

From: LISTS.ASU.EDU LISTSERV Server (16.0) [LISTSERV@asu.edu]
Sent: Saturday, May 28, 2011 6:10 PM
To: Shapard Wolf
Subject: File: "AAPORNET LOG0504"

Date: Fri, 1 Apr 2005 05:26:51 -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: Splitting AAPOR, 1 or 2 steps further
Comments: To: Howard Schuman <hschuman@UMICH.EDU>,
"AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain

Howard -- very cute and appropriate. April Fool's Day just started off with a chuckle.

I think you gave it away, or at least gave me pause, with the phrase "the groups are exhausting but may not be mutually reclusive"
On re-reading, I realize I should have been suspicious when you referred to distinct groupings for government and non-profit organizations.

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: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Schuman
Sent: Friday, April 01, 2005 12:44 AM
To: AAPORNET@asu.edu
Subject: Splitting AAPOR, 1 or 2 steps further

4/1/05

The idea of breaking AAPOR into more homogeneous groups has a lot of appeal, but needs to go further than simply separating out those who do market research. In addition, it would be good to have distinct groupings for government researchers and for those working in non-profit organizations, as well as for the residual group of those who do not fit in any of the above.

Further, it would make sense to distinguish between those whose primary methodological focus is on surveys, those who enjoy content analysis, those mainly invested in the mass media, those who relish semi- or unstructured interviewing (or even direct observation), and those who like to listen to focus groups.

One other important distinction has emerged lately among survey researchers between those who think the Literary Digest debacle still has lessons to teach and those who believe that non-sampling error is old hat and perhaps even an advantage.

Altogether that gives 11 groups, though unfortunately there is some overlap (the groups are exhausting but may not be mutually exclusive), and so some people are going to have to make difficult choices (or pay dues to join more than one group).

Still the new groups will now be much smaller than the current elephantine AAPOR, and can resume meeting separately at Buck Hill Falls, where in olden days one might have bumped into Paul Lazarsfeld (provided you were in the survey, the media, or the market research group).

By my count this comes to 11 new groups. Finally, a 12th group is essential for those who believe everything they read on April 1st.

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.

Date: Fri, 1 Apr 2005 13:13:34 +0100
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: For What It Is Worth.
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I'm=20a=20bit=20suspicious=20of=20the=20reasoning/knowledge=20behind=20a=20statement=20like:
'the=20odds=20of=20a=20discrepancy=20this=20large=20between=20the=20nation=al=20exit=20poll=20and
election=20results=20happening=20by=20accident=20are=20close=20to=201=20in=20a=20million.=20In
other=20words,=20by=20random=20chance=20alone,=20it=20could=20not=20have=20happened.=20But=20it
did.'

The=20odds=20against=20winning=20the=20National=20Lottery=20in=20the=20UK=20are=20considerably
higher=20than=20that=20but=20somebody=20seems=20to=20win=20it=20nearly=20e=very=20week.=20Dang
it!=20Must=20be=20a=20fix!

Iain=20Noble
Department=20for=20Education=20and=20Skills=20
Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20
W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
www.dfes.gov.uk/research=20

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

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

Beveridge

>Sent:=2001=20April=202005=2004:01

>To:=20AAPORNET@asu.edu

>Subject:=20FW:=20For=20What=20It=20Is=20Worth.

>

>This=20from=20PR-Wire

>

>

>Scientific=20Analysis=20Suggests=20Presidential=20Vote=20Counts=20May=20H=
ave=20Been

Altered

>=20Group=20of=20University=20Professors=20Urges=20Investigation=20of=202=
004=20Election

>

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
the=20Government=20Secure=20Intranet=20(GSi)=20virus=20scanning=20service=20=
supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageL=
abs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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

=====
Date: Fri, 1 Apr 2005 13:26:41 +0100
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Splitting AAPOR, 1 or 2 steps further
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Don't=20have=20the=20time=20today=20to=20comment=20on=20this=20debate,=20a=
fter=20being=20out=20of

the=20office=20for=20the=20last=20two=20days,=20but=20I'd=20like=20to=20po=
int=20out=20that=20in=20the
UK=20we=20have=20exactly=20the=20situation=20proposed=20in=20the=20initial=
=20mail.=20There=20are
separate=20professional=20bodies=20for=20market=20researchers=20(MRS)=20an=
d=20social
researchers=20(SRA).=20I'm=20not=20going=20to=20comment=20on=20these=20org=
anisations=20other
than=20to=20say=20two=20things:=20a)=20this=20split=20weakens=20the=20abil=
ity=20of=20researchers
in=20the=20UK=20both=20to=20represent=20their=20professional=20groups=20an=
d=20respond=20to
external=20events=20and=20b)=20having=20been=20an=20active=20member=20of=20=
both=20I'm=20now=20a
member=20of=20neither=20and=20pay=20my=20dues=20to=20AAPOR=20instead.=20An=
d=20not=20just=20because
you=20have=20conferences=20in=20Miami=20Beach.=20

My=20only=20comments,=20for=20the=20moment,=20about=20the=20diatribe=20fro=
m=20Marc=20is=20that
a)=20some=20fellow=20researchers=20in=20other=20countries=20don't=20have=20=
the=20luxury=20of
the=20choices=20many=20of=20us=20can=20make=20and=20b)=20the=20seemingly=20=
apolitical=20nature
of=20market=20research=20has=20created=20in=20many=20former=20tyrannies=20=
a=20structure=20of
research=20capacity=20that=20has=20been=20used=20subsequently=20to=20suppo=
rt=20moves=20to
democratisation=20through=20public=20opinion=20research=20and,=20in=20part=
icular,
enable=20those=20opposing=20autocrats=20to=20mobilise=20public=20opinion=20=
against=20them.

Iain=20Noble
Department=20for=20Education=20and=20Skills=20
Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20
W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
www.dfes.gov.uk/research=20

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

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

>Sent:=2001=20April=202005=2006:44

>To:=20AAPORNET@asu.edu

>Subject:=20Splitting=20AAPOR,=201=20or=202=20steps=20further

>

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=

the=20Government=20Secure=20Intranet=20(GSi)=20virus=20scanning=20service=20=supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageL=abs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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Please ask authors before quoting outside AAPORNET.

=====
Date: Fri, 1 Apr 2005 07:45:13 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: FW: Rights group: Prisoners vanish in U.S. hands
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

This, just out from Reuters, is probably not an April fool's joke.

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

From: Iaczone@aol.com [mailto:Iaczone@aol.com]
Sent: Friday, April 01, 2005 12:20 AM
To: Iaczone@aol.com
Subject: Rights group: Prisoners vanish in U.S. hands

Rights group: Prisoners vanish in U.S. hands
No legal process for 'enemy combatants' sent from abroad
WASHINGTON - A Yemeni intelligence officer was kidnapped by Egyptian authorities in Cairo in 2002 and sent to U.S. jails in Afghanistan and Cuba entirely outside the rule of law, a human rights group said on Tuesday.
Human Rights Watch called the case of Abd al-Salam Ali al-Hila a "reverse rendition," a twist on the U.S. government practice of "rendering" certain prisoners to third nations for interrogation and, in the view of rights activists, torture.
Al-Hila was the latest of about 10 known cases of men seized by other countries not on a battlefield and handed over to the United States for indefinite detention as an "enemy combatant" without legal process, Human Rights Watch military affairs researcher John Sifton said.
The New York-based group said the Yemeni man, a colonel in the intelligence service and businessman, was apprehended in September 2002 by Egyptian intelligence agents while on a business trip in Cairo.
Al-Hila was spirited off within 10 days to Baku, Azerbaijan, then to Bagram air base in Afghanistan, and finally to the prison for foreign terrorism suspects at the U.S. naval base at Guantanamo Bay, Cuba, sometime in mid-2004, Human Rights Watch said.
The group said it based its account on information from al-Hila's brother and authorities in Yemen and Egypt. Al-Hila apparently was still imprisoned at Guantanamo, it said.
The Pentagon would neither confirm nor deny that al-Hila was being held at Guantanamo. "We don't talk about specific detainee cases," said Maj.

Michael Shavers, a Pentagon spokesman.

'People disappearing'

"One thing that we're trying to point to here is the way in which these reverse renditions occur entirely outside the rule of law," Sifton said. There had been no extradition process, no criminal suspicion based on probable cause, and no ability to challenge the detention, he said.

"These renditions result in people disappearing," Sifton added.

Nothing is known about the conditions in which al-Hila was held or the type of interrogations to which he was subjected in Afghanistan and Guantanamo, Sifton said.

Human Rights Watch said al-Hila, a father of three, managed a pharmaceutical firm in Yemen and served as a representative of an Egyptian construction company in Sana'a.

He also was the Yemeni intelligence officer in charge of transferring scores of Arabs who had fought the Soviets in Afghanistan in the 1980s from Yemen to other countries to seek asylum, the group said. His knowledge of Islamists' exodus routes out of Yemen may have made him an attractive source of information for the CIA, Human Rights Watch said. Sifton said he does not know if al-Hila posed a security threat to the United States. "Is this man dangerous? Perhaps. But the point is he should be given an opportunity to challenge his detention," Sifton said.

Al-Hila's fate was unknown for more than a year and a half until a letter he wrote was smuggled out of Afghanistan and disclosed by Yemeni authorities in April 2004, Human Rights Watch said. His letter, written in January of that year, stated he had been detained by the CIA in Afghanistan after being kidnapped in Cairo by Egyptian intelligence. Human Rights Watch quoted the letter as stating that "my only crime is that the Americans wanted information from me, but couldn't find any." Al-Hila's family received a letter from Kabul via the International Committee of the Red Cross dated May 2004, then received another dated in July 2004 from Guantanamo, the group said.

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=====
Date: Fri, 1 Apr 2005 11:29:23 -0500
Reply-To: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Subject: Re: Rights group: Prisoners vanish in U.S. hands
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

I have been a member of AAPOR for three months or so, primarily for the wonderful listserv. The debate sparked by Marc Sapir's initial comments on the Asia Barometer has been interesting reading, but this last post re

reverse rendition is surely off-topic. There are a great many articles that individual members find interesting (and may well be to others), but were they to follow Mr. Sapir's lead we would be inundated. Can newspaper and blog clippings posted in this forum please relate directly to public opinion research, as Mr. Simonetta's do?

Benjamin Phillips
Research Associate
Cohen Center for Modern Jewish Studies
Brandeis University

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

Date: Fri, 1 Apr 2005 12:44:21 -0500
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Summary of Shiavo polling data
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Frank Newport and Gallup have a nice summary of their and some others' polling on the Terri Schiavo Case.

<http://www.gallup.com/poll/content/default.aspx?ci=15475&pg=1>

--
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: Fri, 1 Apr 2005 11:03:42 -0700
Reply-To: Miguel Basanez <mb@GLOBALQR.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Miguel Basanez <mb@GLOBALQR.NET>
Subject: AsiaBarometer again
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>

Marc, sorry for not joining the discussion earlier, but my access to AAPORNET had some problems. Don't you think it is interesting finding that only 6% of Burmese (Myanmarese) recognize MacDonal'd's, when 98% of the Chinese or 64% of the Indian do? Or that

from the top 12 brand names, urban Asians recognize six from Japan and Korea, two European, and four American? Or that 71% urban Asians walk to work?

The reason to include 11 out of 43 consumer behavior questions in the AsiaBarometer, was the funding from seven regional companies, on addition to four foundations and the University of Tokyo. This is a very valuable annual academic project that will enlighten our knowledge of the similarities and differences among Asian countries. What the EuroBarometer has been doing since 35 years ago.

I agree with you on what I think you originally implied: it is better to have Regional Barometers focus on deeper attitudes and values rather than on consumer behavior. However, does it really justify your reaction to splitting AAPOR?

If the AsiaBarometer model serves to keep it alive every year, we may try to use in our region to start an AmericasBarometer that is badly needed.

MB

On Thu, 31 Mar 2005 07:53:34 -0800, Marc Sapir <marcsapir@COMCAST.NET> wrote:

>I find it hard to understand how polling Burmese living under a terrible
>dictatorship, or others in destitute "third world" countries in Asia
>about their name recognition of MacDonaldis or Victoria's secrets is in
>better taste than what I wrote to this list about it.

>

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

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

=====
Date: Fri, 1 Apr 2005 11:22:26 -0800
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: Splitting AAPOR
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <8CD5D9A623A40E4BAB9DD7531EBDEDBB7913C7@MFEXC01.AD.HQ.DEPT>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII

To follow up on Iain's comments: there are market research organizations in the USA as well, but I choose not to belong to them. While I do

market research, I don't define myself as a market researcher. I'm a sociologist. I like hanging around academics because I still see myself as one, even though I don't work in academia. I find the caliber of colleagues at AAPOR to be high -- I like the mix of academia, business, government and non-profits -- and I don't see it so much in other groups targeted for market research.

I also want to say to Marc that just because it's business doesn't mean it's bad. Unless you live in the woods and never purchase anything, then don't totally diss business, consumption, or the means to connect consumers to products (aka advertising and market research). Many firms that do market research also do social research and marketing projects. The fees charged to corporations allows a company to charge less to those organizations with limited budgets. And if you are in academia or a non-profit, remember it's business that pays taxes, it's business that gives endowments, and it's business that employs most of the people in the country. (One might argue that business could be better in these and other areas of societal responsibility, but that's another story, off focus for this group, unless there's a poll about it.)

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>
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=====
Date: Fri, 1 Apr 2005 15:17:18 -0500
Reply-To: lfppop@PUBLICOPINIONPROS.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lisa Parmelee <lfppop@PUBLICOPINIONPROS.COM>
Subject: Seeking articles
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO8859-1
Content-transfer-encoding: 8BIT

Dear AAPOR members -

The April issue of Public Opinion Pros magazine is now available on the web. Nonsubscribers can get a rundown on this month's features by reading "From the Editor," which is accessible at

http://www.publicopinionpros.com/from_editor/2005/apr/editor.asp

We am currently booking articles for upcoming issues of POP, beginning with June. If you are interested in submitting something for consideration, please email me directly at

editor@PublicOpinionPros.com

Thanks and best wishes -

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, 1 Apr 2005 15:23:26 -0500
Reply-To: Colleen Porter <cporter@PHHP.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <cporter@PHHP.UFL.EDU>
Subject: Survey (Re: Splitting and narrowing AAPOR rejected)
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Gee whiz, nice survey but tight time frame for us to respond. I am off to =
NYC for spring break all next week (you always wondered where folks from =
Florida go for spring break, neh?). I *was* able to complete the survey =
because I'm stuck at the office waiting for some data, but if I had left =
on time, I'd have totally missed it. =20

I don't know what kind of bias there will be from missing folks due to the =
narrow window; I shudder to think at the response rate I'd have with our =
surveys of doctors and dentists if I only allowed a week. But then, I'm =
sure a week seems like an incredible luxury to the political pollsters who =
turn things around in an evening. =20

Colleen

>>> Nancy Belden <nancybelden@BRSPOLL.COM> 03/31/05 1:42 PM >>>
> [...] In addition you will be
> receiving a questionnaire from me in the next day or two (sent from =
AAPOR's
> office) and I encourage you to include your ideas there as well - =
perhaps
> more briefly.

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

Date: Sat, 2 Apr 2005 09:47:26 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Was Trounstine's hook barbed?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

I'm a fly fisher but I fish to eat as much as for sport, mainly when I'm backpacking in the high Sierra Nevada. I don't do catch and release fish for fun.

I was quite pleased that, in the midst of the maelstrom resulting from my remarks about market research in some of Asia's poorest countries, Phil Trounstine posted Retro Poll's mission statement and one of our background factual poll questions about the wall Israel has built through the Palestinian territories. (That question itself could serve as the basis for an extended seminar on how typical political opinion research validates externally imposed views rather than measuring public views and values; I'm prepared to debate that this type of question is a counterweight to corporate media bias in presentation of news-people may be aware that Phil was once a political writer and editor with Knight Ridder's San Jose Mercury so we have grounds to debate right there).

But it has taken me a few days to recognize that Phil used a barbed hook in his publicity for us-for one thing the statement that Retro Poll doesn't hide it's "bias" and for another that my "proselytizing" is not appropriate to the list serve. AAPOR members who care about honest debate and intellectual integrity should visit our web site and read the essay "Why the Name Retro Poll?" which explains exactly where we are coming from. It will give, I hope, a clearer understanding of what I, and the other folks at Retro Poll, believe and act upon. We know many will not agree, but we aren't concealing our perspective, which is a bit more complex than Phil suggests.

(And if you've read this far (after the attempts by some to suggest that people delete and tune out my postings) you may be a glutton for amusement, so you might get a kick out of my satirical novel: The Last Tale of Mendel Abbe: Sonny Bush and the Wise Men of New Chelm (2004) available from www.iuniverse.com <<http://www.iuniverse.com/>> . or [www.Amazon.com](http://www.amazon.com) <<http://www.amazon.com/>> or [www.B <http://www.b&n.com/](http://www.B&N.com)> &N.com.)

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

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

=====
Date: Sun, 3 Apr 2005 14:10:43 -0400

Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Hitchens questions Ohio vote
Comments: To: aapornet <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

[Remember, this guy endorsed Bush.]

Vanity Fair - March 2005

OHIO'S ODD NUMBERS
Christopher Hitchens

No conspiracy theorist, and no fan of John Kerry's, the author nevertheless found the Ohio polling results impossible to swallow: Given what happened in that key state on Election Day 2004, both democracy and common sense cry out for a court-ordered inspection of its new voting machines

[rest at:
<http://www.makethemaccountable.com/articles/Ohio_s_Odd_Numbers.htm>]

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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: Mon, 4 Apr 2005 09:54:47 -0400
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: Distinguished Lecture at JPSM: A Reminder
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 3:00 pm at 2205 Lefrak Hall on the University of Maryland, College Park Campus. (Please note the change in time). There will be a reception immediately afterwards. Unfortunately, the talk will not be taped but the slides will be available on the JPSM web site afterwards (www.jpsm.umd.edu).

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.

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

Date: Mon, 4 Apr 2005 16:01:12 -0400
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <simonetta@ARTSCI.COM>
Subject: Some interesting question wording
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Zogby Poll: Americans Not in Favor of Starving Terri Schiavo
<http://www.zogby.com/Soundbites/ReadClips.dbm?ID=11131>

--
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, 5 Apr 2005 09:45:38 -0400
Reply-To: Carl M Ramirez <RamirezC@GAO.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Carl M Ramirez <RamirezC@GAO.GOV>
Subject: Job Posting
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

The US Government Accountability Office (GAO) has a vacancy for a statistician or a social science analyst, specializing particularly in statistical modeling, in its Washington, DC office. The GAO performs studies for the US Congress that evaluate federal programs for the purpose of improving government operations and assisting the Congress in its oversight of the executive branch. The position requires advanced multivariate modeling and computing skills, knowledge of sampling, effective interpersonal skills, strong organizational abilities, ability to meet deadlines on multiple projects, and strong written and oral communications skills. This position may be filled in the 1530 (statistician) or the 0101 (social science analyst) occupational series, at either a Band I (\$52,846 to \$68,000) or a Band II (\$74,963 to \$114,987) level, depending on the applicant's education and experience. For more details, see <http://www.gao.gov/jobopp.htm>. GAO is an equal opportunity employer. US Citizenship required.

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

Date: Tue, 5 Apr 2005 10:30:07 -0400
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: FW: Workshop on Total Survey Error
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

FYI=20

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

From: Survey Research Methods Section of the ASA
[mailto:SRMSNET@LISTSERV.UMD.EDU] On Behalf Of Jerry Reiter
Sent: Monday, April 04, 2005 5:47 PM
To: SRMSNET@LISTSERV.UMD.EDU
Subject: Workshop on Total Survey Error

Dear SRMSNET members,

Recently, the National Institute of Statistical Sciences (NISS) and the Statistical and Applied Mathematical Sciences Institute organized a workshop dedicated to total survey error. The workshop, which was limited to 80 participants including invited speakers and discussants, was held at the Bureau of Labor Statistics on March 17 and 18.

Many ideas for research were generated at the workshop. These can be found in the speakers' presentations listed on the workshop web page,

<http://www.niss.org/affiliates/totalsurveyerrorworkshop2005.html>

There will be a session at JSM 2005 (session number 200017) with presentations from several of the invited speakers.

We invite you all to review the presentations and attend the session at JSM, with the hope that they serve as catalysts for more research in total survey error.

Sincerely,
Paul Biemer and Jerry Reiter
Co-organizers of the workshop

~~~~~  
To subscribe/unsubscribe SRMSNet:

<http://listserv.umd.edu/cgi-bin/wa?A0=3Dsrmsnet>

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

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

Date: Tue, 5 Apr 2005 10:46:24 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: FW: Workshop on Total Survey Error
Comments: To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <D32ECDFCB22DEF40BDE938EA4584FBC202B2BD09@NMR001OLDMSX02.enterprisenet.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

The link provided in this message is incorrect. The correct link is:

<http://www.niss.org/affiliates/totalsurveyerrorworkshop200503/main.html>

Jan Werner

Lavrakas, Paul wrote:

> FYI

>

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

> From: Survey Research Methods Section of the ASA

> [mailto:SRMSNET@LISTSERV.UMD.EDU] On Behalf Of Jerry Reiter

> Sent: Monday, April 04, 2005 5:47 PM

> To: SRMSNET@LISTSERV.UMD.EDU

> Subject: Workshop on Total Survey Error

>

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>

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> presentations from several of the invited speakers.

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> total survey error.

>

> Sincerely,

> Paul Biemer and Jerry Reiter

> Co-organizers of the workshop

>

> ~~~~~

> To subscribe/unsubscribe SRMSNet:

> <http://listserv.umd.edu/cgi-bin/wa?A0=srmsnet>

>

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

> ~~~~~

>

> -----

> 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: Tue, 5 Apr 2005 10:59:50 -0400

Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: FW: Workshop on Total Survey Error
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Please see Jim Ellis' alternative internet address if you have had problems with the original link. =20

Thanks, Jim!=20

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

From: Jim Ellis [mailto:jmellis@vcu.edu]=20
Sent: Tuesday, April 05, 2005 11:01 AM
To: Lavrakas, Paul
Subject: RE: Workshop on Total Survey Error

Paul,
Thanks very much for this information. The embedded link did not work for me, though. I found this link to be better:
<http://www.niss.org/affiliates/totalsurveyerrorworkshop200503/main.html>
I don't know if others will have the same problem with the original link in the e-mail.
Jim

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Lavrakas, Paul
Sent: Tuesday, April 05, 2005 10:30 AM
To: AAPORNET@ASU.EDU
Subject: FW: Workshop on Total Survey Error

FYI=20

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

From: Survey Research Methods Section of the ASA
[mailto:SRMSNET@LISTSERV.UMD.EDU] On Behalf Of Jerry Reiter
Sent: Monday, April 04, 2005 5:47 PM
To: SRMSNET@LISTSERV.UMD.EDU
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To subscribe/unsubscribe SRMSNet:  
<http://listserv.umd.edu/cgi-bin/wa?A0=3Dsrmsnet>

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

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

=====
Date: Tue, 5 Apr 2005 11:29:45 -0400
Reply-To: jmellis@vcu.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Ellis <jmellis@VCU.EDU>
Organization: SERL
Subject: Re: Workshop on Total Survey Error
Comments: To: AAPORNET@asu.edu
In-Reply-To: <D32ECDFCB22DEF40BDE938EA4584FBC202B2BD@NMR001OLDMSX02.enterprisenet.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Thanks, Paul. Lots of e-mail crossing about this issue all of a sudden =

--
Jan Werner's correction to the group with the same link came in as ours =
were
crossing, I think! Anyway, this looks like a great collection of
presentations, thanks for the heads up.
Jim

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Lavrakas, Paul
Sent: Tuesday, April 05, 2005 11:00 AM
To: AAPORNET@ASU.EDU
Subject: FW: Workshop on Total Survey Error

Please see Jim Ellis' alternative internet address if you have had problems with the original link. =20

Thanks, Jim!=20

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

From: Jim Ellis [mailto:jmellis@vcu.edu]=20

Sent: Tuesday, April 05, 2005 11:01 AM

To: Lavrakas, Paul

Subject: RE: Workshop on Total Survey Error

Paul,

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I don't know if others will have the same problem with the original link in the e-mail.

Jim

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Lavrakas, Paul

Sent: Tuesday, April 05, 2005 10:30 AM

To: AAPORNET@ASU.EDU

Subject: FW: Workshop on Total Survey Error

FYI=20

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

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[mailto:SRMSNET@LISTSERV.UMD.EDU] On Behalf Of Jerry Reiter

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<http://listserv.umd.edu/cgi-bin/wa?A0=3Dsrmsnet>

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

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

=====  
Date: Tue, 5 Apr 2005 16:29:35 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Anti-Semitism Declines Slightly in America  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

ADL Survey: Anti-Semitism Declines Slightly in America; 14 Percent of  
Americans Hold 'Strong' Anti-Semitic Beliefs  
Press Release  
<http://releases.usnewswire.com/GetRelease.asp?id=45274>

Methodology on slide 2  
[http://www.adl.org/anti\\_semitism/Anti\\_Semitic\\_Attitudes\\_files/frame.htm](http://www.adl.org/anti_semitism/Anti_Semitic_Attitudes_files/frame.htm)

--  
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: Tue, 5 Apr 2005 19:06:01 -0400  
Reply-To: Dcolasanto@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Diane Colasanto <Dcolasanto@AOL.COM>  
Subject: Help us honor the Detroit Area Study  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

After more than 50 years as a key part of graduate education in sociology at the University of Michigan, the Detroit Area Study was abolished in 2004. The DAS trained and inspired many public opinion researchers, including Betsy Martin and me, so we have organized a special session at this year's conference to honor the DAS.

Please help us commemorate DAS and celebrate its legacy!

Whether you are a former DAS student, teaching assistant, faculty sponsor, or director, or even just a friend of the program, we hope you'll participate.

Here's how:

\*\* Come to the conference in Miami Beach and attend the session (Saturday 5/14 at 4PM)

\*\* Tell your DAS friends who may not otherwise know about the conference to visit the AAPOR website and think about joining us in Miami Beach (it'll be warm and sunny!)

\*\* Share your stories and feelings about the DAS (either in person at the session, or by e-mail to me or Betsy ahead of time)

\*\* Bring (or send) pictures or other DAS artifacts to add to our display at the session

Send an e-mail to me ([\\_dcolasanto@aol.com\\_](mailto:dcolasanto@aol.com) (<mailto:dcolasanto@aol.com>)) or to Betsy ([\\_Elizabeth.Ann.Martin@census.gov\\_](mailto:Elizabeth.Ann.Martin@census.gov) (<mailto:Elizabeth.Ann.Martin@census.gov>)) to let us know if you have stories you'd like to share at the session. We want to accommodate as many people as possible on the program.

See you in Miami!

Diane Colasanto  
DAS student 1974, Teaching Fellow 1975 and 1976

-----

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

---

Date: Tue, 5 Apr 2005 18:50:46 -0500  
Reply-To: [slosh@garnet.acns.fsu.edu](mailto:slosh@garnet.acns.fsu.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>  
Subject: A pdf of the ADL Survey  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain  
Content-transfer-encoding: binary  
Content-disposition: inline

You may find the pdf version easier reading. That's at:

[http://www.adl.org/anti\\_semitism/anti\\_semitic\\_attitudes.pdf](http://www.adl.org/anti_semitism/anti_semitic_attitudes.pdf)

For the corresponding site on incidents, it's:

[http://www.adl.org/PresRele/ASUS\\_12/4671\\_12.htm](http://www.adl.org/PresRele/ASUS_12/4671_12.htm)

Susan

On Tue, 05 Apr 2005 16:29:35 -0400 Leo Simonetta wrote:

> ADL Survey: Anti-Semitism Declines Slightly in America; 14 Percent of  
> Americans Hold 'Strong' Anti-Semitic Beliefs  
> Press Release  
> <http://releases.usnewswire.com/GetRelease.asp?id=45274>  
>  
> Methodology on slide 2  
> [http://www.adl.org/anti\\_semitism/Anti\\_Semitic\\_Attitudes\\_files/frame.htm](http://www.adl.org/anti_semitism/Anti_Semitic_Attitudes_files/frame.htm)  
>  
> --  
> 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.

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

=====  
Date: Wed, 6 Apr 2005 08:43:58 -0400  
Reply-To: [agreenberg@greenbergresearch.com](mailto:agreenberg@greenbergresearch.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Anna Greenberg <[agreenberg@GREENBERGRESEARCH.COM](mailto:agreenberg@GREENBERGRESEARCH.COM)>  
Subject: job opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Greenberg Quinlan Rosner Research has opening(s) for ANALYST in their Washington, DC office. GQR is an internationally recognized survey research firm specializing in polls and focus groups across the globe for political campaigns and parties, public interest organizations and foundations as well as corporate crisis management and positioning. You can learn more about GQR at [greenbergresearch.com](http://greenbergresearch.com).

Responsibilities include: Assist senior analysts and/or company Principals in all aspects of survey research process, drafting questionnaires and focus group guidelines, writing reports/ memos, presentation of data, external communication with client, internal scheduling and coordination of research, candidate and issue research, and the generating/proofing of documents and graphic presentations.

Candidate profile: Problem solver with a career interest in public opinion research or campaign management. Detail oriented person with good communication, writing and management skills. Team player. Motivated, self-starter. Ideal candidate will have three or more years with quantitative/ qualitative research, campaigns and appropriate education background.

Competitive salary and excellent benefits. Submit cover letter, resume and salary requirements to [jobs@greenbergresearch.com](mailto:jobs@greenbergresearch.com) or fax to 202-289-8648.

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

=====  
Date: Wed, 6 Apr 2005 09:01:08 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity

Comments: To: Aapornet@asu.edu  
Comments: cc: Cliff Zukin <zukin@rci.rutgers.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

NOTICE TO AAPOR MEMBERS: =20

## NEW POLL BEING ESTABLISHED; DIRECTORSHIP POSITION OPENING

Monmouth University is searching for a director for its new Polling Institute (MUPI). This is a senior administrative position located in the Department of Political Science, reporting to the Chair of the Department and Dean of Humanities and Social Sciences. The Institute will open its door on July 1, 2005. =20

Monmouth University is a private university of some 6,000 students, encompassing 50 undergraduate and graduate programs, founded in 1933. The University is set on a gem of a 153 acre campus in West Long Branch, New Jersey, five minutes from the ocean. =20

MUPI's mission is to become a leading voice on matters of public opinion in New Jersey, and to be the premier center on the Jersey Shore for the study of people's attitudes toward public issues and policies. In consonance with the University's values of scholarship and engagement in the public interest, it will provide survey research services and conduct opinion polls on issues of interest to the public and engage citizens in the democratic process. It will serve as a scholarly resource for the Master's of Arts in Public Policy (MAPP), Corporate Communication MA program as well as other pertinent graduate and undergraduate programs at Monmouth.

Primary Responsibilities: Hire a staff from university-budgeted resources; lead the development of a three-to-five year strategic plan for the Institute; direct a Fall and Spring poll during academic year 2005/2006. It is expected that the Fall poll will initiate MUPI with a Monmouth University poll on public issues related to the New Jersey governor's race, in partnership with a leading newspaper chain in the state. Establish relationships and partnerships between the Institute and other units of the university. Within three years the Director will be expected to build the reputation and name recognition of the institute and begin to bring in external funds through contracts and grants. He/she will be expected to establish networks with public agencies and work on course development to prepare Monmouth University students to conduct polls and do survey research. Other duties as assigned. =20

The successful candidate must have a terminal degree in a pertinent field, or a graduate degree and equivalent professional experience of a terminal degree. Expertise in public opinion and survey research is required. Substantial administrative experience in a leadership position in a public opinion and survey research institute, department, or business firm is required. University teaching experience is desirable. Excellent interpersonal, organizational and communications



skills required.=20

Additional information about the blueprint for the Institute is available at

[http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI\\_White\\_Paper.pdf](http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI_White_Paper.pdf)

<BLOCKED::http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI\_White\_Paper.pdf>=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](mailto:aapornet-request@asu.edu)

=====  
Date: Wed, 6 Apr 2005 13:06:27 -0400

Reply-To: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>

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

From: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>

Subject: Directory of Republican-leaning research firms?

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

MIME-version: 1.0

Content-type: text/plain; charset="windows-1250"

Content-transfer-encoding: 7bit

Does anyone know of a current, concise online listing of opinion/marketing research firms catering to politically conservative candidates and causes?

That is, rather than me going through a regular research directory and looking for relevant organizations, has anyone compiled a good list?

Thanks.

--

Mike Donatello

703.582.5680

HYPERLINK "mailto:[MDonatello@cox.net](mailto:MDonatello@cox.net)"[MDonatello@cox.net](mailto:MDonatello@cox.net)

--

No virus found in this outgoing message.

Checked by AVG Anti-Virus.

Version: 7.0.308 / Virus Database: 266.9.3 - Release Date: 4/5/2005

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

=====  
Date: Wed, 6 Apr 2005 12:31:48 -0700

Reply-To: Richard Rands <[rrands@CFMC.COM](mailto:rrands@CFMC.COM)>

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

From: Richard Rands <[rrands@CFMC.COM](mailto:rrands@CFMC.COM)>

Subject: Re: Directory of Republican-leaning research firms?  
Comments: To: Mike Donatello <MDonatello@COX.NET>, AAPORNET@asu.edu  
In-Reply-To: <20050406170621.HAGN6521.lakermmtao02.cox.net@reactor>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

My experience tells me that few research firms will turn down projects from either side of the political fence. You may be able to identify those that lean toward one side or the other, and hence, end up landing projects from one side or the other more often than not. But a list of firms catering to one side or the other is a list that not too many research firms want to be on. I can identify a couple of our clients who have strong Republican leanings, but I'll bet they would not turn down a project from a Democratic candidate, or a liberal cause.

Richard Rands

At 01:06 PM 4/6/2005 -0400, Mike Donatello wrote:

>Does anyone know of a current, concise online listing of opinion/marketing  
>research firms catering to politically conservative candidates and causes?  
>That is, rather than me going through a regular research directory and  
>looking for relevant organizations, has anyone compiled a good list?  
>Thanks.

>  
>  
>  
>--  
>Mike Donatello  
>703.582.5680  
>HYPERLINK "mailto:MDonatello@cox.net"MDonatello@cox.net

>  
>  
>  
>  
>--  
>No virus found in this outgoing message.  
>Checked by AVG Anti-Virus.  
>Version: 7.0.308 / Virus Database: 266.9.3 - Release Date: 4/5/2005

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

=====  
Date: Wed, 6 Apr 2005 14:28:16 -0700  
Reply-To: [ccollet@UCI.EDU](mailto:ccollet@UCI.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Christian Collet <[ccollet@UCI.EDU](mailto:ccollet@UCI.EDU)>

Subject: Re: Directory of Republican-leaning research firms?  
Comments: To: AAPORNET@asu.edu  
Comments: cc: MDonatello@cox.net  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8bit

Campaigns and Elections Magazine publishes a directory called the "Political Pages" that might provide a start although, as it may be paid advertising, it may not be wholly inclusive.

Christian Collet

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike Donatello  
Sent: Wednesday, April 06, 2005 10:06 AM  
To: AAPORNET@asu.edu  
Subject: Directory of Republican-leaning research firms?

Does anyone know of a current, concise online listing of opinion/marketing research firms catering to politically conservative candidates and causes? That is, rather than me going through a regular research directory and looking for relevant organizations, has anyone compiled a good list? Thanks.

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

---

Date: Wed, 6 Apr 2005 14:48:05 -0700  
Reply-To: Jerold Pearson <jpearson@STANFORD.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jerold Pearson <jpearson@STANFORD.EDU>  
Subject: Re: Directory of Republican-leaning research firms  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

You might want to contact the Republican National Committee and ask them to send you a list of firms they or their candidates have used. Many years ago, I asked the Democratic National Committee about Dem pollsters, and they sent me quite a long list of firms all around the country. (In fact, I landed my first job from that list.) I imagine the GOPers would be happy to send you a similar list.

Of course, your original question was whether there's a list online. I have no idea.

Jerold Pearson, '75  
Director of Market Research  
Stanford Alumni Association  
650-723-9186  
[jpearson@stanford.edu](mailto:jpearson@stanford.edu)

<http://www.stanford.edu/~jpearson/>

---

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

---

Date: Wed, 6 Apr 2005 20:27:22 -0500  
Reply-To: [koger002@BAMA.UA.EDU](mailto:koger002@BAMA.UA.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Koger <[koger002@BAMA.UA.EDU](mailto:koger002@BAMA.UA.EDU)>  
Subject: coronary heart disease  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: 8bit

I have created a paper pencil survey instrument assessing attitudes and behaviors of rural Alabama residents regarding coronary heart disease. I am looking for someone to review the instrument and make comments about it.

Sincerely,

Michael Koger, Sr., M.D.  
P.O. Box 21260  
Tuscaloosa, Alabama 35402

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

---

Date: Wed, 6 Apr 2005 20:00:46 -0700  
Reply-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Subject: Re: Directory of Republican-leaning research firms?  
Comments: To: Richard Rands <[rrands@CFMC.COM](mailto:rrands@CFMC.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[6.2.0.14.2.20050406122253.02e61ed8@pop.cfmc.com](mailto:6.2.0.14.2.20050406122253.02e61ed8@pop.cfmc.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I think your characterization may apply to general opinion research firms, that may do some political research, but not to firms that deal primarily in political research. They generally have to "pick a side" or they will not be trusted by candidates (and supporters) of the other party. (A rare exception may be made if it is known there is a personal relationship involved, but the general rule is strong.

And pretty much everybody in Washington knows which is which.

Mike O'Neil

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Richard Rands

Sent: Wednesday, April 06, 2005 12:32 PM

To: AAPORNET@ASU.EDU

Subject: Re: Directory of Republican-leaning research firms?

My experience tells me that few research firms will turn down projects from either side of the political fence. You may be able to identify those that lean toward one side or the other, and hence, end up landing projects from one side or the other more often than not. But a list of firms catering to one side or the other is a list that not too many research firms want to be on. I can identify a couple of our clients who have strong Republican leanings, but I'll bet they would not turn down a project from a Democratic candidate, or a liberal cause.

Richard Rands

At 01:06 PM 4/6/2005 -0400, Mike Donatello wrote:

>Does anyone know of a current, concise online listing of opinion/marketing

>research firms catering to politically conservative candidates and causes?

>That is, rather than me going through a regular research directory and

>looking for relevant organizations, has anyone compiled a good list?

>Thanks.

>

>

>

>--

>Mike Donatello

>703.582.5680

>HYPERLINK "mailto:MDonatello@cox.net"MDonatello@cox.net

>

>

>

>

>--

>No virus found in this outgoing message.

>Checked by AVG Anti-Virus.

>Version: 7.0.308 / Virus Database: 266.9.3 - Release Date: 4/5/2005

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

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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.

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

---

Date: Thu, 7 Apr 2005 16:25:08 +0200

Reply-To: "Holleman, Bregje" <Bregje.Holleman@LET.UU.NL>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Holleman, Bregje" <Bregje.Holleman@LET.UU.NL>

Subject: 2nd CALL EASR on Cognitive Models of Survey Research (Barcelona,  
July 18-22)

Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>

MIME-version: 1.0

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

## SECOND CALL FOR PAPERS

### Special Session on Cognitive Models of Survey Research

The organizers of the Special Session on Cognitive Models of Survey Research seek submissions for oral presentations. This session will be held during the First European Association for Survey Research (EASR) Conference in Barcelona. July 18-22 2005, URL: <http://www.easr.upf.edu/> .

Models like that by Tourangeau, Rips and Rasinski (2000) and others suggest that people do not have a readily available response in their memory but that they "sample" believes from memory on the basis of which they create a judgment which is next expressed in a response. Many of these models assume that a response to a survey question is created in four steps:

1. Comprehension of the question
2. Retrieval of information
3. Deriving a judgment
4. Formulating a response

Others emphasize the unconscious aspects of this process (e.g. Lodge & McGraw 1995) or focus on the interactivity of the first and last stage (e.g. Maynard, Schaeffer, Houtkoop and Van der Zouwen 2002).

For this session we would like to invite researchers who are working on modelling and validations of such cognitive approaches. Suitable topics are, for example:

- the measurement of cognitive processes underlying survey answers, e.g. with reaction times, (correlational) experiments, interactional data, and other methods from cognitive science.
- mathematical and connectionist modelling of these processes
- the application of existing cognitive models of question answering processes

Please send an abstract for a 15 minutes oral presentation (and 5 minutes discussion, i.e. 20 minutes total) before May

1st 2005 to the organizers of this session: Bregje Holleman (bregje.holleman@let.uu.nl), Jaap Murre (jaap@murre.com).

Final decision about the rejection/acceptance of the proposals will be made soon by May 31st.

-----  
dr. B.C. Holleman - Utrecht University - The Netherlands

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

=====  
Date: Thu, 7 Apr 2005 10:44:06 -0400  
Reply-To: Darrell Donakowski <dwdonako@ICPSR.UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Darrell Donakowski <dwdonako@ICPSR.UMICH.EDU>  
Subject: Re: Help us honor the Detroit Area Study  
Comments: To: AAPORNET@asu.edu  
Comments: cc: Peter Granda <peterg@icpsr.umich.edu>  
In-Reply-To: <12f.5a86ee8a.2f8473d9@aol.com>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

The session on the DAS sounds very interesting. I wish I was able to attend. In light of the session, I thought the following information might be of interest

Darrell Donakowski

#### DETROIT AREA STUDIES: PUBLIC-USE DATA AND DOCUMENTATION RESOURCE

With the closure of the Detroit Area Studies (DAS) research and instructional program at the University of Michigan, the Inter-university Consortium for Political and Social Research (ICPSR) has proposed the creation of a cumulative resource which will capture the full history and legacy of this project for future researchers. ICPSR has long provided public-use data and documentation files to researchers, instructors, and students and continues to add new collections to its holdings as individual surveys become publicly accessible. Because of the historical significance of the DAS, ICPSR plans to go beyond its standard archival preservation and distribution functions to create a special package of materials that will serve the needs of future faculty and students.

As the project ended, ICPSR worked with the DAS staff to inventory all electronic files and printed materials to assure long-term preservation. Current DAS Faculty Investigators have agreed to maintain an embargoed data deposit schedule whereby the final DAS survey, conducted in 2004, will be archived in 2008. At that time, ICPSR will produce a complete resource in a format that is most technologically appropriate for the research community (either as a CD-ROM or some other removable media).

In the interim, ICPSR has reviewed all of its current holdings of DAS data and documentation materials and will develop a plan to standardize the materials for each annual survey. Each of the more than 50 public-use data collections will have a raw data file, complete documentation, original questionnaire, as well as a full suite of software-compatible files to permit quick entry into the most commonly used statistical software packages.

In addition, the proposed resource will include a list of articles and books that the social science research community has produced based on DAS surveys and appropriate material describing the instructional aspects of the program. All of this work can be done in preparation for the production of the CD-ROM in 2008.

We are asking members of the research community to assist us in the production of this resource. If you know of articles or books that have been based on the DAS, please let us know so that we can include the information as a resource. If you have any questions or suggestions, please contact Darrell Donakowski at <mailto:dwdonako@icpsr.umich.edu>dwdonako@icpsr.umich.edu or Peter Granda at <mailto:peterg@icpsr.umich.edu>peterg@icpsr.umich.edu.

---

Darrell Donakowski  
Research Associate II

Inter-university Consortium for Political and Social Research  
University of Michigan  
P.O. Box 1248  
Ann Arbor, MI 48106

Phone: (734) 615-7664  
Fax: (734) 647-8700

At 07:06 PM 4/5/2005, Diane Colasanto wrote:

>After more than 50 years as a key part of graduate education in sociology at  
>the University of Michigan, the Detroit Area Study was abolished in 2004.  
>The DAS trained and inspired many public opinion researchers, including  
Betsy  
>Martin and me, so we have organized a special session at this year's  
>conference to honor the DAS.  
>  
>Please help us commemorate DAS and celebrate its legacy!  
>  
>Whether you are a former DAS student, teaching assistant, faculty sponsor,  
>or director, or even just a friend of the program, we hope you'll  
>participate.  
> Here's how:  
>  
>\*\* Come to the conference in Miami Beach and attend the session (Saturday  
>5/14 at 4PM)  
>  
>\*\* Tell your DAS friends who may not otherwise know about the conference to  
>visit the AAPOR website and think about joining us in Miami Beach (it'll be  
>warm and sunny!)  
>  
>\*\* Share your stories and feelings about the DAS (either in person at the  
>session, or by e-mail to me or Betsy ahead of time)  
>  
>\*\* Bring (or send) pictures or other DAS artifacts to add to our display at



>the session  
>  
>Send an e-mail to me ( [\\_dcolasanto@aol.com\\_](mailto:dcolasanto@aol.com) (mailto:dcolasanto@aol.com) ) or  
>to Betsy ( [\\_Elizabeth.Ann.Martin@census.gov\\_](mailto:Elizabeth.Ann.Martin@census.gov)  
>(mailto:Elizabeth.Ann.Martin@census.gov) ) to let us know if you have  
>stories you'd like to share at the  
>session. We want to accommodate as many people as possible on the program.  
>  
>See you in Miami!

>  
>Diane Colasanto  
>DAS student 1974, Teaching Fellow 1975 and 1976  
>-----  
>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: Thu, 7 Apr 2005 12:47:43 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: stated intention versus actual behavior  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Hi,

Does anyone know of a technique to calculate how many people might actually perform a behavior based on a survey result of stated intention (very likely, likely, etc.)? The behavior in question is using a credit card to pay for utility bills, but I'll welcome other behaviors.

I've found a lot of theoretical articles on line, but no rules of thumb.

thanks,  
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](http://www.techsociety.com)

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

Date: Thu, 7 Apr 2005 15:47:41 -0400  
Reply-To: Sid Groeneman <[sid@GROENEMAN.COM](mailto:sid@GROENEMAN.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Sid Groeneman <sid@GROENEMAN.COM>  
Subject: Program for calculating post-stratification weights  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Does anyone know if there is a program available which produces cell weights - sample strata defined by two or more variables - based on inputs reflecting (1) simple population percentages and (2) simple final sample percentages on each variable defining the strata (i.e., on univariate distributions). This type of weighting goes by various names: "marginal weighting," "rim weighting," "raking" are a few of them. The need for this arises either when the population values are unknown for the multi-way strata or when one wants to minimize the variation in cell weights (especially the effect of using extreme weights for small-n cells). I think this is a common problem facing survey practitioners.

I know that proprietary programs like this exist, but I'm trying to find one that might be either "in the public domain" or available for a modest price. Any suggestions?

Sid Groeneman

Groeneman Research & Consulting

Bethesda, Maryland

sid@groeneman.com

sid.grc@verizon.net

301 469-0813

www.groeneman.com

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

-----  
Date: Thu, 7 Apr 2005 15:57:51 -0400  
Reply-To: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>  
Subject: Re: stated intention versus actual behavior  
Comments: To: Leora Lawton <lawton@TECHSOCIETY.COM>, AAPORNET@asu.edu

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

I've seen and used a general rule of thumb as follows: 80% of those who say they will definitely act, and 20% of those who say they are likely to do so. I've never been in a position to validate this.

Keith Neuman  
Environics Research Group  
Ottawa, Ontario=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leora Lawton  
Sent: April 7, 2005 3:48 PM  
To: AAPORNET@asu.edu  
Subject: stated intention versus actual behavior

Hi,

Does anyone know of a technique to calculate how many people might actually perform a behavior based on a survey result of stated intention (very likely, likely, etc.)? The behavior in question is using a credit card to pay for utility bills, but I'll welcome other behaviors.

I've found a lot of theoretical articles on line, but no rules of thumb.

thanks,  
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

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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: Thu, 7 Apr 2005 14:58:58 -0500  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Reporting Job Announcement  
Comments: To: Aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

POSITION AVAILABLE AS OF: July 1, 2005

TYPE: Administrative=20

TITLE: Director of the Polling Institute

Reports to the Chair, Political Science Department, and Dean, School of =  
Humanities and Social Sciences.

Monmouth University is searching for a director for its new Polling =  
Institute (MUPI). This is a senior administrative position located in =  
the Department of Political Science, reporting to the Chair of the =  
Department and Dean of Humanities and Social Sciences. The Institute =  
will open its door on July 1, 2005. =20

Monmouth University is a private university of some 6,000 students, =  
encompassing 50 undergraduate and graduate programs, founded in 1933. =  
The University is set on a gem of a 153 acre campus in West Long Branch, =  
New Jersey, five minutes from the ocean. =20

MUPI's mission is to become a leading voice on matters of public opinion =  
in New Jersey, and to be the premier center on the Jersey Shore for the =  
study of people's attitudes toward public issues and policies. In =  
consonance with the University's values of scholarship and engagement in =  
the public interest, it will provide survey research services and =  
conduct opinion polls on issues of interest to the public and engage =  
citizens in the democratic process. It will serve as a scholarly =  
resource for the Master's of Arts in Public Policy (MAPP), Corporate =  
Communication MA program as well as other pertinent graduate and =  
undergraduate programs at Monmouth.

Primary Responsibilities: Hire a staff from university-budgeted =  
resources; lead the development of a three-to-five year strategic plan =  
for the Institute; direct a Fall and Spring poll during academic year =  
2005/2006. It is expected that the Fall poll will initiate MUPI with a =  
Monmouth University/Gannett poll on public issues related to the New =  
Jersey governor's race. Establish relationships and partnerships =  
between the Institute and other units of the university. Within three =  
years the Director will be expected to build the reputation and name =  
recognition of the institute and begin to bring in external funds =  
through contracts and grants. He/she will be expected to establish =  
networks with public agencies and work on course development to prepare =  
Monmouth University students to conduct polls and do survey research. =  
Other duties as assigned. =20

The successful candidate must have a terminal degree in a pertinent =  
field, or a graduate degree and equivalent professional experience of a =  
terminal degree. Expertise in public opinion and survey research is =  
required. Substantial administrative experience in a leadership =  
position in a public opinion and survey research institute, department, =  
or business firm is required. University teaching experience is =  
desirable. Excellent interpersonal, organizational and communications =  
skills required.=20

=20

Additional information about the blueprint for the Institute is =  
available at =

[http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI\\_White\\_Paper.pdf](http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI_White_Paper.pdf) =  
<BLOCKED::http://bluehawk.monmouth.edu/~hr/employment/1829/MUPI\_White\_Pap=  
er.pdf>=20

=20

FRINGE BENEFITS INCLUDE:

=A8 Group Health, Life, Dental, Vision and Travel Accident =  
Insurance

=A8 Tuition Remission including spouse and dependent children

=A8 13 Holidays

=A8 20 Vacation days after one year of employment

=A8 Choice of 3 pension plans with 7% University contribution =  
after one year of employment

=A8 Long Term Disability Insurance Plan

=A8 Flexible Spending Accounts: Medical/Dental and Dependent Care

Applications will be accepted until position is filled. Applicants =  
should send two current resumes and cover letters indicating Reference =  
#1829 along with at least three professional references with contact =  
information including phone number, address, and email address to:

Office of Human Resources

Monmouth University

West Long Branch, NJ 07764

E-mail: [mujobs@monmouth.edu](mailto:mujobs@monmouth.edu) <BLOCKED::mailto:mujobs@monmouth.edu>=20

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

Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 7 Apr 2005 20:29:56 +0000

Reply-To: "Caplan, James R., DMDCEAST" <[James.Caplan@OSD.PENTAGON.MIL](mailto:James.Caplan@OSD.PENTAGON.MIL)>

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

From: "Caplan, James R., DMDCEAST" <[James.Caplan@OSD.PENTAGON.MIL](mailto:James.Caplan@OSD.PENTAGON.MIL)>

Subject: Re: stated intention versus actual behavior

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

MIME-version: 1.0

Content-type: text/plain

I don't believe one can come up with a single correlation between intention  
and behavior without taking other factors into consideration. Examples  
might include threat, cost, and consequences. Those factors might be low  
when deciding whether to pay a bill with a credit card but very high when  
deciding whether to remain in a job, or buy that super sports car.

Regards,

Jim Caplan

Arlington, VA

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leora Lawton

Sent: Thursday, April 07, 2005 3:48 PM

To: AAPORNET@asu.edu  
Subject: stated intention versus actual behavior

Hi,

Does anyone know of a technique to calculate how many people might actually perform a behavior based on a survey result of stated intention (very likely, likely, etc.)? The behavior in question is using a credit card to pay for utility bills, but I'll welcome other behaviors.

I've found a lot of theoretical articles on line, but no rules of thumb.

thanks,  
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

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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: Thu, 7 Apr 2005 19:26:26 -0500  
Reply-To: Patty LeBaron <palebaron@UALR.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Patty LeBaron <palebaron@UALR.EDU>  
Subject: Field Supervisor Needed!  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7BIT

A Field Supervisor is needed to oversee daily operations in the data collection center of the University of Arkansas at Little Rock Institute of Government Survey Research Center. The qualified candidate is responsible for planning, supervising and monitoring the data collection operations, and is accountable for providing high quality data and maximizing workforce productivity. The position reports to the Director of Survey Research.

Major responsibilities include:

- \* Recruiting, hiring, training, evaluating and motivating a competent workforce to assure the timely and cost-effective provision of data collection services.
- \* Overseeing the efficient scheduling and allocation of projects to achieve optimum utilization of staff and resources and timely

completion of projects.

- \* Providing quality control through monitoring and supervision of data collection activities to ascertain quality and identify training and questionnaire design issues.

Qualifications:

- \* BA required and MA preferred
- \* 1 year supervisory experience in a telephone survey research data collection environment.
- \* Proficient in the use of CATI software.
- \* Excellent multitasking, communication and personal and organizational skills.
- \* Ability to work evenings and weekends.

Salary range is between upper twenties and lower thirties. Send one-page letter stating interest in position, resume, and names of three references to: Patty LeBaron, UALR Institute of Government, Ross Hall 622, 2801 South University Avenue, Little Rock, AR 72204 or email as attachments to [palebaron@ualr.edu](mailto:palebaron@ualr.edu). Contact 501-569-8583 with any additional inquiries.

The ideal candidate will begin working in May, 2005 with full university benefits starting after completion of training.

UALR is a metropolitan university of 11,000 students, located in the state's capital city. The Institute is comprised of the Survey Research Center, the Governmental and Non-profit Consulting Group, Master in Public Administration program, and public and non-profit management training.

UALR is committed to the policy of providing equal opportunity for all persons and will not discriminate in admissions, age, race, national origin, color, disability, or religion. In carrying out this commitment, the University follows the principles of Affirmative Action and operates within the federal laws and executive orders prohibiting discrimination. Under Arkansas law, all applications are subject to disclosure. Persons hired must have proof of legal authority to work in the United States.

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

=====  
Date: Fri, 8 Apr 2005 09:06:45 -0400  
Reply-To: "Nyiri, Zsolt" <[zsolt.nyiri@UCONN.EDU](mailto:zsolt.nyiri@UCONN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Nyiri, Zsolt" <[zsolt.nyiri@UCONN.EDU](mailto:zsolt.nyiri@UCONN.EDU)>  
Subject: AAPOR's own poll  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

I completed the AAPOR web survey last week but I got an email a few days =

ago asking me to fill it out as their records show I did not do it. So =  
out of curiosity, I checked the link and it allowed me to fill the =  
survey out again. Out of even more curiosity--purely scientific in =  
nature ;- ) I tried to access the AAPOR survey again with the same ID and =  
it let me do it again and again. Something seems to be wrong with the =  
survey security. It doesn't take a lot of programming to stop multiple =  
accesses with the same ID.

I didn't submit multiple responses for ethical considerations but the =  
possibility of multiple accesses from the same respondent will seriously =  
jeopardize the results of this survey. This would be ironic to happen to =  
AAPOR. Did anyone have similar experience?

Zsolt

\*\*\*\*\*

Zsolt Nyiri  
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Doctoral Student (ABD)  
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Storrs, CT 06269-1024  
<http://sp.uconn.edu/~zsn98001/>  
T: 860.429.7912

\*\*\*\*\*

The less one has opinions and the more one has personal interests, the =  
more one is inclined to regard his interests as opinions.=

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

=====  
Date: Fri, 8 Apr 2005 13:22:47 +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: AAPOR's own poll  
Comments: To: "Nyiri, Zsolt" <zolt.nyiri@UCONN.EDU>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain

Yep, see below:

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

From: Caplan, James R., DMDCEAST  
Sent: Friday, April 08, 2005 8:13 AM  
To: 'aapor-info@goAMP.com'  
Subject: FW: AAPOR's own poll -- second request



Monica,  
Having gone to the survey, I know I took already took it. Perhaps the submit didn't take or the software is buggy. Thanks,

Jim Caplan

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nyiri, Zsolt  
Sent: Friday, April 08, 2005 9:07 AM  
To: AAPORNET@asu.edu  
Subject: AAPOR's own poll

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;-) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

I didn't submit multiple responses for ethical considerations but the possibility of multiple accesses from the same respondent will seriously jeopardize the results of this survey. This would be ironic to happen to AAPOR. Did anyone have similar experience?

Zsolt

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

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Date: Fri, 8 Apr 2005 09:30:24 -0400  
Reply-To: Benjamin Phillips <bphillips@BRANDEIS.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Benjamin Phillips <bphillips@BRANDEIS.EDU>  
Subject: Re: AAPOR's own 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

I had exactly the same experience--getting a reminder email despite having completed the survey--except that I received the reminder this morning.

---

Benjamin Phillips, M.A.  
Research Associate  
Cohen Center for Modern Jewish Studies  
MS014 Brandeis University  
P.O. Box 549110  
Waltham, MA 02454-9110  
Ph: (781) 736-3855 Fax: (781) 736-3929  
bphillips@brandeis.edu

---

----- Original Message -----  
From: "Nyiri, Zsolt" <zolt.nyiri@UCONN.EDU>  
To: <AAPORNET@asu.edu>  
Sent: Friday, April 08, 2005 9:06 AM  
Subject: AAPOR's own poll

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;-) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

I didn't submit multiple responses for ethical considerations but the possibility of multiple accesses from the same respondent will seriously jeopardize the results of this survey. This would be ironic to happen to AAPOR. Did anyone have similar experience?

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

=====  
Date: Fri, 8 Apr 2005 09:32:19 -0400  
Reply-To: Monica L Wolford <WolfordM@GAO.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Monica L Wolford <WolfordM@GAO.GOV>  
Subject: Re: AAPOR's own poll  
Comments: To: AAPORNET@asu.edu, zsolt.nyiri@UCONN.EDU  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

I also completed the survey and got the message.

There's definitely a bug - get the RAID!

Monica Wolford

>>> "Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU> 4/8/2005 9:06:45 AM >>>  
I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;- ) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

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Zsolt

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

=====  
Date: Fri, 8 Apr 2005 09:26:56 -0400  
Reply-To: "Hill, Craig A." <[chill@RTI.ORG](mailto:chill@RTI.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Hill, Craig A." <[chill@RTI.ORG](mailto:chill@RTI.ORG)>  
Subject: Re: AAPOR's own poll  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

My experience was the same: that is, I rec'd a prompting msg (today) even though I knew I had completed and submitted it on the first day I saw it. So, today, when I rec'd the prompting msg, I completed it again, thinking that something must have gone wrong with my original submission. Then, just to test, I went back a third time, and was again allowed access to the survey.

Uh oh.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Nyiri, Zsolt  
Sent: Friday, April 08, 2005 9:07 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: AAPOR's own poll

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the

survey out again. Out of even more curiosity--purely scientific in nature ;- ) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

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

=====  
Date: Fri, 8 Apr 2005 09:37:14 -0400  
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Subject: Re: AAPOR's own poll  
Comments: To: Monica L Wolford <WolfordM@GAO.GOV>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Possibly... Those in the web survey business will do anything to increase the apparent participation rate???

Michel Rochon

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Monica L Wolford

Sent: April 8, 2005 9:32 AM

To: AAPORNET@asu.edu

Subject: Re: AAPOR's own poll

I also completed the survey and got the message.

There's definitely a bug - get the RAID!

Monica Wolford

>>> "Nyiri, Zsolt" <zszolt.nyiri@UCONN.EDU> 4/8/2005 9:06:45 AM >>>

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;- ) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

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

Date: Fri, 8 Apr 2005 09:42:46 -0400  
Reply-To: "Thomas, Randall K." <rthomas@HARRISINTERACTIVE.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Thomas, Randall K." <rthomas@HARRISINTERACTIVE.COM>  
Subject: Re: AAPOR's own poll  
Comments: To: Monica L Wolford <WolfordM@GAO.GOV>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Hi all,

This survey was set up as a non-password protected survey because the invitations were to come from AAPOR not Harris Interactive and setting it up for a password protected survey was more difficult for the mailing system for AAPOR. Our normal surveys are password-protected which do not allow for more than one completion by a given individual and reminders are easier to send out to non-completers). Nancy and I did not think that people were so eager to fill out the same survey a second time (but we do appreciate your eagerness!). We are sorry for the inconvenience, if you have already completed the survey (about 600 people have already), please delete the reminder invitation (and, for Nancy's sake and sanity, please do not fill it out again). Thanks!

Randy

Randall K. Thomas  
Director of Internet Research  
Senior Research Scientist  
60 Corporate Woods Drive  
Rochester, NY 14623  
585.214.7250

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Monica L Wolford  
Sent: Friday, April 08, 2005 9:32 AM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR's own poll

I also completed the survey and got the message.

There's definitely a bug - get the RAID!

Monica Wolford

>>> "Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU> 4/8/2005 9:06:45 AM >>>  
I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the

survey out again. Out of even more curiosity--purely scientific in nature ;- ) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

I didn't submit multiple responses for ethical considerations but the possibility of multiple accesses from the same respondent will seriously jeopardize the results of this survey. This would be ironic to happen to AAPOR. Did anyone have similar experience?

Zsolt

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Zsolt Nyiri  
Lecturer &  
Doctoral Student (ABD)  
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341 Mansfield Road, U-1024  
Storrs, CT 06269-1024  
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T: 860.429.7912  
\*\*\*\*\*

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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: Fri, 8 Apr 2005 09:58:12 -0400  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: Re: AAPOR's own poll  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <00bd01c53c3b\$d115a1c0\$6601a8c0@89ycgexh750193e>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit



Dear AAPOR members who erroneously got a reminder email:

Yes, apparently a mistake was made -- not by HarrisInteractive -- yesterday sending a reminder to the total list instead of only the non responders. I appreciate your restraint in not filling it out again! Your responses were recorded properly when you first completed the questionnaire.

We are very very very sorry about any inconvenience or confusion this has caused. Please just disregard the notice if you already filled out the questionnaire. But IF YOU HAVE NOT please DO answer it. Thank you. - Nancy

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nyiri, Zsolt  
Sent: Friday, April 08, 2005 9:07 AM  
To: AAPORNET@asu.edu  
Subject: AAPOR's own poll

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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: Fri, 8 Apr 2005 10:05:15 -0400

Reply-To: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>

Subject: Re: AAPOR's own poll

Comments: To: "Nyiri, Zsolt" <zolt.nyiri@UCONN.EDU>, AAPORNET@asu.edu

MIME-version: 1.0

Content-type: text/plain

Another problem was the message.

>Last week we sent you a short questionnaire at the request of the AAPOR President Nancy Belden - >and we believe that you have not sent it back yet. Thank you very much if you have done so.

If it had said: "If you have completed the survey, thank you. If not, please respond." those of us who had already responded would have said fine. It was the "we believe that you have not sent it back yet" part that caused me to try again, and I was obviously not alone.

Karen Goldenberg

Goldenberg.Karen@bls.gov

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nyiri, Zsolt

Sent: Friday, April 08, 2005 9:07 AM

To: AAPORNET@asu.edu

Subject: AAPOR's own poll

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;-) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

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Zsolt

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Zsolt Nyiri  
Lecturer &  
Doctoral Student (ABD)  
Department of Political Science  
University of Connecticut  
341 Mansfield Road, U-1024  
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<http://sp.uconn.edu/~zsn98001/>  
T: 860.429.7912

\*\*\*\*\*

The less one has opinions and the more one has personal interests, the more one is inclined to regard his interests as opinions.

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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: Fri, 8 Apr 2005 10:29:22 -0400  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: One other thing about my little survey  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

And if you answer the AAPOR questionnaire more than once, the duplicate will be deleted so there will be no double dipping. Just to clarify. Thanks again for your attention to this. -- Nancy

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: Fri, 8 Apr 2005 09:50:21 -0400  
Reply-To: Charles Kadushin <kadushin@BRANDEIS.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Charles Kadushin <kadushin@BRANDEIS.EDU>  
Subject: Re: AAPOR's own poll  
Comments: To: Benjamin Phillips <bphillips@brandeis.edu>, AAPORNET@asu.edu  
In-Reply-To: <005401c53c3f\$1ecdfe0\$2a304081@brandeis.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Yes. Me too.

At 09:30 AM 4/8/2005, Benjamin Phillips wrote:

>I had exactly the same experience--getting a reminder email despite having  
>completed the survey--except that I received the reminder this morning.

>  
>-----  
>Benjamin Phillips, M.A.  
>Research Associate  
>Cohen Center for Modern Jewish Studies  
>MS014 Brandeis University  
>P.O. Box 549110  
>Waltham, MA 02454-9110  
>Ph: (781) 736-3855 Fax: (781) 736-3929  
>bphillips@brandeis.edu

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

>From: "Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU>  
>To: <AAPORNET@asu.edu>  
>Sent: Friday, April 08, 2005 9:06 AM  
>Subject: AAPOR's own poll

>  
>  
>I completed the AAPOR web survey last week but I got an email a few days ago  
>asking me to fill it out as their records show I did not do it. So out of  
>curiosity, I checked the link and it allowed me to fill the survey out  
>again. Out of even more curiosity--purely scientific in nature ;-) I tried  
>to access the AAPOR survey again with the same ID and it let me do it again  
>and again. Something seems to be wrong with the survey security. It doesn't  
>take a lot of programming to stop multiple accesses with the same ID.

>  
>  
>  
>I didn't submit multiple responses for ethical considerations but the  
>possibility of multiple accesses from the same respondent will seriously  
>jeopardize the results of this survey. This would be ironic to happen to  
>AAPOR. Did anyone have similar experience?

>  
>  
>  
>Zsolt

>  
>

>\*\*\*\*\*

>Zsolt Nyiri  
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>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: Fri, 8 Apr 2005 11:06:21 -0400  
Reply-To: david\_ginsburg@choic-hotels.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: David Ginsburg <david\_ginsburg@CHOICEHOTELS.COM>  
Subject: Re: AAPOR's own poll  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <0EFC632D3FCC1245B6866960A2CABB440415E054@psbmail5.psb.bls.gov>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7BIT

I hate to jump on this bandwagon, for the intent of the AAPOR poll is very positive. However, I must note that a best practice for online studies would be to include a "reply-able" email address for questions as well as an actionable "removal from list" option. Not that I would ever consider AAPOR mail as spam...

David.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Goldenberg, Karen - BLS  
Sent: Friday, April 08, 2005 10:05 AM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR's own poll

Another problem was the message.

>Last week we sent you a short questionnaire at the request of the AAPOR  
President Nancy Belden - >and we believe that you have not sent it back yet.

Thank you very much if you have done so.

If it had said: "If you have completed the survey, thank you. If not, please respond." those of us who had already responded would have said fine. It was the "we believe that you have not sent it back yet" part that caused me to try again, and I was obviously not alone.

Karen Goldenberg  
Goldenberg.Karen@bls.gov

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nyiri, Zsolt  
Sent: Friday, April 08, 2005 9:07 AM  
To: AAPORNET@asu.edu  
Subject: AAPOR's own poll

I completed the AAPOR web survey last week but I got an email a few days ago asking me to fill it out as their records show I did not do it. So out of curiosity, I checked the link and it allowed me to fill the survey out again. Out of even more curiosity--purely scientific in nature ;-) I tried to access the AAPOR survey again with the same ID and it let me do it again and again. Something seems to be wrong with the survey security. It doesn't take a lot of programming to stop multiple accesses with the same ID.

I didn't submit multiple responses for ethical considerations but the possibility of multiple accesses from the same respondent will seriously jeopardize the results of this survey. This would be ironic to happen to AAPOR. Did anyone have similar experience?

Zsolt

\*\*\*\*\*

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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.

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Date: Fri, 8 Apr 2005 11:13:42 -0400  
Reply-To: Charlotte Steeh <dpocgs@LANGATE.GSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Charlotte Steeh <dpocgs@LANGATE.GSU.EDU>  
Subject: Re: AAPOR's own poll  
Comments: To: AAPORNET@asu.edu, rthomas@HARRISINTERACTIVE.COM  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

I just assumed this reminder message was sent to the entire AAPOR list whether the specific individuals had already filled it out the questionnaire or not. This is standard procedure in a mail survey. The first reminder goes to everyone.

Charlotte

---

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

---

Date: Fri, 8 Apr 2005 11:21:53 -0400  
Reply-To: jwerner@jwdp.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <jwerner@JWDP.COM>  
Organization: Jan Werner Data Processing  
Subject: Re: AAPOR's own poll  
Comments: To: "Thomas, Randall K." <rthomas@HARRISINTERACTIVE.COM>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To:  
<111B62316A94A44A917733D78C7BEF7A094F473C@mick.harris.harrisinteractive.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

If the survey was not password protected, what was the point of entering one's AAPOR member ID number? If you were not checking against a list of valid IDs, then one could presumably enter many times by making up an ID each time. Checking IDs manually after the survey was administered leaves open the possibility of breaching a respondent's anonymity. Further, if you can trap and remove duplicates, you can also warn respondents to prevent them from taking the survey again.

Then there is the question of which survey to use when a respondent has entered more than once, the first or the last? For recruited surveys, where the act of responding is rewarded, one might prefer the earliest,

but for this kind of survey, the last might be preferable, since the respondent would have had more time to think about the questions and therefore the answers might be more appropriate.

One technical flaw I noticed in taking this survey is that when one checks "Other" one proceeds to a text box in which to elaborate, but the original list is no longer available and respondents have been warned not to use the back and forward buttons on their browser. There is no "back" button provided to review one's responses.

Jan Werner

---

Thomas, Randall K. wrote:

> Hi all,  
>  
> This survey was set up as a non-password protected survey because the  
> invitations were to come from AAPOR not Harris Interactive and setting  
> it up for a password protected survey was more difficult for the mailing  
> system for AAPOR. Our normal surveys are password-protected which do  
> not allow for more than one completion by a given individual and  
> reminders are easier to send out to non-completers). Nancy and I did  
> not think that people were so eager to fill out the same survey a second  
> time (but we do appreciate your eagerness!). We are sorry for the  
> inconvenience, if you have already completed the survey (about 600  
> people have already), please delete the reminder invitation (and, for  
> Nancy's sake and sanity, please do not fill it out again). Thanks!  
>  
> Randy  
>  
> Randall K. Thomas  
> Director of Internet Research  
> Senior Research Scientist  
> 60 Corporate Woods Drive  
> Rochester, NY 14623  
> 585.214.7250  
>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Monica L Wolford  
> Sent: Friday, April 08, 2005 9:32 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: AAPOR's own poll  
>  
> I also completed the survey and got the message.  
>  
> There's definitely a bug - get the RAID!  
>  
> Monica Wolford  
>  
>  
>>>>"Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU> 4/8/2005 9:06:45 AM >>>  
>  
> I completed the AAPOR web survey last week but I got an email a few



> days ago asking me to fill it out as their records show I did not do it.  
> So out of curiosity, I checked the link and it allowed me to fill the  
> survey out again. Out of even more curiosity--purely scientific in  
> nature ;- ) I tried to access the AAPOR survey again with the same ID and  
> it let me do it again and again. Something seems to be wrong with the  
> survey security. It doesn't take a lot of programming to stop multiple  
> accesses with the same ID.

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> AAPOR. Did anyone have similar experience?

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>  
> Zsolt

>  
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> \*\*\*\*\*

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

=====  
Date: Fri, 8 Apr 2005 10:28:40 -0500  
Reply-To: "Wilson, David" <David\_Wilson@GALLUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Wilson, David" <David\_Wilson@GALLUP.COM>  
Subject: Internet based testing and assessment  
Comments: To: AAPORNET@asu.edu  
Comments: cc: "Hayes, Ted" <Ted\_Hayes@gallup.com>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Greetings AAPORnet,

My name is Ted Hayes. I am a researcher with The Gallup Organization. I am writing to you regarding any resources you could share on the topic of internet-based survey methodology.

I am putting together a bibliography of materials regarding internet-based testing in advance of a presentation I will make at a professional conference on employment testing. I would imagine many of the issues we face in internet-based testing are similar to those you face in survey and opinion research. For example, some issues in internet-based testing include: verification of respondent identity, statistical (psychometric) equivalence of web-based tests to paper/pencil or other modality-based tests, and impact on/benefit to identifiable demographic groups.

If you could send me any documents or if you know of any sources, I'd like to include them in my bibliography. I will send you the finished product in return.

Thanks in advance!

Ted.  
=20  
Ted Hayes  
The Gallup Organization  
901 "F" Street N.W.  
Washington, D.C. 20004  
202-715-3154

=20

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

=====

Date: Fri, 8 Apr 2005 12:10:08 -0400  
Reply-To: "Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Nyiri, Zsolt" <zsolt.nyiri@UCONN.EDU>  
Subject: Re: Internet based testing and assessment  
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

Hi David,

The most comprehensive bibliography and resource page on the topic of internet-based survey methodology to the best of my knowledge is @ <http://www.websm.org/>. It's an excellent resource for everybody interested in this topic.

Best regards,

Zsolt

\*\*\*\*\*

Zsolt Nyiri  
Lecturer &  
Doctoral Student (ABD)  
Department of Political Science  
University of Connecticut  
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Storrs, CT 06269-1024  
<http://sp.uconn.edu/~zsn98001/>  
T: 860.429.7912

\*\*\*\*\*

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

From: "Wilson, David" <David\_Wilson@GALLUP.COM>

To: <AAPORNET@asu.edu>

Sent: Friday, April 08, 2005 11:28 AM

Subject: Internet based testing and assessment

> Greetings AAPORnet,

>

> My name is Ted Hayes. I am a researcher with The Gallup Organization.

> I am writing to you regarding any resources you could share on the topic

> of internet-based survey methodology.

>

> I am putting together a bibliography of materials regarding

> internet-based testing in advance of a presentation I will make at a

> professional conference on employment testing. I would imagine many of

> the issues we face in internet-based testing are similar to those you

> face in survey and opinion research. For example, some issues in

> internet-based testing include: verification of respondent identity,

> statistical (psychometric) equivalence of web-based tests to

> paper/pencil or other modality-based tests, and impact on/benefit to

> identifiable demographic groups.

>

> If you could send me any documents or if you know of any sources, I'd

> like to include them in my bibliography. I will send you the finished

> product in return.

>

> Thanks in advance!

>  
> Ted.  
>  
> Ted Hayes  
> The Gallup Organization  
> 901 "F" Street N.W.  
> Washington, D.C. 20004  
> 202-715-3154  
>  
>  
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> 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: Fri, 8 Apr 2005 15:40:33 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Social Capital and Social Networks -- Bridging Boundaries  
Conference

Comments: To: [Aapornet@asu.edu](mailto:Aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Junior scholars (graduate students and assistant professors) are invited to apply to attend the Social Capital and Social Networks -- Bridging Boundaries Conference, Monday and Tuesday June 20 and 21, 2005 at Ohio State University. Organized by Pam Paxton and Jim Moody, the conference will include sessions such as views of social capital; neighborhoods, networks, and social capital; trust and networks; and social capital and networks in organizations. The conference website is [www.sociology.osu.edu/facesofinequality/scsn](http://www.sociology.osu.edu/facesofinequality/scsn) <[BLOCKED::http://www.sociology.osu.edu/facesofinequality/scsn](http://www.sociology.osu.edu/facesofinequality/scsn)> . Ten junior scholars will attend the conference and receive lodging, meals, and up to \$400 in travel expenses. Interested graduate students or assistant professors should send a vita and a one-page statement on their related research to Pam Paxton, Department of Sociology, 300 Bricker Hall, 190 North Oval Mall, Ohio State University, Columbus OH 43210-1353. The application deadline is May 5, 2005 and award decisions will be made by mid-May. The conference is sponsored by the Ohio State University Department of Sociology as part of its annual conference series: The Many Faces of Inequality. Funding for junior scholar participation was provided by the American Sociological Association's Fund for the Advancement of the Discipline Award supported by the American Sociological Association and the National Science Foundation.=20

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

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Date: Fri, 8 Apr 2005 15:42:03 -0500  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Social Capital and Social Networks -- Program Announcement  
Comments: To: Aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Social Capital and Social Networks -- Bridging Boundaries conference, Monday and Tuesday June 20 and 21, 2005 at Ohio State University. Themes include views of social capital; neighborhoods, networks, and social capital; trust and networks; and social capital and networks in organizations. The conference is sponsored by the Ohio State University Department of Sociology as part of its annual conference series: The Many Faces of Inequality. Funding was also provided by the American Sociological Association's Fund for the Advancement of the Discipline Award supported by the American Sociological Association and the National Science Foundation. Organizers are Pam Paxton and Jim Moody. For more information, see [www.sociology.osu.edu/facesofinequality/scsn](http://www.sociology.osu.edu/facesofinequality/scsn) <BLOCKED::http://www.sociology.osu.edu/facesofinequality/scsn> .=20

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

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Date: Fri, 8 Apr 2005 17:03:13 -0400  
Reply-To: Mrktgsage@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Robert Sorensen <Mrktgsage@AOL.COM>  
Subject: In the business history of opinion polling: Where the Gallup name  
has traveled  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

One person's well written commentary/history of where the Gallup name has traveled.

This is not meant to indicate that I am taking sides in this intellectual property dispute.

Robert C. Sorensen

Click here: IP Law & Business

<http://www.ipww.com/texts/0405/gallup0405.html>

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

Date: Mon, 11 Apr 2005 10:55:31 -0500  
Reply-To: "Wilson, David" <David\_Wilson@GALLUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Wilson, David" <David\_Wilson@GALLUP.COM>  
Subject: representativeness of compliant samples  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Hello AAPORnetters

=20  
Can anyone share with me references discussing the differences between compliant samples (e.g., RDD panels vs. college students vs. national RDD samples). I'm interested in using a compliant sample for a split ballot experiment, but have some concerns about the confounding effects of the sample on the treatments. When incorporating an experimental design (to test theory), I'm thinking the sample matters less (e.g., lab experiments). Thoughts?

=20  
Thanks.

David  
=20  
=20  
David C. Wilson  
Senior Statistical Consultant  
The Gallup Organization - DC  
901 F Street, NW  
Washington, DC 20004  
(202) 715-3171  
(877) 242-5587  
David\_Wilson@gallup.com  
=20

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

Date: Mon, 11 Apr 2005 12:47:57 -0400  
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Subject: Re: representativeness of compliant samples  
Comments: To: "Wilson, David" <David\_Wilson@GALLUP.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

For regional and national mail surveys among consumers, we have sampled =

from "mail responsive" files (about 35 million households) vs. =  
comprehensive files (about 100 million households) when the study was =  
more focused on communication effects (pre/post studies, for example) as =  
opposed to population estimates. For commercial studies of this type I =  
think once that has been explained to the client, the burden of proof is =  
on the person arguing there is going to be a different pattern of =  
results according to sample. (One sample is actually a subset of the =  
other.) In a scientific or pure research setting (or any setting in =  
which population estimates are paramount), the burden of proof might =  
shift back to the other side. I have often thought about this very =  
question. If you get any good materials, I'm sure there are many who =  
would appreciate being made aware of them.=20

James P. Murphy, Ph.D.  
J.P. MURPHY & COMPANY  
Post Office Box 80484  
Valley Forge, Pennsylvania 19484-0484 USA  
(610) 408-8800  
www.jpmmurphy.com=20

----- Original Message -----=20  
From: Wilson, David=20  
To: AAPORNET@asu.edu=20  
Sent: Monday, April 11, 2005 11:55 AM  
Subject: representativeness of compliant samples

Hello AAPORnetters  
=20

Can anyone share with me references discussing the differences between  
compliant samples (e.g., RDD panels vs. college students vs. national  
RDD samples). I'm interested in using a compliant sample for a split  
ballot experiment, but have some concerns about the confounding effects  
of the sample on the treatments. When incorporating an experimental  
design (to test theory), I'm thinking the sample matters less (e.g., lab  
experiments). Thoughts?

=20

Thanks.

David

=20

=20

David C. Wilson  
Senior Statistical Consultant  
The Gallup Organization - DC  
901 F Street, NW  
Washington, DC 20004  
(202) 715-3171  
(877) 242-5587  
David\_Wilson@gallup.com  
=20

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
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Date: Tue, 12 Apr 2005 10:45:16 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: An excellent albeit long article on Nielsen,  
Arbitron and the portable people meter  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

(Requires free registration)

Our Ratings, Ourselves  
By JON GERTNER

The Mismeasure of TV

One of the great contradictions of modern American life is that almost everyone watches television while almost no one agrees anymore about what it really means to watch television. True, we know that as spring gets under way, new episodes of "Desperate Housewives" and "C.S.I." and "American Idol" will battle for prime-time supremacy in the overnight Nielsen ratings. We also know that local broadcast stations around the country will begin scheming -- just as they do every April -- to win the May sweeps, the tense weeks when rival stations pursue a fierce one-upmanship of flamboyance and hype and the Nielsen-measured audience sizes determine future advertising rates. But when it comes to figuring out how many of us are watching these shows, and whether we're paying attention while we're watching and even whether we're actually noticing the advertisements among the shows we may or may not be watching -- well, this is where things get tricky.

For the past decade or so, watching television in America has been defined by the families recruited by Nielsen Media Research who have agreed to have an electronic meter attached to their televisions or to record in a diary what shows they watch. This setup may not last much longer. Just as programmers and advertisers are clamoring for a better understanding of the television audience, a wave of new consumer products has made it increasingly difficult to satisfy them. One day this January I sat in a Greenwich Village workroom with Bob Luff, the chief technology officer at Nielsen, as he pulled out gadget after gadget to show me what he's up against. Luff seemed to view the modern American home as a digital zoo where the lion is about to lie down with the lamb: radio is going on the Web, TV is going on cellphones, the Web is going on TV and everything, it seems, is moving to video-on-demand (V.O.D.) and (quite possibly) the iPod



and the PlayStation Portable. "Television and media," Luff said over the noise of five sets tuned to five different channels, "will change more in the next 3 or 5 years than it's changed in the past 50."

It is Luff's job to think this way, of course -- to observe Americans' embrace of new technologies and respond with new ways for Nielsen to measure that. It is also the job of a Maryland company called Arbitron, which has counted radio listeners -- and, at various times, television viewers -- since the late 1940's. For the past few months, Arbitron has been taking a distinctly unorthodox approach to measuring audiences. Currently the company is recruiting a couple of thousand volunteers in Houston and asking these randomly chosen men, women and children to wear a black plastic box that looks like a pager, three inches by two inches by one-half inch, whose circuitry is roughly as complex as that of a cellphone. In the radio and television industry, this little box is known as the portable people meter, or the P.P.M. In both a business and a cultural sense, it also seems to be the equivalent of a large explosive.

SNIP

<http://www.nytimes.com/2005/04/10/magazine/10NIELSENS.html?pagewanted=1&ei=5070&en=4142e15a1dd88b19&ex=1113451200>

--

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

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Date: Tue, 12 Apr 2005 16:06:45 -0400  
Reply-To: Albert & Susan Cantril <[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Albert & Susan Cantril <[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Subject: Paul K. Perry  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

The field of opinion and market research has lost one of its founding fathers. Paul K. Perry died on April 7 at the age of 95 after a brief illness.

Paul Perry joined the American Institute of Public Opinion (AIPO) in 1935. In 1942 he moved to Audience Research, Inc., a Gallup affiliate which conducted audience research for the motion picture industry, where he pioneered methods for extrapolating a film's eventual gross revenue

from its public awareness, interest, marquee value and audience enjoyment as measured with test audiences.

After the 1948 election problems for polling, Perry assumed responsibility for AIPO's pre-election polling methods and made two of his most important contributions to opinion research. The first was development of a turnout scale that took into account the relative predictive efficacy of different questions in estimating which respondents could be considered likely voters. Pre-election interviews were conducted with respondents whose names had been drawn from voter lists in sampled precincts. By returning to the precincts after the election, Perry was able to determine which respondents had in fact voted, thereby having a basis for assessing the predictive power of each of the turnout questions that had been asked.

His second major contribution was introduction of the secret ballot technique in which respondents would mark their candidate preference on a ballot and place it in a box carried by interviewers. By using a split sample, Perry was able to compare responses of those who voiced their preference to interviewers and those marking a ballot. It permitted him to make an empirically-informed estimate of how undecided respondents in Gallup's final pre-election survey might vote. This was crucial since polls at the time allocated undecided respondents among the candidates in their final pre-election measures.

These two innovations together produced an accuracy record that remains important for the Gallup Poll and is an abiding part of Paul Perry's legacy to the field of pre-election polling.

During the 1950s, Paul continued as Vice President and Research Director of Audience Research. Then in 1958 he succeeded George Gallup as President of the Gallup Organization, a position he held until his retirement in 1979.

Perry received the AAPOR Award in 1983. He contributed important articles to the Public Opinion Quarterly as listed below.

Paul was born in Camden, NJ, and grew up in Philadelphia and Rochester, NY. He graduated from Tufts University in 1933. He was predeceased by his wife of 53 years, Ruth Gradison Perry of Charlestown, Mass. He is survived by two daughters, Ruthmarie Thomas of West Windsor, NJ, and Alice Strong of Princeton, and two sons, Paul G. Perry of New York City and Mark Perry of Charlottesville, VA, and seven grandchildren.

The family can be reached at 67 Marion Road, East, Princeton, New Jersey 08540.

Perry's contributions to POQ include:

"Election survey procedures of the Gallup Poll," 24(1960): 531-42.

"Gallup Poll election survey experience, 1950-60," 26(1962): 272-79.

"A comparison of the voting preferences of likely and unlikely voters," 37(1973): 99-109.

"Certain problems in election survey methodology," 43(1979): 312-25.

He also wrote up Gallup's pre-election methods in the "Gallup Political Index," 7(1965): i-xii.

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Date: Tue, 12 Apr 2005 16:53:26 -0400  
Reply-To: Albert & Susan Cantril <[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Albert & Susan Cantril <[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Subject: Paul Perry  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

We pass along this appreciation of Paul Perry from George Gallup, Jr.:

The acceptance of public opinion around the world is closely related to the accuracy and reliability of pre-election polls. And the chief architect of such challenging polls, with experience almost going back to the founding of the Gallup Poll by Dr. George Gallup in 1935, was Paul Perry.

Many talented people helped build the Gallup Poll in the early years, but Paul Perry should be singled out for his contribution as chief statistician, and later as president of the Gallup Organization. Perry designed the basic sample for The Gallup Poll in the early 1950's; modified it for election survey purposes; incorporated the precinct past vote in a sophisticated projection system; invented the turnout scale; and adopted the secret-ballot technique, which did so much to minimize the "undecided" problem.

Paul Perry's relationships with his associates were unfailingly kind and considerate, and he was an eager teacher and mentor to those of us who were seeking to better understand and apply the new science of survey research.

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Date: Tue, 12 Apr 2005 18:23:54 -0700

Reply-To: Mark David Richards <mark@MARKDAVIDRICHARDS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark David Richards <mark@MARKDAVIDRICHARDS.COM>  
Subject: OSCE U.S. Election Monitoring Report  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 8BIT

The OSCE (Organization for Security and Cooperation in Europe, or the Helsinki Commission) <http://www.osce.org/> released its election monitoring report on the U.S. Presidential election. (I have a PDF copy of the full report; if anyone would like a copy, let me know.)

One issue the OSCE mentioned, with a few diplomatic sentences, is the absence of DC voting rights in Congress. A Washington Post article about that topic aspect follows:

<http://www.washingtonpost.com/wp-dyn/articles/A41036-2005Apr10.html>

Turning D.C. Into an International Cause

By Spencer S. Hsu

Sunday, April 10, 2005; Page C05

An election observation mission from the Organization for Security and Cooperation in Europe, better known as the Helsinki Commission, has reported that the United States denies full representation and voting rights to residents of the District of Columbia.

The March 31 report, summarizing the U.S. presidential election in November, marked the second straight year that an international organization has found District residents treated as second-class citizens under the U.S. Constitution, voting activists said last week. An Organization of American States commission ruled that the U.S. violates international law by denying D.C. voting representation in Congress.

"Today the world will not give a pass to any great power on human rights, especially a denial of democracy in its own capital," said Del. Eleanor Holmes Norton (D-D.C.), calling it "a sure sign of our country's urgent need to get its own house in order" while promoting democracy abroad.

Norton praised D.C. activist Tim Cooper for his "continuing energetic work for equal voting rights and for his insight" in having the election team hear testimony about the District's status.

In its report, the OSCE mission noted that the U.S. limits congressional representation to the states, adding pointedly, "ensuring equal voting rights is a fundamental OSCE commitment." The U.S. is a member and one of 55 nations bound by OSCE commitments.

Cooper, 51, was involved in both international declarations.

A former moviemaker who taught himself human rights law, the married father of three has a long pedigree of District activism. Born in Los Angeles and educated at St. Albans School for Boys, Cooper became involved in city Democratic politics during Sharon Pratt's 1990 campaign for mayor. The Tenley Circle resident and 22 others formed the Statehood Solidarity Committee to launch the OAS case in 1993.

Building the District's case, Cooper went to the United Nations in 1995, testified in Geneva in 2001 to the U.N. Committee on the Elimination of Racial Discrimination and addressed OSCE officials in Warsaw in 2002 and 2004. As head of Democracy First, Cooper in 1997 was arrested on the White House sidewalk and engaged in a confrontation with Rep. Charles H. Taylor (R-N.C.) at a fundraiser, both in protest of federal policies during the District's financial crisis.

Last year, he helped dream up the District's nonbinding, first-in-the-nation Democratic presidential nominating primary.

Cooper credits his success to "utter tenacious persistence" and to happenstance. By accident one day, he read the U.N. Declaration on Human Rights while browsing at American University's law library.

"I realized I was getting into a delicious area of political principle and legal theory. I certainly didn't think it would lead me to where it has," said Cooper, who also is active in the Chinese pro-democracy movement and supports himself through his organization Worldrights, an advocacy group backed by families of imprisoned Chinese dissidents such as New York-based activist Wang Binzhang.

Cooper said the District will win voting representation if the United States is confronted by diplomatic pressure over its pro-democracy stance abroad, something he claims is happening behind the scenes. "Once those private conversations become public, the double standard the U.S. is exercising will not stand," he said. "When the U.S. recognizes that granting U.S. rights to D.C. residents is in the U.S. government's self-interest, it will act. That time is nearer rather than farther."

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Mark David Richards

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Date: Wed, 13 Apr 2005 05:43:31 -0700

Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Subject: Web Incompletes

I am working on a disposition for an experiment I recently ran with three sample groups -- control USPS mail, mail with online option, and online only. Included in my tallies are the unusable or incomplete questionnaire returns. This is easy to identify for the USPS mail returns but I am noodling over how to classify (or if to classify) the online incompletes. Technically, these people never "submitted" their responses but, rather, were added to a separate list of people who entered the survey but never completed it. In comparison the USPS mail unusables are from respondents who actually submitted their response for inclusion.

At this juncture I am inclined to keep the online incompletes out of the main disposition table but to footnote the table with the incomplete info.

Thoughts?

Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

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

=====  
Date: Wed, 13 Apr 2005 09:18:20 -0400  
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <simonetta@ARTSCI.COM>  
Subject: Paul Perry's obituary in the NY Times  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

April 13, 2005  
Paul K. Perry, Innovator in Polling, Dies at 95  
By DOUGLAS MARTIN  
<http://www.nytimes.com/2005/04/13/obituaries/13perry.html>  
(registration required)

Paul K. Perry, an architect of the Gallup Poll who pieced through the wreckage of pollsters' stunningly wrong predictions that President Harry S. Truman would be defeated in 1948 to improve forecasts for future elections, died on April 7 at a hospital in Princeton, N.J. He was 95.

The cause was a cerebral hemorrhage, a son, Dr. Paul G. Perry, said.

In the 1948 election, Gallup and other pollsters predicted that the Republican challenger, Thomas E. Dewey, would defeat Truman. But Truman surged to victory despite his secondary position in the last polls,

resulting in the legendary photograph of a delighted president holding a copy of The Chicago Tribune bearing the banner headline that Dewey had triumphed.

The immensely embarrassed polling industry, then in its infancy, huddled with academics and quickly came up with some reforms, most notably the need to conduct polls later in the election cycle. Another was to make the surveys more random.

Mr. Perry, who was chief statistician and later president of the Gallup Organization, is credited with at least two innovations: devising a system to identify likely voters, and coming up with ways to allocate undecided voters to candidates.

He evaluated the methods by scrutinizing results of the 1950 elections, in which he accurately predicted a Republican gain of 28 seats in the House, and wrote detailed articles in professional journals explaining his decisions. The efficacy of Mr. Perry's methods for predicting the choices of likely voters proved still effective in 1999 when the Pew Research Center for People and the Press tested them during the race for mayor of Philadelphia. The voting behavior of 73 percent of those surveyed was correctly forecast.

"At their core, the methods he came up with were disarmingly straightforward," Albert H. Cantril, an independent public opinion analyst in Washington, wrote in an e-mail message yesterday. "Were he still active in the field, Paul would be bringing the same empirical rigor to current challenges, such as how to sample people who use only a cellphone."

Another example of Mr. Perry's ingenuity, Dr. Cantril said in an interview, was his polling of some people secretly and others openly during the 1964 election. He found that Barry M. Goldwater, a Republican who was considered the more controversial candidate, did better among the secret responders. In 1972, Democrat George S. McGovern, also considered controversial, also did better among those being polled privately.

Mervin Field, the founder of the Field Poll in California, said in an interview yesterday that Mr. Perry was one of the first polling experts to emphasize making second calls to people who were not home for the first call, and later was a pioneer in developing techniques to survey voters as they left polling places.

Working with George Gallup almost from the beginning of modern public opinion surveys in the 1930's, Mr. Perry played a critical role, Mr. Field said. "You can't overstate the contribution Paul Perry made to Gallup's name and franchise," he said.

Paul Keely Perry was born on Feb. 22, 1910, in Camden, N.J., and grew up in Philadelphia and in Rochester, N.Y. His father sold wholesale leather to shoe manufacturers.

Mr. Perry, an economics major, graduated from Tufts University in 1933, but was unable to find a job in the Depression. A fraternity brother working for Dr. Gallup, who had only recently set up shop, invited him to come to

Princeton to apply for a job. Mr. Perry lived in Princeton until his death.

"There were just a few of us, five or six, and we were hand-tabulating ballots, that was our principal task," Mr. Perry said in an interview with The Washington Post after Dr. Gallup died in 1984.

Mr. Perry and others among Dr. Gallup's first hires honed their statistical knowledge in seminars they arranged with Princeton professors.

Still, the newness of the field meant that Mr. Perry "had to invent a few tools," said Herbert Abelson, who has worked in public opinion surveys at Princeton University and at a company he founded. Dr. Abelson said that Mr. Perry "had a profound effect on the whole field."

His influence was magnified by Dr. Gallup's willingness to let him publish articles in journals like Public Opinion Quarterly, rather than keeping certain methods as proprietary secrets. Dr. Cantril suggested that this policy was also in part an effort to re-establish the credibility of polling after the 1948 debacle.

Mr. Perry's wife of 53 years, the former Ruth Grandison, died in 1990. In addition to his son Paul, who lives in Manhattan, he is survived by his daughters, Ruthmarie Thomas of West Windsor, N.J., and Alice Strong of Princeton; another son, Mark, of Charlottesville, Va.; seven grandchildren; and two stepgrandsons.

Dr. Perry said his father never said how he voted in the presidential election of 1948.

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Baltimore MD 21209

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=====  
Date: Wed, 13 Apr 2005 09:30:42 -0400  
Reply-To: "Scott D. Crawford" <[scott@SURVEYSCIENCES.COM](mailto:scott@SURVEYSCIENCES.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Scott D. Crawford" <[scott@SURVEYSCIENCES.COM](mailto:scott@SURVEYSCIENCES.COM)>  
Subject: Re: Web Incompletes  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Leave those partials in. Calculate an AAPOR RR#1 (without partials) and an AAPOR RR#2 (with partials)... and then also calculate a separate Completion Rate (% respondents who completed the survey of those who started it). Those numbers will give you a lot of information.



Partials are very important to consider when looking at comparing Web vs. Mail. If you are using a survey system that records responses from partial cases (the benefit of an interactive survey system that records responses at each screen), then you will receive data on some cases that you may not have received via the mail. Most people do not complete the first half of a mail survey and then send it in... whereas, on the Web, it is typical to see 5% or more of your respondents do just that.

However, if the survey system you are using only records that a Web respondent started the survey, but didn't finish (without recording any of the responses they did provide), then it is equally important to note that... as it makes the case for getting rid of a poorly designed Web survey system.

Also, I would encourage you to look at item missing data differences between the modes. We do know that many mail respondents will skip large sections of a mail survey (as opposed to breaking off before the end). That behavior is not usually the same on the Web. So a comparison of item missing data would be interesting to look at as well.

---

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 Margaret R. Roller  
Sent: Wednesday, April 13, 2005 8:46 AM  
To: AAPORNET@asu.edu  
Subject: Web Incompletes

I am working on a disposition for an experiment I recently ran with three sample groups -- control USPS mail, mail with online option, and online only. Included in my tallies are the unusable or incomplete questionnaire returns. This is easy to identify for the USPS mail returns but I am noodling over how to classify (or if to classify) the online incompletes.

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Thoughts?

Margaret R. Roller

Roller Marketing Research  
rnr@rollerresearch.com

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=====  
Date: Wed, 13 Apr 2005 08:49:43 -0500  
Reply-To: Karen Schnite <T70KES1@WPO.CSO.NIU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Karen Schnite <T70KES1@WPO.CSO.NIU.EDU>  
Subject: Re: Web Incompletes  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

What is missing in this discussion are the number of bounced emails, assuming you are using email addresses to notify respondents in the online only condition. Depending on the automated response, you may find out that the respondent is unknown at the designated email address or in a few cases the message may indicate blocking by some anti-spam program. Other bounced email message may just indicate undeliverable with no reason.

Karen E. Schnite  
Public Opinion Laboratory  
Northern Illinois University  
148 N. Third Street  
DeKalb, IL 60115

815-753-0950  
fax 815-753-2305

Visit our web page at [www.pol.niu.edu](http://www.pol.niu.edu)

>>> "Scott D. Crawford" <scott@SURVEYSCIENCES.COM> 04/13/05 08:30AM  
>>>

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responses at each screen), then you will receive data on some cases that you may not have received via the mail. Most people do not complete the first half of a mail survey and then send it in... whereas, on the Web, it is typical to see 5% or more of your respondents do just that.

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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 Margaret R. Roller  
Sent: Wednesday, April 13, 2005 8:46 AM  
To: AAPORNET@asu.edu  
Subject: Web Incompletes

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main disposition table but to footnote the table with the incomplete  
info.

Thoughts?

Margaret R. Roller  
Roller Marketing Research  
rnr@rollerresearch.com

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

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Date: Wed, 13 Apr 2005 10:20:05 -0400  
Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Subject: Re: Web Incompletes  
Comments: To: Karen Schnite <T70KES1@WPO.CSO.NIU.EDU>, AAPORNET@asu.edu  
In-Reply-To: <s25cdd3b.024@wpo.cso.niu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I don't think that bounced emails has anything to do with responses. It's  
like sending a named mailing to someone who no longer lives at that address,  
or similarly, calling a household telephone number that is disconnected or  
is no longer in service. The bounce-back emails would accurately be  
compared to any mailings that were delivered back to Margaret as  
undeliverable, or even marked "Return to Sender." Thoughts?

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 Karen Schnite  
Sent: Wednesday, April 13, 2005 9:50 AM  
To: AAPORNET@asu.edu  
Subject: Re: Web Incompletes

What is missing in this discussion are the number of bounced emails, assuming you are using email addresses to notify respondents in the online only condition. Depending on the automated response, you may find out that the respondent is unknown at the designated email address or in a few cases the message may indicate blocking by some anti-spam program. Other bounced email message may just indicate undeliverable with no reason.

Karen E. Schnite  
Public Opinion Laboratory  
Northern Illinois University  
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DeKalb, IL 60115

815-753-0950  
fax 815-753-2305

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>>> "Scott D. Crawford" <[scott@SURVEYSCIENCES.COM](mailto:scott@SURVEYSCIENCES.COM)> 04/13/05 08:30AM  
>>>

Leave those partials in. Calculate an AAPOR RR#1 (without partials) and an AAPOR RR#2 (with partials)... and then also calculate a separate Completion Rate (% respondents who completed the survey of those who started it). Those numbers will give you a lot of information.

Partials are very important to consider when looking at comparing Web vs. Mail. If you are using a survey system that records responses from partial cases (the benefit of an interactive survey system that records responses at each screen), then you will receive data on some cases that you may not have received via the mail. Most people do not complete the first half of a mail survey and then send it in... whereas, on the Web, it is typical to see 5% or more of your respondents do just that.

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well.

---

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 Margaret R. Roller  
Sent: Wednesday, April 13, 2005 8:46 AM  
To: AAPORNET@asu.edu  
Subject: Web Incompletes

I am working on a disposition for an experiment I recently ran with three sample groups -- control USPS mail, mail with online option, and online only. Included in my tallies are the unusable or incomplete questionnaire returns. This is easy to identify for the USPS mail returns but I am noodling over how to classify (or if to classify) the online incompletes. Technically, these people never "submitted" their responses but, rather, were added to a separate list of people who entered the survey but never completed it. In comparison the USPS mail unusables are from respondents who actually submitted their response for inclusion.

At this juncture I am inclined to keep the online incompletes out of the main disposition table but to footnote the table with the incomplete info.

Thoughts?

Margaret R. Roller  
Roller Marketing Research  
rnr@rollerresearch.com

---

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

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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: Wed, 13 Apr 2005 10:14:53 -0400  
Reply-To: "McDonald, Scott" <Scott\_McDonald@CONDENAST.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "McDonald, Scott" <Scott\_McDonald@CONDENAST.COM>  
Subject: Re: Web Incompletes  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Anti-spam filters actually make it more difficult (if not impossible) to = know how many emails ever got delivered. More often than not, the = sender receives no notice at all that their email has been filtered out = by the ISP or by a more local anti-spam program. This thwarts the usual = computation of response rate, and it also makes it tough to know whether = some unknown bias has been introduced into the sample.

Scott McDonald  
SVP Research, Cond=E9 Nast Publications

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Karen Schnite  
Sent: Wednesday, April 13, 2005 9:50 AM  
To: AAPORNET@asu.edu  
Subject: Re: Web Incompletes

What is missing in this discussion are the number of bounced emails, assuming you are using email addresses to notify respondents in the online only condition. Depending on the automated response, you may find out that the respondent is unknown at the designated email address or in a few cases the message may indicate blocking by some anti-spam program. Other bounced email message may just indicate undeliverable with no reason.

Karen E. Schnite  
Public Opinion Laboratory  
Northern Illinois University  
148 N. Third Street  
DeKalb, IL 60115

815-753-0950  
fax 815-753-2305

Visit our web page at [www.pol.niu.edu](http://www.pol.niu.edu)

>>> "Scott D. Crawford" <scott@SURVEYSCIENCES.COM> 04/13/05 08:30AM

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scott@surveysciences.com  
734.213.4600 x100

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Sent: Wednesday, April 13, 2005 8:46 AM  
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Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

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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: Wed, 13 Apr 2005 07:26:10 -0700  
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Subject: Re: Web Incompletes

We were very fortunate and had only about a dozen bounces which have been recorded and classified. This is a separate issue from those who actually received the email invitation and entered the survey.

Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

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

---

Date: Wed, 13 Apr 2005 10:29:47 -0400  
Reply-To: JAnnSelzer@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>  
Subject: Re: An excellent albeit long article on Nielsen,  
Arbitron and the portable pe...  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

I'm just back from a conference which featured a speaker from Arbitron who brought a portable people meter with her. They are testing in Houston, but the dominant local news station has not agreed to participate. The meter reads codes in programs and the local station won't code their programs. I asked if commercials could be coded so that the PPM would read actual ADS heard (since the PPM works by listening to tones imbedded in the sound track--not discernable to people or dogs). Yes, she said, they could.

It's funny to me that so much investment is being made to measure PROGRAMMING correctly, but advertisers are not pressing very hard to be sure their ADS within those programs are actually seen and/or heard. Maybe someone on the list knows more about the conversation on this topic inside the industry.

JAS

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

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

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

In a message dated 4/12/2005 9:50:53 A.M. Central Daylight Time, [simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM) writes:

(Requires free registration)

Our Ratings, Ourselves  
By JON GERTNER

The Mismeasure of TV

One of the great contradictions of modern American life is that almost

everyone watches television while almost no one agrees anymore about what it really means to watch television. True, we know that as spring gets under way, new episodes of "Desperate Housewives" and "C.S.I." and "American Idol" will battle for prime-time supremacy in the overnight Nielsen ratings. We also know that local broadcast stations around the country will begin scheming -- just as they do every April -- to win the May sweeps, the tense weeks when rival stations pursue a fierce one-upmanship of flamboyance and hype and the Nielsen-measured audience sizes determine future advertising rates. But when it comes to figuring out how many of us are watching these shows, and whether we're paying attention while we're watching and even whether we're actually noticing the advertisements among the shows we may or may not be watching -- well, this is where things get tricky.

For the past decade or so, watching television in America has been defined by the families recruited by Nielsen Media Research who have agreed to have an electronic meter attached to their televisions or to record in a diary what shows they watch. This setup may not last much longer. Just as programmers and advertisers are clamoring for a better understanding of the television audience, a wave of new consumer products has made it increasingly difficult to satisfy them. One day this January I sat in a Greenwich Village workroom with Bob Luff, the chief technology officer at Nielsen, as he pulled out gadget after gadget to show me what he's up against. Luff seemed to view the modern American home as a digital zoo where the lion is about to lie down with the lamb: radio is going on the Web, TV is going on cellphones, the Web is going on TV and everything, it seems, is moving to video-on-demand (V.O.D.) and (quite possibly) the iPod and the PlayStation Portable. "Television and media," Luff said over the noise of five sets tuned to five different channels, "will change more in the next 3 or 5 years than it's changed in the past 50."

It is Luff's job to think this way, of course -- to observe Americans' embrace of new technologies and respond with new ways for Nielsen to measure that. It is also the job of a Maryland company called Arbitron, which has counted radio listeners -- and, at various times, television viewers -- since the late 1940's. For the past few months, Arbitron has been taking a distinctly unorthodox approach to measuring audiences. Currently the company is recruiting a couple of thousand volunteers in Houston and asking these randomly chosen men, women and children to wear a black plastic box that looks like a pager, three inches by two inches by one-half inch, whose circuitry is roughly as complex as that of a cellphone. In the radio and television industry, this little box is known as the portable people meter, or the P.P.M. In both a business and a cultural sense, it also seems to be the equivalent of a large explosive.

SNIP

<http://www.nytimes.com/2005/04/10/magazine/10NIELSENS.html?pagewanted=1&ei=5070&en=4142e15a1dd88b19&ex=1113451200>

--

Leo G. Simonetta  
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](mailto:aapornet-request@asu.edu)

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

---

Date: Wed, 13 Apr 2005 10:38:33 -0400  
Reply-To: Bill Jeffries <[Bill.Jeffries@ACWIRETECHNOLOGIES.COM](mailto:Bill.Jeffries@ACWIRETECHNOLOGIES.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bill Jeffries <[Bill.Jeffries@ACWIRETECHNOLOGIES.COM](mailto:Bill.Jeffries@ACWIRETECHNOLOGIES.COM)>  
Subject: Re: Web Incompletes  
Comments: To: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

We do a number of online surveys for clients, where we try to track responses. We tend to see automated responses for a) Undeliverable b) Out-of-Office and c) blocked by spam filter.

Bill Jeffries

Bill Jeffries  
President & CEO  
AcWire Technologies  
973-447-2578 (office)  
973-692-1926 (fax)  
[www.AcWireTechnologies.com](http://www.AcWireTechnologies.com)  
=20

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Lance Hoffman  
Sent: Wednesday, April 13, 2005 10:20 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: Web Incompletes

I don't think that bounced emails has anything to do with responses. It's like sending a named mailing to someone who no longer lives at that address, or similarly, calling a household telephone number that is disconnected or is no longer in service. The bounce-back emails would

accurately be compared to any mailings that were delivered back to Margaret as undeliverable, or even marked "Return to Sender." Thoughts?

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 Karen Schnite  
Sent: Wednesday, April 13, 2005 9:50 AM  
To: AAPORNET@asu.edu  
Subject: Re: Web Incompletes

What is missing in this discussion are the number of bounced emails, assuming you are using email addresses to notify respondents in the online only condition. Depending on the automated response, you may find out that the respondent is unknown at the designated email address or in a few cases the message may indicate blocking by some anti-spam program. Other bounced email message may just indicate undeliverable with no reason.

Karen E. Schnite  
Public Opinion Laboratory  
Northern Illinois University  
148 N. Third Street  
DeKalb, IL 60115

815-753-0950  
fax 815-753-2305

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>>> "Scott D. Crawford" <scott@SURVEYSCIENCES.COM> 04/13/05 08:30AM  
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---

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 Margaret R. Roller

Sent: Wednesday, April 13, 2005 8:46 AM

To: AAPORNET@asu.edu

Subject: Web Incompletes

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Thoughts?

Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

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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: Wed, 13 Apr 2005 07:40:53 -0700  
Reply-To: Margaret Roller <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Margaret Roller <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Subject: Re: Web Incompletes

Fortunately, I am working with a survey system that records all responses from every incomplete and complete respondent. And, indeed, I will be analyzing the responses from incompletes.

My issue is really about whether online incompletes are comparable to snail mail incompletes (partials). After all, the online respondent simply terminated and never submitted. The snail mail respondent felt they had completed the questionnaire and submitted it for inclusion in the results. The online incomplete (or termination) is like the snail mail respondent who began filling out the questionnaire but left it on his/her desk to finish at a later date. The latter is never counted in the disposition because the questionnaire has never been returned.

Margaret R. Roller  
Roller Marketing Research  
[rmr@rollerresearch.com](mailto:rmr@rollerresearch.com)

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Archives: <http://lists.asu.edu/archives/aapornet.html>  
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=====  
Date: Wed, 13 Apr 2005 11:00:38 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Schwarzenegger Poll Validity Questioned  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Schwarzenegger Poll Validity Questioned  
<http://www.foxnews.com/story/0,2933,153260,00.html>  
Wednesday, April 13, 2005

LOS ANGELES - For many Californians, Republican Gov. Arnold Schwarzenegger (search) came to office in 2003 as something of a knight in shining armor following the recall of former Gov. Gray Davis.

But these days, poll numbers show that his attempts to reform state government are not wildly popular.

A San Jose State University (search) survey shows Schwarzenegger's approval rating below 50 percent for the first time since he took office. Pollster Phil Trounstine led the research.

SNIP

But the state GOP says the university's poll numbers are wrong and that the poll used leading language in some critical questions. One question, for instance, asks if voters agree with the statement "He's too interested in gimmicks, public relations and image."

Another question asks voters whether they "think things in California are generally going in the right direction or are they seriously off on the wrong track."

"This is a partisan poll. It was conducted by Gray Davis' former communications director. I think the questions they asked people are very misleading. We know that Gov. Schwarzenegger has taken on a very aggressive agenda in California," said Karen Hanretty of the California Republican Party (search).

SNIP

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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: Wed, 13 Apr 2005 08:30:24 -0700  
Reply-To: phil.trounstine@SJSU.EDU  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Philip J. Trounstine" <phil.trounstine@SJSU.EDU>  
Subject: Re: Schwarzenegger Poll Validity Questioned  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"

FYI: The questions were in conjunction with our California Consumer Confidence Survey -- RDD, 1030N (736 RVs). The right-track/wrong-track question was standard language used by Field and many others. It was asked BEFORE the general approval question on Gov. Schwarzenegger which was asked BEFORE asking respondents whether they agree or disagree with four (rotated) statements about Gov. Schwarzenegger :



- He's doing a good job of working with legislators and getting things done.
- He's right to bypass lawmakers and focus on his ballot initiatives.
- He's too interested in gimmicks, public relations and image.
- He should be putting more effort into working with legislators so he'd get more done.

The governor's approval rating has been steadily declining (as Field and PPIC had found in earlier studies) but ours was the first to see him dip below 50% and it was released on the same day the governor announced he was abandoning his drive to change California's pension plan. So it got a lot of attention -- including from the state GOP. Fox News had many comments from me on video that responded to the charge that the study was biased. They chose to use none of them.

Phil Trounstine  
Survey and Policy Research Institute  
at San Jose State University  
408-924-6993  
phil.trounstine@sjsu.edu

Leo Simonetta <simonetta@ARTSCI.COM>  
Sent by: AAPORNET <AAPORNET@asu.edu>  
04/13/2005 08:00 AM  
Please respond to Leo Simonetta

To: AAPORNET@asu.edu  
cc:  
Subject: Schwarzenegger Poll Validity Questioned

Schwarzenegger Poll Validity Questioned  
<http://www.foxnews.com/story/0,2933,153260,00.html>  
Wednesday, April 13, 2005

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SNIP

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SNIP

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Please ask authors before quoting outside AAPORNET.

=====  
Date: Wed, 13 Apr 2005 11:27:35 -0400  
Reply-To: "Schwartz, Doug" <Doug.Schwartz@QUINNIPIAC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Schwartz, Doug" <Doug.Schwartz@QUINNIPIAC.EDU>  
Subject: NEAAPOR Conference - LAST CALL  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

New England Chapter =20  
The American Association for Public Opinion Research  
=20  
LAST CALL  
=20  
2005 Annual Conference  
=20  
~ Friday, April 15, 2005 ~

=20  
The Charles Hotel  
Cambridge, MA 02138

=20  
An exciting program is planned! =20  
Featured speakers will include: =20  
=20

Nancy Belden, AAPOR President  
Gary Langer, ABC News Poll Director  
Joe Lenski, Edison Media Research Exec. VP  
Prof. Bob Blendon, Harvard School of Public Health  
=20  
Contact Jayne Young at (203) 582-5201

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

=====  
Date: Wed, 13 Apr 2005 11:55:05 -0400  
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <simonetta@ARTSCI.COM>  
Subject: Re: Schwarzenegger Poll Validity Questioned  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <0IEW00FAB4BLA8@chimmx03.algx.net>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

I just wanted to clarify that I was not posting this because I think there is anything wrong with the San Jose State poll but because I wanted to highlight another one of those "kill the messenger" moments so familiar to all independent pollsters.

--  
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: Wednesday, April 13, 2005 11:01 AM  
> To: AAPORNET@asu.edu  
> Subject: Schwarzenegger Poll Validity Questioned  
>  
> Schwarzenegger Poll Validity Questioned  
> <http://www.foxnews.com/story/0,2933,153260,00.html>  
> Wednesday, April 13, 2005  
>  
> LOS ANGELES - For many Californians, Republican Gov. Arnold  
> Schwarzenegger

> (search) came to office in 2003 as something of a knight in  
> shining armor following the recall of former Gov. Gray Davis.  
>  
> But these days, poll numbers show that his attempts to reform  
> state government are not wildly popular.  
>  
> A San Jose State University (search) survey shows  
> Schwarzenegger's approval rating below 50 percent for the  
> first time since he took office. Pollster Phil Trounstine led  
> the research.  
>  
> SNIP  
>  
> But the state GOP says the university's poll numbers are  
> wrong and that the poll used leading language in some  
> critical questions. One question, for instance, asks if  
> voters agree with the statement "He's too interested in  
> gimmicks, public relations and image."  
>  
> Another question asks voters whether they "think things in  
> California are generally going in the right direction or are  
> they seriously off on the wrong track."  
>  
> "This is a partisan poll. It was conducted by Gray Davis'  
> former communications director. I think the questions they  
> asked people are very misleading. We know that Gov.  
> Schwarzenegger has taken on a very aggressive agenda in  
> California," said Karen Hanretty of the California Republican  
> Party (search).  
>  
> SNIP  
>  
>  
> --  
> Leo G. Simonetta  
> Research Director  
> Art & Science Group, LLC  
> 6115 Falls Road, Suite 101  
> Baltimore MD 21209  
>  
> -----  
> Archives: <http://lists.asu.edu/archives/aapornet.html>  
> 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: Wed, 13 Apr 2005 12:58:48 -0400  
Reply-To: [jmellis@vcu.edu](mailto:jmellis@vcu.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jim Ellis <[jmellis@VCU.EDU](mailto:jmellis@VCU.EDU)>  
Organization: SERL

Subject: Re: Web Incompletes  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <LISTSERV%2005041307405343@LISTS.ASU.EDU>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I'm sorry to ignore your attempt to get the discussion back to your =  
question  
of interest, Margaret, but on the issue of bounce-back traffic, I would =  
also  
say that in e-mail surveys of clusters of people working at state =  
agencies  
or different companies, agency-specific problems with e-mail delivery =  
can  
create serious problems if the bounce-back traffic is not reviewed for  
patterns. IT staff at those agencies that seem to be bouncing back all  
e-mail requests may need to be contacted to see if they are willing to =  
help  
the survey requests get through, or to advise on what the problem may =  
be.  
Data from surveys in which the sample is more scattered across a large  
number of agencies may not be affected as strongly by nonresponse due to  
agency-specific bounce-back problems.  
Jim Ellis  
Virginia Commonwealth University

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Margaret Roller  
Sent: Wednesday, April 13, 2005 10:41 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Web Incompletes

Fortunately, I am working with a survey system that records all =  
responses  
from every incomplete and complete respondent. And, indeed, I will be  
analyzing the responses from incompletes.

My issue is really about whether online incompletes are comparable to =  
snail  
mail incompletes (partials). After all, the online respondent simply  
terminated and never submitted. The snail mail respondent felt they had  
completed the questionnaire and submitted it for inclusion in the =  
results.  
The online incomplete (or termination) is like the snail mail respondent =  
who  
began filling out the questionnaire but left it on his/her desk to =  
finish at  
a later date. The latter is never counted in the disposition because =  
the  
questionnaire has never been returned.

Margaret R. Roller

Roller Marketing Research  
rnr@rollerresearch.com

---

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: Wed, 13 Apr 2005 13:37:54 -0400  
Reply-To: Beth Schapiro <[beth@SCHAPIRORESEARCHGROUP.COM](mailto:beth@SCHAPIRORESEARCHGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Beth Schapiro <[beth@SCHAPIRORESEARCHGROUP.COM](mailto:beth@SCHAPIRORESEARCHGROUP.COM)>  
Subject: Re: An excellent albeit long article on Nielsen,  
Arbitron and the portable pe...  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[46.6762f523.2f8e86db@aol.com](mailto:46.6762f523.2f8e86db@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

There's an interesting article on this in the NYT magazine Sunday 4/10.

Beth Schapiro, Ph.D.  
Schapiro Research Group, Inc.

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of J. Ann Selzer  
Sent: Wednesday, April 13, 2005 10:30 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: An excellent albeit long article on Nielsen, Arbitron and the  
portable pe...

I'm just back from a conference which featured a speaker from Arbitron who brought a portable people meter with her. They are testing in Houston, but the dominant local news station has not agreed to participate. The meter reads codes in programs and the local station won't code their programs. I asked if commercials could be coded so that the PPM would read actual ADS heard (since the PPM works by listening to tones imbedded in the sound track--not discernable to people or dogs). Yes, she said, they could.

It's funny to me that so much investment is being made to measure PROGRAMMING correctly, but advertisers are not pressing very hard to be sure their ADS within those programs are actually seen and/or heard. Maybe someone on the list knows more about the conversation on this topic inside the industry.

JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.

Des Moines, Iowa 50312  
515.271.5700

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

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

In a message dated 4/12/2005 9:50:53 A.M. Central Daylight Time,  
[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM) writes:

(Requires free registration)

Our Ratings, Ourselves  
By JON GERTNER

The Mismeasure of TV

One of the great contradictions of modern American life is that almost everyone watches television while almost no one agrees anymore about what it really means to watch television. True, we know that as spring gets under way, new episodes of "Desperate Housewives" and "C.S.I." and "American Idol" will battle for prime-time supremacy in the overnight Nielsen ratings. We also know that local broadcast stations around the country will begin scheming -- just as they do every April -- to win the May sweeps, the tense weeks when rival stations pursue a fierce one-upmanship of flamboyance and hype and the Nielsen-measured audience sizes determine future advertising rates. But when it comes to figuring out how many of us are watching these shows, and whether we're paying attention while we're watching and even whether we're actually noticing the advertisements among the shows we may or may not be watching -- well, this is where things get tricky.

For the past decade or so, watching television in America has been defined by the families recruited by Nielsen Media Research who have agreed to have an electronic meter attached to their televisions or to record in a diary what shows they watch. This setup may not last much longer. Just as programmers and advertisers are clamoring for a better understanding of the television audience, a wave of new consumer products has made it increasingly difficult to satisfy them. One day this January I sat in a Greenwich Village workroom with Bob Luff, the chief technology officer at Nielsen, as he pulled out gadget after gadget to show me what he's up against. Luff seemed to view the modern American home as a digital zoo where the lion is about to lie down with the lamb: radio is going on the Web, TV is going on cellphones, the Web is going on TV and everything, it seems, is moving to video-on-demand (V.O.D.) and (quite possibly) the iPod and the PlayStation Portable. "Television and media," Luff said over the noise of five sets tuned to five different channels, "will change more in the next 3 or 5 years than it's changed in the past 50."

It is Luff's job to think this way, of course -- to observe Americans' embrace of new technologies and respond with new ways for Nielsen to measure that. It is also the job of a Maryland company called Arbitron,

which has counted radio listeners -- and, at various times, television viewers -- since the late 1940's. For the past few months, Arbitron has been taking a distinctly unorthodox approach to measuring audiences. Currently the company is recruiting a couple of thousand volunteers in Houston and asking these randomly chosen men, women and children to wear a black plastic box that looks like a pager, three inches by two inches by one-half inch, whose circuitry is roughly as complex as that of a cellphone. In the radio and television industry, this little box is known as the portable people meter, or the P.P.M. In both a business and a cultural sense, it also seems to be the equivalent of a large explosive.

SNIP

<http://www.nytimes.com/2005/04/10/magazine/10NIELSENS.html?pagewanted=1&ei=5070&en=4142e15a1dd88b19&ex=1113451200>

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

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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: Wed, 13 Apr 2005 14:29:32 -0500  
Reply-To: "Wilson, David" <[David\\_Wilson@GALLUP.COM](mailto:David_Wilson@GALLUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Wilson, David" <[David\\_Wilson@GALLUP.COM](mailto:David_Wilson@GALLUP.COM)>  
Subject: internet-based testing bibliography  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable  
=====



From: Hayes, Ted=20  
Sent: Wednesday, April 13, 2005 3:23 PM  
To: Mrktgsage@aol.com; zsolt.nyiri@uconn.edu; Minjeong Kim;  
JAMES.BELANICH@hqda.army.mil; pmeyer@email.unc.edu  
Cc: Wilson, David  
Subject: internet-based testing bibliography

Greetings---

=20

I am writing in regard to my AAPOR request forwarded on by my associate, David Wilson. I mentioned that I was putting together a bibliography for my panel presentation. Attached please find the bibliography as it now stands. Thank you for your assistance!

=20

=20

Ted.

=20

Ted Hayes

The Gallup Organization

901 "F" Street N.W.

Washington, D.C. 20004

202-715-3154

=20

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

=====  
Date: Wed, 13 Apr 2005 17:24:42 -0400  
Reply-To: elizabeth.ann.martin@CENSUS.GOV  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Betsy Martin <elizabeth.ann.martin@CENSUS.GOV>  
Subject: Fw: AAPOR Election Results  
Comments: To: "AAPORNET," <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII

I'm very pleased to announce the results of the elections to AAPOR

Executive Council, and to congratulate the new members of the 2005-2006 AAPOR Council:

Rob Daves, Vice President and President-Elect

Paul Beatty, Associate Secretary-Treasurer

Patricia Moy, Associate Conference Chair

Bob Shapiro, Associate Councillor-at-Large

Tom Guterbock, Associate Standards Chair

Kat Lind Draughon, Associate Membership and Chapter Relations Chair

Steve Everett, Associate Publications Chair

Please join me in congratulating not just the winners, but everyone who ran. It was a strong slate, and we are grateful for their willingness to run, and to serve AAPOR.

In addition, the revised Code of Ethics was approved by the membership. Of 393 ballots received, 378 voted for, 13 against, with 2 Abstentions.

Betsy Martin  
Past President, AAPOR

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Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 14 Apr 2005 12:37:56 +0200  
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Edith de Leeuw <edithl@XS4ALL.NL>  
Subject: mixing modes  
Comments: To: AAPORNET@asu.edu, WAPOR@UNL.EDU, SRMSNET@LISTSERV.UMD.EDU,  
nosmo@nic.surfnet.nl  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear friends and colleagues

For the 20th anniversary of the Journal of Official Statistics, I am preparing a short article on how to mix modes. I searched the literature for methods for mixed modes, but found very few references. Most publications are on mode comparisons and not on mixing modes.

So, I turn to one of the best resources I know with my cry for help: you!

Please send me any references on mixed-mode surveys and especially on methodological research into mixing modes.

Of course, I will share my findings with the list!

Thanking you in advance and my apologies for cross-posting.

Edith

Dr. Edith D. de Leeuw  
Associate Editor, Journal of Official Statistics  
<http://www.jos.nu>

Plantage Doklaan 40, NL-1018 CN Amsterdam, The Netherlands  
tel +31.20.3302596 fax + 31.20.3302597  
e-mail [edithl@xs4all.nl](mailto:edithl@xs4all.nl)

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

---

Date: Thu, 14 Apr 2005 08:43:23 -0400  
Reply-To: Mark Pierzchala <[MPierzchala@MATHEMATICA-MPR.COM](mailto:MPierzchala@MATHEMATICA-MPR.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark Pierzchala <[MPierzchala@MATHEMATICA-MPR.COM](mailto:MPierzchala@MATHEMATICA-MPR.COM)>  
Subject: Re: mixing modes  
Comments: To: Edith de Leeuw <[edithl@XS4ALL.NL](mailto:edithl@XS4ALL.NL)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

April 14, 2005

A paper concerning the 2003 National Survey of Recent College Graduates (NSRCG), that details instrumentation differences between paper, cati, and web modes is: Instrument Design for a Blaise Multimode Web, CATI, and Paper Survey <<http://www.blaiseusers.org/IBUCPDFS/2004/24.pdf>> by Mark Pierzchala, Debra Wright, Claire Wilson, and Paul Guerino, Mathematica Policy Research, Inc. It is available online at:  
<http://www.blaiseusers.org/IBUCPDFS/2004/24.pdf>  
<<http://www.blaiseusers.org/IBUCPDFS/2004/24.pdf>> . In particular, Appendix A starting on page 22 of the pdf file gives an item-by-item overview of differences, beyond mere question statement, between the three modes. This was an example of a multimode survey where each mode's data collection was optimized independently of the other modes.

A related paper is: System Implementation for a Blaise Multimode Web, CATI and Paper Survey <<http://www.blaiseusers.org/IBUCPDFS/2004/25.pdf>> by Leonard Hart, Amanda Foster-Sardenberg, Yuki Okada /Leonard Hart, Mathematica Policy Research, Inc. at <http://www.blaiseusers.org/IBUCPDFS/2004/25.pdf>  
<<http://www.blaiseusers.org/IBUCPDFS/2004/25.pdf>> .

Mark Pierzchala

Senior Analyst for Computer Assisted Interviewing Methodology

Mathematica Policy Research, Inc.

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

From: Edith de Leeuw [mailto:edithl@XS4ALL.NL]

Sent: Thu 4/14/2005 6:37 AM

To: AAPORNET@asu.edu

Cc:

Subject: mixing modes

Dear friends and colleagues

For the 20th anniversary of the Journal of Official Statistics, I am preparing a short article on how to mix modes. I searched the literature for methods for mixed modes, but found very few references. Most publications are on mode comparisons and not on mixing modes.

So, I turn to one of the best resources I know with my cry for help: you!

Please send me any references on mixed-mode surveys and especially on methodological research into mixing modes.

Of course, I will share my findings with the list!

Thanking you in advance and my apologies for cross-posting.

Edith

Dr. Edith D. de Leeuw  
Associate Editor, Journal of Official Statistics  
<http://www.jos.nu>

Plantage Doklaan 40, NL-1018 CN Amsterdam, The Netherlands  
tel +31.20.3302596 fax + 31.20.3302597  
e-mail [edithl@xs4all.nl](mailto:edithl@xs4all.nl)

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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.

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Date: Thu, 14 Apr 2005 11:28:35 -0400  
Reply-To: ckreider@kreiderresearch.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: ckreider <ckreider@KREIDERRESEARCH.COM>  
Subject: trends in cell phone usage  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

Hi --

I got the request below from a colleague. I know there's all kinds of stuff out there but anyone have a good reference to pass on? I've been paying more attention to impacts than actual numbers. Thanks for any help!

"by any chance, do you have any information about trends in cell phone usage over the last 10-15 years? Something like #s of people with cell phones in some defined geographic area each year, or similar. Thanks."

Christine E. Kreider, MPA  
Kreider Research & Consulting  
(207) 866-5912  
ckreider@kreiderresearch.com

---

Sent via the WebMail system at kreiderresearch.com

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

---

Date: Thu, 14 Apr 2005 09:02:05 -0700  
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <lawton@TECHSOCIETY.COM>  
Subject: Re: trends in cell phone usage  
Comments: To: ckreider <ckreider@KREIDERRESEARCH.COM>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <200504141128.AA23265564@kreiderresearch.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Check out <http://www.wow-com.com> (CTIA - the wireless association) and follow the links to Research and Statistics.

Leora Lawton

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

On Thu, 14 Apr 2005, ckreider wrote:

> Date: Thu, 14 Apr 2005 11:28:35 -0400  
> From: ckreider <ckreider@KREIDERRESEARCH.COM>  
> To: AAPORNET@asu.edu  
> Subject: [AAPORNET] trends in cell phone usage  
>  
> Hi --  
>  
> I got the request below from a colleague. I know there's all kinds of  
stuff out there but anyone have a good reference to pass on? I've been paying  
more attention to impacts than actual numbers. Thanks for any help!  
>  
> "by any chance, do you have any information about trends in cell phone usage  
over the last 10-15 years? Something like #s of people with cell phones in  
some defined geographic area each year, or similar. Thanks."  
>  
>  
> Christine E. Kreider, MPA  
> Kreider Research & Consulting  
> (207) 866-5912  
> ckreider@kreiderresearch.com  
>  
>  
>  
>

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> Sent via the WebMail system at kreiderresearch.com  
>

> -----  
> 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.

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Date: Thu, 14 Apr 2005 15:39:31 -0400  
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Subject: Rim weighting  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Has anyone tried this software? Should I endorse it with a link?

Please reply offline.

Thanks, 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](http://www.unc.edu/~pmeyer)

---

---

----- Forwarded message -----

Date: Thu, 14 Apr 2005 15:25:13 +0200 (CEST)  
From: Volker Hoffmann <[vhoff@pan-data.org](mailto:vhoff@pan-data.org)>  
To: philip\_meyer@unc.edu  
Subject: Weighting Software

Dear Philip,

while searching for data weighting content in the internet, I've found an interesting article at "The New Precision Journalism, Chapter 9 - How to do an election survey - Weighting" on your site. Within this article, you're very well explaining different weighting methods and the importance of a household size transformation. You also mention, that SPSS and SAS both don't include rim weighting algorithms.

You might be interested, that we've developed a free market research software "Ccount" at <http://pan-data.dyndns.org/ccount>, including a very powerful and flexible weighting engine. This engine allows all common weighting methods, including factor, target (cell) and rim (IPF) weighting with or without household size transformation. The Ccount package is available at no charge.

Maybe you want to add a link to our page on your homepage. We would be very proud to be mentioned there!

Many thanks for your attention and best regards,  
Volker Hoffmann  
CCOUNT development team

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

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Date: Thu, 14 Apr 2005 18:28:21 -0400  
Reply-To: "Schuetze, Hans-Joachim" <[Hans.Schuetze@MBNA.COM](mailto:Hans.Schuetze@MBNA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Schuetze, Hans-Joachim" <[Hans.Schuetze@MBNA.COM](mailto:Hans.Schuetze@MBNA.COM)>  
Subject: Re: Web Incompletes  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Sorry for another post off-topic re: the original question...

Scott, thanks for the excellent response. However, nitpicker that I am, I have to comment on one point you make: (see below)

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

> From: Scott D. Crawford [mailto:scott@SURVEYSCIENCES.COM]

> Sent: Wednesday, April 13, 2005 9:31 AM

> To: AAPORNET@asu.edu

> Subject: Re: Web Incompletes

[snipped]

> However, if the survey system you are using only records that a Web

> respondent started the survey, but didn't finish (without

> recording any

> of the responses they did provide), then it is equally

> important to note

> that... as it makes the case for getting rid of a poorly designed Web

> survey system.

[snipped]

In my past life as survey researcher in a HR consulting company in Germany (employee satisfaction etc.), we deliberately used a server that recorded that a respondent started a survey but did not save any data until it was saved/approved by the respondent. In certain cases, such as employee satisfaction about an employer (our clients), you want approval from a respondent to release that data, even if it happens anonymously.

My point: There are reasons that a web server may behave that way. However, you have to make this obvious a) to the respondent and b) to the client.

Hans-Joachim Schuetze

Research & Development, Customer Insights

MBNA America, N.A.

Hans.Schuetze@MBNA.com

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

Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 14 Apr 2005 16:23:51 -0700

Reply-To: Doug Rivers <doug@POLIMETRIX.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Doug Rivers <doug@POLIMETRIX.COM>

Subject: Seeking freelance survey writer/analyst

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Polimetrix is seeking an experienced survey researcher to write and analyze surveys on a freelance basis. The surveys cover a variety of topics ranging from politics to entertainment to sports. Some are



serious, others are meant to entertain. Experience with media surveys, a flair for posing interesting questions, and top-notch writing and analytical skills are essential. We are located in Palo Alto, California, but all work can be done remotely.=20

=20  
Please email a resume and cover letter describing your qualifications to jobs@polimetrix.com.

=20  
Douglas Rivers, Ph.D.  
President & CEO  
Polimetrix, Inc.  
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Palo Alto, CA 94301  
(650) 462-8000  
(650) 462-8002 (direct)  
(650) 462-8422 (fax)  
www.polimetrix.com  
=20

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

=====  
Date: Thu, 14 Apr 2005 20:37:47 -0400  
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>  
Subject: Re: Web Incompletes  
Comments: To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Mick Couper has been leading a team of AAPOR volunteers to write a four section for the Standard Definitions booklet on survey outcome disputations and response rate which address web base surveys of specific people. I expect Mick will say more about when that section will be available. PJJ=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Margaret R. Roller  
Sent: Wednesday, April 13, 2005 8:44 AM  
To: AAPORNET@asu.edu  
Subject: Web Incompletes

I am working on a disposition for an experiment I recently ran with three sample groups -- control USPS mail, mail with online option, and online only. Included in my tallies are the unusable or incomplete questionnaire returns. This is easy to identify for the USPS mail returns but I am noodling over how to classify (or if to classify) the online incompletes.

Technically, these people never "submitted" their responses but, rather, were added to a separate list of people who entered the survey but never completed it. In comparison the USPS mail unusables are from

respondents who actually submitted their response for inclusion.

At this juncture I am inclined to keep the online incompletes out of the main disposition table but to footnote the table with the incomplete info.

Thoughts?

Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

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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: Fri, 15 Apr 2005 05:47:50 -0700  
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>  
Subject: Re: Web Incompletes

Thanks, Paul, for this response. This helps to explain why I haven't seen a comment directly on target with my question. I eagerly await others thoughts/clarifications on this issue.

Margaret R. Roller  
Roller Marketing Research  
rmr@rollerresearch.com

-----  
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=====  
Date: Fri, 15 Apr 2005 10:13:05 -0400  
Reply-To: "Scott D. Crawford" <scott@SURVEYSCIENCES.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Scott D. Crawford" <scott@SURVEYSCIENCES.COM>  
Subject: Re: Web Incompletes  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

> My issue is really about whether online incompletes are comparable to  
> snail  
> mail incompletes (partials). After all, the online respondent simply  
> terminated and never submitted. The snail mail respondent felt they  
had

- > completed the questionnaire and submitted it for inclusion in the results.
- > The online incomplete (or termination) is like the snail mail respondent
- > who
- > began filling out the questionnaire but left it on his/her desk to finish
- > at
- > a later date. The latter is never counted in the disposition because the
- > questionnaire has never been returned.

Margaret-

I think they are comparable in that they are both incomplete responses. The reasoning behind the partial responses may be different... and the value of the data provided may be different. =20

However, I wouldn't assume that the snail mail respondent felt that they had completed the questionnaire. They may have just decided that was all they would do and would mail it in partially complete. =20

Also, you really don't know why the online respondent left... they may have done so knowingly, but they may also have had a technical glitch, power outage, etc. Or, they could have consciously decided that the 5 minutes they spent was all that they were willing to do so, and left knowing that they gave you \*some\* value in providing a partial response.

So... there are two similarities between these kinds of cases:

1. They both contain incomplete data.
2. You know nothing for the reasons for the incomplete (unless you have some mechanism to collect reasons). =20

But the key difference is that you have more information about the Web incompletes than you do the snail mail incompletes. But that shouldn't make that additional information invalid or unusable.

I return to what you stated was the purpose of this experiment... which was to compare mail, mail with web, and web. To do this, you would want to look at all of the data provided and use it in the comparison. You definitely should note the differences in the kinds of data provided... this is one area that I think is key for understanding the differences between those modes.

If I were discussing the results of your experiment, I would report the following:

- AAPOR RR#1 for each treatment group
- AAPOR RR#2 for each treatment group
- Completion Rate for each treatment group (with a clear definition of what a "complete" was as well as a discussion of influences you think could have made a difference in completion rates between the modes).
- Item missing data rates between treatment groups
- Include a detailed explanation of how the Web survey system worked (ie. storing partial cases, etc.) as well as how mail surveys were

returned, including any instructions that were provided to the R for the return. This information would help readers evaluate what may have caused the differences (if any) for themselves as well.

Also, another useful metric would be to plot out the "last question asked/answered" for the web partials. This gives you some information for why respondents may have broken off on the Web. While it doesn't give you any info about the mail cases, at least it will help you understand those cases that were partials better. It will identify if the breakoffs were early breakoffs or late breakoffs... and it will point out problematic/difficult questions that could have caused the breakoff.

Hope this helps you think about how to proceed.

---

Scott D. Crawford  
Survey Sciences Group, LLC  
scott@surveysciences.com  
734.213.4600 x100

-----  
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---

Date: Fri, 15 Apr 2005 07:41:15 -0700  
Reply-To: "Margaret R. Roller" <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Margaret R. Roller" <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Subject: Re: Web Incompletes

Now we're getting to it. Thanks, Scott, for your thoughts. These are the issues I'm thinking about. I need to factor into this the fact that the initial reporting is being done for a non-research client who simply wants to get to the actionable findings. But there will be more reports on this study -- including a journal article -- so all of this is very useful. Thanks again for your contribution.

Margaret R. Roller  
Roller Marketing Research  
[rmr@rollerresearch.com](mailto:rmr@rollerresearch.com)

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Date: Fri, 15 Apr 2005 08:16:23 -0700  
Reply-To: Tim Vercellotti <[lvercellotti@ELON.EDU](mailto:lvercellotti@ELON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Tim Vercellotti <[lvercellotti@ELON.EDU](mailto:lvercellotti@ELON.EDU)>  
Subject: How to identify panel participants

Dear colleagues:

We're planning a two-wave rdd panel study of adults in North Carolina, and we're wrestling with how much identifying information we will need to collect in wave one in order to contact the proper individual in wave two. We are planning to ask for the first name of the participant, with the assurance that the information is confidential and only for record-keeping purposes. Is this, matched with the telephone number, enough? What have others done? Does anyone know of citations that address the link between early terminations and asking for this kind of identifying information?

I will be happy to post a summary of replies to the list. Thanks in advance for your help.

Tim Vercellotti

---

Tim Vercellotti, Ph.D.  
Assistant Professor  
Director, Elon University Poll  
Department of Political Science  
Elon University  
Campus Box 2175  
Elon, NC 27244  
Ph.: 336-278-6418  
Fax: 336-278-6401

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---

Date: Fri, 15 Apr 2005 11:25:58 -0400  
Reply-To: Jonathan Trichter <[JTrichter@PACE.EDU](mailto:JTrichter@PACE.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jonathan Trichter <[JTrichter@PACE.EDU](mailto:JTrichter@PACE.EDU)>  
Organization: Pace Poll, Pace University  
Subject: Re: How to identify panel participants  
Comments: To: Tim Vercellotti <[lvercellotti@ELON.EDU](mailto:lvercellotti@ELON.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%2005041508162354@LISTS.ASU.EDU](mailto:LISTSERV%2005041508162354@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Has anyone ever heard of a research firm called "Pacific Crest Research" from Fairfield California? Are they a phone bank, a political polling company, or something other?

Many thanks,

- Jonathan Trichter

-----  
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=====

Date: Fri, 15 Apr 2005 11:37:52 -0400

Reply-To: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>

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

From: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>

Subject: Re: How to identify panel participants

Comments: To: Tim Vercellotti <[lvercellotti@ELON.EDU](mailto:lvercellotti@ELON.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

In-Reply-To: <[LISTSERV%2005041508162354@LISTS.ASU.EDU](mailto:LISTSERV%2005041508162354@LISTS.ASU.EDU)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

We have done this in the past. Name is good, but you may also want to ask age. Based on when the follow up is done, if you ask for the person by name on Wave 2, or all subsequent ages, you can re-screen for age as an additional method of checking that are speaking to the correct person, as you would expect it to either be the same or to be within one year (obviously older), to account for a birthday that may have occurred. First name and age has proven to be very accurate here, and respondents don't seem to view it as intrusive, which is important.

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 Tim Vercellotti

Sent: Friday, April 15, 2005 11:16 AM

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

Subject: How to identify panel participants

Dear colleagues:

We're planning a two-wave rdd panel study of adults in North Carolina, and we're wrestling with how much identifying information we will need to collect in wave one in order to contact the proper individual in wave two. We are planning to ask for the first name of the participant, with the assurance that the information is confidential and only for record-keeping purposes. Is this, matched with the telephone number, enough? What have others done? Does anyone know of citations that address the link between early terminations and asking for this kind of identifying information?

I will be happy to post a summary of replies to the list. Thanks in advance for your help.

Tim Vercellotti

---

Tim Vercellotti, Ph.D.  
Assistant Professor  
Director, Elon University Poll  
Department of Political Science  
Elon University  
Campus Box 2175  
Elon, NC 27244  
Ph.: 336-278-6418  
Fax: 336-278-6401

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---

Date: Fri, 15 Apr 2005 16:38:31 +0100  
Reply-To: [Iain.NOBLE@DFES.GSI.GOV.UK](mailto:Iain.NOBLE@DFES.GSI.GOV.UK)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Iain Noble <[Iain.NOBLE@DFES.GSI.GOV.UK](mailto:Iain.NOBLE@DFES.GSI.GOV.UK)>  
Subject: Re: How to identify panel participants  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I=20have=20this=20hypothetical=20household:=20you=20talk=20to=20someone=20=  
called=20George.  
He=20let's=20slip=20that=20his=20second=20name=20is=20Bush=20and=20he's=20=  
involved=20in  
government=20service.=20Is=20first=20name=20enough?

Iain=20Noble  
Department=20for=20Education=20and=20Skills=20  
Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20  
W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20  
0114=20259=201180  
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to  
[www.dfes.gov.uk/research](http://www.dfes.gov.uk/research)=20

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

>From:=20AAPORNET=20[<mailto:AAPORNET@asu.edu>]=20On=20Behalf=20Of=20Tim=20V=  
ercellotti

>Sent:=2015=20April=202005=2016:16

>To:=20AAPORNET@asu.edu

>Subject:=20How=20to=20identify=20panel=20participants

>

>Dear=20colleagues:

>

>We're=20planning=20a=20two-wave=20rdd=20panel=20study=20of=20adults=20in=20North=20Carolina,

and

>we're=20wrestling=20with=20how=20much=20identifying=20information=20we=20will=20need=20to

>collect=20in=20wave=20one=20in=20order=20to=20contact=20the=20proper=20individual=20in=20wave

two.

>We=20are=20planning=20to=20ask=20for=20the=20first=20name=20of=20the=20participant,=20with=20the

>assurance=20that=20the=20information=20is=20confidential=20and=20only=20for=20record-keeping

purposes.=20Is=20this,=20matched=20with=20the=20telephone=20number,=20enough?>What=20have

>others=20done?>Does=20anyone=20know=20of=20citations=20that=20address=20the=20link

between

>early=20terminations=20and=20asking=20for=20this=20kind=20of=20identifying=20information?

>

>I=20will=20be=20happy=20to=20post=20a=20summary=20of=20replies=20to=20the=20list.=20Thanks=20in

>advance=20for=20your=20help.

>

>Tim=20Vercellotti

>

>

>

>

>

>Tim=20Vercellotti,=20Ph.D.

>Assistant=20Professor

>Director,=20Elon=20University=20Poll

>Department=20of=20Political=20Science

>Elon=20University

>Campus=20Box=202175

>Elon,=20NC=2027244

>Ph.: =20=20336-278-6418

>Fax:=20=20336-278-6401

>

>

>

>

>Archives:=20<http://lists.asu.edu/archives/aapornet.html>

>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>Problems?-don't=20reply=20to=20this=20message,=20write=20to:

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

>

>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20INTERNET.



>  
>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=  
=20by=20the  
Government=20Secure=20Intranet  
>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Energi=  
s=20in  
partnership=20with  
>MessageLabs.

>  
>Please=20see  
<http://www.gsi.gov.uk/main/notices/information/gsi-003-2002.pdf>=20for  
further  
>details.

>  
>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20=  
helpdesk

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=  
the=20Government=20Secure=20Intranet=20(GSI)=20virus=20scanning=20service=20=  
supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageL=  
abs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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=====  
Date: Fri, 15 Apr 2005 13:01:29 -0400  
Reply-To: Marc Zwelling <[vector@SYMPATICO.CA](mailto:vector@SYMPATICO.CA)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Zwelling <[vector@SYMPATICO.CA](mailto:vector@SYMPATICO.CA)>  
Subject: Re: How to identify panel participants  
Comments: To: Lance Hoffman <[lhoffman@OPINIONACCESS.COM](mailto:lhoffman@OPINIONACCESS.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[00eb01c541d1\\$17126920\\$7801a8c0@HUMANRESOURCES](mailto:00eb01c541d1$17126920$7801a8c0@HUMANRESOURCES)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Current issue of Public Opinion Quarterly has an article on some of this.

---

Marc Zwelling  
Vector Research + Development Inc. / 416.733.2320  
Turning questions into strategies... <http://www.vectorresearch.com>

This message has been scanned by Norton Antivirus 2004 Professional  
<http://securityresponse.symantec.com/>

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Lance Hoffman  
Sent: Friday, April 15, 2005 10:38 AM

To: AAPORNET@asu.edu  
Subject: Re: How to identify panel participants

We have done this in the past. Name is good, but you may also want to ask age. Based on when the follow up is done, if you ask for the person by name on Wave 2, or all subsequent ages, you can re-screen for age as an additional method of checking that are speaking to the correct person, as you would expect it to either be the same or to be within one year (obviously older), to account for a birthday that may have occurred. First name and age has proven to be very accurate here, and respondents don't seem to view it as intrusive, which is important.

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 Tim Vercellotti  
Sent: Friday, April 15, 2005 11:16 AM  
To: AAPORNET@asu.edu  
Subject: How to identify panel participants

Dear colleagues:

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Tim Vercellotti

---

Tim Vercellotti, Ph.D.  
Assistant Professor  
Director, Elon University Poll  
Department of Political Science  
Elon University  
Campus Box 2175  
Elon, NC 27244  
Ph.: 336-278-6418  
Fax: 336-278-6401

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

---

Date: Sat, 16 Apr 2005 12:37:24 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [Aapornet@asu.edu](mailto:Aapornet@asu.edu)  
Comments: cc: [scott@surveysciences.com](mailto:scott@surveysciences.com)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

#### Study Director

The Survey Sciences Group, LLC. (SSG) is seeking a Study Director to join its team in Ann Arbor, Michigan. This person will have responsibilities in managing numerous survey research projects, will consult and work directly with clients, and may also hold corporate responsibilities.

#### Required Qualifications:

- Minimum 3 years managing survey research projects
- At least one year of experience with academic/government funded survey projects
- A/BS in the social sciences or statistics
- At least one survey project experience as a primary contact for an external client
- A clear understanding of the application of survey research
- Excellent oral and written communication skills
- Strong organizational and collaboration skills=20
- Functional knowledge of Microsoft Office product suite
- Familiarity with analytic products such as SPSS

#### Additional Desired Skills:

- Five or more years of experience managing survey research projects
- MA/MS in the social sciences or statistics
- Experience supervising staff or contractors
- Experience with questionnaire design

- Experience with Web-based survey data collection
- Experience with sensitive topic data collection
- Interest in playing a significant role in all aspects of a growing small business
- Interest in the science of survey methodology

About SSG:

Based in Ann Arbor, Michigan, the Survey Sciences Group, LLC is a rapidly growing survey research consulting firm with clients in academia and government. SSG provides its clients with leadership, methodologies, and innovations in social science research.

To Apply:

Send your resume, a cover letter and 3 references to:  
jobs@surveysciences.com <BLOCKED::mailto:jobs@surveysciences.com> . No phone calls please.=20

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

=====  
Date: Tue, 19 Apr 2005 08:26:36 -0700  
Reply-To: "Margaret R. Roller" <rnr@ROLLERRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Margaret R. Roller" <rnr@ROLLERRESEARCH.COM>  
Subject: Re: Web Incompletes

Scott,

In re-reading your last post on this topic, I think you have helped me to better understand my point. While we don't know why someone failed to complete the questionnaire, we do know that snail mail respondents did not face possible technical difficulties (as could have happened with the online version). So the USPS respondents clearly submitted their questionnaires, offering whatever level of completion they chose.

Online partials, however, represent people who started and stopped for any one of many reasons; but the one thing we do know about them is that they never submitted the questionnaire. They may have had technical problems, gone on vacation, gotten tired of the survey, been interrupted by the TV, whatever -- we'll just never know if they had planned on returning to complete and submit the survey. While it will be fascinating to analyze these people (and I will!...in all the combinations you suggest...more?), I just can't equate them with snail mail incompletes.

My view of this is that submitted responses need to be compared to submitted responses.

Margaret R. Roller  
Roller Marketing Research  
rnr@rollerresearch.com

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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, 19 Apr 2005 14:54:57 -0400  
Reply-To: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU>  
Subject: A happy personnel note . . .  
Comments: To: AAPORnet List server <aapornet@asu.edu>,  
asro listserve <asro@virginia.edu>  
Comments: cc: "thomas, john" <jpt6n@virginia.edu>,  
"Hartman, David" <deh9q@virginia.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

To: AAPOR list  
ASRO list

I'm delighted to report that, after a medical leave of absence following her stroke last July, Robin Bebel has returned to her duties as Assistant Director of the University of Virginia Center for Survey Research. She is started back to work yesterday, on a part-time basis. She's had a remarkable recovery and is continuing to improve. She'll continue to share her duties with Dave Hartman of our staff during a period of transition.

Robin's e-mail is [rab6r@virginia.edu](mailto:rab6r@virginia.edu).

Tom Guterbock

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                                  CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)243-5233  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                          Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: [TomG@virginia.edu](mailto:TomG@virginia.edu)

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

---

Date: Tue, 19 Apr 2005 16:30:08 -0400  
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Subject: Fourth Funding Opportunity Seminar in Survey and Statistical  
Rese

arch

Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>

MIME-version: 1.0

Content-type: text/plain

>                                  SEMINAR ANNOUNCEMENT

>  
> Topic: Fourth Funding Opportunity Seminar in Survey and  
> Statistical Research  
>  
> Organizer: Research Subcommittee of the Federal Committee on  
> Statistical Methodology  
>  
> Date/Time: Monday, June 13, 2005, 9:00 A.M.- 3:00 P.M. (NOTE  
> SPECIAL TIME)  
>  
> Sponsors: Washington Statistical Society, and Washington  
> DC/Baltimore Chapter AAPOR  
>  
> Location: BLS Conference Center, Postal Square Building, 2  
> Massachusetts Ave. N.E.  
> Take the Red Line to Union Station. Bring a photo  
> ID to the seminar.  
>  
> (Note: If you have not registered by May 31 with  
>  
> SDockery@CDC.gov <mailto:SDockery@CDC.gov> ,  
> please e-mail your name, affiliation, and the name of this  
> seminar to wss\_seminar@BLS.gov <mailto:wss\_seminar@BLS.gov>  
> (underscore after wss) by noon June 9 or call  
> 202-691-7524 and leave message.)  
>  
> Registration: There is no registration fee. If you plan to attend,  
> please e-mail  
> SDockery@CDC.gov <mailto:SDockery@CDC.gov> , by May  
> 31 if possible, to guarantee seating, help with  
> planning refreshments, and to be put on the BLS  
> seminar attendance list.  
>  
> Abstract: Since 1998, 12 Federal statistical agencies in collaboration  
> with the National Science Foundation and the support of the Federal  
> Committee on Statistical Methodology have been funding and  
> administrating the Funding Opportunity in Survey and Statistical Research,  
> a research grants program oriented to the needs of the Federal Statistical  
> System. The Fourth Funding Opportunity Seminar features the reports of  
> the principal investigators of 3 research projects that were funded in  
> 2003, and invited speakers and discussants.  
>  
>  
> The agenda of the 2005 Funding Opportunity Seminar follows:  
>  
>  
> Program of the Funding Opportunity Seminar In Survey and  
> Statistical Research  
> BLS Conference and Training  
> Center  
> June 13, 2005  
>  
> 8:45 a.m. Continental Breakfast  
>

> 9:00 a.m. Welcoming Remarks  
> Brian Harris-Kojetin, OMB  
>  
> 9:10 a.m. Session 1. Invited Speaker  
> "Future Directions of Total Error  
> Research" Paul Biemer, RTI  
>  
> 10:00 a.m. Session 2. "Topics in Small Area Estimation"  
> Investigators: Malay Ghosh - University of  
> Florida  
> Tapabrata Maiti - Iowa  
> State University  
> Discussant: Jerry J. Maples - USCB  
>  
> 11:00 a.m. Refreshment Break  
>  
> 11:15 a.m. Session 3. "Improved Methods of Estimating Production and  
> Income Across Nations  
> Investigators: Alan Heston -  
> University of Pennsylvania  
> Robert  
> Feenstra - University of California-Davis  
> Discussant: Raymond Mataloni Jr.- BEA  
>  
> 12:15 p.m. Lunch on your own  
>  
> 1:30 p.m. Session 4. "Regression and Deconvolution with  
> Heteroscedastic Measurement Error"  
> Investigator: Leonard Stefanski -  
> North Carolina State University  
> Discussant: Stephen M. Miller -  
> BLS  
>  
> 2:30 p.m. Refreshment Break  
>  
> 2:45 p.m. Session 5. Remarks on the Funding Opportunity, Past and  
> Future  
> Speaker: Robert E. Fay - USCB  
>  
>  
>

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

=====  
Date: Wed, 20 Apr 2005 07:49:12 -0400  
Reply-To: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>  
Subject: Survey Operations Position  
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) <<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 in 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) <<mailto:hrnj@mathematica-mpr.com>>.

An Equal Opportunity/Affirmative Action Employer

<<aaporjobaddSOC Director.doc>>



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

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Date: Wed, 20 Apr 2005 15:12:33 -0400  
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Subject: NCES training opportunity  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Please pass this announcement along to any colleagues or graduate students who may be interested in free training on the use of education survey data. =20

The National Center for Education Statistics (NCES), U.S. Department of Education, is sponsoring a 3-day training on the use of the National Household Education Surveys Program (NHES) databases for research and policy analyses. NHES is a series of surveys that provides descriptive data on the educational activities of the U.S. population, from early childhood to adult education. These data are collected through telephone interviews with individual parents, youth, and adults.

The training takes place in Washington, DC, June 15-17, 2005. The training is free, and travel, hotel, and per diem expenses are paid by NCES. =20

To apply, or for more information, see  
<http://nces.ed.gov/conferences/confinfo.asp?confid=3D120> For more information on the NHES, see <http://nces.ed.gov/nhes/>

For other NCES trainings, see <http://nces.ed.gov/conferences/>=20

--  
Matthew DeBell, Ph.D.  
Education Statistics Services Institute, American Institutes for Research  
Washington, DC=20  
202-403-6503=20  
[mdebell@air.org](mailto:mdebell@air.org)

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

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Date: Wed, 20 Apr 2005 14:46:38 -0500  
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

The Survey Research Center at the University of Michigan is seeking a Master's level survey statistician to participate in all phases of SRC's survey operations. A detailed position description is attached.

If you are interested, please contact:

James Wagner

University of Michigan

Institute for Social Research, Survey Research Center

email: jameswag@isr.umich.edu <mailto:jameswag@isr.umich.edu>  
<mailto:jameswag@isr.umich.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: Wed, 20 Apr 2005 17:32:56 -0500  
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="iso-8859-1"  
Content-transfer-encoding: quoted-printable

=20

Manager, Market Research

Location: NYC

=20

Are you ready to work for an exciting and growing company? Do you want =  
to be challenged, both tactically and strategically, in your daily work =  
environment? =20

SIRIUS delivers more than 120 channels of the best commercial-free = music, compelling talk shows, news and information, and the most = exciting sports programming to listeners across the country in digital = quality sound. SIRIUS offers 65 channels of 100% commercial-free music, = and features over 55 channels of sports, news, talk, entertainment, = traffic and weather for a monthly subscription fee of only \$12.95. = SIRIUS also broadcasts live play-by-play games of the NFL and NBA, and = is the Official Satellite Radio partner of the NFL.

=20

Join us and be a key player in Market Research department. The Manager, = Market Research will partner with the Market Research Director to = support executives managing the Sirius brand to inform and guide = strategic thinking and tactical plans through relevant and timely = consumer information that executives can act on to further the business = goals. The manager is a team player who has the experience and = professionalism to proactively manage internal client needs while = adhering to high quality standards. Additionally, the manager must = remain flexible as the assignments and the structure of the department = will surely evolve over the course of the Company's maturation.

=20

#### Responsibilities:

=B7 Partner with Market Research Director to develop and execute = a research strategy that supports, differentiates and enhances Sirius.

=B7 Identify Programming, Marketing, Sales and Distribution = consumer and market intelligence needs, determine appropriate research = methodology and implement process.

=B7 Provide analyses and strategies to program, market, and = develop the channels and brand.

=B7 Manage internal client relations and oversee distribution of = information to all relevant departments=20

=B7 Establish partnerships with external research suppliers and = undertake research studies that are required to fulfill business needs. = Manage day-to-day relationships with external research suppliers = throughout course of engagement.

=B7 Cultivate knowledge of Sirius as a whole and the industry at = large.

=20

=20

#### Qualifications

- =A7 Strong analytic, numeric, and problem-solving skills. = Experience using multivariate techniques.
- =A7 Strong communication skills, both written and oral.
- =A7 Highly organized, ability to work under pressure, handle = multiple projects simultaneously, and meet deadlines.
- =A7 Flexibility to adapt to changing and growing environment.
- =A7 Detail oriented.
- =A7 Exhibits professional demeanor.
- =A7 Demonstrates knowledge of related industry; media/radio, = recording industry or consumer electronics desired.
- =A7 Experience conducting music/programming testing desirable.=20
- =A7 Previous experience managing research vendors/consultants.
- =A7 Recent experience with statistical analysis package (e.g. = SPSS or SAS) helpful
- =A7 Recent experience with syndicated databases (Arbitron, = Nielsen, Simmons, MRI, NPD Intellect) desired, but not mandatory.
- =A7 Strong PC skills (Word, Excel, Powerpoint, Access).
- =A7 Approximately 5-7 years of media/market research experience.
- =A7 BS/BA required. MS/MA/MBA preferred.

=20

Please apply to this position directly through the careers section of = our website: [www.sirius.com](http://www.sirius.com) <<http://www.sirius.com/>> =20

=20

=20

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

=====  
Date: Wed, 20 Apr 2005 21:44:12 -0400  
Reply-To: Nicole Kirgis <[nkirgis@ISR.UMICH.EDU](mailto:nkirgis@ISR.UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nicole Kirgis <[nkirgis@ISR.UMICH.EDU](mailto:nkirgis@ISR.UMICH.EDU)>  
Subject: Job Opening at the University of Michigan, SRC

Comments: To: "AAPORNet@asu.edu" <AAPORNet@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain

The Survey Research Center at the University of Michigan is seeking a Master's level survey statistician to participate in all phases of SRC's survey operations. A detailed position description is attached.

If you are interested, please contact:

James Wagner  
University of Michigan  
Institute for Social Research, Survey Research Center  
email: jameswag@isr.umich.edu <mailto:jameswag@isr.umich.edu>

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

=====  
Date: Thu, 21 Apr 2005 09:34:40 -0400  
Reply-To: Nicole Kirgis <nkiris@ISR.UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nicole Kirgis <nkiris@ISR.UMICH.EDU>  
Subject: Re: Job Opening at the University of Michigan, SRC  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain

I appreciate your interest in our open position. Below please find the detailed position description, which did not go through as an attachment in the original message. Thank you.

Sr. Research Associate

Position duties include but are not limited to:

- Design, develop and execute data management and analysis for survey research data, and advise others performing these tasks.
- Provide complex data management and quality assurance services for internal and external clients.
- Compile, clean, and ensure the quality of data sets delivered to clients.
- Report on results of survey data, including summary statistics and supporting documentation.
- Write technical documentation for datasets.
- Leader in diagnosing problems, including programming, data, and procedural errors.
- Perform complex database queries and develop reports on data collection processes.
- Provide complex analysis of project and unit data for management staff or other clients.
- Communicate with clients on an on-going basis regarding status of tasks.
- Develop technical specifications for data management, quality control and

other systems and applications.

- Conduct critical analysis of literature relevant to research activities.
- Prepare of data for research papers and presentations; write scientific papers and presentations.
- Meet specified budget on project tasks.
- Improve work processes and product quality by using continuous quality improvement techniques to assess performance and identify areas for improvement and by guiding the implementation of improvements.
- Meet internal and external client needs and minimize risk to Center.
- Supervise the scheduling and monitor the progress of major sample development projects.
- Work with guidance from the Statistical Design Group to implement sample designs, to monitor the performance of samples in the field, and to carry out post-survey processing and documentation.
- Participate in the design of statistical samples for research proposals and reports and in budget preparation.
- Develop and promote technological and methodological innovations within the Production Sampling Group.
- Develop weighting and imputations schemes for complex sample surveys.

Related duties may include: Programming, technical writing and proposal development.

Necessary Qualifications:

- Master's degree in related field and/or equivalent combination of education and experience.
- Academic knowledge of substantive area, generally associated with a Doctoral degree.
- At least seven years of progressively responsible experience in social research.
- Demonstrated skills in several of the following areas: data analysis, technical writing, client relationship management, system design and data modeling, relational database technologies, application development, programming, and production support.
- Demonstrated competency using statistical software tools, preferably SAS.
- Demonstrated competence in MS Office software: MS Access, MS Word, MS Excel, and MS PowerPoint.
- Demonstrated leadership skills.
- Demonstrated oral and written communication skills.
- Demonstrated broad understanding of all areas of survey research, i.e., sampling, data collection, coding, data processing, application programming, analysis, and methodology.
- Considerable knowledge of sample selection procedures is necessary.
- Demonstrated advanced statistical proficiency and use of techniques for problem solving and forecasting.

Desired Qualifications:

- Experience with project management software such as MS Project.
- Programming, including knowledge of CAI software such as Blaise.
- Business systems analysis.
- Financial analysis.
- Proposal development.

Selection criteria:

1. Relevance and quality of education and experience, with an emphasis on sampling theory and applications.
2. Knowledge and demonstrated ability to use statistical software.
3. Extent and quality of experience working under the self-directed team concept, and in providing team leadership.
4. Demonstrated ability to improve process and group performance.
5. Knowledge and demonstrated ability to use MS Office software.
6. Knowledge and demonstrated ability to use project management software.
7. Demonstrated ability to work with clients, managers and coworkers.
8. Demonstrated ability to work independently.
9. Demonstrated ability to take initiative.
10. Demonstrated complementary skills or ability to acquire them.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nicole Kirgis  
Sent: Wednesday, April 20, 2005 9:44 PM  
To: AAPORNET@asu.edu  
Subject: Job Opening at the University of Michigan, SRC

The Survey Research Center at the University of Michigan is seeking a Master's level survey statistician to participate in all phases of SRC's survey operations. A detailed position description is attached.

If you are interested, please contact:

James Wagner  
University of Michigan  
Institute for Social Research, Survey Research Center  
email: jameswag@isr.umich.edu <mailto:jameswag@isr.umich.edu>

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

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Date: Thu, 21 Apr 2005 15:53:56 -0400  
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <simonetta@ARTSCI.COM>  
Subject: Abandoning the news - the future of news  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Carnegie report  
PDF at  
<http://www.carnegie.org/pdf/carnreporterSp05.pdf>

With these elemental shifts in mind, Carnegie Corporation of New York has launched a major initiative on the future of news and commissioned this report, based on a survey of 18-to-34-year-olds carried out by Frank N. Magid Associates in May 2004. (A set of PowerPoint slides comprising a distillation of the survey data is available on the Corporation's web site, [www.carnegie.org](http://www.carnegie.org).)

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

Date: Fri, 22 Apr 2005 09:52:42 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: With instant polling, online survey firm scores big  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

SEATTLE POST-INTELLIGENCER  
[http://seattlepi.nwsourc.com/venture/221170\\_vc22.html](http://seattlepi.nwsourc.com/venture/221170_vc22.html)

Venture Capital: With instant polling, online survey firm scores big  
Friday, April 22, 2005

By JOHN COOK  
SEATTLE POST-INTELLIGENCER REPORTER

Before the release of "Shrek 2" last year, producers of the animated film wanted to get a better idea of how the trailer might resonate with possible moviegoers.

Instead of holding screenings in dozens of cities and then surveying those in attendance, the job fell to Mercer Island-based Global Market Insite and its worldwide network of 1.3 million online poll takers. In less than 72 hours, GMI distributed the movie trailers to online survey takers in multiple countries and tabulated their opinions -- a task that would have taken weeks without the global reach of the Internet.

SNIP

Market research has undergone a radical transformation in the past five



years -- spurred in part by the rise of broadband Internet connections that allow graphics, photographs and videos to be viewed on a personal computer.

The implementation of the do-not-call list, which was signed by President Bush in 2003, also has affected the business.

Although that bill did not prevent market research firms from conducting telephone surveys, it did radically change the way people viewed interruptions at home.

"The consumers, the recipients of those calls, don't differentiate" between telemarketers and market research surveys, said Cynthia Brockhoff, vice president of investor relations at Greenfield Online, the largest provider of online surveys and GMI's biggest competitor. After Bush approved the do-not-call list, Brockhoff said refusal rates for telephone surveys skyrocketed to 80 percent.

With that change in consumer behavior, usage of online surveys have grown in importance, Brockhoff said.

Greenfield Online, a publicly traded company that expects revenue to top \$85 million this year, is trying to capture the biggest piece of this growing market. In the past six months, the Wilton, Conn.-based company has acquired four companies -- most recently paying \$154 million in cash and stock for one of Europe's biggest online survey companies. It now has about 5.7 million online poll takers in its network, including 1.5 million in Europe.

## SNIP

Online polling does have certain advantages.

Unlike telephone surveys, poll takers can choose when they want to complete the survey. They also are typically paid in cash, gift certificates, ringtones or other services. GMI, for example, pays about \$3 to \$5 for a 15-minute online survey. Top earners in GMI's network or poll takers make about \$500 annually, Monster said.

"No one is going to retire on this," admits Monster. "... The reason to join a panel like this is not necessarily to add an income, but to participate in the shaping of products and providing opinion."

In order to participate, GMI asks survey takers for personal information such as age, nationality, medical conditions and recreational activities. To guard against fraud, Monster said it has designed the system so users must authenticate their identity twice before participating in a survey.

Interest was high as Monster took the company out for venture financing late last year, entertaining four offers from Seattle and Silicon Valley firms.

"Let's just say the herd effect was at work," he said.

GLOBAL MARKET INSITE  
Headquarters: Mercer Island

Employees: 97 full time

Sales: Projected for \$30 million this year

Founded: June 1999

Business: Conducts online polling in 200 countries on behalf of market research firms and large corporations.

Total financing: \$16 million

Investors: Voyager Capital, FTVentures, eFund

Competitors: ComScore Networks, Greenfield Online, Harris Interactive, Survey Sampling International

Customers: John Deere, JD Power, Nielsen Entertainment, Forrester Research, Zogby International, IDC.

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P-I reporter John Cook can be reached at 206-448-8075 or johncook@seattlepi.com. For more information on Seattle-area startups or venture capital firms, visit www.seattlepi.com/venture.

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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.

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Date: Fri, 22 Apr 2005 08:04:20 -0700  
Reply-To: "Pollack, Lance" <LPollack@PSG.UCSF.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Pollack, Lance" <LPollack@PSG.UCSF.EDU>  
Subject: Looking for Help With Sampling Approaches  
Comments: To: "AAPORNET@ASU.EDU" <AAPORNET@asu.edu>  
Comments: cc: "jlehrer1@itsa.ucsf.edu" <jlehrer1@itsa.ucsf.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

I am posting this request for help for my colleague Josie Lehrer (jlehrer1@itsa.ucsf.edu). Please send any replies off-list and directly to her.

Josie will be collecting data as part of a project that is the result of a cooperative agreement between a major university in the US and a major university in a South American country. The project focuses on dating and sexual violence victimization and perpetration among college students at the South American university. While many studies and programs dealing with this issue have been executed at US campuses, this will be the first study of its kind in South America. As a first step, they intend to survey students to establish prevalence of the problem and to assess related attitudes, cognitions, and behaviors. Thus, obtaining a sample that is as representative as possible of the total student population is clearly a high priority. Josie is seeking technical advice on sampling approaches to achieve the goal of a representative sample. Unfortunately, given the VERY modest budget of the project, sampling and assessment options are limited, and direct compensation for said technical advice is non-existent. However, if you would be willing to volunteer an hour or two to lend your expertise to this potentially groundbreaking project, it would be greatly appreciated.

Lance M. Pollack, Ph.D.  
Health Survey Research Unit (HSRU)  
University of California, San Francisco  
lpollack@psg.ucsf.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: Mon, 25 Apr 2005 01:28:26 -0400  
Reply-To: CrossleyHM@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Helen M. Crossley" <CrossleyHM@AOL.COM>  
Subject: Conference housing  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

Dear AAPOR Colleagues,

For the third year in a row I have been caught in the annual conference housing snafu -- trying to reserve a space as soon as information was published, I was told that there was no room at the inn. After some follow-up correspondence I received a telephone call saying that I would get a room, but I've been unable to confirm this to submit a credit card deposit. As a senior with some walking difficulty I need to be in the main hotel. If things don't work out, would anyone be willing to share with me? There should be a considerable saving in housing cost if we double up. (I would prefer a non-smoking female. but I'm not very fussy.)

Please reply to me, not the listserv (CrossleyHM@aol.com). Thank you.

Helen Crossley

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

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Date: Mon, 25 Apr 2005 23:32:09 -0400  
Reply-To: "Thomas M. Guterbock" <[tmg1p@cms.mail.virginia.edu](mailto:tmg1p@cms.mail.virginia.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)>  
Subject: Baseball, anyone?  
Comments: To: AAPORnet List server <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

To AAPOR fans of baseball:

The Florida Marlins are on the road starting May 12, the first day of AAPOR's annual meeting, but they will still be in town on the evening of Wednesday, May 11, for a 7:05 game against the Houston Astros. Craig Hill and I are planning to meet at 6:00 pm Wednesday evening (5/11) in the lobby of the Fontainebleau to grab a cab to recently re-named Dolphins Stadium (formerly Pro Player Stadium) to catch the game.

If anyone else would like to join us for this excursion, please contact me off list by May 4th. We have not tried to purchase tickets in advance, but might do so if there were more than three of us wishing adjacent seating. To check out the stadium and ticket prices (not real cheap), go to [florida.marlins.mlb.com](http://florida.marlins.mlb.com).

(Leora Lawton, expert organizer of last year's trip to see the Diamondbacks, has sent her regrets.)

The concierge says it's a \$30 cab ride over to the stadium, so sharing transportation sounds really attractive.

Tom

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                                  CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)243-5233  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                          Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: [TomG@virginia.edu](mailto:TomG@virginia.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, 26 Apr 2005 01:51:59 -0400  
Reply-To: [CrossleyHM@AOL.COM](mailto:CrossleyHM@AOL.COM)

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Helen M. Crossley" <CrossleyHM@AOL.COM>  
Subject: Conference housing  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

Aapornet and Goamp have now solved my housing problem. Thanks to all who so helpfully responded. I still think doubling up is a good idea for those who have trouble with reservations.

Helen Crossley

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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, 26 Apr 2005 08:53:39 -0500  
Reply-To: Nancy Mathiowetz <nancym2@UWM.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Mathiowetz <nancym2@UWM.EDU>  
Subject: Professional Index Editor  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: 8bit

AAPORites:

I'm looking for a professional editor who does indexing (for a book). Any leads would be greatly appreciated. Please respond off aapornet to:

nancym2@uwm.edu

Thanks,

Nancy Mathiowetz

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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, 26 Apr 2005 11:24:51 -0400  
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <simonetta@ARTSCI.COM>  
Subject: Another push poll in Va?  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Survey, or not a survey? That is the question  
Virginia residents getting calls from conservative group on filibuster  
issue

The phone rings, and a computerized voice asks if you would mind giving up  
45 seconds of your time to take part in a survey.

You oblige, though a few seconds in, you wonder if you're really being  
surveyed, or something else entirely.

After being posed questions on your views on the process set by the United  
States Constitution for appointing judges to the federal bench, you are  
then directed to call Sen. John Warner to let him know how you feel about  
how that task is taken care of.

Phone numbers for Warner's Washington, D.C., and district offices across  
the Commonwealth are provided - before another series of queries are thrown  
out at you to gather your thoughts on gay marriage, abortion and your  
willingness to give money to political candidates and church organizations.

SNIP  
[http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

Follow up article  
Professor breaks down filibuster push poll  
[http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

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=====  
Date: Tue, 26 Apr 2005 12:50:19 -0400  
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Subject: Re: With instant polling, online survey firm scores big  
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

Is it significant that these press releases are written by venture  
capital firms, that Greenfield and Harris both have gone public?  
Is the following quote significant?:

In the words of Com Score a panel survey research provider:=20

"More Than 30% Of All Online Surveys Are Completed By Less Than 0.25% Of The Population. A recent study by comScore has confirmed the dawn of the "professional survey respondent," and validated the growing concern that such consumers do not represent the broader population. Further, panellists in this small group take an average of 80 surveys over a 90-day period - with some taking several surveys per day!

Michel Rochon

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

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

Sent: April 22, 2005 9:53 AM

To: AAPORNET@asu.edu

Subject: With instant polling, online survey firm scores big

SEATTLE POST-INTELLIGENCER

[http://seattlepi.nwsourc.com/venture/221170\\_vc22.html](http://seattlepi.nwsourc.com/venture/221170_vc22.html)

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Friday, April 22, 2005

By JOHN COOK

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SNIP

Market research has undergone a radical transformation in the past five years -- spurred in part by the rise of broadband Internet connections that allow graphics, photographs and videos to be viewed on a personal computer.

The implementation of the do-not-call list, which was signed by President Bush in 2003, also has affected the business.

Although that bill did not prevent market research firms from conducting telephone surveys, it did radically change the way people viewed interruptions at home.

"The consumers, the recipients of those calls, don't differentiate" between telemarketers and market research surveys, said Cynthia Brockhoff, vice president of investor relations at Greenfield Online, the largest provider of online surveys and GMI's biggest competitor. After Bush approved the do-not-call list, Brockhoff said refusal rates for telephone surveys skyrocketed to 80 percent.

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Online polling does have certain advantages.

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"No one is going to retire on this," admits Monster. "... The reason to join a panel like this is not necessarily to add an income, but to participate in the shaping of products and providing opinion."

In order to participate, GMI asks survey takers for personal information such as age, nationality, medical conditions and recreational activities.

To guard against fraud, Monster said it has designed the system so users must authenticate their identity twice before participating in a survey.

Interest was high as Monster took the company out for venture financing late last year, entertaining four offers from Seattle and Silicon Valley firms.



"Let's just say the herd effect was at work," he said.

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Customers: John Deere, JD Power, Nielsen Entertainment, Forrester Research, Zogby International, IDC.

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

=====  
Date: Tue, 26 Apr 2005 13:15:34 -0400  
Reply-To: Reg\_Baker@MARKETSTRATEGIES.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Reginald Baker <Reg\_Baker@MARKETSTRATEGIES.COM>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA08E592@exchangeasde.ASDE.local>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII

I'll let Greenfield and Harris defend their panel management practices and instead invite all to consider the source and have a look at what comScore(www.comscore.com) is peddling as "researchware," an approach that many see as spyware under the guise of a survey. It seems that everyone has an axe to grind.

Reg Baker  
Market Strategies

Michel Rochon  
<mrochon@SURVEYSA  
MPLER.COM> To  
Sent by: AAPORNET AAPORNET@asu.edu  
<AAPORNET@asu.edu cc  
>

Subject  
Re: With instant polling, online  
04/26/2005 12:50 survey firm scores big  
PM

Please respond to  
Michel Rochon  
<mrochon@SURVEYSA  
MPLER.COM>

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

Sent: April 22, 2005 9:53 AM

To: AAPORNET@asu.edu

Subject: With instant polling, online survey firm scores big

SEATTLE POST-INTELLIGENCER

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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, 26 Apr 2005 12:11:29 -0500  
Reply-To: "Bannister, Nancy G" <banniste@INDIANA.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Bannister, Nancy G" <banniste@INDIANA.EDU>  
Subject: Rasmussen Reports  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0

Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

> Does anyone out there know anything about this survey/reporting  
> company? It doesn't appear he is related to AAPOR. Non-subscribers  
> can't get to his methodology for his surveys, which are many. I am  
> curious because his results about American's views on the bible as  
> "literal truth" are being discussed on another discussion list I  
> subscribe to.

>=20

> Check this website. <http://www.rasmussenreports.com/2005/Bible.htm>

> Thanks,

>=20

> Nancy Bannister

> Center for Survey Research

> Indiana University

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

=====  
Date: Tue, 26 Apr 2005 13:37:07 -0400  
Reply-To: Mike Donatello <MDonatello@COX.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Donatello <MDonatello@COX.NET>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA08E592@exchangeasde.ASDE.local>  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1250  
Content-transfer-encoding: 7bit

Michael, where did you find that quote from comScore? It has a nice buzz,  
but I would suggest that it be evaluated in terms of the potential  
motivations of the party making the statement.

--

Mike Donatello  
703.582.5680  
MDonatello@cox.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michel Rochon  
Sent: Tuesday, 26 April, 2005 12:50  
To: AAPORNET@asu.edu  
Subject: Re: With instant polling, online survey firm scores big

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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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No virus found in this incoming message.  
Checked by AVG Anti-Virus.  
Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

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No virus found in this outgoing message.

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Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

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

Please ask authors before quoting outside AAPORNET.

=====  
Date: Tue, 26 Apr 2005 13:32:42 -0500  
Reply-To: Rick Weil <[fweil@COX.NET](mailto:fweil@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Weil <[fweil@COX.NET](mailto:fweil@COX.NET)>  
Subject: Re: Rasmussen Reports  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Rasmussen's website has 63% saying literal truth. GSS 1998 has 31%, and our Baton Rouge polls this year and last have 39% & 40%, respectively, using the GSS question. (<http://www.lsu.edu/sociology/Surveys/Br2005/BR2005Freqs.htm>) I couldn't see Rasmussen's question text, but I assume it's not identical. Still, his results are pretty different from the GSS-based questions.

Rick Weil, LSU

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

From: "Bannister, Nancy G" <[banniste@INDIANA.EDU](mailto:banniste@INDIANA.EDU)>  
To: <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
Sent: Tuesday, April 26, 2005 12:11 PM  
Subject: Rasmussen Reports

> Does anyone out there know anything about this survey/reporting  
> company? It doesn't appear he is related to AAPOR. Non-subscribers  
> can't get to his methodology for his surveys, which are many. I am  
> curious because his results about American's views on the bible as  
> "literal truth" are being discussed on another discussion list I  
> subscribe to.  
>  
> Check this website. <http://www.rasmussenreports.com/2005/Bible.htm>  
> Thanks,  
>  
> Nancy Bannister  
> Center for Survey Research  
> Indiana University

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

Date: Tue, 26 Apr 2005 15:35:19 -0400  
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: Mike Donatello <MDonatello@COX.NET>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Mike,  
Thanks for the question/comment.=20  
The quote is available on the ComScore web site it reads in full:

"The benefits of conducting custom research via online techniques are clearly compelling to marketers and research firms, but the unabated migration to online research has created an insatiable demand for survey sample. As a result, serious problems of "over-fishing" and declining response rates have emerged, and respondent quality has come under increasing client scrutiny.=20

More Than 30% Of All Online Surveys Are Completed By Less Than 0.25% Of The Population

A recent study by comScore has confirmed the dawn of the "professional survey respondent," and validated the growing concern that such consumers do not represent the broader population. Further, panelists in this small group take an average of 80 surveys over a 90-day period - with some taking several surveys per day!"

Mind you they are obviously trying to move buyers in their direction but they seem more honest about the over all effort.

The website is <http://www.comscore.com/custom-research/sample.asp>=20

Michel Rochon

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike Donatello  
Sent: April 26, 2005 1:37 PM  
To: AAPORNET@asu.edu  
Subject: Re: With instant polling, online survey firm scores big

Michael, where did you find that quote from comScore? It has a nice buzz, but I would suggest that it be evaluated in terms of the potential motivations of the party making the statement.

--

Mike Donatello  
703.582.5680  
MDonatello@cox.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michel Rochon  
Sent: Tuesday, 26 April, 2005 12:50  
To: AAPORNET@asu.edu  
Subject: Re: With instant polling, online survey firm scores big

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Michel Rochon

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: April 22, 2005 9:53 AM  
To: AAPORNET@asu.edu  
Subject: With instant polling, online survey firm scores big

SEATTLE POST-INTELLIGENCER  
[http://seattlepi.nwsourc.com/venture/221170\\_vc22.html](http://seattlepi.nwsourc.com/venture/221170_vc22.html)

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## SNIP

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Although that bill did not prevent market research firms from conducting telephone surveys, it did radically change the way people viewed interruptions at home.

"The consumers, the recipients of those calls, don't differentiate" between telemarketers and market research surveys, said Cynthia Brockhoff, vice president of investor relations at Greenfield Online, the largest provider of online surveys and GMI's biggest competitor. After Bush approved the do-not-call list, Brockhoff said refusal rates for telephone surveys skyrocketed to 80 percent.

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"No one is going to retire on this," admits Monster. "... The reason to join a panel like this is not necessarily to add an income, but to participate in the shaping of products and providing opinion."

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"Let's just say the herd effect was at work," he said.

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Date: Tue, 26 Apr 2005 15:37:13 -0400  
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: Reg\_Baker@MARKETSTRATEGIES.COM, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Thanks for this comment. I did not know anything about the company until I found their quote. I will of course be careful given your very useful comment.

Michel Rochon

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Reginald Baker  
Sent: April 26, 2005 1:16 PM  
To: AAPORNET@asu.edu  
Subject: Re: With instant polling, online survey firm scores big

I'll let Greenfield and Harris defend their panel management practices and instead invite all to consider the source and have a look at what comScore(www.comscore.com) is peddling as "researchware," an approach that many see as spyware under the guise of a survey. It seems that everyone has an axe to grind.

Reg Baker  
Market Strategies

Michel Rochon  
<mrochon@SURVEYSA  
MPLER.COM>

To  
Sent by: AAPORNET      AAPORNET@asu.edu  
<AAPORNET@asu.edu

cc  
>

=20  
Subject

Re: With instant polling, online  
04/26/2005 12:50      survey firm scores big  
PM

Please respond to  
Michel Rochon  
<mrochon@SURVEYSA  
MPLER.COM>

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Michel Rochon



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

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

Sent: April 22, 2005 9:53 AM

To: AAPORNET@asu.edu

Subject: With instant polling, online survey firm scores big

SEATTLE POST-INTELLIGENCER

[http://seattlepi.nwsourc.com/venture/221170\\_vc22.html](http://seattlepi.nwsourc.com/venture/221170_vc22.html)

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Please ask authors before quoting outside AAPORNET.  
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Date: Tue, 26 Apr 2005 12:46:23 -0700  
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Doug Rivers <doug@POLIMETRIX.COM>  
Subject: Re: With instant polling, online survey firm scores big

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

=20

Although I think this is potentially a serious problem, I have a few problems with this analysis:

1) It is based only on people who have installed the comScore meter. All this really proves is that the comScore panelists may be weird.

2) What's the evidence that frequent survey-takers, aka "Professional Respondents", are unusual? Josh Clinton won the award for best student paper at AAPOR several years ago with a carefully designed experiment that showed little or no effects of frequent survey participation on responses. It would be nice to see some evidence on the other side, before we panic about this.

3) It lumps all of the online vendors into the same category, when there are clearly substantial differences in the rate at which they contact panelists. Jon Krosnick and I are giving a paper at AAPOR comparing various Web survey vendors and we find substantial differences in self-reported survey participation rates for different panels. All are much higher than RDD respondents, though the participation rates don't seem to be correlated with survey accuracy.

Doug Rivers  
=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michel Rochon  
Sent: Tuesday, April 26, 2005 9:50 AM  
To: AAPORNET@asu.edu  
Subject: Re: With instant polling, online survey firm scores big

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Sent: April 22, 2005 9:53 AM

To: AAPORNET@asu.edu  
Subject: With instant polling, online survey firm scores big

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

=====  
Date: Tue, 26 Apr 2005 15:51:07 -0400  
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Leve, Jay" <jleve@SURVEYUSA.COM>  
Subject: Re: Another push poll in Va?  
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

As context: SurveyUSA was asked to bid on this project by Focus on the  
Family, and when I read the quite detailed RFP, it was immediately  
obvious this was not legitimate opinion research.

For example: the RFP asked the pollster to leave an advocacy message on  
answering machines.

I am not sure which outfit ultimately was awarded the contract, but it  
was not a borderline case where one could argue it fell within the  
bounds "message testing."

//leve

Jay H. Leve  
SurveyUSA

15 Bloomfield Ave.  
Verona, NJ 07044

973-857-8500 x 551  
Fax: 973-857-7595

jleve@surveyusa.com  
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, April 26, 2005 11:25 AM  
To: AAPORNET@asu.edu  
Subject: Another push poll in Va?

Survey, or not a survey? That is the question  
Virginia residents getting calls from conservative group on filibuster  
issue

The phone rings, and a computerized voice asks if you would mind giving  
up  
45 seconds of your time to take part in a survey.

You oblige, though a few seconds in, you wonder if you're really being  
surveyed, or something else entirely.

After being posed questions on your views on the process set by the  
United  
States Constitution for appointing judges to the federal bench, you are  
then directed to call Sen. John Warner to let him know how you feel  
about  
how that task is taken care of.

Phone numbers for Warner's Washington, D.C., and district offices across  
the Commonwealth are provided - before another series of queries are  
thrown  
out at you to gather your thoughts on gay marriage, abortion and your  
willingness to give money to political candidates and church  
organizations.

SNIP  
[http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

Follow up article  
Professor breaks down filibuster push poll  
[http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

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Date: Tue, 26 Apr 2005 16:44:02 -0400  
Reply-To: Mike Donatello <MDonatello@COX.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Donatello <MDonatello@COX.NET>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: Michel Rochon <mrochon@surveysampler.com>, AAPORNET@asu.edu  
In-Reply-To: <0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA08E594@exchangeasde.ASDE.local>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
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Mike Donatello

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

From: Michel Rochon [mailto:mrochon@surveysampler.com]

Sent: Tuesday, 26 April, 2005 15:35  
To: Mike Donatello; AAPORNET@asu.edu  
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SEATTLE POST-INTELLIGENCER

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"The consumers, the recipients of those calls, don't differentiate" between telemarketers and market research surveys, said Cynthia Brockhoff, vice president of investor relations at Greenfield Online, the largest provider of online surveys and GMI's biggest competitor. After Bush approved the do-not-call list, Brockhoff said refusal rates for telephone surveys skyrocketed to 80 percent.

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

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Date: Tue, 26 Apr 2005 17:34:05 -0400  
Reply-To: Mike Donatello <MDonatello@COX.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Donatello <MDonatello@COX.NET>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: Ed Ledek <eledek@westernwats.com>, AAPORNET@asu.edu  
In-Reply-To: <C9AF26C86D2F0244B6A9601675BD3C9801CD7787@mail.westernwats.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1250  
Content-transfer-encoding: 7bit

Sounds very interesting.

One question which I hope someone would pose to panelists is whether they are reporting response rates based on AAPOR standards. Again, a lot of the "professional respondent" argument seems, to me, designed to rationalize low response.

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

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Sent: Tuesday, 26 April, 2005 17:15

To: Mike Donatello; AAPORNET@asu.edu  
Subject: RE: With instant polling, online survey firm scores big

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Please let me know if I can assist any further.

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Date: Tue, 26 Apr 2005 15:14:59 -0600  
Reply-To: Ed Ledek <eledek@WESTERNWATS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Ed Ledek <eledek@WESTERNWATS.COM>  
Subject: Re: With instant polling, online survey firm scores big  
Comments: To: Mike Donatello <MDonatello@COX.NET>, AAPORNET@asu.edu  
MIME-version: 1.0

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

Employees: 97 full time

Sales: Projected for \$30 million this year

Founded: June 1999

Business: Conducts online polling in 200 countries on behalf of market research firms and large corporations.

Total financing: \$16 million

Investors: Voyager Capital, FTVentures, eFund

Competitors: ComScore Networks, Greenfield Online, Harris Interactive, Survey Sampling International

Customers: John Deere, JD Power, Nielsen Entertainment, Forrester Research, Zogby International, IDC.

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P-I reporter John Cook can be reached at 206-448-8075 or johncook@seattlepi.com. For more information on Seattle-area startups or venture capital firms, visit [www.seattlepi.com/venture](http://www.seattlepi.com/venture).

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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.

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

--

No virus found in this incoming message.  
Checked by AVG Anti-Virus.  
Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

--

No virus found in this outgoing message.  
Checked by AVG Anti-Virus.  
Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

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

--

No virus found in this incoming message.  
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Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

--

No virus found in this outgoing message.  
Checked by AVG Anti-Virus.  
Version: 7.0.308 / Virus Database: 266.10.3 - Release Date: 4/25/2005

---

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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, 26 Apr 2005 15:26:52 -0700  
Reply-To: Mollyann Brodie <[mbrodie@KFF.ORG](mailto:mbrodie@KFF.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mollyann Brodie <[mbrodie@KFF.ORG](mailto:mbrodie@KFF.ORG)>

Subject: Looking for Mentors at the Annual Conference  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

Fellow AAPORites-

Q1: Are you attending the annual conference in Miami in May? =20  
Q2: Are you willing to show a FIRST time conference attendee the ropes  
and help to introduce them to AAPOR? =20

If you answered yes to Q1 and Q2.....WE NEED YOU! We have almost 200  
FIRST time attendees who have asked to be matched with a mentor for the  
conference next month, but far fewer folks on the list who have  
expressed interest in being a mentor.

Here's all we are asking of a MENTOR:

1. Contact your mentee (we will assign you somebody as soon as you  
tell us you are interested) prior to the conference by email or phone to  
see if they have any questions or concerns, and to make a time and place  
to meet at the conference.
2. Meet your mentee at the conference at the earliest possible  
opportunity. (We will have a table with a sign saying "MEET YOUR AAPOR  
MENTOR/MENTEE" set up during the Thursday night reception before dinner  
which would be a great place to greet your mentee). Tell him/her about  
AAPOR and about your favorite tricks for getting the most out of the  
conference. Perhaps you could even sit at the Thursday night dinner  
with your mentee.
3. Throughout the conference help to make her/him feel comfortable  
in a sea of almost 1000 people.

That's it! With very little time investment from you, you can help to  
make someone's first AAPOR conference a wonderful and successful  
experience.

If you're willing, please respond to Molly at mbrodie@kff.org as soon as  
possible so we can get you matched with a brand new conference attendee.

Thank you-

Mollyann Brodie and Brad Edwards  
AAPOR Membership and Chapter Relations Chair and Associate Chair

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

=====  
Date: Tue, 26 Apr 2005 17:58:59 -0500  
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: todd.trotter@sbcglobal.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 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 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. 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:  
mengfinseth@aol.com

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

=====

Date: Tue, 26 Apr 2005 19:22:17 -0400  
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Subject: Asking about total debt and assets  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

I'm looking for good question wording to ask about a person's (or family's) total debts and the gross value of all their assets, or to get net worth. =20

The Survey of Income and Program Participation asks about assets, but I didn't find an item on debt. The Panel Study of Income Dynamics and the Survey of Consumer Finances have a lot of items asking about specific debts and assets, but I'd like to be able to cover the topics with just a couple of questions and without that level of detail. Any suggestions

would be much appreciated.

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: Wed, 27 Apr 2005 10:35:04 +0100  
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>  
Subject: Re: Asking about total debt and assets  
Comments: To: MDeBell@AIR.ORG, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I=20think=20that=20the=20answer=20to=20Matt's=20point=20on=20asking=20about=20debt=20is=20that you're=20much=20better=20off,=20in=20terms=20of=20accuracy=20of=20the=20re=20sulting=20answers, by=20asking=20about=20debts=20(that=20is,=20specific=20types=20of=20debt).=20This=20also applies=20to=20assets=20(How=20much=20would=20your=20house=20sell=20for=20=20today?=20What=20was the=20value=20of=20your=20shares=20last=20time=20you=20looked?).=20It's=20the=20same=20as income:=20you=20can=20easily=20cover=20the=20topic=20with=20'just=20a=20co=20uple'=20of=20questions by=20asking=20about=20total=20individual=20and=20household=20income,=20the=20accuracy=20and usefulness=20of=20the=20resulting=20data=20are,=20however,=20rather=20limi=20ted.=20In=20fact I'd=20regard=20such=20global=20questions=20as=20opinion=20questions=20rath=20er=20than factual=20ones.=20That's=20why=20SIPP=20and=20PSID=20do=20it=20the=20way=20=20they=20do=20=20they=20want more=20accurate=20estimates=20than=20can=20be=20got=20by=20global=20questi=20ons.=20It's=20a process=20of=20differentiation=20applied=20to=20the=20various=20types=20of=20question =20subject=20and=20underneath=20it=20is=20the=20old=20thing=20about=20the=20c=

osts=20and=20errors  
equation=20for=20surveys.

The=20key=20design=20question=20is:=20how=20do=20you=20(or=20your=20client=  
s)=20want=20to=20use=20the  
resulting=20data=20in=20the=20analysis?=20That=20will=20(or=20should)=20ha=  
ve=20a=20major  
effect=20on=20the=20design=20decisions,=20the=20greater=20accuracy=20neede=  
d=20then=20the  
more=20precise=20and=20differentiated=20the=20questions=20should=20be.=20

Iain=20Noble  
Department=20for=20Education=20and=20Skills=20  
Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20  
W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20  
0114=20259=20201180  
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to  
[www.dfes.gov.uk/research](http://www.dfes.gov.uk/research)=20

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

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

>Sent:=2027=20April=202005=2000:22

>To:=20AAPORNET@asu.edu

>Subject:=20Asking=20about=20total=20debt=20and=20assets

>

>I'm=20looking=20for=20good=20question=20wording=20to=20ask=20about=20a=20=  
person's=20(or

>family's)=20total=20debts=20and=20the=20gross=20value=20of=20all=20their=20=  
assets,=20or=20to

get

>net=20worth.

>

>The=20Survey=20of=20Income=20and=20Program=20Participation=20asks=20about=  
=20assets,=20but=20I

>didn't=20find=20an=20item=20on=20debt.=20=20The=20Panel=20Study=20of=20In=  
come=20Dynamics=20and

the

>Survey=20of=20Consumer=20Finances=20have=20a=20lot=20of=20items=20asking=20=  
about=20specific

>debts=20and=20assets,=20but=20I'd=20like=20to=20be=20able=20to=20cover=20=  
the=20topics=20with=20just

>a=20couple=20of=20questions=20and=20without=20that=20level=20of=20detail.=  
=20=20Any

suggestions

>would=20be=20much=20appreciated.

>

>Thanks,

>Matt

>

>--  
>Matthew=20DeBell,=20Ph.D.  
>Research=20Analyst  
>Education=20Statistics=20Services=20Institute  
>American=20Institutes=20for=20Research  
>1990=20K=20St.,=20NW,=20Suite=20500  
>Washington,=20DC=2020006  
>tel.=20202-403-6503  
>mdebell@air.org  
>  
>-----  
>Archives:=20http://lists.asu.edu/archives/aapornet.html  
>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.  
>  
>

\*\*\*\*\*  
This=20email=20and=20any=20files=20transmitted=20with=20it=20are=20confide=  
ntial=20and  
intended=20solely=20for=20the=20use=20of=20the=20individual=20or=20entity=20=  
to=20whom=20they  
are=20addressed.=20If=20you=20have=20received=20this=20email=20in=20error=20=  
please=20notify  
the=20system=20manager.

This=20footnote=20also=20confirms=20that=20this=20email=20message=20has=20=  
been=20swept=20by  
MIMESweeper=20for=20the=20presence=20of=20computer=20viruses.

www.mimesweeper.com

\*\*\*\*\*

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=  
the=20Government=20Secure=20Intranet=20(GSi)=20virus=20scanning=20service=20=  
supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageL=  
abs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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

=====  
Date: Wed, 27 Apr 2005 12:14:00 -0400  
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "DeBell, Matthew" <MDeBell@AIR.ORG>  
Subject: Re: Another push poll in Va?  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii



Content-transfer-encoding: quoted-printable

I got their call yesterday, and just to echo what Jay Leve said, it's clearly advocacy under the guise of research. Here's what my machine recorded:

"45 second public survey. Are you registered to vote in Virginia?  
[moderate pause] This is Focus on the Family Action with a 30 second recorded political message. You may be aware that the United States Senate has been filibustering or blocking qualified judicial candidates recommended by President Bush. Never in history has a judicial candidate with majority support been filibustered. Please call Senator John Warner today and ask him to stop the filibustering. Senator Warner's numbers are [number] or [number]. Thank you for your support. This message was authorized and paid for by Focus on the Family Action."

--

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: Leve, Jay [mailto:jleve@SURVEYUSA.COM]=20  
Sent: Tuesday, April 26, 2005 3:51 PM  
To: AAPORNET@asu.edu  
Subject: Re: Another push poll in Va?

As context: SurveyUSA was asked to bid on this project by Focus on the Family, and when I read the quite detailed RFP, it was immediately obvious this was not legitimate opinion research.

For example: the RFP asked the pollster to leave an advocacy message on answering machines.

I am not sure which outfit ultimately was awarded the contract, but it was not a borderline case where one could argue it fell within the bounds "message testing."

//leve

Jay H. Leve  
SurveyUSA  
15 Bloomfield Ave.  
Verona, NJ 07044

973-857-8500 x 551  
Fax: 973-857-7595

jleve@surveyusa.com  
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, April 26, 2005 11:25 AM  
To: AAPORNET@asu.edu  
Subject: Another push poll in Va?

Survey, or not a survey? That is the question Virginia residents getting calls from conservative group on filibuster issue

The phone rings, and a computerized voice asks if you would mind giving up 45 seconds of your time to take part in a survey.

You oblige, though a few seconds in, you wonder if you're really being surveyed, or something else entirely.

After being posed questions on your views on the process set by the United States Constitution for appointing judges to the federal bench, you are then directed to call Sen. John Warner to let him know how you feel about how that task is taken care of.

Phone numbers for Warner's Washington, D.C., and district offices across the Commonwealth are provided - before another series of queries are thrown out at you to gather your thoughts on gay marriage, abortion and your willingness to give money to political candidates and church organizations.

SNIP  
[http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

Follow up article  
Professor breaks down filibuster push poll  
[http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

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

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-----  
Date: Wed, 27 Apr 2005 11:46:11 -0500  
Reply-To: "Kimball, David C." <[kimballd@MSX.UMSL.EDU](mailto:kimballd@MSX.UMSL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Kimball, David C." <[kimballd@MSX.UMSL.EDU](mailto:kimballd@MSX.UMSL.EDU)>  
Subject: Re: Another push poll in Va?  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Someone may have already suggested a label for cases like the Virginia "survey" on the filibuster. If not, how about "mobilization under the guise of polling" (mugging)?

- David Kimball

David C. Kimball  
Associate Professor, Department of Political Science  
University of Missouri-St. Louis  
One University Blvd., 347 SSB  
St. Louis, MO 63121-4400

-----  
Date: Tue, 26 Apr 2005 11:24:51 -0400  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Another push poll in Va?

Survey, or not a survey? That is the question  
Virginia residents getting calls from conservative group on filibuster issue

The phone rings, and a computerized voice asks if you would mind giving up 45 seconds of your time to take part in a survey.

You oblige, though a few seconds in, you wonder if you're really being surveyed, or something else entirely.

After being posed questions on your views on the process set by the United States Constitution for appointing judges to the federal bench, you are then directed to call Sen. John Warner to let him know how you feel about how that task is taken care of.

Phone numbers for Warner's Washington, D.C., and district offices across

the Commonwealth are provided - before another series of queries are thrown out at you to gather your thoughts on gay marriage, abortion and your willingness to give money to political candidates and church organizations.

SNIP

[http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

Follow up article

Professor breaks down filibuster push poll

[http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

--

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.

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

=====  
Date: Wed, 27 Apr 2005 12:30:28 -0500

Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

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

From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

Subject: Job Opportunity

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

Comments: cc: [wassermana@battelle.org](mailto:wassermana@battelle.org)

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Project Director

=20

The Centers for Public Health Research and Evaluation (CPHRE) at Battelle, the world's largest independent non-profit contract research and development organization, is a Project Director to manage survey operations for its public health, environmental assessment and exposure, epidemiologic and clinical pharmaceutical research programs.=20

=20

The candidate will work closely with senior management to design and implement multiple research projects/programs and increase the visibility, growth, and scientific stature of programs and staff.=20

=20

Required Qualifications=20

=20

- \* Master's degree or Ph.D. in survey research and methods, public health, clinical research, sociology, or equivalent.=20
- \* At least 5 years experience in the management of survey research, epidemiological, environmental exposure assessment, or clinical research.=20
- \* Knowledge and experience in human subject protections, budgeting, and proposal preparation.=20
- \* Ability to work independently as well as lead teams toward the successful attainment of project/program goals.=20
- \* Exceptional verbal and written communication skills.=20
- \* Strong technical skills in Word, Excel, and SAS.=20

Battelle offers a comprehensive salary and benefits package. If qualified, please apply online at [www.battelle.org/careers](http://www.battelle.org/careers) <<http://www.battelle.org/careers>> . Please see Project Director (10463) Durham to apply for this position.=20

A similar position located in our St. Louis office is open. For more detailed information and/or to apply to the St. Louis position see Project Director 10461 - St. Louis.

=20

Battelle is an Equal Opportunity/Affirmative Action Employer M/F/D/V.

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

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Date: Wed, 27 Apr 2005 14:56:28 -0400  
Reply-To: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>  
Subject: Re: Another push poll in Va?  
Comments: To: "DeBell, Matthew" <[MDeBell@AIR.ORG](mailto:MDeBell@AIR.ORG)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

I'm not sure how one question qualifies this call as "research." This is a standard "robocall" that gets delivered to registered voters. Hardly an uncommon practice, and given the fact that they reveal who paid for the call (as is required by Virginia law), I don't see much of a disguise here either.=20

Jason Boxt

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew  
Sent: Wednesday, April 27, 2005 12:14 PM  
To: AAPORNET@asu.edu  
Subject: Re: Another push poll in Va?

I got their call yesterday, and just to echo what Jay Leve said, it's clearly advocacy under the guise of research. Here's what my machine recorded:

"45 second public survey. Are you registered to vote in Virginia?  
[moderate pause] This is Focus on the Family Action with a 30 second recorded political message. You may be aware that the United States Senate has been filibustering or blocking qualified judicial candidates recommended by President Bush. Never in history has a judicial candidate with majority support been filibustered. Please call Senator John Warner today and ask him to stop the filibustering. Senator Warner's numbers are [number] or [number]. Thank you for your support. This message was authorized and paid for by Focus on the Family Action."

--

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: Leve, Jay [mailto:jleve@SURVEYUSA.COM]=20  
Sent: Tuesday, April 26, 2005 3:51 PM  
To: AAPORNET@asu.edu  
Subject: Re: Another push poll in Va?

As context: SurveyUSA was asked to bid on this project by Focus on the Family, and when I read the quite detailed RFP, it was immediately obvious this was not legitimate opinion research.

For example: the RFP asked the pollster to leave an advocacy message on answering machines.

I am not sure which outfit ultimately was awarded the contract, but it was not a borderline case where one could argue it fell within the bounds "message testing."

//leve

Jay H. Leve

SurveyUSA  
15 Bloomfield Ave.  
Verona, NJ 07044

973-857-8500 x 551  
Fax: 973-857-7595

jleve@surveyusa.com  
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, April 26, 2005 11:25 AM  
To: AAPORNET@asu.edu  
Subject: Another push poll in Va?

Survey, or not a survey? That is the question Virginia residents getting calls from conservative group on filibuster issue

The phone rings, and a computerized voice asks if you would mind giving up 45 seconds of your time to take part in a survey.

You oblige, though a few seconds in, you wonder if you're really being surveyed, or something else entirely.

After being posed questions on your views on the process set by the United States Constitution for appointing judges to the federal bench, you are then directed to call Sen. John Warner to let him know how you feel about how that task is taken care of.

Phone numbers for Warner's Washington, D.C., and district offices across the Commonwealth are provided - before another series of queries are thrown out at you to gather your thoughts on gay marriage, abortion and your willingness to give money to political candidates and church organizations.

SNIP  
[http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

Follow up article  
Professor breaks down filibuster push poll  
[http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

--  
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: Wed, 27 Apr 2005 15:20:52 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: Re: Another push poll in Va?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[8D8B60A490A3C04EB17A6EA6B0F4ADBD760B49@b3.ex.logicworks.net](mailto:8D8B60A490A3C04EB17A6EA6B0F4ADBD760B49@b3.ex.logicworks.net)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

But they do refer to it as a survey . . . actually they call it a public survey.

And it is not.

And there are, in at least some reports, references to further questions after the request to call the Senator if they get a live person on the phone.

I don't think anyone would have any trouble with it if they called it a political advocacy call or a message from Focus on Family Action.

--  
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 Jason Boxt  
> Sent: Wednesday, April 27, 2005 2:56 PM  
> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)



> Subject: Re: Another push poll in Va?

>

> I'm not sure how one question qualifies this call as

> "research." This

> is a standard "robocall" that gets delivered to registered voters.

> Hardly an uncommon practice, and given the fact that they

> reveal who paid for the call (as is required by Virginia

> law), I don't see much of a disguise here either.

>

> Jason Boxt

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew

> Sent: Wednesday, April 27, 2005 12:14 PM

> To: AAPORNET@asu.edu

> Subject: Re: Another push poll in Va?

>

> I got their call yesterday, and just to echo what Jay Leve

> said, it's clearly advocacy under the guise of research.

> Here's what my machine

> recorded:

>

> "45 second public survey. Are you registered to vote in Virginia?

> [moderate pause] This is Focus on the Family Action with a

> 30 second recorded political message. You may be aware that

> the United States Senate has been filibustering or blocking

> qualified judicial candidates recommended by President Bush.

> Never in history has a judicial candidate with majority

> support been filibustered. Please call Senator John Warner

> today and ask him to stop the filibustering. Senator Warner's

> numbers are [number] or [number]. Thank you for your support.

> This message was authorized and paid for by Focus on the

> Family Action."

>

>

> --

> 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

>

>

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

> From: Leve, Jay [mailto:jleve@SURVEYUSA.COM]

> Sent: Tuesday, April 26, 2005 3:51 PM

> To: AAPORNET@asu.edu

> Subject: Re: Another push poll in Va?

>

> As context: SurveyUSA was asked to bid on this project by Focus on the

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> For example: the RFP asked the pollster to leave an advocacy  
> message on  
> answering machines.  
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> I am not sure which outfit ultimately was awarded the contract, but it  
> was not a borderline case where one could argue it fell within the  
> bounds "message testing."  
>  
> //leve  
>  
> Jay H. Leve  
> SurveyUSA  
> 15 Bloomfield Ave.  
> Verona, NJ 07044  
>  
> 973-857-8500 x 551  
> Fax: 973-857-7595  
>  
> jleve@surveyusa.com  
> www.surveyusa.com  
>  
>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
> Sent: Tuesday, April 26, 2005 11:25 AM  
> To: AAPORNET@asu.edu  
> Subject: Another push poll in Va?  
>  
> Survey, or not a survey? That is the question Virginia  
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> calls from conservative group on filibuster issue  
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> You oblige, though a few seconds in, you wonder if you're really being  
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> you are then directed to call Sen. John Warner to let him know how you  
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> Phone numbers for Warner's Washington, D.C., and district  
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> the Commonwealth are provided - before another series of queries are  
> thrown out at you to gather your thoughts on gay marriage,  
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>  
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> [http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)  
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>  
> Follow up article  
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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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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

---

Date: Wed, 27 Apr 2005 15:42:52 -0500  
Reply-To: "Jeffrey W. Totten" <[jtotten@SELU.EDU](mailto:jtotten@SELU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jeffrey W. Totten" <[jtotten@SELU.EDU](mailto:jtotten@SELU.EDU)>  
Subject: Fwd: Re: Another push poll in Va?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

I got one on my answering machine at home yesterday, urging me to call Sen. Mary Landrieu "on the carpet." I don't know who sponsored it. I got so

irritated that I sent my GOP senator (Vitter) an e-mail telling him to tell the so-and-so's to stop the harassing phone calls. I also e-mailed Landrieu about the matter and told her to "keep it up!"

Jeff Totten  
Assistant Professor of Marketing  
Southeastern Louisiana University

>Date: Wed, 27 Apr 2005 15:20:52 -0400  
>From: Leo Simonetta <simonetta@ARTSCI.COM>  
>Subject: Re: Another push poll in Va?  
>Sender: AAPORNET <AAPORNET@asu.edu>  
>To: AAPORNET@asu.edu  
>Reply-to: Leo Simonetta <simonetta@ARTSCI.COM>  
>X-Mailer: Microsoft Office Outlook, Build 11.0.6353  
>Thread-index: AcVKdBbXsHKkpnRvR1y3yoAFgDcEmgAI0OFQACnpIOAABt/7IAAAdefw  
>Comments: To: AAPORNET@asu.edu  
>X-Spam-Tests: BAYES\_00  
>X-WebMail-UserID: Suppressed  
>X-Scanned-By: MIMEDefang 2.51 on 147.174.1.85

>  
>But they do refer to it as a survey . . . actually they call it a public  
>survey.

>  
>And it is not.

>  
>And there are, in at least some reports, references to further questions  
>after the request to call the Senator if they get a live person on the  
>phone.

>  
>I don't think anyone would have any trouble with it if they called it a  
>political advocacy call or a message from Focus on Family Action.

>  
>--  
>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 Jason Boxt  
>> Sent: Wednesday, April 27, 2005 2:56 PM  
>> To: AAPORNET@asu.edu  
>> Subject: Re: Another push poll in Va?  
>>  
>> I'm not sure how one question qualifies this call as  
>> "research." This  
>> is a standard "robocall" that gets delivered to registered voters.  
>> Hardly an uncommon practice, and given the fact that they  
>> reveal who paid for the call (as is required by Virginia  
>> law), I don't see much of a disguise here either.

>>  
>> Jason Boxt  
>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew  
>> Sent: Wednesday, April 27, 2005 12:14 PM  
>> To: AAPORNET@asu.edu  
>> Subject: Re: Another push poll in Va?

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>> I got their call yesterday, and just to echo what Jay Leve  
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>> Here's what my machine  
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>> "45 second public survey. Are you registered to vote in Virginia?  
>> [moderate pause] This is Focus on the Family Action with a  
>> 30 second recorded political message. You may be aware that  
>> the United States Senate has been filibustering or blocking  
>> qualified judicial candidates recommended by President Bush.  
>> Never in history has a judicial candidate with majority  
>> support been filibustered. Please call Senator John Warner  
>> today and ask him to stop the filibustering. Senator Warner's  
>> numbers are [number] or [number]. Thank you for your support.  
>> This message was authorized and paid for by Focus on the  
>> Family Action."

>>  
>>  
>> --  
>> 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

>> -----Original Message-----  
>> From: Leve, Jay [mailto:jleve@SURVEYUSA.COM]  
>> Sent: Tuesday, April 26, 2005 3:51 PM  
>> To: AAPORNET@asu.edu  
>> Subject: Re: Another push poll in Va?

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>> was not a borderline case where one could argue it fell within the

>> bounds "message testing."

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>> //leve

>>

>> Jay H. Leve

>> SurveyUSA

>> 15 Bloomfield Ave.

>> Verona, NJ 07044

>>

>> 973-857-8500 x 551

>> Fax: 973-857-7595

>>

>> jleve@surveyusa.com

>> www.surveyusa.com

>>

>>

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

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

>> Sent: Tuesday, April 26, 2005 11:25 AM

>> To: AAPORNET@asu.edu

>> Subject: Another push poll in Va?

>>

>> Survey, or not a survey? That is the question Virginia

>> residents getting

>> calls from conservative group on filibuster issue

>>

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>> thrown out at you to gather your thoughts on gay marriage,

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>> your willingness to give money to political candidates and church

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>> SNIP

>> [http://www.augustafreepress.com/stories/storyReader\\$33755](http://www.augustafreepress.com/stories/storyReader$33755)

>>

>>

>> Follow up article

>> Professor breaks down filibuster push poll

>> [http://www.augustafreepress.com/stories/storyReader\\$33785](http://www.augustafreepress.com/stories/storyReader$33785)

>>

>> --

>> Leo G. Simonetta

>> Research Director

>> Art & Science Group, LLC

>> 6115 Falls Road, Suite 101

>> Baltimore MD 21209

>>

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Jeff W. Totten, D.B.A., PCM  
Assistant Professor of Marketing  
Southeastern Louisiana University  
Dept of Marketing & Finance  
SLU 10844  
Hammond, LA 70402  
(985) 549 - 5776

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

-----  
Date: Thu, 28 Apr 2005 00:12:19 -0400

Reply-To: "Thomas M. Guterbock" <[tmglp@cms.mail.virginia.edu](mailto:tmglp@cms.mail.virginia.edu)>

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

From: "Thomas M. Guterbock" <[tmglp@CMS.MAIL.VIRGINIA.EDU](mailto:tmglp@CMS.MAIL.VIRGINIA.EDU)>

Subject: Re: Another push poll in Va?

Comments: To: "DeBell, Matthew" <[MDeBell@AIR.ORG](mailto:MDeBell@AIR.ORG)>, AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

In-Reply-To: <D9A552CD27E0974FA91ADE56D744D3E802706DAF@dc2ex1.air.org>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Content-disposition: inline

I found the identical message on MY answering machine this evening. A bit ironic, that they should reach the incoming Associate Standards Chair of AAPOR with something like this . . .

I agree that the problem here is that they front this expressly political message (nothing wrong with that in itself) as a public survey.

Tom

--On Wednesday, April 27, 2005 12:14 PM -0400 "DeBell, Matthew"

<MDeBell@AIR.ORG> wrote:

> I got their call yesterday, and just to echo what Jay Leve said, it's  
> clearly advocacy under the guise of research. Here's what my machine  
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>  
> "45 second public survey. Are you registered to vote in Virginia?  
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> Warner's numbers are [number] or [number]. Thank you for your support.  
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> --

> 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

>

>

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

> From: Leve, Jay [mailto:jleve@SURVEYUSA.COM]  
> Sent: Tuesday, April 26, 2005 3:51 PM  
> To: AAPORNET@asu.edu  
> Subject: Re: Another push poll in Va?

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> //leve  
>  
> Jay H. Leve  
> SurveyUSA  
> 15 Bloomfield Ave.  
> Verona, NJ 07044  
>  
> 973-857-8500 x 551  
> Fax: 973-857-7595  
>  
> jleve@surveyusa.com  
> www.surveyusa.com  
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>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
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>  
> Follow up article  
> Professor breaks down filibuster push poll  
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> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                      CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)243-5233  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                      Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: [TomG@virginia.edu](mailto:TomG@virginia.edu)

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

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Date: Thu, 28 Apr 2005 06:37:41 -0700  
Reply-To: Rachelle Cummins <[rcummins@AARP.ORG](mailto:rcummins@AARP.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rachelle Cummins <[rcummins@AARP.ORG](mailto:rcummins@AARP.ORG)>  
Subject: Advice on Native Americans/American Indians Focus Groups

A midwest state has made a commitment to conducting focus groups on long-term care health needs of all Native Americans and American Indians in their state. We are looking for advice or lessons learned, experience that will help us be successful. Please share any advice you have on the protocols involved in actually getting onto a reservation to conduct focus groups and working with the chief or elder to get permission and cooperation to conduct the research. Send a message to [ssilberman@aarp.org](mailto:ssilberman@aarp.org).

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

=====  
Date: Thu, 28 Apr 2005 12:38:08 -0400  
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>  
Subject: Why CPB Hid Polls  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

This may be of interest, from Center for Digital Democracy website:  
<<http://www.democraticmedia.org/news/washingtonwatch/CPBsurveys.h>><http://www.democraticmedia.org/news/washingtonwatch/CPBsurveys.h>

#### Washington Watch

CPB's "Secrets and Lies": Why the CPB Board Hid its Polls Revealing Broad Public Support for PBS and NPR  
Poll Data Show No "Bias" Problem

27 April 2005

The far-right-wing majority directors at the Corporation for Public Broadcasting have a secret they don't want to tell the American public. CPB board Chair Ken Tomlinson and his cronies have kept the results of two "National Public Opinion" surveys under wraps. These documents, stamped "confidential," reveal that the overwhelming majority of the U.S. public is happy with PBS and NPR programming.

Such conclusions are bad news for the GOP-led CPB board, which is pushing an agenda designed to reshape public broadcasting programming to suit their own ideological biases. Consequently, CPB has refused to make the poll data public.

Convinced that the American people were fed up with programming on PBS and NPR that is dominated by what Tomlinson and company believe to be "liberal" in nature, CPB hired the Tarrance Group, a GOP polling firm. Tarrance has worked for such clients as the Bush-Cheney 04, Republican National Committee, and Sens. Mike Dewine and Trent Lott. A Democratic polling firm, Lake Snell Perry and Associates, was also brought in to help with several focus groups funded by CPB.

Disturbed that the first survey conducted in 2002 didn't support the GOP majority's conclusions, CPB ordered Tarrance and Lake back into the field. Their dismay at the results surely explains why the poll was deep-sixed. Conducted between June 29-July 2003 and surveying 1,008 adults, the National Public Opinion Survey #2 showed that public broadcasting had an 80 percent "Favorable" rating; only 10 percent of those polled had an "Unfavorable" opinion of PBS and public radio. PBS "News & Information 'consumers'" were highly supportive of

such programs as the "Newshour," "Frontline," "Morning Edition," and "All Things Considered."

More than half of those surveyed believed that PBS news and information programming was more "trustworthy" than news shows on the commercial networks, including ABC, CBS, NBC, Fox, and CNN (while between 6 and 15 percent found PBS programming less trustworthy).

Similarly, more than half of those surveyed believed that PBS provided more "in-depth" news and information programming than the networks (compared to between 17 and 24 percent who thought such programming was less in-depth). Only about 8 percent thought that PBS's Iraq war coverage was "slanted." More than a quarter of those surveyed said the reporting was "fair and balanced" (while 63 percent had "no opinion" at all). NPR received similar results. Few respondents believed that PBS and NPR "coverage of the Bush Administration" was "slanted" (a result that no doubt disappointed those at CPB who had formulated the question).

Finally, more than half (55 percent) said that PBS programming was "fair and balanced," with strong support for its "high quality programming" and as "a valuable cultural resource." NPR received an even higher approval rating for its programming, including perceptions that it is "fair and balanced" (79 percent of respondents). There was also strong support for government funding of public broadcasting (with only 10 percent of those surveyed believing that the annual \$1.30 per capita funding was "too much").

The June-July 2003 poll was followed by four focus groups in September 2003--two groups in Louisville and two in Salt Lake City--selected from those who already "believed that news & information programming on PBS and/or NPR has a liberal bias." The results once again must have disappointed the CPB conservative cabal. Most participants, according to the survey results, "could not cite specific examples of bias," (although "a few participants mentioned bias in children's programming").

The overarching conclusion of the survey #2 report to CPB was that "public broadcasting is important and relevant." There was also strong appreciation of the wide range of programming, such as documentaries and children's shows, on public broadcasting.

The CPB board is on a content crusade against the programming now on PBS and public radio. Their commission of successive studies in an attempt to demonstrate public support for their ill-conceived and politically motivated agenda is a misuse of federal funds and an abuse of their role as directors. It's time that a new poll is commissioned--one that asks whether CPB should be governed by a handful of political appointees who wish to destroy public broadcasting.

\* \* \* \*

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>  
Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 28 Apr 2005 12:26:57 -0500  
Reply-To: "Wolf, James G" <jamwolf@IUPUI.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Wolf, James G" <jamwolf@IUPUI.EDU>  
Subject: ISO/DIS 20252  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

At some point in recent memory I received a note about the development of new international standards by the International Organization of Standards for "marketing, opinion and social research". Additional information is available at:

=20

<http://www.aqr.org.uk/forum/iso-dis-20252/>

=20

Is AAPOR formally involved in this review? It appears to be a very detailed list of terms, definitions and service requirements, though I am not quite sure what the implications might be (if any).

=20

Jim

=20

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-=3D-=3D

Jim Wolf            jamwolf@iupui.edu

Director, Public Opinion Laboratory

Indiana University School of Liberal Arts at IUPUI

719 Indiana Ave - Suite 260

Indianapolis, IN 46202

Voice: (317) 278-9230 Fax: (317) 278-2383

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=20

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

=====  
Date: Thu, 28 Apr 2005 14:08:21 -0400  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: Re: ISO/DIS 20252  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <9B1DF4652801764B909C4ADCA6523A240244F6@iu-mssg-mbx09.exchange.iu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

CASRO is spearheading input from the US and AAPOR has been represented by Tom Smith in some of the discussions. Tom and Diane Bowers of CASRO can provide this list with the most up to date information. -- Nancy

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Wolf, James G  
Sent: Thursday, April 28, 2005 1:27 PM  
To: AAPORNET@asu.edu  
Subject: ISO/DIS 20252

At some point in recent memory I received a note about the development of new international standards by the International Organization of Standards for "marketing, opinion and social research". Additional information is available at:

<http://www.aqr.org.uk/forum/iso-dis-20252/>

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Jim

=====

Jim Wolf            jamwolf@iupui.edu

Director, Public Opinion Laboratory

Indiana University School of Liberal Arts at IUPUI

719 Indiana Ave - Suite 260

Indianapolis, IN 46202

Voice: (317) 278-9230 Fax: (317) 278-2383

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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: Thu, 28 Apr 2005 13:24:14 -0500  
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>  
Subject: Re: ISO/DIS 20252  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

The International Organization on Standardization (ISO) has a Technical =

Committee (#225) developing standards for market, opinion, and social = research. Countries are represented in the ISO and the US member is the = American National Standards Institute (ANSI). ANSI is being advised by a = Technical Advisor Group organized by CASRO, AAPOR, and the Survey = Research Methods section of ASA. Comments on the ISO draft have been = compiled over the last several months and are about to be sent to the = TC. TC225 will meet in July to consider suggestion revisions from all = countries.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nancy Belden  
Sent: Thursday, April 28, 2005 1:08 PM  
To: AAPORNET@asu.edu  
Subject: Re: ISO/DIS 20252

CASRO is spearheading input from the US and AAPOR has been represented = by Tom Smith in some of the discussions. Tom and Diane Bowers of CASRO = can provide this list with the most up to date information. -- Nancy

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Wolf, James G  
Sent: Thursday, April 28, 2005 1:27 PM  
To: AAPORNET@asu.edu  
Subject: ISO/DIS 20252

At some point in recent memory I received a note about the development = of new international standards by the International Organization of = Standards for "marketing, opinion and social research". Additional = information is available at:

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Jim



=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D=-  
-=3D-=3D

Jim Wolf            jamwolf@iupui.edu

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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:        Thu, 28 Apr 2005 17:17:19 -0400  
Reply-To:   Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Sender:     AAPORNET <AAPORNET@ASU.EDU>  
From:       Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Subject:    The Freedonia Group  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain;    charset="us-ascii"  
Content-transfer-encoding: 7bit

Friends,

May I ask if anyone has heard of the Freedonia Group? I am checking references on firms that offer industry trends. Please respond off if necessary.

Regards to all,

Paul A. Braun  
Braun Research Inc.  
271 Wall Street

Princeton, NJ 085401

Office: (609) 279-1600 x110

Fax: (609) 279-1318

Cell: (609) 658-1434

pbraun@braunresearch.com

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

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Date: Thu, 28 Apr 2005 14:37:49 -0700  
Reply-To: phil.trounstine@SJSU.EDU  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Philip J. Trounstine" <phil.trounstine@SJSU.EDU>  
Subject: Re: The Freedonia Group  
Comments: To: Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Comments: cc: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"

Wasn't that the country headed by Groucho Marx as Rufus T. Firefly in  
"Duck Soup?"

Phil Trounstine  
Survey and Policy Research Institute  
at San Jose State University  
408-924-6993  
phil.trounstine@sjsu.edu

Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Sent by: AAPORNET <AAPORNET@asu.edu>  
04/28/2005 02:17 PM  
Please respond to Paul Braun

To: AAPORNET@asu.edu  
cc:  
Subject: The Freedonia Group

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

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Date: Thu, 28 Apr 2005 17:42:28 -0400  
Reply-To: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Lance Hoffman <lhoffman@OPINIONACCESS.COM>  
Subject: Re: The Freedonia Group  
Comments: To: phil.trounstine@SJSU.EDU, AAPORNET@asu.edu  
In-Reply-To: <OF318FF956.0042F831-ON88256FF1.0075C12E-88256FF1.0075F82A@sjsu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I knew I recognized that name from SOMEWHERE!

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 Philip J. Trounstine  
Sent: Thursday, April 28, 2005 5:38 PM  
To: AAPORNET@asu.edu  
Subject: Re: The Freedonia Group

Wasn't that the country headed by Groucho Marx as Rufus T. Firefly in  
"Duck Soup?"

Phil Trounstine

Survey and Policy Research Institute  
at San Jose State University  
408-924-6993  
phil.trounstine@sjsu.edu

Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Sent by: AAPORNET <AAPORNET@asu.edu>  
04/28/2005 02:17 PM  
Please respond to Paul Braun

To: AAPORNET@asu.edu  
cc:  
Subject: The Freedonia Group

Friends,

May I ask if anyone has heard of the Freedonia Group? I am checking references on firms that offer industry trends. Please respond off if necessary.

Regards to all,

Paul A. Braun  
Braun Research Inc.  
271 Wall Street  
Princeton, NJ 085401

Office: (609) 279-1600 x110  
Fax: (609) 279-1318  
Cell: (609) 658-1434

pbraun@braunresearch.com

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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: Fri, 29 Apr 2005 12:27:28 +0100  
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>  
Subject: Re: The Freedonia Group  
Comments: To: lhoffman@OPINIONACCESS.COM, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

'What=20has=20four=20pairs=20of=20pants,=20lives=20in=20Philadelphia,=20an=  
d=20it=20never=20rains  
but=20it=20pours?'

Iain=20Noble  
Department=20for=20Education=20and=20Skills=20  
Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20  
W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20  
0114=20259=201180  
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to  
www.dfes.gov.uk/research=20

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

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

>Sent:=2028=20April=202005=2022:42

>To:=20AAPORNET@asu.edu

>Subject:=20Re:=20The=20Freedonia=20Group

>

>I=20knew=20I=20recognized=20that=20name=20from=20SOMEWHERE!

>

>Lance=20Hoffman

>Manager,=20Business=20Development

>Opinion=20Access=20Corp

>P:=20718.729.2622=20x.157

>F:=20718.729.2444

>C:=20646.522.2012

>

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

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

.

Trounstine

>Sent:=20Thursday,=20April=2028,=202005=205:38=20PM

>To:=20AAPORNET@asu.edu

>Subject:=20Re:=20The=20Freedonia=20Group

>

>Wasn't=20that=20the=20country=20headed=20by=20Groucho=20Marx=20as=20Rufus=

=20T.=20Firefly=20in

>"Duck=20Soup?"

>

>Phil=20Trounstine

>Survey=20and=20Policy=20Research=20Institute  
>at=20San=20Jose=20State=20University  
>408-924-6993  
>phil.trounstine@sjsu.edu  
>  
>  
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>  
>  
>Paul=20Braun=20<pbraun@BRAUNRESEARCH.COM>  
>Sent=20by:=20AAPORNET=20<AAPORNET@asu.edu>  
>04/28/2005=2002:17=20PM  
>Please=20respond=20to=20Paul=20Braun  
>  
>  
>=20=20=20=20=20=20=20=20=20To:=20=20=20=20=20AAPORNET@asu.edu  
>=20=20=20=20=20=20=20=20=20cc:  
>=20=20=20=20=20=20=20=20=20Subject:=20=20=20=20=20=20=20=20=20The=20Freedonia=20=  
Group  
>  
>  
>Friends,  
>  
>May=20I=20ask=20if=20anyone=20has=20heard=20of=20the=20Freedonia=20Group?=  
=20=20I=20am=20checking  
>references=20on=20firms=20that=20offer=20industry=20trends.=20=20Please=20=  
respond=20off=20if  
>necessary.  
>  
>Regards=20to=20all,  
>  
>Paul=20A.=20Braun  
>Braun=20Research=20Inc.  
>271=20Wall=20Street  
>Princeton,=20NJ=20085401  
>  
>Office:=20(609)=20279-1600=20x110  
>Fax:=20(609)=20279-1318  
>Cell:=20(609)=20658-1434  
>  
>pbraun@braunresearch.com  
>  
>  
>-----  
>Archives:=20http://lists.asu.edu/archives/aapornet.html  
>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.  
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>Archives:=20http://lists.asu.edu/archives/aapornet.html  
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>Archives:=20http://lists.asu.edu/archives/aapornet.html  
>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.  
>  
>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=20TERNET.  
>  
>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=20by=20the  
Government=20Secure=20Intranet  
>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Energis=20in  
partnership=20with  
>MessageLabs.  
>  
>Please=20see  
<http://www.gsi.gov.uk/main/notices/information/gsi-003-2002.pdf>=20for  
further  
>details.  
>  
>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20helpdesk

\*\*\*\*\*  
This=20email=20and=20any=20files=20transmitted=20with=20it=20are=20confidential=20and  
intended=20solely=20for=20the=20use=20of=20the=20individual=20or=20entity=20to=20whom=20they  
are=20addressed.=20If=20you=20have=20received=20this=20email=20in=20error=20please=20notify  
the=20system=20manager.

This=20footnote=20also=20confirms=20that=20this=20email=20message=20has=20been=20swept=20by  
MIMESweeper=20for=20the=20presence=20of=20computer=20viruses.

[www.mimesweeper.com](http://www.mimesweeper.com)

\*\*\*\*\*

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20the=20Government=20Secure=20Intranet=20(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageLabs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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

=====  
Date: Fri, 29 Apr 2005 06:45:48 -0700  
Reply-To: Paul Siegel <[paulnbets@ZZAPP.ORG](mailto:paulnbets@ZZAPP.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Paul Siegel <paulnbets@ZZAPP.ORG>  
Subject: Re: The Fredonia Group

Two possibilities for where you heard that name:

1) Westwing, Episode 615 (Cong Santos running for President)-->  
<http://westwing.bewarne.com/sixth/615fredonia.html>

2) Duck Soup, the movie -->  
<http://history.sandiego.edu/gen/filmnotes/ducksoup.html>

The/an interesting question is, Did the guys who named the Fredonia Group know its provenance when then adopted the name and wrote (or bought) text like this:

"We know that the Information Age has provided you with more data than you know what to do with; we have read quite a bit of it. So with this inexhaustible amount of information, business decision makers rely on Fredonia for accurate and reliable forecasts, trend analysis and competitive intelligence." --> <http://www.fredoniagroup.com/about.html>

On Thu, 28 Apr 2005 17:42:28 -0400, Lance Hoffman  
<lhoffman@OPINIONACCESS.COM> wrote:

>I knew I recognized that name from SOMEWHERE!

>

>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 Philip J. Trounstine

>Sent: Thursday, April 28, 2005 5:38 PM

>To: AAPORNET@asu.edu

>Subject: Re: The Fredonia Group

>

>Wasn't that the country headed by Groucho Marx as Rufus T. Firefly in

>"Duck Soup?"

>

>Phil Trounstine

>Survey and Policy Research Institute

>at San Jose State University

>408-924-6993

>phil.trounstine@sjsu.edu

>

>

>

>

>

>Paul Braun <pbraun@BRAUNRESEARCH.COM>

>Sent by: AAPORNET <AAPORNET@asu.edu>

>04/28/2005 02:17 PM



>Please respond to Paul Braun

>  
>  
> To: AAPORNET@asu.edu  
> cc:  
> Subject: The Freedonia Group  
>  
>

>Friends,

>  
>May I ask if anyone has heard of the Freedonia Group? I am checking  
>references on firms that offer industry trends. Please respond off if  
>necessary.

>  
>Regards to all,

>  
>Paul A. Braun  
>Braun Research Inc.  
>271 Wall Street  
>Princeton, NJ 085401

>  
>Office: (609) 279-1600 x110

>Fax: (609) 279-1318

>Cell: (609) 658-1434

>  
>pbraun@braunresearch.com  
>  
>

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

Date: Fri, 29 Apr 2005 15:17:42 +0100  
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>  
Subject: Re: The Freedonia Group  
Comments: To: paulnbets@ZZAPP.ORG, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

Content-transfer-encoding: quoted-printable

I=20don't=20suppose=20anyone's=20checked=20to=20see=20if=20their=20financi=  
al=20backer=20is  
called=20Teasdale.

Iain=20Noble

Department=20for=20Education=20and=20Skills=20

Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20

W609,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20

0114=20259=201180

For=20information=20about=20the=20Next=20Steps=20Study=20go=20to

www.dfes.gov.uk/research=20

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

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

>Sent:=2029=20April=202005=2014:46

>To:=20AAPORNET@asu.edu

>Subject:=20Re:=20The=20Fredonia=20Group

>

>Two=20possibilities=20for=20where=20you=20heard=20that=20name:

>1)=20Westwing,=20Episode=20615=20(Cong=20Santos=20running=20for=20Preside=  
nt)-->

><http://westwing.bewarne.com/sixth/615fredonia.html>

>

>2)=20Duck=20Soup,=20the=20movie=20-->

><http://history.sandiego.edu/gen/filmnotes/ducksoup.html>

>

>The/an=20interesting=20question=20is,=20Did=20the=20guys=20who=20named=20=  
the=20Fredonia

Group

>know=20its=20provenance=20when=20then=20adopted=20the=20name=20and=20wrot=  
e=20(or=20bought)

text

>like=20this:

>"We=20know=20that=20the=20Information=20Age=20has=20provided=20you=20with=  
=20more=20data=20than

you

>know=20what=20to=20do=20with,=20we=20have=20read=20quite=20a=20bit=20of=20=  
it.=20So=20with=20this

>inexhaustible=20amount=20of=20information,=20business=20decision=20makers=  
=20rely=20on

>Fredonia=20for=20accurate=20and=20reliable=20forecasts,=20trend=20analys=  
is=20and

>competitive=20intelligence."=20-->=20<http://www.fredoniagroup.com/about.html>

>

>

>On=20Thu,=2028=20Apr=202005=2017:42:28=20-0400,=20Lance=20Hoffman

><lhoffman@OPINIONACCESS.COM>=20wrote:

>  
>>I=20knew=20I=20recognized=20that=20name=20from=20SOMEWHERE!  
>>  
>>Lance=20Hoffman  
>>Manager,=20Business=20Development  
>>Opinion=20Access=20Corp  
>>P:=20718.729.2622=20x.157  
>>F:=20718.729.2444  
>>C:=20646.522.2012  
>>  
>>-----Original=20Message-----  
>>From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]On=20Behalf=20Of=20Philip=20=  
J.  
Trounstine  
>>Sent:=20Thursday,=20April=2028,=202005=205:38=20PM  
>>To:=20AAPORNET@asu.edu  
>>Subject:=20Re:=20The=20Freedonia=20Group  
>>  
>>Wasn't=20that=20the=20country=20headed=20by=20Groucho=20Marx=20as=20Rufu=  
s=20T.=20Firefly=20in  
>>"Duck=20Soup?"  
>>  
>>Phil=20Trounstine  
>>Survey=20and=20Policy=20Research=20Institute  
>>at=20San=20Jose=20State=20University  
>>408-924-6993  
>>phil.trounstine@sjsu.edu  
>>  
>>  
>>  
>>  
>>  
>>  
>>Paul=20Braun=20<pbraun@BRAUNRESEARCH.COM>  
>>Sent=20by:=20AAPORNET=20<AAPORNET@asu.edu>  
>>04/28/2005=2002:17=20PM  
>>Please=20respond=20to=20Paul=20Braun  
>>  
>>  
>>=20=20=20=20=20=20=20=20To:=20=20=20=20=20AAPORNET@asu.edu  
>>=20=20=20=20=20=20=20=20cc:  
>>=20=20=20=20=20=20=20=20Subject:=20=20=20=20=20=20=20=20The=20Freedonia=20=  
Group  
>>  
>>  
>>Friends,  
>>  
>>May=20I=20ask=20if=20anyone=20has=20heard=20of=20the=20Freedonia=20Group=  
?=20=20I=20am=20checking  
>>references=20on=20firms=20that=20offer=20industry=20trends.=20=20Please=20=  
respond=20off=20if  
>>necessary.  
>>  
>>Regards=20to=20all,  
>>

>>Paul=20A.=20Braun  
>>Braun=20Research=20Inc.  
>>271=20Wall=20Street  
>>Princeton,=20NJ=20085401

>>  
>>Office:=20(609)=20279-1600=20x110  
>>Fax:=20(609)=20279-1318  
>>Cell:=20(609)=20658-1434

>>  
>>pbraun@braunresearch.com

>>  
>>  
>>-----

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

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>>  
>>  
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>-----

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

>  
>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=20TERNET.

>  
>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=20by=20the

Government=20Secure=20Intranet

>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Energis=20in

partnership=20with

>MessageLabs.

>  
>Please=20see

<http://www.gsi.gov.uk/main/notices/information/gsi-003-2002.pdf>=20for  
further

>details.

>  
>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20helpdesk

\*\*\*\*\*  
This=20email=20and=20any=20files=20transmitted=20with=20it=20are=20confidential=20and  
intended=20solely=20for=20the=20use=20of=20the=20individual=20or=20entity=20=

to=20whom=20they  
are=20addressed.=20If=20you=20have=20received=20this=20email=20in=20error=20=  
please=20notify  
the=20system=20manager.

This=20footnote=20also=20confirms=20that=20this=20email=20message=20has=20=  
been=20swept=20by  
MIMESweeper=20for=20the=20presence=20of=20computer=20viruses.

www.mimesweeper.com

\*\*\*\*\*

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=  
the=20Government=20Secure=20Intranet=20(GSi)=20virus=20scanning=20service=20=  
supplied=20exclusively=20by=20Energis=20in=20partnership=20with=20MessageL=  
abs.

On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus-free

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

-----  
Date: Fri, 29 Apr 2005 17:26:00 -0400  
Reply-To: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[simonetta@ARTSCI.COM](mailto:simonetta@ARTSCI.COM)>  
Subject: For those of you following the Exit poll discussions  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Our very own Mystery Pollster reports on interesting entry into the  
discussion:

[http://www.mysterypollster.com/main/2005/04/the\\_liddle\\_mode.html](http://www.mysterypollster.com/main/2005/04/the_liddle_mode.html)

I am too busy today to give it the analysis it probably deserves but it  
appears to make sense to me.

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

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