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Sent: Saturday, May 28, 2011 6:10 PM
To: Shapard Wolf
Subject: File: "AAPORNET LOG0502"

Date: Tue, 1 Feb 2005 10:20:20 -0500
Reply-To: Yasamin Miller <yd17@CORNELL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Yasamin Miller <yd17@CORNELL.EDU>
Subject: measures of stress
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

We are developing a survey of undergraduate engineering students and part of the purpose is to measure the level of stress the students experience (real or perceived). Would anyone know of any tested measures of stress for this type of population?

Many thanks for your assistance.

Yasamin

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Tue, 1 Feb 2005 12:24:42 -0500
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: Feelings about national security
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

I have a client who is trying to put together a videotape composite of how people feel about safety and security since 9/11, and who would like to purchase video clips from focus groups or interviews that would address the issue of perceptions of safety and security, and which would not breach client confidentiality. The client is a financial institution in Louisiana, and I can personally vouch for the persons involved. I have been doing business with these persons for over 15 years.

If anyone on this listserv has such videos available, please let me know the contents and the terms and conditions of use. Neither I nor my company is receiving any compensation for this activity.=20

Thank you very much.

Robert Ladner, Ph.D.
Behavioral Science Research Corp.=

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=====
Date: Tue, 1 Feb 2005 10:22:33 -0800
Reply-To: Matthew Courser <matt_courser@SBCGLOBAL.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Matthew Courser <matt_courser@SBCGLOBAL.NET>
Subject: establishment surveys--surveys of retail establishments
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Colleagues,

We have a project in Alaska that requires us to do a survey of retail establishments in 4 small (and remote) Alaskan communities. Some of the topics to be included on the instrument include awareness of products that can be abused as inhalants by youth, store policies toward purchase of potentially inhalable products, and number/range/placement of inhalable products carried in the store.

Preliminary in-person visits to these communities allowed us to develop a list of all businesses in each community and we learned that although most of the businesses were small, "mom and pop" operations, there also were a few chain stores present. We are grappling with methodology issues on this survey--issues of mode (all seem to have drawbacks and a mixed mode design seems most appropriate), how to identify an appropriate person in each business as the sampled respondent (it seems as though it will vary across businesses and across type of businesses), and how best to obtain cooperation (the interview is likely to take 15-20 minutes and that is a substantial amount of time for business managers or owners to invest in a survey that may not seem immediately relevant or important).

I'm sure someone in the AAPOR community has experience with these types of

surveys...although I stay up to date on survey methods, knowing of "lessons learned" from colleagues who have conducted these types of surveys in the past would be especially helpful as we begin our planning and design of this survey.

Thanks!
--Matt

Matthew W. Courser, Ph.D
Pacific Institute for Research and Evaluation--Columbus Office
280 N. High Street, 12th Floor
Columbus, OH 43215

614-466-0124 (ph)
614-995-4223 (fax)
mcourser@pire.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Tue, 1 Feb 2005 13:37:19 -0500
Reply-To: Richard Rockwell <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Rockwell <richard.rockwell@UCONN.EDU>
Subject: Re: Essex Summer School in Social Science Data Analysis and
Collection
Comments: To: AAPORNET@asu.edu
In-Reply-To: <FB166154BCF1004D9510D6FD9E53273B013535F2@EXCHANGE.mori.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Just to add to Bob Worcester's description of the University of Essex from this side of the proverbial pond: the University of Essex is not only the home of the UK Data Archive but also of the UK History Data Service, the Historical Censuses and Social Surveys Research Group, the Qualitative Data Service, the British Household Panel Survey (and other projects of the Institute for Social and Economic Research), etc. While Executive Director of ICPSR (and both before and after my term), ICPSR cooperated with the Essex Summer School on a peer-to-peer basis. Some of our courses duplicated offerings at Essex, but Essex tended to be stronger on the qualitative analysis side and also to offer some kinds of quantitative data analysis courses that had not yet become well known over here. Occasionally, the same person was a faculty member for both ICPSR and Essex.

In other words, the University of Essex is one of the United Kingdom's leading institutions for empirical social research. And the town of Colchester just happens to be Britain's oldest recorded continuous human settlement, or so I was informed by a knowledgeable cabbie one night as I made my way from Heathrow. Of course, he also claimed that Roman soldiers

could still be seen in the vicinity from time to time, trying to make their way back to London but unable to ride the trains because of the fare hikes that have apparently characterized Britain for the last two thousand five hundred years or so.

I suspect the confusion is indeed with another similar-sounding institution, which may exist only on the Web. This is a cautionary tale for those of us who recruit and hire people: just because it sounds right does not mean that the institution actually exists and is credible. Here is a link to an article about these diploma mills:

http://www.usatoday.com/money/workplace/2003-09-28-fakedegrees_x.htm

Part of the problem is that there is no single national system for accrediting institutions of higher education in the United States; somewhat the same is true for some other countries. For a peculiar set of historical reasons, the education department of the U.S. State of Oregon has become an authoritative source on diploma mills worldwide. You may see the institution that sold a doctorate in psychology on their list -- or you may not, because these institutions have a habit of disappearing when skunked out.

=====
Richard C. ROCKWELL
Professor of Sociology
University of Connecticut
344 Mansfield Rd.
Storrs, CT 06269-2068
U.S.A.
richard.rockwell@uconn.edu
Office: +1.860.486.0086
Office fax: +1.860.486.6356

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Bob Worcester
Sent: Monday, January 31, 2005 5:47 PM
To: AAPORNET@asu.edu
Subject: Re: Essex Summer School in Social Science Data Analysis and Collection

Wow, Bill, you should certainly apologise, and quick!
The University of Essex is not only accredited, but the long-lived site of the Survey Archives sponsored by the ESRC, Britain's equivalent to the SSRC, has an outstanding faculty with a number of fine survey specialists, and is renown in this country for producing excellently trained survey trained graduates.
And I'm a Governor of LSE and was for 12 years visiting professor of government at LSE (now at Warwick and Kent)
Sounds like a bad case of ready, fire, aim to me.
Bob Worcester

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

From: William Divale [mailto:DivaleBill@AOL.COM]
Sent: 31 January 2005 22:39

To: AAPORNET@asu.edu
Subject: Re: Essex Summer School in Social Science Data Analysis and Collection

Miriam

I may be wrong but I thought the University of Essex was a diploma mill, or perhaps used to be one. I met a fellow years ago who bought a Ph.D. in Psychology from there. Check their web site to see if they are accredited. If I am wrong, I apologize to the university.

Bill

William Divale, Ph.D.
Professor of Anthropology
Survey Research Laboratory, Director
York College, CUNY
Jamaica, NY 11451
www.york.cuny.edu (<http://www.york.cuny.edu/>)
718-262-2982
H: 845-528-0237
divalebill@aol.com

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=====
Date: Tue, 1 Feb 2005 16:53:12 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity No. 1
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Market Research Manager=20

Job Description:=20

We are currently looking for a market research manager to join our health care and policy research teams. In this exciting role, the successful candidates will work along side some of the best researchers in the business - - taking their prior research experience to the next level.=20

Responsibilities:=20

- * Management of research studies with an emphasis on quantitative methodologies.=20
 - * Develop proposals.=20
 - * Design studies.=20
 - * Write questionnaires.=20
 - * Analyze market data and customer response.=20
 - * Write reports of results and make recommendations.=20
 - * Understand and communicate the business implications of research findings.=20
 - * Act as the key client contact while managing all aspects of client execution.=20
 - * Conduct data analysis (multivariate, factor analysis, and regression analysis).=20
 - * Utilize various data analysis programs.=20
 - * Advise clients on the appropriateness of survey design and use of survey data.
- =09

Requirements:

- * BS degree in market research, social sciences, economics, statistics or business. MS or MA is desirable.=20
- * Strong quantitative abilities.=20

- * At least 3 - 5 years' experience in supplier side market research preferably in public policy or in the pharmaceutical/healthcare industry.=20
- * A statistical background, including applications experience, decision modeling and multivariate analysis.=20
- * PC/Windows skills required.=20
- * A working knowledge of statistical software (SPSS/SAS) is highly desired.=20
- * Excellent written and verbal communication skills.=20
- * Solid client management skills.

What We do:=20

Harris Interactive (Nasdaq: HPOL), is a worldwide market research, polling and consulting firm. It is best known for The Harris Poll and its pioneering use of the Internet to conduct scientifically accurate market research. For more information about Harris Interactive, please visit the Company's website at www.harrisinteractive.com
<<http://www.harrisinteractive.com/>>=20

Additional Information:

You can apply online at:=20

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<http://www2.openhire.com/onlinejobs/jobs/submit.cfm?fuseaction=3Dapply&jobid=3D0&company_id=3D15605&version=3D1&source=3DONLINE>=20

Contact Us: info@harrisinteractive.com
<<mailto:info@harrisinteractive.com>> ~or~ on the web at:
www.harrisinteractive.com/careers
<<http://www.harrisinteractive.com/careers>>=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 1 Feb 2005 16:59:07 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity No. 2
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Research Associate - Public Policy

Tracking Code: 45

Job Description

=20

Harris Interactive Inc., the 15th largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll(r) and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Our researchers enjoy challenging, fast-paced projects designed to bring value to our customers while also fostering their personal, professional development. They are responsible for project fulfillment, including survey design and fielding, data analysis, report preparation and client communications. Our Associate Researchers are presented with an opportunity to be an integral part of the fastest growing market research organization in the trade and to support the Harris Interactive customized client research that is unparalleled in the industry.

May perform, but not limited to, one or more of the following duties:

- * Manage projects of lower complexity with moderate oversight=20
- * Design and field simple surveys with moderate oversight=20
- * Assist with proposal development=20
- * Analyze data & make recommendations, understanding the business implications of research findings=20
- * Work closely with programmers/samplers=20
- * Other duties as assigned

Required Skills

- * Masters, or Bachelors with 2+ years research industry experience
- * Policy Research Experience preferred but not required.=20
- * Solid statistical analysis skills=20
- * Statistical software knowledge (SPSS/SAS)=20
- * Detail orientated and ability to multi-task=20
- * Solid customer service skills=20
- * Knowledge of Edit Masters, Code Frames, Data Cleaning, Tab Plans, Banner Specs, and Marginal Table Checking.=20
- * Excellent written & verbal communications skills=20
- * Strong computer skills in MS Word, Excel and PowerPoint

Job Location: New York, NY, US.

Position Type: Full-Time/Regular

=20

Visit our website at: <http://www.harrisinteractive.com/careers>

=20

~ OR ~

=20

Apply online at: =20

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<http://www2.openhire.com/onlinejobs/jobs/submit.cfm?fuseaction=3Ddspjob&i=d=3D23&jobid=3D67935&company_id=3D15605&version=3D1&source=3DONLINE&JobOwner=3D955535&level=3Dlevelid2&levelid2=3D10452&parent=3DMarket%20Research%3B%3B%3BAssistant%2FAssociates&startflag=3D3&CFID=3D3118060&CFTOKEN=3D52e64d8-f554fa50-d=53d-478e-9644-0d958a63ef6d>=20

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=====
Date: Wed, 2 Feb 2005 14:20:02 -0500
Reply-To: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Subject: Online course - Survey Analysis
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

If you are involved in conducting or analyzing surveys, statistics.com=92s=
=20
new online course =93Survey Analysis=94 (February 18 =96 March 18) will be=
of=20
interest.

It covers the various aspects of survey reliability (test-retest, alternate=
=20
form, internal consistency, interobserver) and validity (face, content,=20
criterion, construct). Basic summary statistics are covered, and an easy=20
to understand guide to the application of various statistical analyses=20
(including correlation and regression analysis, the t-test, chi-square=20

analysis and more). The emphasis is not on the details of these statistical methods, but rather on which analysis method is called for, given the structure of the survey and the types of data it yields.

The instructor is Dr. Anthony Babinec. Dr. Babinec, an expert on survey design and analysis, is Pres. of AB Analytics, and formerly Director of Business Development and Director of Advanced Products Marketing at SPSS.

As with all online courses at statistics.com, you work online at times that are convenient for you, and you will interact with the instructor over a period of 4 weeks via a private discussion board. You will need to devote about 10 hours per week to this course.

Details and registration at
<http://www.statistics.com/content/courses/surveyanalysis/index.html>

Peter Bruce
pbruce@statistics.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Wed, 2 Feb 2005 13:37:27 -0600
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: FW: Online course - Survey Analysis
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

If you are involved in conducting or analyzing surveys, statistics.com's new online course "Survey Analysis" (February 18 - March 18) will be of interest.

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Peter Bruce
pbruce@statistics.com

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=====

Date: Wed, 2 Feb 2005 16:49:15 -0500
Reply-To: Howard Schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Schuman <hschuman@UMICH.EDU>
Subject: Question about Online course - Survey Analysis]
Comments: To: [aapor](mailto:aapor@asu.edu) <aapor@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: 7bit

This is at least the second or third time the ad below has been forwarded to aapornet. On the one hand, that can be seen as a service to alert members to a relevant training course. On the other hand, it also looks like a commercial effort, and if that's ok, aapornet could also receive multiple ads for courses, books, computer programs, etc. likely to appeal to those in survey research. I am undecided myself, and simply mention having some uncertainty on the point. Others may have entirely different reactions. hs

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Peter Bruce
pbruce@statistics.com

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SRMS website: <http://amstat.org/sections/srms/>  
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=====
Date: Wed, 2 Feb 2005 14:36:05 -0800
Reply-To: Bob Lee <boblee48@CALMAIL.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Lee <boblee48@CALMAIL.BERKELEY.EDU>
Subject: Re: Question about Online course - Survey Analysis]
Comments: To: Howard Schuman <hschuman@UMICH.EDU>, AAPORNET@asu.edu
In-Reply-To: <42014ADB.3010704@umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Howard, colleagues,

It is targeted Spam as far as I can see. The sender, Statistics.com, happens to know that all of us on AAPORNET are potential buyers. Well, Russell Sage also knows that all of us are potential buyers of their products, too. So, if Statistics.com can do it, so could Russell Sage or any other company who has a current AAPOR member on their payroll who could

send something to all of us. I would not like to see that happen.

I get WAY too much spam already. No more, please.
Bob

At 04:49 PM 2/2/2005 -0500, Howard Schuman wrote:

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>forwarded to aapornet. On the one hand, that can be seen as a service
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>that are convenient for you, and you will interact with the instructor
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>Details and registration at
><http://www.statistics.com/content/courses/surveyanalysis/index.html>

>Peter Bruce
>pbruce@statistics.com

>~~~~~

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>SRMS website: <http://amstat.org/sections/srms/>

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Robert H. Lee
Director of Survey Operations
Survey Research Center
2538 Channing Way, # 5100
University of California - Berkeley
Berkeley, CA 94720
510-642-0871
boblee48@calmail.berkeley.edu
<http://srcweb.berkeley.edu>

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=====
Date: Wed, 2 Feb 2005 18:39:45 -0500
Reply-To: "Straw, Gretchen" <GStraw@AARP.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Straw, Gretchen" <GStraw@AARP.ORG>
Subject: Re: Question about Online course - Survey Analysis]
Comments: To: Bob Lee <boblee48@CALMAIL.BERKELEY.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: base64

SSBoYXZlIG1peGVkIGZlZWxpbdmzLiAgSSBhbSBvZnRlbiBvbiB0aGUgbG9va291dCBmb3IgcHJv
ZmVzc2lvbmFsIGRldmVsb3BtZW50IG9wcG9ydHVuaXRpZXMGZm9yIG15IHN0YWZmIC0tIHNVIGI0
IGlzIGFjdHVhbGx5IGh1bHBmdWwgdG8gbWUgdG8gc2VlIHNVbWV0aGluZyBsaWtlIHRoaXMuICBJ
IGtub3cgb2YgUGV0ZXIqQnJlY2UgYmVjYXVzZSBteSBzb24gdXNlZCB0byB3b3JrIG9uIGhpcyB3
ZWJzaXRILCBhbmQgSSBrbm93IHRoYXQgaW4gdGhlIHBhc3QgaGUgaGFzIGJlZW4gdmVyeSBjYXJl
ZnVsIGFib3V0IHNwYW1taW5nIC0tIGNyZWFOaW5nIG9wdC1pbiBtYWlsaW5nIGxpc3RzLiAgVGhl
cmVmb3JlLCBteSBzdXNwaWNpb24gaXMgdGhhcCB0ZSBnZW51aW5lbHkgYmVsaWV2ZWQgdGhhcCBt
ZW1iZXJzIG9mIHRoZSBsaXN0IG1pZ2h0IGJlIGludGVyZXN0ZWQgaW4gdGhpcyBpbmZvcmlhdGlv
biAtLSBheYBJIHdheY4NCiANCiRoYXQgc2FpZCwgSSBhZ3JlZSB0aGF0IHdlIGNvdWxkIGJlIGlu
dW5kYXRlZCB3aXRoIGFkdmVydGZlZW1lbnRzIGlmIGV2ZXJ5b25lIHdpdGggcmVsZXZhbnQgbWF0
ZXJpYWxzIG9yIHNVZmVzY2VzIHRvIHNVbGwgcG9zdGVkIHRvIHRoZSBsaXN0LiAgRG9lcYBhbmlv
bmUga25vdyBvZiBjcmVhdG12ZSBhcHB2FjaGVzIG90aGVyIGxpc3RzIGhhdmUgdXNlZCB0byBt
YWtlIGluZm9ybWFOaW9uIGF2YWlsYWJzZSBmcm9tIG1lbWJlcnMgKHdpdGhvdXQgc2lmdGluZyB0
aHJvdWdoIGdvb2dsZSBzZWFOaW5nIG9wdC1pbiBtYWlsaW5nIGxpc3RzLiAgVGh1bHBmdWwgdG8gbWUgdG8gc2VlIHNVbWV0aGluZyBsaWtlIHRoaXMuICBJIGtub3cgb2YgUGV0ZXIqQnJlY2UgYmVjYXVzZSBteSBzb24gdXNlZCB0byB3b3JrIG9uIGhpcyB3ZWJzaXRILCBhbmQgSSBrbm93IHRoYXQgaW4gdGhlIHBhc3QgaGUgaGFzIGJlZW4gdmVyeSBjYXJlZnVsIGFib3V0IHNwYW1taW5nIC0tIGNyZWFOaW5nIG9wdC1pbiBtYWlsaW5nIGxpc3RzLiAgVGhlcmVmb3JlLCBteSBzdXNwaWNpb24gaXMgdGhhcCB0ZSBnZW51aW5lbHkgYmVsaWV2ZWQgdGhhcCBtZW1iZXJzIG9mIHRoZSBsaXN0IG1pZ2h0IGJlIGludGVyZXN0ZWQgaW4gdGhpcyBpbmZvcmlhdGlvbiAtLSBheYBJIHdheY4NCiANCiRoYXQgc2FpZCwgSSBhZ3JlZSB0aGF0IHdlIGNvdWxkIGJlIGlu

communication were incorporated into Daniel Lerner's influential book, =
"The Passing of Traditional Society."

=20

Carlson's international experience continued at the Standard Oil Company =
(NJ), now ExxonMobil, where he directed opinion research for many years. =
He was prominent among those who espoused the notion of corporate social =
responsibility, long before this became commonplace. After retiring from =
Jersey Standard he became president of the Public Relations Society of =
America and then embarked on a second career in academia as dean of the =
school of business administration and banking of Adelphi University.=20

=20

Carlson was widely traveled and widely read. He had a strong aesthetic =
sense and managed to combine his business trips to exotic regions with =
shopping expeditions for beautiful objects. He steeped himself in the =
history and politics of North Africa and Asia.

=20

Carlson's easygoing manner and strong sense of humor endeared him to =
colleagues, students and his many friends in AAPOR. He is survived by =
Eileen Evers Carlson, his wife for 38 years. =

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 3 Feb 2005 08:49:50 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Call for Paper
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Due to demand for late abstract submissions for the First International
Conference on e-Social Science, the deadline has now been extended to
midnight (PST) Monday 7th February.

=20

CALL FOR PAPERS

1st International Conference on e-Social Science

Manchester

June 22-24, 2005

Extended Call for Submissions

www.ncess.ac.uk/conference-05/

=20

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Overview

=20

The vision of the 'Grid' first emerged as a solution to the highly specialised computing infrastructure requirements of particle physics. The past five years, however, have seen the Grid's potential recognized by the wider scientific research community and the emergence of new forms of research practice now encapsulated in the notion of 'e-Research'.=20

Now, members of the social science research community in the UK and elsewhere are beginning to explore how they can use the Grid and the prospects for 'e-Social Science'. This year, for example, has seen the creation in the UK of the National Centre for e-Social Science (NCeSS).

The opportunities presented by the Grid for social science research are numerous and intriguing. The Grid will make it possible for new computational tools to be brought to bear on a diverse range of social science research problems; it will make established social science datasets more readily accessible, easier to integrate and to share; it will make feasible the collection and curation of new kinds of data on an unprecedented scale. Beyond enhancing existing research methods, however, e-Social Science also brings with it the prospect of articulating a radically new research agenda and encouraging the formation of new forms of research community.=20

Realising the full potential for e-Social Science will be a major challenge and calls for a major collaborative effort from social scientists and Grid technologists. As a contribution to meeting this challenge, NCeSS is very pleased to announce the first international conference on e-Social Science.=20

We invite contributions from members of the social science and Grid research communities with experience of - or interests in - exploring, developing and applying e-Social Science research methods, practices, tools and technologies.=20

=20

Submission categories include: full and short papers, posters, workshops and tutorials.

=20

- * Topics of interest include, but are not restricted to, the following:=20
- * Case studies of e-social science in practice=20
- * Studies of (e-)research and (e-)social science research practices=20
- * The benefits and challenges of large scale collaborative research=20
- * Enhancing existing social science research methods through e-social science=20
- * Innovation in research methods through e-social science=20
- * Socio-technical issues in the development of e-social science research methods=20
- * Ethical issues and challenges in the collection, integration, sharing and analysis of=20

sociological data=20

- * New sources and forms of sociological data=20
- * Standards for metadata, ontologies, annotation, curation, etc=20
- * Middleware for data collection, sharing and integration=20
- * Tools for data mining, visualisation, analysis, modelling and collaborative research=20
- * Understanding requirements for research tools and middleware=20

=20

Submission requirements for full and short papers, posters

Authors are requested to submit an abstract of approximately 1000-1500 words for full and short papers. For posters an abstract of 200-300 words is required.

Submissions will be subject to independent review and a final decision will be made by the conference programme committee. Authors of submissions not accepted as full papers may be invited to submit a short paper or poster instead.

Accepted full and short papers will be published in the conference proceedings.

=20

Submission requirements for workshop and tutorials:

Workshop and tutorial organisers are requested to submit a one page outline of the topic, format, likely audience, special requirements.

=20

Deadlines and submission instructions

=20

Paper and poster abstracts, workshop and tutorial outlines: extended to

February 7th, 2005.

=20

Authors will be informed of the programme committee's decision on March 14th, 2005.

=20

Further information regarding the conference and the work of the National Centre for e-Social Science can be found on our website at <http://www.ncess.ac.uk>

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=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 3 Feb 2005 09:16:27 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity No. 1
Comments: To: Aapornet@asu.edu
Comments: cc: DavidPercelay@phaseone.net
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Job Listing for Communications Research / Consulting Organization

=20

Job Title: Communications Analyst

=20

Location: Los Angeles, California

=20

Full Time / Part Time: Full-Time

=20

Comments:

* Please send resume in MS Word format to:

answers@phaseone.net or=20

Attn: Human Resources

6080 Center Drive, Suite 450

Los Angeles, CA 90045

=20

Responses without a cover letter will not be considered. The cover letter must detail a research or communications project in which you participated. Synopsise the methodologies and processes used as well as the role you played.

=20

=20

Company Description:

PhaseOne is a rapidly growing research based consultancy specializing in communications analysis. Our mission is help some of the world's most respected organizations go forward with the strongest communications possible. We specialize in analyzing all forms of communication media from television commercials, radio broadcasts, web-sites, speeches, etc., PhaseOne's business is to understand what makes communications work and to pass that knowledge on to our clients. =20

=20

PhaseOne's on-going research program is designed to take a multidisciplinary approach to communication and to continuously identify the various dynamics that can impact success. It is the application of this learning that allows PhaseOne to consistently, objectively and accurately contribute to our client's success by ensuring their communications are as strong and strategically focused as possible.

=20

Responsibilities:

As a Communications Analyst you will play in integral role in the growth of the organization. You will have the opportunity to participate in high profile analytical assignments from leading global organizations as we work with them to maximize the potential of their communications. Drawing upon your strong analytical and interpersonal skills as well as our deeply researched and highly validated analytical system, you will counsel on a wide variety of communications across all media. =20

=20

Additionally, you will be responsible for leading in the design and development of analytical programs that will contribute to our clients' business as well as to our own Organizational Knowledge base.

=20

Note this is not an IT position.

=20

Requirements:

* A Bachelor's degree is required, with significant course work in analytical research, statistical analysis, logic or communications. =20

* Minimum of 2 years experience in the Research Industry. =20

* Proven ability to efficiently conduct thorough research and analysis and distill large amounts of information into key findings. Strong qualitative analytical skills are required, quantitative skills are a bonus.

* Demonstrated ability to effectively communicate in written and oral form with all levels of an organization and experience presenting research results and concepts to a wide audience.

* Keen ability to think strategically and understand clients' needs.

* Ability to ensure timely delivery of services to a consistently high standard, exceeding clients' expectations.

* Must have excellent coaching skills for both team members and clients.

* Ability to work in a team environment with a willingness to work toward a consensus is needed.

* Strong desire to work in an intellectually challenging environment and openness to new perspectives and ideas.=20

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 3 Feb 2005 09:35:27 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity No. 2

Comments: To: Aapornet@asu.edu
Comments: cc: DavidPercelay@phaseone.net
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Experienced Research Professional Wanted

Job Title: Senior Project Manager

Location: Los Angeles, California

Full Time=20

Comments:

A cover letter must accompany your resume for consideration. The cover letter should detail a research or communications project in which you played a key role. Synopsise the methodologies and processes used as well as the role you played.

Background:=20

A rapidly growing research company, specializing in the analysis of global communications, is seeking experienced research professionals. Our mission is to help some of the world's most respected organizations gain insights into the drivers of a broad range of communications designed to influence behaviors. We specialize in analyzing communications from all media including television commercials, radio broadcasts, web-sites, speeches, scripts, and packaging. Our business is to understand what makes communications work and to pass that knowledge on to our clients.=20

Our on-going research program is designed to take a multidisciplinary approach to communication and to continuously identify the various dynamics that can impact effectiveness. It is the application of this learning that allows the company to consistently, objectively, and accurately contribute to our client's understanding of global communications.

Responsibilities:

As Senior Project Manager you will play an integral role in the growth of the organization. You will have the opportunity to participate in high profile analytical assignments from leading global organizations. Drawing upon your strong analytical and interpersonal skills, as well as our deeply researched and highly validated analytical system, you will provide counsel on a wide variety of communications across all media.=20

Additionally, you will be responsible for leading in the design and development of analytical programs that will contribute to our clients' business as well as to our own organizational knowledge base.

Note this is not an IT position.

Requirements:

* An advanced degree is preferred, with significant course work in

analytical research, statistical analysis, logic, or communications.=20

- * Minimum of 5 years experience in research and analysis-related activities with project design experience.
- * Proven ability to efficiently conduct thorough research and analysis and distill large amounts of information into key findings. Strong qualitative analytical skills are required; quantitative skills are a bonus.
- * Demonstrated ability to communicate effectively in written and oral form with all levels of an organization and experience presenting research results and concepts to a wide audience.
- * Keen ability to think strategically and understand clients' needs.
- * Ability to ensure timely delivery of services to a consistently high standard, exceeding clients' expectations.
- * Must have excellent coaching skills for both team members and clients.
- * Extensive project management experiences and ability to orchestrate several projects at the same time.
- * Ability to work in a team environment, shifting from team leader to contributor roles as appropriate. Willingness to work toward a consensus is needed.
- * Strong desire to work in an intellectually challenging environment and openness to new perspectives and ideas.

- * Ability to embrace innovative, science-based analytical methodologies.
- * Current USG security clearances.

=20

Please forward statement of qualification and cover letter to:
newjobfinder@msn.com

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 3 Feb 2005 11:18:31 -0500
Reply-To: slosh@garnet.acns.fsu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Susan Carol Losh <slosh@GARNET.ACNS.FSU.EDU>
Subject: NSF Surveys of Public Understanding of Science & Technology
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain
Content-transfer-encoding: binary
Content-disposition: inline

Dear AAPOR,

I am delighted to announce that the historical archive for the National Science Foundation Surveys of Public Understanding of Science and Technology 1979-2001 is now available through the ICPSR website. The data may be downloaded (SAS or SPSS) or analyzed online using

California-Berkeley's SDA statistical program.

This is the first time data from these studies have been released as a Public Use File to the scholarly community. Jon, Linda, Tom, Seth and all the countless others who have produced these wonderful data, we owe you tremendous appreciation. I know that there are several individuals on this list who are going to have a great time doing the online analysis that is now possible.

One file contains over 270 variables (about 70 percent of the total data and nearly all of the repeated question series) and follows the 1979-2001 timeline as the variables are available. The other examines computer and Internet access and use 1983-2002 (variables as available) and incorporates the 2002 General Social Survey data on computer and Internet use.

The archive may be accessed at:

<http://webapp.icpsr.umich.edu/cocoon/ICPSR-STUDY/04029.xml>

And thanks to funding from the National Science Foundation, the American Statistical Association and the Association for Institutional Research that made this computer file possible,

Susan

Susan Carol Losh, Ph.D.
American Statistical Association/NSF-SRS Research Fellow
Program Leader, Learning & Cognition
Department of Educational Psychology & Learning Systems
Florida State University
Tallahassee FL 32306-4453

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

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Thu, 3 Feb 2005 12:01:56 -0500
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: Just venting...
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

I am feeling grumpy today for two survey-related reasons, and I thought

I might share with folks who might understand. (I hope this isn't too far off-base for the list.)

1. For the recent inauguration, I wrote a newspaper column headlined, "The pro-life Democrat: an oxymoron no more," observing that the Democrats seemed to finally recognize that Kerry's strident pro-abortion comments may have cost the presidential election, and in recent weeks the party has been (finally!) reaching out to pro-life Democrats as evidenced by the election of (pro-life) Sen. Harry Reid as senate minority leader and Howard Dean's comments on Meet the Press (this was before Sen. Clinton's speech last week). Since I had admitted voting for Kerry in the column, I was exposing myself to attacks from all sides: from pro-lifers who could criticize me for not REALLY being pro-life if I didn't vote for Bush, as well as the usual attacks from pro-choicers.

What did happen, and what felt like such a ghastly punch to the stomach, was that letters to the editor criticized the polling data I had cited to show, for example, that a significant proportion of the American population has views that could be characterized as "pro-life" (I gave 42%, mentioning the ABC News/Washington Post work in December, which was consistent with a lot of polling in the fall). The letter-writers dismissed such data as "a poll purporting to give opinions" and claiming it was a result of "hypothetical and usually slanted question about 'morality'."

It really got to me because it didn't just question my sanity or touch with reality or stupid ideas, which I am pretty used to after nine years of writing a monthly column. Rather, it was a slap to my professional competence as a survey researcher. If I am willing to use data from "slanted" questions, how can anyone trust the data that my research team collects? In fact, I am very cautious about quoting survey data in journalistic work I do, and rarely cite something unless three sources have similar findings. On one level, I know that dismissing the opposition's research is a time-honored rhetorical technique, but it still hurt more than if I'd been a full-time journalist or politician or whatever.

2. One of the faculty with whom I work has the habit of complimenting me by saying, "You should have a Ph.D." If this person says it one more time, I just might slug them. As long-time readers of the list know, some years ago, I considered getting my Ph.D. and decided not to, for a bunch of personal reasons as well as the reality that I LIKE BEING A PROJECT COORDINATOR. I like organizing a team of brilliant people, I like generating graphs and writing reports, I like having my hand in all phases of the process. In the environment in which I live, if I got a Ph.D. and were to become research faculty, I would have to spend much more time in meetings and much less time actually playing with numbers, and I'd have to find someone like me to actually manage the work.

Any ideas on creative responses to that one?

Colleen

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
=====

Date: Thu, 3 Feb 2005 12:37:51 -0500
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Colleen's PhD problem
Comments: To: Colleen Porter <cporter@PHHP.UFL.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <s20212d5.000@fuji.hp.ufl.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

My advice to Colleen: tell them what I tell 'em. "I was smart enough to get this job without a PhD."

If it's a graduate student, the response often is, "Wow, that's really smart!"

Cheers, P.

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

On Thu, 3 Feb 2005, Colleen Porter wrote:

> Date: Thu, 03 Feb 2005 12:01:56 -0500
> From: Colleen Porter <cporter@PHHP.UFL.EDU>
> To: AAPORNET@asu.edu
> Subject: Just venting...
>
> I am feeling grumpy today for two survey-related reasons, and I thought
> I might share with folks who might understand. (I hope this isn't too
> far off-base for the list.)
>
> 1. For the recent inauguration, I wrote a newspaper column headlined,
> "The pro-life Democrat: an oxymoron no more," observing that the
> Democrats seemed to finally recognize that Kerry's strident pro-abortion

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> the party has been (finally!) reaching out to pro-life Democrats as
> evidenced by the election of (pro-life) Sen. Harry Reid as senate
> minority leader and Howard Dean's comments on Meet the Press (this was
> before Sen. Clinton's speech last week). Since I had admitted voting
> for Kerry in the column, I was exposing myself to attacks from all
> sides: from pro-lifers who could criticize me for not REALLY being
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> pro-choicers.

>
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> stomach, was that letters to the editor criticized the polling data I
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> American population has views that could be characterized as "pro-life"
> (I gave 42%, mentioning the ABC News/Washington Post work in December,
> which was consistent with a lot of polling in the fall). The
> letter-writers dismissed such data as "a poll purporting to give
> opinions" and claiming it was a result of "hypothetical and usually
> slanted question about 'morality'."

>
> It really got to me because it didn't just question my sanity or touch
> with reality or stupid ideas, which I am pretty used to after nine years
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> competence as a survey researcher. If I am willing to use data from
> "slanted" questions, how can anyone trust the data that my research team
> collects? In fact, I am very cautious about quoting survey data in
> journalistic work I do, and rarely cite something unless three sources
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> opposition's research is a time-honored rhetorical technique, but it
> still hurt more than if I'd been a full-time journalist or politician or
> whatever.

>
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> me by saying, "You should have a Ph.D." If this person says it one more
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> some years ago, I considered getting my Ph.D. and decided not to, for a
> bunch of personal reasons as well as the reality that I LIKE BEING A
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> like generating graphs and writing reports, I like having my hand in all
> phases of the process. In the environment in which I live, if I got a
> Ph.D. and were to become research faculty, I would have to spend much
> more time in meetings and much less time actually playing with numbers,
> and I'd have to find someone like me to actually manage the work.

>
> Any ideas on creative responses to that one?

>
> Colleen

>
>
> Colleen K. Porter
> cporter@phhp.ufl.edu
> phone: 352\273-6068, fax: 352\273-6075
> University of Florida
> Dept. of Health Services Research, Management and Policy

> 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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>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
=====

Date: Thu, 3 Feb 2005 13:06:34 -0500
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Re: Just venting...
Comments: To: AAPORNET@asu.edu
In-Reply-To: <s20212d5.000@fuji.hp.ufl.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Colleen Porter wrote:

>Kerry's strident pro-abortion
>comments

Strident? I suppose there's some kind of perverse gender progress in applying that adjective to a man's tone instead of a woman's, but what was "strident" about them? In the second debate, he gave a very thoughtful and sane answer
<<http://www.debates.org/pages/trans2004c.html>>:

> First of all, I cannot tell you how deeply I respect the belief
>about life and when it begins. I'm a Catholic, raised a Catholic. I
>was an altar boy. Religion has been a huge part of my life. It
>helped lead me through a war, leads me today.

>
> But I can't take what is an article of faith for me and legislate
>it for someone who doesn't share that article of faith, whether they
>be agnostic, atheist, Jew, Protestant, whatever. I can't do that.

>
> But I can counsel people. I can talk reasonably about life and
>about responsibility. I can talk to people, as my wife Teresa does,
>about making other choices, and about abstinence, and about all
>these other things that we ought to do as a responsible society.

>
> But as a president, I have to represent all the people in the
>nation. And I have to make that judgment.

>
> Now, I believe that you can take that position and not be pro-
>abortion, but you have to afford people their constitutional rights.
>And that means being smart about allowing people to be fully
>educated, to know what their options are in life, and making certain

>that you don't deny a poor person the right to be able to have
>whatever the constitution affords them if they can't afford it
>otherwise.
>
> That's why I think it's important. That's why I think it's
>important for the United States, for instance, not to have this
>rigid ideological restriction on helping families around the world
>to be able to make a smart decision about family planning.

If you're going to vent, please keep your facts straight.

--

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>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 3 Feb 2005 14:14:34 -0500
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Colleen's PhD problem
Comments: To: Colleen Porter <cporter@PHHP.UFL.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <s20212d5.000@fuji.hp.ufl.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

I just tell people I'm still working on it. I'm a slow reader.
warren mitofsky

>2. One of the faculty with whom I work has the habit of complimenting
>me by saying, "You should have a Ph.D." If this person says it one more
>time, I just might slug them. As long-time readers of the list know,
>some years ago, I considered getting my Ph.D. and decided not to, for a
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>PROJECT COORDINATOR. I like organizing a team of brilliant people, I
>like generating graphs and writing reports, I like having my hand in all
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>more time in meetings and much less time actually playing with numbers,
>and I'd have to find someone like me to actually manage the work.
>
>Any ideas on creative responses to that one?

>
>Colleen
>
>
>Colleen K. Porter
>cporter@phhp.ufl.edu
>phone: 352\273-6068, fax: 352\273-6075
>University of Florida
>Dept. of Health Services Research, Management and Policy
>Location: 101 Newell Drive, Rm. 4148
>US Mail: P.O. Box 100195, Gainesville, FL 32610-0195
>
>-----
>Archives: <http://lists.asu.edu/archives/aapornet.html>
>Please ask authors before quoting outside AAPORNET.

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>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 3 Feb 2005 14:52:41 -0500
Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>
Subject: Re: Colleen's PhD problem
Comments: To: AAPORNET@asu.edu
In-Reply-To: <6.2.0.14.2.20050203141223.0267e698@mail.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

In response to "...You should have a PhD," simply reply, "You should have an off button."

That's just me, though.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Warren Mitofsky
Sent: Thursday, February 03, 2005 2:15 PM
To: AAPORNET@asu.edu
Subject: Colleen's PhD problem

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warren mitofsky

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MITOFSKY INTERNATIONAL
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www.mitofskyinternational.com
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

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

Please ask authors before quoting outside AAPORNET.

Date: Thu, 3 Feb 2005 15:32:55 -0500
Reply-To: Mike Donatello <MDonatello@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <MDonatello@COX.NET>
Subject: Re: Colleen's PhD problem
Comments: To: AAPORNET@asu.edu
In-Reply-To: <009c01c50a29\$ecf037f0\$7801a8c0@HUMANRESOURCES>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Best one I've heard yet.

Having gone out ABD some time ago and still struggling to finish the dissertation, I can empathize. My response to a similar comment -- "You should finish your PhD" -- sometimes is "You should pay for it."

--

Mike Donatello
703.582.5680
MDonatello@cox.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lance Hoffman
Sent: Thursday, 03 February, 2005 14:53
To: AAPORNET@asu.edu
Subject: Re: Colleen's PhD problem

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That's just me, though.

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 3 Feb 2005 23:52:11 -0500
Reply-To: lfppop@PUBLICOPINIONPROS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lisa Parmelee <lfppop@PUBLICOPINIONPROS.COM>
Subject: Call for article submissions
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO8859-1

Content-transfer-encoding: quoted-printable

Public Opinion Pros, a new online monthly magazine for polling professionals and anybody else who is interested in public opinion and polling, is seeking article submissions on topics having to do with survey findings, political and social applications of polling, the art, science, and experience of polling practice, and subjects relating to polling in history and the history of polling.

POP is a magazine, not a journal. Though work should be solidly researched and intelligently presented, articles should be written in nonacademic style. The maximum length for feature pieces is around 2000 words, not counting data tables, figures, and other supplementary materials. We encourage the inclusion of hyperlinks to such materials as appropriate, as well as to other websites, data sources, research tools, recommended readings, and whatever else you can think of that will make your article more interesting and informative to our readers. Qualitative as well as quantitative work will be considered.

Particularly welcome at this time would be commentary pieces of 500-800 words for our op-ed section, articles on polling practice for our "From the Field" department, and really good work by students of public opinion, submitted by their instructors. We would also like to know if you have had a polling-related book published within the last two years that you would like us to consider excerpting in our "In Print" feature.

To learn more about Public Opinion Pros and submitting articles to us, please visit our homepage at www.PublicOpinionPros.com. A link to a preview issue accessible to nonsubscribers is located near the top of the menu on the left-hand side. Author guidelines are reached by clicking on the item to the lower left that says "Submit an Article" Submissions, proposals, and questions should be sent directly to me, Lisa Parmelee, at editor@PublicOpinionPros.com.

I look forward to seeing your work, and thank you for your interest.

Lisa

Lisa Ferraro Parmelee, Ph.D.
Editor, Public Opinion Pros
www.PublicOpinionPros.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====

Date: Fri, 4 Feb 2005 08:26:56 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Colleen's PhD problem
Comments: To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

OK, let me be the first of the Ph.D.s to respond to "Colleen's PhD" problem. I'll be the first to argue that, in some cases, the initials can refer to Piled Higher and Deeper, but I will also point out what should be obvious to all: the statement "I considered getting my Ph.D. and decided not to" makes it sound like all one has to do is go to the Ph.D. store, place your order and make the payment. On the contrary, Ph.D.s are like other degrees [BA, BS, MBA, MD, JD] in that they have to be earned. One decides to attempt to earn a degree, and is then subjected to professional scrutiny. No one knows whether you, or Ms. Porter, or Mr. Mitofsky, would have succeeded or not, had you chosen to make the attempt - that's open to speculation.

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Philip Meyer [mailto:pmeyer@EMAIL.UNC.EDU]
Sent: Thursday, February 03, 2005 12:38 PM
To: AAPORNET@asu.edu
Subject: Colleen's PhD problem

My advice to Colleen: tell them what I tell 'em. "I was smart enough to get this job without a PhD."

If it's a graduate student, the response often is, "Wow, that's really smart!"

Cheers, P.

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

On Thu, 3 Feb 2005, Colleen Porter wrote:

> Date: Thu, 03 Feb 2005 12:01:56 -0500
> From: Colleen Porter <cporter@PHHP.UFL.EDU>
> To: AAPORNET@asu.edu
> Subject: Just venting...
>
> I am feeling grumpy today for two survey-related reasons, and I thought

> I might share with folks who might understand. (I hope this isn't too far off-base for the list.)

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> 1. For the recent inauguration, I wrote a newspaper column headlined, "The pro-life Democrat: an oxymoron no more," observing that the Democrats seemed to finally recognize that Kerry's strident pro-abortion comments may have cost the presidential election, and in recent weeks the party has been (finally!) reaching out to pro-life Democrats as evidenced by the election of (pro-life) Sen. Harry Reid as senate minority leader and Howard Dean's comments on Meet the Press (this was before Sen. Clinton's speech last week). Since I had admitted voting for Kerry in the column, I was exposing myself to attacks from all sides: from pro-lifers who could criticize me for not REALLY being pro-life if I didn't vote for Bush, as well as the usual attacks from pro-choicers.

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> It really got to me because it didn't just question my sanity or touch with reality or stupid ideas, which I am pretty used to after nine years of writing a monthly column. Rather, it was a slap to my professional competence as a survey researcher. If I am willing to use data from "slanted" questions, how can anyone trust the data that my research team collects? In fact, I am very cautious about quoting survey data in journalistic work I do, and rarely cite something unless three sources have similar findings. On one level, I know that dismissing the opposition's research is a time-honored rhetorical technique, but it still hurt more than if I'd been a full-time journalist or politician or whatever.

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> 2. One of the faculty with whom I work has the habit of complimenting me by saying, "You should have a Ph.D." If this person says it one more time, I just might slug them. As long-time readers of the list know, some years ago, I considered getting my Ph.D. and decided not to, for a bunch of personal reasons as well as the reality that I LIKE BEING A PROJECT COORDINATOR. I like organizing a team of brilliant people, I like generating graphs and writing reports, I like having my hand in all phases of the process. In the environment in which I live, if I got a Ph.D. and were to become research faculty, I would have to spend much more time in meetings and much less time actually playing with numbers, and I'd have to find someone like me to actually manage the work.

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 4 Feb 2005 08:54:27 -0500
Reply-To: "Mariolis, Peter" <PXM1@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mariolis, Peter" <PXM1@CDC.GOV>
Subject: Re: Colleen's PhD problem
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Colleen,

I think you gave your best reply yourself: "I really like what I'm doing and I couldn't be doing it if I had a PhD."

Peter

On Thu, 3 Feb 2005, Colleen Porter wrote:

> Date: Thu, 03 Feb 2005 12:01:56 -0500
> From: Colleen Porter <cporter@PHHP.UFL.EDU>
> To: AAPORNET@asu.edu
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Date: Fri, 4 Feb 2005 10:46:21 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Colleen's PhD problem
Comments: To: AAPORNET@asu.edu
In-Reply-To: <C5E0665BB776D311868400805FF5603A0817839D@sscintex.ssc.msu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I am a Ph.D. (and former research faculty member) who responded to Colleen's problem off-line yesterday and suggested to her:

"I'd be tempted to say 'Yes, but then who would do all the fun stuff?' or (depending how good your relationship is with this faculty member) 'Yes, but then we'd have to hire someone else to do all the work.' The other possibility is to merely shiver while muttering 'Faculty meetings, no thanks.'

Of course, I am notoriously flip and these suggestions should be taken with a large grain of salt."

I also think that "I decided not to" is a perfectly good response.

--

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
> Ehrlich, Nathaniel
> Sent: Friday, February 04, 2005 8:27 AM
> To: AAPORNET@asu.edu
> Subject: Re: Colleen's PhD problem

>

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> contrary, Ph.D.s are like other degrees [BA, BS, MBA, MD, JD]
> in that they have to be earned. One decides to attempt to
> earn a degree, and is then subjected to professional scrutiny.
> No one knows whether you, or Ms. Porter, or Mr. Mitofsky,
> would have succeeded or not, had you chosen to make the
> attempt - that's open to speculation.

>

>

> Nat Ehrlich, Ph.D.
> Research Specialist
> Michigan State University
> Institute for Public Policy and Social Research Office for
> Social Research
> 321 Berkey Hall
> East Lansing, MI 48824
> 517-355-6672

>

>

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

> From: Philip Meyer [mailto:pmeyer@EMAIL.UNC.EDU]
> Sent: Thursday, February 03, 2005 12:38 PM
> To: AAPORNET@asu.edu
> Subject: Colleen's PhD problem

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

>

>

> On Thu, 3 Feb 2005, Colleen Porter wrote:

>

>> Date: Thu, 03 Feb 2005 12:01:56 -0500
>> From: Colleen Porter <cporter@PHHP.UFL.EDU>
>> To: AAPORNET@asu.edu
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>> phone: 352\273-6068, fax: 352\273-6075 University of
> Florida Dept. of
>> Health Services Research, Management and Policy
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 4 Feb 2005 11:36:06 -0500
Reply-To: Stephanie Berg <stephanie.berg@VERIZON.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stephanie Berg <stephanie.berg@VERIZON.NET>
Subject: Re: Colleen's PhD problem
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IBE005019DF5Y@chimmx04.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

This conversation is becoming insulting to those with and without PhD's =

--
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right to pass judgment. It's a serious decision about how to spend a
significant amount of time and money.

The last time someone asked me why I didn't pursue a PhD, my response =
was
simple. In the past 3 years I've gone scuba diving off Costa Rica,
backpacked through eastern Europe, went to the running of the bulls in
Pamplona (no, I didn't run), planned my wedding, bought a house, and =
joined
an investment club. This is neither better nor worse than choosing to =
pursue
a PhD, but this is merely how I choose to spend my time and money. It's =
all
about what makes you happy.

_____ =20

Stephanie Berg, Senior Analyst
Schneiders - Della Volpe - Schulman (SDS)
=20
For more information on SDS, please visit www.sdsprime.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

Sent: Friday, February 04, 2005 10:46 AM

To: AAPORNET@asu.edu

Subject: Re: Colleen's PhD problem

I am a Ph.D. (and former research faculty member) who responded to =
Colleen's
problem off-line yesterday and suggested to her:

"I'd be tempted to say 'Yes, but then who would do all the fun stuff?' =
or
(depending how good your relationship is with this faculty member) 'Yes, =
but
then we'd have to hire someone else to do all the work.' The other
possibility is to merely shiver while muttering 'Faculty meetings, no
thanks.'

Of course, I am notoriously flip and these suggestions should be taken =
with
a large grain of salt."

I also think that "I decided not to" is a perfectly good response.

--

Leo G. Simonetta

Research Director

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ehrlich,=20

> Nathaniel

> Sent: Friday, February 04, 2005 8:27 AM

> To: AAPORNET@asu.edu

> Subject: Re: Colleen's PhD problem

>

> OK, let me be the first of the Ph.D.s to respond to "Colleen's PhD"=20

> problem. I'll be the first to argue that, in some cases, the initials

> can refer to Piled Higher and Deeper, but I will also point

> out what should be obvious to

> all: the statement "I considered getting my Ph.D. and decided

> not to" makes it sound like all one has to do is go to the

> Ph.D. store, place your order and make the payment. On the

> contrary, Ph.D.s are like other degrees [BA, BS, MBA, MD, JD]

> in that they have to be earned. One decides to attempt to

> earn a degree, and is then subjected to professional scrutiny.

> No one knows whether you, or Ms. Porter, or Mr. Mitofsky,

> would have succeeded or not, had you chosen to make the

> attempt - that's open to speculation.

>> Democrats seemed to finally recognize that Kerry's strident=20
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> election, and in
>> recent weeks the party has been (finally!) reaching out to pro-life=20
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>> What did happen, and what felt like such a ghastly punch to the=20
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>> (I gave 42%, mentioning the ABC News/Washington Post work
> in December,
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>> survey data in journalistic work I do, and rarely cite something=20
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>> live, if I got a Ph.D. and were to become research faculty, I would=20
>> have to spend much more time in meetings and much less time
> actually
>> playing with numbers, and I'd have to find someone like me
> to actually manage the work.

>>
>> Any ideas on creative responses to that one?

>>
>> Colleen

>>
>> Colleen K. Porter
>> cporter@phhp.ufl.edu
>> phone: 352\273-6068, fax: 352\273-6075 University of
> Florida Dept. of
>> Health Services Research, Management and Policy
>> Location: 101 Newell Drive, Rm. 4148
>> US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

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

Date: Fri, 4 Feb 2005 12:35:06 -0500
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: Ph.D. Advice
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Content-transfer-encoding: 7BIT

Dear All:

When I teach graduate data analysis (both in our MA and sometimes in Ph.D. programs), I have the students look at the average income earnings by degree. Then they learn the truth, that a Ph.D. degree is one of the few degrees that leads to lowered income for similarly situated individuals.

I also tell students never to go into a Ph.D. program if they are not offered tuition and stipend support. This is related to the first point, and also to the fact that if they won't pay your way, they probably don't want you that badly.

Finally, as an economist collaborator once noted:
"If present salary trends continue the only people left as professors will be those with a messianic complex or who are ideologues."

Seriously, a Ph.D. is the union card for those wanting an academic appointment. It is a not a professional degree. It might help as a calling card in a business setting, but other things obviously do so, as well.

After having taught a Columbia, this discussion reminds me of the famous Seymour Fiddle. He began his Ph.D. at Columbia and finished in 44 years later after he retired from a successful career in market research.

Ph.D.'s and non-Ph.D.'s alike: "Don't sweat it."

Andy Beveridge

Andrew A. Beveridge
Professor of Sociology
Queens College and Graduate Center CUNY
Office: 718-997-2837
Home: 914-337-6237
Email: andy@troll.soc.qc.edu
Suite 233 Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367-1597
www.socialexplorer.com

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Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Fri, 4 Feb 2005 12:42:53 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Colleen's PhD problem

Comments: To: Stephanie Berg <stephanie.berg@VERIZON.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Dear Fellow AAPORNET members:

My apologies to any who were offended by my remarks. I did respond privately, in detail and in confidence to Ms. Porter soon after reading her original post, and decided to post what I did this morning without any malice, in response to and in the spirit of what I perceived as light-hearted comments, but I have received responses that informed me that my remarks were at least heavy-handed and at most arrogant and offensive.

Again, my sincere apology.

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Stephanie Berg [mailto:stephanie.berg@VERIZON.NET]
Sent: Friday, February 04, 2005 11:36 AM
To: AAPORNET@asu.edu
Subject: Re: Colleen's PhD problem

This conversation is becoming insulting to those with and without PhD's -- so that includes everyone on the list. The simple answer is: It isn't anyone's business. There are variety of factors behind a person's decision, including personal, professional, and financial reasons. No one has the right to pass judgment. It's a serious decision about how to spend a significant amount of time and money.

The last time someone asked me why I didn't pursue a PhD, my response was simple. In the past 3 years I've gone scuba diving off Costa Rica, backpacked through eastern Europe, went to the running of the bulls in Pamplona (no, I didn't run), planned my wedding, bought a house, and joined an investment club. This is neither better nor worse than choosing to pursue a PhD, but this is merely how I choose to spend my time and money. It's all about what makes you happy.

Stephanie Berg, Senior Analyst
Schneiders - Della Volpe - Schulman (SDS)

For more information on SDS, please visit www.sdsprime.com

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Friday, February 04, 2005 10:46 AM
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"I'd be tempted to say 'Yes, but then who would do all the fun stuff?' or (depending how good your relationship is with this faculty member) 'Yes, but then we'd have to hire someone else to do all the work.' The other possibility is to merely shiver while muttering 'Faculty meetings, no thanks.'

Of course, I am notoriously flip and these suggestions should be taken with a large grain of salt."

I also think that "I decided not to" is a perfectly good response.

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Leo G. Simonetta
Research Director
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6115 Falls Road, Suite 101
Baltimore MD 21209

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> Nathaniel
> Sent: Friday, February 04, 2005 8:27 AM
> To: AAPORNET@asu.edu
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>
>
> Nat Ehrlich, Ph.D.
> Research Specialist
> Michigan State University
> Institute for Public Policy and Social Research Office for Social
> Research 321 Berkey Hall
> East Lansing, MI 48824
> 517-355-6672

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

> From: Philip Meyer [mailto:pmeyer@EMAIL.UNC.EDU]
> Sent: Thursday, February 03, 2005 12:38 PM
> To: AAPORNET@asu.edu
> Subject: Colleen's PhD problem

> My advice to Colleen: tell them what I tell 'em. "I was smart enough
> to get this job without a PhD."

> If it's a graduate student, the response often is, "Wow, that's
> really smart!"

> Cheers, P.

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

> On Thu, 3 Feb 2005, Colleen Porter wrote:

>> Date: Thu, 03 Feb 2005 12:01:56 -0500
>> From: Colleen Porter <cporter@PHHP.UFL.EDU>
>> To: AAPORNET@asu.edu
>> Subject: Just venting...

>> I am feeling grumpy today for two survey-related reasons,
> and I thought
>> I might share with folks who might understand. (I hope
> this isn't too
>> far off-base for the list.)

>> 1. For the recent inauguration, I wrote a newspaper column
> headlined,
>> "The pro-life Democrat: an oxymoron no more," observing that the

>> Democrats seemed to finally recognize that Kerry's strident
>> pro-abortion comments may have cost the presidential
> election, and in
>> recent weeks the party has been (finally!) reaching out to pro-life
>> Democrats as evidenced by the election of (pro-life) Sen.
> Harry Reid
>> as senate minority leader and Howard Dean's comments on
> Meet the Press
>> (this was before Sen. Clinton's speech last week). Since I had
>> admitted voting for Kerry in the column, I was exposing myself to
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>> stomach, was that letters to the editor criticized the
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>> 2. One of the faculty with whom I work has the habit of
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>> more time, I just might slug them. As long-time readers of
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> that I LIKE
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>> playing with numbers, and I'd have to find someone like me
> to actually manage the work.

>>
>> Any ideas on creative responses to that one?

>>
>> Colleen

>>
>> Colleen K. Porter
>> cporter@phhp.ufl.edu
>> phone: 352\273-6068, fax: 352\273-6075 University of
> Florida Dept. of
>> Health Services Research, Management and Policy
>> Location: 101 Newell Drive, Rm. 4148
>> US Mail: P.O. Box 100195, Gainesville, FL 32610-0195

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=====
Date: Fri, 4 Feb 2005 13:13:54 -0500
Reply-To: Howard Schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Schuman <hschuman@UMICH.EDU>

Subject: Re: Colleen's PhD problem]
Comments: To: aapor <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Not so much insulting, as irrelevant. What should count in our field, and often does, is concrete accomplishment, not formal accreditation, I.Q. score, affiliation, or pounds per inch. hs

Stephanie Berg wrote:

>This conversation is becoming insulting to those with and without PhD's --
>so that includes everyone on the list. The simple answer is: It isn't
>anyone's business. There are variety of factors behind a person's decision,
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 4 Feb 2005 14:29:02 -0500
Reply-To: Johnhuffmanjr@CS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Johnhuffmanjr@CS.COM
Subject: Friday and Saturday Evening Phoning
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

Does anyone have empirical data or at least a sense of the efficiency and/or

effectiveness of phoning a general population survey on Friday and Saturday evenings?

Thanks,
JH
John Huffman
(302) 218-3981

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 4 Feb 2005 11:39:06 -0800
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: Ph.D. Advice
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <0IBE003WDE68S6@mta9.srv.hcvlny.cv.net>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

shoot, I got the phd (in sociology) and a friend of mine and I ask ourselves: 'why didn't I get a DBA (doctor of Business Administration) or MBA? They make a lot more money! :-)

Colleen, just say "because I have the life I want." Also, people who ask might just be curious and their question might even be a compliment, however clumsy, in that they recognize your capability & intelligence.

Leora

Dr. Leora Lawton
TechSociety Research
"Custom Social Science and Consumer Behavior Research"
2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
(510) 548-6174; fax (510) 548-6175; cell (510) 928-7572
www.techsociety.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 4 Feb 2005 12:01:20 -0800
Reply-To: Ginger Blazier <gblazier@DIRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ginger Blazier <gblazier@DIRESEARCH.COM>
Subject: Re: Friday and Saturday Evening Phoning
Comments: To: AAPORNET@asu.edu, Johnhuffmanjr@CS.COM
In-Reply-To: <77D6EF81.386549D7.C4523634@cs.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Dear John,

In our experience here at Directions In Research, we have found that it is dependant on season and activities at the time. For example, we find that Saturday dialing is very efficient during the winter months because people are home. During the warm months, we dial the majority of hours earlier in the respondent's day before they go out. As far as Friday night dialing, we have found that it is not too efficient overall because people are trying to unwind from the week and/or have plans and are not available, so the response rate and contact rate suffer, especially among the 18 - 35 age range. We do still dial on Friday evenings, but we don't utilize as many hours as we do on the weekend. Let me know if you need any other info. Hope this helps.

Ginger Blazier
VP Business Development
Directions In Research
8593 Aero Drive
San Diego, CA 92123
619 299 5888
800 676 5883

gblazier@diresearch.com <<mailto:gblazier@diresearch.com>>
www.diresearch.com <<http://www.diresearch.com>> tel:

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of
Johnhuffmanjr@CS.COM
Sent: Friday, February 04, 2005 11:29 AM
To: AAPORNET@asu.edu
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Date: Fri, 4 Feb 2005 15:10:44 -0500
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: Re: Ph.D. Advice
Comments: To: Leora Lawton <lawton@TECHSOCIETY.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original
Content-transfer-encoding: 7bit

20/20 hindsight is a real trip, isn't it?

First, chances are that none of us guessed we'd be doing what we're doing when we did what we did. I, for one, got my PhD because I wanted to teach sociology in a great university -- only there weren't a lot of great university teaching jobs available the year I graduated. I ended up in the University of Miami Medical School making twice what assistant professors made, my grant ran out and I incorporated out of desperation and now I am the head of my very own research company -- have been for 30 years -- and there's not a scintilla of informed planning anywhere in that process. I'm lucky. I like what I'm doing, I like being called "Dr. Bob," but I will tell anybody who cares to ask that having that title is worthless by itself and a lot of folks I know make a lot more than I do with a lot fewer letters after their name. But which of us can go back and change the circumstances that surrounded our early decisions? I can't, and if any of you can, you won't need a PhD to pilot the yacht you could be sailing in.

Here's to everybody who likes what they're doing and let the rest of the world envy our peace of mind.

Bob Ladner
Behavioral Science Research Corporation
Miami, FL
1-800-282-2771

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

From: "Leora Lawton" <lawton@TECHSOCIETY.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 04, 2005 2:39 PM
Subject: Re: Ph.D. Advice

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Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Fri, 4 Feb 2005 15:34:56 -0500
Reply-To: Allen Barton <allenbarton@mindspring.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allen Barton <allenbarton@MINDSPRING.COM>
Subject: Re: Ph.D. Advice
Comments: To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Regarding those miraculous letters, we should remember the joke about BS. MS and PhD.
The latter standing for "piled higher and deeper." You can guess the other two.

Allen Barton, Ph.D.

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

From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sent: Feb 4, 2005 3:10 PM
To: AAPORNET@asu.edu
Subject: Re: Ph.D. Advice

20/20 hindsight is a real trip, isn't it?

First, chances are that none of us guessed we'd be doing what we're doing when we did what we did. I, for one, got my PhD because I wanted to teach sociology in a great university -- only there weren't a lot of great university teaching jobs available the year I graduated. I ended up in the University of Miami Medical School making twice what assistant professors made, my grant ran out and I incorporated out of desperation and now I am the head of my very own research company -- have been for 30 years -- and there's not a scintilla of informed planning anywhere in that process. I'm lucky. I like what I'm doing, I like being called "Dr. Bob," but I will tell anybody who cares to ask that having that title is worthless by itself and a lot of folks I know make a lot more than I do with a lot fewer letters after their name. But which of us can go back and change the circumstances that surrounded our early decisions? I can't, and if any of you can, you won't need a PhD to pilot the yacht you could be sailing in.

Here's to everybody who likes what they're doing and let the rest of the world envy our peace of mind.

Bob Ladner
Behavioral Science Research Corporation
Miami, FL
1-800-282-2771

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

From: "Leora Lawton" <lawton@TECHSOCIETY.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 04, 2005 2:39 PM
Subject: Re: Ph.D. Advice

> shoot, I got the phd (in sociology) and a friend of mine and I ask
> ourselves: 'why didn't I get a DBA (doctor of Business Administration) or
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> Leora
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>
> Dr. Leora Lawton
> TechSociety Research
> "Custom Social Science and Consumer Behavior Research"
> 2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
> (510) 548-6174; fax (510) 548-6175; cell (510) 928-7572
> www.techsociety.com
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Allen H. Barton, 118 Wolf's Trail, Chapel Hill, NC 27516
Phone/fax: 919 933 4003 allenbarton@mindspring.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 4 Feb 2005 15:50:06 -0500
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: FW: Ph.D. Advice
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Dear All:

This is in answer to Ellis's question.

The Census asks whether you got a Ph.D. Using the PUMS data you can find out what occupation people are in who have a Ph.D. and take it from there. You can even break out sociologist, economist, etc. As I recall there is a big difference between professional Degree and Ph.D., which is probably the relevant comparison group.

You can control for age, race and Hispanic status, residence, marital status, etc.

The best information on PUMS is from the IPUMS website www.ipums.org.

I think it was analysis like this that William Julius Wilson used to make the point that black Ph.D. sociologist earned more than white Ph.D. sociologists.

I know that from this analysis we found Ph.D. sociologists not making very much money and not living in affluent neighborhoods, at least in NYC metro.

Oh well.

Have a good weekend.

Andy

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

From: Ellis Godard [mailto:egodard@dslextrême.com]
Sent: Friday, February 04, 2005 2:15 PM
To: Andy@soc.qc.edu
Subject: FW: Ph.D. Advice

Would you mind clarifying "similarly situated individuals"? I'd like to show my students a similar analysis, but am curious for which other variables you controlled - and, for that matter, what data you used.

Thanks,
Ellis

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Andrew A Beveridge

Sent: Friday, February 04, 2005 9:35 AM

To: AAPORNET@asu.edu

Subject: Ph.D. Advice

Dear All:

When I teach graduate data analysis (both in our MA and sometimes in Ph.D. programs), I have the students look at the average income earnings by degree. Then they learn the truth, that a Ph.D. degree is one of the few degrees that leads to lowered income for similarly situated individuals.

I also tell students never to go into a Ph.D. program if they are not offered tuition and stipend support. This is related to the first point, and also to the fact that if they won't pay your way, they probably don't want you that badly.

Finally, as an economist collaborator once noted:

"If present salary trends continue the only people left as professors will be those with a messianic complex or who are ideologues."

Seriously, a Ph.D. is the union card for those wanting an academic appointment. It is not a professional degree. It might help as a calling card in a business setting, but other things obviously do so, as well.

After having taught at Columbia, this discussion reminds me of the famous Seymour Fiddle. He began his Ph.D. at Columbia and finished in 44 years later after he retired from a successful career in market research.

Ph.D.'s and non-Ph.D.'s alike: "Don't sweat it."

Andy Beveridge

Andrew A. Beveridge
Professor of Sociology
Queens College and Graduate Center CUNY
Office: 718-997-2837
Home: 914-337-6237
Email: andy@troll.soc.qc.edu
Suite 233 Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367-1597
www.socialexplorer.com

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 4 Feb 2005 15:55:18 -0600
Reply-To: Barry Feinberg <bfeinberg@GFKCUSTOMRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barry Feinberg <bfeinberg@GFKCUSTOMRESEARCH.COM>
Subject: Re: Ph.D. Advice
Comments: To: AAPORNET@asu.edu, allenbarton@MINDSPRING.COM
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

Here's another one-

What's this?

0
B.A.
M.A.
Ph.D.

Answer: Three degrees below zero!
Anyway, I'm glad I've got mine. With \$2.00 and my Ph.D. I can ride
the NYC Subway system.

Barry M. Feinberg, Ph.D.
Senior Vice President
Director, New York Office
GfK Custom Research Inc.
475 Park Avenue South, 12th Floor
New York, New York 10016
212-330-1484 (tel.)
212-684-8431 (fax.)
bfeinberg@gfkcustomresearch.com

>>> Allen Barton <allenbarton@MINDSPRING.COM> 2/4/2005 3:34:56 PM >>>
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BS, MS and PhD.
The latter standing for "piled higher and deeper." You can guess the
other two.

Allen Barton, Ph.D.

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

From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sent: Feb 4, 2005 3:10 PM
To: AAPORNET@asu.edu
Subject: Re: Ph.D. Advice

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Here's to everybody who likes what they're doing and let the rest of the world envy our peace of mind.

Bob Ladner
Behavioral Science Research Corporation
Miami, FL
1-800-282-2771

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

From: "Leora Lawton" <lawton@TECHSOCIETY.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 04, 2005 2:39 PM
Subject: Re: Ph.D. Advice

> shoot, I got the phd (in sociology) and a friend of mine and I ask
> ourselves: 'why didn't I get a DBA (doctor of Business
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Allen H. Barton, 118 Wolf's Trail, Chapel Hill, NC 27516
Phone/fax: 919 933 4003 allenbarton@mindspring.com

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=====

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=====

Date: Fri, 4 Feb 2005 14:44:12 -0800
Reply-To: Hank Zucker <hank@surveysystem.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hank Zucker <hank@SURVEYSYSTEM.COM>
Subject: \$ value of Ph.D.

Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

I once had a job where having a Ph.D. was a definite, quantifiable financial advantage. It gave me an extra dollar an hour at CBS News in 1978.

Actually, while I do like being able to use Dr. every once in a while, the thing I liked best about getting a Ph.D. was getting a Ph.D.. I much enjoyed grad school.

Cheers,

Hank Zucker, Ph.D.
Creative Research Systems
www.surveysystem.com
(707) 765-1001

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Sat, 5 Feb 2005 05:12:55 -0700
Reply-To: Timothy Page <timothywalkerpage@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Timothy Page <timothywalkerpage@YAHOO.COM>
Subject: PHD inquiry
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

It may be a little late to join this pro/con PHD discussion - but has anyone heard of a flexible PHD program in Sociology? And by flexible I mean - non-resident, part-time, etc. I'd love to continue my education but haven't found any programs that allows you to work (and therefore pay for it) and study at the same time. Ideally, and I know I'm pushing it here, I'd like to be able to do it without having to move to whatever University town that accepted me. I'm fairly sure they offer these types of arrangements in other fields...any ideas?

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Sat, 5 Feb 2005 08:39:53 -0500
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>
Subject: FW: PHD inquiry

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

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

Dear Tim:

The Union Institute is the best known for this approach, and I have served on one committee that they set-up for a Ph.D. candidate. In my view a Ph.D. is really a research degree. The main thing is the dissertation, it will take unfettered time to complete it. Though not more than one-year, if all goes well. The Union model is not that at all. People usually stitch together material that they have developed in other contexts. I think you have to seriously consider, what you are aiming for.

NYU's program in NYC used to be basically part-time, but they have switched to the elite model. Which means admitting a small number of Ph.D. candidates, who are recent B.A. grads and paying their tuition and some sort of stipend to study. Even in such programs usually fewer than 50% get a Ph.D. CUNY used to have lots of part-time students, but they are really not into quantitative research.

One of my memories of Columbia is how they jerked around Carole Weiss, already an established researcher and scholar, when she wanted to get a Ph.D. Some of the graduate school experience, I fear, is to put students are in their place, and this is particularly difficult, when the Ph.D. candidate is already quite eminent, as was Carol.

I have very fond memories of graduate school, both of classes and of the life style. But we are only young once.

Andy Beveridge
Queens College and Grad Center CUNY

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Timothy Page

Sent: Saturday, February 05, 2005 7:13 AM

To: AAPORNET@asu.edu

Subject: PHD inquiry

It may be a little late to join this pro/con PHD discussion - but has anyone heard of a "flexible"

PHD program in Sociology? And by flexible I mean - non-resident, part-time, etc. I'd love to continue my education but haven't found any programs that allows you to work (and therefore pay for it) and study at the same time. Ideally, and I know I'm pushing it here, I'd like to be able to do it without having to move to whatever University town that accepted me. I'm fairly sure they offer these types of arrangements in other fields...any ideas?

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Sat, 5 Feb 2005 11:32:54 -0500
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Re: Ph.D. Advice
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

A tangent probably, but I'll share the advice I gave the daughter of a friend of mine who is majoring in philosophy at Notre Dame. She wondered how to explain to prospective employers the benefit of her degree. I said, "Tell them you majored in thinking. The ones you want to work for will spark to that."

JAS

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

visit our website: www.SelzerCo.com

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

In a message dated 2/4/2005 4:08:19 PM Central Standard Time, bfeinberg@GFKCUSTOMRESEARCH.COM writes:
Here's another one-

What's this?

0
B.A.
M.A.
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Answer: Three degrees below zero!
Anyway, I'm glad I've got mine. With \$2.00 and my Ph.D. I can ride the NYC Subway system.

Barry M. Feinberg, Ph.D.
Senior Vice President
Director, New York Office
GfK Custom Research Inc.
475 Park Avenue South, 12th Floor
New York, New York 10016
212-330-1484 (tel.)
212-684-8431 (fax.)
bfeinberg@gfkcustomresearch.com

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Sent: Feb 4, 2005 3:10 PM
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Subject: Re: Ph.D. Advice

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Bob Ladner
Behavioral Science Research Corporation
Miami, FL
1-800-282-2771

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

From: "Leora Lawton" <lawton@TECHSOCIETY.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 04, 2005 2:39 PM
Subject: Re: Ph.D. Advice

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Phone/fax: 919 933 4003 allenbarton@mindspring.com

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Date: Sat, 5 Feb 2005 16:56:45 -0500
Reply-To: dick halpern <dhalpern@BELLSOUTH.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: dick halpern <dhalpern@BELLSOUTH.NET>
Subject: virtue of a Ph.D.
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed;
x-avg-checked=avg-ok-F5044C2

The recent exchange re virtues of a Ph.D, are fascinating. Having a Ph.D. is like in the old days when you needed a union card to get in the door. But once in, you had to prove that you really belonged there. In the corporate world, where I spent most of my working life, many associates believed that maybe you knew something that they didn't, but then you had to prove it. Over and over again. Other associates resented you, feeling that you represented that "snobbish, intellectual elite". For years, I was referred to as Dr. Dick, along with a few other interesting combinations. Having a sense of humor and a bit of modesty did help.

Dick Halpern (Ph.D.)

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

Date: Mon, 7 Feb 2005 13:28:58 -0500
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "DeBell, Matthew" <MDeBell@AIR.ORG>
Subject: Calling people who say "do not call me"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

Is there an industry standard for dealing with telephone survey refusers who say "don't call me again"? I know of at least one federally sponsored survey that ignores these comments. The only way to avoid being called several times for refusal conversion is to be hostile, such as by cursing at the interviewer.

I would like to hear what people think about this, both as a practical matter -- how many initial refusers who say "don't call me again" wind up completing an interview? -- and as an ethical matter. Even though research is exempt from the do-not-call law, it seems to me that a clear directive for a particular survey to stop calling should be honored. =20

Thanks,
Matt

--
Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503=20
mdebell@air.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Mon, 7 Feb 2005 13:14:49 -0600
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: Re: Calling people who say "do not call me"
Comments: To: "DeBell, Matthew" <MDeBell@AIR.ORG>, AAPORNET@asu.edu
In-Reply-To: <D9A552CD27E0974FA91ADE56D744D3E80227A722@dc2ex1.air.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

You should not be trying to convert refusals who definitely say "do not call me again." You should be coding them as "hard" refusals (those who expressly ask not to be called again) versus "soft" refusals (those who did

not wish to take that survey at that time or some other reason).

Even though the Federal Do Not Call law does not apply to survey research organizations, research codes of ethics require you to put that person on your own internal "do not call" list if they are specific about not wanting to be called again to take a survey. Doing anything less will simply add to potential that State Do Not Call laws will be amended to include survey research calls. The danger to the survey research industry still exists at the state level and it is very difficult for those of us working to protect the industry to succeed if our own practitioners abuse respondents.

Jim Robinson
Director of CASRO Government and Public Affairs
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew
Sent: Monday, February 07, 2005 12:29 PM
To: AAPORNET@asu.edu
Subject: Calling people who say "do not call me"

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Thanks,
Matt

--
Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503
mdebell@air.org

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

Date: Mon, 7 Feb 2005 14:38:50 -0500
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: Calling people who say "do not call me"
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IBK00CHR2SQZ3@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

CMOR is in full agreement with Jim's assessment...we offer similar guidance to our members. If you need more information on this policy, please contact our Director of Respondent Cooperation, Harry Heller (hheller@cmor.org).

Thanks,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <<mailto:bdautch@cmor.org>>

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jim Robinson
Sent: Monday, February 07, 2005 2:15 PM
To: AAPORNET@asu.edu
Subject: Re: Calling people who say "do not call me"

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Jim Robinson
Director of CASRO Government and Public Affairs
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew
Sent: Monday, February 07, 2005 12:29 PM
To: AAPORNET@asu.edu
Subject: Calling people who say "do not call me"

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
=====

Date: Mon, 7 Feb 2005 14:43:08 -0500
Reply-To: Chris McCarty <chrism@BEBR.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Chris McCarty <chrism@BEBR.UFL.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: jimr@rma-inc.com, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

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Chris McCarty, Survey Director
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University of Florida
Gainesville, FL 32611-7145
Phone: (352) 392-2908 x101
FAX: (352) 392-4739

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Sent: Monday, February 07, 2005 2:15 PM
To: AAPORNET@ASU.EDU
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Please ask authors before quoting outside AAPORNET.
=====

Date: Mon, 7 Feb 2005 14:00:13 -0600
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: Re: Calling people who say "do not call me"
Comments: To: Chris McCarty <chrism@bebr.ufl.edu>, AAPORNET@asu.edu
In-Reply-To: <2709A069CB844242A469ECC57C29D621BD2050@kobe.bebr.ufl.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Chris,

The point is that you SHOULD BE maintaining such an internal do not call list or you are not being an ethical researcher. And as to your belief that government will not amend in survey research please go and read either CASRO or CMOR's tracking of what legislation has already been introduced. There are many politicians who could care less about the social and governmental benefits of survey research if they can use consumer unhappiness in any area to get re-elected.

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jimr@rma-inc.com

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From: Chris McCarty [mailto:chrism@bebr.ufl.edu]
Sent: Monday, February 07, 2005 1:43 PM
To: jimr@rma-inc.com; AAPORNET@ASU.EDU
Subject: RE: Calling people who say "do not call me"

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Sent: Monday, February 07, 2005 12:29 PM
To: AAPORNET@asu.edu
Subject: Calling people who say "do not call me"

Is there an industry standard for dealing with telephone survey refusals

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 7 Feb 2005 15:24:21 -0500
Reply-To: "Ratledge, Edward" <ratledge@UDEL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ratledge, Edward" <ratledge@UDEL.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

We do maintain a do not call list however the number expires after 6 months. Our own investigations suggest that hard refusals vary by the type of survey and the person answering the phone. Leaving a 6 month window allows some breathing room for a whole set of variables to change including the person who has that number. I would also note that a hard refusal at one point in time is no guarantee of a hard refusal at a later point in time.

Edward C. Ratledge, Director
Center for Applied Demography & Survey Research
University of Delaware
Newark, DE 19716
302-831-1684
302-831-6434(fax)
www.cadsr.udel.edu

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

From: Jim Robinson [mailto:jimr@RMA-INC.COM]
Sent: Monday, February 07, 2005 3:00 PM
To: AAPORNET@asu.edu
Subject: Re: Calling people who say "do not call me"

Chris,

The point is that you SHOULD BE maintaining such an internal do not call list or you are not being an ethical researcher. And as to your belief that government will not amend in survey research please go and read either CASRO or CMOR's tracking of what legislation has already been introduced. There are many politicians who could care less about the social and governmental benefits of survey research if they can use consumer unhappiness in any area to get re-elected.

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Sioux Falls, SD 57103-0218
605-332-7002 (home off)
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605-376-1326 (mobile)
jimr@rma-inc.com

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

From: Chris McCarty [mailto:chrism@bebr.ufl.edu]
Sent: Monday, February 07, 2005 1:43 PM
To: jimr@rma-inc.com; AAPORNET@ASU.EDU
Subject: RE: Calling people who say "do not call me"

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From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Robinson
Sent: Monday, February 07, 2005 2:15 PM
To: AAPORNET@ASU.EDU
Subject: Re: Calling people who say "do not call me"

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew
Sent: Monday, February 07, 2005 12:29 PM
To: AAPORNET@asu.edu
Subject: Calling people who say "do not call me"

Is there an industry standard for dealing with telephone survey refusers who say "don't call me again"? I know of at least one federally

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Thanks,
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Please ask authors before quoting outside AAPORNET.

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Date: Mon, 7 Feb 2005 14:30:39 -0600
Reply-To: Robert Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Santos <rsantos@NUSTATS.COM>
Subject: Re: Calling people who say "do not call me"
Comments: To: Brian Dautch <bdautch@CMOR.ORG>, AAPORNET@asu.edu
In-Reply-To: <JBEDKAIABLANFCDKJEIGEMBCLAA.bdautch@cmor.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Greetings, all

Great discussion so far. Here are my 2 cents. I cannot say that we should

categorically refrain from calling hard refusers. There are exceptions. Here are a few (among many) instances where I think it is ok to re-call a HH that encountered a hard-core refusal.

1. WHEN THE REFUSER IS NOT THE RESPONDENT, but happens to answer the phone.

There are usually a small number of cases in any given survey where a "gatekeeper" (rather than the selected respondent) tells the interviewer "absolutely do not call back" when in fact we know that the Respondent *wants* to participate and asked the field staff to call him/her (e.g., make an appointment to call, but the gatekeeper answers). I would say in this case it is permissible to re-call that telephone number at a later time (provided the principal respondent was an adult rather than a minor).

2. WHEN PROXY RESPONSES ARE ALLOWED OR WHEN SOMEONE IN THE HH OTHER THAN THE REFUSER CAN PROVIDE SURVEY INFORMATION. This is a bit more tricky. If the survey is about household level phenomena and any adult in the HH can provide it, does the refuser who happened to answer the telephone have the right to refuse on behalf of everyone in the HH? I would think that a refusal to participate is a personal matter (i.e., attributed to an *individual* rather than a collection of persons in a HH). People living in a HH are not all the same, and HH residents may not want or like other HH members making decisions for them.

3. METHODOLOGICAL SURVEYS OF NONRESPONSE. A more tricky/possibly ethical issue concerns surveys with a nonresponse study component. Many offer a *large* monetary incentive for participation. These special survey efforts can sometimes be construed as a "separate" study (i.e., a study of nonrespondents to study potential bias). Do you exclude "hard refusals" from these specialized nonresponse studies? I probably would not exclude them, since they deserve the same incentive offer as all the other nonrespondents. Plus, what good is a scientific nonresponse investigation if you must exclude perhaps the most interesting group of nonrespondents?

Perhaps one implication of this discussion is that methodological studies of hard-core refusers are unethical? hmm... I sure hope not.

But the bottom line is that life presents exceptions to rules/guidelines. Be ready.

Rob Santos
NuStats

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Brian Dautch
Sent: Monday, February 07, 2005 1:39 PM
To: AAPORNET@asu.edu
Subject: Re: Calling people who say "do not call me"

CMOR is in full agreement with Jim's assessment...we offer similar guidance to our members. If you need more information on this policy, please contact our Director of Respondent Cooperation, Harry Heller (hheller@cmor.org).

Thanks,
Brian

Brian Dautch
Director of Government Affairs

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jimr@rma-inc.com

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Sent: Monday, February 07, 2005 12:29 PM
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Thanks,
Matt

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=====
Date: Mon, 7 Feb 2005 15:42:21 -0500
Reply-To: Chris McCarty <chrism@BEBR.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Chris McCarty <chrism@BEBR.UFL.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: jimr@rma-inc.com
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Hi Jim,

On the issue of whether survey research would ever be included in the Do

Not Call legislation, given the size of the Do Not Call registry (to which I belong) the following surveys (among others) would become invalid overnight:

Current Population Survey
Behavioral Risk Factor Surveillance Survey
Bureau of Labor Statistics Household Employment Survey
National Health Interview Survey

These are only a few of the surveys that are part of the data infrastructure that is woven into a lot of existing legislation. This does not count non-government based surveys that the government uses. And don't forget all the polls that each one of those legislators is responsible for at election time. =20

I don't like thinking about this as an ethical issue. It makes it difficult to discuss.

chris

Chris McCarty, Survey Director
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Bureau of Economic and Business Research
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University of Florida
Gainesville, FL 32611-7145
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From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Robinson
Sent: Monday, February 07, 2005 2:15 PM
To: AAPORNET@ASU.EDU
Subject: Re: Calling people who say "do not call me"

You should not be trying to convert refusals who definitely say "do not call me again." You should be coding them as "hard" refusals (those who expressly ask not to be called again) versus "soft" refusals (those who did not wish to take that survey at that time or some other reason).

Even though the Federal Do Not Call law does not apply to survey research organizations, research codes of ethics require you to put that person on your own internal "do not call" list if they are specific about not wanting to be called again to take a survey. Doing anything less will simply add to potential that State Do Not Call laws will be amended to include survey

research calls. The danger to the survey research industry still exists at the state level and it is very difficult for those of us working to protect the industry to succeed if our own practitioners abuse respondents.

Jim Robinson
Director of CASRO Government and Public Affairs
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew
Sent: Monday, February 07, 2005 12:29 PM
To: AAPORNET@asu.edu
Subject: Calling people who say "do not call me"

Is there an industry standard for dealing with telephone survey refusers who say "don't call me again"? I know of at least one federally sponsored survey that ignores these comments. The only way to avoid being called several times for refusal conversion is to be hostile, such as by cursing at the interviewer.

I would like to hear what people think about this, both as a practical matter -- how many initial refusers who say "don't call me again" wind up completing an interview? -- and as an ethical matter. Even though research is exempt from the do-not-call law, it seems to me that a clear directive for a particular survey to stop calling should be honored.

Thanks,
Matt

--
Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503
mdeb主ell@air.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Mon, 7 Feb 2005 16:02:07 -0500
Reply-To: jmellis@vcu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Ellis <jmellis@VCU.EDU>
Organization: SERL
Subject: Re: Calling people who say "do not call me"
Comments: To: AAPORNET@asu.edu
In-Reply-To:
<FCDC58EC0F22D4119F0800A0C9E5899501D24B1C@exchange.chep.udel.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Our policy is to not call back those who are hostile or those who say explicitly not to call them back ("hard refusals"). We make refusal conversion attempts on soft refusals. We do not keep an internal do not = call list. Our RDD sample is provided by a vendor that screens out duplicate numbers over a rolling one-year period. Although drawing samples from = other sources, such as client databases, creates a non-zero chance of a hard refusal being included in more than one of our survey samples each year, = we feel it is very unlikely that the same hard refusal would be contacted = again within one year for any other survey.

Not only can the situation at the telephone number change over time, or = the person answering the phone change in multi-adult households, it may be = that the decision to participate in a survey is pretty variable even for the = same individuals at different points in time, so attempts in the future may = be justifiable.

I think the volume of calling may also figure into this issue. If people were receiving 5-10 telemarketing calls per day, that's one thing. But = how many legitimate survey telephone calls do people receive, on average? Is = one or two per month a decent guess? If so, does that sort of volume create = the

same level of irritation as several telemarketing calls per day?

Jim Ellis
Survey and Evaluation Research Laboratory
Virginia Commonwealth University

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Ratledge, Edward
Sent: Monday, February 07, 2005 3:24 PM
To: AAPORNET@ASU.EDU
Subject: Re: Calling people who say "do not call me"

We do maintain a do not call list however the number expires after 6 =
months.
Our own investigations suggest that hard refusals vary by the type of
survey and the person answering the phone. Leaving a 6 month window =
allows
some breathing room for a whole set of variables to change including the
person who has that number. I would also note that a hard refusal at one
point
in time is no guarantee of a hard refusal at a later point in time.

Edward C. Ratledge, Director
Center for Applied Demography & Survey Research
University of Delaware
Newark, DE 19716
302-831-1684
302-831-6434(fax)
www.cadsr.udel.edu

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Mon, 7 Feb 2005 13:00:53 -0800
Reply-To: gumbhir <gumbhir@DARKWING.UOREGON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: gumbhir <gumbhir@DARKWING.UOREGON.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: "DeBell, Matthew" <MDeBell@AIR.ORG>, AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

I agree that respondents who request not to be called again should be coded as
(hard/
final/hostile) refusals. It is in our interests as researchers to honor and
respect the
populations whom we count on for information. However, I also recognize that
such
refusals are complex, and that there are other factors that require
consideration.

We (the Oregon Survey Research Laboratory) recently revised our refusal standards, and we have actually addressed this issue directly. I have included the appropriate refusal standard below:

START EXCERPT

IV. Respondents Who Explicitly Ask Us Not to Call Again are Final Refusals

If an eligible respondent (gatekeepers don't count) clearly, directly, and in no uncertain terms says (literally or in effect) "do not call", then code the record as a Final Refusal, even if not fully informed of call's purpose.

The phrase "take me off your list" constitutes a request not to be called again. However, unless it's a list sample, such a comment may mean that the respondent doesn't understand our purpose. If there is a possible misunderstanding, try to clarify our purpose by explaining what RDD sampling is & how there is no list. RDD probes should include information necessary for Informed Refusal. If the respondent doesn't hear RDD probes, code as Initial Refusal. If the respondent hears the RDD explanation, material necessary for an Informed Refusal, and still asks to be removed from calling queue, code as a Final Refusal in consultation with supervisor.

END EXCERPT

I hope this helps anyone who is interested, and any comments on this would be greatly appreciated,

Vikas Kumar Gumbhir
Senior Project Director
Oregon Survey Research Laboratory
5245 University of Oregon
Eugene, OR 97403-5245
Office: (541) 346-0859
Cell: (541) 729-0459

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 8 Feb 2005 08:54:58 -0500
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>

Organization: CASRO

Subject: Re: Calling people who say "do not call me"

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original

Content-transfer-encoding: 7BIT

Matt: I have long agreed with you--in fact, I have spoken about "when is No, NO!?" While I recognize that some diehard refusers can be converted by "specialist" interviewers, I challenge those who set a high value on refusal conversions to:

(1) use their "specialist" interviewers earlier--how about before the respondent begins to feel harassed (which may be at the second "No)

(2) assess the true value (and I mean the actual % increase in response rates from conversions that result in "trusting, satisfied" respondents (i.e., respondents who, in the face of this pressure, provide honest, reliable survey responses; who will participate in surveys again; and who won't contact the industry or the government or their lawyer to complain about the survey)

(3) understand that personal harassment is offensive and potentially actionable

(4) understand that the current general "good will" position of the fed govt toward survey research (e.g., sr is a distinct industry; sr is "informational;" sr is not "commercial;" sr is NOT COVERED by "commercial" regulations; sr is sufficiently self-regulatory) can and will be undermined by industry practices/techniques that are perceived by respondents to be "x-treme."

Forgive the highmindedness--but isn't industry self-examination needed?

Diane

..

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

From: "DeBell, Matthew" <MDeBell@AIR.ORG>

To: <AAPORNET@asu.edu>

Sent: Monday, February 07, 2005 1:28 PM

Subject: Calling people who say "do not call me"

Is there an industry standard for dealing with telephone survey refusers who say "don't call me again"? I know of at least one federally sponsored survey that ignores these comments. The only way to avoid being called several times for refusal conversion is to be hostile, such as by cursing at the interviewer.

I would like to hear what people think about this, both as a practical matter -- how many initial refusers who say "don't call me again" wind up completing an interview? -- and as an ethical matter. Even though research is exempt from the do-not-call law, it seems to me that a clear directive for a particular survey to stop calling should be honored.

Thanks,
Matt

--

Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503
mdebell@air.org

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Date: Tue, 8 Feb 2005 09:26:13 -0500
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: when is a "no" a "NO"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

In 1998 we did a study on the percentages of "don't knows" or "neutrals" = among people we referred to as "refuseniks." The context of the study = was that we had a client who insisted on eight (8) call-backs by three = different persons to convert "hard refusals." Our research demonstrated = that the data we obtained by harassing the respondents was Chronically = Regurgitated And Prejudiced. Since then, we have set a simple policy: = one call-back on refusals, and if there is a research design that we = need to work with that requires an unusually high response rate, we = design the project so that there are at least two pre-survey mail = contacts that impress on the respondent the purpose of the survey and = the importance of responding.=20

Robert Ladner, PhD
Behavioral Science Research Corp
Miami, FL
drbob@behavioralscience.com =

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Tue, 8 Feb 2005 09:37:42 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: Diane Bowers <dbowers@casro.org>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Ms. Bowers,

I'm glad that someone has raised the issue of response credibility ["who, in the face of this pressure, provide honest, reliable survey responses"]. We need to incorporate proven methods of assessing the truthfulness of respondents' answers in our surveys, and examine the issue of honesty in relation to all efforts to increase response rate.

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Diane Bowers [mailto:dbowers@CASRO.ORG]
Sent: Tuesday, February 08, 2005 8:55 AM
To: AAPORNET@asu.edu
Subject: Re: Calling people who say "do not call me"

Matt: I have long agreed with you--in fact, I have spoken about "when is No, NO!?" While I recognize that some diehard refusers can be converted by "specialist" interviewers, I challenge those who set a high value on refusal conversions to:

- (1) use their "specialist" interviewers earlier--how about before the respondent begins to feel harassed (which may be at the second "No)
 - (2) assess the true value (and I mean the actual % increase in response rates from conversions that result in "trusting, satisfied" respondents (i.e., respondents who, in the face of this pressure, provide honest, reliable survey responses; who will participate in surveys again; and who won't contact the industry or the government or their lawyer to complain about the survey)
 - (3) understand that personal harassment is offensive and potentially actionable
 - (4) understand that the current general "good will" position of the fed govt toward survey research (e.g., sr is a distinct industry; sr is "informational;" sr is not "commercial;" sr is NOT COVERED by "commercial" regulations; sr is sufficiently self-regulatory) can and will be undermined by industry practices/techniques that are perceived by respondents to be "x-treme."
- Forgive the highmindedness--but isn't industry self-examination needed?
Diane

..

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From: "DeBell, Matthew" <MDeBell@AIR.ORG>

To: <AAPORNET@asu.edu>

Sent: Monday, February 07, 2005 1:28 PM

Subject: Calling people who say "do not call me"

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Matt

--

Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503
mdebell@air.org

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Date: Tue, 8 Feb 2005 09:46:43 -0500
Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>
Subject: Re: when is a "no" a "NO"
Comments: To: AAPORNET@asu.edu
In-Reply-To: <000e01c50dea\$25e79710\$5e01a8c0@D3HXT351>

MIME-version: 1.0
Content-type: text/plain; charset=Windows-1252
Content-transfer-encoding: 7bit

While I had sent this privately to Matthew, I thought I might resend it publicly just to show what we do here, as telephone interviewing is the backbone of our business:

We maintain an internal "Do Not Call List." Prior to starting a new study, we will de-dupe the sample against our internal do not call list, so as not to bother these people again. However, Matt had stated in his original email sounds like a mixture of "Do Not Call Me Again" and initial refusals. It is a requirement, based on methodology, for many of our studies that we make refusal conversion attempts. For one annual tracker, upon recording an initial refusal, we continue to call that number until one of three things happen:

1. It turns into a complete
2. We reach the maximum number of call attempts
3. We get a second "HARD" refusal

However, these calling parameters apply only to initial refusals (i.e. responses such as "not interested," "no thank you," or hang ups after the intro). Anyone who says, "Do not call me again" is respected, not only for that study, but for all other studies run out of our facility. The internal D-N-C list is updated weekly. While we do instruct our interviewers to explain any and all differences between telemarketing and marketing research, as suggested by CASRO and CMOR, and further explain how gathering opinions helps to better the serve the general public's needs, we respect all requests to never be contacted again.

I hope this helps!

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Bob Ladner
Sent: Tuesday, February 08, 2005 9:26 AM
To: AAPORNET@asu.edu
Subject: when is a "no" a "NO"

In 1998 we did a study on the percentages of "don't knows" or "neutrals" among people we referred to as "refuseniks." The context of the study was that we had a client who insisted on eight (8) call-backs by three different persons to convert "hard refusals." Our research demonstrated that the data we obtained by harassing the respondents was Chronically Regurgitated And Prejudiced. Since then, we have set a simple policy: one call-back on refusals, and if there is a research design that we need to work with that

requires an unusually high response rate, we design the project so that there are at least two pre-survey mail contacts that impress on the respondent the purpose of the survey and the importance of responding.

Robert Ladner, PhD
Behavioral Science Research Corp
Miami, FL
drbob@behavioralscience.com

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Tue, 8 Feb 2005 09:17:18 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: New Scholarship in honor of Robert M. Teeter
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Gerald R. Ford Library

1000 Beal Avenue, Ann Arbor, MI 48109-2114

<http://www.fordlibrarymuseum.gov>

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February 8, 2005

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Dear Deans, Chairs, and Directors:

=20

I am pleased to announce the creation of the Gerald R. Ford Scholar Award in Honor of Robert M. Teeter, an annual award to be given to a doctoral student doing dissertation research and writing on an aspect of the United States political process during the latter part of the 20th century. Please distribute the information in the enclosed broadsheet to those students who might be interested in applying for this award. =20

=20

Applicants must demonstrate their potential by submitting two copies of each of the following: (1) transcripts from all undergraduate and graduate schools attended; (2) a proposed plan of research; (3) a letter of recommendation from their academic director that includes a statement approving the dissertation topic; (4) two other letters of recommendation from individuals who can attest to the applicant's qualifications for the award; and (5) a writing sample (not to exceed ten pages). All requirements for the Ph.D. (coursework and examinations), except for the dissertation, must be completed by the application deadline, May 1, 2005.

=20

Please do not hesitate to contact me, or Brooke Clement at (734) 205-0554 (brooke.clement@nara.gov) if you have any questions. =20

=20

Sincerely,

=20

=20

=20

Elaine K. Didier, Ph.D., Director

Gerald R. Ford Presidential Library and Museum

=20

Enclosure

=20

Gerald R. Ford Library

1000 Beal Avenue, Ann Arbor, MI 48109-2114

<http://www.fordlibrarymuseum.gov>

=20

GERALD R. FORD SCHOLAR AWARD

(DISSERTATION AWARD)

IN HONOR OF ROBERT M. TEETER

=20

Purpose

=20

The Gerald R. Ford Scholar Award in Honor of Robert M. Teeter is an annual award given to a doctoral student doing dissertation research and writing on an aspect of the United States political process during the latter part of the 20th century. Robert Teeter spent over thirty years as a leader in public opinion analysis and campaign strategy, including the 1976 campaign of President Gerald R. Ford. The majority of written materials from Teeter's career are part of the Gerald R. Ford Presidential Library collection. The Robert M. Teeter Papers document public opinion analysis and political campaign strategy from 1972 to 2004 and include NBC News and Wall Street Journal National Public Opinion Surveys from 1989 to 2004. For more information on this collection, find a link to the Robert M. Teeter Papers finding aid at the following URL: =20

<http://www.fordlibrarymuseum.gov/library/fsa.htm>.

This award has been made possible by the generous support of the Teeter family and friends, and the United Parcel Service.

=20

Area and Topics of Study

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The Selection Committee will consider research in any field related to the study of the United States political process, broadly defined, over the past thirty to forty years. Of special interest would be the role and analysis of public opinion in that process.

=20

Eligibility Requirements

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Applicants must demonstrate their professional potential by submitting two copies of each of the following: (1) unofficial transcripts from all undergraduate and graduate schools attended (the Selection Committee reserves the right to request official transcripts); (2) a proposed plan of research; (3) a letter of recommendation from their academic director that includes a statement approving the dissertation topic; (4) two other letters of recommendation from individuals who can attest to the applicant's qualifications for the award; and (5) a writing sample (not to exceed ten pages). Applicants must have completed all requirements for the Ph.D. program (coursework and examinations) by the application deadline, except for the dissertation. Please submit to: Gerald R. Ford Library, c/o Brooke Clement, 1000 Beal Avenue, Ann Arbor, Michigan, 48109.

=20

Requirements of the Scholar/End-of-Award Reporting Responsibilities

=20

The Gerald R. Ford Scholar will be required to conduct at least a portion of his or her research at the Gerald R. Ford Library, and, where appropriate, will be encouraged to make full use of the Robert M. Teeter Papers. The Scholar must agree to submit a brief report on the work done under the award to the Director of the Gerald R. Ford Library, 1000 Beal Avenue, Ann Arbor, MI 48109, U.S.A., no later than six months after expiration of the award and present a copy of the resulting dissertation to the Gerald R. Ford Library when it is completed and accepted. The Scholar may be invited to participate in a public forum or seminar at the University of Michigan, co-sponsored by the Ford Library and the Ford School of Public Policy or other allied University of Michigan academic program, related to his/her topic and resulting research. Finally, the Scholar must acknowledge the support awarded in the resulting publication(s).

=20

Award

=20

The Gerald R. Ford Library will present the award of \$5000 when the recipient arrives at the Library to conduct research. The recipient determines use of the award money, including, but not limited to, travel, paper and audiovisual reproductions and administrative costs, and other research and writing expenses.

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Role of the Gerald R. Ford Library

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The Gerald R. Ford Library will provide research assistance

to the Gerald R. Ford Scholar, by making its collections accessible and its archival staff available prior, during, and following the Scholar's visit. The Library will aid the Scholar with pertinent contact information should he/she wish to conduct personal interviews with members of the Ford Administration or professionals at the University of Michigan to supplement the research. =20

=20

Applications and Deadlines

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Awards are made each spring. The application postmark deadline is May 1, 2005. Applications may be submitted at any time, but those received after the deadline will automatically be entered for the following year's award. The award must support research to be conducted after the award is announced and will not be granted retroactively for research already completed.

=20

Evaluation and Selection

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The Ford Scholar Award Selection Committee will conduct its evaluation of the applicants on the basis of academic achievement, faculty recommendations, and demonstrated writing ability. The award is made on merit without regard to race, color, religion, sex, national origin, age, handicapping condition, marital status, or political affiliation. The applicants will be notified of the Committee's selection in writing not later than June 15, 2005. The recipient must claim the award within twelve months of receipt.

=20

Further Questions

=20

Contact:

Brooke L. Clement

Tel. (734) 205-0554

Fax (734) 205-0571

brooke.clement@nara.gov=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
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=====

Date: Tue, 8 Feb 2005 08:40:17 -0700
Reply-To: "Stephen J. Blumberg" <swb5@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Stephen J. Blumberg" <swb5@CDC.GOV>
Subject: Re: Calling people who say "do not call me"

Thanks, Rob, for your examples of exceptions. Exceptions to ethical principles are usually minefields, forcing one to walk gingerly. I am particularly concerned that people might misinterpret your second exception:

>On Mon, 7 Feb 2005 14:30:39 -0600, Robert Santos <rsantos@NUSTATS.COM> wrote:
>2. WHEN PROXY RESPONSES ARE ALLOWED OR WHEN SOMEONE IN THE HH OTHER THAN THE
>REFUSER CAN PROVIDE SURVEY INFORMATION. This is a bit more tricky. If the
>survey is about household level phenomena and any adult in the HH can
>provide it, does the refuser who happened to answer the telephone have the
>right to refuse on behalf of everyone in the HH? I would think that a
>refusal to participate is a personal matter (i.e., attributed to an
>*individual* rather than a collection of persons in a HH). People living in
>a HH are not all the same, and HH residents may not want or like other HH
>members making decisions for them.

If the survey is about household-related phenomena, and absolutely no private information about an individual is to be collected, then this exception may be valid. But if any of the information can be construed as private, then there are other ethical considerations, and for those subject to IRB review, regulatory considerations as well. These considerations were well-described in the list of frequently asked questions on the AAPOR website:

http://www.aapor.org/default.asp?page=survey_methods/IRBS_faq#question12

I'll paste them here for those who are interested:

Q. May I ask a respondent to tell me personal details about other family members?

A. It depends. This question deals with an issue known as third party consent. Although the Federal regulations do not deal with this issue explicitly, the question has received increasing discussion over the last several years. Many IRBs would conclude that, when an investigator conducting research obtains identifiable private information about a living individual, that individual becomes a research subject, regardless of whether that person is the individual with whom the investigator is having an interaction. For example, if the research involves asking the primary subject to provide identifiable private information about a third party (also known as a secondary subject), that third party then becomes a subject in the research. As such, all of the regulatory requirements for protecting that individual obtain.

IRBs may differ in their interpretations of "identifiable private

information." To better understand the issues of interpretation, consider two examples: (1) an unemployed person provides household income information for a two-person household in which only one household member is employed; (2) a mother provides health information about the father of her child. In the first example, the information is identifiable, but may not be considered private. In the second example, the information is private, but may not be considered identifiable if no identifying information was gathered about the father. However, if an IRB determines that these examples represent "identifiable private information" (as it may reasonably do), then the Federal regulations require informed consent from the employed person or the father before such questions are asked of the unemployed person or the mother.

The IRB can determine whether informed consent needs to be sought from third party subjects. The IRB can also determine whether this consent may be waived. The Federal regulations (45 CFR 46.116(d)) state that IRBs may approve a waiver of consent if the IRB determines that the research poses no more than minimal risk to the secondary subject, that the rights or welfare of the secondary survey would not be adversely affected, that the research could not be practicably conducted if consent from the secondary subject were required, and that, if appropriate, there be a plan to provide the waived consent information to the secondary subject after the conclusion of the study.

Investigators whose research may involve secondary subjects are encouraged to contact the IRB to discuss how to best protect the rights and welfare of these subjects in a given project. Other information on the issue of third party information is available at:

http://www.nih.gov/sigs/bioethics/nih_third_party_rec.html

--Stephen--

Stephen J. Blumberg, Ph.D.
Co-Chair, Research Ethics Review Board
National Center for Health Statistics

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Please ask authors before quoting outside AAPORNET.
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=====
Date: Tue, 8 Feb 2005 10:43:07 -0500
Reply-To: "Wilson, Harry" <wilson@ROANOKE.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Wilson, Harry" <wilson@ROANOKE.EDU>
Subject: Re: Calling people who say "do not call me"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

=20
Jim raises an interesting point. I was wondering aloud to a research

methods class this week if the "Do Not Call" list has in fact made folks any more likely to cooperate with survey researchers now that they are not being inundated with calls from telemarketers. I do too few surveys to be able to make a judgment, but surely many of us would have enough for comparison. Does anyone have data or even anecdotal evidence on this?

Harry Wilson
Director, Center for Community Research
Roanoke College
Salem, VA

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Ellis
Sent: Monday, February 07, 2005 4:02 PM
To: AAPORNET@asu.edu
Subject: Re: Calling people who say "do not call me"

Our policy is to not call back those who are hostile or those who say explicitly not to call them back ("hard refusals"). We make refusal conversion attempts on soft refusals. We do not keep an internal do not call list. Our RDD sample is provided by a vendor that screens out duplicate numbers over a rolling one-year period. Although drawing samples from other sources, such as client databases, creates a non-zero chance of a hard refusal being included in more than one of our survey samples each year, we feel it is very unlikely that the same hard refusal would be contacted again within one year for any other survey.

Not only can the situation at the telephone number change over time, or the person answering the phone change in multi-adult households, it may be that the decision to participate in a survey is pretty variable even for the same individuals at different points in time, so attempts in the future may be justifiable.

I think the volume of calling may also figure into this issue. If people were receiving 5-10 telemarketing calls per day, that's one thing. But how many legitimate survey telephone calls do people receive, on average? Is one or two per month a decent guess? If so, does that sort of volume create the same level of irritation as several telemarketing calls per day?

Jim Ellis
Survey and Evaluation Research Laboratory

Virginia Commonwealth University

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Ratledge, Edward

Sent: Monday, February 07, 2005 3:24 PM

To: AAPORNET@ASU.EDU

Subject: Re: Calling people who say "do not call me"

We do maintain a do not call list however the number expires after 6 months.

Our own investigations suggest that hard refusals vary by the type of survey and the person answering the phone. Leaving a 6 month window allows

some breathing room for a whole set of variables to change including the person who has that number. I would also note that a hard refusal at one point

in time is no guarantee of a hard refusal at a later point in time.

Edward C. Ratledge, Director
Center for Applied Demography & Survey Research
University of Delaware
Newark, DE 19716
302-831-1684
302-831-6434(fax)
www.cadsr.udel.edu

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
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Date: Tue, 8 Feb 2005 11:24:16 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Survey Disagreement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

National Polls Find Majority of Americans Support ANWR Production; Results Refute Recent Biased Poll Sponsored By Activist Group

2/1/2005 10:28:00 AM
<http://releases.usnewswire.com/GetRelease.asp?id=42401>

To: National Desk

Contact: Brian Kennedy or Jennifer Zuccarelli, 202-226-9019, both of the House Resources Committee

WASHINGTON, Feb. 1 /U.S. Newswire/ -- Two separate national polls released this week show a majority of Americans believe Congress should open the Arctic National Wildlife Refuge (ANWR) for oil production. These findings come in direct contrast to a Zogby poll released last week funded by the Wilderness Society and other environmental special interest groups.

SNIP

The Arctic Power/Luntz survey examined respondents' attitudes upon learning that the U.S. imports more than 55 percent of its oil. Nearly 70 percent of Americans were more "angered" by the United States' dependence on OPEC oil than by the actual cost of gasoline at the pump. Respondents were told that of ANWR's 19.6 million acres, less than 2,000 acres would be used for actual development- a statement not included in the Zogby/Wilderness Society poll. More than 60 percent said they were more likely to support production upon learning the facts.

The Committee on Resources will consider energy legislation that includes ANWR exploration and production next week.

--

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

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Please ask authors before quoting outside AAPORNET.
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=====
Date: Tue, 8 Feb 2005 10:06:10 -0800
Reply-To: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Subject: Re: calling people who say "do not call me"
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

We flag their phone number so that we never select that phone number again using RDD. Any other group at our institution that uses the same RDD system that we do also exclude such numbers.

Lynda Voigt

Lynda F. Voigt, Ph.D.
Fred Hutchinson Cancer Research Center
Seattle, WA
LVoigt@fhcrc.org
phone (206) 667-4519
FAX (206) 667-5948

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

Date: Tue, 8 Feb 2005 12:07:22 -0600
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Re: Calling people who say "do not call me"
Comments: To: "Stephen J. Blumberg" <swb5@CDC.GOV>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <LISTSERV%2005020808401742@LISTS.ASU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: 8bit

excellent clarification to point 2, Stephen

and thanks passing on the additional info. to aeveryone (including me)

Just goes to show -- there are exceptions to the exceptions...

:~)

Rob Santos

Quoting "Stephen J. Blumberg" <swb5@CDC.GOV>:

> Thanks, Rob, for your examples of exceptions. Exceptions to
> ethical
> principles are usually minefields, forcing one to walk gingerly.
> I am
> particularly concerned that people might misinterpret your second
> exception:
>
>>On Mon, 7 Feb 2005 14:30:39 -0600, Robert Santos
> <rsantos@NUSTATS.COM> wrote:
>>2. WHEN PROXY RESPONSES ARE ALLOWED OR WHEN SOMEONE IN THE HH
> OTHER THAN THE
>>REFUSER CAN PROVIDE SURVEY INFORMATION. This is a bit more
> tricky. If the
>>survey is about household level phenomena and any adult in the
> HH can
>>provide it, does the refuser who happened to answer the
> telephone have the

> >right to refuse on behalf of everyone in the HH? I would think
> that a
> >refusal to participate is a personal matter (i.e., attributed to
> an
> >*individual* rather than a collection of persons in a HH).
> People living in
> >a HH are not all the same, and HH residents may not want or like
> other HH
> >members making decisions for them.
>
> If the survey is about household-related phenomena, and
> absolutely no
> private information about an individual is to be collected, then
> this
> exception may be valid. But if any of the information can be
> construed as
> private, then there are other ethical considerations, and for
> those subject
> to IRB review, regulatory considerations as well. These
> considerations were
> well-described in the list of frequently asked questions on the
> AAPOR website:
>
> [http://www.aapor.org/default.asp?
page=survey_methods/IRBS_faq#question12](http://www.aapor.org/default.asp?page=survey_methods/IRBS_faq#question12)
>
> I'll paste them here for those who are interested:
>
> Q. May I ask a respondent to tell me personal details about other
> family
> members?
>
> A. It depends. This question deals with an issue known as third
> party
> consent. Although the Federal regulations do not deal with this
> issue
> explicitly, the question has received increasing discussion over
> the last
> several years. Many IRBs would conclude that, when an
> investigator
> conducting research obtains identifiable private information
> about a living
> individual, that individual becomes a research subject,
> regardless of
> whether that person is the individual with whom the investigator
> is having
> an interaction. For example, if the research involves asking the
> primary
> subject to provide identifiable private information about a third
> party
> (also known as a secondary subject), that third party then
> becomes a subject
> in the research. As such, all of the regulatory requirements for
> protecting

> that individual obtain.
>
> IRBs may differ in their interpretations of "identifiable
> private
> information." To better understand the issues of interpretation,
> consider
> two examples: (1) an unemployed person provides household income
> information
> for a two-person household in which only one household member is
> employed;
> (2) a mother provides health information about the father of her
> child. In
> the first example, the information is identifiable, but may not
> be
> considered private. In the second example, the information is
> private, but
> may not be considered identifiable if no identifying information
> was
> gathered about the father. However, if an IRB determines that
> these examples
> represent "identifiable private information" (as it may
> reasonably do), then
> the Federal regulations require informed consent from the
> employed person or
> the father before such questions are asked of the unemployed
> person or the
> mother.
>
> The IRB can determine whether informed consent needs to be sought
> from third
> party subjects. The IRB can also determine whether this consent
> may be
> waived. The Federal regulations (45 CFR 46.116(d)) state that
> IRBs may
> approve a waiver of consent if the IRB determines that the
> research poses no
> more than minimal risk to the secondary subject, that the rights
> or welfare
> of the secondary survey would not be adversely affected, that the
> research
> could not be practicably conducted if consent from the secondary
> subject
> were required, and that, if appropriate, there be a plan to
> provide the
> waived consent information to the secondary subject after the
> conclusion of
> the study.
>
> Investigators whose research may involve secondary subjects are
> encouraged
> to contact the IRB to discuss how to best protect the rights and
> welfare of
> these subjects in a given project. Other information on the issue
> of third

> party information is available at:
>
> http://www.nih.gov/signs/bioethics/nih_third_party_rec.html
>
> --Stephen--
>
> Stephen J. Blumberg, Ph.D.
> Co-Chair, Research Ethics Review Board
> National Center for Health Statistics
>
> -----
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=====

Date: Tue, 8 Feb 2005 14:38:53 -0500
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: Junior Chair in Social Statistics
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

>Junior Canada Chair in social statistics,
>
>Our departement is looking for a candidate who could present his/her=20
>candidacy for a Junior Canada Chair in Social Statistics. The candidate=20
>has to have an outstanding dossier and be interested in developing the=20
>domain of social statistics in a perspective of lifecourse/ longitudinal=20
>analysis. The Canada Chair program is very interesting for a candidate=20
>since it provides 100,000\$ in research money per year for a first period=20
>of five-year, renewable, plus other support (offices for graduate,=20
>postgrads and invited researchers, etc.).
>The candidate will have to be able to teach in French within 2 years.
>
>May I ask you to circulate this information and ask anybody who might be=
>=20
>a good candidate to contact me at first if they want more information. I=
>=20
>will circulate the candidacies among my colleagues.
>
>Best,
>
>P.S. This is urgent. We are looking for possible candidates as soon as=20

>possible.

Claire Durand
Claire.Durand@umontreal.ca
<http://www.mapageweb.umontreal.ca/durandc>
Professeur,
Responsable des cycles sup=9rieurs,
d=9partement de sociologie,
Universit=9 de Montr=9al
C.P. 6128, succ. Centre-ville,
Montr=9al, Qu=9bec, H3C 3J7

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=====

Date: Tue, 8 Feb 2005 15:21:21 -0500
Reply-To: Johnhuffmanjr@CS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Johnhuffmanjr@CS.COM
Subject: CATI Software
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

Does anyone have a strong preference or opinion (positive or negative) concerning CATI software? We're looking at different CATI packages, ie, SPSS, CFMC, Sawtooth, CASES, The Analytical Group, and wondering what other call centers are using and if they would have a recommendation one way or another.

Especially intriguing would be CATI packages that directly link to an online survey package.

Thanks,
JH
John Huffman
302.218.3981

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=====

Date: Tue, 8 Feb 2005 15:25:38 -0800
Reply-To: egodard@csun.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ellis Godard <ellis.godard@CSUN.EDU>
Subject: Re: CATI Software
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

When I asked a similar question here two years ago, about preferences between Sawtooth and Survey System, I consistently (that is, without exception) received (both on the list and privately) positive comments about Sawtooth and negative comments about Survey System, particularly regarding concerns about technical support. Despite relaying this feedback to superiors here, "we" selected Survey System largely based on its much lower initial cost (\$6K vs \$25K, or along those lines). Two years later, we're still trying to get Survey System up and running.

-eg

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=====

Date: Tue, 8 Feb 2005 17:33:41 -0800
Reply-To: egodard@csun.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ellis Godard <ellis.godard@CSUN.EDU>
Subject: Re: CATI Software
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

My earlier message was hasty, and should have been sent via private email.

The negative comments I received were emailed to me privately, not to the list. And our situation here (including our difficulties with Survey System) is complicated by various factors, primarily an attempt to launch the call center as a VOIP facility, which (I'm told) no CATI system is currently capable of handling.

Survey System certainly has many satisfied customers, and the concerns expressed to me might well be outliers.

My deepest apologies to Hank Zucker.

-eg

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=====

Date: Wed, 9 Feb 2005 09:09:49 -0500
Reply-To: "Feld, Karl" <kfeld@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Feld, Karl" <kfeld@RTI.ORG>
Subject: Re: CATI Software
Comments: To: egodard@csun.edu, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Ellis,

You should be aware that the comment made to you that no CATI system is currently capable of handling a VoIP system is erroneous. There are a number of off-the-shelf applications on the market already operating successfully in this type of environment. I would encourage you to push on, as they are out there to be had.

Karl G. Feld, Manager
Call Center Services
Survey Research Division
RTI International
p: 919-248-4557
kfeld@rti.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ellis Godard
Sent: Tuesday, February 08, 2005 8:34 PM
To: AAPORNET@asu.edu
Subject: Re: CATI Software

My earlier message was hasty, and should have been sent via private email.

The negative comments I received were emailed to me privately, not to the list. And our situation here (including our difficulties with Survey System) is complicated by various factors, primarily an attempt to launch the call center as a VOIP facility, which (I'm told) no CATI system is currently capable of handling.

Survey System certainly has many satisfied customers, and the concerns expressed to me might well be outliers.

My deepest apologies to Hank Zucker.

-eg

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=====
Date: Wed, 9 Feb 2005 09:23:42 -0500
Reply-To: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>
Subject: Obituary: Laure Sharp, AAPOR past president
Comments: To: aapornet <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

From yesterday's Washington Post.
Laure was the person who first told me about AAPOR, during my brief stint as a very junior research assistant at BSSR. I was saddened by this news.
Karen Goldenberg

Laure M. Sharp Sociologist

Laure M. Sharp, 83, a retired sociologist, died of complications from a stroke Feb. 1 at Potomac Valley Nursing Home in Rockville.
Mrs. Sharp spent most of her professional career at the Bureau of Social Science Research, a now-defunct nonprofit organization. She served as research associate and assistant director for research operations, focusing on educational research, program evaluation and survey methodology.
From 1986 to 1993, she was a consultant and project director for Montgomery County schools' department of educational accountability. From 1993 to 2000, she was a senior consultant to Westat, a research corporation.
Mrs. Sharp was born in Frankfurt, Germany. Her family moved to Alsace, France, in the early 1930s after Hitler came into power, and it made its way to New York in 1940. She received her bachelor's degree at Hunter College. In the early 1940s, upon graduation, she came to Washington to work in the former Office of Strategic Services. After stints at the Foundation for Foreign Affairs and the Bureau of Labor Statistics, she received a master's degree in sociology from American University in 1959.
Among her professional affiliations, Mrs. Sharp served on the executive council of the World Association for Public Opinion Research from 1974 to 1980, was president of the D.C. Sociological Association in 1979 and 1980, and served for many years on the executive council for the American Association for Public Opinion Research. She was that group's president in 1983 and 1984.
Her husband, Samuel Sharp, died in 1986.
Survivors include two daughters, Deborah Hartmann of Silver Spring and Susan Sharp Amsden of Rockville; a son, Daniel Sharp of San Anselmo, Calif.; and four grandchildren.

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

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

From: paolo@isber.ucsb.edu [mailto:paolo@isber.ucsb.edu] On Behalf Of Paolo Gardinali
Sent: Wednesday, February 09, 2005 11:10 AM
To: Feld, Karl
Subject: Re: CATI Software

Hi Karl, what products are you referring to? Could you post them to the list? Thank you,

On Wed, 9 Feb 2005, Feld, Karl wrote:

> Ellis,
>
> You should be aware that the comment made to you that no CATI system is currently capable of handling a VoIP system is erroneous. There are a number of off-the-shelf applications on the market already operating successfully in this type of environment. I would encourage you to push on, as they are out there to be had.

>
> Karl G. Feld, Manager
> Call Center Services
> Survey Research Division
> RTI International
> p: 919-248-4557
> kfeld@rti.org

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ellis Godard
> Sent: Tuesday, February 08, 2005 8:34 PM
> To: AAPORNET@asu.edu
> Subject: Re: CATI Software

>
> My earlier message was hasty, and should have been sent via private email.

>
> The negative comments I received were emailed to me privately, not to the list. And our situation here (including our difficulties with Survey System) is complicated by various factors, primarily an attempt to launch the call center as a VOIP facility, which (I'm told) no CATI system is currently capable of handling.

>
> Survey System certainly has many satisfied customers, and the concerns expressed to me might well be outliers.

>
> My deepest apologies to Hank Zucker.

>

> -eg
>
> -----
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> aapornet-request@asu.edu

> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Please ask authors before quoting outside AAPORNET.
>

--=20
Paolo A. Gardinali, Ph.D.
Associate Director
UCSB Social Science Survey Center
<http://www.survey.ucsb.edu>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Wed, 9 Feb 2005 11:54:48 -0500
Reply-To: JoyceR@cfmc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <jrachels@CONCENTRIC.NET>
Subject: Re: CATI Software
Comments: To: "Feld, Karl" <kfeld@RTI.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<54535CBB16ABDA469D72C7614960429B7D29CF@rtpwexc04.RCC_NT.RTI.ORG>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Add CfMC's Survent to that list. We interface with the MSG Proteus
Dialer as well.

Joyce

Feld, Karl wrote:

> Paolo,
>
> In principle any CATI application should work alongside a VoIP telephony
> system, depending on how your telephony and data network is configured.
> At its most basic, VoIP is just another type of phone switch. If you're
> trying to integrate a dialer and use the skills-based call and data
> routing (CTI) features of the VoIP switch, then you need a dialer/CATI
> package which will integrate with your switch.
>
> OTS CATI/Dialer packages I know of which are currently operating on VoIP
> switches include the below. Please note that the list below is not and

> endorsement of any particular product. I'm sure there are others out
> there being used I just don't know about as well.
>
> PulseTrain's Bellview CATI/MSG ProTUS Dialer
> SPSS's mrInterview CATI (dialer forthcoming)
> VOXCO's CATI/dialer offering (I forget the name)
>
> Hope this helps.
>
> Karl G. Feld, Manager
> Call Center Services
> Survey Research Division
> RTI International
> p: 919-248-4557
> kfeld@rti.org
>
> -----Original Message-----
> From: paolo@isber.ucsb.edu [mailto:paolo@isber.ucsb.edu] On Behalf Of
> Paolo Gardinali
> Sent: Wednesday, February 09, 2005 11:10 AM
> To: Feld, Karl
> Subject: Re: CATI Software
>
>
> Hi Karl, what products are you referring to? Could you post them to the
> list? Thank you,
>
>
>
> On Wed, 9 Feb 2005, Feld, Karl wrote:
>
>
>>Ellis,
>>
>>You should be aware that the comment made to you that no CATI system
>
> is
>
>>currently capable of handling a VoIP system is erroneous. There are a
>>number of off-the-shelf applications on the market already operating
>>successfully in this type of environment. I would encourage you to
>
> push
>
>>on, as they are out there to be had.
>>
>>Karl G. Feld, Manager
>>Call Center Services
>>Survey Research Division
>>RTI International
>>p: 919-248-4557
>>kfeld@rti.org
>>

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

>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ellis Godard

>>Sent: Tuesday, February 08, 2005 8:34 PM

>>To: AAPORNET@asu.edu

>>Subject: Re: CATI Software

>>

>>My earlier message was hasty, and should have been sent via

>>private email.

>>

>>The negative comments I received were emailed to me privately,

>>not to the list. And our situation here (including our

>>difficulties with Survey System) is complicated by various

>>factors, primarily an attempt to launch the call center as a

>>VOIP facility, which (I'm told) no CATI system is currently

>>capable of handling.

>>

>>Survey System certainly has many satisfied customers, and the

>>concerns expressed to me might well be outliers.

>>

>>My deepest apologies to Hank Zucker.

>>

>>-eg

>>

>>-----

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

>>Please ask authors before quoting outside AAPORNET.

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

>>aapornet-request@asu.edu

>>

>>-----

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

>>Please ask authors before quoting outside AAPORNET.

>>

>

>

--

Joyce Rachelson

CfMC

VP, Director of Product Sales

New York, NY 10010-7108

(212) 777-5120 Phone

Nonstop Support

<http://www.cfmc.com>

Web Survey demonstrations <http://survey.cfmc.com>

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attachments

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Wed, 9 Feb 2005 10:36:39 -0600
Reply-To: alisu@email.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: =?iso-8859-1?Q?Alis=FA_Schoua-Glusberg?= <Alisu@EMAIL.COM>
Subject: Can anyone recommend a Spanish-language transcriptionist for
focus groups?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

We normally handle this type of work in-house and even do it for others =
but
right now we are too busy and need to contract out. Can anyone =
recommend
someone whose work they like? =20
=20

I know how to look for someone who advertises, but I'm looking for
recommendations by aapornetters. Thanks!

=20
Alis=FA
=20

Alis=FA Schoua-Glusberg, Ph.D.
General Partner
Research Support Services
906 Ridge Ave. Evanston, IL 60202
847.971.9068 - fax: 847.556.6559
Alisu@email.com
=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Wed, 9 Feb 2005 11:28:40 -0600
Reply-To: alisu@email.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: =?iso-8859-1?Q?Alis=FA_Schoua-Glusberg?= <Alisu@EMAIL.COM>
Subject: Can anyone recommend a Spanish-language focus group
transcriptionist?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0EFC632D3FCC1245B6866960A2CABB440415DDDE@psbmail5.psb.bls.gov>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

We normally handle this type of work in-house and even do it for others

among you, but right now we are too busy and need to contract out. Can anyone recommend someone whose work they like? =20

I know how to look for someone who advertises, but I'm looking for recommendations by aapornetters. Thanks!

Alis=FA

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Wed, 9 Feb 2005 12:42:45 -0500
Reply-To: JoyceR@cfmc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <jrachels@CONCENTRIC.NET>
Subject: Re: Can anyone recommend a Spanish-language transcriptionist for focus groups?

Comments: To: alisu@email.com
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <0IBN007ZHN0STG@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

Try a company called Language Works. 212-447-6060

Quite a few of my clients use them for translations.

Joyce

Alis=FA Schoua-Glusberg wrote:

> We normally handle this type of work in-house and even do it for others=
> but
> right now we are too busy and need to contract out. Can anyone recomme=
> nd
> someone whose work they like? =20
> =20
> I know how to look for someone who advertises, but I'm looking for
> recommendations by aapornetters. Thanks!
> =20
> Alis=FA
> =20
> *****
> Alis=FA Schoua-Glusberg, Ph.D.

> General Partner
> Research Support Services
> 906 Ridge Ave. Evanston, IL 60202
> 847.971.9068 - fax: 847.556.6559
> Alisu@email.com
> =20
> =20

> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Please ask authors before quoting outside AAPORNET.
> =20
> =20

--=20
Joyce Rachelson
CfMC
VP, Director of Product Sales
New York, NY 10010-7108
(212) 777-5120 Phone

Nonstop Support

<http://www.cfmc.com>
Web Survey demonstrations <http://survey.cfmc.com>

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Wed, 9 Feb 2005 16:14:41 -0500
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: Visual Analog Scales
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

My request is for literature that supports or refutes the use of visual analog scales in mailed or web-based survey questionnaires. (The survey is of Registered Nurses who would have a comfort level with analog scales because they use such scales with their patients.)

Thank you in advance. Jane

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
=====

Date: Wed, 9 Feb 2005 17:06:34 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: Aapornet@asu.edu
Comments: cc: Mkovac@mathematica-mpr.com
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Job Title: Survey Researcher/Senior Survey Researcher

Company: Mathematica Policy Research, Inc.

Contact Name: Sherry Metzger

Contact Email: HRNJ@mathematica-mpr.com

=20

Job Description: Mathematica Policy Research, a national leader in social policy research, survey design, and data collection, seeks Survey Researchers and Senior Survey Researchers for our Princeton, NJ, and Washington, DC, offices. Successful candidates will lead national projects on significant policy issues in the areas of education, health care, employment, welfare, nutrition, and early childhood development, and will have:

=20

A Ph.D. or advanced degree in a social science or related field, and a minimum of one year of experience in survey research

=20

Knowledge of and experience in survey research methods and techniques including experimental methods, survey design, survey/cost management, questionnaire development and testing, data analysis, and report writing

=20

Strong organizational and management skills

=20

Excellent oral and written communication skills

=20

Authored published articles on survey research topics=20

=20

MPR is an employee owned company and offers competitive salaries, a comprehensive benefits package, and convenient office locations. Visit our web site at www.mathematica-mpr.com to learn more. =20

=20

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

=20

Mathematica is an equal opportunity/affirmative action employer.

=20

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Wed, 9 Feb 2005 18:23:29 -0500
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Adult literacy, Adult Basic Ed, ESL
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Has any studied attitudes about helping adults who need to learn to read, Adult Basic education, GEDs, English as a Second Language or related issues?
Thanks for any references.

Nancy Belden
Partner, Belden Russonello & Stewart
President, American Association for Public Opinion Research

1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 10 Feb 2005 10:51:39 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

From the Washington Times

"Smear polls

Did you hear about the Democratic congressman who has to sleep with a night light because he's afraid of the dark? OK, we're joking, but that's the point Rep. Tom Petri, Wisconsin Republican, is trying to make about telephone "push polls."

"As many candidates for public office have learned through personal experience, these push polls are not legitimate telephone surveys but campaign devices designed to smear a candidate under the guise of a standard opinion poll," says the 14-term congressman.

How do push polls work?

"Imagine a voter, who has been identified as a supporter of candidate X, being asked in a survey if this support would continue if it was learned that candidate X was guilty of a terrible indiscretion or an outright crime," he says.

Or sleeping with a night light.

"It doesn't matter whether the allegations are true, because the idea that candidate X is somehow unfit for office has been planted successfully. This is a telephone push poll, or 'smear' poll." Mr. Petri's legislation, among other things, would require that a transcript of a pollster's questions be submitted to the Federal Election Commission."

I find no other signs of this legislation.

--

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>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 10 Feb 2005 11:21:59 -0500
Reply-To: "Downey-Sargent, Kathryn - BLS" <Downey-Sargent.Kathryn@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Downey-Sargent, Kathryn - BLS" <Downey-Sargent.Kathryn@BLS.GOV>
Subject: Job posting in UK

Comments: To: AAPORNET@asu.edu
Comments: cc: "willisg@MAIL.NIH.GOV" <willisg@MAIL.NIH.GOV>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Posting this on behalf of a friend of a friend...
(I don't know if the original hyperlinks will still work in all the forwarding....)

Kathy

-----=

-----=20

Head of Survey Methods Unit (London)

Based in:

Survey Methods Unit, London

Brief outline of responsibilities:

The Survey Methods Unit was set up in 1980 to increase awareness of =
good

survey practice within the survey research community, and to support =
NatCen

researchers in data collection, sampling, question testing, statistics,
secondary analysis and survey design. The Unit also carries out =
research

projects sponsored by other agencies.

The postholder, who will report directly to NatCen's Chief Executive, =
will

be expected to manage and give direction to the Unit and make an =
important

intellectual contribution to the development of survey methodology both
within NatCen and in the social research community as a whole. They =
will

work closely with NatCen's Quantitative Research Department and will =
also be

expected to play an active role on the Management Committee of NatCen =
and to

ensure that the development of survey methodology is fully integrated =
into

the development of NatCen as a whole. Experience of social policy =
research

and a wish to develop survey methodology and practice are essential for =
the

post. Previous management experience would be an advantage.

For more information and a job description, click [here](#).

Salary:

The salary for the post will be in the range =A350,000-=A360,000 per =
annum,

depending on experience.

Deadline for applications:

28th February 2005

How to apply:

Please send your completed application form to:

Rosemary Peddar

National Centre for Social Research
35 Northampton Square
London EC1V 0AX
Email: Rosemary Peddar

For more information visit the NatCen website:

<http://www.natcen.ac.uk/natcen/pages/au_job.htm>

http://www.natcen.ac.uk/natcen/pages/au_job.htm#SMU_Head which includes =

a

link to the application form.

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

Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 10 Feb 2005 10:23:00 -0600

Reply-To: jimr@rma-inc.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jim Robinson <jimr@RMA-INC.COM>

Subject: Re: Push Poll Legislation?

Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu

In-Reply-To: <0IBP00M10DMDN9@chimmx05.algx.net>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Leo,

You are correct about the Petri bill. He apparently had a bad experience in being attacked by such. He does put in a defining limitation which he says is any "poll" of a federal candidate of more than 1200 surveys. The problem with that is it totally precludes any presidential polls and it may make it difficult to do broad surveys and examine micro targeted universes. It also raises problematical questions about various tracking polls that might roll 300 or 400 respondents every day over an extended time period.

Push "polls" as they are called by the media are not about calling even 5,000 people--they are about calling tens and twenty thousands of people with a three to five question fake survey. We refer to this now as "plugging" (to fit in with frugging and sugging).

The media in particular also misunderstand the use of legitimate measurements of candidate liabilities. If I have a client who has some questionable things in their background I (as that candidates pollster) need to know how bad the damage will be and find messages to deal with it.

We are going to be discussing this with Cong. Petri shortly and hope to find a compromise that doesn't damage legitimate public opinion research.

Jim Robinson
Director of CASRO Government and Public Affairs
Robinson & Muenster Associates

1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, February 10, 2005 9:52 AM
To: AAPORNET@asu.edu
Subject: Push Poll Legislation?

From the Washington Times

"Smear polls

Did you hear about the Democratic congressman who has to sleep with a night light because he's afraid of the dark? OK, we're joking, but that's the point Rep. Tom Petri, Wisconsin Republican, is trying to make about telephone "push polls."

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I find no other signs of this legislation.

--

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

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 10 Feb 2005 11:35:55 -0500

Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IBP0058DEUFOA@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Leo,

We have "recommended language" that we've provided to state legislators in the past. Fortunately, we've been successful in influencing state bills in such a way that legitimate survey research can be salvaged, and the law itself would only impact a push poll. We hope to work with Petri to similar effect.

Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Robinson
Sent: Thursday, February 10, 2005 11:23 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

Leo,

You are correct about the Petri bill. He apparently had a bad experience in being attacked by such. He does put in a defining limitation which he says is any "poll" of a federal candidate of more than 1200 surveys. The problem with that is it totally precludes any presidential polls and it may make it difficult to do broad surveys and examine micro targeted universes. It also raises problematical questions about various tracking polls that might roll 300 or 400 respondents every day over an extended time period.

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Director of CASRO Government and Public Affairs
Robinson & Muenster Associates
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Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, February 10, 2005 9:52 AM
To: AAPORNET@asu.edu
Subject: Push Poll Legislation?

>From the Washington Times

"Smear polls

Did you hear about the Democratic congressman who has to sleep with a night light because he's afraid of the dark? OK, we're joking, but that's the point Rep. Tom Petri, Wisconsin Republican, is trying to make about telephone "push polls."

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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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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 10 Feb 2005 17:35:36 -0500
Reply-To: nancybelden@brspoll.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Push poll legislation and Mr. Petri
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Regarding the push poll legislation: The bill as drafted, as others have suggested, has a number of unintended but huge problems for true survey research. I met with Mr. Petri's legislative staff last week, and we are working on recommended substitute language. The Congressman clearly wants to impact push polling, not legitimate polling. We look forward to working with the other concerned organizations on this matter.

Nancy Belden
AAPOR President

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Fri, 11 Feb 2005 15:09:24 +0000
Reply-To: worc@MORI.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Worcester <worc@MORI.COM>
Subject: Re: Push Poll Legislation?
Comments: To: jimr@rma-inc.com, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

We=20killed=20such=20a=20proposal=20in=20Ireland=20by=20a=20single=20lette=
r=20in=20the=20Irish
times=20pointing=20out=20that=20it=20would=20not=20be=20difficult=20to=20d=
o=20one=201,000=20case
poll=20and=20another=201,000=20case=20poll,=20and=20add=20them=20together=20=
and=20lo=20and
behold,=20a=20metaanalysis=20based=20on=20a=20sample=20size=20of=202,000=20=

could=20be
published.

Bob

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

From:=20Jim=20Robinson=20[mailto:jimr@RMA-INC.COM]=20

Sent:=2010=20February=202005=2016:23

To:=20AAPORNET@asu.edu

Subject:=20Re:=20Push=20Poll=20Legislation?

Leo,

You=20are=20correct=20about=20the=20Petri=20bill.=20=20He=20apparently=20h=
ad=20a=20bad
experience=20in
being=20attacked=20by=20such.=20=20He=20does=20put=20in=20a=20defining=20l=
imitation=20which=20he

says

is=20any=20"poll"=20of=20a=20federal=20candidate=20of=20more=20than=201200=
=20surveys.=20=20The

problem

with=20that=20is=20it=20totally=20precludes=20any=20presidential=20polls=20=
and=20it=20may=20make

it

difficult=20to=20do=20broad=20surveys=20and=20examine=20micro=20targeted=20=
universes.=20=20It

also

raises=20problematical=20questions=20about=20various=20tracking=20polls=20=
that=20might

roll

300=20or=20400=20respondents=20every=20day=20over=20an=20extended=20time=20=
period.

Push=20"polls"=20as=20they=20are=20called=20by=20the=20media=20are=20not=20=
about=20calling=20even

5,000=20people--they=20are=20about=20calling=20tens=20and=20twenty=20thous=
ands=20of=20people

with=20a=20three=20to=20five=20question=20fake=20survey.=20=20We=20refer=20=
to=20this=20now=20as

"plugging"=20(to=20fit=20in=20with=20frugging=20and=20sugging).

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nt=20who=20has=20some

questionable=20things=20in=20their=20background=20I=20(as=20that=20candida=
tes=20pollster)

need

to=20know=20how=20bad=20the=20damage=20will=20be=20and=20find=20messages=20=
to=20deal=20with=20it.

We=20are=20going=20to=20be=20discussing=20this=20with=20Cong.=20Petri=20sh=
ortly=20and=20hope=20to

find
a=20compromise=20that=20doesn't=20damage=20legitimate=20public=20opinion=20=
research.

Jim=20Robinson
Director=20of=20CASRO=20Government=20and=20Public=20Affairs
Robinson=20&=20Muenster=20Associates
1208=20W.=20Elkhorn=20St.
Sioux=20Falls,=20SD=2057103-0218
605-332-7002=20(home=20off)
605-332-3386=20(o)
605-376-1326=20(mobile)
jimr@rma-inc.com

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

From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Leo=20Si=
monetta
Sent:=20Thursday,=20February=2010,=202005=209:52=20AM
To:=20AAPORNET@asu.edu
Subject:=20Push=20Poll=20Legislation?

From=20the=20Washington=20Times

"Smear=20polls
=20=20=20Did=20you=20hear=20about=20the=20Democratic=20congressman=20wh=
o=20has=20to=20sleep=20with
a
night=20light=20because=20he's=20afraid=20of=20the=20dark?=20OK,=20we're=20=
joking,=20but
that's
the=20point=20Rep.=20Tom=20Petri,=20Wisconsin=20Republican,=20is=20trying=20=
to=20make=20about
telephone=20"push=20polls."
=20=20=20"As=20many=20candidates=20for=20public=20office=20have=20learn=
ed=20through=20personal
experience,=20these=20push=20polls=20are=20not=20legitimate=20telephone=20=
surveys=20but
campaign=20devices=20designed=20to=20smear=20a=20candidate=20under=20the=20=
guise=20of=20a
standard=20opinion=20poll,"=20says=20the=202014-term=20congressman.
=20=20=20How=20do=20push=20polls=20work?
=20=20=20"Imagine=20a=20voter,=20who=20has=20been=20identified=20as=20a=
=20supporter=20of
candidate
X,=20being=20asked=20in=20a=20survey=20if=20this=20support=20would=20conti=
nue=20if=20it=20was
learned
that=20candidate=20X=20was=20guilty=20of=20a=20terrible=20indiscretion=20o=
r=20an=20outright
crime,"=20he=20says.
=20=20=20Or=20sleeping=20with=20a=20night=20light.
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=20pollster's
questions=20be=20submitted=20to=20the=20Federal=20Election=20Commission."

I=20find=20no=20other=20signs=20of=20this=20legislation.

--
Leo=20G.=20Simonetta
Research=20Director
Art=20&=20Science=20Group,=20LLC
6115=20Falls=20Road,=20Suite=20101
Baltimore=20MD=20=2021209

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further=20information=20visit=20<http://www.mci.com>

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received=20this=20e-mail=20in=20error=20and=20that=20any=20use,=20dissemin=
ation,
forwarding,=20printing,=20or=20copying=20of=20this=20e-mail=20is=20strictl=
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prohibited.=20If=20you=20have=20received=20this=20e-mail=20in=20error=20pl=
ease=20either=20
notify=20the=20MORI=20Servicedesk=20by=20telephone=20on=2044=20(0)=2020=20=
7347=203000=20
or=20respond=20to=20this=20e-mail=20with=20WRONG=20RECIPIENT=20in=20the=20=

title=20line.

=3D=20

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Date: Fri, 11 Feb 2005 11:04:22 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <FB166154BCF1004D9510D6FD9E53273B01353616@EXCHANGE.mori.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

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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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> From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Robert Worcester
> Sent: Friday, February 11, 2005 10:09 AM
> To: AAPORNET@asu.edu
> Subject: Re: Push Poll Legislation?
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> From: Jim Robinson [mailto:jimr@RMA-INC.COM]

> Sent: 10 February 2005 16:23

> To: AAPORNET@asu.edu

> Subject: Re: Push Poll Legislation?

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> Jim Robinson
> Director of CASRO Government and Public Affairs Robinson &
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> 1208 W. Elkhorn St.
> Sioux Falls, SD 57103-0218
> 605-332-7002 (home off)
> 605-332-3386 (o)
> 605-376-1326 (mobile)
> jimr@rma-inc.com

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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

> Sent: Thursday, February 10, 2005 9:52 AM

> To: AAPORNET@asu.edu

> Subject: Push Poll Legislation?

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> Leo G. Simonetta
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Date: Fri, 11 Feb 2005 11:19:37 -0500
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IBR00AZV8V5PF@chimmx05.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Leo,

But do you believe that there is at least some value in establishing a federal offense for push polling? Would it be worth having the law in the first place, or are you saying it would just lead to false "push polling" lawsuits (when in actuality the surveyor in question was performing a "legitimate poll of some flavor")?

Thanks,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300

Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Friday, February 11, 2005 11:04 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Robert Worcester
> Sent: Friday, February 11, 2005 10:09 AM
> To: AAPORNET@asu.edu
> Subject: Re: Push Poll Legislation?

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

> From: Jim Robinson [mailto:jimr@RMA-INC.COM]
> Sent: 10 February 2005 16:23
> To: AAPORNET@asu.edu
> Subject: Re: Push Poll Legislation?

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> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Thursday, February 10, 2005 9:52 AM
> To: AAPORNET@asu.edu
> Subject: Push Poll Legislation?

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=====

Date: Fri, 11 Feb 2005 16:40:55 +0000
Reply-To: "Caplan, James R., DMDCEAST" <James.Caplan@OSD.PENTAGON.MIL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Caplan, James R., DMDCEAST" <James.Caplan@OSD.PENTAGON.MIL>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Folks,
Let me remind you that once the camel gets his nose under the tent flap, he is very hard to remove. Anyone who has the opportunity should think long and hard before encouraging any federal legislation on polling or surveys.
Jim Caplan
Arlington, VA

-----Original Message-----
From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Brian Dautch
Sent: Friday, February 11, 2005 11:20 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

Leo,

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ph: (301) 654-6601

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bdautch@cmor.org <mailto:bdautch@cmor.org>

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> I find no other signs of this legislation.

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

> -----
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> -----
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>

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Date: Fri, 11 Feb 2005 11:44:37 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <JBEDKAIABLANFCDKJEIGEAAACMAA.bdautch@cmor.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

If the law was correctly written so as to exclude real polls on various ways of stating facts or talking about positions and focused instead on real push polls where tens of thousands of people are called fed damning and false information it might be of some use and would not have any negative effects (at least that are immediately apparent to me). From what I have read the proposed law does not do this.

What I meant was that the problem would come in enforcing a real push poll law. Even when there is an investigation of a real push poll it is unusual for either the calling organization or the sponsor to be uncovered. In a number of instances the calling organizations have used false names that sound authentic and make them difficult to track down. I cannot recall a single instance of the actual sponsor/client for a push poll being found out.

I could, of course, be wrong.

--
Leo G. Simonetta
Research Director
Art & Science Group, LLC

6115 Falls Road, Suite 101
Baltimore MD 21209

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Brian Dautch
> Sent: Friday, February 11, 2005 11:20 AM
> To: AAPORNET@asu.edu
> Subject: Re: Push Poll Legislation?

>

> Leo,

>

> But do you believe that there is at least some value in
> establishing a federal offense for push polling? Would it be
> worth having the law in the first place, or are you saying it
> would just lead to false "push polling"
> lawsuits (when in actuality the surveyor in question was
> performing a "legitimate poll of some flavor")?

>

> Thanks,

> Brian

>

> Brian Dautch

> Director of Government Affairs

>

> CMOR

> Promoting and Advocating Survey Research

> 7475 Wisconsin Ave., Suite 300

> Bethesda, MD 20814

> ph: (301) 654-6601

> fax: (208) 693-0564

> bdautch@cmor.org <mailto:bdautch@cmor.org>

>

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Friday, February 11, 2005 11:04 AM
> To: AAPORNET@asu.edu
> Subject: Re: Push Poll Legislation?

>

>

> And one of the ongoing problems with actual push polls (as
> one who follows news reports of them) is that it is almost
> impossible to determine who is doing the calling and who are
> the sponsors. In my experience when they do figure out who
> is doing the polling in what the media or politicians have
> called a push poll it is almost always a legitimate poll of
> some flavor.

>

> If these sorts of things were easy to determine there would
> be a lot fewer push polls regardless of legislation - push
> polling is currently illegal in at least a couple of states.

>

>

> --
> Leo G. Simonetta
> Research Director
> Art & Science Group, LLC
> 6115 Falls Road, Suite 101
> Baltimore MD 21209
>
>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
> Robert Worcester
>> Sent: Friday, February 11, 2005 10:09 AM
>> To: AAPORNET@asu.edu
>> Subject: Re: Push Poll Legislation?
>>
>> We killed such a proposal in Ireland by a single letter in
> the Irish
>> times pointing out that it would not be difficult to do one
> 1,000 case
>> poll and another 1,000 case poll, and add them together and lo and
>> behold, a metaanalysis based on a sample size of 2,000 could be
>> published.
>>
>> Bob
>>
>> -----Original Message-----
>> From: Jim Robinson [mailto:jimr@RMA-INC.COM]
>> Sent: 10 February 2005 16:23
>> To: AAPORNET@asu.edu
>> Subject: Re: Push Poll Legislation?
>>
>> Leo,
>>
>> You are correct about the Petri bill. He apparently had a bad
>> experience in being attacked by such. He does put in a defining
>> limitation which he says is any "poll" of a federal
> candidate of more
>> than 1200 surveys. The problem with that is it totally
> precludes any
>> presidential polls and it may make it difficult to do broad surveys
>> and examine micro targeted universes. It also raises problematical
>> questions about various tracking polls that might roll 300 or 400
>> respondents every day over an extended time period.
>>
>> Push "polls" as they are called by the media are not about calling
>> even 5,000 people--they are about calling tens and twenty
> thousands of
>> people with a three to five question fake survey. We refer to this
>> now as "plugging" (to fit in with frugging and sugging).
>>
>> The media in particular also misunderstand the use of legitimate
>> measurements of candidate liabilities. If I have a client who has
>> some questionable things in their background I (as that candidates
>> pollster) need to know how bad the damage will be and find

> messages to
>> deal with it.
>>
>> We are going to be discussing this with Cong. Petri shortly
> and hope
>> to find a compromise that doesn't damage legitimate public opinion
>> research.
>>
>> Jim Robinson
>> Director of CASRO Government and Public Affairs Robinson & Muenster
>> Associates
>> 1208 W. Elkhorn St.
>> Sioux Falls, SD 57103-0218
>> 605-332-7002 (home off)
>> 605-332-3386 (o)
>> 605-376-1326 (mobile)
>> jimr@rma-inc.com
>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
>> Sent: Thursday, February 10, 2005 9:52 AM
>> To: AAPORNET@asu.edu
>> Subject: Push Poll Legislation?
>>
>> From the Washington Times
>>
>> "Smear polls
>> Did you hear about the Democratic congressman who has to sleep
>> with a night light because he's afraid of the dark? OK,
> we're joking,
>> but that's the point Rep. Tom Petri, Wisconsin Republican,
> is trying
>> to make about telephone "push polls."
>> "As many candidates for public office have learned through
>> personal experience, these push polls are not legitimate telephone
>> surveys but campaign devices designed to smear a candidate
> under the
>> guise of a standard opinion poll," says the 14-term congressman.
>> How do push polls work?
>> "Imagine a voter, who has been identified as a supporter of
>> candidate X, being asked in a survey if this support would
> continue if
>> it was learned that candidate X was guilty of a terrible
> indiscretion
>> or an outright crime," he says.
>> Or sleeping with a night light.
>> "It doesn't matter whether the allegations are true,
> because the
>> idea that candidate X is somehow unfit for office has been planted
>> successfully.
>> This is a telephone push poll, or 'smear' poll." Mr. Petri's
>> legislation, among other things, would require that a
> transcript of a
>> pollster's questions be submitted to the Federal Election

> Commission."

>>

>>

>> I find no other signs of this legislation.

>> --

>> Leo G. Simonetta

>> Research Director

>> Art & Science Group, LLC

>> 6115 Falls Road, Suite 101

>> Baltimore MD 21209

>>

>> -----

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>

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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Fri, 11 Feb 2005 16:58:18 +0000
Reply-To: worc@MORI.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Worcester <worc@MORI.COM>
Subject: Re: Push Poll Legislation?
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

The=20sponsor=20and=20agency=20was=20found=20out=20in=20the=20first=20push=
-poll=20I've=20heard
of,=20in=20Britain=20in=20the=201950s,=20organised=20at=20JST=20and=20carr=
ied=20out=20by=20BMRB
under=20the=20chairmanship=20of=20the=20late=20Dr=20John=20Treasure,=20BMR=
B=20chairman=20at
the=20time.=20=20Over=201=20million=20interviews=20were=20commissioned=20b=
y=20the=20private
steel=20companies=20trying=20to=20stave=20off=20nationalisation.=20=20Dr=20=
Treasure=20was
censured=20by=20the=20Market=20Research=20Society=20of=20Great=20Britain=20=
for
unprofessional=20conduct.=20=20

Bob=20=20
PS=20Thanks=20to=20my=20friends=20in=20the=20US=20who=20have=20written=20t=
o=20me=20over=20the=20past
two=20days=20congratulating=20me=20on=20my=20knightood=20(my=20old=20moth=
er=20used=20to=20say
that=20"Even=20a=20blind=20pig=20gets=20an=20acorn=20once=20in=20a=20while=
").

-----Original=20Message-----
From:=20Leo=20Simonetta=20[mailto:simonetta@ARTSCI.COM]=20

Sent:=2011=20February=202005=2016:45
To:=20AAPORNET@asu.edu
Subject:=20Re:=20Push=20Poll=20Legislation?

If=20the=20law=20was=20correctly=20written=20so=20as=20to=20exclude=20real=
=20polls=20on=20various
ways=20of=20stating=20facts=20or=20talking=20about=20positions=20and=20foc=
used=20instead=20on
real=20push=20polls=20where=20tens=20of=20thousands=20of=20people=20are=20=
called=20fed=20damning
and=20false=20information=20it=20might=20be=20of=20some=20use=20and=20woul=
d=20not=20have=20any
negative=20effects=20(at=20least=20that=20are=20immediately=20apparent=20t=
o=20me).=20=20From
what
I=20have=20read=20the=20proposed=20law=20does=20not=20do=20this.

What=20I=20meant=20was=20that=20the=20problem=20would=20come=20in=20enforc=
ing=20a=20real=20push
poll
law.=20=20Even=20when=20there=20is=20an=20investigation=20of=20a=20real=20=
push=20poll=20it=20is
unusual
for=20either=20the=20calling=20organization=20or=20the=20sponsor=20to=20be=
=20uncovered.=20=20In
a
number=20of=20instances=20the=20calling=20organizations=20have=20used=20fa=
lse=20names=20that
sound=20authentic=20and=20make=20them=20difficult=20to=20track=20down.=20=20=
I=20cannot=20recall
a
single=20instance=20of=20the=20actual=20sponsor/client=20for=20a=20push=20=
poll=20being=20found
out.

I=20could,=20of=20course,=20be=20worn.

--
Leo=20G.=20Simonetta
Research=20Director
Art=20&=20Science=20Group,=20LLC
6115=20Falls=20Road,=20Suite=20101
Baltimore=20MD=20=2021209

>=20-----Original=20Message-----
>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Bria=
n=20Dautch
>=20Sent:=20Friday,=20February=202011,=202005=202011:20=20AM
>=20To:=20AAPORNET@asu.edu
>=20Subject:=20Re:=20Push=20Poll=20Legislation?
>
>=20Leo,
>
>=20But=20do=20you=20believe=20that=20there=20is=20at=20least=20some=20val=

ue=20in
>=20establishing=20a=20federal=20offense=20for=20push=20polling?=20=20Woul=
d=20it=20be
>=20worth=20having=20the=20law=20in=20the=20first=20place,=20or=20are=20yo=
u=20saying=20it
>=20would=20just=20lead=20to=20false=20"push=20polling"
>=20lawsuits=20(when=20in=20actuality=20the=20surveyor=20in=20question=20w=
as
>=20performing=20a=20"legitimate=20poll=20of=20some=20flavor")?
>
>=20Thanks,
>=20Brian
>
>=20Brian=20Dautch
>=20Director=20of=20Government=20Affairs
>
>=20CMOR
>=20Promoting=20and=20Advocating=20Survey=20Research
>=207475=20Wisconsin=20Ave.,=20Suite=20300
>=20Bethesda,=20MD=2020814
>=20ph:=20(301)=20654-6601
>=20fax:=20(208)=20693-0564
>=20bdautch@cmor.org=20<mailto:bdautch@cmor.org>
>
>
>=20-----Original=20Message-----
>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]On=20Behalf=20Of=20Leo=20S=
imonetta
>=20Sent:=20Friday,=20February=202011,=202005=202011:04=20AM
>=20To:=20AAPORNET@asu.edu
>=20Subject:=20Re:=20Push=20Poll=20Legislation?
>
>
>=20And=20one=20of=20the=20ongoing=20problems=20with=20actual=20push=20pol=
ls=20(as
>=20one=20who=20follows=20news=20reports=20of=20them)=20is=20that=20it=20i=
s=20almost
>=20impossible=20to=20determine=20who=20is=20doing=20the=20calling=20and=20=
who=20are
>=20the=20sponsors.=20=20In=20my=20experience=20when=20they=20do=20figure=20=
out=20who
>=20is=20doing=20the=20polling=20in=20what=20the=20media=20or=20politician=
s=20have
>=20called=20a=20push=20poll=20it=20is=20almost=20always=20a=20legitimate=20=
poll=20of
>=20some=20flavor.
>
>=20If=20these=20sorts=20of=20things=20were=20easy=20to=20determine=20ther=
e=20would
>=20be=20a=20lot=20fewer=20push=20polls=20regardless=20of=20legislation=20=
=20push
>=20polling=20is=20currently=20illegal=20in=20at=20least=20a=20couple=20of=
=20states.
>

>
>=20--
>=20Leo=20G.=20Simonetta
>=20Research=20Director
>=20Art=20&=20Science=20Group,=20LLC
>=206115=20Falls=20Road,=20Suite=20101
>=20Baltimore=20MD=20=2021209
>
>
>=20>=20-----Original=20Message-----
>=20>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of
>=20Robert=20Worcester
>=20>=20Sent:=20Friday,=20February=202011,=202005=2010:09=20AM
>=20>=20To:=20AAPORNET@asu.edu
>=20>=20Subject:=20Re:=20Push=20Poll=20Legislation?
>=20>
>=20>=20We=20killed=20such=20a=20proposal=20in=20Ireland=20by=20a=20single=
=20letter=20in
>=20the=20Irish
>=20>=20times=20pointing=20out=20that=20it=20would=20not=20be=20difficult=20=
to=20do=20one
>=201,000=20case
>=20>=20poll=20and=20another=201,000=20case=20poll,=20and=20add=20them=20t=
ogether=20and=20lo=20and
>=20>=20behold,=20a=20metaanalysis=20based=20on=20a=20sample=20size=20of=20=
2,000=20could=20be
>=20>=20published.
>=20>
>=20>=20Bob
>=20>
>=20>=20-----Original=20Message-----
>=20>=20From:=20Jim=20Robinson=20[mailto:jimr@RMA-INC.COM]
>=20>=20Sent:=202010=20February=202005=2016:23
>=20>=20To:=20AAPORNET@asu.edu
>=20>=20Subject:=20Re:=20Push=20Poll=20Legislation?
>=20>
>=20>=20Leo,
>=20>
>=20>=20You=20are=20correct=20about=20the=20Petri=20bill.=20=20He=20appare=
ntly=20had=20a=20bad
>=20>=20experience=20in=20being=20attacked=20by=20such.=20=20He=20does=20p=
ut=20in=20a=20defining
>=20>=20limitation=20which=20he=20says=20is=20any=20"poll"=20of=20a=20fede=
ral
>=20candidate=20of=20more
>=20>=20than=201200=20surveys.=20=20The=20problem=20with=20that=20is=20it=20=
totally
>=20precludes=20any
>=20>=20presidential=20polls=20and=20it=20may=20make=20it=20difficult=20to=
=20do=20broad=20surveys
>=20>=20and=20examine=20micro=20targeted=20universes.=20=20It=20also=20rai=
ses=20problematical
>=20>=20questions=20about=20various=20tracking=20polls=20that=20might=20ro=
ll=20300=20or=20400

>=20>=20respondents=20every=20day=20over=20an=20extended=20time=20period.
>=20>
>=20>=20Push=20"polls"=20as=20they=20are=20called=20by=20the=20media=20are=
=20not=20about=20calling
>=20>=20even=205,000=20people--they=20are=20about=20calling=20tens=20and=20=
twenty
>=20thousands=20of
>=20>=20people=20with=20a=20three=20to=20five=20question=20fake=20survey.=20=
=20We=20refer=20to=20this
>=20>=20now=20as=20"plugging"=20(to=20fit=20in=20with=20frugging=20and=20s=
ugging).
>=20>
>=20>=20The=20media=20in=20particular=20also=20misunderstand=20the=20use=20=
of=20legitimate
>=20>=20measurements=20of=20candidate=20liabilities.=20=20If=20I=20have=20=
a=20client=20who=20has
>=20>=20some=20questionable=20things=20in=20their=20background=20I=20(as=20=
that=20candidates
>=20>=20pollster)=20need=20to=20know=20how=20bad=20the=20damage=20will=20b=
e=20and=20find
>=20messages=20to
>=20>=20deal=20with=20it.
>=20>
>=20>=20We=20are=20going=20to=20be=20discussing=20this=20with=20Cong.=20Pe=
tri=20shortly
>=20and=20hope
>=20>=20to=20find=20a=20compromise=20that=20doesn't=20damage=20legitimate=20=
public=20opinion
>=20>=20research.
>=20>
>=20>=20Jim=20Robinson
>=20>=20Director=20of=20CASRO=20Government=20and=20Public=20Affairs=20Robi=
nson=20&=20Muenster
>=20>=20Associates
>=20>=201208=20W.=20Elkhorn=20St.
>=20>=20Sioux=20Falls,=20SD=2057103-0218
>=20>=20605-332-7002=20(home=20off)
>=20>=20605-332-3386=20(o)
>=20>=20605-376-1326=20(mobile)
>=20>=20jimr@rma-inc.com
>=20>
>=20>=20-----Original=20Message-----
>=20>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20=
Leo=20Simonetta
>=20>=20Sent:=20Thursday,=20February=202010,=202005=209:52=20AM
>=20>=20To:=20AAPORNET@asu.edu
>=20>=20Subject:=20Push=20Poll=20Legislation?
>=20>
>=20>=20From=20the=20Washington=20Times
>=20>
>=20>=20"Smear=20polls
>=20>=20=20=20=20Did=20you=20hear=20about=20the=20Democratic=20congress=
man=20who=20has=20to=20sleep
>=20>=20with=20a=20night=20light=20because=20he's=20afraid=20of=20the=20da=

rk?=20OK,
>=20we're=20joking,
>=20>=20but=20that's=20the=20point=20Rep.=20Tom=20Petri,=20Wisconsin=20Rep=
ublican,
>=20is=20trying
>=20>=20to=20make=20about=20telephone=20"push=20polls."
>=20>=20=20=20=20"As=20many=20candidates=20for=20public=20office=20have=
=20learned=20through
>=20>=20personal=20experience,=20these=20push=20polls=20are=20not=20legiti=
mate=20telephone
>=20>=20surveys=20but=20campaign=20devices=20designed=20to=20smear=20a=20c=
andidate
>=20under=20the
>=20>=20guise=20of=20a=20standard=20opinion=20poll,"=20says=20the=2014-ter=
m=20congressman.
>=20>=20=20=20=20=20How=20do=20push=20polls=20work?
>=20>=20=20=20=20=20"Imagine=20a=20voter,=20who=20has=20been=20identified=20=
as=20a=20supporter=20of
>=20>=20candidate=20X,=20being=20asked=20in=20a=20survey=20if=20this=20sup=
port=20would
>=20continue=20if
>=20>=20it=20was=20learned=20that=20candidate=20X=20was=20guilty=20of=20a=20=
terrible
>=20indiscretion
>=20>=20or=20an=20outright=20crime,"=20he=20says.
>=20>=20=20=20=20=20Or=20sleeping=20with=20a=20night=20light.
>=20>=20=20=20=20=20"It=20doesn't=20matter=20whether=20the=20allegations=20=
are=20true,
>=20because=20the
>=20>=20idea=20that=20candidate=20X=20is=20somehow=20unfit=20for=20office=20=
has=20been=20planted
>=20>=20successfully.
>=20>=20This=20is=20a=20telephone=20push=20poll,=20or=20'smear'=20poll."=20=
Mr.=20Petri's
>=20>=20legislation,=20among=20other=20things,=20would=20require=20that=20=
a
>=20transcript=20of=20a
>=20>=20pollster's=20questions=20be=20submitted=20to=20the=20Federal=20Ele=
ction
>=20Commission."
>=20>
>=20>
>=20>=20I=20find=20no=20other=20signs=20of=20this=20legislation.
>=20>=20--
>=20>=20Leo=20G.=20Simonetta
>=20>=20Research=20Director
>=20>=20Art=20&=20Science=20Group,=20LLC
>=20>=206115=20Falls=20Road,=20Suite=20101
>=20>=20Baltimore=20MD=20=2021209
>=20>
>=20>=20-----
>=20>=20Archives:=20<http://lists.asu.edu/archives/aapornet.html>
>=20>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>=20>

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

Date: Fri, 11 Feb 2005 12:01:42 -0500
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: Push Poll Legislation?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IBR00CV3AQQO8@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Thanks for the input, Leo...I always like to be armed with as many perspectives as possible before working with legislators and staffers. While this group has Nancy Belden to work with, who of course is a talented and seasoned lobbyist, I hope you all feel free to share with me as well.

Thanks,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <<mailto:bdautch@cmor.org>>

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of Leo Simonetta
Sent: Friday, February 11, 2005 11:45 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

If the law was correctly written so as to exclude real polls on various ways of stating facts or talking about positions and focused instead on real push polls where tens of thousands of people are called fed damning and false information it might be of some use and would not have any negative effects (at least that are immediately apparent to me). From what I have read the proposed law does not do this.

What I meant was that the problem would come in enforcing a real push poll law. Even when there is an investigation of a real push poll it is unusual for either the calling organization or the sponsor to be uncovered. In a

number of instances the calling organizations have used false names that sound authentic and make them difficult to track down. I cannot recall a single instance of the actual sponsor/client for a push poll being found out.

I could, of course, be wrong.

--

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Brian Dautch

> Sent: Friday, February 11, 2005 11:20 AM

> To: AAPORNET@asu.edu

> Subject: Re: Push Poll Legislation?

>

> Leo,

>

> But do you believe that there is at least some value in
> establishing a federal offense for push polling? Would it be
> worth having the law in the first place, or are you saying it
> would just lead to false "push polling"
> lawsuits (when in actuality the surveyor in question was
> performing a "legitimate poll of some flavor")?

>

> Thanks,

> Brian

>

> Brian Dautch

> Director of Government Affairs

>

> CMOR

> Promoting and Advocating Survey Research

> 7475 Wisconsin Ave., Suite 300

> Bethesda, MD 20814

> ph: (301) 654-6601

> fax: (208) 693-0564

> bdautch@cmor.org <mailto:bdautch@cmor.org>

>

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

> Sent: Friday, February 11, 2005 11:04 AM

> To: AAPORNET@asu.edu

> Subject: Re: Push Poll Legislation?

>

>

> And one of the ongoing problems with actual push polls (as
> one who follows news reports of them) is that it is almost
> impossible to determine who is doing the calling and who are

> the sponsors. In my experience when they do figure out who
> is doing the polling in what the media or politicians have
> called a push poll it is almost always a legitimate poll of
> some flavor.

>
> If these sorts of things were easy to determine there would
> be a lot fewer push polls regardless of legislation - push
> polling is currently illegal in at least a couple of states.

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

>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
>> Robert Worcester
>> Sent: Friday, February 11, 2005 10:09 AM
>> To: AAPORNET@asu.edu
>> Subject: Re: Push Poll Legislation?

>>
>> We killed such a proposal in Ireland by a single letter in
> the Irish
>> times pointing out that it would not be difficult to do one
> 1,000 case
>> poll and another 1,000 case poll, and add them together and lo and
>> behold, a metaanalysis based on a sample size of 2,000 could be
>> published.

>> Bob

>> -----Original Message-----
>> From: Jim Robinson [mailto:jimr@RMA-INC.COM]
>> Sent: 10 February 2005 16:23
>> To: AAPORNET@asu.edu
>> Subject: Re: Push Poll Legislation?

>> Leo,

>>
>> You are correct about the Petri bill. He apparently had a bad
>> experience in being attacked by such. He does put in a defining
>> limitation which he says is any "poll" of a federal
> candidate of more
>> than 1200 surveys. The problem with that is it totally
> precludes any
>> presidential polls and it may make it difficult to do broad surveys
>> and examine micro targeted universes. It also raises problematical
>> questions about various tracking polls that might roll 300 or 400
>> respondents every day over an extended time period.

>>

>> Push "polls" as they are called by the media are not about calling
>> even 5,000 people--they are about calling tens and twenty
> thousands of
>> people with a three to five question fake survey. We refer to this
>> now as "plugging" (to fit in with frugging and sugging).

>>
>> The media in particular also misunderstand the use of legitimate
>> measurements of candidate liabilities. If I have a client who has
>> some questionable things in their background I (as that candidates
>> pollster) need to know how bad the damage will be and find
> messages to
>> deal with it.

>>
>> We are going to be discussing this with Cong. Petri shortly
> and hope
>> to find a compromise that doesn't damage legitimate public opinion
>> research.

>>
>> Jim Robinson
>> Director of CASRO Government and Public Affairs Robinson & Muenster
>> Associates
>> 1208 W. Elkhorn St.
>> Sioux Falls, SD 57103-0218
>> 605-332-7002 (home off)
>> 605-332-3386 (o)
>> 605-376-1326 (mobile)
>> jimr@rma-inc.com

>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
>> Sent: Thursday, February 10, 2005 9:52 AM
>> To: AAPORNET@asu.edu
>> Subject: Push Poll Legislation?

>>
>> From the Washington Times

>>
>> "Smear polls
>> Did you hear about the Democratic congressman who has to sleep
>> with a night light because he's afraid of the dark? OK,
> we're joking,
>> but that's the point Rep. Tom Petri, Wisconsin Republican,
> is trying

>> to make about telephone "push polls."
>> "As many candidates for public office have learned through
>> personal experience, these push polls are not legitimate telephone
>> surveys but campaign devices designed to smear a candidate
> under the
>> guise of a standard opinion poll," says the 14-term congressman.

>> How do push polls work?
>> "Imagine a voter, who has been identified as a supporter of
>> candidate X, being asked in a survey if this support would
> continue if
>> it was learned that candidate X was guilty of a terrible
> indiscretion

>> or an outright crime," he says.
>> Or sleeping with a night light.
>> "It doesn't matter whether the allegations are true,
> because the
>> idea that candidate X is somehow unfit for office has been planted
>> successfully.
>> This is a telephone push poll, or 'smear' poll." Mr. Petri's
>> legislation, among other things, would require that a
> transcript of a
>> pollster's questions be submitted to the Federal Election
> Commission."

>>
>>
>> I find no other signs of this legislation.
>> --

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

>> -----
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>> Please ask authors before quoting outside AAPORNET.

>> -----
>> Archives: <http://lists.asu.edu/archives/aapornet.html>
>> Please ask authors before quoting outside AAPORNET.

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> MessageLabs. For
>> further information visit <http://www.mci.com>

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Fri, 11 Feb 2005 13:03:10 -0500
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: Job Opening at Nielsen Media research
Comments: To: AAPORNET@asu.edu
Comments: cc: "Bell, Scott" <Scott.Bell@NielsenMedia.com>,
"Smogoleski, Jeff" <Jeff.Smogoleski@NielsenMedia.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Please pass this along to anyone you believe is qualified. =20

=20
Thank you, PJL

=20
=20
=20
Manager of Interviewing Operations - Nielsen Media Research

Based in Schaumburg IL

=20

DESCRIPTION:

This position is responsible for management of in-person (I.e., face-to-face) interviewing operations within the department of Statistical Research, based in Schaumburg IL. This involves directing, supervising, and developing in-person survey data collection projects, and meeting quality standards for those projects within budgetary constraints, time constraints, and within established methodological guidelines. Current survey caseload includes in-person Hispanic-only and in-person general-population interviewing projects conducted at both the national and local market levels.

This position reports to the Manager of Survey Operations, and is responsible for managing an annual budget of \$1-2 million. Current annual caseload is approximately 29,000 interviews conducted by a staff of 50 - 75 interviewers. Going forward, this position will be required to develop a staff of Project Managers, Supervisors, Trainers and other support personnel concurrent with growth in the scope, complexity and volume of interviewing projects.

QUALIFICATIONS:

REQUIRED:

- * Minimum of three years experience in all aspects of survey design and execution, including data collection procedures, primarily involving surveys requiring door-to-door in-person interviewing
- * Minimum of two years experience as a Manager or Survey Project Manager
- * Bachelor's degree in a field of social science with quantitative emphasis or equivalent
- * Excellent human relations and written/verbal communication skills
- * Willingness to travel at least 10-15% of the time

=20

=20

DESIRED:

- * Bilingual (English, Spanish)
- * Experience conducting computer assisted personal interviews (CAPI)
- * Master's Degree in a social science field with quantitative emphasis
- * Strong problem solving and decision making skills=20
- * 5+ years experience in all aspects of survey design and execution, including data collection procedures, primarily involving surveys requiring door-to-door in-person interviewing.

* Experience in developing and maintaining a budget

=20

Nielsen Media Research is an Equal Opportunity Employer.

=20

***To apply, please visit www.NielsenMedia.com

<<http://www.nielsenmedia.com/>> and reference Job #200502414 -JL***

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

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=====
Date: Fri, 11 Feb 2005 13:35:42 -0500

Reply-To: "Safir, Adam" <asafir@RTI.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Safir, Adam" <asafir@RTI.ORG>

Subject: Re: Push Poll Legislation?

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Note that on the one hand, Petri's position is not so different from AAPOR's own: (1) identify the sponsor, (2) report the sample size, and (3) make the questionnaire available. =20

See <http://www.house.gov/petri/press/smearpoll.htm> for Petri's position, the second bullet in the last section of <http://www.aapor.org/pdfs/2003/2003pushpollstatement.pdf> for a recent AAPOR statement. =20

On the other hand, however, a key difference between the two is that Petri wants to legislate what AAPOR only recommends. And, as Jim presciently points out, federal legislation can soon become a very unwelcome guest.

Adam

Adam Safir
RTI International
202-974-7822
asafir@rti.org

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Caplan, James R
,,DMDCEAST

Sent: Friday, February 11, 2005 11:41 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

Folks,

Let me remind you that once the camel gets his nose under the tent flap, he is very hard to remove. Anyone who has the opportunity should think long and hard before encouraging any federal legislation on polling or surveys. Jim Caplan Arlington, VA

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Brian Dautch
Sent: Friday, February 11, 2005 11:20 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

Leo,

But do you believe that there is at least some value in establishing a federal offense for push polling? Would it be worth having the law in the first place, or are you saying it would just lead to false "push polling" lawsuits (when in actuality the surveyor in question was performing a "legitimate poll of some flavor")?

Thanks,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org <mailto:bdautch@cmor.org>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Friday, February 11, 2005 11:04 AM
To: AAPORNET@asu.edu
Subject: Re: Push Poll Legislation?

And one of the ongoing problems with actual push polls (as one who follows news reports of them) is that it is almost impossible to determine who is doing the calling and who are the sponsors. In my

experience when they do figure out who is doing the polling in what the media or politicians have called a push poll it is almost always a legitimate poll of some flavor.

If these sorts of things were easy to determine there would be a lot fewer push polls regardless of legislation - push polling is currently illegal in at least a couple of states.

--

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

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

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

> Sent: Friday, February 11, 2005 10:09 AM

> To: AAPORNET@asu.edu

> Subject: Re: Push Poll Legislation?

>

> We killed such a proposal in Ireland by a single letter in the Irish=20

> times pointing out that it would not be difficult to do one 1,000 case

> poll and another 1,000 case poll, and add them together and lo and=20

> behold, a metaanalysis based on a sample size of 2,000 could be=20

> published.

>

> Bob

>

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

> From: Jim Robinson [mailto:jimr@RMA-INC.COM]

> Sent: 10 February 2005 16:23

> To: AAPORNET@asu.edu

> Subject: Re: Push Poll Legislation?

>

> Leo,

>

> You are correct about the Petri bill. He apparently had a bad=20

> experience in being attacked by such. He does put in a defining=20

> limitation which he says is any "poll" of a federal candidate of more=20

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> presidential polls and it may make it difficult to do broad surveys=20

> and examine micro targeted universes. It also raises problematical=20

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>

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> now as "plugging" (to fit in with frugging and sugging).

>
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> measurements of candidate liabilities. If I have a client who has=20
> some questionable things in their background I (as that candidates=20
> pollster) need to know how bad the damage will be and find messages to

> deal with it.
>
> We are going to be discussing this with Cong. Petri shortly and hope=20
> to find a compromise that doesn't damage legitimate public opinion=20
> research.
>
> Jim Robinson
> Director of CASRO Government and Public Affairs Robinson & Muenster=20
> Associates 1208 W. Elkhorn St.
> Sioux Falls, SD 57103-0218
> 605-332-7002 (home off)
> 605-332-3386 (o)
> 605-376-1326 (mobile)
> jimr@rma-inc.com
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Thursday, February 10, 2005 9:52 AM
> To: AAPORNET@asu.edu
> Subject: Push Poll Legislation?
>
> From the Washington Times
>
> "Smear polls
> Did you hear about the Democratic congressman who has to sleep=20
> with a night light because he's afraid of the dark? OK, we're joking,=20
> but that's the point Rep. Tom Petri, Wisconsin Republican, is trying=20
> to make about telephone "push polls."
> "As many candidates for public office have learned through=20
> personal experience, these push polls are not legitimate telephone=20
> surveys but campaign devices designed to smear a candidate under the=20
> guise of a standard opinion poll," says the 14-term congressman.
> How do push polls work?
> "Imagine a voter, who has been identified as a supporter
> of candidate X, being asked in a survey if this support would
> continue if it was learned that candidate X was guilty of a
> terrible indiscretion or an outright crime," he says.
> Or sleeping with a night light.
> "It doesn't matter whether the allegations are true,
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> has been planted successfully.
> This is a telephone push poll, or 'smear' poll." Mr. Petri's
> legislation, among other things, would require that a
> transcript of a pollster's questions be submitted to the
> Federal Election Commission."
>
>
> I find no other signs of this legislation.

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=====
Date: Fri, 11 Feb 2005 13:52:58 -0500
Reply-To: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Trussell, Norman" <Norman.Trussell@NIELSENMEDIA.COM>
Subject: FW: Time to sign up for 2005 AAPOR Golf Outing!
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Attention AAPOR Golfers...

> This is to announce that the 2005 annual AAPOR Golf outing will be
> held Miami Shores Country Club on the Thursday morning (May 12th) of
> the conference at 7AM. The course is in Miami Shores which is about
> 15 minutes from the conference hotel. I investigated several courses
> in Miami Beach but they were either too expensive, closed in May for
> repairs, or private. The total cost per person is going to be \$55.50
> including tax, gratuity, and carts. Range balls will be \$4 if you get
> there early enough to hit a few. If we get 40 players, as we were
> able to do last year, it'll be a shotgun start at 7:00 a.m., as early
> as possible, so anyone that needs to be back at the conference at
> lunch time can get their round in.=20
> The course (Miami Shores: <http://www.miamishoresgolf.com/index.php>) is
> of a "historic 1950's feel and one of the most unique courses in South
> Florida. With majestic oak trees and gently rolling terrain, the
> historic 18 hole championship layout will challenge and delight
> golfers of all skill levels". It has a great lounge for after the
> round refreshments with a complete lunch menu. They offer a choice of
> titlist clubs for rent for \$45 or Wilson's for \$25. It offers a
> beautiful 18 hole championship golf course that is the home of a vast
> array of sub-tropical wildlife and vegetation.=20
> What now? Decide if you can play, and let me know as soon as you can.
> I need to get a count of the number of golfers, to determine if we
> need to go to individual tee times or the shotgun. If you would like
> to participate, please reply via email to
> norman.trussell@nielsenmedia.com. I will then send you a form to
> collect information on any equipment needs, your handicap (if you have
> one), if there is anyone in particular you want play golf with,
> whether you will have a car and are willing to provide carpooling to
> the course, and credit card info to avoid long lines at 6:30AM. I
> will put groups together and assign tee times if we don't make the 40
> person minimum for a shotgun start.=20

> Please excuse the intrusion if not interested.=20
> Thanks, and best wishes ...=20
> Norm Trussell=20
> Research Methodologist
> Methodological Research Dept.=20
> Nielsen Media Research=20
> 501 Brooker Creek Blvd.
> Oldsmar, FL 34677=20
> Phone: (813) 366-4379=20
Cell: (727) 215-5742

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Date: Fri, 11 Feb 2005 16:35:13 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: =?us-ascii?Q?The_Proliferation_of_Polls_-_Where_Are_the_Parameters=3F_?=
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

It is not Vox-worthy but I though this might be of interest to some . .

The Proliferation of Polls - Where Are the Parameters?
http://www.aim.org/guest_column/2635_0_6_0_C/
By Marion Edwyn Harrison, ESQ. | February 11, 2005

Pollsters should have been embarrassed by their inability to call the almost across-the-board Republican victories in November 2004.

The proliferation of polls appears more and more to reflect the triumph of ignorance over knowledge. Although the experts - alleged experts? - doubtless would deny it, clearly the appearance is that pollsters are as grasping, persevering and shameless as they are imaginative in parodying and parroting - parodying a poll as meaningful, parroting the results as meaningful.

In 1936 the Literary Digest poll mercifully went out of business after it predicted that Governor Alf M. Landon would defeat President Franklin Delano Roosevelt's second-term bid. For some years the American public managed without public-opinion polls. In due course manufacturers and merchandisers utilized more esoteric surveys to attempt to sell product. Whether the commercial sales effort metamorphosed into the public-opinion poll is debatable. In any event, public-opinion polls began to proliferate - from the seemingly indefatigable Gallup to a myriad of big-league and little-league competitors.

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

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

Date: Fri, 11 Feb 2005 16:51:12 -0500
Reply-To: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Subject: Re: The Proliferation of Polls - Where Are the Parameters?
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

What a hack job.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta
Sent: Friday, February 11, 2005 4:35 PM
To: AAPORNET@asu.edu
Subject: The Proliferation of Polls - Where Are the Parameters?=20

It is not Vox-worthy but I though this might be of interest to some . .

The Proliferation of Polls - Where Are the Parameters?
http://www.aim.org/guest_column/2635_0_6_0_C/
By Marion Edwyn Harrison, ESQ. | February 11, 2005

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=====
Date: Fri, 11 Feb 2005 13:59:31 -0800
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Organization: CERC

Subject: Re: The Proliferation of Polls - Where Are the Parameters?
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu
In-Reply-To: <0IBR0012MO70QU@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Harrison and Habermas . . . you never see these two in the same place at the same time, do you?

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 Leo Simonetta
Sent: Friday, February 11, 2005 1:35 PM
To: AAPORNET@asu.edu
Subject: The Proliferation of Polls - Where Are the Parameters?

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Date: Fri, 11 Feb 2005 18:31:28 -0500
Reply-To: Elihu Katz <EKatz@ASC.UPENN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Elihu Katz <EKatz@ASC.UPENN.EDU>
Subject: Re: The Proliferation of Polls - Where Are the Parameters?
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

When pundits began to talk about a polarized nation, I thought--at first--that they meant poll-arized. Elihu

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta
Sent: Friday, February 11, 2005 4:35 PM
To: AAPORNET@asu.edu
Subject: The Proliferation of Polls - Where Are the Parameters?

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=====
Date: Fri, 11 Feb 2005 23:02:45 -0500
Reply-To: slosh@garnet.acns.fsu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Susan Carol Losh <slosh@GARNET.ACNS.FSU.EDU>
Subject: Re: The Proliferation of Polls - Where Are the Parameters?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0

Content-type: text/plain
Content-transfer-encoding: binary
Content-disposition: inline

How strange.

Ever notice that the pundits who appear to denigrate "the polls" the most then proceed to insult the "average American" who participates in them?

Susan

Susan Carol Losh, Ph.D.
American Statistical Association/NSF-SRS Research Fellow
Program Leader, Learning & Cognition
Department of Educational Psychology & Learning Systems
Florida State University
Tallahassee FL 32306-4453

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

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

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=====
Date: Sat, 12 Feb 2005 18:54:39 -0500
Reply-To: Scheuren@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Fritz Scheuren <Scheuren@AOL.COM>
Subject: Public Opinions on U.S. Torture Policy and Practice
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Dear Colleagues:

I have been asked to post the following message, Please help if you can,
Fritz

The directors of several human rights groups would like to get a better understanding of public opinion regarding US torture policy and practice. Thereafter, we would like to test some messages on possible target groups, before we plan to start a joint campaign.

Leads on related previous studies would be appreciated; Proposals on how to proceed in the conduct of this research would also be very welcome.

If you can help, please contact John Bradshaw, Coordinator Human Right Leadership Coalition, directly at jbradshaw@freedominvestment.org

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Please ask authors before quoting outside AAPORNET.
=====

Date: Sun, 13 Feb 2005 16:15:24 +0200
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: Help to find exit-poll experts
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Dear colleagues,

In the end of last year we had president elections in Ukraine (October-December 2004). My company (KIIS) together with two other companies have conducted 3 exit-polls - during each of 3 rounds of elections. During last round of elections December 26 ISTV channel announced results of other exit-poll, conducted for that channel by two USA experts - Frank Luntz and Duglas Shoen. I read their names just in Ukrainians, so I am not sure, that it's correct spelling (may be Lantz or Lunz). It was said also that Frank Luntz worked for Republicans and conducted more than 1000 surveys in 11 countries, Duglas Shoen worked for democrats and for Mayor of New York. Their results were exactly the same as our results.

I am writing now the paper about exit-polls during the elections, but can't receive any additional information about that exit-poll methodology or addresses of that experts from ISTV.

Could you, please, help me to find e-mails of Frank Luntz and Duglas Shoen?

My best regards,
Vladimir

Volodymyr Paniotto, Director of KIIS
(Kiev International Institute of Sociology)
Milchakova 1/18, kv.11, Kiev-02002, UKRAINE
Phone (380-44)-463-5868, 537-3376 (office)
Phone-fax (380-44)-537-3376
Phone (380-44)-517-3949 (home)

E-mail: paniotto@kmis.kiev.ua

http://www.kiis.com.ua

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Sun, 13 Feb 2005 12:54:12 -0500
Reply-To: Steven Kull <skull@HIS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@HIS.COM>
Subject: Re: Public Opinions on U.S. Torture Policy and Practice
Comments: To: Scheuren@AOL.COM, AAPORNET@asu.edu,
jbradshaw@freedominvestment.org
In-Reply-To: <156.4aa72424.2f3ff13f@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

The Program on International Policy Attitudes at the University of Maryland conducted an in-depth study of US public attitudes on torture and detention in July 2004. The report can be found at:

http://www.pipa.org/OnlineReports/Torture/Report07_22_04.pdf

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Fritz Scheuren
Sent: Saturday, February 12, 2005 6:55 PM
To: AAPORNET@asu.edu
Subject: Public Opinions on U.S. Torture Policy and Practice

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=====

Date: Sun, 13 Feb 2005 21:23:44 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Help to find exit-poll experts
Comments: To: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <18010117562.20050213161524@kmis.kiev.ua>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Frank Luntz and Douglas Schoen are two of the most discredited names in political survey research because of their perceived willingness to bend the truth for partisan purposes or personal gain.

Frank Luntz was formally condemned by AAPOR in 1997 for violating the AAPOR code. You can read the official statement on the AAPOR web site (under News & Issues/Press Releases).

Douglas Schoen's company, Penn Schoen & Associates (Now Penn, Schoen & Berland) was involved in a blatant conflict of interest during the 1996 US Presidential election for which they should have been censured by AAPOR, but when I suggested that, it was pointed out to me that even though a lawyer would have been disbarred for what they did, it was not technically not a violation of the AAPOR code. You can read more on that distasteful topic by searching the AAPORNET archives.

Of course, the above does not mean that Luntz and Schoen do have the ability to do good work and there is no a priori reason to believe that they have not done so in your case. Just that they cannot be trusted.

You can probably contact them through their companies, Frank Luntz at <http://www.luntz.com> and Douglas Schoen at <http://www.psbresearch.com>.

Jan Werner

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>
> My best regards,
> Vladimir

> *****

> Volodymyr Paniotto, Director of KIIS
> (Kiev International Institute of Sociology)
> Milchakova 1/18, kv.11, Kiev-02002, UKRAINE
> Phone (380-44)-463-5868, 537-3376 (office)
> Phone-fax (380-44)-537-3376
> Phone (380-44)-517-3949 (home)
> E-mail: paniotto@kmis.kiev.ua
> http://www.kiis.com.ua

> *****

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Date: Tue, 15 Feb 2005 08:45:06 -0600
Reply-To: Craig Helmstetter <cdh@WILDER.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Craig Helmstetter <cdh@WILDER.ORG>
Subject: Research on interviewing Somalian immigrants
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

Dear colleagues,

Someone in our shop has been preparing for a project involving immigrants from Somalia, and asks the following:

"I have been trying to find research concerning cultural issues in interviewing people identified as Somali. By this I mean not only Somali interviewers interviewing Somali respondents but non-Somali interviewers, professionals, etc. interacting with or otherwise interviewing Somali respondents. I have not had much luck using a variety of library and on-line resources and any suggestions you can provide would be helpful."

Please feel free to respond directly to me (cdh@wilder.org).

Thanks,
Craig

Craig Helmstetter, Ph.D.
Wilder Research Center
1295 Bandana Blvd. N., Suite 210
St. Paul, MN 55108

Phone: 651-647-4616
Fax: 651-647-4623
<http://www.wilder.org/research>

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Tue, 15 Feb 2005 11:03:18 -0500
Reply-To: "Mcdermott, Monika" <monika.mcdermott@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mcdermott, Monika" <monika.mcdermott@UCONN.EDU>
Subject: program applications
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=utf-8
Content-transfer-encoding: base64

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YXRpb24gaXMgYWxzbyBhdmFpbGFibGUgZnJvbSB0aGUgd2Vic2l0ZSBhdDogaHR0cDovL3d3dy5t
c3IudWNvbm4uZWR1DQoNCg==

Date: Tue, 15 Feb 2005 11:08:08 -0500
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Subject: A washingtonpost.com article from: lcarlson@nsf.gov
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain

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washingtonpost.com

Colleges' Land Lines Nearing Silent End

By Susan Kinzie

Freshman Max Bender uses the phone plugged into the wall of his American University dorm room so rarely that he forgot it was there. "Hey," he said the other day when he walked in and saw it on top of the microwave. "We do have a land line."

Starting next fall, AU students conditioned to cell phones will find few of those wired artifacts as the school all but eliminates traditional phone service in its residence halls.

Across the country, wired phones are becoming obsolete. Although not many colleges have eliminated them, "almost every major school is evaluating it," said Jeri Semer, executive director of the Association for Communications Technology Professionals in Higher Education.

This transformation of campus culture -- cell phones keeping students closely tied to friends and family, making social life fluid, even intruding on professors' lectures -- also poses a financial challenge for administrators. Land-line phones used to bring in money for many schools. Now some find themselves paying to maintain systems that students rarely use.

"Six or seven years ago, telephones on campus were a cash cow," said Glenn Gaslin of Morrisville State College in New York, which got rid of its land lines in 2003 and provided students with mobile phones, with an option to add long-distance service. Marshall University in West Virginia will complete a switch to cell phones in student housing in the fall, giving out phones that include long-distance calling plans.

It wasn't that long ago, a generation perhaps, when students had to wait in line to use communal phones in dormitory hallways. Five years ago, just over one-third of U.S. college students had cell phones on campus, according to a national survey by the market-research firm Student Monitor. In the fall, nearly nine of 10 did.

At James Madison University in Harrisonburg, the student directory is no longer full of four-digit dorm-room extensions, but rather 10-digit cell phone numbers from Tennessee, New Jersey, Delaware and other states. James Madison administrators don't want to tell students that they have to bring cell phones, though, said spokesman Andrew Perrine.

"It's like requiring kids to show up with golf clubs or something," he said.

Leaders of some U.S. universities -- including George Washington, the University of Maryland and the University of Virginia -- are evaluating their phone options. Some administrators aren't sure that they could ensure student safety without at least a few land lines in dorms. And some students worry that 911 calls from cell phones might not be routed properly and that "dead zones" might leave them without service.

At GWU, which plans to have fewer wired phones in student rooms, officials also are concerned about the potentially higher costs for international students calling overseas on cells.

American University already feels unplugged. The campus is wireless, so students can type e-mails and study on laptops from couches, the steps of the library and benches outside. Snatches of one-sided conversations drift by as students walk to class talking on their cells. Next fall, the university will provide business school students the latest BlackBerry devices.

Bender and his friend Lauren Fox, who lives on the same dorm hall, have each had a cell phone for years, although Bender keeps getting new ones after losing or breaking them.

One day last week, Fox, in her room with a frosting-pink lamp and flowered bedspread, had her cell close at hand, next to her laptop, just as her roommate did. She said she talks to her parents in Texas twice a day, usually, and to her twin sister in Indiana at least four times a day -- the two use 2,000 minutes a month.

"It used to be you'd call someone because you had a reason to call," said Ian Johnson, 28, a graduate student at American. "Now you call because you're bored waiting for the bus to come. . . . It's almost a noise pollution."

In the past three years at AU, long-distance calls from the dorm phones plummeted.

Five years ago, the school made hundreds of thousands of dollars a year on long-distance service, said Carl Whitman, executive director of the Office of Information Technology. Last semester, the school made \$1,109.

The money that colleges charged students helped pay for their decades-old phone systems; now they can't even get some parts when things break, said Julie E. Weber, AU's executive director of housing and dining programs.

So come fall, American will have some land-line phones in hallways for local calls, one for every 40 to 50 students, but administrators don't expect them to get much use.

Replacing the phone system in the residence halls would cost more than \$1 million, Whitman said, estimating that \$100,000 a year would be saved on operating costs.

And what about the students who can't afford cell phones? "Not everyone is fortunate enough," Bender said.

He and Fox looked at each other, trying to think of someone at AU -- but everyone they know has one.

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Date: Tue, 15 Feb 2005 17:10:41 -0500
Reply-To: mmarcello@pursuantresearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Subject: A Corrupted Election -- In These Times
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: 8BIT

A Corrupted Election

Despite what you may have heard, the exit polls were right
By Steve Freeman and Josh Mitteldorf

Recall the Election Day exit polls that suggested John Kerry had won a convincing victory? The media readily dismissed those polls and little has been heard about them since. Many Americans, however, were suspicious. Although President Bush prevailed by 3 million votes in the official, tallied vote count, exit polls had projected a margin of victory of 5 million votes for Kerry. This unexplained 8 million vote discrepancy between the election night exit polls and the

<http://www.inthesetimes.com/site/main/article/1970/>

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Wed, 16 Feb 2005 10:33:25 -0700
Reply-To: Holly Hoegh <holly@CCR.CA.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Holly Hoegh <holly@CCR.CA.GOV>
Subject: Web Survey confidentiality

Hi,
I reviewed the archives but did not find much on this topic.
Our IRB is questioning the confidentiality issues of doing a web-based survey on 12-17 year olds.

Can anyone refer me to sources of good information on this?
Please send any responses directly to me at:

hhoegh@surveyresearchgroup.com

Thanks,

Holly Hoegh, PhD

Survey Research Group
Sacramento, CA

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Wed, 16 Feb 2005 12:06:27 -0600
Reply-To: Eileen Harwood <harwood@EPI.UMN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eileen Harwood <harwood@EPI.UMN.EDU>
Subject: Re: Web Survey confidentiality
Comments: To: AAPORNET@asu.edu
Comments: cc: Holly Hoegh <holly@CCR.CA.GOV>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Holly,
I don't know about others, but it would be nice to see the responses you get to your question. My center is thinking of offering internet surveying options to our academic researchers.

Eileen Harwood, PhD
Faculty Director, Data Collection and Support Services Center
University of Minnesota
Division of Epidemiology and Community Health

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Holly Hoegh
Sent: Wednesday, February 16, 2005 11:33 AM
To: AAPORNET@asu.edu
Subject: Web Survey confidentiality

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

Date: Wed, 16 Feb 2005 15:04:02 -0500
Reply-To: Mick Couper <MCouper@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mick Couper <MCouper@UMICH.EDU>
Subject: Re: Web Survey confidentiality
Comments: To: "hhoegh@surveyresearchgroup.com"
<hhoegh@surveyresearchgroup.com>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Hi Holly,

I'm not sure if this will address your question, but I was part of a group that reviewed internet research for the American Psychological Association. The recommendations are available online at:

<http://www.apa.org/science/bsaweb-agcri.html>

It's not clear to me why the IRB should view the issue of confidentiality of a web-based survey any differently than they would a paper-based survey.

Mick

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Holly Hoegh
Sent: Wednesday, February 16, 2005 12:33 PM
To: AAPORNET@asu.edu
Subject: Web Survey confidentiality

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

Please ask authors before quoting outside AAPORNET.

Date: Thu, 17 Feb 2005 08:25:46 -0500
Reply-To: Carl M Ramirez <RamirezC@GAO.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Carl M Ramirez <RamirezC@GAO.GOV>
Subject: Re: Web Survey Confidentiality
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

Aside from the technical aspects of securing data submission over the internet, I'm particularly interested in respondent's perceptions of confidentiality of web surveys - if we try to present the risks of disclosure and what we are doing about them as part of some kind of informed consent discussion, what do they make of this? Do they feel particularly safe if we use encryption? Digital signatures? A server behind a firewall?

Anyway, here's something from AAPOR's Guidance to IRB's and the researchers dealing with them (see this page on the AAPOR website, http://www.aapor.org/default.asp?page=survey_methods/IRBS), specifically from a list of FAQ's:

(p.s. there is also guidance on surveys of minors)

Q. When conducting data collection through email or web surveys, what unique features of internet communication and data storage must be addressed?

A: Electronic recruiting and data collection pose some additional challenges to human protections primarily in the area of confidentiality. The key challenges can be broken down into 4 areas:

RECRUITMENT: Computer- and internet-based procedures for advertising and recruiting potential study subjects (e.g., internet advertising, e-mail solicitation, banner ads) should follow the IRB guidelines for recruitment that apply to any traditional media, such as letters, telephone scripts, newspapers and bulletin boards. Authentication - that is, proper qualification and/or identification of respondents - is a major challenge in computer- and internet-based research and one that threatens the integrity of research samples and the validity of research results. Researchers should take steps to authenticate respondents. For example, investigators can provide each study subject (in person or by letter) with a Personal Identification Number (PIN) to be used for authentication in subsequent computer- and internet- based data collection.

DATA COLLECTION: It is often recommended that any data collected from human subjects over computer networks be transmitted in encrypted format. This helps insure that any data intercepted during transmission cannot be decoded and that individual responses cannot be traced back to

an individual respondent. In addition, if the content of the responses would pose risk to the respondents if the information were shared, it is recommended that the highest level of data encryption be used, within the limits of availability and feasibility. This may require that the study subjects be encouraged or required to use a specific type or version of browser software. It should also be noted that encryption standards vary from country to country and that there are legal restrictions regarding the export of certain encryption software outside the US.

SERVER ADMINISTRATION: It is recommended that for online data collection a professionally administered survey server be used or that a) The server is administered by a professionally trained person with expertise in computer and internet security, b) Access to the server is limited to key project personnel and is configured with firewalls to minimize the possibility of external access to the server data, c) There are frequent, regularly scheduled security audits of the server, and d) The server is subject to the periodic security scans.

DATA STORAGE/DISPOSAL: If a server is used for data storage, personal identifying information and IP addresses should be kept separate from the data, and data should be stored in encrypted format. Data backups should be stored in a safe location, such as a secure data room that is environmentally controlled and has limited access. Competent data destruction services should be used to ensure that no data can be recovered from obsolete or discarded electronic media. For projects that are minimal risk, if these data security safeguards cannot be put in place, then language in the consent information should be added indicating that complete confidentiality cannot be guaranteed and/or that encryption of responses is not provided.

you wrote:

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Holly Hoegh

>Sent: Wednesday, February 16, 2005 12:33 PM

>To: AAPORNET@asu.edu

>Subject: Web Survey confidentiality

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>Survey Research Group
>Sacramento, CA

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Carl Ramirez
Sr. Design Methodologist
Center for Design, Methods & Analysis
U.S. Government Accountability Office
Phone: (202) 512-3721
Fax: (202) 512-3938
Email: ramirezc@gao.gov

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

Date: Thu, 17 Feb 2005 09:52:23 -0500
Reply-To: "Scott D. Crawford" <scott@SURVEYSCIENCES.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Scott D. Crawford" <scott@SURVEYSCIENCES.COM>
Subject: Re: Web Survey Confidentiality
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

In a nonresponse followup study I was involved in a couple years ago, with a college student population, where we completed telephone interviews with nonrespondents to a Web-based survey (that did use SSL encryption), confidentiality was not even on the respondents radar as a reason for their nonresponse. The study contained numerous sensitive questions about respondent alcohol/drug use. Not that such a study can be inferred to a general population (possibly college students are more comfortable with the technology), but it is one piece that shows that in practice, confidentiality may not be a concern. What we didn't capture in that study is any concern that actual respondents who DID respond to the survey may have felt after completion of the questionnaire. Would have been interesting to know that.

On this issue, I always return to comparing perceptions (researcher and IRB) of the protections afforded by mailed surveys against what many believe about Web-based surveys.

Think about it... on the Web, regardless of whether you are using encryption technologies, it takes someone with a considerably high level of computer literacy to know HOW intercept Web transmissions. And even if they do intercept it, when Web survey traffic (if the survey is done

well) is transmitted, it is being transmitted without the respondents name/address and other personal information attached. It is also usually transmitted one question at a time (or a few at a time), resulting in little packets of survey data that are not even connected with the response labels or questions. The effort to them piece together the full survey and connect it with a respondent is extremely difficult.

Alternatively, a mail survey is mailed to a respondent using a very manual process of delivering the mail. Then the respondent has the physical survey laying about for some period of time as they complete it. And then again, a very manual process of the survey being returned. During most of that process, not only are survey responses all together, but they are grouped with the survey questions and response labels... AND in many situations, the address/name of the respondent is included somewhere (address label) in there as well. Now what level of technological knowledge is needed to intercept that survey? Nearly none.

From time to time we hear in the news about large thefts individuals personal data records. Those make for good news stories, because it is scary to think that 10,000 or more records could be released in a matter of moments. But if you look at the origin of most of the identify theft we have today, it is from mail theft.

Back to the perception issue. If we are concerned about respondents perception being that the Web is less secure, then we should help address that with our respondents. Frequently I tell respondents that we are using the Web SO THAT WE CAN assure their confidentiality through the use of encryption technologies and private passwords. "We feel your confidentiality is so important that we have taken the steps to offer you a secure and encrypted Web-based survey as an alternative to a paper survey."

This isn't to say that we shouldn't be concerned about respondent security/confidentiality. Only that it should not receive a different level of scrutiny than any other mode of data collection. If our IRBs are not comfortable with current practices with Web-based surveys, then they should be equally or more uncomfortable with our current practices with mail surveys. And this doesn't even begin to touch on the issues that also arise with the use of telephone or face to face surveys...

Scott D. Crawford
Survey Sciences Group, LLC
scott@surveysciences.com
734.213.4600 x100

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Carl M Ramirez
Sent: Thursday, February 17, 2005 8:26 AM
To: AAPORNET@asu.edu

Subject: Re: Web Survey Confidentiality

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>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Holly Hoegh

>Sent: Wednesday, February 16, 2005 12:33 PM

>To: AAPORNET@asu.edu

>Subject: Web Survey confidentiality

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>Thanks,

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>Holly Hoegh, PhD

>Survey Research Group

>Sacramento, CA

>

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Carl Ramirez

Sr. Design Methodologist
Center for Design, Methods & Analysis
U.S. Government Accountability Office
Phone: (202) 512-3721
Fax: (202) 512-3938
Email: ramirezc@gao.gov

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Thu, 17 Feb 2005 15:17:30 +0000
Reply-To: "Caplan, James R.,DMDCEAST" <James.Caplan@OSD.PENTAGON.MIL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Caplan, James R.,DMDCEAST" <James.Caplan@OSD.PENTAGON.MIL>
Subject: Re: Web Survey Confidentiality
Comments: To: Carl M Ramirez <RamirezC@GAO.GOV>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

In our case, where we conduct employee attitude and opinion surveys to various segments of our "workforce," we've seen a complete pendulum swing from privacy issues (where respondents feared leaks to coworkers and bosses) to security issues (where respondents worry about identity theft). We originally paid extra for an offsite, third party hosting firm, but lately have had to take steps with an internal front page to assure participants that there is no scam or phishing expedition.

Jim Caplan
Arlington, VA

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Carl M Ramirez
Sent: Thursday, February 17, 2005 8:26 AM
To: AAPORNET@asu.edu
Subject: Re: Web Survey Confidentiality

Aside from the technical aspects of securing data submission over the internet, I'm particularly interested in respondent's perceptions of confidentiality of web surveys - if we try to present the risks of disclosure and what we are doing about them as part of some kind of informed consent discussion, what do they make of this? Do they feel particularly safe if we use encryption? Digital signatures? A server behind a firewall?

Anyway, here's something from AAPOR's Guidance to IRB's and the researchers dealing with them (see this page on the AAPOR website, http://www.aapor.org/default.asp?page=survey_methods/IRBS) , specifically

from a list of FAQ's:

(p.s. there is also guidance on surveys of minors)

Q. When conducting data collection through email or web surveys, what unique features of internet communication and data storage must be addressed?

A: Electronic recruiting and data collection pose some additional challenges to human protections primarily in the area of confidentiality. The key challenges can be broken down into 4 areas:

RECRUITMENT: Computer- and internet-based procedures for advertising and recruiting potential study subjects (e.g., internet advertising, e-mail solicitation, banner ads) should follow the IRB guidelines for recruitment that apply to any traditional media, such as letters, telephone scripts, newspapers and bulletin boards. Authentication - that is, proper qualification and/or identification of respondents - is a major challenge in computer- and internet-based research and one that threatens the integrity of research samples and the validity of research results. Researchers should take steps to authenticate respondents. For example, investigators can provide each study subject (in person or by letter) with a Personal Identification Number (PIN) to be used for authentication in subsequent computer- and internet- based data collection.

DATA COLLECTION: It is often recommended that any data collected from human subjects over computer networks be transmitted in encrypted format. This helps insure that any data intercepted during transmission cannot be decoded and that individual responses cannot be traced back to an individual respondent. In addition, if the content of the responses would pose risk to the respondents if the information were shared, it is recommended that the highest level of data encryption be used, within the limits of availability and feasibility. This may require that the study subjects be encouraged or required to use a specific type or version of browser software. It should also be noted that encryption standards vary from country to country and that there are legal restrictions regarding the export of certain encryption software outside the US.

SERVER ADMINISTRATION: It is recommended that for online data collection a professionally administered survey server be used or that

- a) The server is administered by a professionally trained person with expertise in computer and internet security,
- b) Access to the server is limited to key project personnel and is configured with firewalls to minimize the possibility of external access to the server data,
- c) There are frequent, regularly scheduled security audits of the server, and
- d) The server is subject to the periodic security scans.

DATA STORAGE/DISPOSAL: If a server is used for data storage, personal identifying information and IP addresses should be kept separate from the data, and data should be stored in encrypted format. Data backups should be stored in a safe location, such as a secure data room that is environmentally controlled and has limited access. Competent data destruction services should be used to ensure that no data can be recovered from obsolete or discarded electronic media. For projects that are minimal risk, if these data security safeguards cannot be put in place, then

language in the consent information should be added indicating that complete confidentiality cannot be guaranteed and/or that encryption of responses is not provided.

you wrote:

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Holly Hoegh

>Sent: Wednesday, February 16, 2005 12:33 PM

>To: AAPORNET@asu.edu

>Subject: Web Survey confidentiality

>

>

>Hi,

>I reviewed the archives but did not find much on this topic. Our IRB is

>questioning the confidentiality issues of doing a web-based survey on 12-17

>year olds.

>

>Can anyone refer me to sources of good information on this? Please send any

>responses directly to me at:

>

>hhoegh@surveyresearchgroup.com

>

>Thanks,

>

>Holly Hoegh, PhD

>Survey Research Group

>Sacramento, CA

>

>-----

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

>Please ask authors before quoting outside AAPORNET.

Carl Ramirez

Sr. Design Methodologist

Center for Design, Methods & Analysis

U.S. Government Accountability Office

Phone: (202) 512-3721

Fax: (202) 512-3938

Email: ramirezc@gao.gov

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

Please ask authors before quoting outside AAPORNET. Problems?-don't reply to this message, write to: aapornet-request@asu.edu

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

Please ask authors before quoting outside AAPORNET.

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

Date: Fri, 18 Feb 2005 05:47:07 -0500
Reply-To: Benoit Gauthier <gauthier@circum.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Benoit Gauthier <gauthier@CIRCUM.COM>
Organization: =?UNKNOWN?Q?R=E9seau?= Circum
Subject: Legal/ethical issues in recording telephone interviews
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

(2005.02.18, 05:39)

Over the past two weeks, our survey research company received three requests for recording telephone interviews: twice for pre-test interviews and once for all interviews. Prospective clients included in their RFP that these (MP3 format) recordings would be delivered with the other study products.

Is this a new trend?

What are the legal implications of this practice? (I realize that they will vary from jurisdiction to jurisdiction.) For example, do prospective respondents need to be told that the conversation is recorded?

What are the ethical implications of this practice? For example, how can we maintain the confidentiality and the anonymity of the information under these circumstances?

Benoit Gauthier
gauthier@circum.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 18 Feb 2005 06:26:57 -0500
Reply-To: Robert Ladner <rladner@behavioralscience.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Ladner <rladner@BEHAVIORALSCIENCE.COM>
Organization: BSR
Subject: Re: Legal/ethical issues in recording telephone interviews
Comments: To: Benoit Gauthier <gauthier@CIRCUM.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

1. People are very familiar with the line "This call may be monitored for quality assurance purposes" popping up in the conversations they have with customer service reps. Having said that ..
2. Because we do monitor -- and record -- interviews (especially with new interviewers), we use the phrase "This interview may be monitored or

recorded for quality assurance purposes." Nobody has terminated the interview at that point. We record the interviews so that if there is a problem with an interviewer, we don't have "he said, she said." we have "the tape says."

3. When a client asks for the monitoring tapes (or in the case of some studies where all interviews have to be taped for a particular reason), we tell the client that the interview protocol will be structured so that no respondent-identification information is on the recording. They have a right to the DATA FROM THE RESPONDENT but they have no right to the IDENTITY OF THE RESPONDENT. In most cases, this simply is a matter of when you start or stop the recording (e.g., in listed sample or customer-list protocols, making the disclosure and starting the recording after we have determined that the cooperating respondent is on the sample list), and making sure there is no listing provided to the client that allows identification of the respondent by time of day of interview or other administrative crosswalks. In the old days we would record on cassettes, make a copy of the cassettes and retain the original; these days we burn a CD.

Our take on this issue is that recorded statements and filled out questionnaires represent information provided by a respondent who has been informed of the circumstances of the interview, and that our clients are entitled to know what was said, but our clients are not entitled to know -- by name or other means that allows backtracking to the name -- who said it.

Bob Ladner, PhD
Behavioral Science Research
Coral Gables, FL 33134
305-443-2000

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

From: "Benoit Gauthier" <gauthier@CIRCUM.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 18, 2005 5:47 AM
Subject: Legal/ethical issues in recording telephone interviews

> (2005.02.18, 05:39)
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>
> Benoît Gauthier
> gauthier@circum.com
>
> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Please ask authors before quoting outside AAPORNET.
>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 18 Feb 2005 09:04:16 -0500
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Subject: Re: Legal/ethical issues in recording telephone interviews
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original
Content-transfer-encoding: 8BIT

While monitoring and even occasionally recording does regularly occur in telephone research (for purposes of quality control, validation, and training), it always should be stated upfront (as Bob suggests) because of ethical and legal considerations (state laws vary re informed consent). Further, the CASRO Code and the AAPOR Code mandate confidentiality so any recordings must be purged of resp. id. info. And, if the client expects to use any recordings for purposes beyond research validation, quality control (such as in testimonials/adv.), specific respondent consent should be obtained.

Even with resp. id deleted, it is prudent to determine from the client just how these recordings will be used, distributed and secured, how long they will be kept, etc. (are they destroyed after validation?), since such individual recordings may not be representative of the complete survey results.

Diane Bowers, President
CASRO

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

From: "Robert Ladner" <rladner@BEHAVIORALSCIENCE.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 18, 2005 6:26 AM
Subject: Re: Legal/ethical issues in recording telephone interviews

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2. Because we do monitor -- and record -- interviews (especially with new

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Bob Ladner, PhD
Behavioral Science Research
Coral Gables, FL 33134
305-443-2000

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

From: "Benoit Gauthier" <gauthier@CIRCUM.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 18, 2005 5:47 AM
Subject: Legal/ethical issues in recording telephone interviews

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>
> Benoît Gauthier
> gauthier@circum.com

> -----
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 18 Feb 2005 08:19:27 -0600
Reply-To: Robert Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Santos <rsantos@NUSTATS.COM>
Subject: Re: Legal/ethical issues in recording telephone interviews
Comments: To: AAPORNET@asu.edu
In-Reply-To: <007601c515c2\$bb8aed50\$6601a8c0@DIANE>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

Two additional thoughts:

1) from a liability standpoint, it would be good for the limitations on client usage to be stated explicitly in the contract (if you agree to provide recordings to them)

2) remember that there are genuine risks of disclosure when you add voice recordings to otherwise anonymous survey data
The combination of one or more of: sex, age, city and/or state, country of origin *and* voice tone/accent/inflections/word usage can reveal identity.
So conduct a "disclosure analysis" before finalizing the survey data structure to ensure anonymity when clients get both recordings and data. (e.g., never allow the linking of a recording to a data record)

Rob Santos
NuStats

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Diane Bowers
Sent: Friday, February 18, 2005 8:04 AM
To: AAPORNET@asu.edu
Subject: Re: Legal/ethical issues in recording telephone interviews

While monitoring and even occasionally recording does regularly occur in telephone research (for purposes of quality control, validation, and training), it always should be stated upfront (as Bob suggests) because of ethical and legal considerations (state laws vary re informed consent). Further, the CASRO Code and the AAPOR Code mandate confidentiality so any recordings must be purged of resp. id. info. And, if the client expects to use any recordings for purposes beyond research validation, quality control (such as in testimonials/adv.), specific respondent consent should be obtained.

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Diane Bowers, President
CASRO

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

From: "Robert Ladner" <rladner@BEHAVIORALSCIENCE.COM>

To: <AAPORNET@asu.edu>

Sent: Friday, February 18, 2005 6:26 AM

Subject: Re: Legal/ethical issues in recording telephone interviews

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Bob Ladner, PhD
Behavioral Science Research
Coral Gables, FL 33134
305-443-2000

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

From: "Benoit Gauthier" <gauthier@CIRCUM.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 18, 2005 5:47 AM
Subject: Legal/ethical issues in recording telephone interviews

> (2005.02.18, 05:39)
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Please ask authors before quoting outside AAPORNET.

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 18 Feb 2005 09:49:22 -0500
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: FW: WAPOR Annual Conference Final Call for Papers
Comments: To: AAPORNET@asu.edu
Comments: cc: "Reis, Renae (Drewel)" <Renae_Reis@GALLUP.COM>
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I am passing along the announcement of the WAPOR Conference in September that may be of interest to many AAPOR Members.

Nancy Belden
Partner, Belden Russonello & Stewart
President, American Association for Public Opinion Research

1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090

Nancy Belden
Partner, Belden Russonello & Stewart
President, American Association for Public Opinion Research

1320 19th Street NW, Suite 700
Washington, DC 20036

WAPOR 58th Annual Conference

"Search for a New World Order--the Role of Public Opinion"

Cannes, France

September 15-17, 2005

Final Call for Papers

There are great events on the horizon. In the late summer of this year, researchers will be gathering in Cannes, the famous seaside resort on the French Cote d'Azur, for the 58th Annual WAPOR Conference.

We would be pleased to receive as many proposals for papers, panels or round table sessions as possible. The 2005 conference will have a central theme: "Search for a New World Order--the Role of Public Opinion." Although this topic may remind some people, particularly Americans, of political catchphrases that were commonly used in the last few decades, it is intended

to be neutral in terms of both political and philosophical outlooks. In view of the turmoil at the start of the 21st century, we feel it is time to take a closer look at the fundamental question of what role survey research has to play in a rapidly changing world. For example:

- * How can survey research scientifically track the growing tensions between the Western and Islamic worlds and, in so doing, contribute to a better understanding of the underlying reasons for the divisions between these two parts of the world?
- * How is the international community of survey researchers affected by the emergence of new economic and political powerhouses, particularly in Asia?
- * In view of the ever greater complexity of international relations, how can survey researchers today continue to fulfill their obligations as chroniclers for future historians, as so forcefully described by Paul F. Lazarsfeld in 1950? In other words, how can we best shoulder the responsibility entailed in being the only scholarship discipline capable of reliably documenting and relaying the popular mood directly--i.e. without interpretation by the media or other analysts--to future historians?

These are just some of the questions we would like to consider in Cannes. But these are not the only questions we would like to discuss! The theme is intended as a focus point and not a defining criterion. It goes without saying that the WAPOR Annual Conference in Cannes will, as always, provide a broad forum for all survey research issues. We are looking forward to receiving a wide variety of interesting papers pertaining to the entire spectrum of methodological research and applied survey research from around the world.

Please send your proposals for papers and panel sessions, along with a brief abstract of about one or two pages, by April 1, 2005 at the latest, to:

Thomas Petersen
Institute für Demoskopie Allensbach
Radolfzellerstrasse 8
78476 Allensbach
GERMANY
Tel: +49 (7533) 805 191
Fax: +49 (7533) 3048
Email: tpetersen@ifd-allensbach.de

Renaë Reis
Executive Coordinator
WAPOR
200 North 11th Street
P.O. Box 880241
Lincoln, NE 68588-0242
P: 402-458-2030
F: 402-458-2038
<[file:///www.wapor.org](http://www.wapor.org)> www.wapor.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 18 Feb 2005 13:07:18 -0800
Reply-To: jdrogers@sfsu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Rogers <jdrogers@SFSU.EDU>
Organization: Public Research Institute
Subject: New WinCATI user forum
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Hello,

My institute has been using WinCATI / Sensus for about a year now, and we have been wishing for a forum for users to discuss problems and solutions. We couldn't find one so we just set up a Google group called WinCATI-User-Forum. The group is currently open for anyone to join. The link is:

<http://groups-beta.google.com/group/WinCATI-User-Forum>.

It's our hope that the forum will become a useful resource to anyone who is using this software.

John Rogers

John Rogers, PhD
Associate Director
Public Research Institute
San Francisco State University
jdrogers@sfsu.edu
(415)405-3800
<http://pri.sfsu.edu>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 18 Feb 2005 15:15:25 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

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JOB OPENING

=20

=20

DATE POSTED: 2-07-05

=20

JOB TITLE: Analyst

=20

HOURS OF WORK: Business hours/full-time

=20

STATUS: Competitive pay based on education and experience. Employee health and dental insurance provided. 401K investment plan offered. Flexible spending, LTD, Life insurance. =20

=20

DESCRIPTION AND LOCATION OF WORK: While working in conjunction with our field services group, our team of project managers, and with fellow analysts, the analyst is responsible for effectively analyzing and presenting qualitative and quantitative research reports. Position is located in our Madison office.

=20

Following are tasks, duties and responsibilities of the position that are most important to get the job done.

=20

High level of Quantitative and Qualitative analysis

- * Proven ability to identify and implement appropriate analytical approaches and primary research methodologies.
- * Run and clean numeric data in preparation for analysis.
- * Analyze data to provide action-oriented reports. =20
- * Analyze qualitative data from interviews and focus groups and create reports.

=20

EXPERIENCE AND EDUCATION: BA/BS required with emphasis in statistics or marketing research. Prefer Masters Degree. Prefer someone with experience conducting primary market research.

=20

Ideal candidate will understand business strategy and have a high level understanding of statistics. =20

=20

=20

HOW TO APPLY: Submit cover letter and resume to: =20

=20

SUBMIT TO: Director of Human Resources =20

kathyb@crwis.com
<mailto:kathyb@crwis.com>=20

Phone: 608-246-3010

Fax: 608-246-3019

=20

An employee application will also need to be completed.

=20

=20

=20

It is our policy to fill vacant or newly created positions from within

the Company whenever consistent with our obligation to provide the best service possible to our customers. Selection for promotion or transfer is based upon an employee's knowledge, aptitude, training, education, experience, skills, efficiency, willingness to learn, dependability, attendance and cooperative team attitude with fellow employees and management. The length of time an employee has been with the Company will also be considered. Every attempt is made to fill the job vacancy with the candidate who most closely matches the job requirements. It should be understood that under all circumstances, the selection of persons to fill new positions and vacancies is at the sole discretion of the Company.

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 18 Feb 2005 17:49:59 -0500
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: ADA requirements
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

If any of you have focus group facilities ...

We are building a new focus group facility and -- like many focus group = facilities -- we were planning a tiered observation room in the back. = We were just informed by our architect that ADA limits the height of = raised platforms to four inches without a wheelchair ramp. Four inches = is NOTHING.

Have any of you built a facility recently and run into this? Does = anybody have anything that disputes this? Aargh!

Robert Ladner, Ph.D.
Behavioral Science Research Corp.
Miami, FL 33134

1-800-282-2771
drbob@behavioralscience.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Sat, 19 Feb 2005 11:14:25 -0500
Reply-To: Rick Seltzer <rseltzer@HOWARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Rick Seltzer <rseltzer@HOWARD.EDU>
Subject: Coding of race
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 8BIT

Hello all:

I am involved with a court challenge involving racial discrimination in jury selection. I have no choice but to estimate a person's race by using only visual cues. In essence, I will have about 5 minutes to count up the number of African-Americans in a group of about 60 people. I know there is substantial error in this process and am somewhat familiar with some of the older literature pointing to this problem. I have two questions:

1. Is anyone aware of any training materials or protocols that have been used in coding another person's race by using only visual cues?
2. If anyone aware of more recent research on the problems of such coding?

Thank you for any leads on this issue.

Rick Seltzer

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Mon, 21 Feb 2005 13:09:43 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Interesting if accurate . . .
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

[http://www.augustafreepress.com/stories/storyReader\\$31841](http://www.augustafreepress.com/stories/storyReader$31841)

And the survey says ...
Local Dems upset with GOP-sponsored survey
Chris Graham
chris@augustafreepress.com

Former Harrisonburg mayor Joe Fitzgerald obviously didn't give the computer the response that it wanted.

Answering his phone one night last week, Fitzgerald, the former chairman of the Harrisonburg Democratic Committee, was asked by a computer-generated interviewer whether or not he supports the existence of clubs that promote

sexual behavior in public schools.

The question seemed clearly to be referring to the ongoing matter regarding the establishment of a Gay-Straight Alliance chapter at Harrisonburg High School earlier in the current school year, he thought in an instant.

SNIP

"My response to the computer was, 'The question itself is a lie.' That didn't work well with the computer, which told me, 'If you do not respond yes or no, this call will be terminated.' So that was as far as that went," Fitzgerald told The Augusta Free Press.

SNIP

The survey was sponsored by the Valley Leadership Trust, a political-action committee formed in 2003 by a trio of Republicans who represent the Valley in the Virginia House of Delegates - Del. Chris Saxman, R-Staunton, Del. Steve Landes, R-Weyers Cave and Del. Ben Cline, R-Rockbridge.

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One local resident who asked not to be identified told the AFP that the survey didn't come across as being a survey to him - instead calling it a "push poll."

"When it said that the governor had 'lied to the General Assembly' to 'force' them to pass a tax cut, I was offended," the man said. "The funny thing was, when it asked me if I support 'sex clubs in our schools,' I tried to respond that that was a bogus question, and the computer said it would cut me off if I did not give a yes or no answer."

"It seemed to me that the survey wasn't designed to obtain information about what people's thoughts are, but to shape it," Fitzgerald said of the survey.

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Saxman denied that the survey was a push poll or anything like a push poll.

"A push poll is something like, 'Given the fact that the senator beats his wife, do you still support the senator on so-and-so?' This wasn't anything like that. We asked basic questions and gave people a chance to provide their input," Saxman said.

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"Push polls try to move people in a certain direction. That wasn't at all the intent of this survey," Landes said. "We were trying to gauge people's opinions on a few specific issues at a specific point in time. Unless you

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Saxman said the issues raised with the survey "are being pushed by people who don't like the fact that the numbers aren't going their way."

"You have people coming in and pushing the gay-rights agenda in the Valley, for example, and people are reacting to that. You have people coming in trying to get rid of WRE, and you're seeing people take a stand to show their support for the program. People are moving into the Valley from Northern Virginia and elsewhere and trying to demand all these changes to the way of life, and you're seeing a response from people who say, 'No way,' " Saxman said.

SNIP

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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: Mon, 21 Feb 2005 15:37:32 -0600
Reply-To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Subject: Re: Interesting if accurate . . .
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <0IC9008QWXCOUN@chimmx03.algx.net>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

FYI

The "survey's" n=22,000 for Harrisonburg (population 40,468) and Staunton (population 23,850). Sounds as if CC Advertising (and their clients) could use a basic course on survey sampling...

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> Baltimore MD 21209

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> Archives: <http://lists.asu.edu/archives/aapornet.html>
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--
Donald O. Clifton Chair of Survey Science
Director, UNL-Gallup Research Center
Chair, Survey Research and Methodology Graduate Program

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 21 Feb 2005 15:46:45 -0600
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: Re: Interesting if accurate . . .
Comments: To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>, AAPORNET@asu.edu

In-Reply-To: <Pine.A41.4.02.10502211533270.120804-100000@unlserve.unl.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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Jim Robinson
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of ALLAN L MCCUTCHEON
Sent: Monday, February 21, 2005 3:38 PM
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=====
Date: Mon, 21 Feb 2005 17:11:06 -0500
Reply-To: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Subject: Definition of a push poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICA00KIB767K1@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Robinson
Sent: Monday, February 21, 2005 4:47 PM
To: AAPORNET@asu.edu
Subject: Re: Interesting if accurate . . .

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=====
Date: Mon, 21 Feb 2005 17:24:00 -0500

Reply-To: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Lenski <jlenski@EDISONRESEARCH.COM>
Subject: Re: Definition of a push poll
Comments: To: Allan Rivlin <arivlin@HARTRESEARCH.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I believe that AAPOR needs to be very wary of any definition of "push = polls" that is solely based upon sample sizes. Leaving aside the = potential for exit polls (over 100,000 interviews on one day) to be = caught up in this net, our company has done several national telephone = surveys with 3000 or more respondents. All of the valuable research = about the 2004 election campaign from the Annenberg studies comes from = surveys totaling more than 3000 respondents. I would suspect that many = of the members of AAPOR are conducting legitimate surveys with 3000 or = more respondents depending upon how the time frame of the surveys are = defined. I would also suspect that the users of push polling would = just go about ordering a bunch of separate push polls with 2,999 sample = sizes to avoid this regulation.

Joe Lenski
Edison Media Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Allan Rivlin
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> survey.

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> SNIP

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> Saxman denied that the survey was a push poll or anything like a push

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>
>
>
>
> --

> 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>
> Please ask authors before quoting outside AAPORNET.
>

--
Donald O. Clifton Chair of Survey Science
Director, UNL-Gallup Research Center
Chair, Survey Research and Methodology Graduate Program

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 21 Feb 2005 16:28:36 -0600
Reply-To: jimr@rma-inc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Robinson <jimr@RMA-INC.COM>
Subject: Re: Definition of a push poll
Comments: To: Allan Rivlin <arivlin@HARTRESEARCH.COM>, AAPORNET@asu.edu
In-Reply-To: <000b01c51862\$3dd70310\$8400000a@allan>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Unfortunately 3,000 may be too few for very large national studies where you are examining many micro groups and it probably hampers tracking studies where you may be rolling 500-600 interviews per night over 2 or three weeks or longer. The 10% figure is good at first glance but if your universe is a town of 2,000 households you also have a problem.

I would welcome some more thoughts from anyone on this definition. Nancy Belden, President of AAPOR and I are in conversation with a Member of Congress who is working on a bill that would define Push Polling. We are very interested in finding some definition that works but doesn't limit legitimate survey research projects of all kinds.

Jim Robinson
Director of Government & Public Affairs, CASRO
Robinson & Muenster Associates
1208 W. Elkhorn St.
Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
Sent: Monday, February 21, 2005 4:11 PM
To: AAPORNET@asu.edu
Subject: Definition of a push poll

AAPOR should have a firm definition of a push poll based on sample size (not content). I would suggest something like: A push poll is any political poll that surveys more than 3,000 individuals or 10% of the population under study whichever is the lesser.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Robinson
Sent: Monday, February 21, 2005 4:47 PM
To: AAPORNET@asu.edu
Subject: Re: Interesting if accurate . . .

Forgive me for being a cynic but an n=22,000 out of a universe of 40,000 sounds much more like a "push poll" than any real survey research.

Jim Robinson
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Sioux Falls, SD 57103-0218
605-332-7002 (home off)
605-332-3386 (o)
605-376-1326 (mobile)
jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of ALLAN L MCCUTCHEON
Sent: Monday, February 21, 2005 3:38 PM
To: AAPORNET@asu.edu
Subject: Re: Interesting if accurate . . .

FYI

The "survey's" n=22,000 for Harrisonburg (population 40,468) and Staunton (population 23,850). Sounds as if CC Advertising (and their clients) could use a basic course on survey sampling...

On Mon, 21 Feb 2005, Leo Simonetta wrote:

> [http://www.augustafreepress.com/stories/storyReader\\$31841](http://www.augustafreepress.com/stories/storyReader$31841)
>
> And the survey says ...
> Local Dems upset with GOP-sponsored survey
> Chris Graham
> chris@augustafreepress.com
>
> Former Harrisonburg mayor Joe Fitzgerald obviously didn't give the
computer
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> Answering his phone one night last week, Fitzgerald, the former chairman
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> The question seemed clearly to be referring to the ongoing matter regarding

> the establishment of a Gay-Straight Alliance chapter at Harrisonburg High School earlier in the current school year, he thought in an instant.

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> "My response to the computer was, 'The question itself is a lie.' That didn't work well with the computer, which told me, 'If you do not respond yes or no, this call will be terminated.' So that was as far as that went,"

> Fitzgerald told The Augusta Free Press.

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>

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> One local resident who asked not to be identified told the AFP that the survey didn't come across as being a survey to him - instead calling it a "push poll."

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> "When it said that the governor had 'lied to the General Assembly' to 'force' them to pass a tax cut, I was offended," the man said. "The funny thing was, when it asked me if I support 'sex clubs in our schools,' I tried to respond that that was a bogus question, and the computer said it would cut me off if I did not give a yes or no answer."

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> --

> Leo G. Simonetta
> Research Director
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> 6115 Falls Road, Suite 101
> Baltimore MD 21209

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> Archives: <http://lists.asu.edu/archives/aapornet.html>
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Donald O. Clifton Chair of Survey Science
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=====

Date: Mon, 21 Feb 2005 17:35:11 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Interesting if accurate . . .
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0IC9008QWXCOUM@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

You can listen to some of ccAdvertsing scripts at:

<http://www.freeeats.com/listenPolitical.asp>

Or

<http://www.freeeats.com/listen.asp>

It sounds like in at least some cases they are doing something other than survey research . . .

--

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>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 21 Feb 2005 17:43:58 -0500
Reply-To: bdautch@CMOR.ORG
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: Definition of a push poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICA0021M93RR0@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

Nancy Belden, Adam Safir and I are working together on the federal push poll bill introduced by Rep. Petri. The three of us are currently comparing state-level push poll bills in an effort to arrive at the best definition. This seems timely, since it can help Rep. Petri can get the best possible law on the books. I'll be meeting with Mr. Petri's aide later this week.

We'll keep you up to date, and please feel free to e-mail me under separate cover if there are issues you think need to be specifically addressed in the legislation.

Thanks,
Brian

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org

> Unfortunately 3,000 may be too few for very large national studies where
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> 605-332-7002 (home off)
> 605-332-3386 (o)
> 605-376-1326 (mobile)
> jimr@rma-inc.com

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin Sent:
> Monday, February 21, 2005 4:11 PM
> To: AAPORNET@asu.edu
> Subject: Definition of a push poll

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> To: AAPORNET@asu.edu

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> Sent: Monday, February 21, 2005 3:38 PM

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> Subject: Re: Interesting if accurate . . .

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 21 Feb 2005 18:46:52 -0500
Reply-To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Subject: Extremely large samples
Comments: To: aapornet@asu.edu
MIME-version: 1.0 (Apple Message framework v619)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

Working on a campaign for United States Senate in 2000, my firm did a survey that was administered to more than 15,000 respondents.

We were working in a large Eastern state and the survey was to be used for direct mail targeting, so we needed to ensure that we when we looked at say, individual zip codes, we would still have enough respondents to be able to draw some conclusions.

Todd Rehm

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Mon, 21 Feb 2005 18:05:00 -0600
Reply-To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Subject: Re: Extremely large samples
Comments: To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <DC7428FB-8462-11D9-B2EC-000A95D14A16@mindspring.com>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Hi All,

My earlier contribution was meant as tongue in cheek--but 22,000 calls in two towns with a combined population of less than 65,000 does not sound like a survey. True, 100,000 exit polls may be necessary to cover the entire nation in a closely contested election, and 15,000 may be necessary to get at a high level of accuracy in a "large Eastern state," but 22,000 calls (households?) in an area with a total population (children included) of less than three times that number is not a "survey."

Best,
Allan

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Donald O. Clifton Chair of Survey Science
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Chair, Survey Research and Methodology Graduate Program

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Mon, 21 Feb 2005 19:47:38 -0500
Reply-To: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sand Mtn Comm <sandmtn@MINDSPRING.COM>
Subject: Re: Extremely large samples
Comments: To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Comments: cc: aapornet@asu.edu
In-Reply-To: <Pine.A41.4.02.10502211754460.12960-100000@unlserve.unl.edu>
MIME-version: 1.0 (Apple Message framework v619)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

My point was not that 22k calls in a small geographic area is okay, but rather the difficulty of setting a threshold number of calls for differentiating between "legitimate" survey research and "push-polls".

There is also a legitimate political tool called "voter ID" that will attempt to ask questions of every targeted voter (which may mean all past primary voters or all past general election voters) and will actually reach up to 60-70% of targeted households. A Voter ID project that neither spreads negative information about the other candidate nor masquerades as third-party research is much different from "push-polling" and shouldn't be outlawed solely on the basis of reaching a high percentage of voting households.

Finally, my experience is outlawing these calls will simply result in their being outsourced overseas.

Todd Rehm

On Feb 21, 2005, at 7:05 PM, ALLAN L MCCUTCHEON wrote:

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Mon, 21 Feb 2005 17:15:13 -0800

Reply-To: chappers <chappers@MAIL.SDSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: chappers <chappers@MAIL.SDSU.EDU>
Subject: please remove my name from the mailing list
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

I am in the process of a disability retirement from my position, and would like to be permanently removed from the AAPOR mailing list.

thank you,
Cathy

Catherine J. Happersett
Social Science Research Laboratory
San Diego State University
5500 Campanile Dr.
San Diego, CA 92182-4540

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 22 Feb 2005 08:56:12 -0500
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Subject: Re: Definition of a push poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original
Content-transfer-encoding: 7BIT

As I recall, several states have already defined "push polling" as more than 1,000 calls and limited to a few questions, along with the "influencing the vote" issue: it sounds, from the previous discussion on AAPORnet, that that definition may be too narrow.

Diane Bowers, CASRO

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

From: "Brian Dautch" <bdautch@CMOR.ORG>
To: <AAPORNET@asu.edu>
Sent: Monday, February 21, 2005 5:43 PM
Subject: Re: Definition of a push poll

> Nancy Belden, Adam Safir and I are working together on the federal push
> poll bill introduced by Rep. Petri. The three of us are currently
> comparing state-level push poll bills in an effort to arrive at the best
> definition. This seems timely, since it can help Rep. Petri can get the

> best possible law on the books. I'll be meeting with Mr. Petri's aide
> later this week.

>
> We'll keep you up to date, and please feel free to e-mail me under
> separate cover if there are issues you think need to be specifically
> addressed in the legislation.

>
> Thanks,
> Brian

>
> Brian Dautch
> Director of Government Affairs

>
> CMOR
> Promoting and Advocating Survey Research
> 7475 Wisconsin Ave., Suite 300
> Bethesda, MD 20814
> ph: (301) 654-6601
> fax: (208) 693-0564
> bdautch@cmor.org

>
>> Unfortunately 3,000 may be too few for very large national studies where
>> you are examining many micro groups and it probably hampers tracking
>> studies where you may be rolling 500-600 interviews per night over 2 or
>> three weeks or longer. The 10% figure is good at first glance but if
>> your universe is a town of 2,000 households you also have a problem.

>>
>> I would welcome some more thoughts from anyone on this definition.
>> Nancy Belden, President of AAPOR and I are in conversation with a Member
>> of Congress who is working on a bill that would define Push Polling. We
>> are very interested in finding some definition that works but doesn't
>> limit legitimate survey research projects of all kinds.

>>
>> Jim Robinson
>> Director of Government & Public Affairs, CASRO
>> Robinson & Muenster Associates
>> 1208 W. Elkhorn St.
>> Sioux Falls, SD 57103-0218
>> 605-332-7002 (home off)
>> 605-332-3386 (o)
>> 605-376-1326 (mobile)
>> jimr@rma-inc.com

>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin Sent:
>> Monday, February 21, 2005 4:11 PM
>> To: AAPORNET@asu.edu
>> Subject: Definition of a push poll

>>
>> AAPOR should have a firm definition of a push poll based on sample size
>> (not content). I would suggest something like: A push poll is any
>> political poll that surveys more than 3,000 individuals or 10% of the
>> population under study whichever is the lesser.

>>
>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Robinson
>> Sent: Monday, February 21, 2005 4:47 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Interesting if accurate . . .

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>> Forgive me for being a cynic but an n=22,000 out of a universe of 40,000
>> sounds much more like a "push poll" than any real survey research.

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>> 605-332-3386 (o)
>> 605-376-1326 (mobile)
>> jimr@rma-inc.com

>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of ALLAN L MCCUTCHEON
>> Sent: Monday, February 21, 2005 3:38 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Interesting if accurate . . .

>> FYI

>> The "survey's" n=22,000 for Harrisonburg (population 40,468) and
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>>> Local Dems upset with GOP-sponsored survey

>>> Chris Graham

>>> chris@augustafreepress.com

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>>>
>>>
>>> --
>>> 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>
>>> Please ask authors before quoting outside AAPORNET.
>>>
>>
>> --
>> Donald O. Clifton Chair of Survey Science
>> Director, UNL-Gallup Research Center
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Archives: <http://lists.asu.edu/archives/aapornet.html>

Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 22 Feb 2005 09:06:43 -0500

Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>

Subject: Re: Interesting if accurate . . .

Comments: To: AAPORNET@asu.edu

In-Reply-To: <0ICA00KIB767K1@asu.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I tend to try and NOT jump to conclusions when I read statements such as these. For instance, there is a huge difference between n=22,000 and making 22,000 phone calls, which could have been to the same number multiple times over the two days.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of Jim Robinson

Sent: Monday, February 21, 2005 4:47 PM

To: AAPORNET@asu.edu

Subject: Re: Interesting if accurate . . .

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Jim Robinson
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1208 W. Elkhorn St.
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605-332-7002 (home off)
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605-376-1326 (mobile)

jimr@rma-inc.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of ALLAN L MCCUTCHEON

Sent: Monday, February 21, 2005 3:38 PM

To: AAPORNET@asu.edu

Subject: Re: Interesting if accurate . . .

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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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> Archives: <http://lists.asu.edu/archives/aapornet.html>
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--
Donald O. Clifton Chair of Survey Science
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Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Tue, 22 Feb 2005 09:27:27 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Interesting if accurate . . .
Comments: To: AAPORNET@asu.edu
In-Reply-To: <[005201c518e7\\$bd9c0d40\\$7801a8c0@HUMANRESOURCES](mailto:005201c518e7$bd9c0d40$7801a8c0@HUMANRESOURCES)>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

In part of the article I snipped out it said;

"More than 5,000 responses were logged when all was said and done, Saxman told the AFP this week."

What exactly is meant by a response is, to me at least, unclear.

On the CCAAdvertising website it notes it makes as many as 3 calls to the same number.

--
Leo G. Simonetta

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lance Hoffman
> Sent: Tuesday, February 22, 2005 9:07 AM
> To: AAPORNET@asu.edu
> Subject: Re: Interesting if accurate . . .

>
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> statements such as these. For instance, there is a huge
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>
> Lance Hoffman
> Manager, Business Development
> Opinion Access Corp
> P: 718.729.2622 x.157
> F: 718.729.2444
> C: 646.522.2012

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Robinson
> Sent: Monday, February 21, 2005 4:47 PM
> To: AAPORNET@asu.edu
> Subject: Re: Interesting if accurate . . .

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>> 6115 Falls Road, Suite 101
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>>
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>> Archives: <http://lists.asu.edu/archives/aapornet.html>
>> Please ask authors before quoting outside AAPORNET.

>>
>
> --
> Donald O. Clifton Chair of Survey Science Director,
> UNL-Gallup Research Center Chair, Survey Research and
> Methodology Graduate Program

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Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 22 Feb 2005 09:51:25 -0500
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>

Subject: Push poll v. bad poll

Comments: To: AAPORNET@asu.edu

Comments: cc: Betsy Martin <elizabeth.ann.martin@census.gov>,

Bob Groves <bgroves@isr.umich.edu>,

Brad Edwards <EdwardB1@westat.com>,

Cliff Zukin <zukin@rci.rutgers.edu>,

Dan Merkle <Daniel.m.merkle@abc.com>,

David Moore <David_Moore@gallup.com>,

"Jennifer M. Rothgeb" <jennifer.m.rothgeb@census.gov>,

Mick Couper <mcouper@umich.edu>, Mike Flanagan

<Mflanagan@goAMP.com>,

"Mollyann Brodie Ph. D." <mbrodie@kff.org>,

Nancy Mathiowetz <nancym2@uwm.edu>, Sandra Berry <berry@rand.org>,

Shapard Wolf <shapwolf@msn.com>,

Susan Pinkus <susan.pinkus@latimes.com>,

Tom Smith <smitht@norc.uchicago.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

AAPOR Netters:

After I read the story this weekend that Leo clipped about the telephoning conducted in Virginia by ccAdvertising and reported in the Augusta Free Press, I spoke by phone to Chris Graham, the reporter on the story. According to Graham, 22,000 calls were made, and some 5,000 plus individuals took part. So the "N" is the lower number - still an N far larger than would be needed to gauge opinion on the issues in a community. Especially if you don't collect any demographic data to make subgroup analysis possible. (My guess is that the 5,000 plus respondents are largely folks who stayed on the phone because they agreed with the assertions in the questions, rather than hanging up on the recording.) The "findings" were apparently compiled, as they were used publicly to argue that the public agreed with the sponsors on the issues covered.

If you play some of the other scripts on the ccAdvertising website that Leo posted a while ago, you will begin to get the flavor of the company's business. Clearly the firm is proud of its work. Many of the examples they offer on their website would qualify as push polls in that they really are efforts to persuade, not research an issue; others seem to be pure tele-marketing: and some may in fact be attempts at a true measure of public opinion. It is a hard to tell, especially since the website does not tell us anything about the analysis and reporting ccAdvertising does for its clients.

Bottom line here, this particular project might be classified as a push poll or it might not, but it also appears from what we know so far to be bad polling.

AAPOR continues to strive to find ways to combat the bad and promote the good. We should celebrate the fact that there is wide recognition now of push polling, but realize we have another big challenge to educate the public and particularly journalists about the distinctions and similarities among push polling and other misuses of the terms "poll" and "survey."

Our work is never done!

Nancy Belden
Partner, Belden Russonello & Stewart
President, American Association for Public Opinion Research

1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
=====

Date: Tue, 22 Feb 2005 10:15:40 -0500
Reply-To: jmellis@vcu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Ellis <jmellis@VCU.EDU>
Organization: SERL
Subject: Re: Interesting if accurate . . .
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICB006DXHQ9D7@chimmx04.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Please pardon the armchair philosophizing that follows:

It is hard to legislate intent through fixed objective criteria. People intent on violating the spirit of the legislation will expend a lot of creative energy to stay one step ahead of the letter of the law. (Hence = the distinction between what is legal and what is "right.") Then new legislation comes along that closes that specific loophole. And more creative energy is expended dodging it, and so on. We seem to have = abandoned the idea that humans can effectively judge the intent of various = actions, except perhaps in the courts where judges -- um, judge things. This = means the job that AAPOR and CMOR and CASRO and other folks are doing is very difficult, but I think it is clearly worthwhile and critical to do, both = in a narrow sense (as in, I'd prefer that my line of work not disappear) = and a broader sense (as in, when legitimate forms of communication are = co-opted as simply a means to an end in a way that threatens to delegitimize the = form itself, it seems "right" to call people's attention to that fact).

Jim Ellis
Virginia Commonwealth University

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

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

Sent: Tuesday, February 22, 2005 9:27 AM

To: AAPORNET@ASU.EDU

Subject: Re: Interesting if accurate . . .

In part of the article I snipped out it said;

"More than 5,000 responses were logged when all was said and done, =
Saxman
told the AFP this week."

What exactly is meant by a response is, to me at least, unclear.

On the CCAAdvertising website it notes it makes as many as 3 calls to the
same number.

--

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>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 09:17:54 -0800
Reply-To: John Nienstedt <John@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <John@CERC.NET>
Subject: Re: Push poll v. bad poll
Comments: To: Nancy Belden <nancybelden@BRSPOLL.COM>, AAPORNET@asu.edu
In-Reply-To: <MAIN_SERVERBcFIn3NL000000c2@MAIN_SERVER.pdc.brspoll.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Nancy: I particularly like your last paragraph which leads me to the
aphorism: don't legislate, educate.

I think we're going to have a very difficult time coming up with a numerical
threshold of dials or calls or interviews that constitute the mark of a push
poll. The attraction of a numerical threshold is that it would seem to tell
us which efforts are legitimate polling and which are not. But in a free
country who is to say that I can't "poll everyone" or at least more than the
"normal" amount, whatever that is.

I'm certainly not arguing that push polling is ethical, but the content of
the communication (insinuating legitimacy via deception while also
delivering an explicit or implicit message) should be the tripwire for
determining whether something is a push poll or not. And yes, I understand

that discerning intent from the content, and the next step -- proving intent -- is tough in many of these cases.

So I come back to "don't legislate, educate."

John Nienstedt, Sr.
john@cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nancy Belden
Sent: Tuesday, February 22, 2005 6:51 AM
To: AAPORNET@asu.edu
Subject: Push poll v. bad poll

AAPOR Netters:

After I read the story this weekend that Leo clipped about the telephoning conducted in Virginia by ccAdvertising and reported in the Augusta Free Press, I spoke by phone to Chris Graham, the reporter on the story. According to Graham, 22,000 calls were made, and some 5,000 plus individuals took part. So the "N" is the lower number - still an N far larger than would be needed to gauge opinion on the issues in a community. Especially if you don't collect any demographic data to make subgroup analysis possible. (My guess is that the 5,000 plus respondents are largely folks who stayed on the phone because they agreed with the assertions in the questions, rather than hanging up on the recording.) The "findings" were apparently compiled, as they were used publicly to argue that the public agreed with the sponsors on the issues covered.

If you play some of the other scripts on the ccAdvertising website that Leo posted a while ago, you will begin to get the flavor of the company's business. Clearly the firm is proud of its work. Many of the examples they offer on their website would qualify as push polls in that they really are efforts to persuade, not research an issue; others seem to be pure tele-marketing; and some may in fact be attempts at a true measure of public opinion. It is a hard to tell, especially since the website does not tell us anything about the analysis and reporting ccAdvertising does for its clients.

Bottom line here, this particular project might be classified as a push poll or it might not, but it also appears from what we know so far to be bad polling.

AAPOR continues to strive to find ways to combat the bad and promote the good. We should celebrate the fact that there is wide recognition now of push polling, but realize we have another big challenge to educate the public and particularly journalists about the distinctions and similarities among push polling and other misuses of the terms "poll" and "survey."

Our work is never done!

Nancy Belden
Partner, Belden Russonello & Stewart

President, American Association for Public Opinion Research

1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 14:29:44 -0500
Reply-To: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <MAIN_SERVERBcFIn3NL000000c2@MAIN_SERVER.pdc.brspoll.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I think my suggestion is getting mostly opposition in part because it is being considered in the context of legislation (not my intent). Perhaps it would be helpful to think this through with a lower bar in mind.

Currently the press is quite confused when it comes to "push polls." Generally they define a push poll, wrongly, as one that introduces negative information about a candidate. As a practitioner, I often write polls that introduce negative information about candidate Smith even when Smith is my client, because I have a legitimate research interest in exploring voter's reactions to information in a simulation of the coming campaign.

If a reporter gets a script for a poll, for example because a respondent tapes it, it would be nearly impossible to expect them to make a distinction based on content (let alone intent.) However, if they inquire about the sample size and get an answer, they really have enough information to know when to take the denial of a push poll at face value or continue to ask questions.

We give the press guidance about sample sizes on the small n side. There may be legitimate research reasons to conduct a very small poll but we rightly tell journalists to be suspicious of polls with n of fewer than 400 (perhaps that cut-off is 500 or 800). It does not mean we have a strict definition of legitimate research, but it is a meaningful guideline to tell the press when to ask a few more questions about methods.

I think we should also offer guidance on the large n side. It is very rare that there is a legitimate research purpose for a campaign to spend money for an n of more than 3,000 -- academic or press polls excluded (Annenberg

and Exit polls) and micro mail targeting in a large eastern state notwithstanding. The press is right to be suspicious and ask more questions if they learn that a campaign has done 3000 or 10,000 or 22,000 interviews.

Allan Rivlin

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 15:16:41 -0500
Reply-To: Richard Rockwell <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Rockwell <richard.rockwell@UCONN.EDU>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <002a01c51914\$dd868c70\$840000a@allan>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

There are ample reasons to be uncomfortable with the profession's possible support of legislation outlawing push polls. The criteria that have been suggested are quite problematic.

Sample size: A sample size of 1,000 is barely large enough to study the whole of a diverse population, such as that of the states of California and Texas. It is far too small to study components of those states' populations. The Wisconsin Longitudinal Study, which began in 1957 and continues today, had an original sample size of 10,317 men and women who graduated from Wisconsin high schools in 1957. The panel design required multiple contacts with these respondents. Would the WLS be illegal today under some states' legislation?

Political content: Existing legislation seems to restrict the sample size criterion to "political" polls. Thus the WLS, which has almost no political content, would seem to be exempt. (Even it gets into what would today be called "social capital" questions, a key interest of many political scientists.) What is political to one may be socioeconomic to another and cultural to a third. Would the General Social Survey be considered a political survey, while the Panel Study of Income Dynamics would be exempt? The GSS is rich in questions with political content (e.g., abortion and gun control), as well as questions about values, norms, etc. that might also be deemed "political." But it is a fundamentally sociological study.

Sponsorship: Political campaigns can pay for perfectly legitimate polls that are conducted for perfectly legitimate reasons. Special-interest groups can pay for both good and bad polls, as well as for push polls. The media and, yes, even the universities, can conduct bad polls. From time to time, we see complaints about "leading" questions in media polls; while the purpose of such questions is apparently not to influence elections, the phenomenon is similar.

Purpose of the poll: We humans have enormous difficulty figuring out the

purposes behind the actions of our spouses, colleagues, and leaders. What standard of proof would be required about the purpose of a poll? Statements of intent are not likely to be very helpful. Whether or not the data are captured for analysis would be a strong clue, but would it cleanly differentiate push polls from other polls? I much doubt it: data from some push polls are captured for analytical purposes.

Quality of polls: it is one thing for the profession to debate what constitutes good polling and even to censure those who conduct exceedingly bad polls; it is quite another thing to write such a distinction into law. I cannot imagine a law with which we would all be comfortable. We would even differ among ourselves on some fundamental questions, such as whether a sample must be some form of probability sample or might be a form of quota sample.

Our professional interest lies in protecting our ability to conduct legitimate surveys, which involves protecting the rights of our research subjects. National legislation is likely to be a very blunt instrument towards that end. Education of citizens and of journalists is far more likely to achieve that end.

Richard C. ROCKWELL
Professor of Sociology
University of Connecticut
344 Mansfield Rd.
Storrs, CT 06269-2068
U.S.A.
richard.rockwell@uconn.edu
Office: +1.860.486.0086
Office fax: +1.860.486.6356

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
Sent: Tuesday, February 22, 2005 2:30 PM
To: AAPORNET@asu.edu
Subject: Re: Push poll v. bad poll

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I think we should also offer guidance on the large n side. It is very rare that there is a legitimate research purpose for a campaign to spend money for an n of more than 3,000 -- academic or press polls excluded (Annenberg and Exit polls) and micro mail targeting in a large eastern state notwithstanding. The press is right to be suspicious and ask more questions if they learn that a campaign has done 3000 or 10,000 or 22,000 interviews.

Allan Rivlin

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 16:04:56 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICB007ZSXOCCC@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I could be wrong (as those of you who have been reading AAPORnet for more than a month or so will not be surprised to hear) but I thought the reason that CMOR and AAPOR were weighing in on what constitutes a push poll was that legislation was going to be proposed that would make many fairly standard polls illegal.

Call me cynical but I think that most politicians are unlikely to push to pass a law that would prevent them from polling possible voters (barring a huge groundswell of public opinion).

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Richard Rockwell

> Sent: Tuesday, February 22, 2005 3:17 PM

> To: AAPORNET@asu.edu

> Subject: Re: Push poll v. bad poll

>

> There are ample reasons to be uncomfortable with the
> profession's possible support of legislation outlawing push
> polls. The criteria that have been suggested are quite problematic.

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> Sample size: A sample size of 1,000 is barely large enough to
> study the whole of a diverse population, such as that of the
> states of California and Texas. It is far too small to study
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> in 1957 and continues today, had an original sample size of
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>
> =====

> Richard C. ROCKWELL
> Professor of Sociology
> University of Connecticut
> 344 Mansfield Rd.
> Storrs, CT 06269-2068
> U.S.A.
> richard.rockwell@uconn.edu
> Office: +1.860.486.0086
> Office fax: +1.860.486.6356

>
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
> Sent: Tuesday, February 22, 2005 2:30 PM
> To: AAPORNET@asu.edu
> Subject: Re: Push poll v. bad poll

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 17:05:01 -0500
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICB007ZSXOCCC@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

I think AAPOR should oppose any legislation that regulates polls or surveys. I am more concerned about the unintended consequences of such legislation than I am about push polls. Let the media and public opinion condemn the use of push polls, whatever that means to reporters and the

public.

As for a definition of push polls, it should be clear from reading aapornet that there is no good definition. A bad definition will get us closer to those unintended consequences.

warren mitofsky

At 03:16 PM 2/22/2005, Richard Rockwell wrote:

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>U.S.A.
>richard.rockwell@uconn.edu
>Office: +1.860.486.0086
>Office fax: +1.860.486.6356

>
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>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
>Sent: Tuesday, February 22, 2005 2:30 PM
>To: AAPORNET@asu.edu
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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>
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Date: Tue, 22 Feb 2005 17:04:09 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICC00J9K04RH8@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Someone kindly contacted me off list to remind me that the proposed law (as currently written) would not make any kinds of polls illegal but would rather require that some kinds of information about the survey be reported to the FEC if the poll meets certain criteria.

Mea Culpa.

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

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
> Sent: Tuesday, February 22, 2005 4:05 PM
> To: AAPORNET@asu.edu
> Subject: Re: Push poll v. bad poll

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> Leo G. Simonetta
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> Baltimore MD 21209

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>> Richard Rockwell
>> Sent: Tuesday, February 22, 2005 3:17 PM
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>> Subject: Re: Push poll v. bad poll

>>
>> There are ample reasons to be uncomfortable with the profession's
>> possible support of legislation outlawing push polls. The criteria
>> that have been suggested are quite problematic.

>>
>> Sample size: A sample size of 1,000 is barely large enough to study
>> the whole of a diverse population, such as that of the states of
>> California and Texas. It is far too small to study components of
>> those states'
>> populations. The Wisconsin Longitudinal Study, which began in 1957
>> and continues today, had an original sample size of
>> 10,317 men and women who graduated from Wisconsin high schools in
>> 1957. The panel design required multiple contacts with these
>> respondents. Would the WLS be illegal today under some states'
>> legislation?

>>
>> Political content: Existing legislation seems to restrict
>> the sample
>> size criterion to "political" polls. Thus the WLS, which
>> has almost

>> no political content, would seem to be exempt. (Even it gets into
>> what would today be called "social capital" questions, a
> key interest
>> of many political
>> scientists.) What is political to one may be socioeconomic
> to another
>> and cultural to a third. Would the General Social Survey be
>> considered a political survey, while the Panel Study of Income
>> Dynamics would be exempt?
>> The GSS is rich in questions with political content (e.g., abortion
>> and gun control), as well as questions about values, norms,
> etc. that
>> might also be deemed "political." But it is a fundamentally
>> sociological study.
>>
>> Sponsorship: Political campaigns can pay for perfectly legitimate
>> polls that are conducted for perfectly legitimate reasons.
>> Special-interest groups can pay for both good and bad
> polls, as well
>> as for push polls. The media and, yes, even the universities, can
>> conduct bad polls. From time to time, we see complaints about
>> "leading" questions in media polls; while the purpose of such
>> questions is apparently not to influence elections, the
> phenomenon is
>> similar.
>>
>> Purpose of the poll: We humans have enormous difficulty
> figuring out
>> the purposes behind the actions of our spouses, colleagues, and
>> leaders. What standard of proof would be required about
> the purpose
>> of a poll? Statements of intent are not likely to be very
> helpful.
>> Whether or not the data are captured for analysis would be a strong
>> clue, but would it cleanly differentiate push polls from
> other polls?
>> I much doubt it: data from some push polls are captured for
> analytical
>> purposes.
>>
>> Quality of polls: it is one thing for the profession to debate what
>> constitutes good polling and even to censure those who conduct
>> exceedingly bad polls; it is quite another thing to write such a
>> distinction into law.
>> I cannot imagine a law with which we would all be comfortable. We
>> would even differ among ourselves on some fundamental
> questions, such
>> as whether a sample must be some form of probability sample
> or might
>> be a form of quota sample.
>>
>> Our professional interest lies in protecting our ability to conduct
>> legitimate surveys, which involves protecting the rights of our
>> research subjects. National legislation is likely to be a

> very blunt
>> instrument towards that end.
>> Education of citizens and of journalists is far more likely
> to achieve
>> that end.

>>
>>

>> =====

>> Richard C. ROCKWELL
>> Professor of Sociology
>> University of Connecticut
>> 344 Mansfield Rd.
>> Storrs, CT 06269-2068
>> U.S.A.
>> richard.rockwell@uconn.edu
>> Office: +1.860.486.0086
>> Office fax: +1.860.486.6356

>>
>>

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
>> Sent: Tuesday, February 22, 2005 2:30 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Push poll v. bad poll

>>

>> I think my suggestion is getting mostly opposition in part
> because it
>> is being considered in the context of legislation (not my intent).
>> Perhaps it would be helpful to think this through with a
> lower bar in
>> mind.

>>

>> Currently the press is quite confused when it comes to "push polls."
>> Generally they define a push poll, wrongly, as one that introduces
>> negative information about a candidate. As a practitioner, I often
>> write polls that introduce negative information about
> candidate Smith
>> even when Smith is my client, because I have a legitimate research
>> interest in exploring voter's reactions to information in a
> simulation
>> of the coming campaign.

>>

>> If a reporter gets a script for a poll, for example because a
>> respondent tapes it, it would be nearly impossible to
> expect them to
>> make a distinction
>> based on content (let alone intent.) However, if they
>> inquire about the
>> sample size and get an answer, they really have enough
> information to
>> know when to take the denial of a push poll at face value
> or continue
>> to ask questions.

>>

>> We give the press guidance about sample sizes on the small n side.
>> There may be legitimate research reasons to conduct a very
> small poll
>> but we rightly tell journalists to be suspicious of polls with n of
>> fewer than 400 (perhaps that cut-off is 500 or 800). It
> does not mean
>> we have a strict definition of legitimate research, but it is a
>> meaningful guideline to tell the press when to ask a few more
>> questions about methods.
>>
>> I think we should also offer guidance on the large n side.
>> It is very rare that there is a legitimate research purpose for a
>> campaign to spend money for an n of more than 3,000 -- academic or
>> press polls excluded (Annenberg and Exit polls) and micro mail
>> targeting in a large eastern state notwithstanding. The press is
>> right to be suspicious and ask more questions if they learn that a
>> campaign has done 3000 or 10,000 or 22,000 interviews.

>>
>> Allan Rivlin

>>
>> -----
>> Archives: <http://lists.asu.edu/archives/aapornet.html>
>> Please ask authors before quoting outside AAPORNET.

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> -----
Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Tue, 22 Feb 2005 19:37:43 -0800
Reply-To: Robert Eisinger <eisinger@MAIL.LCLARK.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Eisinger <eisinger@MAIL.LCLARK.EDU>
Subject: Photos of politicians -- literature?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <6.1.2.0.0.20050221150559.01a3c6c0@mail.lclark.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

>>Dear Aapornet:
>>
>>Thomas Petersen from the Institut fuer Demoskopie Allensbach (Germany) and
>>I are working on a research project concerning photographs of politicians
>>in newspapers. While we know the literature on newspaper content is
>>extensive,

>>we are seeking to locate the relevant literature about photographs in the
>>media.
>>
>>Specifically, Petersen and I will be asking respondents to review photos of
>>politicians. Are 'negative' portrayals of politicians more likely to be
>>published when the pols are behind in the polls? We have a neat research
>>design in place [citizens will assess photos without knowing who is being
>>photographed, or when the photos were taken], but we would like to read how
>>other scholars have attempted to study visual images in the media. Any
>>input is welcome. Please send suggestions of readings to
>>eisinger@lclark.edu. Thanks in advance; I hope to see many of you in Miami.
>>
>>Best,
>>
>>Robert Eisinger
>>Chair, Political Science Department
>>Lewis & Clark College
>>Portland, Oregon
>>eisinger@lclark.edu

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Wed, 23 Feb 2005 08:42:25 -0500
Reply-To: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>
Subject: Job Opportunity-Survey Operations Center Director
Comments: To: "AAPORNET (E-mail)" <AAPORNET@asu.edu>

Survey Operations Center Director

Building on four decades of growth and success, Mathematica Policy Research, Inc. is known nationally for its high-quality data collection capabilities, the backbone of our research. We seek an experienced professional to assume leadership of our Survey Operations Center (SOC) in Princeton, NJ. Visit our web site at www.mathematica-mpr.com <<http://www.mathematica-mpr.com>>.

The SOC integrates data collection via phone, web, and field interviews for large-scale research projects on a range of social policy issues. Over 120 work stations are used on multiple shifts to conduct computer-assisted telephone interviewing averaging 25,000 data collection hours per month. In addition, the work of hundreds of field interviewers is managed through the SOC.

Responsibilities of the SOC Director include managing supervisors and employee-relations issues so that work is staffed appropriately and conducted efficiently, handling administrative and facility issues including implementing state-of-the-art technology, playing an active role in managing surveys, and meeting quality and methodological standards.

The successful candidate will have the following qualifications:

BA/BS is social science or business (graduate degree a plus)

Minimum 5 years experience as a survey director or as director of a mid to large-scale telephone center, emphasizing computer-assisted telephone surveys

Strong management, communication, interpersonal, and administrative skills

Experience budgeting and overseeing financial performance of projects

Familiarity with spreadsheet, word processing, and computer-assisted interviewing packages (CATI, BLAISE, etc.)

Willingness to work some evening hours preferred

Bi-lingual English/Spanish skills helpful

MPR offers a competitive salary and benefits package. To apply, send your cover letter, resume, and salary requirement to L. Legge at P.O. Box 2393, Princeton, NJ 08543, or to hrnj@mathematica-mpr.com <<mailto:hrnj@mathematica-mpr.com>>.

An Equal Opportunity/Affirmative Action Employer

Janice Ballou
Vice President and Deputy Director
Surveys and Information Services
Mathematica Policy Research, Inc.
600 Alexander Park
Princeton, NJ 08540
PH:(609)750-4049
FAX: (609)799-0005

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

Date: Wed, 23 Feb 2005 12:11:02 -0700
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Subject: Re: Web Survey Confidentiality

This is a great topic which I wish had more substance. Even with encryption assurances there will always (maybe) be suspicion. I am in the middle of an online study and recently received a call from a potential respondent. He said that he "was just checking to make sure this is legitimate." Is there

anything I could do to take the edge off of this person's skepticism? I don't know. But more testing in this area is welcomed.

Margaret R. Roller
Roller Marketing Research

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 23 Feb 2005 16:40:18 -0800
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: Web Survey Confidentiality
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <LISTSERV%2005022312110294@LISTS.ASU.EDU>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Margaret Roller wrote:

> He said that he "was just checking to make sure this is legitimate." Is
> there anything I could do to take the edge off of this person's
> skepticism? I don't know. But more testing in this area is welcomed.

How about getting a blue book listing and referring him to the AAPOR website?

Leora

Dr. Leora Lawton
TechSociety Research
"Custom Social Science and Consumer Behavior Research"
2342 Shattuck Avenue PMB 362, Berkeley, CA 94704
(510) 548-6174; fax (510) 548-6175; cell (510) 928-7572
www.techsociety.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 24 Feb 2005 09:25:21 -0500
Reply-To: David Dutwin <ddutwin@ICRSURVEY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Dutwin <ddutwin@ICRSURVEY.COM>
Subject: Job Announcement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="utf-8"
Content-transfer-encoding: base64

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

AAPOR members may be interested in this upcoming short course, which will be sponsored by WSS.

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 24 Feb 2005 09:00:28 -0800
Reply-To: draughon.research@insightbb.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Katherine Draughon, PhD, MPH" <draughon.research@INSIGHTBB.COM>
Subject: Focus Group transcription services
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

I am looking for recommendations for focus group transcription services.

Please send your recommendations to me directly,

(I will be happy to make up a list of what I receive and send it to anyone interested).

Katherine "Kat" Draughon

Draughon Research
draughon.research@insightbb.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Thu, 24 Feb 2005 12:20:21 -0500
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: Short Course Announcement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

What was attached in the earlier message is included here:

Washington Statistical Society - Short Course Announcement
Sample Survey Methods: Recent Developments and Applications

April 20, 2005

Registration Due By April 8, 2005

This course, containing topics from the two-day course presented by JNK Rao and S. Lohr at the Joint Statistical Meetings in Toronto, introduces and appraises some of the recent developments in sample survey methods. Topics include: survey design and inferential issues, analysis of survey data with emphasis on graphing data and resampling methods, design and estimation in multiple frame surveys, and small area estimation.

About the Instructor:

Dr. Sharon Lohr is Thompson Industries Dean's Distinguished Professor of Statistics at Arizona State University. An active researcher in survey methodology, she is the author of *Sampling: Design and Analysis* (1999, Duxbury Press). She has served as a member of the Census Advisory Committee of Professional Associations. A fellow of the American Statistical Association, she is the past chair of the association's Section on Survey Research Methods and was the first recipient of the Washington Statistical Society's Gertrude M. Cox award for "making significant contributions to statistical practice." She received a Ph.D. in statistics from the University of Wisconsin - Madison.

Prerequisite:

Prerequisite knowledge is a course in survey sampling at the level of W. G. Cochran's 1977 book *Sampling Techniques* or S. Lohr's 1999 book *Sampling: Design and Analysis*.

Schedule for Course:

The course will be held all day April 20, 2005. Registration will begin at 8:30 A.M. and the class will run from 9 A.M to 4:30 P.M. There will be coffee and Danish in the morning before class and at the morning break, with beverages and cookies in the afternoon. Lunch will also be provided.

Location:

Holiday Inn Rosslyn (at Key Bridge) (Rosslyn Metro stop on the blue or orange line)
1900 N Fort Myer Drive
Arlington, VA 22209

Registration Fee: (Please send fee and registration form to Mike Jones by April 8). Class size will be limited, so please register early.

Full-time students (Provide copy of student ID with registration) \$ 25

WSS
members

\$
95

All other
registrants
\$110

For more information on this course, please contact the WSS

short-course co-chairs:

Sylvia Dohrmann - SylviaDohrmann@westat.com

Trena M. Ezzati-Rice - tezzatir@ahrq.gov

WSS Short Course

Sample Survey Methods: Recent Developments and Applications

April 20, 2005

Name:

Firm/Agency:

Job Title:

E-mail:

Mailing Address:

Home Phone: Work Phone:

Registration Fee:

Please check your payment method:

A check in the amount of \$ is enclosed.

A credit card payment in the amount of \$ is enclosed

Type of Credit Card

(please circle one) Visa Master Card American Express

Credit Card Number:

Expiration Date:

Name on the Card:

Please make check payable to Washington Statistical Society. Mail, FAX, or e-mail this registration form and send payment by April 8, 2005 to:

Mike Jones

mikejones@westat.com

Westat

240-314-2312

1650 Research Blvd

301-294-2039

Rockville, Maryland 20850

E-mail:

Phone Number:

Fax Number:

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

Please ask authors before quoting outside AAPORNET.
=====

Date: Thu, 24 Feb 2005 11:13:43 -0500

Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <simonetta@ARTSCI.COM>

Subject: FOX accuses MTV, Rock the vote,

the AARP & Joint Center for Political and Economic Studies of
push polling

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

MTV Poll Masks Youth Views on Social Security

Thursday, February 24, 2005

By Rea Hederman

In the political Odd Coupling of 2005, MTV's Rock the Vote (search) has
joined forces with AARP (search).

Their mission: Block efforts to let young workers invest some of their
Social Security taxes in personal retirement accounts.

SNIP

Push-polling (search) is the intellectually dishonest practice of
conducting a survey in a way designed to produce a pre-determined result.
Such polls follow up a neutrally worded question with more "questions" that
provide new information. The added information presents only one side of an
argument and is designed to "coach" or "push" the respondent into giving
the desired answer.

SNIP

Full article at

http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

--

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>

Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 24 Feb 2005 15:13:09 -0800

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Nienstedt <john@CERC.NET>

Organization: CERC

Subject: Re: FOX accuses MTV, Rock the vote,

the AARP & Joint Center for Political and Economic Studies of
push polling

Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu
In-Reply-To: <0ICF00GBQBQVEG@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

It looks like they are a little off on the definition of push polling.
It would be nice to get them the correct definition.

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 Leo Simonetta
Sent: Thursday, February 24, 2005 8:14 AM
To: AAPORNET@asu.edu
Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
Political and Economic Studies of push polling

MTV Poll Masks Youth Views on Social Security

Thursday, February 24, 2005

By Rea Hederman

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SNIP

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argument and is designed to "coach" or "push" the respondent into giving
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SNIP

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http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

--
Leo G. Simonetta

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

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Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Thu, 24 Feb 2005 21:45:28 -0600
Reply-To: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: ALLAN L MCCUTCHEON <amccutch@UNLSERVE.UNL.EDU>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ICF00GBQBQVEG@chimmx03.algx.net>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

Hi All,

From the full article:

"The AARP/RTV report on 'Public Attitudes Toward Social Security and Private Accounts' is based on a survey of 1,000 adults."

Best,
ALM

On Thu, 24 Feb 2005, Leo Simonetta wrote:

> MTV Poll Masks Youth Views on Social Security
>
> Thursday, February 24, 2005
>
> By Rea Hederman
>
> In the political Odd Coupling of 2005, MTV's Rock the Vote (search) has
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>
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> the desired answer.

>
> SNIP

> Full article at
> http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

> --
> 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>
> Please ask authors before quoting outside AAPORNET.

--
Donald O. Clifton Chair of Survey Science
Director, UNL-Gallup Research Center
Chair, Survey Research and Methodology Graduate Program

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Thu, 24 Feb 2005 20:56:26 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Leo Simonetta <simonetta@ARTSCI.COM>, AAPORNET@asu.edu
Comments: cc: Warren Gold <WGold@itsa.ucsf.edu>,
Ariya Sasaki <AriyaLove2004@aol.com>,
James True <jtrue@mindspring.com>,
Karen Leonard <karenl53@adelphia.net>,
Matthew Ingram <matthewsingram@yahoo.com>,
mickeyhuff@mac.com, Peter Phillips <peter.phillips@sonoma.edu>,
Suzanne Grady <suziandchuck@yahoo.com>
In-Reply-To: <0ICF00GBGBQVEG@chimmx03.algx.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Let's recognize that the information presented to most people by the

corporate media is selective, most often a skewed pro-government and pro-corporate capitalist take on the salient facts in any situation. Given that background, to poll people without providing some counterbalancing accurate information often amounts to validating hidden views and the ideological vantage of those who control most of the information sources. There is nothing wrong, in the least, with providing factual information within polls in an attempt to balance disinformation or censorship. That is, in fact, one reason why Retro Poll exists. The ethical breach comes when someone stretches way beyond the proven facts or plausible associations between various facts that are presented and various outcomes to try and push people to accept things that are often untrue, slanderous, or distorted---as in conspiracy theories, or hit polls against specific politicians.

IN the U.S. today, there is no way to do objective polling that does not validate misinformation from the disingenuous corporate media slant to most news (such as Iraq and Palestine and the death penalty). For example, the problem between Israel and Palestine is almost always presented as the result of terrorism on one side and only incidentally related to the historical usurpation of an entire peoples' land, property, civil and human rights).

The only way to even begin to approach less biased surveys in the political realm is to distinctly choose to add back in some censored information. If people are going to continue to talk about push polls (a debate going on for some time now on the AAPOR list) they would do well to distinguish between polls that are being financially backed to specifically get certain kinds of results and those that are attempting to unbiased the biased information that people have received. Maybe many researchers don't care that among the sectors of the public that knew Saddam didn't work with Al Qaeda or have anything to do with 9/11 there never was significant support for the war, while the misinformed and disinformed usually backed war. But it seems to me that to not care about such problems as social manipulation of opinion and how polling may contribute to it is to sell ones soul to the devil by measuring opinions that simply reflect how well the government and media have deceived people, rather than what people really want or what they actually believe in. It is my conviction that the main difference between my view of the war on Iraq and the occupation that has ensued and that of many people who think we must "stay the course" is that they have absorbed a whole lot of lies that people with critical thinking skills, investigative resources and time can penetrate. He/she who claims that polling should only measure the outcome viewpoints in this difficult environment is not contributing to a truthful examination of public views. I have no problem with the effort to extirpate opportunism in the buying of polls to create pre-ordained views, but I think it most important to avoid painting this scene with too broad a brush. There are ethical challenges on all sides of this complex picture.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, February 24, 2005 8:14 AM
To: AAPORNET@asu.edu
Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
Political and Economic Studies of push polling

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conducting a survey in a way designed to produce a pre-determined
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Such polls follow up a neutrally worded question with more "questions"
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provide new information. The added information presents only one side of
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argument and is designed to "coach" or "push" the respondent into giving
the desired answer.

SNIP

Full article at

http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

--

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: Fri, 25 Feb 2005 10:34:20 -0500
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Interesting polling story in Roll Call
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

Rollcall.com, a paid subscription Beltway publication, ran this item today.
Written by Stu Rothenberg, editor of the Rothenberg Political Report.

Rothenberg: In Judging Surveys, It All Depends on the Meaning of the Word
'Poll'

By Stuart Rothenberg
Roll Call Contributing Writer

Thursday, Feb. 24; 09:09am

In some respects, there was nothing unusual about the Feb. 18 press release
that made it to my desk Tuesday. "Warner Moves on, Kilgore Moves In" was the
title.

But just as you can't judge a book by its cover, you can't judge a poll by
its accompanying press release, even if it includes official-looking
crosstabs.

The survey, which raised a few eyebrows in Washington, D.C., found
term-limited Virginia Gov. Mark Warner (D) leading Sen. George Allen (R) 48
percent to 41 percent in a hypothetical 2006 Senate race.

The release referred to the "exclusive Emerson College poll of likely
Virginia voters." It also said that David Paleologos of DAPA Research
"oversaw the implementation of the poll."

Initially, when I called Emerson College in Massachusetts, I was told by two
people, one at the Office of Public Affairs and another in the Department of
Organizational and Political Communication (which is apparently as close as
Emerson gets to a political science department), that they had never heard
of the poll and knew nothing about it, except that one of the names on the
release was that of a student.

It quickly became clear that this poll wasn't simply another
university-affiliated survey, like polls emanating from Marist College,
Quinnipiac University, the University of Connecticut or the University of
South Alabama.

After some digging, I found that the survey was conducted by students in a
class at Emerson, OP 303, to be specific, also known as Survey Research

Methods. Students decided where they wanted to poll, constructed the survey document, made the calls and wrote up the press release.

The instructor in the class, the aforementioned Paleologos, told me that he monitored the class project “the entire time.” He has his own polling firm and is also the director of the Suffolk University Political Research Center, so he isn’t completely without credentials.

But is a poll conducted by an undergraduate class, however well-meaning the students and the instructor, on par with surveys conducted by university survey research centers or major media outlets? Obviously not.

And I’m not alone. “I find it completely inappropriate to describe it as an Emerson College poll,” David Rosen, Emerson’s vice president for public affairs, told me in a telephone interview. His tone suggested that he was not at all pleased with the press release in question.

Instead of calling it an “Emerson College poll,” Rosen chose to refer to it as “a class project.”

Of course, some people may give the “class project” considerable credence nonetheless, because it was overseen by a professional pollster. Again, I’m not so sure that that’s wise without gathering further information.

I had never heard of Paleologos before I saw the release, and most of what I’ve learned about him has come from the Web.

He is an adjunct professor at Emerson in addition to his role at Suffolk, and he has logged some TV time on Boston’s WHDH, which has occasionally partnered with Suffolk for polling. When I spoke with him, he certainly sounded like a pollster.

But my Web search of Suffolk poll results didn’t make me entirely comfortable that he could turn a classroom of undergraduates at Emerson into a team of reliable pollsters, though I applaud his efforts to teach students about polling and politics.

On Feb. 2, 2004, the day before the South Carolina Democratic presidential primary, Suffolk University and 7NEWS (WHDH-TV) released a poll that found Massachusetts Sen. John Kerry with a 10-point lead over North Carolina Sen. John Edwards in the Palmetto State, 25 percent to 15 percent. The rest of the field was in the low single digits. The Rev. Al Sharpton was sixth at 2 percent.

The actual South Carolina results showed Edwards first with 45 percent, followed by Kerry at 30 percent and Sharpton third at 10 percent.

Readers of the Suffolk survey must have been stunned. But the results weren’t a surprise to most other pollsters. The American Research Group, CBS News, CNN/Los Angeles Times, Insider Advantage and Zogby all had Edwards ahead in their pre-primary polls.

“Kerry is poised to win big in the coastal counties of Charleston and Horry,” proclaimed Paleologos in the press release the day before the

primary. In fact, Edwards won Charleston County by 10 points (41 percent to 31 percent) and Horry County by 23 points (52 percent to 29 percent).

Many of Suffolk's other polls may have been on the mark, and I've made my share of inept predictions over the years, including my "80 percent chance" comment that former Vermont Gov. Howard Dean would be the 2004 Democratic presidential nominee, so I'd never say that one bad poll result discredits a pollster. But since Paleologos isn't widely known, reporters ought to be cautious about accepting his numbers until they know more about him and his record.

"A good pollster can poll anywhere," a friend told me recently. But that doesn't keep me from wondering about the reliability of a Virginia "poll" conducted by students in Massachusetts. Personally, I'd prefer my pollster to have some experience in the state where he is polling. (Paleologos told me that he had never polled in the state before, though previous classes had polled in North Carolina, New Hampshire and Los Angeles.)

At this point, I'm not even taking issue with the results of the "Emerson College poll" in Virginia. Many of the survey's numbers seem reasonable, though Warner's 39-point lead over Allen among independent and undecided voters was described by one Democratic consultant as "very, very fishy."

It's hard to know what polls and pollsters to trust, and even good pollsters produce a poll now and then that is outside the margin of error. That's the nature of polling.

But I'm afraid the political and journalistic communities are too willing (even eager) to accept poll numbers, particularly when they are allegedly attached to an institution of higher education, even without information about the pollster and the methodology of the survey.

Not all polls are equal, and not all surveys deserve attention from the media or political junkies. And I cite the OP 303 poll as Exhibit A.

Brian Dautch
Director of Government Affairs

CMOR
Promoting and Advocating Survey Research
7475 Wisconsin Ave., Suite 300
Bethesda, MD 20814
ph: (301) 654-6601
fax: (208) 693-0564
bdautch@cmor.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
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=====
Date: Fri, 25 Feb 2005 10:18:26 -0600
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>

Organization: Market Shares Corporation

Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling

Comments: To: AAPORNET@asu.edu

In-Reply-To: <0ICF00GBQBQVEG@chimmx03.algx.net>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

The only thing I find wrong with the poll as described by Fox is the implication that privatization has something to do with the future financial solvency of Social Security. That's like saying Saddam Hussein had something to do with 9-11.

Sound familiar?

Actually, the solvency issue is independent. Changes being considered include raising the full retirement age, raising the early retirement age, determining initial future retiree retirement benefits using the price index and not a wage index relative to past earnings, etc, etc.

Nick

Leo Simonetta wrote:

>MTV Poll Masks Youth Views on Social Security

>

>Thursday, February 24, 2005

>

>By Rea Hederman

>

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=====
Date: Fri, 25 Feb 2005 11:20:13 -0500
Reply-To: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Here is the publicly released report and survey--this hardly strikes me
as a push poll, but I don't work at the Heritage Foundation, so what
would I know?

http://research.aarp.org/econ/soc_sec_pr_acc.pdf

I would add, though, that Roper Public Affairs can hardly be considered
a political (or politically-motivated, for that matter) organization.

JB=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Thursday, February 24, 2005 11:56 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
Political and Economic Studies of push polling

Let's recognize that the information presented to most people by the
corporate media is selective, most often a skewed pro-government and
pro-corporate capitalist take on the salient facts in any situation.
Given that background, to poll people without providing some counter

balancing accurate information often amounts to validating hidden views and the ideological vantage of those who control most of the information sources. There is nothing wrong, in the least, with providing factual information within polls in an attempt to balance disinformation or censorship. That is, in fact, one reason why Retro Poll exists. The ethical breach comes when someone stretches way beyond the proven facts or plausible associations between various facts that are presented and various outcomes to try and push people to accept things that are often untrue, slanderous, or distorted---as in conspiracy theories, or hit polls against specific politicians.

IN the U.S. today, there is no way to do objective polling that does not validate misinformation from the disingenuous corporate media slant to most news (such as Iraq and Palestine and the death penalty). For example, the problem between Israel and Palestine is almost always presented as the result of terrorism on one side and only incidentally related to the historical usurpation of an entire peoples' land, property, civil and human rights).

The only way to even begin to approach less biased surveys in the political realm is to distinctly choose to add back in some censored information. If people are going to continue to talk about push polls (a debate going on for some time now on the AAPOR list) they would do well to distinguish between polls that are being financially backed to specifically get certain kinds of results and those that are attempting to unbiased the biased information that people have received. Maybe many researchers don't care that among the sectors of the public that knew Saddam didn't work with Al Qaeda or have anything to do with 9/11 there never was significant support for the war, while the misinformed and disinformed usually backed war. But it seems to me that to not care about such problems as social manipulation of opinion and how polling may contribute to it is to sell ones soul to the devil by measuring opinions that simply reflect how well the government and media have deceived people, rather that what people really want or what they actually believe in. It is my conviction that the main difference between my view of the war on Iraq and the occupation that has ensued and that of many people who think we must "stay the course" is that they have absorbed a whole lot of lies that people with critical thinking skills, investigative resources and time can penetrate. He/she who claims that polling should only measure the outcome viewpoints in this difficult environment is not contributing to a truthful examination of public views. I have no problem with the effort to extirpate opportunism in the buying of polls to create pre-ordained views, but I think it most important to avoid painting this scene with too broad a brush. There are ethical challenges on all sides of this complex picture.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

Sent: Thursday, February 24, 2005 8:14 AM

To: AAPORNET@asu.edu

Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

MTV Poll Masks Youth Views on Social Security

Thursday, February 24, 2005

By Rea Hederman

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Their mission: Block efforts to let young workers invest some of their Social Security taxes in personal retirement accounts.

SNIP

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Research Director

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Date: Fri, 25 Feb 2005 11:49:37 -0500
Reply-To: Jonathan Trichter <jtrichter@PACE.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Trichter <jtrichter@PACE.EDU>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu
In-Reply-To: <001f01c51af6\$60836cf0\$4a8cb443@RetroPoll>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Mark Sapir wrote: "For example, the problem between Israel and Palestine =
is
almost always presented as the result of terrorism on one side and only
incidentally related to the historical usurpation of an entire peoples'
land, property, civil and human rights."

Surely we can all agree that Mr. Sapir's nuanced interpretation of =
Middle
East history is more in line with the truth than the media's official =
cover
story. And surely we must accept as gospel that the secret cabal =
running
the media depicts Mid-East history in a uniformly biased manner. =20

I, for one, would be fascinated to see how Mr. Sapir would present =
"counter
balancing information" in a poll on the Middle East in order not to
"validate hidden views and the ideological vantage of those who control =
most
of the information sources." (I wonder what religious group Mr. Sapir =
could
be thinking of when he wrote that.)

Without such "factual information within polls.to balance disinformation =
or
censorship," the "pro-corporate capitalists" (as if some capitalists are
anti-corporate) might pollute our precious bodily fluids.

- Jonathan Trichter

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Thursday, February 24, 2005 11:56 PM
To: AAPORNET@asu.edu
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Sent: Thursday, February 24, 2005 8:14 AM
To: AAPORNET@asu.edu
Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
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Date: Fri, 25 Feb 2005 12:18:08 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: An interesting article on cell phone only
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Polling the 'cell phone only' crowd
Pollsters, researchers tackle hard-to-track population
Friday, February 25, 2005 Posted: 11:58 AM EST (1658 GMT)
<http://www.cnn.com/2005/TECH/02/25/polling.cell.users.ap/>

Source: Associated Press

WASHINGTON (AP) -- They're mainly young, single and urban. They move frequently, usually renting rather than owning their homes. Pollsters call them "cell phone only" because they don't own traditional phones.

--

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: Fri, 25 Feb 2005 12:30:22 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Follow-up on that "push poll" in Virginia
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

A matter of opinion

Valley still talking about what some are still calling 'push poll'
[http://www.augustafreepress.com/stories/storyReader\\$32071](http://www.augustafreepress.com/stories/storyReader$32071)

Chris Graham

chris@augustafreepress.com

The public-opinion survey commissioned by the Valley Leadership Trust earlier this month that posed apparently leading questions to Shenandoah Valley residents on issues including the state budget, the repeal of a ban on civil unions that was passed by the Virginia General Assembly last year and the future of Weekday Religious Education might very well not have been a push poll.

"It sounds like it was just a bad poll," said Nancy Belden of the Washington, D.C.-based Belden Russonello & Stewart polling firm and the president of the American Association for Public Opinion Research, a 1,600-member professional association of public pollsters and research scientists.

SNIP

The firm logged more than 5,000 responses to the survey, Saxman told The Augusta Free Press last week.

Questions have been raised by several of those who were given the chance to participate about the wording of the queries that were posed by a computer-generated interviewer.

"As a recipient of the call, I assure you that if this was not supposed to be a push poll, then these politicians wasted money," Harrisonburg resident John Krall told the AFP.

SNIP

Attempts to verify the wording of the questions through the Valley Leadership Trust have been unsuccessful. The AFP has been unable to obtain from the trust a copy of the script used by the polling company in conjunction with the survey.

"Our organization's code of ethics requires that the questions and types of responses be made available so that others can evaluate how a poll has been conducted," Belden told the AFP this week.

Interviews with several residents who took part in the poll have pieced together a rough sketch of the wording of some of the questions that were asked. One respondent recalled being asked a question in which it was said that Gov. Mark Warner had lied to the General Assembly to force lawmakers to pass a tax cut. Another attempted to gauge support for sex clubs in schools.

SNIP

The number of calls that were placed by the polling firm in the course of trying to gauge public opinion in the Valley was something that caught Belden's eye.

"They called far more people than they needed to in order to get a representative sample," Belden said.

"They called 22,000 people and received 5,000 responses. The 5,000 number itself is far, far more than would ever be needed to be able to gauge

public support or opposition on a particular issue. You can get access to public opinion with a much smaller number than that," Belden said.

"Nobody with a background in public-opinion research would waste the time and money needed to call 5,000 people to get a representative sample, because they would know that they wouldn't need to," Belden said.

The bottom line, according to Belden, is that "this poll seems to have the effect of a push poll in that the questions seem to be worded poorly, and the responses appear to be one-sided, which leads to an enormous response bias that is indicated by the reports that people who had wanted to participate in the poll weren't allowed because their answers weren't permitted to fit into the poll."

"It seems to have committed separate sets of sins by pushing into the public domain results that are based on seriously flawed research methodologies."

--

Leo G. Simonetta
Research Director
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6115 Falls Road, Suite 101
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=====
Date: Fri, 25 Feb 2005 12:35:17 -0500
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <001f01c51af6\$60836cf0\$4a8cb443@RetroPoll>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Marc offers a perfect example of why factual information, contrary to his view, should NOT be included in poll questions. I think his reasoning is exactly backwards.

First, any facts included in a question are selective. There are far too many facts related to most subjects to list them all. Second, the facts included in questions usually conform to the pollster's view of what is balanced. Under the best of circumstances, and even with the utmost attempt to be fair and balanced, the result only represents the pollster's subjective view, a view I think that cannot be unbiased. I have always

thought the questions that started out, "on the one hand... and on the other hand..." were terrible questions, even though some pollsters made that form their trade mark.

I see nothing wrong with gauging opinion without aiding the respondent with so-called facts. Let's face it, many respondents have opinions about lots of issues they know nothing about. The "facts" that find themselves into questions are very likely to influence the respondent's opinion. That is exactly the opposite of what I think an opinion question should be doing. I think we should be measuring opinion as it is -- unaided. If one wants to ascertain a respondent's state of knowledge that can be done subsequent to the opinion question.

One last comment: I object to the innuendo about motives in Marc's missive. Is it really necessary to a discussion like this?

warren mitofsky

At 11:56 PM 2/24/2005, Marc Sapir wrote:

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>corporate media is selective, most often a skewed pro-government and
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>ethical challenges on all sides of this complex picture.

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

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
>Sent: Thursday, February 24, 2005 8:14 AM
>To: AAPORNET@asu.edu
>Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
>Political and Economic Studies of push polling

>
>MTV Poll Masks Youth Views on Social Security

>
>Thursday, February 24, 2005

>
>By Rea Hederman

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>Full article at
>http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

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

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>Archives: <http://lists.asu.edu/archives/aapornet.html>
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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>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 25 Feb 2005 09:47:04 -0800
Reply-To: Doug Strand <dstrand@CSM.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Strand <dstrand@CSM.BERKELEY.EDU>
Subject: Research & experience on all-day calling vs evening-only calling?
Comments: To: aapornet@asu.edu
Comments: cc: strand@ppic.org
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Hi all,

Does anyone know of any literature or conference papers assessing the costs vs. benefits of telephone interviewing -- RDD -- done with calls out morning, afternoon, and evening compared to calling out only during evening/night hours (say, 5 - 9 PM)?

Also, does anyone have any clear first-hand experience of this cost-benefit comparison?

It is probably best if you respond to me off-list.

Thanks for any info you might have, and I wish you all a good weekend,

Doug Strand

Douglas Strand, Ph.D.
Associate Survey Director
Public Policy Institute of California
500 Washington Street
San Francisco, CA 94111
510-291-4437
strand@ppic.org

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====

Date: Fri, 25 Feb 2005 12:06:39 -0600
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: AAPORNET@asu.edu
In-Reply-To: <421F4FD2.6000706@marketsharescorp.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

The full AARP poll report appears on [this page](#) (4th link).

<http://www.aarp.org/research/>

It was Fox that made the connection between privatization and solvency; e.g., "Notable was the absence of any questions informing these respondents about bad things that might happen if Congress rejects efforts to reform Social Security via personal accounts."

Nick

Nick Panagakis wrote:

>
> The only thing I find wrong with the poll as described by Fox is the
> implication that privatization has something to do with the future
> financial solvency of Social Security. That's like saying Sadam

> Hussein had something to do with 9-11.

>

> Sound familiar?

>

> Actually, the solvency issue is independent. Changes being considered

> include raising the full retirement age, raising the early retirement

> age, determining initial future retiree retirement benefits using the

> price index and not a wage index relative to past earnings, etc, etc.

>

> Nick

>

>

>

> Leo Simonetta wrote:

>

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>> Thursday, February 24, 2005

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>> --

>> Leo G. Simonetta

>> Research Director

>> Art & Science Group, LLC

>> 6115 Falls Road, Suite 101

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Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Fri, 25 Feb 2005 13:21:59 -0500
Reply-To: Jonathan Trichter <jtrichter@PACE.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Trichter <jtrichter@PACE.EDU>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Warren Mitofsky <mitofsky@MINDSPRING.COM>, AAPORNET@asu.edu
In-Reply-To: <6.2.1.2.2.20050225121823.025d5cd8@mail.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

My motives in responding initially to Mr. Sapir were twofold.

First, I wanted to emphasize the point Mr. Mitofsky articulates so well.

Second, I meant no innuendo. I wanted to expose clearly the latent anti-Semitism at issue. Mr. Sapir gives a disturbing summation of Mid-East history coupled with code words, phrases, and insinuations about media control that are all a part of traditional anti-Semitic propaganda.

I just couldn't shy away from that latter point for the purposes of any discussion.

Jonathan Trichter

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Warren Mitofsky
Sent: Friday, February 25, 2005 12:35 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
Political and Economic Studies of push polling

Marc offers a perfect example of why factual information, contrary to his view, should NOT be included in poll questions. I think his reasoning is exactly backwards.

First, any facts included in a question are selective. There are far too many facts related to most subjects to list them all. Second, the facts included in questions usually conform to the pollster's view of what is balanced. Under the best of circumstances, and even with the utmost attempt to be fair and balanced, the result only represents the pollster's

subjective view, a view I think that cannot be unbiased. I have always thought the questions that started out, "on the one hand... and on the other hand..." were terrible questions, even though some pollsters made that form their trade mark.

I see nothing wrong with gauging opinion without aiding the respondent with so-called facts. Let's face it, many respondents have opinions about lots of issues they know nothing about. The "facts" that find themselves into questions are very likely to influence the respondent's opinion. That is exactly the opposite of what I think an opinion question should be doing. I think we should be measuring opinion as it is -- unaided. If one wants to ascertain a respondent's state of knowledge that can be done subsequent to the opinion question.

One last comment: I object to the innuendo about motives in Marc's missive. Is it really necessary to a discussion like this?
warren mitofsky

At 11:56 PM 2/24/2005, Marc Sapir wrote:

>Let's recognize that the information presented to most people by the
>corporate media is selective, most often a skewed pro-government and
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1776 Broadway, Suite 1708
New York, NY 10019

212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

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=====
Date: Fri, 25 Feb 2005 11:49:40 -0700
Reply-To: Margaret Roller <rmr@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Margaret Roller <rmr@ROLLERRESEARCH.COM>
Subject: Re: Web Survey Confidentiality

Yes, of course. As well as my firm's Web site and my firm's listing in four other association-related publications.

Margaret R. Roller
Roller Marketing Research

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

Date: Fri, 25 Feb 2005 14:13:39 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Announcement
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Please respond directly to the organization posting this position.=20
=20

Title:

Regional Research Director, New York

=20

Description:

The New York Regional Research Director will serve as a lead researcher for Ketchum's New York office. This person will be responsible for raising the awareness of the department among account teams, providing outstanding service to clients inside and outside the agency, and raising the overall caliber of research at Ketchum. Specific elements of this position include the following:

=20

- * Serving as a vital source of research counsel among the account teams, and outside clients.=20
- * Leading in the design and coordination of research projects, including questionnaires, tabulations, data analyses, production of research reports.=20
- * Preparing research proposals.=20
- * Having a visible role within the offices, participating as an instructor for the weekly briefings of new hires (if applicable), and hosting training sessions or lunch meetings that educate account teams on departmental offerings.=20
- * Providing advice and counsel to the Global Research Director on management, research issues, and new business opportunities.=20
- * Contributing to the development of a suite of projects to support agency initiatives and other departmental offerings.=20
- * Contributing to the growth of the profession by being active in relevant organizations in the local community (e.g., AAPOR, PRSA).=20
- * Maintaining an average billability of 65% for the year 2005.=20
- * Working with the Global Research Director and other staff to improve the image of the research function at Ketchum.

Qualifications:

- * Client service, teamwork, and marketing orientation experience.=20
- * Bachelor's degree (a master's or higher is preferred) in the social or behavioral sciences, marketing, and/or communications. =20
- * Strong statistical, writing, and public speaking skills.=20
- * Knowledge of computer systems/applications required, specifically SPSS.=20
- * Secondary research familiarity.=20
- * Sample design knowledge.=20
- * Research supplier experience preferred.

=20

Salary is competitive and commensurate with experience.

=20

IN ORDER TO BE CONSIDERED FOR THIS POSITION, PLEASE CLICK THE LINK BELOW: (Please be sure to select New York Ketchum Opportunities/ Regional Research Director) =20

<http://www.ketchum.com/DisplayWebPage/0,1003,2523,00.html>
<<http://www.ketchum.com/DisplayWebPage/0,1003,2523,00.html>>=20

=20

(Note: Please be sure to select New York Resume in the "Location Applying To" field.)

=20

Ketchum is an equal opportunity employer--EOE/AA M/F/V/D=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 25 Feb 2005 12:11:29 -0800
Reply-To: Steve Johnson <stevej@NSDSSURVEY.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Johnson <stevej@NSDSSURVEY.ORG>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Warren Mitofsky <mitofsky@mindspring.com>, AAPORNET@asu.edu
Comments: cc: KimL@nsdssurvey.org, toshihiko murata
<toshihiko@nsdssurvey.org>,
Christine McCaslin <christy.mccaslin@comcast.net>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Warren,
Although I usually find my self in agreement with your pronouncements, I

take some exception to your position on factual information. I would not use facts on things like candidates or current ballot measures. However, there are issues for which people do not have clearly formed position and for which information in surveys can be used as part of a test of opinion construction. For example, I once was involved in a survey on environmental issues in the forests of Ontario and part of the instrument asked about the use of herbicides in forest. Opinion was generally strongly opposed to herbicides. Information was then given about Purple Loosestrife (a very real and dangerous invasive weed in the forests of Ontario). People were then asked again about herbicide use and many switched positions. Information was then given about the risks of herbicides and some people switched back. The final position of respondents was much more predictive of their position on other environmental issues than their original opinion. I also used this process of opinion construction for a national risk survey years ago and ideas around human cloning. In addition in experiments we used this many times to try and understand how risk and benefit information changed ratings of the risks and benefits of technologies. In all of these cases the information was factual and often highly constrained and very carefully crafted. This was used to study what we called "decision pathways" and we published a fair bit on it. However, in several cases since then I have used versions of this (exclusively on topics for which people might reasonably be expected to have almost no basis for forming an opinion) and each time it has given very valuable information. I realize that you are talking about a more general use of factual information, but I did want to point out that like most rules there are always cases that test the rule.

Steve Johnson, PhD

President, Northwest Survey & Data Services

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

From: "Warren Mitofsky" <mitofsky@MINDSPRING.COM>

To: <AAPORNET@asu.edu>

Sent: Friday, February 25, 2005 9:35 AM

Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

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>>Leo G. Simonetta
>>Research Director
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> 1776 Broadway, Suite 1708
> New York, NY 10019
>
> 212 980-3031
> 212 980-3107 Fax
>
> www.mitofskyinternational.com
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Date: Fri, 25 Feb 2005 15:28:50 -0500
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Steve Johnson <stevej@NSDSSURVEY.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <[008b01c51b76\\$31b714a0\\$08fea8c0@transedge.com](mailto:008b01c51b76$31b714a0$08fea8c0@transedge.com)>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

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What I think you are suggesting is adding factual information to low
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factual information to the questions I would add a salience measure to the

topic. One might also add a knowledge measure following the opinion question.

Even for the example you cite I still would not add knowledge to the questions for all the reasons I stated initially.

warren

At 03:11 PM 2/25/2005, Steve Johnson wrote:

>Warren,

>Although I usually find my self in agreement with your pronouncements, I
>take some exception to your position on factual information. I would not
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>Steve Johnson, PhD

>President, Northwest Survey & Data Services

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

>From: "Warren Mitofsky" <mitofsky@MINDSPRING.COM>

>To: <AAPORNET@asu.edu>

>Sent: Friday, February 25, 2005 9:35 AM

>Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
>Political and Economic Studies of push polling

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>> At 11:56 PM 2/24/2005, Marc Sapir wrote:
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>> >Given that background, to poll people without providing some counter
>> >balancing accurate information often amounts to validating hidden views
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>> >sources. There is nothing wrong, in the least, with providing factual
>> >information within polls in an attempt to balance disinformation or
>> > censorship. That is, in fact, one reason why Retro Poll exists. The
>> >ethical breach comes when someone stretches way beyond the proven facts
>> >or plausible associations between various facts that are presented and
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>> >IN the U.S. today, there is no way to do objective polling that does not
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>>>to unbiased the biased information that people have received. Maybe many
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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 Leo Simonetta
>>>Sent: Thursday, February 24, 2005 8:14 AM
>>>To: AAPORNET@asu.edu
>>>Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for
>>>Political and Economic Studies of push polling

>>>MTV Poll Masks Youth Views on Social Security

>>>Thursday, February 24, 2005

>>>By Rea Hederman

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>>>
>>>SNIP

>>>
>>>Full article at
>>>http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

>>>
>>>
>>>
>>>--

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

>>>
>>>-----

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>>>1776 Broadway, Suite 1708
>>>New York, NY 10019

>>>
>>>212 980-3031
>>>212 980-3107 Fax

>>>
>>>www.mitofskyinternational.com
>>>mitofsky@mindspring.com

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Date: Fri, 25 Feb 2005 12:38:23 -0800
Reply-To: Steve Johnson <stevej@NSDSSURVEY.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Johnson <stevej@NSDSSURVEY.ORG>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: Warren Mitofsky <mitofsky@mindspring.com>
Comments: cc: AAPORNET@asu.edu, toshihiko murata <toshihiko@nsdssurvey.org>,
KimL@nsdssurvey.org, Christine McCaslin
<christy.mccaslin@comcast.net>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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To: Steve Johnson=20
Cc: AAPORNET@asu.edu=20
Sent: Friday, February 25, 2005 12:28 PM
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center =
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>>Full article at

>>=

http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html=20

>>

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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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> 212 980-3031

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

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=====
Date: Fri, 25 Feb 2005 15:12:25 -0600

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Flanagan <MFlanagan@GOAMP.COM>

Subject: Another Job Announcement

Comments: To: Aapornet@asu.edu

Comments: cc: myerscl@westat.com

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

PLEASE POST:

=20

=20

Career Opportunity

WESTAT

=20

WESTAT, located in Rockville, MD is one of the foremost contract research corporations in the United States. Since 1961, we have conducted surveys and provided statistical research and related services to the agencies of the U.S. Government and to a broad range of institutional and business clients. We are a rapidly growing, employee-owned corporation with more than 1,700 research, technical, and administrative staff and a recognized history of technical and managerial excellence. We have the following opening:

=20

Research Operations Coordinator

(Job Code WW/RS/5806)

=20

Seeking a person with at least 5 years' experience in managing or supervising data collection survey activities. This position requires work on a large multiple location national health study in coordinating field operations. Experience in the environmental or health area is desirable. Applicants must have a bachelor's degree, preferably in a social science discipline, with strong writing, administrative, and interpersonal skills. Applicants should be detail oriented, well organized, and have a team approach to work. Travel, from 4 to 6 times a year for periods of 5 to 7 days, is a requirement.

=20

=20

WESTAT offers excellent growth opportunities 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, and tuition assistance.

=20

For immediate consideration, please send your cover letter, indicating the Westat Job Code, and resume, by one of the following methods to:

=20

Job Code is REQUIRED to apply.

=20

WESTAT

Attn: Resume System

1650 Research Boulevard

Rockville, MD 20850-3195

Fax: (888) 201-1452

Email: resume@westat.com

=20

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EOE

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=====
Date: Fri, 25 Feb 2005 16:18:58 -0600
Reply-To: "Moore, David" <David_Moore@GALLUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Moore, David" <David_Moore@GALLUP.COM>
Subject: Re: FOX accuses MTV, Rock the vote,
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Comments: To: Steve Johnson <stevej@NSDSSURVEY.ORG>, AAPORNET@asu.edu
MIME-version: 1.0
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If we want to report on the current state of opinion, giving respondents any "factual" information makes the sample no longer representative of the larger population, which has not been informed of this information. So, I agree with Warren about not giving such information when we are trying to report on what the public is thinking now.

If we (pollsters/researchers) want to speculate on what would happen if everyone in the larger population were given certain kinds of messages, then providing such information in the survey does provide one way to help that speculation. However, in the "real world," it is almost impossible to envision that everyone would in fact receive that information in exactly the same way (as can be done in the survey), so the results we obtain from such surveys are highly unreliable. All we

can say is that if everyone in the larger population was "educated" in exactly the same way as the respondents, then we would be likely to see these results.

Unfortunately, too often these kinds of surveys are treated as though they are accurate predictors of public opinion "if only the public knew" I can see where Steve might find this kind of survey useful for studying possible "decision pathways." We need to avoid the temptation, however, to treat such results as though they reflect public opinion.

David

David W. Moore
Senior Editor, The Gallup Poll
david_moore@gallup.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve Johnson
Sent: Friday, February 25, 2005 3:38 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

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Information was then given about the risks of herbicides and some people

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of their position on other environmental issues than their original opinion.

I also used this process of opinion construction for a national risk survey

years ago and ideas around human cloning. In addition in experiments we

used this many times to try and understand how risk and benefit information

changed ratings of the risks and benefits of technologies. In all of these

cases the information was factual and often highly constrained and very

carefully crafted. This was used to study what we called "decision pathways" and we published a fair bit on it. However, in several

cases

since then I have used versions of this (exclusively on topics for which

people might reasonably be expected to have almost no basis for forming an

opinion) and each time it has given very valuable information. I realize

that you are talking about a more general use of factual information, but I

did want to point out that like most rules there are always cases that test

the rule.

Steve Johnson, PhD

President, Northwest Survey & Data Services

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

From: "Warren Mitofsky" <mitofsky@MINDSPRING.COM>

To: <AAPORNET@asu.edu>

Sent: Friday, February 25, 2005 9:35 AM

Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center

for

Political and Economic Studies of push polling

> Marc offers a perfect example of why factual information, contrary to his

> view, should NOT be included in poll questions. I think his reasoning is

> exactly backwards.

>

> First, any facts included in a question are selective. There are far too

> many facts related to most subjects to list them all. Second, the facts

> included in questions usually conform to the pollster's view of what is

> balanced. Under the best of circumstances, and even with the utmost

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> to be fair and balanced, the result only represents the pollster's > subjective view, a view I think that cannot be unbiased. I have

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> of issues they know nothing about. The "facts" that find themselves into

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That is

> exactly the opposite of what I think an opinion question should be doing.

I

> think we should be measuring opinion as it is -- unaided. If one wants to

- > ascertain a respondent's state of knowledge that can be done subsequent to
- > the opinion question.
- >
- > One last comment: I object to the innuendo about motives in Marc's missive.
- > Is it really necessary to a discussion like this?
- > warren mitofsky
- >
- >
- >
- >
- > At 11:56 PM 2/24/2005, Marc Sapir wrote:
- >>Let's recognize that the information presented to most people by the
- >>corporate media is selective, most often a skewed pro-government and
- >>pro-corporate capitalist take on the salient facts in any situation.
- >>Given that background, to poll people without providing some counter
- >>balancing accurate information often amounts to validating hidden views
- >>and the ideological vantage of those who control most of the information
- >>sources. There is nothing wrong, in the least, with providing factual
- >>information within polls in an attempt to balance disinformation or
- >>censorship. That is, in fact, one reason why Retro Poll exists.
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- >>ethical breach comes when someone stretches way beyond the proven facts
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- >>untrue, slanderous, or distorted---as in conspiracy theories, or hit
- >>polls against specific politicians.
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- >>IN the U.S. today, there is no way to do objective polling that does not
- >>validate misinformation from the disingenuous corporate media slant to
- >>most news (such as Iraq and Palestine and the death penalty).
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>>Marc Sapor MD, MPH
>>Executive Director
>>Retro Poll

>> www.retropoll.org

>>

>>

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>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta

>>Sent: Thursday, February 24, 2005 8:14 AM

>>To: AAPORNET@asu.edu

>>Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center

for

>>Political and Economic Studies of push polling

>>

>>MTV Poll Masks Youth Views on Social Security

>>

>>Thursday, February 24, 2005

>>

>>By Rea Hederman

>>

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>>SNIP

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>>

>>SNIP

>>

>>Full article at

>>

http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html=20

>>

>>

>>

>>--

>>Leo G. Simonetta

>>Research Director

>>Art & Science Group, LLC

>>6115 Falls Road, Suite 101

>>Baltimore MD 21209

>>

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> MITOFSKY INTERNATIONAL

> 1776 Broadway, Suite 1708

> New York, NY 10019

>

> 212 980-3031

> 212 980-3107 Fax

>

> www.mitofskyinternational.com

> mitofsky@mindspring.com

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=====
Date: Fri, 25 Feb 2005 17:41:28 -0500

Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "DeBell, Matthew" <MDeBell@AIR.ORG>

Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

There are a lot of problems with providing "facts" when you are asking opinion questions, and most of them come down to biasing the responses.

A better approach to the general problem of figuring out what people would think in a better information environment -- which I think is close to Dr. Sapir's goal -- is deliberative opinion polling, as practiced and promoted by James Fishkin. This measures what the population would think if only they were informed and had a chance to discuss the issues. =20

--

Matthew DeBell, Ph.D.
Research Analyst
Education Statistics Services Institute
American Institutes for Research
1990 K St., NW, Suite 500
Washington, DC 20006
tel. 202-403-6503=20
mdebell@air.org

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

From: Marc Sapir [mailto:marcsapir@COMCAST.NET]=20
Sent: Thursday, February 24, 2005 11:56 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Let's recognize that the information presented to most people by the corporate media is selective, most often a skewed pro-government and pro-corporate capitalist take on the salient facts in any situation. Given that background, to poll people without providing some counterbalancing accurate information often amounts to validating hidden views and the ideological vantage of those who control most of the information sources. There is nothing wrong, in the least, with providing factual information within polls in an attempt to balance disinformation or censorship. That is, in fact, one reason why Retro Poll exists. The ethical breach comes when someone stretches way beyond the proven facts or plausible associations between various facts that are presented and various outcomes to try and push people to accept things that are often untrue, slanderous, or distorted---as in conspiracy theories, or hit polls against specific politicians.

IN the U.S. today, there is no way to do objective polling that does not validate misinformation from the disingenuous corporate media slant to most news (such as Iraq and Palestine and the death penalty). For example, the problem between Israel and Palestine is almost always presented as the result of terrorism on one side and only incidentally related to the historical usurpation of an entire peoples' land,

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The only way to even begin to approach less biased surveys in the political realm is to distinctly choose to add back in some censored information. If people are going to continue to talk about push polls (a debate going on for some time now on the AAPOR list) they would do well to distinguish between polls that are being financially backed to specifically get certain kinds of results and those that are attempting to unbiased the biased information that people have received. Maybe many researchers don't care that among the sectors of the public that knew Saddam didn't work with Al Qaeda or have anything to do with 9/11 there never was significant support for the war, while the misinformed and disinformed usually backed war. But it seems to me that to not care about such problems as social manipulation of opinion and how polling may contribute to it is to sell ones soul to the devil by measuring opinions that simply reflect how well the government and media have deceived people, rather than what people really want or what they actually believe in. It is my conviction that the main difference between my view of the war on Iraq and the occupation that has ensued and that of many people who think we must "stay the course" is that they have absorbed a whole lot of lies that people with critical thinking skills, investigative resources and time can penetrate. He/she who claims that polling should only measure the outcome viewpoints in this difficult environment is not contributing to a truthful examination of public views. I have no problem with the effort to extirpate opportunism in the buying of polls to create pre-ordained views, but I think it most important to avoid painting this scene with too broad a brush. There are ethical challenges on all sides of this complex picture.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, February 24, 2005 8:14 AM
To: AAPORNET@asu.edu
Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

MTV Poll Masks Youth Views on Social Security

Thursday, February 24, 2005

By Rea Hederman

In the political Odd Coupling of 2005, MTV's Rock the Vote (search) has joined forces with AARP (search).

Their mission: Block efforts to let young workers invest some of their Social Security taxes in personal retirement accounts.

SNIP

Push-polling (search) is the intellectually dishonest practice of conducting a survey in a way designed to produce a pre-determined result.

Such polls follow up a neutrally worded question with more "questions" that provide new information. The added information presents only one side of an argument and is designed to "coach" or "push" the respondent into giving the desired answer.

SNIP

Full article at

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=====
Date: Fri, 25 Feb 2005 18:46:43 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: "Moore, David" <David_Moore@GALLUP.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

David,

You wrote, " If we want to report on the current state of opinion, giving respondents any "factual" information makes the sample no longer representative of the larger population, which has not been informed of this information.

So, I agree with Warren about not giving such information when we are trying to report on what the public is thinking now."

I agree most heartily with your most salient argument, and with Warren's point that any information presented is non-randomly selected, thereby introducing bias. I just want to add that any information about what might happen in the future [as in the Social Security poll in question] is not fact, but opinion -- the future is indeterminate.

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-355-6672

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

From: Moore, David [mailto:David_Moore@GALLUP.COM]
Sent: Friday, February 25, 2005 5:19 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

If we want to report on the current state of opinion, giving respondents any "factual" information makes the sample no longer representative of the larger population, which has not been informed of this information. So, I agree with Warren about not giving such information when we are trying to report on what the public is thinking now.

If we (pollsters/researchers) want to speculate on what would happen if everyone in the larger population were given certain kinds of messages, then providing such information in the survey does provide one way to help that speculation. However, in the "real world," it is almost impossible to envision that everyone would in fact receive that information in exactly the same way (as can be done in the survey), so the results we obtain from such surveys are highly unreliable. All we can say is that if everyone in the larger population was "educated" in exactly the same way as the respondents, then we would be likely to see these results.

Unfortunately, too often these kinds of surveys are treated as though they are accurate predictors of public opinion "if only the public knew" I can see where Steve might find this kind of survey useful for studying possible "decision pathways." We need to avoid the temptation, however, to treat such results as though they reflect public opinion.

David

David W. Moore
Senior Editor, The Gallup Poll

david_moore@gallup.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve Johnson
Sent: Friday, February 25, 2005 3:38 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Warren,

I guess we will end up disagreeing on this. In all cases we used information after soliciting an unaided opinion. Salience or knowledge would not have helped us learn if opinions were mutable or if once changed became more resistant to change. In addition, the importance of information content would have been lost as well. I continue to think that blanket prohibitions are seldom correct. I am also reminded that one of my colleagues in this Jim Flynn did present a paper at AAPOR about 8-10 years ago on using information to help people construct opinions. If anyone wants to look at the exact protocol we used the following citation describes the Ontario research:

Gregory, R., Flynn, J., Johnson, S. M., Satterfield, T. A., Slovic, P., & Wagner, R. (1997). Decision pathway surveys: A tool for resource managers. *Land Economics*, 73(2), 240-254.

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

From: Warren Mitofsky
To: Steve Johnson
Cc: AAPORNET@asu.edu
Sent: Friday, February 25, 2005 12:28 PM
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Steve,

What I think you are suggesting is adding factual information to low salience measures. If that is correct I would argue that instead of adding factual information to the questions I would add a salience measure to the topic. One might also add a knowledge measure following the opinion question.

Even for the example you cite I still would not add knowledge to the questions for all the reasons I stated initially.

warren

At 03:11 PM 2/25/2005, Steve Johnson wrote:

Warren,

Although I usually find my self in agreement with your pronouncements, I

take some exception to your position on factual information. I would not

use facts on things like candidates or current ballot measures. However, there are issues for which people do not have clearly formed position and for which information in surveys can be used as part of a test of opinion construction. For example, I once was involved in a survey on environmental issues in the forests of Ontario and part of the instrument asked about the use of herbicides in forest. Opinion was generally strongly opposed to herbicides. Information was then given about Purple Loosestrife (a very real and dangerous invasive weed in the forests of Ontario). People were then asked again about herbicide use and many switched positions. Information was then given about the risks of herbicides and some people switched back. The final position of respondents was much more predictive of their position on other environmental issues than their original opinion. I also used this process of opinion construction for a national risk survey years ago and ideas around human cloning. In addition in experiments we used this many times to try and understand how risk and benefit information changed ratings of the risks and benefits of technologies. In all of these cases the information was factual and often highly constrained and very carefully crafted. This was used to study what we called "decision pathways" and we published a fair bit on it. However, in several cases since then I have used versions of this (exclusively on topics for which people might reasonably be expected to have almost no basis for forming an opinion) and each time it has given very valuable information. I realize that you are talking about a more general use of factual information, but I did want to point out that like most rules there are always cases that test the rule.

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>>Executive Director

>>Retro Poll

>> www.retopoll.org

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Simonetta

>>Sent: Thursday, February 24, 2005 8:14 AM

>>To: AAPORNET@asu.edu

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> 1776 Broadway, Suite 1708
> New York, NY 10019
>

> 212 980-3031
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Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: FOX accuses MTV, Rock the vote,
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Comments: To: Jonathan Trichter <jtrichter@pace.edu>, AAPORNET@asu.edu
In-Reply-To: <001401c51b59\$fdc14bf0\$852814ac@jtrichterlap>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

IN response to Jonathan Trichter:

No I wasn't thinking of any particular religious group. And I surely don't claim that trying to unbiased in questionnaire formulation is a worked out or scientific process. When our group writes our polls we do

the best we can with this conception, recognizing that our subjectivity also enters the picture. We want peoples' honest and real views. You can rest assured that we get our feet put to the fire by critics whenever a question or series of questions leans in the direction of bias as perceived by mainstream people more commonly than polls that simply validate what you call the "cover story." My point wasn't that we are clear on the best way to do this methodology, but that incorporating factual information that has been left out of the public consciousness should not, of itself, be construed as a bias. As someone wrote earlier, it ought to be looked at case by case. As far as my phrase the "pro-corporate capitalist media" with which you took issue, I see that the problem there is that it should have read pro corporate-capitalist media which removes the redundancy and perhaps mollifies your concern that the phrase is hyperbolic (because there remain some independent capitalist media that are not controlled by major traded public corporations though they are a dying breed and the FCC has been trying to assure that they shall be taken off life support post haste to the detriment of the public.

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

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

From: Jonathan Trichter [mailto:jtrichter@pace.edu]
Sent: Friday, February 25, 2005 8:50 AM
To: 'Marc Sapir'; AAPORNET@asu.edu
Subject: RE: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Mark Sapir wrote: "For example, the problem between Israel and Palestine is almost always presented as the result of terrorism on one side and only incidentally related to the historical usurpation of an entire peoples' land, property, civil and human rights."

Surely we can all agree that Mr. Sapir's nuanced interpretation of Middle East history is more in line with the truth than the media's official cover story. And surely we must accept as gospel that the secret cabal running the media depicts Mid-East history in a uniformly biased manner.

I, for one, would be fascinated to see how Mr. Sapir would present "counter balancing information" in a poll on the Middle East in order not to "validate hidden views and the ideological vantage of those who control most of the information sources." (I wonder what religious group Mr. Sapir could be thinking of when he wrote that.)

Without such "factual information within polls.to balance disinformation or censorship," the "pro-corporate capitalists" (as if some capitalists are anti-corporate) might pollute our precious bodily fluids.

- Jonathan Trichter

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Thursday, February 24, 2005 11:56 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Let's recognize that the information presented to most people by the corporate media is selective, most often a skewed pro-government and pro-corporate capitalist take on the salient facts in any situation. Given that background, to poll people without providing some counterbalancing accurate information often amounts to validating hidden views and the ideological vantage of those who control most of the information sources. There is nothing wrong, in the least, with providing factual information within polls in an attempt to balance disinformation or censorship. That is, in fact, one reason why Retro Poll exists. The ethical breach comes when someone stretches way beyond the proven facts or plausible associations between various facts that are presented and various outcomes to try and push people to accept things that are often untrue, slanderous, or distorted---as in conspiracy theories, or hit polls against specific politicians.

IN the U.S. today, there is no way to do objective polling that does not validate misinformation from the disingenuous corporate media slant to most news (such as Iraq and Palestine and the death penalty). For example, the problem between Israel and Palestine is almost always presented as the result of terrorism on one side and only incidentally related to the historical usurpation of an entire peoples' land, property, civil and human rights).

The only way to even begin to approach less biased surveys in the political realm is to distinctly choose to add back in some censored information. If people are going to continue to talk about push polls (a debate going on for some time now on the AAPOR list) they would do well to distinguish between polls that are being financially backed to specifically get certain kinds of results and those that are attempting to unbiased the biased information that people have received. Maybe many researchers don't care that among the sectors of the public that knew Saddam didn't work with Al Qaeda or have anything to do with 9/11 there never was significant support for the war, while the misinformed and disinformed usually backed war. But it seems to me that to not care about such problems as social manipulation of opinion and how polling may contribute to it is to sell ones soul to the devil by measuring opinions that simply reflect how well the government and media have deceived people, rather than what people really want or what they actually believe in. It is my conviction that the main difference

between my view of the war on Iraq and the occupation that has ensued and that of many people who think we must "stay the course" is that they have absorbed a whole lot of lies that people with critical thinking skills, investigative resources and time can penetrate. He/she who claims that polling should only measure the outcome viewpoints in this difficult environment is not contributing to a truthful examination of public views. I have no problem with the effort to extirpate opportunism in the buying of polls to create pre-ordained views, but I think it most important to avoid painting this scene with too broad a brush. There are ethical challenges on all sides of this complex picture.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Thursday, February 24, 2005 8:14 AM
To: AAPORNET@asu.edu
Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

MTV Poll Masks Youth Views on Social Security

Thursday, February 24, 2005

By Rea Hederman

In the political Odd Coupling of 2005, MTV's Rock the Vote (search) has joined forces with AARP (search).

Their mission: Block efforts to let young workers invest some of their Social Security taxes in personal retirement accounts.

SNIP

Push-polling (search) is the intellectually dishonest practice of conducting a survey in a way designed to produce a pre-determined result.

Such polls follow up a neutrally worded question with more "questions" that provide new information. The added information presents only one side of an argument and is designed to "coach" or "push" the respondent into giving the desired answer.

SNIP

Full article at
http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

--

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

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=====
Date: Sat, 26 Feb 2005 09:45:58 -0800
Reply-To: Steve Johnson <stevej@NSDSSURVEY.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Johnson <stevej@NSDSSURVEY.ORG>
Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling
Comments: To: "Moore, David" <David_Moore@gallup.com>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

I think David has put this quite well. Part of what I was trying to say is that surveys and survey methodology can be used for more than measuring public opinion. When we have used information we have always used it at the end of the survey if the survey was also designed to measure public opinion. I am still a bit wary of a hard and fast information rule since it is not to hard to imagine that some times the information you give will be identical to the information most people will later receive. However, this is always speculation and should not be reported as a "fact" on what public opinion will become, but rather used as a prediction and as a test of psychology and social psychoogy models.

Steve Johnson

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

From: "Moore, David" <David_Moore@gallup.com>
To: "Steve Johnson" <stevej@NSDSSURVEY.ORG>; <AAPORNET@asu.edu>
Sent: Friday, February 25, 2005 2:18 PM
Subject: RE: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

If we want to report on the current state of opinion, giving respondents any "factual" information makes the sample no longer representative of

the larger population, which has not been informed of this information. So, I agree with Warren about not giving such information when we are trying to report on what the public is thinking now.

If we (pollsters/researchers) want to speculate on what would happen if everyone in the larger population were given certain kinds of messages, then providing such information in the survey does provide one way to help that speculation. However, in the "real world," it is almost impossible to envision that everyone would in fact receive that information in exactly the same way (as can be done in the survey), so the results we obtain from such surveys are highly unreliable. All we can say is that if everyone in the larger population was "educated" in exactly the same way as the respondents, then we would be likely to see these results.

Unfortunately, too often these kinds of surveys are treated as though they are accurate predictors of public opinion "if only the public knew" I can see where Steve might find this kind of survey useful for studying possible "decision pathways." We need to avoid the temptation, however, to treat such results as though they reflect public opinion.

David

David W. Moore
Senior Editor, The Gallup Poll
david_moore@gallup.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve Johnson
Sent: Friday, February 25, 2005 3:38 PM
To: AAPORNET@asu.edu
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Warren,

I guess we will end up disagreeing on this. In all cases we used information after soliciting an unaided opinion. Salience or knowledge would not have helped us learn if opinions were mutable or if once changed became more resistant to change. In addition, the importance of information content would have been lost as well. I continue to think that blanket prohibitions are seldom correct. I am also reminded that one of my colleagues in this Jim Flynn did present a paper at AAPOR about 8-10 years ago on using information to help people construct opinions. If anyone wants to look at the exact protocol we used the following citation describes the Ontario research:

Gregory, R., Flynn, J., Johnson, S. M., Satterfield, T. A., Slovic, P., & Wagner, R. (1997). Decision pathway surveys: A tool for resource managers. *Land Economics*, 73(2), 240-254.

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

From: Warren Mitofsky
To: Steve Johnson

Cc: AAPORNET@asu.edu
Sent: Friday, February 25, 2005 12:28 PM
Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center for Political and Economic Studies of push polling

Steve,

What I think you are suggesting is adding factual information to low salience measures. If that is correct I would argue that instead of adding factual information to the questions I would add a salience measure to the topic. One might also add a knowledge measure following the opinion question.

Even for the example you cite I still would not add knowledge to the questions for all the reasons I stated initially.

warren

At 03:11 PM 2/25/2005, Steve Johnson wrote:

Warren,

Although I usually find my self in agreement with your pronouncements, I

take some exception to your position on factual information. I would not

use facts on things like candidates or current ballot measures.

However,

there are issues for which people do not have clearly formed position and

for which information in surveys can be used as part of a test of opinion

construction. For example, I once was involved in a survey on environmental

issues in the forests of Ontario and part of the instrument asked about the

use of herbicides in forest. Opinion was generally strongly opposed to

herbicides. Information was then given about Purple Loosestrife (a very

real and dangerous invasive weed in the forests of Ontario). People were

then asked again about herbicide use and many switched positions.

Information was then given about the risks of herbicides and some people

switched back. The final position of respondents was much more predictive

of their position on other environmental issues than their original opinion.

I also used this process of opinion construction for a national risk survey

years ago and ideas around human cloning. In addition in experiments we

used this many times to try and understand how risk and benefit information

changed ratings of the risks and benefits of technologies. In all of these cases the information was factual and often highly constrained and very carefully crafted. This was used to study what we called "decision pathways" and we published a fair bit on it. However, in several cases since then I have used versions of this (exclusively on topics for which people might reasonably be expected to have almost no basis for forming an opinion) and each time it has given very valuable information. I realize that you are talking about a more general use of factual information, but I did want to point out that like most rules there are always cases that test the rule.

Steve Johnson, PhD

President, Northwest Survey & Data Services

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

From: "Warren Mitofsky" <mitofsky@MINDSPRING.COM>

To: <AAPORNET@asu.edu>

Sent: Friday, February 25, 2005 9:35 AM

Subject: Re: FOX accuses MTV, Rock the vote, the AARP & Joint Center

for Political and Economic Studies of push polling

> Marc offers a perfect example of why factual information, contrary to his view, should NOT be included in poll questions. I think his reasoning is exactly backwards.

>

> First, any facts included in a question are selective. There are far too many facts related to most subjects to list them all. Second, the facts included in questions usually conform to the pollster's view of what is balanced. Under the best of circumstances, and even with the utmost attempt to be fair and balanced, the result only represents the pollster's subjective view, a view I think that cannot be unbiased. I have always thought the questions that started out, "on the one hand... and on the other hand..." were terrible questions, even though some pollsters made that form their trade mark.

>

> I see nothing wrong with gauging opinion without aiding the

respondent

with

> so-called facts. Let's face it, many respondents have opinions

about lots

> of issues they know nothing about. The "facts" that find

themselves into

> questions are very likely to influence the respondent's opinion.

That is

> exactly the opposite of what I think an opinion question should be doing.

I
> think we should be measuring opinion as it is -- unaided. If one

wants to

> ascertain a respondent's state of knowledge that can be done

subsequent to

> the opinion question.

>

> One last comment: I object to the innuendo about motives in Marc's missive.

> Is it really necessary to a discussion like this?

> warren mitofsky

>

>

>

>

> At 11:56 PM 2/24/2005, Marc Sapir wrote:

>>Let's recognize that the information presented to most people by

the

>>corporate media is selective, most often a skewed pro-government

and

>>pro-corporate capitalist take on the salient facts in any

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>>Given that background, to poll people without providing some

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>>The only way to even begin to approach less biased surveys in the >>political realm is to distinctly choose to add back in some censored
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There are

>>ethical challenges on all sides of this complex picture.

>>

>>Marc Sapir MD, MPH

>>Executive Director

>>Retro Poll

>> www.retopoll.org

>>

>>

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

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

Simonetta

>>Sent: Thursday, February 24, 2005 8:14 AM

>>To: AAPORNET@asu.edu

>>Subject: FOX accuses MTV, Rock the vote, the AARP & Joint Center

for

>>Political and Economic Studies of push polling

>>

>>MTV Poll Masks Youth Views on Social Security

>>

>>Thursday, February 24, 2005

>>

>>By Rea Hederman

>>

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(search) has

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>>

>>SNIP

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giving

>>the desired answer.

>>

>>SNIP

>>

>>Full article at
>>
http://www.foxnews.com/printer_friendly_story/0,3566,148284,00.html

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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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> MITOFSKY INTERNATIONAL
> 1776 Broadway, Suite 1708
> New York, NY 10019

>
> 212 980-3031
> 212 980-3107 Fax

>
> www.mitofskyinternational.com
> mitofsky@mindspring.com

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New York, NY 10019

212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

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Date: Sun, 27 Feb 2005 11:48:05 -0700

Reply-To: "Harry E. Heller, Ph.D." <hheller@RCASITE.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Harry E. Heller, Ph.D." <hheller@RCASITE.COM>

Subject: Re: FOX accuses MTV, Rock the vote,
the AARP & Joint Center for Political and Economic Studies of
push polling

Underneath all this discussion I sense that what we need is a better definition of Push Poll and a better way to measure attitude components of an opinion.

A poll is used to measure attitudes toward a topic. The topic that is presented to measure the attitude must be presented in an impartial and objective way, even if knowledge of the topic has been primarily defined by the "corporate/government controlled" media. That is because public opinion is based upon the totality of the media in which the topic is presented. This opinion, biased or not, is what we are measuring. (We might also ask which media they depend upon to form their opinions.)

Inserting hypothetical re-statements of the topic to determine the range of opinions about present or future knowledge or components of the topic subject is Push Polling, because the hypotheticals are not part of the opinion until they are inserted. They are as phony and biased as are the "pollsters" who insert them.

But there is an additional model we can use to ascertain the limits and components of opinions about a topic. That would be to add a separate list of attitudes about the topic (a list generated to represent the full variety of opinions on all sides of the issue) and regress responses to this list to the overall opinion in a disaggregate way. (The objectivity of the list can be a badge of the objectivity of the pollster.) This list should be presented to all people polled, not only those that hold preordained opinions.

In this way, the overall opinion given on the topic remains unbiased (to the best of our ability) and the limits and reasons (or non-reasons) can be determined. As long as the additional list of attitudes is not an attempt to impact on the opinion, we have not pushed the opinion. By making the additional list as complete as possible, we may have informed the respondent of things they didn't know, but we have not tried to influence their opinion in a direction designed to change their beliefs.

It may result in a longer interview and more upfront work to make the questions complete and unbiased, but it is worth it.

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

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Date: Mon, 28 Feb 2005 08:35:12 -0800

Reply-To: "Pollack, Lance" <LPollack@PSG.UCSF.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pollack, Lance" <LPollack@PSG.UCSF.EDU>
Subject: Re: Push poll v. bad poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

I agree with Dr. Mitofsky. The unintended consequences of legislation can be quite dramatic and difficult to undo. I do not doubt that politicians would not outlaw political polling THEY want to do, but I wouldn't put it past them to pass legislation that would outlaw political polling done by everyone else, not to mention all other kinds of surveys.

I think AAPOR is better served by making sure that the cases like the one that spurred this thread are responded to. The reporter could write a follow-up article in which AAPOR members could point out all the things that are wrong about this particular poll (sample size, identification of respondent, lack of descriptive data, question wording, rigid response set, etc.). Furthermore, AAPOR could inform the readers about what information should be disclosed when the findings are described by the people who commissioned this in the first place. To me, the poll wasn't designed to sway people, but instead to produce numbers that support the contentions of those who commissioned the poll.

As an aside, I wonder how many "yes" responses they got to the "sex clubs in school" item. Perhaps the way to stop push polls would be to mandate that the following item be included in any poll.

"This poll was commissioned by [name(s)]. Should congenital idiots be allowed to serve in government. Yes or no?"

Lance M. Pollack, Ph.D.
Health Survey Research Unit (HSRU)
University of California, San Francisco
lpollack@psg.ucsf.edu

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

From: Warren Mitofsky [mailto:mitofsky@MINDSPRING.COM]
Sent: Tuesday, February 22, 2005 2:05 PM
To: AAPORNET@ASU.EDU
Subject: Re: Push poll v. bad poll

I think AAPOR should oppose any legislation that regulates polls or surveys. I am more concerned about the unintended consequences of such legislation than I am about push polls. Let the media and public opinion condemn the use of push polls, whatever that means to reporters and the public.

As for a definition of push polls, it should be clear from reading aapornet that there is no good definition. A bad definition will get us closer to those unintended consequences.
warren mitofsky

At 03:16 PM 2/22/2005, Richard Rockwell wrote:

>There are ample reasons to be uncomfortable with the profession's possible
>support of legislation outlawing push polls. The criteria that have been
>suggested are quite problematic.

>

>Sample size: A sample size of 1,000 is barely large enough to study the
>whole of a diverse population, such as that of the states of California and
>Texas. It is far too small to study components of those states'
>populations. The Wisconsin Longitudinal Study, which began in 1957 and
>continues today, had an original sample size of 10,317 men and women who
>graduated from Wisconsin high schools in 1957. The panel design required
>multiple contacts with these respondents. Would the WLS be illegal today
>under some states' legislation?

>

>Political content: Existing legislation seems to restrict the sample size
>criterion to "political" polls. Thus the WLS, which has almost no
political
>content, would seem to be exempt. (Even it gets into what would today be
>called "social capital" questions, a key interest of many political
>scientists.) What is political to one may be socioeconomic to another and
>cultural to a third. Would the General Social Survey be considered a
>political survey, while the Panel Study of Income Dynamics would be exempt?
>The GSS is rich in questions with political content (e.g., abortion and gun
>control), as well as questions about values, norms, etc. that might also be
>deemed "political." But it is a fundamentally sociological study.

>

>Sponsorship: Political campaigns can pay for perfectly legitimate polls
that
>are conducted for perfectly legitimate reasons. Special-interest groups
can
>pay for both good and bad polls, as well as for push polls. The media and,
>yes, even the universities, can conduct bad polls. From time to time, we
>see complaints about "leading" questions in media polls; while the purpose
>of such questions is apparently not to influence elections, the phenomenon
>is similar.

>

>Purpose of the poll: We humans have enormous difficulty figuring out the
>purposes behind the actions of our spouses, colleagues, and leaders. What
>standard of proof would be required about the purpose of a poll?

Statements

>of intent are not likely to be very helpful. Whether or not the data are
>captured for analysis would be a strong clue, but would it cleanly
>differentiate push polls from other polls? I much doubt it: data from some
>push polls are captured for analytical purposes.

>

>Quality of polls: it is one thing for the profession to debate what
>constitutes good polling and even to censure those who conduct exceedingly
>bad polls; it is quite another thing to write such a distinction into law.
>I cannot imagine a law with which we would all be comfortable. We would
>even differ among ourselves on some fundamental questions, such as whether
a
>sample must be some form of probability sample or might be a form of quota
>sample.

>
>Our professional interest lies in protecting our ability to conduct
>legitimate surveys, which involves protecting the rights of our research
>subjects. National legislation is likely to be a very blunt instrument
>towards that end. Education of citizens and of journalists is far more
>likely to achieve that end.

>
>
>=====

>Richard C. ROCKWELL
>Professor of Sociology
>University of Connecticut
>344 Mansfield Rd.
>Storrs, CT 06269-2068
>U.S.A.
>richard.rockwell@uconn.edu
>Office: +1.860.486.0086
>Office fax: +1.860.486.6356

>
>
>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
>Sent: Tuesday, February 22, 2005 2:30 PM
>To: AAPORNET@asu.edu
>Subject: Re: Push poll v. bad poll

>
>I think my suggestion is getting mostly opposition in part because it is
>being considered in the context of legislation (not my intent). Perhaps it
>would be helpful to think this through with a lower bar in mind.

>
>Currently the press is quite confused when it comes to "push polls."
>Generally they define a push poll, wrongly, as one that introduces negative
>information about a candidate. As a practitioner, I often write polls that
>introduce negative information about candidate Smith even when Smith is my
>client, because I have a legitimate research interest in exploring voter's
>reactions to information in a simulation of the coming campaign.

>
>If a reporter gets a script for a poll, for example because a respondent
>tapes it, it would be nearly impossible to expect them to make a
distinction
>based on content (let alone intent.) However, if they inquire about the
>sample size and get an answer, they really have enough information to know
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>Allan Rivlin

>-----
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MITOFSKY INTERNATIONAL
1776 Broadway, Suite 1708
New York, NY 10019

212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

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Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Mon, 28 Feb 2005 11:54:29 -0500
Reply-To: Linda Young <young@PIRE.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Young <young@PIRE.ORG>
Subject: ACASI in developing countries
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

Colleagues,

A reviewers for one of our proposals has expressed concern about our plan to use ACASI to collect data from parents and adolescents in Thailand. He is concerned that less educated parents will have difficulty using computers. We are aware of several studies where ACASI has been used successfully with populations in developing countries but need to cite any available publications that address this issue. We

would very much appreciate any references AAPOR members can provide us on this topic. Thanks very much for your assistance.

NOTE NEW PHONE NUMBER

Linda Young
Center Director
Pacific Institute for Research and Evaluation
1300 S. Fourth Street, Suite 300
Louisville, KY 40208
(502) 238-7320
FAX: (502) 634-5690
Email: Young@PIRE.org

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

Date: Mon, 28 Feb 2005 12:09:13 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Poll: Americans Uneasy About Retirement
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Poll: Americans Uneasy About Retirement

Mon Feb 28, 8:44 AM ET
http://story.news.yahoo.com/news?tmpl=story&cid=519&e=4&u=/ap/retirement_ap_poll

By WILL LESTER, Associated Press Writer

WASHINGTON - Millions of Americans are uneasy about their financial prospects in old age - a nervousness that complicates President Bush (news - web sites)'s uphill efforts to persuade them to accept dramatic changes he's proposing for Social Security (news - web sites).

Almost half of Americans who haven't retired say they don't think they're doing a good job of getting ready for that time in their lives, an Associated Press poll found. Many say they're not confident they'll have enough money to live comfortably after they quit working.

"People are trapped in a dilemma," said Robert Blendon, a polling expert at Harvard's Kennedy School of Government. "They know they're not saving enough. They can't count on Social Security and they're not sure these private accounts will be better. They're not sure what to do."

In this uneasy climate, Bush's plan to allow personal accounts within Social Security hasn't caught fire with the public. More than half of

Americans, 55 percent, say they oppose his plan to create personal accounts, while 39 percent say they support it, according to the poll conducted for AP by Ipsos-Public Affairs. Support for the plan drops among Democrats and independents when it's described specifically as "President Bush's plan."

SNIP

People were about evenly divided on whether investing Social Security taxes in the stock market or in bonds would give them more or less money. Established investors were more likely than non-investors to think investing some of their Social Security taxes in the stock market would give them more money.

SNIP

Some other poll findings:

One in five hope to retire at 55 or younger, nearly half plan to retire in their 60s and 10 percent say they will retire at 71 or older or never retire.

About two-thirds of current workers plan to keep working after they've retired - for a variety of reasons. Some want to make enough money to make ends meet; others want money for extras or just a way to stay busy.

Half of those polled said they have a 401(k) retirement plan, and almost that many said they have individual retirement accounts and employer-paid pension plans - indicating some people have a combination of the three.

SNIP

The AP-Ipsos poll of 1,000 adults was conducted Feb. 22-24 and has a margin of sampling error of plus or minus 3 percentage points.

—

Trevor Tompson, AP's manager of news surveys, contributed to this story.

—

On the Net:

Ipsos-Public Affairs: <http://www.ap-ipsosresults.com>

--

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: Mon, 28 Feb 2005 12:20:42 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: More follow-up on that VA poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Not a push poll, delegate says
Eye on the Valley
Chris Graham
[http://www.augustafreepress.com/stories/storyReader\\$32103](http://www.augustafreepress.com/stories/storyReader$32103)

SNIP

"The survey was designed to give the legislators a snapshot, a pulse of what people think of issues," said Saxman, who took the lead in organizing the survey conducted by the Valley Leadership Trust, a PAC that he formed in 2003 along with Del. Ben Cline, R-Rockbridge, and Del. Steve Landes, R-Weyers Cave.

SNIP

Saxman said the survey was designed to "allow us to quickly and effectively gauge public opinion."

"It is much less expensive than mailing out 22,000 invitations to a town-hall meeting only to have six people show up," Saxman said.

As for the charge that the survey was actually a push poll in disguise, Saxman pointed out that "push polls are used during the final days of an election, and there were no elections in February."

--

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: Mon, 28 Feb 2005 12:35:58 -0500
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: What AAPOR is doing on Push Poll issue
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Dear AAPOR Members:

I appreciate all the commentary on where we should go with the push poll issue, and want to update you some activities.

First, I immediately did (as is suggested by Lance) respond to the push poll story that started this thread and the reporter used my reactions extensively in a follow up story.

Secondly, Standards Chair Mick Couper has been hammering on the fact that the Standards Chair receives a large number of complaints from individuals who believe they have received a push poll call. [Some of these calls appear to be push polls as we define them, but many others are very badly written surveys or legitimate surveys testing positive and negative information about candidates or issues.] The Council is working to develop ways to respond effectively (and quickly -- something our Standards procedures do not allow) as AAPOR members have suggested, and I think we see increased publicity as one of the most useful avenues that we will pursue more and more. The push poll story that started this thread is just one example -- and while no one of us at the moment is able to monitor all the media and respond as aggressively as we might like, each of you can continue to help by speaking out. And help Council et al think about how AAPOR should evolve to be able to respond effectively to issues such as this.

Thirdly, as to the push poll legislation, Past President Betsy Martin and I, AAPOR volunteers, and representatives of other concerned organizations are meeting to consider the ramifications of the existing proposed legislation, alternatives and best strategies -- be they different legislation or none. This thread has made some important points that we help us in our thinking -- so thank you.

Nancy Belden
President, American Association for Public Opinion Research

Partner, Belden Russonello & Stewart
1320 19th Street NW, Suite 700
Washington, DC 20036
202.822.6090

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Pollack, Lance
Sent: Monday, February 28, 2005 11:35 AM
To: AAPORNET@asu.edu
Subject: Re: Push poll v. bad poll

I agree with Dr. Mitofsky. The unintended consequences of legislation can be quite dramatic and difficult to undo. I do not doubt that politicians would not outlaw political polling THEY want to do, but I wouldn't put it past

them to pass legislation that would outlaw political polling done by everyone else, not to mention all other kinds of surveys.

I think AAPOR is better served by making sure that the cases like the one that spurred this thread are responded to. The reporter could write a follow-up article in which AAPOR members could point out all the things that are wrong about this particular poll (sample size, identification of respondent, lack of descriptive data, question wording, rigid response set, etc.). Furthermore, AAPOR could inform the readers about what information should be disclosed when the findings are described by the people who commissioned this in the first place. To me, the poll wasn't designed to sway people, but instead to produce numbers that support the contentions of those who commissioned the poll.

As an aside, I wonder how many "yes" responses they got to the "sex clubs in school" item. Perhaps the way to stop push polls would be to mandate that the following item be included in any poll.

"This poll was commissioned by [name(s)]. Should congenital idiots be allowed to serve in government. Yes or no?"

Lance M. Pollack, Ph.D.
Health Survey Research Unit (HSRU)
University of California, San Francisco
lpollack@psg.ucsf.edu

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

From: Warren Mitofsky [mailto:mitofsky@MINDSPRING.COM]
Sent: Tuesday, February 22, 2005 2:05 PM
To: AAPORNET@ASU.EDU
Subject: Re: Push poll v. bad poll

I think AAPOR should oppose any legislation that regulates polls or surveys. I am more concerned about the unintended consequences of such legislation than I am about push polls. Let the media and public opinion condemn the use of push polls, whatever that means to reporters and the public.

As for a definition of push polls, it should be clear from reading aapornet that there is no good definition. A bad definition will get us closer to those unintended consequences.
warren mitofsky

At 03:16 PM 2/22/2005, Richard Rockwell wrote:

>There are ample reasons to be uncomfortable with the profession's possible
>support of legislation outlawing push polls. The criteria that have been
>suggested are quite problematic.

>

>Sample size: A sample size of 1,000 is barely large enough to study the
>whole of a diverse population, such as that of the states of California and
>Texas. It is far too small to study components of those states'
>populations. The Wisconsin Longitudinal Study, which began in 1957 and
>continues today, had an original sample size of 10,317 men and women who

>graduated from Wisconsin high schools in 1957. The panel design required
>multiple contacts with these respondents. Would the WLS be illegal today
>under some states' legislation?

>
>Political content: Existing legislation seems to restrict the sample size
>criterion to "political" polls. Thus the WLS, which has almost no
political
>content, would seem to be exempt. (Even it gets into what would today be
>called "social capital" questions, a key interest of many political
>scientists.) What is political to one may be socioeconomic to another and
>cultural to a third. Would the General Social Survey be considered a
>political survey, while the Panel Study of Income Dynamics would be exempt?
>The GSS is rich in questions with political content (e.g., abortion and gun
>control), as well as questions about values, norms, etc. that might also be
>deemed "political." But it is a fundamentally sociological study.

>
>Sponsorship: Political campaigns can pay for perfectly legitimate polls
that
>are conducted for perfectly legitimate reasons. Special-interest groups
can
>pay for both good and bad polls, as well as for push polls. The media and,
>yes, even the universities, can conduct bad polls. From time to time, we
>see complaints about "leading" questions in media polls; while the purpose
>of such questions is apparently not to influence elections, the phenomenon
>is similar.

>
>Purpose of the poll: We humans have enormous difficulty figuring out the
>purposes behind the actions of our spouses, colleagues, and leaders. What
>standard of proof would be required about the purpose of a poll?

Statements
>of intent are not likely to be very helpful. Whether or not the data are
>captured for analysis would be a strong clue, but would it cleanly
>differentiate push polls from other polls? I much doubt it: data from some
>push polls are captured for analytical purposes.

>
>Quality of polls: it is one thing for the profession to debate what
>constitutes good polling and even to censure those who conduct exceedingly
>bad polls; it is quite another thing to write such a distinction into law.
>I cannot imagine a law with which we would all be comfortable. We would
>even differ among ourselves on some fundamental questions, such as whether
a
>sample must be some form of probability sample or might be a form of quota
>sample.

>
>Our professional interest lies in protecting our ability to conduct
>legitimate surveys, which involves protecting the rights of our research
>subjects. National legislation is likely to be a very blunt instrument
>towards that end. Education of citizens and of journalists is far more
>likely to achieve that end.

>
>
>=====

>Richard C. ROCKWELL
>Professor of Sociology

>University of Connecticut
>344 Mansfield Rd.
>Storrs, CT 06269-2068
>U.S.A.
>richard.rockwell@uconn.edu
>Office: +1.860.486.0086
>Office fax: +1.860.486.6356

>
>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
>Sent: Tuesday, February 22, 2005 2:30 PM
>To: AAPORNET@asu.edu
>Subject: Re: Push poll v. bad poll

>

>I think my suggestion is getting mostly opposition in part because it is
>being considered in the context of legislation (not my intent). Perhaps it
>would be helpful to think this through with a lower bar in mind.

>

>Currently the press is quite confused when it comes to "push polls."
>Generally they define a push poll, wrongly, as one that introduces negative
>information about a candidate. As a practitioner, I often write polls that
>introduce negative information about candidate Smith even when Smith is my
>client, because I have a legitimate research interest in exploring voter's
>reactions to information in a simulation of the coming campaign.

>

>If a reporter gets a script for a poll, for example because a respondent
>tapes it, it would be nearly impossible to expect them to make a
distinction
>based on content (let alone intent.) However, if they inquire about the
>sample size and get an answer, they really have enough information to know
>when to take the denial of a push poll at face value or continue to ask
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>

>Allan Rivlin

>

>-----

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MITOFSKY INTERNATIONAL
1776 Broadway, Suite 1708
New York, NY 10019

212 980-3031
212 980-3107 Fax

www.mitofskyinternational.com
mitofsky@mindspring.com

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Date: Mon, 28 Feb 2005 14:59:17 -0500
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: Upcoming Lecture at JPSM
Comments: To: AAPORNET@asu.edu
Comments: cc: Rupa Jethwa Eapen <rjeapen@survey.umd.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

JPSM is sponsoring a Distinguished Lecture by Jon Krosnick on Friday, April 15. The title is "Why Small Changes in Question Wording Can Produce Big Changes in Survey Measurement: Unraveling Some Mysteries of Questionnaire Design with the Theory of Satisficing."

The talk will begin at 3:30 pm at 2205 Lefrak Hall on the University of Maryland, College Park Campus. There will be a reception immediately afterwards.

The lecture will discuss the thousands of experiments published since the 1940s showing that small changes in the wording of questions or the ordering of questions or response choices can substantially affect the answers survey respondents provide. Much more research has documented

such effects than has explained the psychological mechanisms responsible for them. This talk will present the theory of survey satisficing, which offers a parsimonious explanation for a range of question wording, structuring, and ordering effects and ties them all to a single psychological mechanism and a single set of variables that are thought to turn these effects on and off. A review of the accumulated social science literature documents wide-ranging empirical support for satisficing theory, which has clear implications for good measurement practice in surveys.

Jon Krosnick is the Frederic O. Glover Professor in Humanities and Social Sciences at Stanford University. His questionnaire design work has illuminated the cognitive and social processes that unfold between researchers and respondents when the latter are asked to answer questions, and his on-going review of 100 years worth of scholarly research on the topic has yielded a set of guidelines for the optimal design of questionnaires to maximize reliability and validity. His recent work in survey methodology has explored the impact of mode of data collection (e.g., face-to-face, telephone, Internet) on response accuracy and the impact of survey response rates on substantive results.

There will be two discussants--Howard Schuman from the University of Michigan and Gordon Willis from NCI. Please join us on the 15th. The talk is open to the public, but please let us know you are coming by sending a note to Rupa Jethwa Eapen at RJEapen@survey.umd.edu.

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