel and Word.

Qualifications

MA/MS or BA/BS with experience in: statistics, economics, public policy, sociology, psychology,

computer programming, mathematics, or a related field. Candidates should demonstrate significant

research experience with: SAS or another statistical programming language, spreadsheets, and quantitative

research techniques; strong research and technical writing skills a plus. Candidates must be organized,

comfortable working against deadlines, and able to work independently and as part of a team. Some on the-

job training is provided. Salary contingent upon experience.

Please send resume and cover letter to:

Human Resources Department

Survey Research Analyst Position

MDRC

16 East 34th Street, 19th Floor

New York, New York 10016

Fax: (212) 532-8453

Email: hresourc@mdrc.org

As an Equal Opportunity Employer, MDRC strongly encourages minorities, women, Vietnam-era veterans, and persons with

disabilities to apply. Legal work authorization required.

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

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Date: Mon, 10 May 2004 10:33:46 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Second Job Posting
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: hresourc@mdrc.org
=20

Job Posting: Technical Research Assistant
MDRC is a leading public policy research organization that designs and studies programs

intended to increase the economic and personal well-being of low-income individuals and

families. MDRC builds knowledge by evaluating the effectiveness of social programs and

actively disseminates research findings to policymakers, government officials, opinion

leaders, and program operators. MDRC's current areas of research include welfare reform,

community initiatives, education, and children and youth.

Summary Description

MDRC is seeking to fill a Technical Research Assistant position in the Work, Community,

and Economic Security Department. The person assuming this position must be detailoriented,

have a strong technical background, and an interest in doing social research under

the guidance and supervision of leading public policy researchers. Responsibilities will

include a range of technical and non-technical tasks including: computer programming using

SAS, data collection, data cleaning, statistical analysis, memo writing, documentation,

literature searches, and report coordination.

Staff work in a collegial atmosphere on project teams made up of specialists in various

social sciences, data collection and processing, and program design and management.

Qualifications

BA/BS in statistics, economics, public policy, sociology, psychology, computer programming,

mathematics, or a related field. Candidates should demonstrate significant research

experience with: SAS or another statistical programming language, spreadsheets, and

quantitative research techniques; strong research and technical writing skills a plus.

Candidates must be detail-oriented, organized, comfortable working against deadlines, and

able to work independently and as part of a team. Some on-the-job training is provided.

Salary contingent upon experience.

Please send resume and cover letter to:

Human Resources Department

Technical Research Assistant Position

MDRC

16 East 34th Street, 19th Floor

New York, New York 10016

Fax: (212) 532-8453

Email: hresourc@mdrc.org

As an Equal Opportunity Employer, MDRC strongly encourages minorities, women, Vietnam-era

veterans, and persons with disabilities to apply. Legal work authorization required.

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Date: Mon, 10 May 2004 11:33:28 -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 the organization and not to this message:=20
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Research Careers at

WESTAT

AN EMPLOYEE-OWNED CORPORATION

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WESTAT is an employee-owned corporation headquartered in Rockville, MD. We provide research and related services to agencies of the U.S. Government and to a broad range of institutional and business clients. Our diverse staff includes more than 1,700 professionals meeting the challenges of complex research projects. Westat currently has an immediate opening for the following position:

* Senior Research Associate (Job Code AA/HS/4445): This is an outstanding opportunity for a senior level social science researcher to assume a leadership role on epidemiologic and methodological studies. Responsibilities include leading project teams that coordinate with collaborators in the U.S. and abroad; developing study methodologies with prominent survey research companies with case-control, cohort, and intervention trial studies; and overseeing and preparing reports and briefs with an opportunity for data analysis and publication on some projects. The successful candidate will have a Ph.D. in research methodology, epidemiology, or a related field; at least 5 years of experience conducting epidemiologic and methodological research; and a demonstrated track record in writing grant and contract proposals. This candidate will also have excellent writing and organizational skills. Qualified applicants must have project management and proposal writing experience and survey methods expertise. Strong interpersonal skills are required as well as the ability to work well in a team environment.

=20

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additional career opportunities.

www.westat.com

=20

WESTAT offers a highly professional atmosphere and an outstanding benefits package, including life and health insurance, an Employee Stock Ownership Plan (ESOP), a 401(k) plan, flexible spending accounts, professional development, tuition assistance, and a credit union.

=20

WESTAT

Job Code AA/HS/4445

1650 Research Boulevard, Rockville, MD 20850-3195

Fax: (301) 294-2040; Email: resume@westat.com

=20

We are an equal opportunity employer.

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Date: Mon, 10 May 2004 11:36:48 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Second 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 the organization and Not to this Message:=20

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Research Careers at

WESTAT

AN EMPLOYEE-OWNED CORPORATION

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WESTAT is an employee-owned corporation headquartered in Rockville, MD. We provide research and related services to agencies of the U.S. Government and to a broad range of institutional and business clients. Our diverse staff includes more than 1,700 professionals meeting the challenges of complex research projects. We currently has an immediate

opening for the following position:

* Senior Study Manager (Job Code AA/HS/4443): We are seeking an individual to manage projects on evaluation of disability services and women's health programs. Experience in project management and proposal writing is required. A Ph.D. in psychology, sociology, educational psychology, public policy, public health, evaluation research or related field plus 3 or more years project evaluation or survey research experience is essential. A master's or ABD with at least 5 years related experience will be considered. The successful candidate should have excellent writing, analytic, and oral presentation skills and work well in a team environment. =20

=20

=20

Please visit our website for

additional career opportunities.

www.westat.com

=20

WESTAT offers a highly professional atmosphere and an outstanding benefits package, including life and health insurance, an Employee Stock Ownership Plan (ESOP), a 401(k) plan, flexible spending accounts, professional development, tuition assistance, and a credit union.

=20

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Job Code AA/HS/4443

1650 Research Boulevard, Rockville, MD 20850-3195

Fax: (301) 294-2040; Email: resume@westat.com

=20

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Date: Mon, 10 May 2004 11:51:41 -0500

Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Flanagan <MFlanagan@GOAMP.COM>

Subject: Third 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 the organization and not to this message:=20

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POSITION TITLE:

RESEARCH ASSOCIATE

=20

STATUS: Full-Time; Exempt

LOCATION: Menlo Park, CA

PROGRAM AREA: Public Opinion and Media Research

=20

POSITION SUMMARY: The Public Opinion and Media Research Group undertakes original research on the public's attitudes, beliefs, and experiences related to health and social policy issues. In addition, the group monitors coverage of health and health care issues across local and national media to better understand the role of the media in informing the public about these issues. Working independently or in partnership with major national media organizations, the group examines Americans' opinions on major health and social policy challenges in order to amplify the public's voice in national debates. The Research Associate will coordinate and assist in the design of surveys; conduct survey analysis; and write summary documents and other publications based on the survey results. =20

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PRINCIPAL DUTIES & RESPONSIBILITIES:

=20

- * Analyze survey data
- * Write summary documents and academic publications based on analysis
- * Coordinate and assist in the development of survey instruments
- * Prepare various forms of graphs, tables, and summary reports based on research data

- * Perform background research and literature review
- * Track and code health news stories
- * Oversee archiving all survey projects

=20

SPECIFIC TYPES OF KNOWLEDGE, SKILL & EXPERIENCE:

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- * Bachelors degree in a social science discipline (e.g., sociology, social psychology, political science, economics, public policy, or public health) or other relevant discipline required; advanced degree preferred
- * Quantitative research experience with developed analytical ability
- * Familiarity with survey research methods including instrument design and statistical evaluation of data
- * Proficiency in SPSS, Stata, or related statistical applications
- * Strong written and verbal communication skills
- * Ability to work independently and efficiently on concurrent projects
- * Willingness to develop strong working relationships with internal research staff, research firms, and partner organizations
- * Familiarity with key issues in health care, public health, and social policy, a plus.

=20

If this position is of interest to you, please send cover letter, resume, and references to:

=20

HR-Research Associate

The Henry J. Kaiser Family Foundation

2400 Sand Hill Road=20

Menlo Park, CA 94025

Fax: (650) 854-8037

E-mail: jobs@kff.org

No phone inquiries please.

=20

The Henry J. Kaiser Family Foundation is an Equal Opportunity Employer.

Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Mon, 10 May 2004 15:26:41 -0500
Reply-To: Lydia Saad@GALLUP.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lydia Saad <Lydia_Saad@GALLUP.COM>
Subject: Party ID Trend
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

Can anyone point me to a long-term trend in Party ID -- i.e. 1974 through 2003 -- that is not affected by mode of interview changes? Annual figures, or annual averages would be ideal.

Almost by definition, this would have to be a continuously maintained in-person trend. (I assume GSS, but am having trouble finding it readily compiled anywhere.)

Many thanks,

Lydia Saad

Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Mon, 10 May 2004 15:42:28 -0500
Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Subject: Re: Party ID Trend
Comments: To: Lydia Saad <Lydia_Saad@gallup.com>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<16D7ABF1B1E58D4CB432013854C338F9055F2EB9@exchn11.noam.gallup.com>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Lydia,

I'll be glad to run the data from 1972-2002 GSS file and send the results to you this evening if you don't get the data from elsewhere before then. Of course, you can also get Party ID from the American National Election Studies.

Norval Glenn

On Mon, 10 May 2004, Lydia Saad wrote:

> Can anyone point me to a long-term trend in Party ID -- i.e. 1974 through
> 2003 -- that is not affected by mode of interview changes? Annual figures,
> or annual averages would be ideal.
>
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> compiled anywhere.)
>
> Many thanks,
>
> Lydia Saad
>
> -----
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Mon, 10 May 2004 15:46:34 -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 responded directly to the organization and not to this message: =20
=20

Job Title: Research Manager

Location: New York, New York

Department: Public Relations

=20

=20

Overview:

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

=20

Responsibilities:

=20

- * Manage complex projects from concept through final presentation.
- * Analyze data and present findings to clients.
- * Advise clients on the appropriateness of survey design and use of survey data.
- * Provides "value add" consultative advice to clients.
- * Act as main liaison between client and internal research and support staff.
- * Design and field questionnaires.
- * Develop proposals (response to RFP's).
- * Create budget and project schedules; manage resources to meet commitments to clients.
- * Trouble shoot and quality check initial and final survey data.
- * Write reports of findings, including conclusions and recommendations.
- * Understand and communicate the business implications of research findings.
- * Utilize various data analysis programs.
- * Oversee data collection process.
- * Work with survey/questionnaire programmers and samplers to ensure the quality and quantity of survey data is accurate.

- * Potentially manage 1-2 direct reports.
- * Train new employees.

Requirements:

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- * MA, MS, (preferred) or related advanced degree in market research, social sciences, economics, statistics or business.
- * 3-5 years of Research experience.
- * Proven ability to manage several projects simultaneously.
- * Previous project management experience preferred.
- * Strong quantitative abilities.
- * Statistical background, including applications experience, decision modeling and multivariate analysis (preferred).
- * Customized Research experience preferred.
- * Supplier-side experience desired.
- * Excellent communication skills.
- * Working knowledge of statistical software (SPSS/SAS) highly desired.=20
- * Solid client management and project management skills.
- * PC/Windows skills required.

=20

Additional Information:

=20

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

=20

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

=20

To Apply:

=20

Please send resume and cover letter indicating Job Title to:

=20

E-mail: DGabriel@harrisinteractive.com

=20

An Equal Opportunity Employer M/F/D/V

=20

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=====
Date: Mon, 10 May 2004 23:09:41 -0400
Reply-To: Johnhuffmanjr@CS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Johnhuffmanjr@CS.COM
Subject: Position Posting: Telephone (CATI) Survey & Reporting
Comments: To: AAPORNET@asu.edu
Comments: cc: John.Huffman@mbna.com
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

MBNA Customer Insights is hiring for several positions to further the company's growth through research findings. This position is responsible for all programming aspects of research studies including, but not limited to questionnaire input, updates, and sample element utilization.

This position will interact with the Project Managers to ensure accuracy of programmed questionnaires, as well as, appropriate and sufficient elements are included in the sample to maximize results. They will also interact with a Database contact to understand all available sample elements and communicate this information to the project managers ensuring the most appropriate elements are used for each survey.

This position is responsible for tabulation using analytical software packages according to the definitions supplied by the Project Manager. Other responsibilities include monitoring internal efficiency and capacity to accurately project workload, exploration of data collection methods, and understanding compliance issues as they pertain to the research field.

Location: Wilmington, DE (30 miles outside of Philadelphia)

To apply: Send resume or letter of interest to John.Huffman@mbna.com or Johnhuffmanjr@cs.com

Company Overview:

MBNA is the world's largest independent credit card issuer, with managed loans over \$90 billion. The company also provides retail deposit, consumer loans, and insurance products. The company maintains its international headquarters in Wilmington, Delaware, and has operations throughout the United States, in Canada, Ireland, and the United Kingdom.

Company Highlights/Work Environment:

We're MBNA, the largest independent credit card lender in the world. What sets us apart from other companies is our commitment to finding the right Customers and keeping them.

This goal helped us become the world's largest issuer of the Gold MasterCard®. As we continue to grow, our Customers remain our top priority. And that commitment means a world of opportunity for you, because people are the key to success at MBNA. MBNA has more than 25,000 people to serve our Customers in offices from Maine to Florida, from Maryland to California, and at our locations in Canada, the United Kingdom, and Ireland.

If you are highly motivated and want to work in a challenging environment, we want to hear from you. As an MBNA person, you will receive a highly competitive compensation and benefits package as well as exceptional opportunities to grow professionally and personally.

MBNA has attracted national attention for its work environment as well as its business performance. In 2001, the company was named one of Working Mother magazine's top 100 companies for family and work policies for the tenth consecutive year. For the fourth year in a row, FORTUNE magazine ranked MBNA one of the top companies to work for in the United States. Standard & Poor's reported that MBNA had the best five-year annualized return of any bank in the S&P 500.

MBNA has produced consistent earnings increases, averaging 25%, in each of the 44 quarters since it became a public company.

Company Benefits:

Here is a sample of Benefits offered by MBNA:

- Paid Holidays and Vacation
- Access to Fitness Centers
- Intramural Sports
- Healthful Meals
- Insurance, Medical, Dental, and Vision Coverage
- 401(k) Plus Savings Plan
- Access to Childcare
- Financial Assistance with Adoption
- Paid Leave for Parents of Newborns
- Paid Advanced Education

MBNA is proud to support workplace diversity and to be a voluntary Equal Employment Opportunity/Affirmative Action Employer.

John Huffman
Vice-President
R&D, Customer Insights
MBNA

Wilmington, DE
(302) 432-4501
Fax (302) 432-3087
John.Huffman@MBNA.com

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Date: Wed, 12 May 2004 11:06:19 -0400
Reply-To: Erik Nisbet <ecn1@CORNELL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Erik Nisbet <ecn1@CORNELL.EDU>
Subject: Job Posting - Project Manager for Survey Research Institute at
Cornell University
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

The following is a job posting for a new survey project manager position at the Survey Research Institute at Cornell University.

Survey Research Project Manager

Description

Responsibilities:--Manage survey projects from planning, design, sampling, data collection, and analysis to written reports and delivery of findings. Develop survey questionnaires for mail, telephone (CATI), and/or Web surveys and focus group discussion guides. Program and prepare survey questionnaires for CATI software. Perform detailed analysis of survey results using statistical software. Assist Director of SRI in preparation of client proposals and research design. Assist with marketing of survey organization as needed.

Qualifications

Bachelors with 2-3 years experience or equivalent combination.
Minimum Bachelors degree in Statistics /Marketing / Sociology/ Psychology/ Economics or other quantitative field of study.
Advanced coursework in statistics, including multivariate.
Proficiency in SPSS or SAS, preferred familiarity with both.
Proficiency in MS Word, MS Excel, MS Access, MS PowerPoint
Desire and ability to analyze and interpret statistical data.
Strong written and verbal communication skills.
Ability to manage multiple projects from initialization to completion and meet tight deadlines.
Experience with survey research and data collection preferred.
Willing to work irregular hours (nights/weekends) as needed.

Located in the Finger Lakes region of New York State, Cornell University is committed to creating a more diverse and inclusive campus in which to work, study, teach and serve. o relocation assistance is provided for this position.

Interested parties should contact:

Yasamin Miller, Director
Survey Research Institute
Cornell University
B12 Ives Hall
Ithaca, NY 14853
ph: 607-255-0148
email: yd17@cornell.edu

Erik C. Nisbet

Senior Research Associate
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: Wed, 12 May 2004 13:54:01 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Dueling Pollsters
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

The Election Is Kerry's To Lose
John Zogby
<http://www.zogby.com/news/051004.html>

Inside the numbers: Zogby off base by picking Kerry this early
Matt Towery
<http://www.insideradvantage.com/stories/2004/may/11/803335.shtml>

--
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Date: Wed, 12 May 2004 15:25:34 -0400
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "DeBell, Matthew" <MDeBell@AIR.ORG>
Subject: education survey analysis training (and free trip to Washington DC)
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Please pass this announcement along to anyone who may be interested.

The National Center for Education Statistics (NCES) is sponsoring a 3-day advanced studies seminar on the use of the National Household Education Surveys Program (NHES) database for research and policy discussions. NHES is a series of surveys that provides descriptive data on the educational activities and experiences of the U.S. population, from early childhood to adult education, and offers policymakers, researchers, and educators a variety of statistics on the condition of education in the United States. These data are collected through telephone interviews with individual parents, youth, and adults.

The training is free, and takes place in Washington, DC, July 14-16, 2004. Hotel and transportation are paid for by the Department of Education.

For more information, and to apply, visit <http://nces.ed.gov/conferences/confinfo.asp?confid=3D120>

For more information on NHES, visit <http://nces.ed.gov/nhes>

--
Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-654-6503; fax 202-737-4918
mdebell@air.org

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Date: Mon, 17 May 2004 14:09:11 -0400
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: Climbing mountains at AAPOR
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

During the conference in Phoenix, I took advantage of the desert surroundings to do some mountain hiking, something I can't do much in flat Florida:)

I took part in two trips, one up the Echo Canyon summit trail to Camelback Mountain, the other in the wilderness area behind the conference resort. I was already sore from the first hike when a friend organized the second, but I yearned to come along.

I had good equipment: broken-in sturdy hiking boots, sunscreen and a hat. But most important were the people who came with me.

At one point I got stuck about a quarter of the way up a rock face. I couldn't go any farther, but I couldn't quite feel my way back down, either. I froze. A friend talked me down, telling me that I could do it.

When we came to a place where we were unsure whether to retrace our steps or take a different route down the hill, someone went ahead and scouted out the situation, figuring out the best way to go.

One sharp-eyed person noted a snake, and stood guard to watch it carefully so that the rest of us could go past, enabling us to concentrate on the slippery shale in front of us. One of the other folks was terrified of snakes, and everyone offered support. Someone suggested that making loud noise might scare the snake away, so another burst into singing, "We all live in a yellow submarine."

Neither hike was easy. Those of us not used to the altitude felt that our lungs were never really full. Some stretches of trail were in direct sunlight, which was pretty hot even in the morning. We slipped in some places, tripped in others, and at times I just decided to slide down on my bottom rather than risk a fall.

But it was so worth it. The view was magnificent. You could see for miles and miles, the patchwork of city streets and in the distance the other mountain ranges that were hidden from ground level. It was so peaceful, and at times I felt I could just float away from the mountainside, at one with the birds.

I was very glad for the opportunity to take those hikes, and grateful for the colleagues who were with me. Their support and good humor made a huge difference.

But then, isn't that exactly what AAPOR is about? We start with good equipment, our degrees and training. It takes someone to organize it.

Often, someone goes ahead to scout out the situation and tell us the best way to conduct a certain kind of research. Sometimes we are warned of danger (which is why it is so important to report research that didn't work out as expected). And when I get into projects that seem to be over my head, colleagues help talk me down and tell me I can do it.

At the AAPOR conference, we can see the big picture, the panoramic view of public opinion research (instead of just putting one foot in front of the other as we do in our everyday lives).

And like climbing a mountain, our work is hard, but it is worth it.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075
University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

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

Date: Mon, 17 May 2004 23:20:08 -0400
Reply-To: Dale Kulp <DKulp@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dale Kulp <DKulp@M-S-G.COM>
Subject: Virus Found in message "Mail Delivery (failure dkulp@m-s-g.com)"
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Norton AntiVirus found a virus in an attachment you (aapornet@asu.edu) = sent to Dale Kulp.

To ensure the recipient(s) are able to use the files you sent, perform a = virus scan on your computer, clean any infected files, then resend this = attachment.

Attachment: message.scr
Virus name: W32.Netsky.P@mm
Action taken: Clean failed : Quarantine succeeded :=20
File status: Infected

UiBwcm92aWRlcyBhcmUgaW4taG91c2UsIGFsbG93aW5nIGZvciBpbmRlbnNpdmsUsICJoYW5kc+KA
kW9uliBwcm9qZWN0IG1hbmFnZW11bnQuICANCg0KWW91IGNhbiBzZW5kIHlvdXIgcmVzdW11IHZp
YSBILW1haWwsIGZheCwgb3IgbWFpbCB0bzoNCg0KTWVsaXNzYSBKLiBIZXJybWFubg0KT3Bpbmlv
biwgUG9saWN5LCBhbmQgRXZhbHVhdGlviBSZXNIYXJjaCBHcm91cA0KSUNSL0ludGVybmF0aW9u
YWwgQ29tbXVuaWNhdGlvbNmgUmVzZWZyY2gNCjUzIFdlc3QgQmFsdGltb3JlIFBpa2UNCk1lZGlh
LCBQQSAAxOTA2Mw0KUDogNDg0LTg0MC00NDA0DQpGOiA0ODQ0ODQwLTQ1OTkNCm1oZXJybWFubkBp
Y3JzdXJ2ZXkuY29tDQp3d3cuaWNyc3VydmV5LmNvbQ0KSUNSOiBZXSBHYXRoZXIgaW5zaWdodCEN
Cg==

Date: Thu, 20 May 2004 06:30:06 -0700
Reply-To: Stephen Wenck <steve@SMDI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stephen Wenck <steve@SMDI.COM>
Subject: Education Survey Analysis Training

The National Center for Education Statistics (NCES) will sponsor a 3-day advanced studies seminar on the use of the Progress in International Reading Literacy Study (PIRLS) 2001 database for education research and policy analysis. The PIRLS 2001 study focuses on the achievement and reading experiences of children in 35 countries in the upper of the two grades with the most 9-year-olds (fourth grade in most countries including the United States). The study includes a written test of reading comprehension and a series of questionnaires focusing on the factors associated with the development of reading literacy.

This seminar is aimed at faculty and advanced graduate students from colleges and universities. Education researchers and policy analysts with strong statistical skills from state and local education agencies and professional associations are also welcome.

The training is free, and takes place in Washington, DC, June 28-30, 2004. Hotel and transportation are paid for by the Department of Education.

For more information, and to apply, visit
<http://nces.ed.gov/conferences/confinfo.asp?confid=140>

For more information on PIRLS, visit <http://nces.ed.gov/pirls>

Stephen Wenck
Synectics for Management Decisions, Inc.
1901 N. Moore St., Suite 900
Arlington, VA 22201
SteveW@smdi.com
703-807-2358

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 20 May 2004 11:41:08 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Isn't it mysterious how candidates do better in polls they pay

for?

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

Isn't it mysterious how candidates do better in polls they pay for?

PETER CALLAGHAN; The News Tribune

<http://www.tribnet.com/news/local/story/5091850p-5019386c.html>

Public opinion polling is science, not art, the pollsters tell us.

They have college degrees, after all. They use scientific-sounding jargon like reliability levels and margins of error and social desirability bias to convince Americans that they're not guessing.

And I want to believe them.

But then campaign season comes around and I see polls with conflicting results that just happen to serve the purposes of the candidates and parties that paid for the polls. It happened again just last week. In the morning came a press release from George Nethercutt's campaign. He is the Spokane-area congressman seeking the GOP nomination to challenge U.S. Sen. Patty Murray.

"New Poll Shows Washington Senate Race in Single Digits," read the release. The poll claimed that while 50 percent would vote to re-elect Murray, 41.1 percent would vote for Nethercutt. These are the kind of glass-half-full results that challengers are forced to trumpet. Yes, I'm behind, the candidate says. But it could be worse, and I'm catching up.

Within two hours of getting Nethercutt's release, we received a copy of a memo from Murray's campaign pollster. The Murray poll, using similar methods and taken within a few days of the Nethercutt poll, revealed a different Washington state. In a head-to-head matchup, Murray was the choice of 54 percent of the voters, with Nethercutt at just 31 percent, the poll claimed.

Even if the margin of error is taken into account, the polls are irreconcilable. Both can't be accurate reflections of the sentiments of likely voters. A cynic might conclude that the polls were interpreted to give the best results possible for the candidate who paid for them. That way, the campaigns can spin the media to report either that 1) Nethercutt is a legitimate challenger worthy of campaign contributions and press coverage, or 2) Murray's lead remains insurmountable and people looking for a close race should look elsewhere.

Why else are poll results released to the public and the press?

Bruce Pinkleton studies and conducts polls at Washington State University in Pullman. He is gentler with the pollsters than I would be.

"Under any random sampling situation, you have the chance that a poll is just wrong," Pinkleton said. How big a chance? A common reliability level

for polls is 95 percent, he said. That means five polls out of 100 could be dead wrong.

"We consider that an acceptable level of risk," he said. The two polls also could have subtle differences in the way the questions were phrased and asked, or in the way the sample was put together. For example, with caller ID and cell phones, it is becoming harder for pollsters to reach voters.

But couldn't the pollsters simply be helping their candidates win the spin?

"That's a reasonable position to take," he said. "You should be real careful about polls paid for by campaigns."

Good advice.

SNIP

Peter Callaghan: 253-597-8657 peter.callaghan@mail.tribnet.com

--

Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Date: Thu, 20 May 2004 12:17:25 -0400
Reply-To: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Subject: Re: Isn't it mysterious how candidates do better in polls they pay for?

Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I have a slightly different take on the issue of partisan polls. I think the more appropriate headline is "Isn't it mysterious how a candidate's opponent does worse in polls they don't pay for?" Let me explain.

My observations of partisan polls tend to show not that the candidate paying for the poll was inflated - in fact that candidate's numbers tended to come up close to the final result. It was more that the opponent's numbers were deflated.

Here is an example:

In the close U.S. House race in the Maryland 8th CD in 2002 Democrat = Chris Van Hollen was challenging Republican Connie Morella. Two = partisan polls were released almost simultaneously showing seemingly = completely different results.

Cooper and Secrest (D) 9/23-26/2002 511 Likely Voters
Van Hollen 50%
Morella 40%
Undecided 10%

American Viewpoint (R) 10/1-2/2002 400 Likely Voters
Morella 47%
Van Hollen 42%
Undecided 8%

I personally know both pollsters - Alan Secrest and Linda DiVall - and = have a lot of respect for their work and their credibility. So when the = final results were in for the election I went back and compared them to = the two seemingly contradictory polls.

Final Results
Van Hollen 51.7%
Morella 47.5%

Neither poll got the margin correct. The Democratic poll overestimated = Van Hollen's margin by 6 points - the Republican poll was off by 9 = points on the margin in the other direction.

However, amazingly, the Van Hollen number from the Democratic poll was = only off by a little more than a percentage point and the Morella number = from the Republican poll was only off by a half of a point.

I have several theories on why this might be the case. In then end I = think that each pollster is more likely to define as "undecided" or = "persuadable" the soft-supporters of the other candidate while counting = the soft-supporters of their own candidate as "decideds".

Following this example as an objective observer of the two Washington = Senate polls quoted in the article below I would take the Democratic = number from the Democratic Poll and the Republican number from the = Republican Poll and come up with a current estimate of Murray 54% = Nethercutt 41%. I am sure that if you ask non-partisan observers of the = race they would accept that margin as more realistic than either the 20+ = point margin in the Democratic poll or the single-digit margin in the = Republican poll.

Joe Lenski
edison media research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, May 20, 2004 11:41 AM
To: AAPORNET@asu.edu
Subject: Isn't it mysterious how candidates do better in polls they pay

for?

Isn't it mysterious how candidates do better in polls they pay for?
PETER CALLAGHAN; The News Tribune
<http://www.tribnet.com/news/local/story/5091850p-5019386c.html>

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SNIP

Peter Callaghan: 253-597-8657 peter.callaghan@mail.tribnet.com

--

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Baltimore MD 21209

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=====
Date: Thu, 20 May 2004 09:54:59 -0700
Reply-To: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <jbloom@DARKWING.UOREGON.EDU>

Subject: Re: Isn't it mysterious how candidates do better in polls they pay for?

Comments: To: AAPORNET@asu.edu

In-Reply-To:

<B1A5F9311134EC428870987BAC9938C372283F@emr01.edisonresearch.com>

MIME-version: 1.0

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

I addressed this issue in my AAPOR paper last year. The full paper is available at my web site, url immediately below, center. Here are the relevant sections:

<snip>

The Accuracy of Partisan Pollsters

An additional question of interest is the matter of whether partisan polls are as accurate as the more commonly published nonpartisan media or academic polls. Happily, this is a far easier question to address than the more general question of poll accuracy. The first question is whether partisan polls have a systematic bias in favor of their party's candidate. A look at Table 2 shows that this does indeed seem to be the case: in polls conducted by Democratic pollsters, Democrats did 3% better than the eventual election outcome, while Republican candidates were similarly blessed with an additional 2% by Republican pollsters (with just a slight net pro-Democratic bias among nonpartisan polls). As we will see below, this bias remains in a multivariate regression model. Partisan polls also had a larger absolute value average difference of 4% compared to 3%, larger median absolute value differences of 3% compared to 2%, and had far poorer prediction rates than nonpartisan polls.

It seems unlikely here that this is a result of partisan pollsters providing their clients with bad data. If that were the case, candidates would not spend so much money on polls. Rather, their polling data remains proprietary in all cases except those in which the campaign feels it would gain strategically from publishing the results. Since it is always better to be perceived as winning by more or losing by less, it is not surprising that the partisan polls that see the light of day tend to paint a rosier picture than the reality for the candidate who sponsored the poll.⁴ If this is the case, then both journalists and academics should be particularly careful when using the selectively published results of partisan polls. (More on this below.)

4. Thanks to Democratic pollster Mark Mellman for this observation (personal conversation at the Annual Meeting of the American Association for Public Opinion Research, May, 2003).

<snip to discussion of regression results>

Looking first at the coefficient for the type of poll, the bias of partisan polls remain, at 4% for Democratic pollsters and 2% for Republican pollsters, with both effects strongly significant statistically. So the caveat about reading with caution the results of published polls from partisan sources remains as strong as before.

<done with quotes from paper>

To summarize, it is not likely that partisan pollsters are routinely providing their clients with systematically inaccurate data. What is really going on is that campaigns understandably leak to the press only the polls that serve their strategic goals.

Having said that, the Washington Senate polls referred to here probably go beyond even this, raising another possibility. Polls use a variety of methods for fine-tuning their samples, and categorizing respondents into groups of registered voters, likely voters, etc. Polls also use a variety of weighting techniques, including no weighting at all. In fact, campaign pollsters frequently provide their clients with a variety of numbers ranging from rosy scenario to disaster as a way of laying out the potential for the strategic lay of the land in the campaign. This makes it even easier for campaigns to release selectively only the numbers best for themselves. Given the large differences among the polls, and in particular between the Nethercutt poll and ALL OTHERS, (not just the Murray poll) I suspect that the Nethercutt campaign (I stress that I am attributing this to the CAMPAIGN, not their POLLSTER) is playing games of this variety with their data.

And who can blame them? They are in a desperate situation and are probably having a lot of trouble trying to convince anyone (including the Republican party committees) to give them any money.

But even if we don't blame campaigns for giving it their best shot, we need to be VERY CAREFUL INDEED about giving any credence whatsoever to poll data leaked by campaigns. Joe's advice is right on the mark.

And simply going to the other campaign and getting their numbers ends up creating the impression that polls are completely unreliable, which is not the case at all. One of the primary reasons for the current public sense that polls are more unreliable than they actually are is the fact that partisan polls are reported, frequently balanced by partisan polls on the other side. This reporting technique of balancing sources on one side with sources on the other makes a great deal of sense for most areas, but probably not for polls.

My advice to journalists on the list-serve would be simply to consider any poll numbers leaked by campaigns to be radioactive and don't report them at all.

-- Joel

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

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Eugene, Oregon 97403-5245	Eugene, OR 97403-1284

Telephone: 541-346-0891
Facsimile: 541-346-0388

Telephone: 541-346-4861
facsimile: 541-346-4860

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 20 May 2004 10:58:29 -0700
Reply-To: Ellis Godard <ellis.godard@CSUN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ellis Godard <ellis.godard@CSUN.EDU>
Subject: VOIP call centers?
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

We're having some hardware and software difficulties establishing a call center with voice-over-IP phones (IP telephony for the lines) using Plantronics headsets and Survey System. The problems are various, including that Survey System won't dial a connection and, if one is dialed, the headsets are only carrying sound in one direction.

We believe that the problems may be more generic than the software, headsets, PCs, etc. involved, and that VOIP may be the problem. I know that one of us/you uses VOIP for distributed callers - does *anyone* use it in a call center setting?

Regards,
Ellis Godard
Asst. Professor
Cal State Northridge

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 20 May 2004 22:17:12 -0500
Reply-To: "Charles H. Franklin" <franklin@POLISCI.WISC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Charles H. Franklin" <franklin@POLISCI.WISC.EDU>
Subject: Re: Isn't it mysterious how candidates do better in polls they pay for?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=us-ascii
Content-transfer-encoding: 7BIT

Joe has a good point and more data seem to support him, at least at first cut.

Data are for the 2002 Governor and Senate races. There are 80 Dem polls, 90 Rep Polls and 820 Non-party polls.

Dem or Rep Poll % is the percent for the candidate WITHOUT any allocation of undecideds. (Allocation is hard and the unallocated number is what appears in the press release anyway.) The Dem or Rep Vote% is the party's percent of the TOTAL vote (with 3rd and 4th parties included.)

The average poll has negative error because of the lack of allocation of undecideds if nothing else, so we should look at the relative size of the error, not fixate on the general pattern of underestimates.

Here's what we get:

Dem Poll%-Dem Vote% for Dem Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-13.8800	-5.4150	-1.5900	-2.1830	0.5126	7.2660

Dem Poll%-Dem Vote% for Rep Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-19.85000	-11.57000	-8.20800	-8.53200	-5.31000	-0.08994

Rep Poll%-Rep Vote% for Rep Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-14.2100	-6.0380	-3.4410	-3.4990	-0.6957	7.8130

Rep Poll%-Rep Vote% for Dem Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-28.100	-12.270	-8.621	-9.393	-5.960	-1.564

So indeed, the Reps are closer for Reps and the Dems closer for Dems, while both have substantially higher error for their opposition.

How do the non-party polls do?

Dem Poll%-Dem Vote% for Non-Party Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-26.110	-8.329	-4.854	-5.477	-2.119	14.310

Rep Poll%-Rep Vote% for Non-Party Polls

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
-28.400	-9.079	-5.703	-5.667	-2.393	9.813

Here the results are MUCH more symmetric between the parties, though interestingly the mean and median error are LARGER than for the party polls WITHIN party. I think this suggests that the parties DO tend to MODESTLY overestimate their guy relative to the nonparty poll, but the partisans SERIOUSLY underestimate the support for the opponent, as compared to non-partisan polls.

Note numerous caveats about the above: I've not tried to pair polls within race and at approximately the same time. Similarly I've not taken account of the time from the election, which is considerable for many of these polls, AND party polls tend to be released earlier (more days from

election) than are non-party polls.

I continue to favor a story based on selective release: a party poll normally becomes publicly available IF someone with a stake in the election wants it released. The more polling you do the more chances you have to find the one that makes you look relatively better off, and that's the one you release. This is modestly supported in my data by the earlier release pattern for partisan polls-- they tend not to be released as election day draws near, when they might be more valuable to the campaign if kept confidential.

Alternative reasonable hypotheses partially depend on question order. If vote is always the first question asked, then this is less plausible. But if vote is sometimes asked after a variety of questions about the campaign then it is plausible that partisans tend to ask more about their own candidate producing and unintended bias when the vote question is finally asked. Since few release the questionnaire and none do so always, it is next to impossible to systematically test this.

Likewise decisions about who is a likely voter might differ between parties, resulting in some differences. And so on.

But so long as party polls are not universally released we'll never be able to be sure, and party pollsters can continue to claim that their private data got it "just right".

Charles

Charles H. Franklin
University of Wisconsin, Madison

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Date: Fri, 21 May 2004 07:24:21 -0500
Reply-To: Rob Daves <daves@STARTRIBUNE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Daves <daves@STARTRIBUNE.COM>
Subject: Re: Isn't it mysterious how candidates do better in polls they pay for?

Comments: To: AAPORNET@asu.edu, franklin@POLISCI.WISC.EDU

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Content-disposition: inline

Joe Lenski makes some excellent points about this posting, and I'm thankful for for Joel Bloom's and Charles Franklin's data. But I had a different and more visceral reaction to the newspaper columnist.

To me, the tone and much of the verbiage denigrates research and

researchers. Perhaps it's deserved, as Joel's and Charles' research seems to suggest. But as Joe points out, campaign researchers are paid to do their jobs well, which means for most practitioners, doing good research. Maybe I'm a bit touchy about the tone in the beginning of the column, especially lumping all pollsters together, because most of us who do polling for news organizations take it on the chin every time we do a poll that some candidate's handler doesn't like.

But to me, the tone adds to the "piling on" (pardon the sports metaphor) that those of us who poll for news organizations have to suffer. When audiences see these polemics, either in print and on talk radio and TV, it further chisels away at the overall image of political polls, no matter who does them. What the reader or listener takes away is that you can't trust any polls because they are tainted one way or another depending on the source - and that includes polls by news organizations.

I understand that the columnist is doing his job, just as campaign handlers are doing their jobs. I made that point to an NBC reporter last week. I like what Joel and Charles have done, which is present their data in an evenhanded, matter-of-fact tone.

We heard a lot about this phenomenon, pummeling the pollsters, at the conference. We also heard a lot about the image of public opinion research. We need to educate columnists, pundits, and others about the effect of pummeling pollsters because I'm sure that this bashing is just the tip of the iceberg compared with the things we'll see as we get closer to the election.

These were some thoughts running through my noggin coming off the conference, and my reaction as I head to the workout room where I'll the skin-thickening machine to prepare for the barrage of assaults in the upcoming election -- including the ones in my own newspaper's pages.

Rob Daves, director
The Minnesota Poll

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=====
Date: Fri, 21 May 2004 10:24:49 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: AAPOR's new Push Poll statement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Yea!

<http://www.aapor.org/pdfs/2004/pushpolls.pdf>

--

Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Date: Fri, 21 May 2004 11:44:04 -0400
Reply-To: pkmurray@rci.rutgers.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Patrick Murray <pkmurray@RCI.RUTGERS.EDU>
Organization: Eagleton Center for Public Interest Polling
Subject: Job Announcement - Eagleton
Comments: To: AAPORNET@asu.edu
Comments: cc: John Weingart <johnwein@rci.rutgers.edu>
In-Reply-To: <s0adaeb3.022@ngwgate1.startribune.com>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

JOB ANNOUNCEMENT

Director, Center for Public Interest Polling
Eagleton Institute of Politics
Rutgers, The State University of New Jersey
New Brunswick, New Jersey=20
=20

The Eagleton Institute of Politics at Rutgers, The State University of =
New
Jersey, seeks a Director for its Center for Public Interest Polling =
(CPIP).
Founded in 1971, CPIP is one of the country's oldest and most respected
university-based survey research centers. Although best known for the
regular surveys of the New Jersey public it conducts in partnership with =
the
state's largest newspaper, most of CPIP's work focuses on public policy
contract research with government, nonprofit and academic organizations. =

The Director is responsible for leading and managing the Center's =
current
research, public service and education programs and developing plans for =
its
future. Applicants should have extensive experience in survey research =
and
policy analysis, as well as a background that includes managerial and

fundraising experience. Potential for a faculty or staff appointment; applicants with a Ph.D. in a relevant discipline are strongly preferred.

Resumes and letters of interest should be submitted by June 7, 2004 to: cheryl.gaffney@rutgers.edu or Cheryl Gaffney, Eagleton Institute of Politics, 191 Ryders Lane, New Brunswick, NJ 08901. Rutgers is an Affirmative Action/Equal Opportunity Employer. Eagleton website: www.eagleton.rutgers.edu.

Patrick Murray
Associate Director
Star-Ledger/Eagleton-Rutgers Poll
<http://slerp.rutgers.edu>
Center for Public Interest Polling
<http://eagletonpoll.rutgers.edu>
Eagleton Institute of Politics
185 Ryders Lane, New Brunswick, NJ 08901
732-932-9384 x-243; 732-932-1551 (fax)

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Date: Fri, 21 May 2004 14:28:05 -0400
Reply-To: "Christopher Karadjov, Asst. Professor, Journalism"
<karadjov@OSWEGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Christopher Karadjov, Asst. Professor, Journalism"
<karadjov@OSWEGO.EDU>
Organization: SUNY-Oswego
Subject: Conjoint analysis
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

AAPORists-

I am looking for someone with experience in conjoint analysis. Particularly, I am curious whether the Conjoint Analysis module for SPSS 12.0 is of any help or there may be some better (cheaper?) software for such tasks?

Chris Karadjov

Christopher D. Karadjov, Ph. D.
Assistant Professor
Communication Studies Department
9 Lanigan Hall
State University of New York at Oswego
Oswego, NY 13126
Phone: (315) 312-3526
Fax: (315) 312-5658
E-mail: karadjov@oswego.edu <mailto:karadjov@oswego.edu>

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Date: Fri, 21 May 2004 17:09:14 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Pollsters Score Low with the Public
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Pollsters Score Low with the Public
By Peter Coy
Business Week
http://www.businessweek.com/bwdaily/dnflash/may2004/nf20040520_8555_db038.htm

The industry barely escaped being put in the new Do Not Call registry. Now it realizes it has some serious image-polishing to do. With a Presidential election approaching, pollsters are in the limelight this year. But that doesn't mean they're popular. More and more Americans believe polls are unscientific, unreliable, biased, privacy-invading, and a waste of time. The reputation of pollsters is down around the abysmal level of that of journalists or used-car salesmen in the public's mind. Pollsters know this depressing news because they asked. And now more than ever, they believe they must work to improve their image.

The urgency was brought home last fall, when pollsters and other public-opinion researchers were nearly swept into the net of the national Do Not Call registry. Having to comply with the registry would have been lethal to the survey biz: Most phone questionnaires are based on a system called random-digit dialing, which is supposed to give every household in the country an equal chance of being contacted. If big swaths of households were declared off-limits, accurate assessments of the public's mood would become extremely difficult.

Telemarketers complained last year that they were unfairly singled out when Congress targeted them with the Do Not Call registry. A federal judge in

Denver took the telemarketers' side. That raised fears that Congress would answer the telemarketers' complaint by applying the registry to other groups that had gone unmentioned, including survey researchers. Luckily for the pollsters, a federal appeals court overturned the Denver judge's decision.

TALKING POINTS. Now, though, some states are threatening to go beyond the feds with Do Not Call rules that could include survey researchers. "We're still in the gun sights," says Mark Schulman, a New York survey researcher and past president of the American Association for Public Opinion Research. Schulman spoke recently at the AAPOR's annual meeting in Phoenix. Another speaker was political analyst Norm Ornstein, who said, "The sense of bias, the sense that the messenger has an agenda is increasing."

To buff their image, pollsters are working up a campaign aimed at influential "elites," such as federal and state lawmakers, radio talk-show hosts, and journalists. Three key messages they hope to convey:

- . Surveys produce important information. For instance, the government uses surveys to find out how many people are unemployed, whether the rate of teenage smoking is rising or falling, and how many children haven't been immunized.

- . Surveys are scientific. In a series of recent focus-group sessions, researchers were appalled to discover that participants thought a survey of the U.S. wouldn't be valid unless many thousands or millions of people were included. In fact, researchers argue that 1,000 people is plenty, as long as they're randomly chosen. The metaphor: A chef doesn't need to drink a whole pot of soup to tell how salty it is.

- . Surveys are unbiased. Most surveys are aimed at finding out the truth, so it's important for researchers to ask questions in a neutral way and reach a representative cross-section of the public.

Of course, the industry faces a tricky problem here: Researchers acknowledge that some surveys are indeed worthless, unscientific, or biased. Yet, survey researchers don't want to submit to government regulation for fear of losing their independence, though industry self-regulation tends to respond to egregious offenses only after the fact.

What to do? One option might be the equivalent of a Good Housekeeping Seal of Approval that would be bestowed on valid surveys that meet certain industry standards before questioning of the public is sanctioned. "We've got to look into that," says Nancy Belden, the AAPOR's new president.

"CORROSIVE." Pollsters know they have an uphill battle to improve their image, since they're dealing with controversial issues in the middle of a close election battle. Analyst Ornstein surveys the differences on core national security, economic, and social issues dividing the so-called Red States and Blue States and sees "an increasingly polarized and corrosive political environment."

If they don't rebuild their image and thwart draconian regulation,

pollsters may have to look for another line of work -- like journalism or selling used cars?

BusinessWeek Economics Editor Coy attended the pollster confab in Phoenix
Edited by Douglas Harbrecht

--
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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=====

Date: Sun, 23 May 2004 10:07:04 -0400
Reply-To: Mike Donatello <MDonatello@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <MDonatello@COX.NET>
Subject: Re: Conjoint analysis
Comments: To: AAPORNET@asu.edu
In-Reply-To: <40AE4A35.7070307@oswego.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Chris,

I have not used it in a while, but as far as I know the SPSS module will do basic full-profile/factorial designs only. It will not work with discrete choice or adaptive methods like Sawtooth's products will. OTOH, it's a lot cheaper than Sawtooth's stuff and is integrated with the rest of the SPSS suite.

If you can live with those restrictions, I'd recommend it.

--
Mike Donatello
Director, Survey Solutions
comScore Networks, Inc.
11465 Sunset Hills Rd., Ste. 200, Reston, VA 20190
W 703.438.2372 F 703.438.2051 M 703.582.5680
MDonatello@comscore.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Christopher Karadjov,

Asst. Professor, Journalism
Sent: Friday, 21 May, 2004 14:28
To: AAPORNET@asu.edu
Subject: Conjoint analysis

AAPORists-

I am looking for someone with experience in conjoint analysis. Particularly, I am curious whether the Conjoint Analysis module for SPSS 12.0 is of any help or there may be some better (cheaper?) software for such tasks?

Chris Karadjov

Christopher D. Karadjov, Ph. D.
Assistant Professor
Communication Studies Department
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Oswego, NY 13126
Phone: (315) 312-3526
Fax: (315) 312-5658
E-mail: karadjov@oswego.edu <mailto:karadjov@oswego.edu>

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Date: Sun, 23 May 2004 14:35:37 -0400
Reply-To: PAHARDING7@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Harding <PAHARDING7@AOL.COM>
Subject: Re: Pollsters Score Low with the Public
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Leo Simonetta suggests a partial solution here:

One option might be the equivalent of a Good Housekeeping Seal of Approval that would be bestowed on valid surveys that meet certain industry standards before questioning of the public is sanctioned. "We've got to look into that," says Nancy Belden, the AAPOR's new president.

In the 1960's, the commercial audience-measurement services -- both for

television and radio --
instituted just such a plan, in response to threats from the Federal Trade
Commission. And that led to the establishment of the Broadcast Ratings
Council
(later the Electronic Media Ratings
Council). In simplest terms, the purpose of the BRC was to ensure that the
ratings services "say what they do and do what they say." To make that
determination, auditing firms were brought in
(Price Waterhouse, Ernst & Ernst) to observe the ways in which the services
proceeded, and if
nothing terribly awful emerged for any one of them, that service was allowed
to put the BRC logo on the cover of its ratings report.

The trouble with this arrangement was the lack of standards against which to
evaluate an individual service's performance. There were, for example, no
standard definitions of broadcast research terminology; nor were there
standards
for what information (e.g., sample size, stations' engaging in audience
"hypoing" during ratings periods) was required to be publicly disclosed.
Those two needs were in fact met and uniformly applied; the logical third
step would have been for the BRC to set forth minimum standards that had to be
met in order qualify for its seal of approval.

At that, the FTC balked, ruling that the existence of such minimum standards
of performance (as opposed to the ratings services' simply disclosing the
practices actually used to obtain the published numbers) constituted restraint
of
trade and therefore would not be permitted.

This would be a good thing to keep in mind in speaking of a "Good
Housekeeping Seal
of Approval that would be bestowed on valid surveys that meet certain
industry standards..."
The creation of such standards was what stuck in the Commissioners'
collective throats; that was, of course, long ago at a time of a much more
stringent
FTC. Moreover, the exercise of
standard-setting will certainly meet with opposition from AAPOR
member-companies; certainly the Nielsen's, ARB's and other audience
measurement services in
existence back then -- and there were a lot fewer than there are research
companies today -- weren't exactly wild about the idea. Still, if that
seal-of-approval idea, or some variant of it, were to move us appreciably
ahead toward
the image-burnishing objectives listed under TALKING POINTS, the investment of
effort required could turn out to be well-justified.

Phil Harding

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Date: Sun, 23 May 2004 22:31:38 -0400
Reply-To: Steven Kull <skull@PIPA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@PIPA.ORG>
Subject: Re: Pollsters Score Low with the Public
Comments: To: PAHARDING7@AOL.COM
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I think that a central part of the problem is the inability to understand random sampling. I have been struck how this is true even when among those with high levels of education. Perhaps AAPOR should launch an initiative to have basic information about random sampling and polling be part of high school curricula. In a democracy all citizens are consumers of polls and understanding something about how they work should be part of any basic education.

Steven Kull

Philip Harding wrote:

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>
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> Phil Harding

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

Date: Mon, 24 May 2004 09:25:03 -0400
Reply-To: "Prisuta, Robert" <RPrisuta@AARP.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Prisuta, Robert" <RPrisuta@AARP.ORG>
Subject: Re: Pollsters Score Low with the Public
Comments: To: Steven Kull <skull@PIPA.ORG>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Since CMOR has been attempting to provide public education and advocacy support for the survey research industry for a while, perhaps a partnership/collaboration between CMOR and AAPOR would add additional needed leverage to this effort. This is especially true now that CASRO and CMOR have apparently parted company.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steven Kull
Sent: Sunday, May 23, 2004 10:32 PM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Score Low with the Public

I think that a central part of the problem is the inability to understand random sampling. I have been struck how this is true even when among those with high levels of education. Perhaps AAPOR should launch an initiative to have basic information about random sampling and polling be part of high school curricula. In a democracy all citizens are consumers of polls and understanding something about how they work should be part of any basic education.

Steven Kull

Philip Harding wrote:

- > Leo Simonetta suggests a partial solution here:
- >
- > One option might be the equivalent of a Good=20
- > Housekeeping Seal
- > of Approval that would be bestowed on valid surveys=20
- > that meet certain
- > industry standards before questioning of the public is
- > sanctioned. "We've
- > got to look into that," says Nancy Belden, the AAPOR's
- > new president.
- >
- > In the 1960's, the commercial audience-measurement services -- both=20
- > for television and radio -- instituted just such a plan, in response=20
- > to threats from the Federal Trade Commission. And that led to the=20
- > establishment of the Broadcast Ratings Council (later the Electronic=20
- > Media Ratings Council). In simplest terms, the purpose of the BRC was
- >
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- > say." To make that determination, auditing firms were brought in
- > (Price Waterhouse, Ernst & Ernst) to observe the ways in which the
- > services
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- > nothing terribly awful emerged for any one of them, that service was

allowed

> to put the BRC logo on the cover of its ratings report.

>

> The trouble with this arrangement was the lack of standards against=20

> which to evaluate an individual service's performance. There were,=20

> for example, no standard definitions of broadcast research=20

> terminology; nor were there standards for what information (e.g.,=20

> sample size, stations' engaging in audience "hypoing" during ratings=20

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> At that, the FTC balked, ruling that the existence of such minimum=20

> standards of performance (as opposed to the ratings services' simply=20

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> numbers) constituted restraint of trade and therefore would not be=20

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>

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> collective throats; that was, of course, long ago at a time of a much

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> standard-setting will certainly meet with opposition from AAPOR

> member-companies; certainly the Nielsen's, ARB's and other audience

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> existence back then -- and there were a lot fewer than there are

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> effort required could turn out to be well-justified.

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> Phil Harding

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> -----

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Date: Mon, 24 May 2004 10:03:08 -0400
Reply-To: Yasamin Miller <yd17@CORNELL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Yasamin Miller <yd17@CORNELL.EDU>
Subject: US travellers to Costa Rica
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

We have a client who is interested in finding individuals in the US who have travelled to Costa Rica (for any purpose) within the last five years. SMG (or Genesys) has a list of self-identified foreign travellers, but this is still not narrow enough.

Does anyone have any ideas or recommendations on how one might go about identifying this population?

Many thanks,

Yasamin

Yasamin Miller, Director
Survey Research Institute - SRI
168 Ives Hall
Cornell University
Ithaca, NY 14853
tel: 607-255-0148
fax: 607-255-7118
em: yd17@cornell.edu

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Date: Mon, 24 May 2004 09:33:57 -0500
Reply-To: Maxwell Drain <MDrain@PRESSGANEY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Maxwell Drain <MDrain@PRESSGANEY.COM>
Subject: POSITION POSTING: Research Associate
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

POSITION AVAILABLE: Research Associate

=20

Press Ganey Associates, Inc., the leading national patient satisfaction = measurement company, is currently seeking a Research Associate in our = Research & Development Department. This Research Associate will lead = the design, testing, and maintenance of questionnaires and research = processes; respond to statistical and research methodology questions = from internal and external clients; analyze data from questionnaires; = and write articles for publication and presentation.

=20

The successful candidate will have thorough knowledge of research = methods and applied statistics, demonstrated excellence in written and = verbal presentations of research, and excellent organizational and = interpersonal skills. This person will also have experience using SPSS, = database management, graphic design, spreadsheet, and word processing = applications. Graduate degree, PhD preferred, in social science, = business, or health care is required.

=20

LOCATION:

South Bend, Indiana

=20

TO APPLY:

For immediate consideration, please send a letter of application, resume = or curriculum vitae, and a writing sample to:

=20

Employment Manager
Press Ganey Associates, Inc.
404 Columbia Place
South Bend, IN 46601
employment@pressganey.com

=20

COMPANY OVERVIEW:

Press Ganey Associates, Inc.
Founded in 1985 and headquartered in South Bend, Indiana, Press Ganey = Associates is the health care industry's leading independent vendor of = satisfaction measurement and improvement services. Preceptor=AE--the = firm's system of products, services, and people--offers partnership, = guidance, technology, and solutions to organizations across the entire = spectrum of health care. The firm annually processes nearly 8 million = completed surveys in all 50 states and abroad, and serves close to 6,000 = health care facilities, 30% of the total acute care market, and 40% of = all hospitals with more than 100 beds. In addition, Press Ganey has been = chosen by more than 138 major health care systems as their preferred = satisfaction measurement provider.

=20

We offer a casual work environment with full benefits and a competitive = compensation package that includes medical, dental, vision, life = insurance, and a 401(k).

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Date: Mon, 24 May 2004 10:16:47 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Organization: CERC
Subject: Re: Pollsters Score Low with the Public
Comments: To: "Prisuta, Robert" <RPrisuta@AARP.ORG>, AAPORNET@asu.edu
In-Reply-To: <3D40001524F4A944828DF55231EE103001488555@mbs05dc.na.aarp.int>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I like Steve's idea. Kids should be exposed to random sampling and learn the basics of how it works. Calculating the number of polls the typical adult will come across in a lifetime could provide a useful figure to state the case for more education.

John E. Nienstedt, Sr.
john@cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Prisuta, Robert
Sent: Monday, May 24, 2004 6:25 AM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Score Low with the Public

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steven Kull
Sent: Sunday, May 23, 2004 10:32 PM
To: AAPORNET@asu.edu
Subject: Re: Pollsters Score Low with the Public

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Date: Mon, 24 May 2004 22:40:39 +0300
Reply-To: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Vladimir I. Paniotto" <paniotto@KMIS.KIEV.UA>
Organization: KIIS
Subject: Exit poll errors
Comments: To: AAPORNET <AAPORNET@asu.edu>
Comments: cc: WAPOR NET <WAPOR@UNL.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Dear colleagues,

We had elections of Major in small city Mukachevo
(West part of Ukraine). The struggle between 2
main pretenders (from authorities and from

opposition) was very strong. My company (together with 3 other companies) have conducted exit-poll and received about 60% for opposition candidate and 30% for authorities candidate. The official results of elections were completely opposite and it was discussing in our Parliament. The ballots have been stolen and it's impossible to check results by new calculations. I have a pressure from different sides to say what is maximal error of our exit-poll. Our previous national exit poll during parliament elections 2002 had 1.4% maximum error. During exit poll in Mukachevo the pressure on respondents was much more strong, than during Parliament elections. But is it possible to have error more, than 30%?

My question is the next. Do you know exit polls, which received results of great difference with the results of elections? Where it was and what was the biggest difference?

(I received one reference from Warren Mitofsky - Warren, thank you once more - but was not able to find paper)

My best regards,
Volodymyr

Volodimir Paniotto, Director of KIIS
(Kiev International Institute of Sociology)
Milchakova 1/18, kv.11, Kiev-02002, UKRAINE
Phone (380-44)-463-5868,238-2567,238-2568 (office)
Phone-fax (380-44)-238-2567, 238-2568
Phone (380-44)-517-3949 (home)
E-mail: paniotto@kmis.kiev.ua
<http://www.kiis.com.ua>

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Date: Mon, 24 May 2004 17:12:56 -0400
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: Re: Conjoint analysis
Comments: To: Mike Donatello <MDonatello@COX.NET>, AAPORNET@asu.edu
In-Reply-To: <20040523140712.LBEF7314.lakermmtao12.cox.net@reactor>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

The best product that I know of for conjoint and correspondence analysis is=20
=20
SPAD from Decisia. (<http://www.decisia.com/>) It is made in France but is=20
available in English. It reads SPSS files. I have an academic version,=20
not that expensive. The commercial version is more expensive.

Best,

At 10:07 04-05-23 -0400, Mike Donatello wrote:

>Chris,

>

>I have not used it in a while, but as far as I know the SPSS module will do
>basic full-profile/factorial designs only. It will not work with discrete
>choice or adaptive methods like Sawtooth's products will. OTOH, it's a lot
>cheaper than Sawtooth's stuff and is integrated with the rest of the SPSS
>suite.

>

>If you can live with those restrictions, I'd recommend it.

>

>--

>Mike Donatello

>Director, Survey Solutions

>comScore Networks, Inc.

>11465 Sunset Hills Rd., Ste. 200, Reston, VA 20190

>W 703.438.2372 F 703.438.2051 M 703.582.5680

>MDonatello@comscore.com

>

>

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

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Christopher Karadjov,

>Asst. Professor, Journalism

>Sent: Friday, 21 May, 2004 14:28

>To: AAPORNET@asu.edu

>Subject: Conjoint analysis

>

>AAPORists-

>

>I am looking for someone with experience in conjoint analysis.

>Particularly, I am curious whether the Conjoint Analysis module for SPSS

>12.0 is of any help or there may be some better (cheaper?) software for

>such tasks?

>

>

>Chris Karadjov

>

>

>

>_____
>Christopher D. Karadjov, Ph. D.

>Assistant Professor

>Communication Studies Department

>9 Lanigan Hall

>State University of New York at Oswego

>Oswego, NY 13126

>Phone: (315) 312-3526
>Fax: (315) 312-5658
>E-mail: karadjov@oswego.edu <mailto:karadjov@oswego.edu>

>
>-----

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Claire Durand * " Le chiffre est un =EAtre=
=20
d=E9licat, sensible, qui, soumis =E0
Claire.Durand@umontreal.ca * la torture, se livre =E0=
=20
des aveux conformes au d=E9sir de
<http://www.fas.umontreal.ca/socio/durandc> * son bourreau. Mais d=E8s=
=20
qu'il est remis en libert=E9, il se
* r=E9tracte, maintenant=20
intactes les v=E9rit=E9s qu'il
Professeur, * renferme, souvent=20
accusatrices."
Responsable des cycles sup=E9rieurs,
d=E9partement de sociologie, * "Numbers are fragile and=
=20
sensitive creatures who will
Universit=E9 de Montr=E9al * admit to anything under=
torture.=20
But once liberated,
C.P. 6128, succ. Centre-ville, * they retract their=20
confessions, while the
Montr=E9al, Qu=E9bec, H3C 3J7 * often accusatory=
truths=20
they contain remain intact."

Sauvy A., Conjoncture et pr=E9vision=20
=E9conomiques, Paris, PUF, 1977, p.27

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=====
Date: Mon, 24 May 2004 18:14:08 -0400
Reply-To: "Edelman, Murray" <EdelmanM@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Edelman, Murray" <EdelmanM@CBSNEWS.COM>
Subject: Re: Exit poll errors
Comments: To: AAPORNET@asu.edu
Comments: cc: "Vladimir I. Paniotto" <paniotto@KMIS.KIEV.UA>
MIME-version: 1.0
Content-type: text/plain

Vladimir,

My heart goes out to you.
I have had more than my share of experiences defending exit polls.

Perhaps my record over the period of 1982 through 2000 using exit polls to call the winners in statewide races will be of some help to you. From 1982-1992 I worked with Warren Mitofsky when he was in charge at CBS and from 1993-2000, I ran the exit poll at Voter News Service.

During that period we called the wrong winner once out of the roughly 1100 statewide races where there was an exit poll. That was the senate race in New Hampshire. In that race, the exit poll was off by 8% on the difference between the two candidates.

If we had seen errors of the magnitude you are accused of, we would not have survived very long. In fact the outrage after our mistake in Florida is ironically a testament to our record of accuracy. Granted, it certainly didn't feel like it at the time when I had to testify in front of Congress, but now with some distance it is clear that if people did not rely on our projections they wouldn't have been so upset when we were wrong.

By the way, the exit poll in Florida showed a Gore lead of 50.4% to 46.8% at 7 PM, the time that we would have made the projection from the exit poll if the margin were much larger. While the exit poll was relentlessly blamed in the media for the wrong call in Florida, the mistake was a combination of many factors. Warren and I analyzed this in detail at our Hansen Lecture to the American Statistical Association and in the Journal of Official Statistics. I would be happy to forward a copy to you or anyone else requesting it.

While I have not reviewed your methodology, knowing that you use substantially more sample points than we do suggests that you have a good argument that your exit poll is in fact more accurate than ours.

The best of luck.

Murray Edelman
Director of Statistics
Election and Survey Unit
CBS News
524 W. 57th
New York City, 10019

(212) 975-7526

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

From: Vladimir I. Paniotto [mailto:paniotto@KMIS.KIEV.UA]

Sent: Monday, May 24, 2004 3:41 PM
To: AAPORNET@asu.edu
Subject: Exit poll errors

Dear colleagues,

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Volodimir Paniotto, Director of KIIS
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Milchakova 1/18, kv.11, Kiev-02002, UKRAINE
Phone (380-44)-463-5868,238-2567,238-2568 (office)
Phone-fax (380-44)-238-2567, 238-2568
Phone (380-44)-517-3949 (home)
E-mail: paniotto@kmis.kiev.ua
<http://www.kiis.com.ua>

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Date: Mon, 24 May 2004 18:25:42 -0400
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Subject: Call for Monograph Papers, TSMII
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain

CALL FOR MONOGRAPH PAPERS

TSM II

2nd International Conference on Telephone Survey Methodology

January 2006

In 1987, the 1st International Conference on Telephone Survey Methodology was held in Charlotte, NC. The conference generated a widely read book on telephone survey methodology (Groves, Biemer, Lyberg, Massey, Nicholls and Waskberg, 1989). Although that book continues to be a standard reference for many professionals, the rapid changes in telecommunications and in telephone survey methodology over the past 15 years make the volume increasingly dated. Considerable research has occurred since 1987, including myriad advances in random telephone sampling, often in response to changes in the telecommunication system. The goal of this second conference will be to bring together survey researchers and practitioners concerned with telephone survey methodology and practice in order to stimulate research papers that (1) contribute to the science of measuring and/or reducing errors attributable to poor telephone survey design, (2) provide documentation of current practices, and (3) stimulate new ideas for further research and development. A monograph that presents state-of-the-art research and practices related to telephone survey methodology will be prepared based on papers presented at the conference. The edited monograph is expected to be published by Wiley.

The TSM II Editorial Committee (James Lepkowski, Clyde Tucker, Michael Brick, Paul Lavrakas, Edith de Leeuw, Michael Link, Lilli Japiec, and Roberta Sangster) invites all interested researchers to submit abstracts for consideration for the monograph. The abstract should be no more than 1000 words. The deadline for submitting abstracts is September 1, 2004. Abstracts should be submitted through the American Statistical Association's website. A link to TSM II will be established soon. Any questions should be sent to Clyde Tucker at the U.S. Bureau of Labor Statistics at tucker_c@bls.gov <mailto:tucker_c@bls.gov> or to meetings@amstat.org. Note: Abstracts not accepted for the monograph will be forwarded, with the author's permission, for consideration by the committee selecting contributed papers for the conference.

To make the monograph as useful and interesting as possible, authors are encouraged to think about the following questions when considering possible topics:

What's new and/or on the horizon?
What's can we say is still tried and true, and why?
What methods address changing needs or the changing environment?
How do circumstances vary throughout the world, and what are the implications?
Where are telephone surveys and methods headed in the 21st century?

Although not exhaustive, the following is a list of possible topics for monograph papers:

Sampling Design
Frame construction
Types of sampling-list-assisted, Mitofsky-Waksberg, registers, etc.
Within household selection
Noncoverage issues: cell only households and no-phone households
Mixed mode designs
Sampling rare populations

Data Collection Issues
Questionnaire development and testing
Translation
CATI software
Mode effects
Interviewer effects
Responsive (dynamic) telephone survey design
Coding

Operational Aspects of Telephone Surveys
Cost management
Cost-benefit analysis
Case management and call scheduling
Training and monitoring interviewers
Interviewer recruitment and turnover
Meeting time deadlines and client expectations
Methodological innovation within a production environment
Response outcomes; response rates and their calculation

Estimation Issues
Editing and imputation
Variance and bias estimation
Weighting telephone service interruption and non-telephone household
Post-stratification
Combining data across modes and frames
Time series

Nonresponse
Privacy and confidentiality
Public perceptions of telephone surveys vs. telemarketing
The effects of new technologies and/or legislation on telephone nonresponse
Statistical adjustment for nonresponse
Non-ignorable nonresponse error
Methods to reduce and/or measure nonresponse (refusals vs. noncontacts)

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Date: Mon, 24 May 2004 18:36:25 -0400
Reply-To: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Subject: Re: Exit poll errors
Comments: To: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Volodimir:

I will add one other exit poll example to the list that Warren and =
Murray have talked about - the recent Presidential Election in Taiwan. =
The TVBS exit poll in which Warren and I consulted showed a 53-47 lead =
for the challenger. The final result showed a 50.2%-49.8% win (although =
contested) by the incumbent.

In all of the exit polls that I have observed or been a part of since =
1988 I have rarely if ever seen an error of more than 5 points on a =
candidate (i.e. 10 points on the difference) and in those cases there is =
often an explanation such as a bias due to the race of the candidate =
such as the exit polls which overestimated the margins of victory for =
African-American candidates David Dinkins in the New York City Mayor's =
Race and Douglas Wilder in the Virginia Governor's race in 1989.

I can say this from the safety of the United States, but an exit poll =
which shows a 30 point difference with the "official" result is strong =
evidence to me of questionable vote counting procedures.

Joe Lenski
Edison Media Research

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Date: Tue, 25 May 2004 00:26:32 -0700
Reply-To: skeeter@GMU.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Keeter <skeeter@GMU.EDU>
Subject: Mail Authentication
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_4B8zLFVOsPIHalSIgRIheA)"

This is a multi-part message in MIME format.

--Boundary_(ID_4B8zLFV0sPIHalSlgRIheA)
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: 7bit

Protected message is attached.

+++ Attachment: No Virus found
+++ Panda AntiVirus - www.pandasoftware.com

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--Boundary_(ID_4B8zLFV0sPIHalSlgRIheA)
Content-type: TEXT/PLAIN; NAME=Substitute.txt
Content-transfer-encoding: BASE64
Content-disposition: attachment; filename=Substitute.txt
Content-description: The Original Attachment has been REPLACED

DQogICAgVGhlIG9yaWdpbmFsIGRvY3VtZW50IGhhcyBiZWVuIHJlbW92ZWQgZnJv
bSB0aGlzIG1lc3NhZ2UuDQogICAgVGhlIGRvY3VtZW50IHdhcyByZW1vdmVkiGJl
Y2F1c2UgDQoNCiAgICAgICAgQSBWSVJVUyBXQVMgREVURUNURUQgSU4gWU9VUjBF
LU1BSUw6ICAgICAgICAgRm91bmQgdGhlIFczMi9OZXRza3kucEBNTSF6aXAgdmly
dXMgISEhDQoNCiAgICBUaGUgYmFtZSBvZiB0aGUgb3JpZ2luYWwgZG9jdW1lbnQg
d2FzIHbncF9zZXNzMDEuemlwDQoNCiAgICAgICAgICAgICAgICAgICAgICAgICAg
ICAgICAgICAtIEFTVSBQb3N0bWFzdGVyDQogICAgICAgICAgICAgICAgICAgICAg
ICAgICAgICAgICAgICBwb3N0bWFzdGVyQGZzdS5lZHUNCg==

--Boundary_(ID_4B8zLFV0sPIHalSlgRIheA)--

Date: Tue, 25 May 2004 09:51:33 -0400
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: no electoral polls on CBC
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

And it's a beginning...

Tony Burman, Editor-in-chief of CBC (Canadian Broadcasting Corporation)=20
announced that CBC will not commission voter preference polls during the=20
present electoral campaign in Canada. Two reasons are given for that=
decision:
1) Polls "suck the oxygen right out of the room" in terms of what's=20
engaging and relevant and interesting to voters.
2) the poll samples are often so small as to be statistically=20
meaningless. "The response rate is so low that the methodology is under=20
attack and borders on the unscientific".

What's ahead?

Claire Durand * " Le chiffre est un =EAtre=
=20
d=E9licat, sensible, qui, soumis =E0
Claire.Durand@umontreal.ca * la torture, se livre =E0=
=20
des aveux conformes au d=E9sir de
http://www.fas.umontreal.ca/socio/durandc * son bourreau. Mais d=E8s=
=20
qu'il est remis en libert=E9, il se
* r=E9tracte, maintenant=20
intactes les v=E9rit=E9s qu'il
Professeur, * renferme, souvent=20
accusatrices."
Responsable des cycles sup=E9rieurs,
d=E9partement de sociologie, * "Numbers are fragile and=
=20
sensitive creatures who will
Universit=E9 de Montr=E9al * admit to anything under=
torture.=20
But once liberated,
C.P. 6128, succ. Centre-ville, * they retract their=20
confessions, while the
Montr=E9al, Qu=E9bec, H3C 3J7 * often accusatory=
truths=20
they contain remain intact."

Sauvy A., Conjoncture et pr=E9vision=20
=E9conomiques, Paris, PUF, 1977, p.27

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=====

Date: Tue, 25 May 2004 10:23:13 -0400
Reply-To: Scott Keeter <skeeter@GMU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Keeter <skeeter@GMU.EDU>
Subject: I've turned into a spammer
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7BIT

Dear AAPOR friends:

According to my e-mail this morning, I "sent" something to AAPORnet last night ("Mail Authentication"). Since I did not really send anything, I assume that this was a virus or spam sent by someone else spoofing my name. I believe that AAPORnet's server stripped off the attachment, which probably had a virus in it. If you did get something from me last night, don't open it.

In what may or may not be a related event, late last week I began receiving hundreds of bounceback messages from my Pew Research Center e-mail address... evidently my address was spoofed on tons and tons of new spam messages (home refinancing, health potions, etc.). Over the weekend, I probably got about 1,000 of these messages -- in every possible language -- saying mailboxes were full, spam filters rejected the message, etc. While the onslaught has now died down, I almost had to deactivate my account.

Anyway, I think I've learned my lesson about putting my e-mail address on a web site where it can easily be harvested by spam-bots. If anyone else has tips on avoiding these problems, I'd love to hear them.

While I have the soapbox, let me send a word of thanks to Rob Daves and his colleagues at AMP, on the conference committee, and the conference ops group. Can't wait till next year.

Scott

--

Scott Keeter
Pew Research Center for the People and the Press
1150 18th St. N.W., Suite 975
Washington, DC 20036
Voice 202 293 3126 x16
Personal fax 206 600 5448
E-mail keeters@people-press.org
Web site <http://mason.gmu.edu/~skeeter>

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=====
Date: Tue, 25 May 2004 13:10:54 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: ideas for communications
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

AAPOR Netters:

Regarding the Business Week article and follow up, first I want to point out that the feeble quote regarding a Good Housekeeping Seal of Approval attributed to me (something like, duh, I guess so) was my poor attempt to answer the reporter (Peter Coy) who suggested such a seal and asked for my response. Being aware that there are many potential pitfalls as well as

good points to such a proposal, a seal was certainly not something I was ready to endorse or dismiss. (Peter did include a good number of other points culled directly from our discussion at the plenary of what we need to do to communicate the value and validity of our work, for which I was grateful.)

Secondly, thank you to those who have began to make some helpful suggestions about our next steps in communicating better about what we do and its value. The curriculum idea (teaching about probability, sampling etc. to K-12 students) is one that we have been considering already and has a lot of merit. Collaboration with CMOR and others is also on the table. So is blogging.

Please keep the ideas coming. Thanks very much - Nancy Belden, AAPOR President

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=====
Date: Tue, 25 May 2004 12:08:48 -0700
Reply-To: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Subject: what is "local mass calling"?
Comments: To: "AAPORNET (E-mail)" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

Hello,

I am working with the Telcordia files (NNACL) to update our prefixes. In the past, I have eliminated those with SSC code = "M" - local mass calling. However, I don't really know what local mass calling is or if I even should be excluding those prefixes. We have found one residence in a preix that is designated as local mass calling. I checked glossaries and two books that I have on "telephony", but have not come up with anything.

Another question - The documentation of the Telcordia files states that the explanation of the "other" code (SSC code = "O") is explained in the the "on-line notes". I never have been able to find these on-line notes.

Thank you!

Lynda Voigt

Lynda F. Voigt, Ph.D.
Fred Hutchinson Cancer Research Center

Ym90aCBvbiB3ZWlgcGFnZXMgYW5kIFVzZW5ldC9ncm91cHMuDQoNCiANCg0KQWxsb3cgbWUgdG8g
 YWRkIHRvIFNjb3R0J3MgY29uZ3JhdHVzYXRpb25zIHRvIFJvYiBEYXZlcyBhbmqGaGlzIGNvbmlZl
 cmVuY2UgcHJvZ3JhbSBjb21taXR0ZWU5IEthdCBMaW5kIERyYXVnaG9uIGFuZCB0ZXIgaY29uZmVy
 ZW5jZSBvcGVyYXRpb25zIGNvbW1pdHRlZSwgYW5kIHRoZSBbTVAgY3JldyBmb3IgaYSBmYWJlG91
 cyBjb25mZXJlbnNILg0KDQpTaGFwIFdvbGYNCkFBUE9STkVUIHZvbHVudGVlciBob3N0DQpBc3Nv
 Y2lhdGUgQ2hhaXIsIFB1YmtpY2F0aW9ucyBhbmqGSw5mb3JtYXRpb24NcNNoYXAud29sZkBhc3Uu
 ZWR1DQoNCiANCiANCi0tLS0tT3JpZ2luYWwgTWVzc2FnZS0tLS0tIA0KRnJvbTogQUFQT1JORVQg
 b24gYmVoYWxmIG9mIFNjb3R0IEtlZXRlciANCiNlbnQ6IFR1ZSAwNS8yNS8wNCA3OjZlIEFNIA0K
 VG86IEFBUE9STkVUQGFzdS5lZHUgDQpDYzogDQpTdWJqZWNOOiBJJ3ZlIHRlcm5lZCBpbnRvIGEg
 c3BhbW1lcg0KDQoNCg0KCURIYXlgaQUFQT1lgaZnJpZW5ke2ogDQoNCglBY2NvcmlRpbmcgdG8gbXkg
 ZS1tYWlsIHRoaXMgaW9ybmluZywgSSAic2VudCIgc29tZXRoaW5nIHRvIEFBUE9SbmV0IGxhc3Qg
 DQoJbmlnaHQgKCJNYWlsIEF1dGhlbnRpY2F0aW9uIFNpbmNlIEkgZGlkIG5vdCBvZWFsbHkg
 c2VuZCBhbnl0aGluZywgSSANCglhc3N1bWUgdGhhdCB0aGZlIHdhcyBhIHZpenVzIG9yIHNwYW0g
 c2VudCBieSBzb211b25lIGVsc2Ugc3Bvb2ZpbmcgbXkgDQoJbmlnaHQgZS4gSSBiZWxpZXZlIHRoYXQg
 QUJQT1JuZXQncyBzZXJ2ZXIga3RyaXBwZWQgb2ZmIHRoZSBhdHRhY2htZW50LCANCgl3aG1jaCBw
 cm9iYWJseSB0YWQgYSB2aXJlcyBpbiBpdC4gSWYgeW91IGRpZCBnZXQgc29tZXRoaW5nIGZyb20g
 bWUgGFzdCANcgluaWdodCwgZG9uJ3Qgb3BlbiBpdC4gDQoNCglJbiB3aGF0IG1heSBvciBtYXkg
 bm90IGJlIEGegmVsYXRlZCBldmVudCwgbGF0ZSBsYXN0IHdlZWsgSSBiZWdhibiANCglyZWNIaXZp
 bmegaHVuZHJlZHMgb2YgYm91bmNIYmFjayBtZXNzYWdlcyBmcm9tIG15IFBlidyBSZXNIYXJjaCBD
 ZW50ZXIgaDQoJZS1tYWlsIGFkZHIc3MuLi4gZXZpZGVudGx5IG15IGFkZHIc3Mgd2FzIHNwb29m
 ZWQgb24gdG9ucyBhbmqGdG9ucyBvZiANCgluZXcg3BhbSBtZXNzYWdlcyAoaG9tZSBvZWFzZpbmFu
 Y2luZywgGaGVhbHRoIHBvdGlvbnM5IGV0Yy4pLiBpdmVvIHRoZSANCgl3ZWVrZW5kLCBjIHBhY2Jh
 Ymx5IGdvdCBhYm91dCAxLDAwMCBvZiB0aGVzZSBtZXNzYWdlcyAtLSBpbiBldmVyeSANCglwb3Nz
 aWJsZSBsYW5ndWFnZSAAtLSBvZiYXlpbmcbWVpbGJveGVzIHdldmUgZnVsbCwgc3BhbSBmaWx0ZXJz
 IHJlamVjdGVkaIA0KCXR0ZSBtZXNzYWdlLCBldGMuIFdoaxIHRoZSBvbnNsYXVnaHQgaGFzIG5v
 dyBkaWVkaGRvd24sIEkgYWxtb3N0IGhhZCB0byANCglkZWFjdGl2YXRlIG15IGFjY291bnQuIA0K
 DQoJQW55d2F5LCBjIHRoaW5rIEkndmUgbGVhcm5lZCBteSBsZXNzb24gYWJvdXQgcHV0dGluZyBt
 eSBILW1haWwgYWRkcmVzcycyANCglvbiBhIHdlYiBzaXRlIHdoZXJlIG10IGNhbiBlYXNpbHkgYmUg
 aGFydmVzdGVkaIGJ5IHNwYW0tYm90cy4gSWYgYm95b25lIA0KCWVsc2UgaGFzIHRpcHMgaW5kZXZp
 aWRpbmcgdGhlc2UgcHJvYm91bXM5IEknZCBsb3ZlIHRvIGhYXlgaDghlS4gDQoNCglXaGlsZSBj
 IGhhdmUgdGhlIHNvYXBib3gsIGxldCBtZSBzZW5kIGEgd29yZCBvZiB0aGFua3MgdG8gUm9iIERh
 dmVzIGFuZCANcgl0aXMgY29sbGVhZ3VlcYBhdCBbTVAsIG9uIHRoZSBjb25mZXJlbnNILGNvbW1p
 dHRlZSwgYW5kIHRoZSBjb25mZXJlbnNILA0KCW9wcyBncm91cC4gQ2FuJ3Qgd2FpdCB0aWxsIG5l
 eHQgeWVhci4gDQoNCglTY290dCANcgl0KCS0tIA0KCvNjb3R0IEtlZXRlciANCglQZXcgUmVzZWVz
 Y2ggQ2VudGVyIGZvcjB0aGUgUGVvcGxIGFuZCB0aGUgUHJlc3MgdQoJMTE1MCAxOHRoIFN0LiBO
 LlculCBTdW10ZSA5NzUgDQoJV2FzaGluZ3RvbiwREMgMjAaWmZygdQoJICBw2ljZSAyMDIgaWJkz
 IDMxMjYgeDE2IA0KCSAgUGVyc29uYWwgZmF4IDIwNiA2MDAaGNTQ0OCANCglFLW1haWwga2VldGVy
 c0BwZW9wbGUtHJlc3Mub3JnIA0KCVdlYiBzaXRlIGh0dHA6Ly9tYXNvb25nbXUuZWRL1L35za2Vl
 dGVyIA0KDQo=

Date: Tue, 25 May 2004 21:06:40 -0400
 Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
 Sender: AAPORNET <AAPORNET@ASU.EDU>
 From: Colleen Porter <cporter@PHHP.UFL.EDU>
 Subject: Re: ideas for communications
 Comments: To: AAPORNET@asu.edu
 MIME-version: 1.0
 Content-type: text/plain; charset=US-ASCII
 Content-transfer-encoding: 7bit
 Content-disposition: inline

Two ideas:

1. This weekend I was evaluating a leadership seminar for physicians

and dentists, and one of the highlights was a session on dealing with reporters, taught by a media consultant. He lectured for 45 minutes, and then during a break for the rest of us, volunteers were videotaped doing a mock interview. After the break, he played back the interviews and critiqued them. This is not as threatening as it may seem; it turned out that one of the doctors must have had experience or natural talent--he was EXCELLENT, and the it was a matter of pointing out what was being done right. I think a training session like that at an AAPOR meeting might be very helpful, since many of us have to routinely do that kind of interview with local broadcasters and/or editorial boards. (I have been on both sides of the journalism experience, and find it MUCH easier to ask questions than to answer them under pressure and under lights.) Has that ever been offered?

2. A lot of us have guest-lectured in our children's classrooms or helped with survey-related science fair projects, and there should be several items on AAPORnet about practical ways of teaching those principles to little people.

Colleen

Colleen K. Porter
Senior Project Coordinator
cporter@phhp.ufl.edu
phone: 352\273-6068, fax: 352\273-6075
University of Florida
Department of Health Services Administration
Location: 101 Newell Drive, Rm. 4148
US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

>>> Nancy Belden <nancybelden@BRSPOLL.COM> 5/25/2004 1:10:54 PM >>>
AAPOR Netters:

Regarding the Business Week article and follow up, first I want to point out that the feeble quote regarding a Good Housekeeping Seal of Approval attributed to me (something like, duh, I guess so) was my poor attempt to answer the reporter (Peter Coy) who suggested such a seal and asked for my response. Being aware that there are many potential pitfalls as well as good points to such a proposal, a seal was certainly not something I was ready to endorse or dismiss. (Peter did include a good number of other points culled directly from our discussion at the plenary of what we need to do to communicate the value and validity of our work, for which I was grateful.)

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Please keep the ideas coming. Thanks very much - Nancy Belden, AAPOR President

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Date: Wed, 26 May 2004 09:27:25 -0400
Reply-To: DivaleBill@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: William Divale <DivaleBill@AOL.COM>
Subject: VP of Institutional Development
Comments: To: AAPORNET@asu.edu, MORE_PD@york.cuny.edu, jgdl@psu.edu,
jmrob@unm.edu, carsona@bc.edu, gchick@psu.edu, IlinaM@aol.com,
wriley@wvu.edu, abagdi@udel.edu, banuazia@bc.edu, barryh@pitt.edu,
lhenrix@siu.edu, ccmoore@uci.edu, jnamie@ucsd.edu, akit116@unm.edu,
mrobila@syr.edu, Rsethi@csub.edu, raffuen@usa.net, tcdaley@ucla.edu,
Phil1221@aol.com, hjonsson@asu.edu, rohner@uconn.edu,
akromney@uci.edu, BasiaNie@aol.com, zkaygun@umich.edu,
CardonaMV@aol.com, edmanjl@yahoo.com, gibbonsjl@slu.edu,
Luule.Kants@sh.se, Joan.Koss@asu.edu, rmalpass@utep.edu,
rmanlove@ccsf.org, victor@bestweb.net, mhojjat@umassd.edu,
RKlei26436@aol.com, leonidlv@mail.ru, rmunroe@pitzer.edu,
swkweicc@nus.edu.sg, rfeld@cats.ucsc.edu, ugielen@hotmail.com,
talcott@midwest.net, jankbill@nevada.edu, donolav@hotmail.com,
artp8329@nus.edu.sg, korotayev@yahoo.com, Tiiia.Tulviste@sh.se,
ecare@unimelb.edu.au, ciaccio@aucegypt.edu, ladotson@hotmail.com,
Carol.Ember@yale.edu, J_Kishna@hotmail.com, glafree@crim.umd.edu,
briantly6@hotmail.com, FBEMAK@wpgate.gmu.edu, carpens@email.uah.edu,
caulkins@grinnell.edu, desilva89@hotmail.com, Melvin.Ember@yale.edu,
draybeck@hamilton.edu, cour@uconnvm.nconn.edu,

ldemerat@centenary.edu, sglazer@email.sjsu.edu,
andria.johnson@asu.edu, elenalvina@hotmail.com,
pparmar@canr.uconn.edu, jlrodrig@mail.sdsu.edu,
schlegel@u.arizona.edu, ataka@hino.email.ne.jp,
Miyako@m.u-tokyo.ac.jp, laptekar@email.sjsu.edu,
sccr@psych.colorado.edu, gardiner@vax2.winona.edu,
kjameson@aris.ss.uci.edu, kpage@sunstroke.sdsu.edu,
stilesda@websteruniv.edu, MoniquePBrown@hotmail.com,
figuerresci@ldschurch.org, andreamunoz99@hotmail.com,
g9970312@edu.cc.ocha.ac.jp, mathurs@matrix.newpaltz.edu,
nicole.meise@jusus.ox.ac.uk, detlef.garz@uni-oldenburg.de,
Tim_Kloberdanz@ndsu.nodk.edu, snumanba@midway.uchicago.edu,
josephdambrauskas@hotmail.com, tom.sorensen@psykiatri.uio.no,
pepitone@cattell.psych.upenn.edu, inger.sandanger@basalured.uis.no

MIME-version: 1.0

Content-type: text/plain; charset="UTF-8"

Content-transfer-encoding: quoted-printable

Colleagues:

My college is looking to hire a Vice President for Institutional Development=
.=20

This is a key post at the college. The person will be expected to raise=20
funds. Salary is at least \$100,000 plus very good benefits for the right=20
individual. York is a four year college of the City University of New York.=
=20

Enrollment is approx. 6,000 and most of the student body are minorities. The=
job=20

description is below (and attached in a file). While May 31 is the deadline=
, we=20

will keep accepting applications until a person is hired. If this is your=20
area, please apply. If you know of a person who is a good fund raiser and=20
developer, please encourage them to apply. Thanks,

Bill Divale

Member of the Search Committee

William Divale

Professor of Anthropology

York College Survey Research Center, Director

NIH MARC Program, Director

York College, CUNY

94-20 Guy R. Brewer Blvd.

Jamaica, NY 11451

718-262-2982

845-528-0237

fax 718-262-3790

Vice President for Institutional Advancement=20

York College=20

Division/Department: Institutional Advancement=20

CUNY Personnel Vacancy Notice No.: EA9361=20

Closing Date: Open until filled. A review of applications will begin on May=20
31, 2004.=20

=20
Responsibilities:=20
Reporting to the President, the Vice President for Institutional Advancement=
=20
is responsible for planning, organizing, implementing and providing leadersh=
ip=20
to the fund raising, development, alumni, and all external relations areas o=
f=20
the College. As Chief Development Officer, the Vice President is expected to=
=20
work in partnership with the College=E2=80=99s faculty, staff, and administr=
ative=20
officers and will be responsible for participating in and encouraging the=20
cultivation and solicitation of major gifts.=20

As a member of the President=E2=80=99s executive leadership team, the Vice P=
resident=20
will develop strategic direction and operational policies and procedures in=20
conformance with University guidelines, and is expected to work collaborativ=
ely=20
with other executives, students, faculty, and staff, as well as the College=
=E2=80=99s=20
external constituents.=20

The Vice President provides vision, leadership and administrative oversight=20
for the following major functions:=20

Fund raising and Development: Ensures that fund raising and development=20
efforts support the mission and vision of the College and the research effor=
ts of=20
College faculty. Directs major fund raising campaigns. Works with the Office=
of=20
Sponsored Programs to help secure alternative funding through governmental=20
entities at the Federal and State levels. Creates opportunities with corpora=
te=20
and private foundations for specialized fund raising efforts.=20

Alumni Relations: Works to develop and cultivate positive relationships on=20
behalf of the College with individual alumni of the College, as well as the=20
College=E2=80=99s Alumni leadership, to develop meaningful activities and pr=
ograms and=20
inform the alumni of the College=E2=80=99s plan and vision. Engage alumni in=
the College=E2=80=99
s student recruitment efforts. Work with the Alumni Association in annual=20
fund and planned giving efforts.=20

External Relations: Creates, leads and manages College-wide communication an=
d=20
marketing programs to engage the campus and CUNY community and to enhance th=
e=20
College=E2=80=99s image with external audiences in support of the College=
=E2=80=99s emerging=20
strategic plan. Coordinating internal communications and playing a lead role=
=20

in focusing City and State attention on the College=E2=80=99s programs. Lead= the=20 College=E2=80=99s efforts in publications (including admissions materials),=20= marketing, news=20 and communication services, community relations, conferences and special=20 events.=20

The Vice President contributes to the overall strategic planning and=20 effectiveness of the College by: ensuring compliance with College and Univer= sity=20 policies and procedures; provides executive leadership for the Division in=20 performing needs assessments, developing strategic goals, objectives, polici= es and=20 procedures; provides direction to develop organizational and leadership=20 initiatives that promote a culture of professional excellence and accountabi= lity;=20 develops and approves Division programs, budgets and expenditures; manages a= nd=20 coordinates cross-campus and community functions and events; and provides=20 administrative direction to Division staff.=20

Traits, Characteristics and Qualifications:=20

The successful candidate will be an energetic and knowledgeable=20 administrator, possessing both the capacity to provide leadership at the ins= titutional=20 level and a sense of service to the College=E2=80=99s diverse constituencies= , both=20 internal and external. An understanding of the whole enterprise must be comb= ined with=20 a practical project orientation. Minimum qualifications include: an advanced= =20 degree and proven and progressively responsible experience in fund raising,=20 preferably in a higher education environment; extensive experience, knowledg= e=20 and demonstrated ability to organize, direct and successfully implement=20 strategic multi-year development plans; excellent programming and management= skills;=20 proven or demonstrated ability to create, lead and manage communication and=20 marketing programs, preferably within a college setting; impeccable integrit= y;=20 proven or demonstrated commitment to diversity; exceptional communication,=20 organization and administrative skills as demonstrated by the ability to man= age=20 multiple tasks simultaneously; excellent written and oral communication skill= ls;=20 and a demonstrated ability to develop and sustain effective working=20 relationships with internal and external constituencies including students,=20= staff, facu lty, alumni, donors, community leaders, legislators, business leaders and ot= her=20 key decision makers and members of the public.=20

Salary:=20
Competitive; commensurate with salary history and experience.=20
=20
To apply, send cover letter with resume and the name, address and telephone=20
number of five (5) references by above closing date to:=20
Code: VP IA=20
Mrs. Anne Marone Balkcon=20
Faculty and Staff Relations, Room 2H01=20
York College/The City University of New York=20
94-20 Guy R. Brewer Blvd.=20
Jamaica, NY 11451=20
Fax: 718-262-2143=20
Additional information available at www.york.cuny.edu=20
=20

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

Date: Wed, 26 May 2004 11:07:44 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Zogby goes Interactive
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Released: May 25, 2004
The Zogby Interactive Poll
<http://www.zogby.com/news/ReadNews.dbm?ID=830>

Yesterday marked the first public appearance of Zogby Interactive election polling. We conducted a poll of 10,605 likely voters in 16 battleground states. It is not, however, a new service for us. We have been conducting interactive polling since late 1998 for a variety of private sector clients. At the same time, we have been aggressively researching developing, and testing our interactive capabilities for election polling since that time. We now feel comfortable in going public with our results.

A number of questions will arise about the feasibility of doing polls over the internet. Interestingly, many of the same questions arose when the polling business moved from face-to-face interviewing to the telephone. Is it a representative sample of the electorate? Are lower income, minority, older, and technologically challenged people sufficiently represented? How can we be sure that the 72 year self-described World War II veteran is not a mischievous 14 year old girl? Don't internet users tend to skew Democrat? Or Republican? Or independent?

SNIP

--
Leo G. Simonetta

Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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

Date: Wed, 26 May 2004 11:38:17 -0500
Reply-To: "Kimball, David C." <kimballd@MSX.UMSL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Kimball, David C." <kimballd@MSX.UMSL.EDU>
Subject: Re: AAPORNET Digest - 20 May 2004 to 21 May 2004 (#2004-108)
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I appreciate the latest AAPOR statement on push polls. It is good to be =
on record repeatedly condemning push polls and to point out that the =
company in the Arizona case is not an AAPOR member and did not follow =
AAPOR practices. I have one small comment on the statement. It says =
"AAPOR members sign a Code of Ethical and Professional Practices that =
requires disclosure of minimal methodological details about surveys when =
the results are released." What if no results are released? Some =
practioners of push polls have no intention of collecting much data or =
releasing any results - they just want to manipulate public opinion in =
the short-term before an election. The statement might create the false =
impression that would-be push pollsters can remain in AAPOR's good =
graces and that they don't have to disclose any methodological details =
of their "survey" as long as they don't release any results.
Despite my lawyerly nitpicking, I'm always glad to see AAPOR make a =
public statement about cases like the one in Arizona.
- David Kimball

David Kimball
Assistant Professor, Department of Political Science
University of Missouri-St. Louis
8001 Natural Bridge Rd.
St. Louis, MO 63121-4499
email: dkimball@umsl.edu
home page: www.umsl.edu/~kimballd
phone: 314-516-6050

Date: Fri, 21 May 2004 10:24:49 -0400
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: AAPOR's new Push Poll statement

Yea!

<http://www.aapor.org/pdfs/2004/pushpolls.pdf>

--

Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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

Date: Wed, 26 May 2004 13:01:42 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: self-employed
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Anyone know of surveys of the political attitudes of the
self-employed and/or small business owners?

--

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

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

Date: Wed, 26 May 2004 14:38:23 -0400
Reply-To: pd@kerr-downs.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Internet panel
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

Content-transfer-encoding: 7bit

Can anyone recommend a supplier for an internet panel of people with \$125,000 household income or higher within the southeastern part of the US?
Thanks

Phillip E. Downs, PhD
Kerr & Downs Research
Professor of Marketing, FSU
Phone: 850.906.3111
Fax: 850.906.3112
www.kerr-downs.com

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

Date: Wed, 26 May 2004 14:50:21 -0400
Reply-To: Steven Kull <skull@PIPA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@PIPA.ORG>
Subject: Re: Internet panel
Comments: To: pd@KERR-DOWNS.COM
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I am sure that Knowledge Networks in Menlo Park, CA can help you.

Steven Kull

Phillip Downs wrote:

> Can anyone recommend a supplier for an internet panel of people with
> \$125,000 household income or higher within the southeastern part of the US?
> Thanks

>
> Phillip E. Downs, PhD
> Kerr & Downs Research
> Professor of Marketing, FSU
> Phone: 850.906.3111
> Fax: 850.906.3112
> www.kerr-downs.com

> -----
> 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, 26 May 2004 14:59:00 -0400

Reply-To: dick halpern <dhalpern@BELLSOUTH.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: dick halpern <dhalpern@BELLSOUTH.NET>
Subject: Hofstra University invites papers for presentation at 11th
Presidential Conference
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: multipart/mixed; x-avg-checked=avg-ok-5F1B6D89;
boundary="Boundary_(ID_yXPRt3D8+H/RnB4SCLswlA)"

--Boundary_(ID_yXPRt3D8+H/RnB4SCLswlA)
Content-type: text/plain; x-avg-checked=avg-ok-5F1B6D89; charset=us-ascii;
format=flowed
Content-transfer-encoding: 8bit

Hofstra University is planning it 11th Presidential Conference which is
scheduled for November 10 - 12, 2005.

Purpose: A scholarly assessment of Bill Clinton's presidency. As such,
Hofstra is inviting the submission of papers on topics such as: Foreign
policy, military policy, domestic policy, environmental policy, education,
white house staff, cabinet, supreme court, science and technology,
Hollywood and the presidency, media, use of the bully pulpit, etc. Papers
selected for presentation at the conference and for potential publication
will be judged on their depth and their originality of perspective on the
subject.

If you wish to participate, please send a letter of intent along with a one
page abstract and copy of your curriculum vitae to hofculctr@hofstra.edu by
Friday, Oct 15, 2004. Fax: 516 463 4793

The deadline for submission of your final paper is Friday, APRIL 15th 2005.
Papers must be typed. double spaced and no more than 12-15 pages in length.

For further information: <http://www.Hofstra.edu/Clinton>. Phone: 516 463 5669;
Contacts: Natalie Datlof, Conference Coordinator and Executive Director,
Hofstra Cultural Center, or Eric Schmertz, Conference Director and Prof.
Emeritus of Law.

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

--Boundary_(ID_yXPRt3D8+H/RnB4SCLswlA)
Content-type: text/plain; charset=us-ascii; x-avg=cert;
x-avg-checked=avg-ok-5F1B6D89
Content-disposition: inline

Outgoing mail is certified Virus Free.
Checked by AVG anti-virus system (<http://www.grisoft.com>).
Version: 6.0.690 / Virus Database: 451 - Release Date: 5/22/2004

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

--Boundary_(ID_yXPRt3D8+H/RnB4SCLswlA)--

Date: Wed, 26 May 2004 15:28:26 -0400
Reply-To: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Subject: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

Comments: To: AAPORNET@asu.edu
Comments: cc: Larry Rosin <lrosin@edisonresearch.com>, Rob Farbman <rfarbman@edisonresearch.com>, Jennifer Agiesta <jagiesta@edisonresearch.com>

MIME-version: 1.0

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

Upon returning from the AAPOR conference in Phoenix last week, I = discussed with my colleague Larry Rosin the main items that were = discussed during the conference. I reported that a lot of discussion = revolved around the current negative regard for polling and public = opinion research among the public at large, especially from the findings = of the focus groups conducted by AAPOR.

On this topic Larry asked if there had been any discussion of the term = "pollster" in the press to describe who we are as survey researchers. = Larry said that on numerous occasions he has been introduced as a = "pollster" and that the use of that term to describe him has made him a = little queasy. And the name "pollster" had always struck him as odd and = not very serious sounding.

The suffix "-ster" is not that common in the English language. A review = of the Merriam-Webster dictionary shows that it is a Middle English = suffix meaning "1 : one that does or handles or operates; 2 : one that = makes or uses; 3 : one that is associated with or participates in" = derived from the Old English suffix "-estre." However, a partial list = of words using this suffix is not too flattering:

Jester
Spinster
Teamster
Songster
Punster
Gangster
Youngster
Monster
Jokester
Mobster

This is not a group of words that we as "pollsters" would definitely = want to be associated with.

I have not yet read the transcripts of the six focus groups to see if =
this topic has already been discussed, but I would like to propose that =
the next round of AAPOR research look into the implications of using the =
name "pollster" and compare it with other possible names such as "survey =
researchers", "public opinion experts" or any other descriptors we can =
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the term "pollster" to describe who we are or at least reserve that term =
for the likes of the "pollsters" who appear on "Hardball" and =
"Crossfire" who are more pundits than researchers anyway.

Joe Lenski
Executive Vice President
Edison Media Research

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

=====
Date: Wed, 26 May 2004 16:13:31 -0400
Reply-To: beth@schapiroresearchgroup.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Beth Schapiro <beth@SCHAPIRORESEARCHGROUP.COM>
Organization: Schapiro Research Group
Subject: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: Joe Lenski <jlenski@EDISONRESEARCH.COM>, AAPORNET@asu.edu
In-Reply-To:
<B1A5F9311134EC428870987BAC9938C36BC4C9@emr01.edisonresearch.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Good point. I was once introduced as "a pollster" and the person started
talking about fabrics, thinking I was an "upholsterer". I told her I didn't
fabricate anything.

Beth Schapiro
President
Schapiro Research Group, Inc.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joe Lenski
Sent: Wednesday, May 26, 2004 3:28 PM
To: AAPORNET@asu.edu
Subject: Is the use of the name "pollster" contributing to the negative
opinion of survey researchers in the public?

Upon returning from the AAPOR conference in Phoenix last week, I discussed
with my colleague Larry Rosin the main items that were discussed during the
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Joe Lenski
Executive Vice President
Edison Media Research

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, 26 May 2004 16:12:55 -0400
Reply-To: pd@kerr-downs.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Pollster
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Pollster has always turned me off as well. Perhaps we should survey APPORNET to see how many have negative connotations with the term!

Phillip E. Downs, PhD
Kerr & Downs Research
Professor of Marketing, FSU
Phone: 850.906.3111
Fax: 850.906.3112
www.kerr-downs.com

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

Date: Wed, 26 May 2004 13:15:44 -0700
Reply-To: Fred Solop <Fred.Solop@NAU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Fred Solop <Fred.Solop@NAU.EDU>
Subject: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

I was once introduced on TV as a "poolster."

Fred Solop

>Good point. I was once introduced as "a pollster" and the person started
>talking about fabrics, thinking I was an "upholsterer". I told her I didn't
>fabricate anything.
>
>Beth Schapiro
>President
>Schapiro Research Group, Inc.

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

Date: Wed, 26 May 2004 16:20:36 -0400
Reply-To: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Subject: FW: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Forwarding response from Tom Smith:

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

From: Smith-Tom [mailto:Smith-Tom@norc.uchicago.edu]
Sent: Wednesday, May 26, 2004 4:16 PM
To: Joe Lenski
Subject: RE: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?

Joe, perhaps you might post the message below to AAPORNET as it's not =
accepting my emails right now.

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

From: Smith-Tom=20
Sent: Wednesday, May 26, 2004 3:05 PM
To: 'Joe Lenski'; AAPORNET@asu.edu
Subject: RE: Is the use of the name "pollster" contributing to the =
negative opinion of survey researchers in the public?

Howard Schuman has written about how "survey" has a higher pedigree than =
"poll" and points out this is grounded in the Latinate vs. Germanic =
origin of the two words. We did work on occupational titles and found =
that people assumed that occupations ending with -er were much lower in =
status than occupations ending with -ologist, even when the occupations =
rated were fictional. I suspect you are correct about the implications =
of the -ster ending. However, there are positive examples with -ster, =
such as barrister. Pollster has been around since at least 1939 and =
George Gallup embraced the term at least as early as 1942. Thus, it =
would be hard to reverse 60+ years of acceptance.

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

From: Joe Lenski [mailto:jlenski@EDISONRESEARCH.COM]=20
Sent: Wednesday, May 26, 2004 2:28 PM
To: AAPORNET@asu.edu
Subject: Is the use of the name "pollster" contributing to the negative =
opinion of survey researchers in the public?

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"Crossfire" who are more pundits than researchers anyway.

Joe Lenski
Executive Vice President
Edison Media Research

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, 26 May 2004 16:22:53 -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: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?

Comments: To: Joe Lenski <jlenski@EDISONRESEARCH.COM>, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Neat point, though changing common parlance is an awfully hard sell.
Note, similarly, polls sometimes are called "a snapshot in time." I
fight this one tooth and nail. Webster's defines "snapshot" as "a casual
photograph made typically by an amateur... without regard to technique."
We do portraits.

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

From: Joe Lenski [mailto:jlenski@EDISONRESEARCH.COM]=20

Sent: Wednesday, May 26, 2004 3:28 PM

To: AAPORNET@asu.edu

Subject: Is the use of the name "pollster" contributing to the negative
opinion of survey researchers in the public?

Upon returning from the AAPOR conference in Phoenix last week, I
discussed with my colleague Larry Rosin the main items that were
discussed during the conference. I reported that a lot of discussion
revolved around the current negative regard for polling and public
opinion research among the public at large, especially from the findings
of the focus groups conducted by AAPOR.

On this topic Larry asked if there had been any discussion of the term
"pollster" in the press to describe who we are as survey researchers.
Larry said that on numerous occasions he has been introduced as a
"pollster" and that the use of that term to describe him has made him a
little queasy. And the name "pollster" had always struck him as odd and
not very serious sounding.

The suffix "-ster" is not that common in the English language. A review
of the Merriam-Webster dictionary shows that it is a Middle English
suffix meaning "1 : one that does or handles or operates; 2 : one that
makes or uses; 3 : one that is associated with or participates in"
derived from the Old English suffix "-estre." However, a partial list
of words using this suffix is not too flattering:

Jester

Spinster
Teamster
Songster
Punster
Gangster
Youngster
Monster
Jokester
Mobster

This is not a group of words that we as "pollsters" would definitely want to be associated with.

I have not yet read the transcripts of the six focus groups to see if this topic has already been discussed, but I would like to propose that the next round of AAPOR research look into the implications of using the name "pollster" and compare it with other possible names such as "survey researchers", "public opinion experts" or any other descriptors we can come up with to better describe ourselves.

Perhaps a first step to improving the credibility of the survey research profession would be to convince our friends in journalism to stop using the term "pollster" to describe who we are or at least reserve that term for the likes of the "pollsters" who appear on "Hardball" and "Crossfire" who are more pundits than researchers anyway.

Joe Lenski
Executive Vice President
Edison Media Research

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, 26 May 2004 16:27:01 -0400
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Re: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?
Comments: To: Fred Solop <Fred.Solop@NAU.EDU>, AAPORNET@asu.edu
In-Reply-To: <6.0.1.1.2.20040526131435.01ba7c00@jan.ucc.nau.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I heard someone at the hotel in Phoenix we were a conference of upholsters.

Paul Braun

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Fred Solop
Sent: Wednesday, May 26, 2004 4:16 PM
To: AAPORNET@asu.edu
Subject: Re: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

I was once introduced on TV as a "poolster."

Fred Solop

>Good point. I was once introduced as "a pollster" and the person started
>talking about fabrics, thinking I was an "upholsterer". I told her I didn't
>fabricate anything.
>
>Beth Schapiro
>President
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 26 May 2004 16:31:19 -0400
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?
Comments: To: Fred Solop <Fred.Solop@nau.edu>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <6.0.1.1.2.20040526131435.01ba7c00@jan.ucc.nau.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

On the other hand, there is a certain amount of charm in the gentle self-deprecation that "pollster" provides.

I remember many years ago hearing Lloyd Free introduce himself at a

meeting by saying, "I'm not a social scientist. I'm just a rough-and-ready pollster." I liked him for that.

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 Wed, 26 May 2004, Fred Solop wrote:

> Date: Wed, 26 May 2004 13:15:44 -0700
> From: Fred Solop <Fred.Solop@nau.edu>
> To: AAPORNET@asu.edu
> Subject: Re: Is the use of the name "pollster" contributing to the
> negative opinion of survey researchers in the public?
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Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Wed, 26 May 2004 16:37:50 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: FW: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Pollologists?

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joe Lenski
Sent: Wednesday, May 26, 2004 4:21 PM
To: AAPORNET@asu.edu
Subject: FW: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

Forwarding response from Tom Smith:

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

From: Smith-Tom [mailto:Smith-Tom@norc.uchicago.edu]
Sent: Wednesday, May 26, 2004 4:16 PM
To: Joe Lenski
Subject: RE: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

Joe, perhaps you might post the message below to AAPORNET as it's not accepting my emails right now.

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From: Smith-Tom
Sent: Wednesday, May 26, 2004 3:05 PM
To: 'Joe Lenski'; AAPORNET@asu.edu
Subject: RE: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

Howard Schuman has written about how "survey" has a higher pedigree than "poll" and points out this is grounded in the Latinate vs. Germanic origin of the two words. We did work on occupational titles and found that people assumed that occupations ending with -er were much lower in status than occupations ending with -ologist, even when the occupations rated were fictional. I suspect you are correct about the implications of the -ster ending. However, there are positive examples with -ster, such as barrister. Pollster has been around since at least 1939 and George Gallup embraced the term at least as early as 1942. Thus, it would be hard to reverse 60+ years of acceptance.

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

From: Joe Lenski [mailto:jlenski@EDISONRESEARCH.COM]
Sent: Wednesday, May 26, 2004 2:28 PM
To: AAPORNET@asu.edu
Subject: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

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

Date: Wed, 26 May 2004 13:38:32 -0700
Reply-To: Bill McCready <BMcCready@KNOWLEDGENETWORKS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bill McCready <BMcCready@KNOWLEDGENETWORKS.COM>
Subject: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

A quick trip on Google shows 124,000 hits on "pollster", 54,900 hits on "market researcher", 2,370 hits on "survey researcher" and 464 hits on "opinion researcher" - for whatever it's worth!

Bill

=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D
Bill McCready, Ph.D.
VP Govt & Academic Research
Knowledge Networks
Tel: 312.474.6464
Cell: 708.466.3805
Fax: 708.524.1241
=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D=3D

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun
Sent: Wednesday, May 26, 2004 3:27 PM
To: AAPORNET@asu.edu
Subject: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?

I heard someone at the hotel in Phoenix we were a conference of upholsters.

Paul Braun

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Fred Solop
Sent: Wednesday, May 26, 2004 4:16 PM
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Subject: Re: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

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

Date: Wed, 26 May 2004 17:16:46 -0400
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: Re: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <34FCAEA824F868468555E8EA3C3AAE362587AA@NT-MAIL.knowledgenetworks.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

Some culture : In French, no two terms, only one, whatever the type of poll=
=20
or survey: Sondeur. There is also only one term for poll or survey --=20
sondage-- a literal translation of survey.

Best,

At 13:38 2004-05-26 -0700, you wrote:

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>"market researcher", 2,370 hits on "survey researcher" and 464 hits on
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>

>=3D

>Bill McCready, Ph.D.

>VP Govt & Academic Research

>Knowledge Networks

>Tel: 312.474.6464

>Cell: 708.466.3805

>Fax: 708.524.1241

>=3D

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>Subject: Re: Is the use of the name "pollster" contributing to the

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

Claire Durand * " Le chiffre est un =EAtre=
=20
d=E9licat, sensible, qui, soumis =E0
Claire.Durand@umontreal.ca * la torture, se livre =E0=
=20
des aveux conformes au d=E9sir de
<http://www.fas.umontreal.ca/socio/durandc> * son bourreau. Mais d=E8s=
=20
qu'il est remis en libert=E9, il se
* r=E9tracte, maintenant=20
intactes les v=E9rit=E9s qu'il
Professeur, * renferme, souvent=20
accusatrices."
Responsable des cycles sup=E9rieurs,
d=E9partement de sociologie, * "Numbers are fragile and=
=20
sensitive creatures who will
Universit=E9 de Montr=E9al * admit to anything under=
torture.=20
But once liberated,
C.P. 6128, succ. Centre-ville, * they retract their=20
confessions, while the
Montr=E9al, Qu=E9bec, H3C 3J7 * often accusatory=
truths=20
they contain remain intact."

Sauvy A., Conjoncture et pr=E9vision=20
=E9conomiques, Paris, PUF, 1977, p.27

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

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Date: Wed, 26 May 2004 17:16:54 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Is the use of the name "pollster" contributing to the negative
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

For those who do political polls how about returning to a term Dick Scammon
and some British use: psephologist

If you wonder why the term pollster is not viewed favorable here is how
some academics view polls: At an APSA convention meeting a professor
started reporting on all the surveys done about the presidential debates
during the 1976 campaign. When he finished I pointed out that he had
omitted the extensive research that CBS and NY Times did on the debates. He
responded by stating, "I just reported the surveys. Yours will be reported
when we get to the polls." Ever since then I have understood that a survey
is done by the academics or the government. Polls are what the media does.
However, a poll can become a survey if archived at a reputable academic
institution.
warren mitofsky

MITOFSKY INTERNATIONAL
1776 Broadway, Suite 1708
New York, NY 10019

212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

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

Date: Wed, 26 May 2004 17:32:28 -0400
Reply-To: "Krane, David" <DKrane@HARRISINTERACTIVE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Krane, David" <DKrane@HARRISINTERACTIVE.COM>
Subject: Re: Is the use of the name "pollster" contributing to the
negativ

e opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu

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

I've seen and used "polltaker"

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

From: Nancy Belden [mailto:nancybelden@BRSPOLL.COM]
Sent: Wednesday, May 26, 2004 4:38 PM
To: AAPORNET@asu.edu
Subject: FW: Is the use of the name "pollster" contributing to the negative opinion of survey researchers in the public?

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Date: Wed, 26 May 2004 17:36:37 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Re: Is the use of the name "pollster" contributing to the
negative opinion of survey researchers in the public?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <5.2.0.9.2.20040526171352.02678ac0@etna.umontreal.ca>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Italian is like the French =96 and I love the idea of taking a =
=93sounding.=94
But the best is Spanish =96 =93encuesta=94 (survey or poll) and =
=93encuestador=94 (one
who does it). So near to =93inquest=94 it gives one pause. -- Nancy=20

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Claire Durand
Sent: Wednesday, May 26, 2004 5:17 PM
To: AAPORNET@asu.edu
Subject: Re: Is the use of the name "pollster" contributing to the =
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sondage-- a literal translation of survey.

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At 13:38 2004-05-26 -0700, you wrote:

>>

>>Beth Schapiro

>>President

>>Schapiro Research Group, Inc.

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aapornet-request@asu.edu

Claire Durand

* " Le chiffre est un =

=EAtre=20

d=E9licat, sensible, qui, soumis =E0

Claire.Durand@umontreal.ca

* la torture, se livre =

=E0=20

des aveux conformes au d=E9sir de

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

* son bourreau. Mais =

d=E8s=20

qu'il est remis en libert=E9, il se

* r=E9tracte, =

maintenant=20

intactes les v=E9rit=E9s qu'il

Professeur,

* renferme, souvent=20

accusatrices."

Responsable des cycles sup=E9rieurs,

d=E9partement de sociologie,

* "Numbers are fragile =

and=20

sensitive creatures who will

Universit=E9 de Montr=E9al

* admit to anything under =

torture.=20

But once liberated,

C.P. 6128, succ. Centre-ville,

* they retract their=20

confessions, while the

Montr=E9al, Qu=E9bec, H3C 3J7

* often accusatory =

truths=20

they contain remain intact."

Sauvy A., Conjoncture et pr=E9vision=20

=E9conomiques, Paris, PUF, 1977, p.27

>-----

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, 26 May 2004 15:10:05 -0700
Reply-To: Robert Eisinger <eisinger@LCLARK.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Eisinger <eisinger@LCLARK.EDU>
Subject: Pollster terminology
Comments: To: aapornet@asu.edu
In-Reply-To: <6.1.0.6.2.20040525171844.02fa7e48@mail.atl.bellsouth.net>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Dear All,

Lindsay Rogers' THE POLLSTERS (1949) was written to connote pollster with huckster. Prior, the term 'poller' was frequently employed.

Best,
Robert Eisinger

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

Date: Wed, 26 May 2004 21:03:25 -0400
Reply-To: Howard Schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Schuman <hschuman@UMICH.EDU>
Subject: Pollsters: Tragedy & Triumph
Comments: To: [aapor <aapor@aapornet@asu.edu>](mailto:aapor@aapornet@asu.edu)
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 7bit

The many reactions to the term pollster reflect an understandable sensitivity to status considerations, and fit the general sense that polls (and surveys, for that matter) are constantly under attack. Yet despite the fact that, like Rodney Dangerfield, we get no respect, polls and/or surveys receive something much more important (and at times more dangerous): breathless attention to our results.

Even when polls/surveys appear to have been a complete failure, as happened with the Wisconsin Primary not long ago, and at some other notable points in the past, the very next poll commands eager attention. What other social innovation can match this popularity, not merely short-term as a fad, but long-term as a continuing way of understanding public opinion. The reason is clear: there is nothing better available, especially nothing better that comes in the seemingly exact form of numbers.

Our real problem is the proliferation of polls/surveys, with no good way of testifying to quality. (Even our one traditional claim to quality a

high response rate turns out to be inadequate as a sign of goodness!). And beyond quality, there is the belief that polls/surveys can tell more than should ever be claimed. So the Bush Administration was happy to cite polls/surveys from Iraq to show that everything was really ok there, thus ignoring not only the methodological limitations of such attempts, but the fact that predicting the future in that sad country is not like predicting a next day election, but has to do with matters of power, of intense minorities, of deep ethnic and regional conflict, of who has what weapons, of the inevitable ignorance and counterproductive actions of an American occupying force, and of much else.

So instead of searching for a new name or complaining that we get no respect, we need to focus on how to do better what we do, and how hard as it is to teach ourselves and the larger public what it is we do well and what it is that is beyond doing by pollsters or polls or surveys, whatever they may be called.

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Date: Wed, 26 May 2004 23:22:48 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Et Tu, Gallup
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 8BIT

Yesterday, May 25th, Gallup released their latest poll results for the 2004 presidential race, and, for the first time, broke out results among registered voters for what they call "Red," "Blue" and "Purple" states, based on the presidential vote in the 2000 elections.

This is a really useful crosstabulation for anyone closely following the 2004 contest, but alas, the "Survey Methods" statement is incomplete and would appear to be in violation of the stricter reporting rules in the newly revised AAPOR code currently being considered for adoption.

Specifically, the report tells us that "For results based on the sample of 883 registered voters, the maximum margin of sampling error is ± 4 percentage points." However, we are neither informed of the base sizes for Red, Blue and Purple, nor provided with an estimate of the margin of sampling error for those subsamples.

In this case, I would guess the number of registered voters is somewhere between 250 and 350 for each group, so those margins are probably at least 5% and perhaps as high as 7%.

I certainly don't expect (or want) the sampling error to be computed for each and every subgroup in a survey, but it is essential that the base

sizes be provided for all percentages reported, so that a knowledgeable reader has some way of estimating the accuracy of the results.

Jan Werner
jwerner@jwdp.com

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

Date: Thu, 27 May 2004 05:35:22 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Pollsters: Tragedy & Triumph
Comments: To: Howard Schuman <hschuman@UMICH.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

AMEN, Howard. You have nailed it!

Nat Ehrlich, Ph.D.
Research Specialist
POLLSTER
Michigan State University
Institute for Public Policy and Social Research
Office of Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Howard Schuman [<mailto:hschuman@UMICH.EDU>]
Sent: Wednesday, May 26, 2004 8:03 PM
To: AAPORNET@asu.edu
Subject: Pollsters: Tragedy & Triumph

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Date: Thu, 27 May 2004 09:03:23 -0500
Reply-To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Subject: MAPOR Call for Papers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Annual Conference of the
Midwest Association for Public Opinion Research

POLARIZED PUBLICS?
OPINION AND MEASUREMENT IN THE 2004 ELECTION

November 19-20, 2004
Radisson Hotel & Suites, Chicago

This year's conference theme focuses on the challenges of measuring and interpreting public opinion in an election year. Depending upon your research interest, the theme can represent the methodological challenges facing the public opinion research industry in the current political climate, the conceptual issues surrounding public opinion research or, the implications of media coverage of polls in an election year. MAPOR invites proposals addressing any interpretation of the conference theme, as well as any area related to public opinion methodology, theory, and analysis of data. MAPOR is a chapter of the American Association for Public Opinion

Research.

All paper and panel proposals must be received by 5 p.m. EST on June 30, 2004. Please send each submission only once, either by fax, mail or e-mail.

Mail submissions should include four copies of the abstract.

Research Papers:

Submissions must be abstracts no longer than two typed, double-spaced pages. No full-length papers will be reviewed. Please list the name(s) of the author(s) and affiliation on a separate page (for blind reviewing). Include your full mailing address, telephone number, and e-mail address. Student submissions should be identified as such on the separate page. Indicate if you would prefer to present your paper in the poster session. You will receive notification of the action on your proposal by August 15.

Student authors are encouraged to participate in the MAPOR Fellow Student Paper Competition. (See Web site for more details.)

Panel Proposals:

Submit a written proposal (up to two double-spaced pages). Proposals should identify the topic, explain its importance, and list the potential panelists and their areas of expertise. Panels related to the conference theme are especially encouraged.

Send all submissions to:

Dietram A. Scheufele 308 Kennedy Hall
MAPOR Program Chair Ithaca, NY 14853
Department of Communication Fax: 607.254.1322, Phone:
607-255-2603
Cornell University e-mail: das72@cornell.edu

Check the MAPOR web site for conference news: <http://www.mapor.org>

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

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=====
Date: Thu, 27 May 2004 09:07:53 -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

If interested, please respond directly to Michele Roeder at

moochele@ucla.edu =20

=20

SURVEY RESEARCH OPERATIONS COORDINATOR

=20

Psychiatric Epidemiology-UCLA School of Public Health, Department of Epidemiology. Faculty Susan D. Cochran, Ph.D. is recruiting research operations coordinator to be responsible for conduct and oversight along with PI and Co-PI of a statewide face to face followback survey on mental health disorders in lesbian/gay and racial/ethnic minorities. Oversee all aspects of design, planning and execution for qualitative and quantitative data gathering. Responsibilities include facilitating language translation of instrument, ongoing monitoring of the sample in the field, developing corrective solutions in conjunction with PI and Co-PI to ensure scientific goals and aims are met, monitoring and supervision of the overall survey budget and schedule requirements of project. Must have substantial experience and background designing, managing survey operations with knowledge of a variety of survey methodologies. Must have experience with survey research involving multi-language, racial/ethnic populations, preferably gay and lesbian populations, embedded experiments, sensitive topics, mental health (preferably use of the CIDI-SF), and complex flow; specialized knowledge of computer assisted study management. Must have extensive knowledge of social science research and epidemiologic designs, analysis procedures and objectives, factors determining survey costs, proven ability to manage grant research and scholarly area of expertise. Ph.D. in field relevant to survey research and work experience in the field of survey research is required. Full time position. Salary Range \$50,000-70,000. Send CV with cover letter, names of three references and writing samples to: M. Roeder at moochele@ucla.edu

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Date: Thu, 27 May 2004 11:15:57 -0400
Reply-To: "Wang, Kevin" <kwang@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Wang, Kevin" <kwang@RTI.ORG>
Subject: Using Conjoint analysis
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Is anyone familiar with any research that has used conjoint analysis to analyze how features of survey design affect respondent decisions to participate? Essentially, you'd create a number of profiles of surveys which differed in survey design attributes such as topic, incentive level, burden, sponsorship, mode and other variables related to survey design. You

would then ask subjects to rate their likelihood of doing each survey. From this information, you could then estimate the "importance" of each survey design variable on the stated preference for doing surveys. Thanks.

Kevin Wang
RTI International
3040 Cornwallis Road
PO Box 12194
Research Triangle Park, NC 27709-2194

TEL: 919-541-6220
FAX: 919-541-1261

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Date: Thu, 27 May 2004 11:42:30 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I don't know what to call this but I have never heard of it before and I don't much like it.

"Last month, Wal-Mart launched a lobbying campaign to overcome the opposition. The retailer used a telephone bank to connect people who said they supported the stores directly to several aldermen's ward offices.

The supporters were found by pollsters hired by Wal-Mart, who called hundreds of Chicago residents Monday and Tuesday. Anyone who said they supported the stores was patched through to one of 11 aldermen, according to Thom Serafin, a public relations consultant hired by the retailer. "

From:

http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sbt-MI-CH-B7-Wal_Mart_gains_Chica.sto

--

Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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

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Date: Thu, 27 May 2004 11:20:43 -0500

Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nick Panagakis <mail@MARKETSHARESCORP.COM>

Organization: Market Shares Corporation

Subject: Re: If this is what pollsters do . . .

Comments: To: AAPORNET@asu.edu

In-Reply-To: <0HYD002JFQDKAJ@chimmx05.algx.net>

MIME-version: 1.0

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

Content-transfer-encoding: 8BIT

This could be called telemarketing, or based on the Chicago Tribune story further below, canvassing because they tallied the results. 11 of 50 aldermen were targeted.

However, incorrect use of the word "pollster" which probably came from the consultant.

One of two zoning changes to allow construction of a Wal-Marts was passed by the City Council yesterday.

Nick

Leo Simonetta wrote:

>I don't know what to call this but I have never heard of it before and I
>don't much like it.

>

>

>"Last month, Wal-Mart launched a lobbying campaign to overcome the
>opposition. The retailer used a telephone bank to connect people who said
>they supported the stores directly to several aldermen's ward offices.

>

>The supporters were found by pollsters hired by Wal-Mart, who called
>hundreds of Chicago residents Monday and Tuesday. Anyone who said they
>supported the stores was patched through to one of 11 aldermen, according
>to Thom Serafin, a public relations consultant hired by the retailer. "

>

>From:

>

><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sbt-MI>

>[CH-B7-Wal_Mart_gains_Chica.sto](#)

>

>--

>Leo G. Simonetta

>Research Director

>Art & Science Group, LLC

>6115 Falls Road, Suite 101

>Baltimore MD 21209

>

>

>> Chicago Tribune, May 27, 2004 Wal-Mart goes dialing for support Phone
>> bank calls target aldermen SNIP As the lobbying intensified on both
>> sides of the issue, pollsters hired by the company called hundreds of
>> Chicago residents Monday and Tuesday. Anyone who said they supported
>> the stores was patched through to one of 11 aldermen, said Thom
>> Serafin, a public relations consultant hired by Wal-Mart to lobby in
>> Chicago. He said all the calls that were forwarded were from
>> Chicagoans who specifically told pollsters they want Wal-Mart to open
>> in Chicago. Ald. Leslie Hairston (5th) said her South Side ward
>> office was inundated Tuesday with calls from constituents saying they
>> were forwarded there by telemarketers who had asked whether they
>> supported new jobs in their communities. Some of the callers appeared
>> unaware that they were calling their alderman about Wal-Mart's plans
>> to open stores on former industrial sites in the Austin neighborhood
>> on the West Side and in Chatham on the South Side, she said. The
>> barrage of phone calls could backfire on Wal-Mart, Hairston said.
>> SNIP Serafin said Wal-Mart found that 72 percent of those polled
>> citywide supported the company. He said 83 percent of
>> African-Americans favored the stores, as did 84 percent of Hispanics
>> and 64 percent of whites. But even Wal-Mart's supporters on the City
>> Council said they were dismayed to learn Tuesday of the phone-bank
>> techniques used to lobby their colleagues. SNIP Wal-Mart sent letters
>> to aldermen Tuesday afternoon, repeating its promises to hire at
>> least 75 percent of its workers from the local community and use
>> minority contractors to build its stores. "Chicago is an extremely
>> important market to us," wrote Wal-Mart spokesman John Bisio. "We
>> welcome the close scrutiny that our first Chicago stores will be
>> under and believe our actions will speak louder than words." On the
>> other side, a powerful union that has opposed Wal-Mart in Chicago and
>> across the country sent aldermen information about how the state of
>> Vermont recently was designated an "endangered historic place"
>> because of Wal-Mart's plans to build more superstores there.
>> Copyright © 2004, Chicago Tribune

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Date: Thu, 27 May 2004 12:57:47 -0400

Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Mattlin, Jay" <JMattlin@MEDIAMARK.NOPWORLD.COM>

Subject: Re: If this is what pollsters do . . .

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

MIME-version: 1.0

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

Content-transfer-encoding: 8BIT

This isn't telemarketing; it's outrageous, outright fraud!

Does anybody else agree that this is an occasion for AAPOR to send a press release condemning this type of activity as beyond the bounds of polling?

Jay Mattlin

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

From: Nick Panagakis

To: AAPORNET@asu.edu

Sent: 5/27/2004 12:20 PM

Subject: Re: If this is what pollsters do . . .

This could be called telemarketing, or based on the Chicago Tribune story further below, canvassing because they tallied the results. 11 of 50 aldermen were targeted.

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Nick

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>

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>

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>

>From:

>

><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sb>

t-MI

>CH-B7-Wal_Mart_gains_Chica.sto

>

>--

>Leo G. Simonetta

>Research Director
>Art & Science Group, LLC
>6115 Falls Road, Suite 101
>Baltimore MD 21209

>
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>> Chicago Tribune, May 27, 2004 Wal-Mart goes dialing for support Phone
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>> across the country sent aldermen information about how the state of
>> Vermont recently was designated an "endangered historic place"
>> because of Wal-Mart's plans to build more superstores there.
>> Copyright © 2004, Chicago Tribune

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Date: Thu, 27 May 2004 12:47:41 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
Comments: cc: "Hueber, Graham" <Graham.Hueber@ketchum.com>
In-Reply-To: <0HYD002JFQDKAJ@chimmx05.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

AAPOR Members:

How about a bunch of letters to the editor from you Chicago area members pointing out the distinction between polling/survey research and political list-building and operations? If you write one, please send me and Graham Hueber, chair of the new public relations committee, a copy. Thanks. Nancy Belden

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, May 27, 2004 11:43 AM
To: AAPORNET@asu.edu
Subject: If this is what pollsters do . . .

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From:

http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sbt-MI-CH-B7-Wal_Mart_gains_Chica.sto

--

Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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Unsubscribe? Send email to listserv@asu.edu with this text:

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Date: Thu, 27 May 2004 13:07:50 -0700

Reply-To: "Jonathan E. Brill, Ph.D." <jonathanbrill@EARTHLINK.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Jonathan E. Brill, Ph.D." <jonathanbrill@EARTHLINK.NET>

Subject: Re: Wang's inquiry on using conjoint analysis

Comments: To: aapornet@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I am not aware of any particular conjoint modeling study that has investigated this area. However, I am not sure how valuable in terms of generalizable new insight into survey participation rates a conjoint study would provide for such research would face significant challenges to its reliability and validity. For example, it is a well known pitfall of conjoint that calculations of the percentage part worths of the total represented by attributes (i.e., the typical measure of "relative importance") is largely an outcome of the defined levels chosen to represent each attribute. And, what is more, the value of such calculations will be diminished further should the number of levels used to operationalize each attribute vary among attributes inasmuch as the number of levels effect, whereby attributes with greater numbers of levels produce part worths of exaggerated magnitude, is a well known problem in conjoint analysis.

Jonathan E. Brill, Ph.D.

57 Flint Locke Lane

Medfield, Massachusetts 02052

Telephone: 508.359-6675

E-mail: jonathan.brill.wh82@wharton.upenn.edu

or jonathanbrill@alumni.temple.edu

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

From: "Wang, Kevin" <kwang@RTI.ORG>

To: <AAPORNET@asu.edu>

Sent: Thursday, May 27, 2004 8:15 AM

Subject: Using Conjoint analysis

> Is anyone familiar with any research that has used conjoint analysis to
> analyze how features of survey design affect respondent decisions to
> participate? Essentially, you'd create a number of profiles of surveys
> which differed in survey design attributes such as topic, incentive level,
> burden, sponsorship, mode and other variables related to survey design.
You
> would then ask subjects to rate their likelihood of doing each survey.

From
> this information, you could then estimate the "importance" of each survey
> design variable on the stated preference for doing surveys. Thanks.
>
> Kevin Wang
> RTI International
> 3040 Cornwallis Road
> PO Box 12194
> Research Triangle Park, NC 27709-2194
>
> TEL: 919-541-6220
> FAX: 919-541-1261
>
> -----
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Date: Thu, 27 May 2004 10:51:56 -0700
Reply-To: Jeff Diamond <jbdiamond@RCN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeff Diamond <jbdiamond@RCN.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

For what its worth, this practice is often called "astroturfing"--faking grassroots support for an issue, and it is big business carried out by dozens of firms around the country.

Jeff Diamond
-----Original Message-----
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
To: AAPORNET@asu.edu <AAPORNET@asu.edu>
Date: Thursday, May 27, 2004 9:34 AM
Subject: Re: If this is what pollsters do . . .

This could be called telemarketing, or based on the Chicago Tribune story further below, canvassing because they tallied the results. 11 of 50 aldermen were targeted.

However, incorrect use of the word "pollster" which probably came from the consultant.

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Nick

Leo Simonetta wrote:

>I don't know what to call this but I have never heard of it before and I
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>opposition. The retailer used a telephone bank to connect people who said
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>The supporters were found by pollsters hired by Wal-Mart, who called
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>From:

>

><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sbt-MI>
>CH-B7-Wal_Mart_gains_Chica.sto

>

>--

>Leo G. Simonetta

>Research Director

>Art & Science Group, LLC

>6115 Falls Road, Suite 101

>Baltimore MD 21209

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>> Chicago Tribune, May 27, 2004 Wal-Mart goes dialing for support Phone
>> bank calls target aldermen SNIP As the lobbying intensified on both
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>> Chicago residents Monday and Tuesday. Anyone who said they supported
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>> Serafin, a public relations consultant hired by Wal-Mart to lobby in
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=====
Date: Thu, 27 May 2004 14:34:12 -0400
Reply-To: "Mariolis, Peter" <pxm1@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mariolis, Peter" <pxm1@CDC.GOV>
Subject: Lead Survey Scientist position with Georgia DPH
Comments: To: aapornet@asu.edu
Comments: cc: Dafna Kanny <dkanny@dhr.state.ga.us>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Attached is a link to a job announcement for a lead survey scientist
with the Georgia Division of Public Health. The announcement can be
found at
<http://thejobsite.org/jobsearch/jobdetail.asp?ReqNum=3D427-90015ak>. You
can apply for the position directly from the link.

Peter Mariolis

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Thu, 27 May 2004 11:27:35 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>

Organization: CERC

Subject: Re: If this is what pollsters do . . .

Comments: To: Nick Panagakis <mail@MARKETSHARESCORP.COM>, AAPORNET@asu.edu

In-Reply-To:

<D834F24BA0774047B9E5C7047FF9D4CC01E6F9D7@MRIXCHSVR.mrixch.mediamark.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Wal-Mart is simply engaging in grassroots lobbying. They are finding supporters and urging them to express their views to their elected representatives. That's democracy.

The problem is the use of the word "pollsters" and then the intermingled use of percentage data. If the interviewers working on the lobbying campaign were instructed to insinuate that they represented a legitimate research firm, then this is akin to push polling. (If so, this would be an example of how push polls can use positive rather than negative information) On the other hand, the PR consultant may have used the term "pollster" in an effort to add an air of legitimacy to the "results" generated by the canvassing. I'd rate either scenario as a big problem that should be dealt with. But it's also likely that the consultant didn't know any better. Another possibility is that "pollsters" is coming from reporters. I'd see that as an opportunity for AAPOR to educate the local press.

Note that Alderman Hairston more correctly labeled them not as pollsters but as "telemarketers." I could quibble and call them "tele-lobbyists" or "tele-canvassers" but they are clearly not pollsters and should not be labeled as such.

As for the percentage data cited by the consultant, that could come from legitimate research or from the lobbying effort itself. Obviously data from the latter would be spurious. By the lopsided numbers, it's probably not solid research data, but we don't know unless they disclose their methods.

In sum, let's not over-react, but it would be very helpful to investigate and find out who's saying "pollster" when they are not supposed to.

John E. Nienstedt, Sr.

john@cerc.net

Get the edge at www.cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay

Sent: Thursday, May 27, 2004 9:58 AM

To: AAPORNET@asu.edu

Subject: Re: If this is what pollsters do . . .

This isn't telemarketing; it's outrageous, outright fraud!

Does anybody else agree that this is an occasion for AAPOR to send a press release condemning this type of activity as beyond the bounds of polling?

Jay Mattlin

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From: Nick Panagakis

To: AAPORNET@asu.edu

Sent: 5/27/2004 12:20 PM

Subject: Re: If this is what pollsters do . . .

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t-MI

>CH-B7-Wal_Mart_gains_Chica.sto

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Date: Thu, 27 May 2004 15:47:07 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: John Nienstedt <john@CERC.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

A LOT of these problems originate with public relations firms.

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

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

From: John Nienstedt <john@CERC.NET>
To: AAPORNET@asu.edu <AAPORNET@asu.edu>
Date: Thursday, May 27, 2004 3:19 PM
Subject: Re: If this is what pollsters do . . .

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
Sent: Thursday, May 27, 2004 9:58 AM
To: AAPORNET@asu.edu
Subject: Re: If this is what pollsters do . . .

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From: Nick Panagakis
To: AAPORNET@asu.edu
Sent: 5/27/2004 12:20 PM
Subject: Re: If this is what pollsters do . . .

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=====
Date: Thu, 27 May 2004 15:35:13 -0400
Reply-To: JoyceR@cfmc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <jrachels@CONCENTRIC.NET>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
In-Reply-To: <[000001c44418\\$48cd3b50\\$1a01a8c0@CERC2.cerc.local](mailto:000001c44418$48cd3b50$1a01a8c0@CERC2.cerc.local)>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

I guess this means we need to add an additional definition to Sugging and Frugging. Now we have Glugging, Grassroots Lobbying under the Guise of Research.

Joyce

John Nienstedt wrote:

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> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
> Sent: Thursday, May 27, 2004 9:58 AM
> To: AAPORNET@asu.edu
> Subject: Re: If this is what pollsters do . . .
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>>>Vermont recently was designated an "endangered historic place"
>>>because of Wal-Mart's plans to build more superstores there.
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Joyce Rachelson, VP
Director of Product Sales
CfMC

915 Broadway, Suite 609
New York, NY 10010
(212) 777-5120
(212) 777-5217 FAX
JoyceR@CfMC.com
<http://www.CfMC.com>

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Date: Thu, 27 May 2004 16:22:16 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Position Available
Comments: To: AAPORNet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Please respond directly to: Moochele@ucla.edu =20
=20

RESEARCH POSITION PSYCHIATRIC EPIDEMIOLOGY--UCLA SCHOOL OF PUBLIC HEALTH-DEPARTMENT OF EPIDEMIOLOGY seeks junior scholar to join an active research group engaged in state-of-the-art data analytic procedures examining questions related to psychopathology, resiliency, quality of life and treatment utilization among lesbians and gay men. Applicants should have strong data analytic skills in survey-based epidemiology and/or lesbian/gay health, with preferred interests/expertise in major psychiatric or substance use disorders, co-morbidity, and health services utilization. Data management and analytic experience with SAS, STATA, SUDAAN, or advanced complex survey software essential. Must have some working knowledge of lesbian/gay health/mental health issues. This position is designed to increase the individual's statistical skills and publication portfolio, develop understanding of mental health issues in gay and lesbian populations, and assist in establishing a research record that can eventually merit extramural funding. Applicant should possess excellent oral and written communication skills, collaboration and team building skills, and experience in working with and/or supervising undergraduates and graduate research assistants. Co-Investigators and consultants on this study that can serve as resources include Susan Cochran (lesbian/gay health), Vickie Mays (ethnic minorities), Sander Greenland (methodology), Deborah Ackerman (psychopharmacoepidemiology), Greer Sullivan (health services), and Michael Ross (gay men's health). Appointment can begin immediately. Applications should include CV, a letter describing specific data analytic skills and research interests, reprints, teaching evaluations, graduate transcripts and three letters of reference. Send materials to cochran@ucla.edu, Susan Cochran, Ph.D., MS, UCLA School of Public Health, Box 951772, Los Angeles, CA 90095-1772. Hiring is contingent on rules of federal funding. Women and Minorities are encouraged to apply.

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Date: Thu, 27 May 2004 14:54:31 -0700
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: If this is what pollsters do...

Here is what I learned from the consultant. There were TWO separate operations here. First there was a poll city-wide. Second, there was a phone campaign to a few wards which targeted certain aldermen.

>From the story below:

This paragraph properly describes the city-wide poll.

"Serafin said Wal-Mart found that 72 percent of those polled citywide supported the company. He said 83 percent of African-Americans favored the stores, as did 84 percent of Hispanics and 64 percent of whites."

The paragraph below describes the second operation. This operation was not described as a poll to people who were called. But the paragraph incorrectly describes the callers as pollsters. The consultant takes responsibility for the confusion.

"...pollsters hired by the company called hundreds of Chicago residents Monday and Tuesday. anyone who said they supported the stores was patched through to one of 11 aldermen, said Thom Serafin, a public relations consultant hired by Wal-Mart to lobby in Chicago, He said all the calls that were forwarded were from Chicagoans who specifically told pollsters they want Wal-Mart to open in Chicago."

There are no other "poll" references in the story.

Nick

Date: Thu, 27 May 2004 11:27:35 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Nienstedt <john@CERC.NET>
Organization: CERC
Subject: Re: If this is what pollsters do . . .
Comments: To: Nick Panagakis <mail@MARKETSHARESCORP.COM>, AAPORNET@asu.edu
In-Reply-To:
<D834F24BA0774047B9E5C7047FF9D4CC01E6F9D7@MRIXCHSVR.mrixch.mediamark.com>
Content-type: text/plain; charset=us-ascii

Wal-Mart is simply engaging in grassroots lobbying. They are finding supporters and urging them to express their views to their elected representatives. That's democracy. The problem is the use of the word "pollsters" and then the intermingled use of percentage data. If the interviewers working on the lobbying campaign were instructed to insinuate that they represented a legitimate research firm, then this is akin to push polling. (If so, this would be an example of how push polls can use positive rather than negative information) On the other hand, the PR consultant may have used the term "pollster" in an effort to add an air of legitimacy to the "results" generated by the canvassing. I'd rate either scenario as a big problem that should be dealt with. But it's also likely that the consultant didn't know any better. Another possibility is that "pollsters" is coming from reporters. I'd see that as an opportunity for AAPOR to educate the local press. Note that Alderman Hairston more correctly labeled them not as pollsters but as "telemarketers." I could quibble and call them "tele-lobbyists" or "tele-canvassers" but they are clearly not pollsters and should not be labeled as such. As for the percentage data cited by the consultant, that could come from legitimate research or from the lobbying effort itself. Obviously data from the latter would be spurious. By the lopsided numbers, it's probably not solid research data, but we don't know unless they disclose their methods. In sum, let's not over-react, but it would be very helpful to investigate and find out who's saying "pollster" when they are not supposed to. John E. Nienstedt, Sr. john@cerc.net Get the edge at www.cerc.net -----Original Message----- From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay Sent: Thursday, May 27, 2004 9:58 AM To: AAPORNET@asu.edu Subject: Re: If this is what pollsters do . . . This isn't telemarketing; it's outrageous, outright fraud! Does anybody else agree that this is an occasion for AAPOR to send a press release condemning this type of activity as beyond the bounds of polling? Jay Mattlin -----Original Message----- From: Nick Panagakis To: AAPORNET@asu.edu Sent: 5/27/2004 12:20 PM Subject: Re: If this is what pollsters do . . . This could be called telemarketing, or based on the Chicago Tribune story further below, canvassing because they tallied the results. 11 of 50 aldermen were targeted. However, incorrect use of the word "pollster" which probably came from the consultant. One of two zoning changes to allow construction of a Wal-Mart was passed by the City Council yesterday. Nick Leo Simonetta wrote: >I don't know what to call this but I have never heard of it before and I >don't much like it. > >"Last month, Wal-Mart launched a lobbying campaign to overcome the >opposition. The retailer used a telephone bank to connect people who said >they supported the stores directly to several aldermen's ward offices. > >The supporters were found by pollsters hired by Wal-Mart, who called >hundreds of Chicago residents Monday and Tuesday. Anyone who said they >supported the stores was patched through to one of 11 aldermen, according >to Thom Serafin, a public relations consultant hired by the retailer. " > >From: > ><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sb>

t-MI >CH-B7-Wal_Mart_gains_Chica.sto >>-->Leo G. Simonetta >Research Director >Art & Science Group, LLC >6115 Falls Road, Suite 101 >Baltimore MD 21209 >>> Chicago Tribune, May 27, 2004 Wal-Mart goes dialing for support Phone >> bank calls target aldermen SNIP As the lobbying intensified on both >> sides of the issue, pollsters hired by the company called hundreds of >> Chicago residents Monday and Tuesday. Anyone who said they supported >> the stores was patched through to one of 11 aldermen, said Thom >> Serafin, a public relations consultant hired by Wal-Mart to lobby in >> Chicago. He said all the calls that were forwarded were from >> Chicagoans who specifically told pollsters they want Wal-Mart to open >> in Chicago. Ald. Leslie Hairston (5th) said her South Side ward >> office was inundated Tuesday with calls from constituents saying they >> were forwarded there by telemarketers who had asked whether they >> supported new jobs in their communities. Some of the callers appeared >> unaware that they were calling their alderman about Wal-Mart's plans >> to open stores on former industrial sites in the Austin neighborhood >> on the West Side and in Chatham on the South Side, she said. The >> barrage of phone calls could backfire on Wal-Mart, Hairston said. >> SNIP Serafin said Wal-Mart found that 72 percent of those polled >> citywide supported the company. He said 83 percent of >> African-Americans favored the stores, as did 84 percent of Hispanics >> and 64 percent of whites. But even Wal-Mart's supporters on the City >> Council said they were dismayed to learn Tuesday of the phone-bank >> techniques used to lobby their colleagues. SNIP Wal-Mart sent letters >> to aldermen Tuesday afternoon, repeating its promises to hire at >> least 75 percent of its workers from the local community and use >> minority contractors to build its stores. "Chicago is an extremely >> important market to us," wrote Wal-Mart spokesman John Bisio. "We >> welcome the close scrutiny that our first Chicago stores will be >> under and believe our actions will speak louder than words." On the >> other side, a powerful union that has opposed Wal-Mart in Chicago and >> across the country sent aldermen information about how the state of >> Vermont recently was designated an "endangered historic place" >> because of Wal-Mart's plans to build more superstores there. >> Copyright C 2004, Chicago Tribune >>>>

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Date: Thu, 27 May 2004 15:48:17 -0700

Reply-To: Jeff Diamond <jbdiamond@RCN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeff Diamond <jbdiamond@RCN.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

I don't know the specifics of this particular case--but I am very uncomfortable equating democracy and paying a PR company to find people with a particular view, and then patching them through to a public official. Firms which engage in these campaigns do not identify themselves and in fact do whatever is possible to disguise the fact that this is a not a groundswell of popular sentiment, but a purchased service. Tobacco companies, Wal-Mart, and anybody else with deep pockets now have one more tool to buy the appearance of popular support, and thus influence policy. This is not democracy--it is part of how money threatens democracy.

Jeff Diamond

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>use of percentage data. If the interviewers working on the lobbying
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>In sum, let's not over-react, but it would be very helpful to
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>
>John E. Nienstedt, Sr.
>john@cerc.net
>Get the edge at www.cerc.net

>
>
>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
>Sent: Thursday, May 27, 2004 9:58 AM
>To: AAPORNET@asu.edu
>Subject: Re: If this is what pollsters do . . .

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>polling?

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> Jay Mattlin
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>-----Original Message-----
>From: Nick Panagakis
>To: AAPORNET@asu.edu
>Sent: 5/27/2004 12:20 PM
>Subject: Re: If this is what pollsters do . . .

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>>From:

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>><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-sb>

>t-MI

>>CH-B7-Wal_Mart_gains_Chica.sto

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>>--

>>Leo G. Simonetta

>>Research Director

>>Art & Science Group, LLC

>>6115 Falls Road, Suite 101

>>Baltimore MD 21209

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Date: Thu, 27 May 2004 16:29:33 -0700
Reply-To: Richard Rands <rrands@CFMC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Rands <rrands@CFMC.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
In-Reply-To: <002701c4443c\$b4b1e360\$1f2bb2cd@jeff>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

While we are on this topic, it may be of interest that last year Wal-Mart tried to move into our community, Mountain View, California. This is a largely residential area in the middle of Silicon Valley where the HQs of Google and Yahoo are located. There is a large old department store that has been sitting vacant for nearly 10 years right on the major road through town, El Camino Real.

The City Council wanted to have someone take over the aging property and pick up the tax revenue, but there was enough local opposition to Wal-Mart's proposal that they decided to put it up to a vote at the next election. The resulting "glugging" or "astroturfing" for the months leading up to the election easily drowned out the other issues on the ballot for the local area. There were almost nightly calls from both sides trying to rally people to their cause. Two of the local city council candidates had what seemed to me like a staged mud slinging bout to raise their images in the minds of the voters.

In the end, Wal Mart lost their bid for the property, but huge amounts of money were spent by both sides in their campaigns. There are several existing Wal-Mart's in the region, so it wasn't as though Wal-Mart had been defeated entirely. I do believe, however, that is was a pretty good example of how democracy can work to achieve the bidding of the populace, and it was a powerful example of how special interest groups can wield a powerful force with a group of elected officials and how a few community service oriented people can over come that kind of influence. I don't know if the local school's civics classes followed the process at all, but if

they did, it was a classic case.

Richard Rands

At 03:48 PM 5/27/2004, Jeff Diamond wrote:

>I don't know the specifics of this particular case--but I am very
>uncomfortable equating democracy and paying a PR company to find people with
>a particular view, and then patching them through to a public official.
>Firms which engage in these campaigns do not identify themselves and in fact
>do whatever is possible to disguise the fact that this is a not a
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Date: Thu, 27 May 2004 16:22:36 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Organization: CERC
Subject: Re: If this is what pollsters do . . .
Comments: To: Jeff Diamond <jbdiamond@RCN.COM>, AAPORNET@asu.edu
In-Reply-To: <002701c4443c\$b4b1e360\$1f2bb2cd@jeff>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

So let's say Congress is about to vote on whether the Do Not Call List should apply to survey research calls. Are you saying AAPOR should not be allowed to hire some firm to call its members and patch them through to legislators who are on the fence?

John E. Nienstedt, Sr.
john@cerc.net
Get the edge at www.cerc.net

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jeff Diamond
Sent: Thursday, May 27, 2004 3:48 PM
To: AAPORNET@asu.edu
Subject: Re: If this is what pollsters do . . .

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>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
>Sent: Thursday, May 27, 2004 9:58 AM
>To: AAPORNET@asu.edu
>Subject: Re: If this is what pollsters do . . .

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>From: Nick Panagakis
>To: AAPORNET@asu.edu
>Sent: 5/27/2004 12:20 PM
>Subject: Re: If this is what pollsters do . . .

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>This could be called telemarketing, or based on the Chicago Tribune
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>>Leo G. Simonetta
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>>Baltimore MD 21209
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>>> other side, a powerful union that has opposed Wal-Mart in Chicago
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>>> Copyright C 2004, Chicago Tribune

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Date: Thu, 27 May 2004 19:50:36 -0400

Reply-To: Mike Donatello <MDonatello@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Donatello <MDonatello@COX.NET>

Subject: Re: Using Conjoint analysis

Comments: To: AAPORNET@asu.edu

In-Reply-To: <561B119381D79F4BBE63CB61269674A501D18120@rtints26.rti.org>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I haven't seen anything like this, but it's an interesting question. As Jonathan Brill suggested, though, I'm not sure how amenable the topic is to a conjoint application.

Besides stumbling blocks like a number-of-levels effect, you'd face the potentially more difficult task of creating the profiles in a way that was concrete enough to properly operationalize the variables in question. For example, how would you operationalize the difference between a grid-type question and a typical single-punch question in a profile description? As far as I can figure, you'd really need to develop an actual instrument that mirrored each of the attribute bundles in each profile, administer the

questionnaires, and take rating or ranking measures from that task. Otherwise, I don't see how you'd adequately represent the fatigue and other intangible aspects of the survey-taking experience. And, without that concreteness, you'd risk many of your attribute trade-offs becoming "red bus-blue bus" decisions (I love that phrase).

Again, excellent topic. Please post back to the list if you find anything relevant.

--

Mike Donatello
Director, Survey Solutions
comScore Networks, Inc.
11465 Sunset Hills Rd., Ste. 200, Reston, VA 20190
W 703.438.2372 F 703.438.2051 M 703.582.5680
MDonatello@comscore.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Wang, Kevin
Sent: Thursday, 27 May, 2004 11:16
To: AAPORNET@asu.edu
Subject: Using Conjoint analysis

Is anyone familiar with any research that has used conjoint analysis to analyze how features of survey design affect respondent decisions to participate? Essentially, you'd create a number of profiles of surveys which differed in survey design attributes such as topic, incentive level, burden, sponsorship, mode and other variables related to survey design. You would then ask subjects to rate their likelihood of doing each survey. From this information, you could then estimate the "importance" of each survey design variable on the stated preference for doing surveys. Thanks.

Kevin Wang
RTI International
3040 Cornwallis Road
PO Box 12194
Research Triangle Park, NC 27709-2194

TEL: 919-541-6220
FAX: 919-541-1261

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 27 May 2004 22:36:46 -0400
Reply-To: Ward Kay <wkay@ADIRONDACK-INC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ward Kay <wkay@ADIRONDACK-INC.COM>
Organization: Adirondack Communications
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu

In-Reply-To: <000001c44441\$7ee84210\$1a01a8c0@CERC2.cerc.local>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

This is yet another reason why democracy needs legitimate surveys. I've sold surveys to localities because they often hear from the complainers and those who attend public meetings, but don't have a clue to how the majority of residents feel. In the Wal-Mart case, you now have the usual "not in my backyard" folks and small business owners who don't want it -- and you Wal-Mart might patch people through. How are the leaders to know what the people really want? Take a legitimate survey.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Nienstedt
Sent: Thursday, May 27, 2004 7:23 PM
To: AAPORNET@asu.edu
Subject: Re: If this is what pollsters do . . .

So let's say Congress is about to vote on whether the Do Not Call List should apply to survey research calls. Are you saying AAPOR should not be allowed to hire some firm to call its members and patch them through to legislators who are on the fence?

John E. Nienstedt, Sr.
john@cerc.net
Get the edge at www.cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jeff Diamond
Sent: Thursday, May 27, 2004 3:48 PM
To: AAPORNET@asu.edu
Subject: Re: If this is what pollsters do . . .

I don't know the specifics of this particular case--but I am very uncomfortable equating democracy and paying a PR company to find people with a particular view, and then patching them through to a public official. Firms which engage in these campaigns do not identify themselves and in fact do whatever is possible to disguise the fact that this is a not a groundswell of popular sentiment, but a purchased service. Tobacco companies, Wal-Mart, and anybody else with deep pockets now have one more tool to buy the appearance of popular support, and thus influence policy. This is not democracy--it is part of how money threatens democracy.

Jeff Diamond

>The problem is the use of the word "pollsters" and then the intermingled
>use of percentage data. If the interviewers working on the lobbying
>campaign were instructed to insinuate that they represented a legitimate
>research firm, then this is akin to push polling. (If so, this would be
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>In sum, let's not over-react, but it would be very helpful to
>investigate and find out who's saying "pollster" when they are not
>supposed to.

>
>John E. Nienstedt, Sr.
>john@cerc.net
>Get the edge at www.cerc.net

>
>
>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
>Sent: Thursday, May 27, 2004 9:58 AM
>To: AAPORNET@asu.edu
>Subject: Re: If this is what pollsters do . . .

>
>This isn't telemarketing; it's outrageous, outright fraud!
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>Does anybody else agree that this is an occasion for AAPOR to send a
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>release condemning this type of activity as beyond the bounds of
>polling?

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> Jay Mattlin

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>-----Original Message-----
>From: Nick Panagakis
>To: AAPORNET@asu.edu
>Sent: 5/27/2004 12:20 PM
>Subject: Re: If this is what pollsters do . . .

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>>The supporters were found by pollsters hired by Wal-Mart, who called
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>>
>>From:

>>
>><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-s>

>>
>>t-MI

>>CH-B7-Wal_Mart_gains_Chica.sto

>>--
>>Leo G. Simonetta

>>Research Director

>>Art & Science Group, LLC

>>6115 Falls Road, Suite 101

>>Baltimore MD 21209

>>

>>

>>> Chicago Tribune, May 27, 2004 Wal-Mart goes dialing for support
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>>> bank calls target aldermen SNIP As the lobbying intensified on both
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>>> to open stores on former industrial sites in the Austin neighborhood
>>> on the West Side and in Chatham on the South Side, she said. The
>>> barrage of phone calls could backfire on Wal-Mart, Hairston said.
>>> SNIP Serafin said Wal-Mart found that 72 percent of those polled
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>>> welcome the close scrutiny that our first Chicago stores will be
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>>> other side, a powerful union that has opposed Wal-Mart in Chicago
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=====
Date: Fri, 28 May 2004 11:45:41 -0400
Reply-To: Jack Elinson <jelinson@JUNO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jack Elinson <jelinson@JUNO.COM>
Subject: Fw: Helen Kaufman obit
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

in Wednesday's paper May 26

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=====
Date: Fri, 28 May 2004 10:09:07 -0700
Reply-To: Jeff Diamond <jbdiamond@RCN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeff Diamond <jbdiamond@RCN.COM>
Subject: Re: If this is what pollsters do . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

John (et al):

I guess what I'd say is that there is a problem if, say, a pro Do Not Call faction within AAPOR hired a company to screen members, find those who favored Do Not Call, then patch them through to a congressperson in order to give the impression that they speak for AAPOR. (A more reasonable approach,

following from what Ward Kay mentioned, might be to actually poll AAPOR members and report the results to the congressperson.)

Of course there is nothing wrong with trying to mobilize support for an issue. The main problem here, as I see it, is that this commercial service provides one more advantage to those with deep pockets. This is especially problematic since "real" (not commercially purchased) grassroots mobilizations has been the one resource for those without wealth or influence at high levels.

You ask whether this "should be allowed." I have not thought a lot about what the best remedy for this should be, but what springs to mind is requiring commercial companies that commercially produce calls, letters, and emails on different issues, to inform the public officials receiving these communications that they have been contracted to do this, and by whom. This way people in office will not be "duped", and will have this important information. If this means that an industry which is designed to "dupe" public officials becomes pointless, I'm OK with that.

Jeff Diamond

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

From: John Nienstedt <john@cerc.net>

To: 'Jeff Diamond' <jbdiamond@RCN.COM>; AAPORNET@asu.edu <AAPORNET@asu.edu>

Date: Thursday, May 27, 2004 4:42 PM

Subject: RE: If this is what pollsters do . . .

>So let's say Congress is about to vote on whether the Do Not Call List
>should apply to survey research calls. Are you saying AAPOR should not
>be allowed to hire some firm to call its members and patch them through
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>

>John E. Nienstedt, Sr.

>john@cerc.net

>Get the edge at www.cerc.net

>

>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jeff Diamond

>Sent: Thursday, May 27, 2004 3:48 PM

>To: AAPORNET@asu.edu

>Subject: Re: If this is what pollsters do . . .

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>>john@cerc.net
>>Get the edge at www.cerc.net

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>>-----Original Message-----
>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mattlin, Jay
>>Sent: Thursday, May 27, 2004 9:58 AM
>>To: AAPORNET@asu.edu
>>Subject: Re: If this is what pollsters do . . .

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>>To: AAPORNET@asu.edu

>>Sent: 5/27/2004 12:20 PM

>>Subject: Re: If this is what pollsters do . . .

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>>>From:

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>>><http://www.southbendtribune.com/stories/2004/05/27/business.20040527-s>

>>>b

>>>t-MI

>>>CH-B7-Wal_Mart_gains_Chica.sto

>>>

>>>>--

>>>>Leo G. Simonetta
>>>>Research Director
>>>>Art & Science Group, LLC
>>>>6115 Falls Road, Suite 101
>>>>Baltimore MD 21209

>>>>

>>>>

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>>>>> Copyright C 2004, Chicago Tribune

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Date: Fri, 28 May 2004 12:14:39 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: no electoral polls on CBC
Comments: To: Claire Durand <Claire.Durand@UMONTREAL.CA>, AAPORNET@asu.edu
In-Reply-To: <5.2.0.9.2.20040525094547.026db3a8@etna.umontreal.ca>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

It's the right decision. This cbc decision is based upon sound logic on the impact of popularity polling--which is fundamentally anti-democratic. Exit polling makes sense. Issues polling especially plays an important positive role in a democracy. Popularity polls, especially sequential trend polling, do the opposite by changing the focus away from debate on issues. =20

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Claire Durand
Sent: Tuesday, May 25, 2004 5:52 AM
To: AAPORNET@asu.edu

Subject: no electoral polls on CBC

And it's a beginning...

Tony Burman, Editor-in-chief of CBC (Canadian Broadcasting Corporation) announced that CBC will not commission voter preference polls during the

present electoral campaign in Canada. Two reasons are given for that decision:

- 1) Polls "suck the oxygen right out of the room" in terms of what's engaging and relevant and interesting to voters.
- 2) the poll samples are often so small as to be statistically meaningless. "The response rate is so low that the methodology is under attack and borders on the unscientific".

What's ahead?

Claire Durand * " Le chiffre est un
d=9licat, sensible, qui, soumis =E0
Claire.Durand@umontreal.ca * la torture, se livre =
=E0

des aveux conformes au d=9sir de
http://www.fas.umontreal.ca/socio/durandc * son bourreau. Mais =
d=E8s

qu'il est remis en libert=E9, il se
* r=E9tracte, =
maintenant=20
intactes les v=E9rit=E9s qu'il
Professeur, * renferme, souvent=20
accusatrices."
Responsable des cycles sup=E9rieurs,
d=E9partement de sociologie, * "Numbers are fragile
and=20
sensitive creatures who will
Universit=E9 de Montr=E9al * admit to anything under
torture.=20
But once liberated,
C.P. 6128, succ. Centre-ville, * they retract their=20
confessions, while the
Montr=E9al, Qu=E9bec, H3C 3J7 * often accusatory
truths=20
they contain remain intact."

Sauvy A., Conjoncture et pr=E9vision=20
=E9conomiques, Paris, PUF, 1977, p.27

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signoff aapornet

Date: Sat, 29 May 2004 10:28:43 +0100
Reply-To: worc@MORI.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Worcester <worc@MORI.COM>
Subject: Re: no electoral polls on CBC
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

You=20have=20to=20destroy=20democracy=20to=20save=20it?=20=20Where=20have=20=
I=20heard=20that=20before?

Bob=20Worcester

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

From:=20Marc=20Sapir=20[mailto:marcsapir@COMCAST.NET]=20
Sent:=2028=20May=202004=2020:15
To:=20AAPORNET@asu.edu
Subject:=20Re:=20no=20electoral=20polls=20on=20CBC

It's=20the=20right=20decision.=20=20This=20cbc=20decision=20is=20based=20u=
pon=20sound=20logic=20on
the=20impact=20of=20popularity=20polling--which=20is=20fundamentally
anti-democratic.=20=20Exit=20polling=20makes=20sense.=20=20Issues=20pollin=
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especially=20sequential=20trend=20polling,=20do=20the=20opposite=20by=20ch=
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focus=20away=20from=20debate=20on=20issues.=20=20=20

Marc=20Sapir=20MD,=20MPH
Executive=20Director
Retro=20Poll
www.retropoll.org

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

From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Claire=20=
Durand
Sent:=20Tuesday,=20May=2025,=202004=205:52=20AM
To:=20AAPORNET@asu.edu
Subject:=20no=20electoral=20polls=20on=20CBC

And=20it's=20a=20beginning...

Tony Burman, Editor-in-chief of CBC (Canadian Broadcasting Corporation) announced that CBC will not commission voter preference polls during the

present electoral campaign in Canada. Two reasons are given for that

decision:
1) Polls "suck the oxygen right out of the room" in terms of what's engaging and relevant and interesting to voters.
2) The poll samples are often so small as to be statistically meaningless. "The response rate is so low that the methodology is under

attack and borders on the unscientific".

What's ahead?

Claire Durand
Le chiffre est un
d'Éric, sensible, qui, soumis
Claire.Durand@umontreal.ca
la torture, se livre

des aveux conformes au d'Éric
<http://www.fas.umontreal.ca/socio/durand>
urreau. Mais d'Éric

qu'il est remis en liberté, il se
r'Éric, maintenant intactes les v'Éric
Professeur, renferme, souvent
accusatrices."

Responsable des cycles supérieurs,
d'Éric de sociologie, Numbers are fragile
and sensitive creatures who will
Université de Montréal admit to anything under
torture.
But once liberated,
C.P. 206128, succ. Centre-ville, they retract their
confessions, while the
Montréal, Québec H3C 203J7 often accusatory

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Date: Sat, 29 May 2004 10:34:46 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: no electoral polls on CBC
Comments: To: worc@MORI.COM, AAPORNET@asu.edu
In-Reply-To: <FB166154BCF1004D9510D6FD9E53273BD6DD84@EXCHANGE.mori.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

If I take Bob Worcester's meaning correctly he is arguing the idea that corporations are people with rights (albeit in a hidden ploy to try and make my comments sound undemocratic). There's been a whole book written about how that ruse got into American jurisprudence in the late 19th century. Destroy what democracy, Bob? Re-read my comment. The democracy of money being able to do whatever it damn well pleases to and with the public? The democracy of the marketplace? Sorry Bob, democracy has to do with real information, not with what the people who can afford to pay for polls think is important to their bottom line. Issues, issues, issues, debate, critical thinking; not Entertainment Tonight and Survivor is what makes democracy tick. Educated people have an obligation to make those distinctions. It's an objective piece of reality. =20

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Robert Worcester
Sent: Saturday, May 29, 2004 1:29 AM
To: AAPORNET@asu.edu
Subject: Re: no electoral polls on CBC

You have to destroy democracy to save it? Where have I heard that before?

Bob Worcester

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

From: Marc Sapir [mailto:marcsapir@COMCAST.NET]=20
Sent: 28 May 2004 20:15
To: AAPORNET@asu.edu
Subject: Re: no electoral polls on CBC

It's the right decision. This cbc decision is based upon sound logic on the impact of popularity polling--which is fundamentally anti-democratic. Exit polling makes sense. Issues polling especially plays an important positive role in a democracy. Popularity polls,

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Claire Durand
Sent: Tuesday, May 25, 2004 5:52 AM
To: AAPORNET@asu.edu
Subject: no electoral polls on CBC

And it's a beginning...

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attack and borders on the unscientific".

What's ahead?

Claire Durand * " Le chiffre est un
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d=E9licat, sensible, qui, soumis =E0
Claire.Durand@umontreal.ca * la torture, se livre =
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des aveux conformes au d=E9sir de * son bourreau. Mais =
http://www.fas.umontreal.ca/socio/durandc
d=E8s

qu'il est remis en libert=E9, il se
* r=E9tracte, =

maintenant
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Professeur, * renferme, souvent=20
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Responsable des cycles sup=E9rieurs,
d=E9partement de sociologie, * "Numbers are fragile
and=20

sensitive creatures who will
Universit=E9 de Montr=E9al * admit to anything under
torture.=20

=====
Date: Sat, 29 May 2004 21:42:34 +0100
Reply-To: Bob Worcester <Bob.Worcester@MORI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Worcester <Bob.Worcester@MORI.COM>
Subject: FW: no electoral polls on CBC
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

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

From:=20Bob=20Worcester=20
Sent:=2029=20May=202004=2020:21
To:=20'Marc=20Sapir'
Cc:=20'aapornet@asu.edu'
Subject:=20RE:=20no=20electoral=20polls=20on=20CBC

You=20certainly=20don't=20take=20my=20meaning=20correctly.=20=20

People=20have=20rights=20to=20know=20what=20other=20people=20think,=20and=20=
'other=20people'=20have=20a=20right=20to=20have=20their=20beliefs=20known=20=
in=20an=20objective=20and=20systematic=20way=20(properly=20conducted=20pol=
ls,=20with=20solid=20methodology=20and=20substantial=20sample=20sizes,=20t=
ransparent=20in=20their=20conduct=20and=20properly=20reported.=20=20As=20t=
he=20English=20would=20say,=20you=20shouldn't=20throw=20the=20baby=20out=20=
with=20the=20bath=20water.

Would=20you=20leave=20it=20to=20what=20the=20politicians=20lie=20to=20us?

Yes,=20I=20feel=20pretty=20strongly=20about=20this,=20but=20then=20I=20did=
=20serve=20on=20the=20National=20Council=20of=20the=20American=20Civil=20L=
iberties=20Union=20some=20years=20ago.

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

From:=20Marc=20Sapir=20[mailto:marcsapir@COMCAST.NET]=20
Sent:=2029=20May=202004=2018:35
To:=20AAPORNET@asu.edu
Subject:=20Re:=20no=20electoral=20polls=20on=20CBC

If=20I=20take=20Bob=20Worcester's=20meaning=20correctly=20he=20is=20arguin=
g=20the=20idea=20that
corporations=20are=20people=20with=20rights=20(albeit=20in=20a=20hidden=20=
ploy=20to=20try=20and
make=20my=20comments=20sound=20undemocratic).=20=20There's=20been=20a=20wh=
ole=20book=20written
about=20how=20that=20ruse=20got=20into=20American=20jurisprudence=20in=20t=
he=20late=2019th
century.=20=20Destroy=20what=20democracy,=20Bob?=20=20Re-read=20my=20comme=
nt.=20=20The
democracy=20of=20money=20being=20able=20to=20do=20whatever=20it=20damn=20w=
ell=20pleases=20to=20and

with=20the=20public?=20=20=20The=20democracy=20of=20the=20marketplace?=20S=orry=20Bob,
democracy=20has=20to=20do=20with=20real=20information,=20not=20with=20what=
=20the=20people=20who
can=20afford=20to=20pay=20for=20polls=20think=20is=20important=20to=20thei=
r=20bottom=20line.
Issues,=20issues,=20issues,=20debate,=20critical=20thinking;=20not=20Enter=
tainment
Tonight=20and=20Survivor=20is=20what=20makes=20democracy=20tick.=20=20Educ=ated=20people=20have
an=20obligation=20to=20make=20those=20distinctions.=20=20It's=20an=20objec=
tive=20piece=20of
reality.=20=20

Marc=20Sapir=20MD,=20MPH
Executive=20Director
Retro=20Poll
www.retropoll.org

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

From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Robert=20= Worcester
Sent:=20Saturday,=20May=202029,=20202004=201:29=20AM
To:=20AAPORNET@asu.edu
Subject:=20Re:=20no=20electoral=20polls=20on=20CBC

You=20have=20to=20destroy=20democracy=20to=20save=20it?=20=20Where=20have=20= I=20heard=20that
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Bob=20Worcester

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

From:=20Marc=20Sapir=20[mailto:marcsapir@COMCAST.NET]=20
Sent:=2028=20May=20202004=2020:15
To:=20AAPORNET@asu.edu
Subject:=20Re:=20no=20electoral=20polls=20on=20CBC

It's=20the=20right=20decision.=20=20This=20cbc=20decision=20is=20based=20u= pon=20sound=20logic=20on
the=20impact=20of=20popularity=20polling--which=20is=20fundamentally
anti-democratic.=20=20Exit=20polling=20makes=20sense.=20=20Issues=20pollin=
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plays=20an=20important=20positive=20role=20in=20a=20democracy.=20=20Popula=
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anging=20the
focus=20away=20from=20debate=20on=20issues.=20=20=20=20

Marc=20Sapir=20MD,=20MPH
Executive=20Director
Retro=20Poll

notify=20the=20MORI=20Systems=20Helpdesk=20by=20telephone=20on=2044=20(0)=20=
20=207347=203000=20
or=20respond=20to=20this=20e-mail=20with=20WRONG=20RECIPIENT=20in=20the=20=
title=20line.
=3D=
=3D=3D=3D=20

This=20e-mail=20has=20been=20scanned=20for=20viruses=20for=20MORI=20by=20M=
essageLabs.=20For
further=20information=20visit=20http://www.mci.com

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

Archives:=20http://lists.asu.edu/archives/aapornet.html
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quest@asu.edu

This=20e-mail=20has=20been=20scanned=20for=20viruses=20for=20MORI=20by=20M=
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Archives: http://lists.asu.edu/archives/aapornet.html
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Sat, 29 May 2004 15:24:18 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: no electoral polls on CBC
Comments: To: Bob Worcester <Bob.Worcester@MORI.COM>, AAPORNET@asu.edu
In-Reply-To: <FB166154BCF1004D9510D6FD9E53273BD6DD89@EXCHANGE.mori.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Bob,

Well, I agree with the essence of what you wrote here, so I'm not sure where, in your mind, the argument is? My original comment was that I agreed with the cbc logic in their decision not to do candidate popularity polling throughout the course of political contents. That's similar to countries where campaigning goes on for a few months and then there is a moratorium before the election, to sort of pull back away

from any undo (concocted or otherwise) influences--a reflective period.
In colleges and grad schools students often get a week without classes
to study for finals.=20

=20
The danger of horserace polls is not only that they influence peoples
thinking based on nothing other than who appears to be momentarily more
popular but they allow campaign managers (marketers) to tailor their
messages (often dishonestly) to what appears to be working in order to
move the public in their direction. If you want electoral democracy to
be about who is better able to package and market a sellable message
then trend popularity polling is your best bet. If you want it to be
about issues and content, then removing the popularity part and focusing
on issues and content fits the bill. In all endeavors in life (not just
in public opinion research) we all make such judgments and decisions
many times a day: a) or b) or a) and b) or neither a) nor b). My
argument for a)content polling, is not an argument for neither. Your
argument for a) and b) fails to consider that what the media does with
a) and b) is ignore a) and use b) for marketing their own product to the
payers (campaigns) as well as the public. =20

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Bob Worcester
Sent: Saturday, May 29, 2004 12:43 PM
To: AAPORNET@asu.edu
Subject: FW: no electoral polls on CBC

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

From: Bob Worcester=20
Sent: 29 May 2004 20:21
To: 'Marc Sapir'
Cc: 'aapornet@asu.edu'
Subject: RE: no electoral polls on CBC

You certainly don't take my meaning correctly. =20

People have rights to know what other people think, and 'other people'
have a right to have their beliefs known in an objective and systematic
way (properly conducted polls, with solid methodology and substantial
sample sizes, transparent in their conduct and properly reported. As
the English would say, you shouldn't throw the baby out with the bath
water.

Would you leave it to what the politicians lie to us?

Yes, I feel pretty strongly about this, but then I did serve on the
National Council of the American Civil Liberties Union some years ago.

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

From: Marc Sapir [mailto:marcsapir@COMCAST.NET]=20
Sent: 29 May 2004 18:35
To: AAPORNET@asu.edu
Subject: Re: no electoral polls on CBC

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Claire Durand
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Université de Montréal * admit to anything under
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But once liberated,
C.P. 6128, succ. Centre-ville, * they retract their=20
confessions, while the
Montréal, Québec, H3C 3J7 * often accusatory
truths=20
they contain remain intact."

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