

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 LOG0508"

Date: Mon, 1 Aug 2005 11:42:47 -0400
Reply-To: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Subject: Job opening at Rutgers
Comments: To: aapornet@asu.edu
Comments: cc: mrg@rci.rutgers.edu, Thea Berkhout <berkhout@rci.rutgers.edu>, Carl Vanhorn <vanhorn@rci.rutgers.edu>, nwolff@ifh.rutgers.edu, Chris Bruzios <bruzios@rci.rutgers.edu>
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

We have a very attractive position opening at Rutgers for someone with a strong survey research background. Please circulate widely. Thanks.

Survey Research Senior Project Manager:

This position is located in the Center for Survey Research at the Edward J. Bloustein School of Planning and Public Policy, at Rutgers, The State University of New Jersey. We are looking for a person to serve as the Principal Investigator on survey research aspects of a wide variety of policy projects taking place within the school. The position is primarily responsible for securing projects and funding for the center and managing all facets of survey research projects. Working with clients, including state agencies, non-profits, and university faculty and staff, he/she will provide a full range of survey research services. In particular, he/she will work collaboratively with the Bloustein School faculty to manage the survey research components of the school's research projects across a number of policy areas, including transportation, energy, workforce development, environmental protection, public health, criminal justice, and urban planning.

Requires a master's degree in a social science or related field with a concentration in survey research and at least 3 years experience in advanced project direction. A Ph.D. is preferred. Must have excellent communications ability, extensive knowledge of survey methodology, and be able to work autonomously in obtaining and performing sponsored research. Incumbent will also need extensive research experience in public policy. Knowledge of New Jersey and regional policy issues is desired. Some teaching may be a possibility depending on interest.

For further information on the center and the school, visit the Bloustein school Web site at <http://www.policy.rutgers.edu> and the Bloustein Center for Survey Research Web site at <http://www.policy.rutgers.edu/centers/bcsr.html>. Applicants should submit a letter explaining their interest, a resume, and three references to:

Michael Greenberg, Associate Dean of the Faculty, Edward J. Bloustein School of Planning and Public Policy, Rutgers, The State University of New Jersey, 33 Livingston Avenue, New Brunswick, NJ 08901-1958. (mrg@rci.rutgers.edu)
Rutgers, The State University of New Jersey, is an Affirmative Action employer.

Cliff Zukin

Professor of Public Policy and Political Science.

Edward J. Bloustein School, Rutgers University

President,

American Association for Public Opinion Research

732 932 2499 x712 zukin@rci.rutgers.edu

Public Policy, 2nd Floor, Bloustein School

33 Livingston Ave, New Brunswick, NJ 08901

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=====

Date: Mon, 1 Aug 2005 08:59:19 -0700
Reply-To: Stanley Presser <spresser@SOCY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stanley Presser <spresser@SOCY.UMD.EDU>
Subject: Respondent burden
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

For next year=92s telephone methodology conference Eleanor Singer and I are =

preparing a chapter that will include a section on the link between=20
respondent burden and response rates. We would very much appreciate leads=20
to relevant reports on both objective and subjective aspects of this issue, =

e.g., studies that estimate the actual number of survey interviews=20
conducted annually and those that investigate respondent reports of how=20
often they have been asked to participate in a survey and their perceptions =

of how annoying such inquiries are. Many thanks.

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Date: Mon, 1 Aug 2005 11:35:11 -0400
Reply-To: Allen Barton <allenbarton@mindspring.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allen Barton <allenbarton@MINDSPRING.COM>
Subject: Re: Looking for scales: health literacy, reading literacy
Comments: To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

The call for "a way to test reading literacy (specifically prose literacy) on the phone" reminds me of a classic article in the College Board Review on "The Great Machine-Scoreable Creativity Test." Try asking the respondents to spell "oxymoron."

Allen Barton

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

From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
Sent: Jul 18, 2005 3:09 PM
To: AAPORNET@asu.edu
Subject: Looking for scales: health literacy, reading literacy

Fellow 'netters:

For a study we are doing on how health consumers prefer to receive health information, I am in search of short, well-tested scales that would be usable in a telephone instrument. I need a scale of a few items to test 'health literacy.' And I'm looking also for a way to test reading literacy (specifically, prose literacy) on the phone. Any leads or ideas, including references to longer scales that we might adapt, would be greatly appreciated.

Respond to me directly, off list, and I'll gladly summarize for the list.
TIA.

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

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

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

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

Date: Mon, 1 Aug 2005 13:30:08 -0400
Reply-To: Brian Dautch <bdautch@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Brian Dautch <bdautch@CMOR.ORG>
Subject: Re: greenfieldonline's panel
Comments: To: AAPORNET@asu.edu
In-Reply-To: <20050729181041.V59415@synergy.transbay.net>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

Hi Leora (and AAPORNetters),

You mentioned CMOR in your posting, so I thought I'd pitch in a quick word at this point.

CMOR maintains its impartial role in the profession, and is not a standard setting organization.

That said, I would recommend that you (and anyone else with similar questions) contact Elyse Gammer at MRA (elyse.gammer@mra-net.org), since MRA does possess and enforce such a code for survey researchers in the United States.

Also, Harry Heller (our Director of Respondent Cooperation) may want to comment on this discussion. You can contact him at hheller@cmor.org.

Thanks,
Brian

Brian Dautch
Director of Government Affairs

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leora Lawton
Sent: Friday, July 29, 2005 9:14 PM
To: AAPORNET@asu.edu
Subject: greenfieldonline's panel

Being a curious sort of internet researcher, I signed up for Greenfield's panel quite some years ago. But recently they've gone amok with survey invitations. I've been getting literally several invites per hour. I've sent email to optout and if anything, it got worse after that.

So I'm wondering, does aapor (or cmor?) have any standards about panel use?

I know some people dislike panels because of fears of 'professional survey takers' would distort results. But still, I have to think that this kind of invite-spam makes survey research look bad.

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

=====
Date: Mon, 1 Aug 2005 15:46:49 -0400
Reply-To: SwinehartJ@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Swinehart <SwinehartJ@AOL.COM>
Subject: Back issues of POQ
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I'm looking to donate about 160 back issues of POQ (sixties through 2000) to a library or nonprofit. Suggestions welcomed as to who might give them a good home.

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

Date: Mon, 1 Aug 2005 16:44:50 -0400
Reply-To: "Karunaratne, Sanjeewa" <sanjeewa.karunaratne@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Karunaratne, Sanjeewa" <sanjeewa.karunaratne@UCONN.EDU>
Subject: unsubscribe
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

=20

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

Date: Mon, 1 Aug 2005 17:33:00 -0400
Reply-To: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Subject: Job Opportunity
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

A friend asked me to send this to AAPORNET, please respond to the email address in the announcement.

The Center for Applied Research in the Apostolate (CARA) at Georgetown University, a social science research center focusing on projects related to the Catholic Church, seeks research associate. Position involves conducting and analyzing surveys, focus groups, and/or demographic research. Ph.D. level appointment made as Georgetown research professor. Ideal candidate has strong writing and analytical skills as well as proficiency in Spanish. Send curriculum vita and writing sample to Mary E. Bendyna, RSM, Ph.D., Executive Director, CARA, 2300 Wisconsin Avenue, NW, Suite 400, Washington, DC 20007; FAX: 202.687.8086; e-mail: cara@georgetown.edu.

Information about CARA is located on their website:
<http://cara.georgetown.edu/caraindex.htm>
<<http://cara.georgetown.edu/caraindex.htm>>

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

Date: Tue, 2 Aug 2005 10:54:26 -0400
Reply-To: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Subject: Surveys with Hollywood-Types
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

All,

=20

A client recently approached me about a project that his client has some interest in pursuing. They're interested in conducting survey research = with movie/television actors, producers and directors to understand their attitudes towards some public health issues. =20

=20

I am wondering whether any of you have conducted research with these = groups, and what your success has been. Any one who has some experience/ideas = and would like to weigh in, please email me directly. If others are = interested, I am happy to compile responses and share with you individually.

=20

Thanks in advance,

Melissa Marcello

=20

Melissa Marcello

Pursuant, Inc.

2141 P Street NW

Suite 105

Washington, DC 20037

p 202.887.0070=20

f 800.567.1723

c 202.352.7462

=20

Visit our website at www.pursuantresearch.com

A GSA-certified vendor

=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
=====

Date: Tue, 2 Aug 2005 10:46:54 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Federal Committee on Statistical Methodology 2005 Research
Conference - November 14-16, 2005
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

The 2005 Federal Committee On Statistical Methodology (FCSM) Research Conference will be held November 14-16, 2005 at the Sheraton Crystal City Hotel, Arlington, Virginia. The conference provides a forum for experts from around the world to discuss and exchange current research and methodological topics relevant to Federal government statistical programs.

The conference fee is \$150. For a copy of the advance program and registration information please refer to <http://www.fcsm.gov/events/#upcoming> <<http://www.fcsm.gov/events/>> .

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
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On your return send this: set aapornet mail
=====

Date: Tue, 2 Aug 2005 16:33:26 -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: ava.stapleton@mdrc.org
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Survey Research Analyst

=20

MDRC is seeking a survey research analyst to join our nationally recognized and highly respected public policy research organization. The analyst will manage and support multiple survey efforts-coordinating the efforts of internal staff, subcontractors, and funders. Responsibilities will include a range of survey, programming, non-technical, and management tasks.=20

=20

Responsibilities:=20

- * Monitor progress of survey efforts-ensure survey subcontractors adhere to contracts and workplans; assist senior staff in preparing, revising, and monitoring survey budgets; track survey response rate goals and data file production timelines
- * Participate in and coordinate the development, format, pre-test, and administration of survey instruments
- * Use SAS, for multiple survey efforts to: draw survey samples; clean, code, and analyze survey data; manage survey data files
- * Write professional reports and prepare accompanying exhibits summarizing various survey efforts suitable for publication and dissemination, OMB submissions, and IRB applications
- * Coordinate multiple RFP and proposal efforts-write requests for proposals (RFPs) targeting survey subcontracts; coordinate and evaluate subcontractors' submissions; write summaries of proposed survey efforts in an effort to secure funding=20

Qualifications:

- * BA/BS plus relevant work experience or MA/MS in survey methodology, statistics, economics, public policy, sociology, psychology, or a related field =20
- * Survey methodology and survey management experience
- * Demonstrated interest in social policy research
- * Programming (SAS preferred) and spreadsheet (Excel preferred) proficiency
- * Strong research and technical writing skills=20

* Excellent attention to detail and ability to multitask=20

* Comfortable working both independently and as part of a team
in a fast-paced environment

Some on-the-job training (including SAS, data management, etc.) is
provided; salary contingent upon experience.

=20

Please send resume and cover letter to:

Human Resources Department

Survey Research Analyst Position

MDRC=20

16 East 34th Street, 19th Floor

New York, New York 10016

Fax: 212-532-8453

Email: jobs@mdrc.org <<mailto:jobs@mdrc.org>>=20

=20

=20

Only candidates selected for further consideration will be contacted.
As an Equal Opportunity Employer, MDRC strongly encourages minorities,
women, persons with disabilities, and Vietnam-era veterans to apply.
Legal work authorization required.

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Wed, 3 Aug 2005 10:16:01 -0400
Reply-To: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Subject: Rutgers job--2nd posting
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

We have a very attractive position opening at Rutgers for someone with a

strong survey research background. Please circulate widely. Thanks.

Survey Research Senior Project Manager:

This position is located in the Center for Survey Research at the Edward J.

Bloustein School of Planning and Public Policy, at Rutgers, The State University of New Jersey. We are looking for a person to serve as the Principal Investigator on survey research aspects of a wide variety of policy projects taking place within the school. The position is primarily responsible for securing projects and funding for the center and managing

all facets of survey research projects. Working with clients, including

state agencies, non-profits, and university faculty and staff, he/she will provide a full range of survey research services. In particular, he/she will work collaboratively with the Bloustein School faculty to manage the survey research components of the school's research projects across a number of policy areas, including transportation, energy, workforce development, environmental protection, public health, criminal justice, and urban planning.

Requires a master's degree in a social science or related field with a concentration in survey research and at least 3 years experience in advanced project direction. A Ph.D. is preferred. Must have excellent communications ability, extensive knowledge of survey methodology, and be able to work autonomously in obtaining and performing sponsored research. Incumbent will also need extensive research experience in public policy. Knowledge of New Jersey and regional policy issues is desired. Some teaching may be a possibility depending on interest.

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<http://www.policy.rutgers.edu/centers/bcsr.html>. Applicants should submit

a letter explaining their interest, a resume, and three references to:

Michael Greenberg, Associate Dean of the Faculty, Edward J. Bloustein School of Planning and Public Policy, Rutgers, The State University of New Jersey,

33 Livingston Avenue, New Brunswick, NJ 08901-1958. (mrg@rci.rutgers.edu) Rutgers, The State University of New Jersey, is an Affirmative Action employer.

Cliff Zukin

Professor of Public Policy and Political Science.

Edward J. Bloustein School, Rutgers University

President,

American Association for Public Opinion Research

732 932 2499 x712 zukin@rci.rutgers.edu

Public Policy, 2nd Floor, Bloustein School

33 Livingston Ave, New Brunswick, NJ 08901

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=====
Date: Wed, 3 Aug 2005 10:35:00 -0400
Reply-To: MMichaels@michaelsresearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Maureen Michaels <mmichaels@MICHAELSRESEARCH.COM>
Organization: Michaels Opinion Research, Inc.
Subject: Job Openings
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Michaels Opinion Research, Inc. in New York City has two job openings.

Senior Project Manager: Minimum 5 years experience managing market research/public opinion research projects....quantitative and qualitative. Strong questionnaire and report writing skills, interaction with corporate clients, dealing with focus group recruiters/facilities. Looking for a creative thinker and problem-solver.

Research Assistant: Recent grad with data analysis/writing skills and

strong interest in survey/market research career. Must love details, numbers and new ideas.

Both positions require fluency in English, PowerPoint, Word, SPSS.

Our firm designs both quantitative and qualitative research projects for a range of Fortune 100 companies, leading foundations and non-profit organizations. We are a small firm located in Soho and have a highly interesting client base. Benefits include health, retirement, vacation.

Please do not call. Email resume and salary requirements to:
info@michaelsresearch.com.

--Maureen Michaels
Michaels Opinion Research, Inc.
73 Spring Street
Suite 203
New York, NY 10012

Tel: 212-226-6251
mmichaels@michaelsresearch.com

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=====
Date: Wed, 3 Aug 2005 19:28:01 -0400
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Subject: TSM II Update
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain

To all Interested in Attending TSMII

You can now make reservations at the conference hotel, the Hyatt Regency Miami. Rooms are available at the following rates if booked by Friday, December 23rd, but we recommend that you book early to ensure a room. To make reservations, please call the hotel reservation line at (800) 233-1234 and ask for the group rate for "Telephone Survey Methodology" either the government rate or group rate (if you are calling from outside the U.S., please call 305-358-1234).

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Deposits will be refunded for cancellations made within 72 hours prior to arrival. All others will not be refunded. There are a limited number of rooms available at both the

government and regular group rates. Please make your reservations early.

All rates subject to applicable state and local taxes (currently 13%). The American Statistical Association does not book or cancel hotel reservations. Government rate rooms are available for U.S. Government employees only. Anyone reserving a government rate room will need to provide proper identification upon check-in.

	Government Rate	Regular Group Rate
Single	\$138	\$143
Double	\$138	\$143
Triple	\$158	\$163
Quad	\$178	\$183

For more information:

Contact the ASA Meetings Department, 1429 Duke Street, Alexandria, VA 22314
Phone: (703) 684-1221, ext. 148; Fax: (703) 684-8069; Email:
meetings@amstat.org <mailto:meetings@amstat.org>

Please note that the ASA Meetings staff will be at the Joint Statistical Meetings and will likely be unavailable from August 2nd to August 14th.

Please check our website (<http://www.amstat.org/meetings/tsmii/2006/> <<http://www.amstat.org/meetings/tsmii/2006/>>) for further information on short courses, key dates, and other developments. Registration for the conference will open in September.

In September, we will notify you when Conference registration has opened and also ask you to submit a final abstract for your contributed paper that will be included in the Conference Program.

All best wishes,

Clyde Tucker, Chair,

TSM II Editorial and Management Committees

Brian A. Harris-Kojetin, Chair

TSM II Contributed Paper Program Committee

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Thu, 4 Aug 2005 09:11:41 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Public Opinion Pros
Comments: To: Aapornet@asu.edu
Comments: cc: Lisa Ferraro Parmelee <editor@publicopinionpros.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Dear AAPOR members -

For those of you who are interested, the August issue of Public Opinion Pros is now available at our website. Articles this month include a study of blacks' prejudice toward whites; the effect of the Swift Boat Vets' ads on John Kerry's bid for the presidency; and part 2 of a three-part series making a case against weighting of preelection polls by party ID, among other features. An overview of the full contents of the issue is accessible to nonsubscribers at=20

http://www.publicopinionpros.com/from_editor/2005/aug/editor.asp
<http://www.publicopinionpros.com/from_editor/2005/aug/editor.asp> =20

Author guidelines can also be freely accessed from our homepage at

www.PublicOpinionPros.com <outbind://16/www.PublicOpinionPros.com>=20

As always, we are seeking manuscripts and proposals for magazine-style articles on subjects relating to public opinion and polling. Please send your queries directly to me at editor@PublicOpinionPros.com. =20

Thank you for your interest in POP. I look forward to hearing from you.

Best wishes -

Lisa

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros

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

Date: Thu, 4 Aug 2005 11:10:50 -0400
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Subject: Update on ISO Quality Standard
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7BIT

TO: AAPORnet

FROM: Diane Bowers, CASRO President
Harry Heller, Past Board Chair, CASRO

ANNOUNCEMENT: US Amendments to the Draft International Quality Standard were Accepted

As you know, CASRO is the US representative to and a member of the ISO Technical Committee that is developing an international quality standard for market, opinion and social research. Beginning in 2004, CASRO, along with AAPOR (American Association for Public Opinion Research) and the ASA (American Statistical Association), met regularly to discuss and revise the draft document that was written predominantly by our European colleagues. Early in 2005 CASRO solicited general, editorial, and technical comments on the draft document from you and from all other associations in the US research industry. These aggregated comments comprised the suggested amendments submitted by CASRO and the US to the ISO.

In mid-July we went to Berlin to represent US research organizations at the Technical Committee meeting. We are pleased to report that your most important concerns about the draft document were ACCEPTED, and the draft document was amended accordingly.

The Berlin meeting was attended by 14 out of the 18 participating member countries on this ISO Technical Committee. The delegates were open and receptive to our concerns. They recognized that national differences in research practices should be addressed in order for the ISO standard to be truly global. The US amendments were critical to ensure that the final quality standard accurately reflected the professional ethics and the technical norms of AAPOR and CASRO members and all US research businesses. Further, the support and agreement among the Canadian, Mexican, and the US delegations provided a diplomatically compelling North American perspective on this draft quality standard.

Your most serious concern.

The US (and Canadian) research industry allows in certain circumstances, for survey respondent consent to share respondent-identifiable information with clients for non-research AND non-marketing purposes. For example, in customer satisfaction research it is permissible for research organizations, with respondent consent, to share customer complaints or problems with the client company. As you know, the CASRO Code's section on Responsibilities to Respondents, describes our "chain of trust" with respondents and the specific rules governing the sharing of respondent-identifiable information to clients or third-parties. US research industry codes are consistent with US research business practices, research integrity, and US law.

The draft ISO document would NOT have allowed this practice. The prohibitive clause ("Data may be attributed to individual respondents subject to their explicit consent and provided that the data are used for research purposes only") was DELETED.

Other critical comments and accepted changes were:

US Comment and Actions Taken

(1) the draft document is too Euro-centric

ACTIONS TAKEN: terminology was changed; references to specific association Codes were removed, namely ESOMAR and WAPOR

(2) national laws should supersede requirements of an ISO standard

ACTIONS TAKEN: concern acknowledged; language changed in various places in draft document

(3) client requirements should, generally, though not absolutely, supersede the ISO standard

ACTIONS TAKEN: concern acknowledged; language changed in various places in draft document

(4) the draft document requires "excessive" documentation and "reporting to clients"

ACTIONS TAKEN: concern acknowledged; language changed in various places in draft document

It is also important to note that we offered comments on and language improvements in many other clauses in the draft document. And, we believe the resulting document is both easier to understand and more applicable to US research businesses.

At the close of the Berlin meeting, the US, along with 13 of the 14 participating countries, approved moving the amended document to the final stage in the ISO process-the Final Draft International Standard (FDIS). (France was the only country that did not approve the FDIS.) At this final stage each country's standards organization (American National Standards Institute in the US) will post the document for a 2-month period of public review and editorial comment and then submit a final "Yes" or "No" vote. It is highly likely that the document amended in Berlin will become the official ISO Quality Standard for Market, Opinion and Social Research and will be available for ISO certification applications in late 2005.

Implications for US Research Industry

We recognize that the "need" and "demand" for an ISO quality standard has not been strongly expressed in the US. But, in other countries, particularly those with less sophisticated research industries, "quality" IS an issue and a REAL concern for clients. In these instances, ISO certification is one credential clients will look for in choosing a research organization. We don't yet know how quickly (or if) client demand for ISO certification here in the US will increase. But, we do know that this credential will be valuable to some US research businesses now and into the future. It has been critical for the US, therefore, to pre-emptively ensure that the final standard is as amenable to current US research practices as possible.

While there may be additional documentation requirements in the ISO standard for some US research businesses, generally the practices and processes required in this draft ISO Standard complement standard operating procedures in most US research businesses. Therefore, we are confident that this final draft will not be burdensome to your company should you decide to pursue ISO certification.

CASRO, working with the US Technical Advisory Group (including representatives from AAPOR and ASA), will prepare a summary and interpretation of key clauses in the FDIS. We will also prepare a list of Frequently Asked Questions for you. Your questions, comments and concerns will help us develop these FAQs. So . . .

What should you and your company do?

First, we encourage you to review the changes-we will send the DIS (draft international standard) with amendments noted to AAPOR for posting on their "Members Only" section of the website.

Next, if you have any comments, editorial or otherwise, and any questions, please let us know.

Thanks for your support and involvement. Diane and Harry

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

Date: Thu, 4 Aug 2005 13:34:52 -0600
Reply-To: Barbara Burbridge <bburbridge@TCTWEST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barbara Burbridge <bburbridge@TCTWEST.NET>
Subject: Job Opening
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Project Manager: Minimum 2 years experience managing market research/public opinion research projects....quantitative and qualitative.

Ability to multi-task, interact with clients, design recruitment plans, and report writing skills.

Must be a creative thinker and problem-solver.

Useful program knowledge: SPSS, WinCati, Sensus, and all Office applications.

We are located in San Francisco and specialize in both quantitative and qualitative research projects for a wide range of clients. Benefits include health, retirement, vacation.

Please do not call. Email resume and salary requirements to David King at The Henne Group, dking@thehennegroup.com.

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

Date: Thu, 4 Aug 2005 17:15:16 -0400
Reply-To: SwinehartJ@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Swinehart <SwinehartJ@AOL.COM>
Subject: POQ back issues offer
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

A few days ago I posted an inquiry seeking a library or nonprofit that might want my back issues of POQ. Several deserving recipients responded, but I have only one set of issues, which will go to Public Agenda. The other names received are listed below in case other AAPOR members may want to make similar donations. (By the same token, other institutions in need of back issues might make that known via later postings.) A reminder: back issues are also available for purchase through AAPOR .

John Rogers, PhD, Associate Director
Public Research Institute
San Francisco State University
_jdrogers@sfsu.edu_ (mailto:_jdrogers@sfsu.edu_) , (415) 405-3800,
[_http://pri.sfsu.edu_](http://pri.sfsu.edu) (<http://pri.sfsu.edu>)

Giorgina Piani Acosta (_gpiani@umich.edu_ (mailto:_gpiani@umich.edu_))
(Social Science School, Public University, Uruguay)

_guerrero@sws.org.ph_ (mailto:_guerrero@sws.org.ph_)
_mahar.mangahas@sws.org.ph_ (mailto:_mahar.mangahas@sws.org.ph_)
_jeanette.uereta@sws.org.ph_ (mailto:_jeanette.uereta@sws.org.ph_)
(Social Weather Stations, in Philippines -- nonprofit listed in AAPOR Blue Book)
(offered to pay for shipping)

William Divale, PhD
Professor of Anthropology
Survey Research Laboratory, Director
York College of The City University of New York
Jamaica, NY 11451
[_www.york.cuny.edu_](http://www.york.cuny.edu) (<http://www.york.cuny.edu>)

Molly Longstreth, PhD
Director, Survey Research Center
123 Hotz Hall
University of Arkansas

Fayetteville, AR 72701
(479) 575-4222, fax (479) 575-2474

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Date: Thu, 4 Aug 2005 18:01:41 -0400
Reply-To: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Peter C. Bruce" <pbruce@STATISTICS.COM>
Subject: Online Course: Survey Design and Sampling
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Dr. Anthony Babinec will be giving his online course "Survey Design and Sampling Procedures" at statistics.com August 19 to Sept. 16. This course covers the crafting of survey questions, the design of surveys, and different sampling procedures that are used in practice. Longstanding basic principles of survey design are covered, and the impact of the trend toward increased respondent resistance is discussed. This is an introductory course with no prerequisites.

Dr. Babinec is Pres. of AB Analytics and formerly Director of Business Development and Director of Advanced Products Marketing at SPSS, and is an expert in survey design.

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

Details and registration:

<http://www.statistics.com/content/courses/surveydesign/index.html>

Peter Bruce
courses@statistics.com

Note: This course is followed by "Survey Analysis", beginning Sept. 16, also by Dr. Babinec.

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Thu, 4 Aug 2005 15:34:29 -0700

Reply-To: Jennifer Franz <jdfranz@jdfranz.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jennifer Franz <jdfranz@JDFRANZ.COM>
Subject: Job Opening
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

We would appreciate your circulating the following job announcement to those you think might be interested.

JD Franz Research, Inc., a full-service public opinion and marketing research firm in Sacramento, CA, is seeking a full-time Project Coordinator. The Coordinator serves as a liaison between management and data collection staff, supervises data collection staff, ensures research standards are being met, programs into WinCATI's Ci.3 and Sensus software and Zip Survey's online survey software, and proofreads documents. This is a salaried position that carries benefits.

=20

Applicant Must:

- a.. Be organized, self-motivated, quick-thinking, resourceful, thorough, poised, and a fast learner
- b.. Be able to multi-task
- c.. Be extremely attentive to detail
- d.. Possess strong leadership, creative problem-solving , and professional communication skills
- e.. Work well in a team environment
- f.. Have strong written and oral communication skills
- g.. Be flexible about work environments and schedules
- h.. Be available for occasional weekends and travel
- i.. Be available for evenings as needed

=20

Technical Requirements:

- a.. Proficient at MS Office (particularly MS Excel) and Windows Operating System
- b.. Familiar with computer networks and how they operate
- c.. Ability to maintain and make minor repairs to computers
- d.. Ability to learn scripting language for CATI system and Zip Survey (will train)

=20

=20

Education and Experience:

- a.. Bachelors Degree in a social science, business, or related field

(or equivalent work experience)

b.. Some supervisory and research experience preferred

c.. Experience or knowledge of HTML or Zip Survey programming also = desirable

=20

Salary:

=B7 Dependant on Qualifications

=20

Please mail, fax, or email letter of interest, resume, salary = requirements, and three references to:

Lupe Strickland, Project Manager

JD Franz Research, Inc.

550 Bercut Drive, Suite H

Sacramento, CA 95814

=20

Fax: (916) 440-8787

lstrickland@jdf Franz.com

=20

JD Franz Research is an equal opportunity, affirmative action employer.

=20

=20

=20

=20

Jennifer D. Franz, Ph.D.

President

JD Franz Research, Inc.

(916) 440-8777 Voice

(916) 440-8787 Fax=

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>

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

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Date: Fri, 5 Aug 2005 13:21:20 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Possible Legislation regarding surveys in Va
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Teen sex surveys show real situation
<http://www.roanoke.com/columnists/kennedy/28718.html>

By Joe Kennedy
THE ROANOKE TIMES

In the next session of the Virginia General Assembly, Del. Tim Hugo, R-Fairfax County, plans again to introduce legislation that would prohibit public school systems from administering surveys that include questions about students' sexual activity, or change the surveys in some way.=20

Hugo says several parents have approached him with concerns about a Fairfax County survey that contained such questions. Their concerns are legitimate, he said, and I agree. But several safeguards already protect parents and children who object to such questions.=20

The surveys are anonymous. They are chosen by school boards and school superintendents, who may opt for sex-free questionnaires, as Salem's did.=20

Parents may decline to allow their children to fill out the forms. Students themselves can refuse to participate. Students also can skip any sex-related questions they encounter.=20

With those protections, I can only wonder what the concerns can be.=20

SNIP

Hugo's bill passed the House of Delegates last session, but he withdrew it so he could "see if there is middle ground, so we can get good information, yet protect the rights of parents."=20

Hugo and other legislators may have tackled this issue in part for political advantage. Few things attract attention as readily as sex does.=20

Survey questions don't cause sexual behavior. They help us form a picture of the real situation. And we need that picture now more than ever.

--=20

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

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Fri, 5 Aug 2005 14:54:36 -0500
Reply-To: Diane O'Rourke <DOurourke@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane O'Rourke <DOurourke@SRL.UIC.EDU>
Subject: Seymour Sudman
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Many of you knew Seymour Sudman (who died in May 2000) and many have =
contributed to the AAPOR Seymour Sudman Endowment Fund for the Student =
Paper Award, so you might be interested in reading a chapter of the =
University of Illinois Survey Research Laboratory's 40-Year History that =
is about him.

When Seymour wrote the 30-Year history of SRL, in typical fashion he =
neglected to include a chapter about himself. So, when we were preparing =
an update for the 40th anniversary, I wrote that chapter.

It's particularly interesting because I was able to include information on =
his education and early career from an autobiography that he wrote for his =
family in the early 1990s. It's fun to see how Seymour described some =
salient events in his early years that directed his future career.

You can find it at: <http://www.srl.uic.edu>
Then click on "Publications" and "Forty-Year History"
Chapter 8 begins on page 59.

Regards,

Diane O'Rourke

Diane O'Rourke

Survey Research Laboratory
University of Illinois
505 E. Green St., Suite 3, MC-442
Champaign IL 61820
217-333-7170 (office)
217-244-4408 (fax)
217-840-7180 (mobile)

Archives: <http://lists.asu.edu/archives/aapornet.html>
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On your return send this: set aapornet mail

=====

Date: Fri, 5 Aug 2005 15:41:17 -0500
Reply-To: Diane O'Rourke <DOrourke@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane O'Rourke <DOrourke@SRL.UIC.EDU>
Subject: Occupation prestige scores
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Passing this on for a friend. Please respond to Toni at
ToniGenalo@asu.edu.

Does anyone still use prestige occupation codes? =20
If so could you tell
me what system you use? =20
=20

Toni Genalo
Director of Data Collection
Prevention Research Center
P.O. Box 876005
Tempe, AZ 85287-6005
ASU
480-727-6142 480-727-6282(FAX)
ToniGenalo@asu.edu

Diane O'Rourke
Survey Research Laboratory
University of Illinois
505 E. Green St., Suite 3, MC-442
Champaign IL 61820
217-333-7170 (office)
217-244-4408 (fax)
217-840-7180 (mobile)

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Vacation hold? Send email to listserv@asu.edu with this text:

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On your return send this: set aapornet mail

Date: Mon, 8 Aug 2005 20:02:21 +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: Measuring values and goals
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Dear Fellow AAPORNETERS,

We want to ask questions about personal values and goals, i.e. what they are and how important each is. We also are trying to ask about financial goals. This is very difficult since people's frames of reference vary so widely due to differences in incomes and debt loads. I would greatly appreciate seeing any questions you have used to get at these concepts. The following are only examples of a starting point for what we are trying to measure:

Please indicate if the following are short- or long-term goals for you?

- a. Further education/training
- b. Have another child/more children
- c. Raise my children well
- d. Get a better job
- e. Lose weight
- f. Develop a career
- g. Other

Please indicate if the following are short- or long-term financial goals for your family?

- a. Start or add to savings account
- b. Pay off debt
- c. Own a home
- d. Purchase furniture/appliances
- e. Buy a car
- f. Save for retirement
- g. Save for my education
- h. Save for child's education
- i. Save for vacation
- j. Save for safety net/emergency fund

Thanks,
Jim Caplan
Arlington, VA

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Mon, 8 Aug 2005 16:27:23 -0400
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7BIT

Dear AAPORnetters: Here's an abstract of the articles in the summer issue of Research & Regulation, published by CASRO's Government & Public Affairs program. For the complete issue, please visit our website at www.casro.org. If you have any questions or comments, please let me know. Diane

Protecting PII - A Common Theme
"Protecting personally-identifiable information" (or, for researchers, "maintaining the confidentiality of respondent-identifiable information") is a goal shared by both the federal government and the research industry.

Industry Code Enforcement - The CASRO Case

The CASRO Code of Standards, which requires protection of PII, is mandatory for all CASRO members. It is enforceable via dues process and allows for disciplinary action.

PII - The Legislative Umbrella

A brief description of almost 20 federal bills that address the protection of PII. Some of these bills include PII protection as a part of broader bills on spyware, outsourcing, a specific industry, or a specific data collection methodology.

Why a Federal PII Law?

The public believes that consumers have lost control over how PII is collected and used and that the government has not succeeded in protecting their privacy. Corporate privacy breaches are increasing and severe. PII databases have been lost, stolen, "exposed," or accidentally disseminated.

CASRO GPA PII Campaign - Strategy

CASRO GPA is lobbying to establish one federal PII law that is preemptive of states and whose definition of PII is consistent with the research industry's self-regulatory protections of PII.

CASRO GPA PII Campaign - Tactics

Ranking Senators Stevens and Inouye have introduced a PII bill that will likely supersede other federal PII bills and pass Congress this year. This bill is the vehicle for CASRO's GPA to ensure that the "covered entity" definition is consistent with research industry PII practice and CASRO Code PII protections, AND to preempt state efforts to enact more restrictive bills.

News Briefs

...CASRO GPA asks FTC to address online pseudo-surveys.

...Internet users are avoiding spyware.

...Telemarketers petition the FCC to preempt interstate telemarketing laws.

...Privacy advocates believe US should follow European models in addressing privacy.

Federal Media Measurement Legislation

The FAIR Ratings Act would mandate MRC accreditation of TV ratings services.

Controversy: is more government regulation necessary, or can media research industry resolve problems itself under current structure? Research industry's strong position of self-regulation could be compromised by this bill. But the bill may have difficulty moving forward.

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

=====
Date: Mon, 8 Aug 2005 13:27:39 -0700

Reply-To: Marc Sapir <marcsapir@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Marc Sapir <marcsapir@COMCAST.NET>

Subject: Re: Measuring values and goals

Comments: To: "Caplan, James R., DMDCEAST" <James.Caplan@OSD.PENTAGON.MIL>, AAPORNET@asu.edu

In-Reply-To: <B226B772F676F84ABD1E9307956E94F080E60D@ddsmttayz022>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Jim,

I wonder if you are including the larger world (i.e. the community, the nation, the environment, peace, etc.) in your questionnaire on values and goals. For many these areas involve fundamental personal values and also relate to life goals.

Marc

Marc Sapir MD, MPH

Executive Director

Retro Poll

www.retropoll.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Caplan, James R
„DMDCEAST
Sent: Monday, August 08, 2005 12:02 PM
To: AAPORNET@asu.edu
Subject: Measuring values and goals

Dear Fellow AAPORNETERS,

We want to ask questions about personal values and goals, i.e. what they are and how important each is. We also are trying to ask about financial goals.

This is very difficult since people's frames of reference vary so widely due to differences in incomes and debt loads. I would greatly appreciate seeing any questions you have used to get at these concepts. The following are only examples of a starting point for what we are trying to measure:

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- d. Purchase furniture/appliances
- e. Buy a car
- f. Save for retirement
- g. Save for my education
- h. Save for child's education
- i. Save for vacation
- j. Save for safety net/emergency fund

Thanks,
Jim Caplan
Arlington, VA

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
=====

Date: Tue, 9 Aug 2005 09:30:12 +0200
Reply-To: braun@zuma-mannheim.de
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Braun <braun@ZUMA-MANNHEIM.DE>
Organization: ZUMA
Subject: GOR 2006 - Call for Papers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Dear Colleagues,

please let me draw your attention to the

8th International GOR Conference
GOR 06
GENERAL ONLINE RESEARCH '06
21st and 22nd of March, 2006
at Ravensberger Park, Bielefeld, Germany

CALL FOR PAPERS

8th International GOR Conference
GOR 06
GENERAL ONLINE RESEARCH '06

21st and 22nd of March, 2006
at Ravensberger Park, Bielefeld, Germany

Organized by:

German Society for Online Research - DGOF e.V.

scientific co-organizers:

Prof. Dr. Frank Faulbaum
Prof. Dr. Nicola Doering
Prof. Dr. Manfred Leisenberg

sponsored by:

TNS Infratest, Bielefeld

Conference topics include theories, methods, and findings concerning social and business aspects of the Internet and mobile communication.

The aim of the conference is to document the progress of Internet science, innovative developments, and practical experience.

Traditionally, GOR conferences have been excellent opportunities for dialogue between:

- researchers and users of Internet science
 - universities and companies
 - customers and suppliers.
-

Conference Languages: English, German

Contributions:

Paper presentations, posters, and sessions can be proposed on the following topics:

A: The Internet as a Resarch Tool

Online Market Research and Social Research

- Methods' Effects of Online Data Collection
- Mobile Data Collection
- Statistical Biases in Online Sampling
- Best Practice Examples
- Innovative Data Collection Tools
- Online Access Panels
- Quality Standards
- Data Mining
- Online Experiments

B: The Internet Measured

- Diffusion of Visual Online & Mobile Communication
- Indices of the Digital Divide(s) and Digital Inequality
- Use of Logfiles and Databases
- Indices of the Information Society
- Measurement of Range of Coverage

C: The Internet in its Context

Internet, Mobile Communication, and Civil Society

- Online Groups / Online Communities
- Social Networks and Relationships
- E-Government and E-Voting
- Internet, Social Movements, and Collective Action
- Internet & Science

Electronic & Mobile Business

- E-Business
- Evaluation of Web-Sites and E-Commerce
- Mobile Commerce
- Electronic Customer Relationship Management

Internet & Mobile Communication in Everyday Life

- Mobile & Online Entertainment
- Social and Psychological Effects of Internet Use
- E-Health
- E- & M-Learning
- Weblogs

Internet & Mobile Communication in Organizations

- Online Employee Surveys
- Virtual Teams & Online Communities of Practice
- Online Knowledge Exchange and Knowledge Management in Organizations

Paper Presentations:

Paper presentations include an oral presentation of max. 20 minutes, plus 10 minutes for discussion time.

Selected contributions will be invited to submit their paper for publication in an international English language conference proceedings' volume or in an international English language journal.

Posters:

Posters will be discussed at fixed times. The best poster(s) will be awarded by an independent jury. Prize total: EUR 500,-.

Sessions:

There will also be the opportunity to propose a group of (3-5) interrelated presentations within one session. For more information please contact the program committee (gorpaper06@dgof.de).

Workshops:

There will be tutorial workshops covering key

methods of Internet Science. The workshops will take place the day before the GOR conference (March 20, 2006) as well as during the conference.

Participation in workshops is not free of charge and the number of participants will be limited. Registered visitors of the conference have priority. More information is available at <http://www.gor.de>.

Exhibition Stand Space:

Companies will have the opportunity to book exhibition stand space for presentations of products or services. More information is available at gororga06@dgof.de.

Social Events and Membership Meeting:

The traditional early-bird-meeting will take place in the evening of March 20, 2006. During this meeting visitors and participants will have the opportunity to socialize with colleagues and meet with other researchers.

On Tuesday 21st March 2006, there will be a social event in the evening which will include dinner and dancing.

During the conference there will be a meeting of the members of the German Society for Online Research. The members will receive additional information about the meeting at a later date.

Submission Guidelines

If you would like to contribute to the conference by presenting a paper or a poster, please submit an abstract electronically no later than:

September 30th 2005

to: <http://www.gor.de>

Abstracts should contain no more than 350 words. The abstract has to be written in English language. An additional German language version is appreciated, if possible.

Authors may present in English or German. In any case the transparencies have to be prepared in English language.

Papers can be only submitted via the Web-based online tool located at the GOR-Website. We ask for your understanding that we cannot accept papers sent via email.

Authors will receive notification of acceptance by:

November 30, 2005.

The preliminary program will be posted by January 1st, 2006 at the following URL:

<http://www.gor.de>

Accepted oral presentation transparencies or Power-Point files in English are to be sent by February 17th 2006.

Conference Fees:

Conference fees include conference materials, two lunches, conference dinner, drinks and snacks during breaks.

Researchers: 150 Euros

Students: 90 Euros

Presenting participants: 120 Euros (first authors only)

Commerical participants (e.g. company representatives, free-lancers, consultants): 390 Euros

Participants living in the EU will have to pay full conference fees in advance. Other participants may pay their fees on the conference date at the venue. Day tickets are not available.

DGOF members are subject to a 20% conference fee reduction (membership application forms can be found at: http://www.dgof.de/dgof_antrage.pdf).

Early registrants (excluding DGOF members), who register before January 20, 2006 receive a fee reduction of 15%.

For first authors there are special deadlines for registration:

After notification of acceptance (Nov. 30, 2005) first authors can register immediately. First authors who register no later than December 15, 2005 receive a fee reduction of 15% (not valid for DGOF members). First authors have to register no later than December 31, 2005.

Registration for all other participants will begin on January 1st 2006. Further detailed information will be posted continually at the following URL:

<http://www.gor.de>

Important deadlines:

09/30/05 Deadline for abstract submission

11/30/05 Feedback on acceptance /
Registration of authors begins

01/01/06 Preliminary program will be published /
General registration begins

03/20/06-03/22/06 Conference + workshops

Summary of contacts:

Conference Website,
Abstract submission, Workshops: <http://www.gor.de>
Business activities &
any further questions: office@dgof.de

--

PD Dr. Michael Braun
Center for Survey Research and Methodology (ZUMA)
B 2.1
P.O. Box 12 21 55
D-68072 Mannheim

Tel: ++49-(0)621-1246-176
Fax: ++49-(0)621-1246-100
<http://www.gesis.org/>

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

=====

Date: Tue, 9 Aug 2005 05:33:09 -0700
Reply-To: "Matthew A. Vile" <matthew.vile@GOODWILL.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Matthew A. Vile" <matthew.vile@GOODWILL.ORG>
Subject: Re: Measuring values and goals

You might want to look into pre-screening and exit-interview instruments used by service organizations and others in the workforce development field. In my experience, these surveys often attempt to capture values and preferences similar to what you're attempting to measure. I'd suggest you start looking at resources available through the NCDA.

Matthew Vile

Senior Data Analyst, Goodwill Industries Int.

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

Date: Tue, 9 Aug 2005 10:22:27 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Consumer Reports "survey"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

A colleague recently sent me the release of a Consumer Report summary of "survey" findings, based on more than 35,000 readers. I did not see any formal methodological description, but the large sample size suggests to me this is not a probability sample--certainly not of the population at large, but also not of its own readership. Does anyone know? If it is not, it seems rather ironic that Consumer Reports, which is all about credibility, would fall victim to the trap of easy (meaningless) research.

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

visit our website: www.SelzerCo.com

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

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

Date: Tue, 9 Aug 2005 09:46:52 -0500
Reply-To: "Frank, Stephen" <sfrank@STCLOUDSTATE.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Frank, Stephen" <sfrank@STCLOUDSTATE.EDU>
Subject: Re: Consumer Reports "survey"
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

As a subscriber I get the questionnaire. I don't believe they refer to

it as a "survey". It is not a probability sample. It is just responses from their readers who rate their experiences with various products or services. Although I find the reader evaluations useful I do think they would be well advised to put more disclaimers and information. They do make it clear when they are using reader responses as opposed to their own testing. When I have not followed their advice I often have had problems such as with a Chevy Vega and a Ford Pinto (sigh).

Dr. Steve Frank, SCSU Professor of Political Science
319 Brown Hall SCSU St. Cloud, MN 56301
Codirector SCSU Survey
Immediate Past President MN Political Science Association
<http://www.mrs.umn.edu/mnpsa/>
(320) 308-4131 Fax (320) 308-5422
email sfrank@stcloudstate.edu
Personal Homepage <http://web.stcloudstate.edu/sfrank>
SCSU Survey Homepage <http://web.stcloudstate.edu/scsusurvey>

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

Date: Tue, 9 Aug 2005 10:56:35 -0400
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: Perception Analyzer
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

Behavioral Science Research has an Ortek Data Systems perception = analyzer for sale -- 64 stations more or less, wires, concentrators, = software, dialers, video mixers, halliburton case, the works. The unit = cost \$15,000 or so back in the early 90s and the technology is pretty = well obsolete, but if somebody is working with that equipment and needs = parts, this may be welcome news. We are willing to sell the system in = its entirety for \$1,500 plus the cost of shipping -- no reasonable offer = refused. If anybody is interested, please reply to me directly.

Best wishes,

Robert Ladner, PhD
President
Behavioral Science Research Corporation
2121 Ponce de Leon Blvd
Coral Gables, FL 33134

Voice: 305-443-2000
Fax: 305-448-6825
drbob@behavioralscience.com=20

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Please ask authors before quoting outside AAPORNET.

Date: Tue, 9 Aug 2005 10:01:12 -0500
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Consumer Reports "survey: EXAMPLE -- Important survey
concerning
laptops and TV's
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Hi folks,

FYI -- Here is an example of the 'surveys' I get from Consumers Reports. I agree that more info about their methodology would be useful. Their data are proprietary and usually are NOT available to the public; you are entitled to access results if you are a 'member' of their organization..

Rob Santos

NuStats

From: Consumer Reports [mailto:consumerreports_survey@cu.cr-mail.org]
Sent: Thursday, August 04, 2005 11:00 AM
To: RSANTOS@nustats.com
Subject: Important survey concerning laptops and TV's

<http://anon.doubleclick.speedera.net/anon.doubleclick/Consumers_Union/05aq_logo.gif>

Dear Robert Santos,

I'm hoping you have a few minutes to help me with a project we're working on at Consumer ReportsC. To begin, simply click here.

I selected your name as one of our online subscribers who could help us review laptop computers and televisions for upcoming articles.

Since you're part of a select group receiving this survey, your answers are essential to the accuracy of the study.

Your responses are totally confidential. I'll be combining them with the experiences of other subscribers like you. You will not be asked to buy any products as a result of any answers you provide.

To thank you for your valuable time, you may win a year's extension of your subscription to Consumer Reports Online. I'll be selecting 10 lucky people from those who respond to this survey. You'll be notified by e-mail if you're a winner.

To begin, simply click here.

If you have any problems taking this survey, click here for answers to Frequently Asked Questions.

Thanks again for helping me with this project!

Charles Daviet
Director, Survey Research

If you do not wish to continue receiving survey invitations, you may reply to this message by typing the word "unsubscribe" in the subject line.

How do I 'cut and paste' a link from this email?

- * Highlight the link in your email
- * Go to the 'Edit' menu in your toolbar
- * Select 'Copy'
- * Open a browser and highlight the link in your location bar
- * Go to your browser's 'Edit' menu
- * Select 'Paste'

[LAPTOP05]

<<http://cu.cr-mail.org/cgi-bin/11/flosensing?y=VzF0LIRPt0Bj10B5>>

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

Date: Tue, 9 Aug 2005 11:06:47 -0400
Reply-To: James Whaley <jwhaley@GAZELLEGLOBAL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Whaley <jwhaley@GAZELLEGLOBAL.COM>
Subject: Re: Consumer Reports "survey"
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@asu.edu
In-Reply-To: <99.64073045.302a1623@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

I think that probability sampling has been, by now, established as the "best" way to accurately forecast/estimate/measure and predict events/behavior/ etc....

But when a small technology company is looking for users to respond to some new features of say... a hand held device that plays games, and they go to a magazine of enthusiasts to get a list and they talk to 100 out of 500 people in the list rather than doing a national probability sample looking for .01 percent of the population, it is possible that their research interests where well served.

Economics and practicality have to sometimes be taken into consideration.

Subscribers of CR probably understand that these are users of these products and not "representative" statistically speaking.

Enthusiasts seeking info from enthusiasts.

I don't think that too many people have been lead to a bad meal because ZAGAT readers where not polled in a probability sample.

JRW

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer
Sent: Tuesday, August 09, 2005 10:22 AM
To: AAPORNET@asu.edu
Subject: Consumer Reports "survey"

A colleague recently sent me the release of a Consumer Report summary of "survey" findings, based on more than 35,000 readers. I did not see any formal methodological description, but the large sample size suggests to me this is not a probability sample--certainly not of the population at large, but also not

of its own readership. Does anyone know? If it is not, it seems rather ironic that Consumer Reports, which is all about credibility, would fall victim to the trap of easy (meaningless) research.

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

visit our website: www.SelzerCo.com

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

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

=====
Date: Tue, 9 Aug 2005 14:07:07 -0500
Reply-To: "Steen, Bob" <steenb@FLEISHMAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steen, Bob" <steenb@FLEISHMAN.COM>
Subject: Re: Consumer Reports "survey"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

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Technically, it is not a sample survey. It is closer to a Census (of
subscribers) with a low response rate.

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survey is sent to all 4.5 million subscribers, so there is no sampling
and therefore no sampling error (only potential non-response bias,
etc.). They refer to "meaningful differences" rather than "statistically
significant differences" as is appropriate. They report the number of
ratings given by subscribers for each product. They are consistent in
not making inferences beyond their subscriber base. Of course, others
make the inference all the time.=20

The focus of any questions about the Consumer Reports research should
focus on the overall response rates, follow-up procedures, variance
within the data, and other forms of non-sampling bias.=20

Some of the ways that Consumer Reports refers to its research:=20

Based on more than 39,000 responses to our 2002 Annual Questionnaire,
covering desktop computers bought new between January 1998 and April
2002. Data were standardized to eliminate differences attributable to a

computer's age and usage; differences of 5 or more points are meaningful.=20

In a survey of 39,000 Consumer Reports readers, 4 percent bought a computer that was completely inoperable within the first month; another 10 percent had problems that month but could use the computers.=20

Earlier this year, we asked subscribers to ConsumerReports.org about their most recent experiences (since January 2002) with manufacturers' technical support. More than 7,400 responded.=20

Bob Steen

Vice President
Fleishman-Hillard Research
200 North Broadway
St. Louis, MO 63102

314-982-1752
steenb@fleishman.com

Fax: 314-982-9105

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James Whaley
Sent: Tuesday, August 09, 2005 10:07 AM
To: AAPORNET@asu.edu
Subject: Re: Consumer Reports "survey"

I think that probability sampling has been, by now, established as the "best" way to accurately forecast/estimate/measure and predict events/behavior/ etc....=20

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visit our website: www.SelzerCo.com

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

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=====
Date: Wed, 10 Aug 2005 09:16:02 -0400

Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Politics and research

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Report: News Corp. courts Democrats
Company behind Fox News turns to party insiders to lobby against new
ratings system, newspaper says.
August 9, 2005: 9:07 AM EDT=20

NEW YORK (CNN/Money) - News Corp., whose Fox News cable network is generally associated with conservative hosts and viewers, is turning to Democrats to battle a new television ratings system, according to a published report.=20

The Wall Street Journal reported Tuesday that News Corp. is hiring Democratic party insiders to court Democratic lawmakers on Capitol Hill to block a new local-TV ratings system that lowers ratings for many of its stations.

The company contends that the so-called "Local People Meters," launched by Nielsen Media Research in four major television markets last year, greatly undercounts the number of African-Americans and Hispanics watching shows such as "Girlfriends" and "The Parkers."

SNIP

The newspaper reports that while it is popularly assumed that Fox and News Corp. is uniformly conservative, News Corp. contributed 55 percent of \$130,500 in individual donations from its political action committee to Democrats in 2004 after making 57 percent of donations from the company's PAC to Republicans between 1997 and 2003.

The newspaper also reports that while News Corp. Chairman and CEO Rupert Murdoch has made no secret of his conservative political views, Peter Chernin, the company's chief operating officer, is a major Democratic fund-raiser. The paper reports that Chernin and his wife raised more than \$100,000 for John Kerry's 2004 presidential campaign, and that the couple also contributed \$73,000 out of their own pockets to Democratic lawmakers during the 2004 campaign.

_____ =20

=20

Find this article at:=20
http://money.cnn.com/2005/08/09/news/fortune500/newscorp_dems/index.htm

--=20

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> .

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

Date: Wed, 10 Aug 2005 10:25:29 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Measuring values and goals
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

I would suggest:
Being famous.
Being respected.
Doing God's will.
Having a good reputation among my friends/in my community.
Making the world better.
Contributing to human knowledge.
Maintaining my integrity/Not selling out.

Judging from literature, in some times and social classes these have been important goals. You could probably get better suggestions from someone familiar with Greek, Roman and Chinese philosophy or 19th century sociology.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Monday, August 08, 2005 4:28 PM
To: AAPORNET@asu.edu
Subject: Re: Measuring values and goals

Jim,

I wonder if you are including the larger world (i.e. the community, the nation, the environment, peace,etc.) in your questionnaire on values and goals. For many these areas involve fundamental personal values and also relate to life goals.

Marc

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Caplan, James R
,DMDCEAST
Sent: Monday, August 08, 2005 12:02 PM
To: AAPORNET@asu.edu
Subject: Measuring values and goals

Dear Fellow AAPORNETERS,

We want to ask questions about personal values and goals, i.e. what they are and how important each is. We also are trying to ask about financial goals. This is very difficult since people's frames of reference vary so widely due to differences in incomes and debt loads. I would greatly appreciate seeing any questions you have used to get at these concepts. The following are only examples of a starting point for what we are trying to measure:

Please indicate if the following are short- or long-term goals for you?

- a. Further education/training
- b. Have another child/more children
- c. Raise my children well
- d. Get a better job
- e. Lose weight
- f. Develop a career
- g. Other

Please indicate if the following are short- or long-term financial goals for your family?

- a. Start or add to savings account
- b. Pay off debt
- c. Own a home
- d. Purchase furniture/appliances
- e. Buy a car
- f. Save for retirement
- g. Save for my education
- h. Save for child's education
- i. Save for vacation
- j. Save for safety net/emergency fund

Thanks,
Jim Caplan
Arlington, VA

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text: set aapornet nomail
On your return send this: set aapornet mail

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text: set aapornet nomail
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Wed, 10 Aug 2005 11:15:52 -0400
Reply-To: Eleanor Singer <esinger@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Eleanor Singer <esinger@ISR.UMICH.EDU>
Subject: Re: Consumer Reports "survey"
Comments: To: "Steen, Bob" <steenb@FLEISHMAN.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

The second of the examples you cite is clearly misleading. It's all reminiscent of the Literary Digest . . . But I have to confess I follow the ratings all the time!

Eleanor Singer=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
Sent: Tuesday, August 09, 2005 3:07 PM
To: AAPORNET@asu.edu
Subject: Re: Consumer Reports "survey"

The Consumer Reports survey is not based on a probability sample. Technically, it is not a sample survey. It is closer to a Census (of subscribers) with a low response rate.

The way I understand the Consumer Reports research protocols, the basic survey is sent to all 4.5 million subscribers, so there is no sampling and therefore no sampling error (only potential non-response bias, etc.). They refer to "meaningful differences" rather than "statistically significant differences" as is appropriate. They report the number of ratings given by subscribers for each product. They are consistent in not making inferences beyond their subscriber base. Of course, others make the inference all the time.=20

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Bob Steen

Vice President
Fleishman-Hillard Research
200 North Broadway
St. Louis, MO 63102

314-982-1752
steenb@fleishman.com

Fax: 314-982-9105

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To: AAPORNET@asu.edu
Subject: Re: Consumer Reports "survey"

I think that probability sampling has been, by now, established as the "best" way to accurately forecast/estimate/measure and predict events/behavior/ etc....=20

But when a small technology company is looking for users to respond to some new features of say... a hand held device that plays games, and they go to a magazine of enthusiasts to get a list and they talk to 100 out of 500 people in the list rather than doing a national probability sample looking for .01 percent of the population, it is possible that their research interests were well served.

Economics and practicality have to sometimes be taken into consideration.

Subscribers of CR probably understand that these are users of these products and not "representative" statistically speaking.

Enthusiasts seeking info from enthusiasts.

I don't think that too many people have been lead to a bad meal because ZAGAT readers were not polled in a probability sample.

JRW

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer
Sent: Tuesday, August 09, 2005 10:22 AM
To: AAPORNET@asu.edu
Subject: Consumer Reports "survey"

A colleague recently sent me the release of a Consumer Report summary of "survey" findings, based on more than 35,000 readers. I did not see any formal methodological description, but the large sample size suggests to

me this is not a probability sample--certainly not of the population at large, but also not

of its own readership. Does anyone know? If it is not, it seems rather ironic that Consumer Reports, which is all about credibility, would fall victim to the trap of easy (meaningless) research.

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

visit our website: www.SelzerCo.com

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

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Date: Wed, 10 Aug 2005 11:44:25 -0400
Reply-To: "Jennifer L. Hochschild" <hochschild@LATTE.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Jennifer L. Hochschild" <hochschild@LATTE.HARVARD.EDU>
Organization: Harvard University
Subject: Public Agenda surveys, and Phi Delta Kappan surveys
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Hello,

Unless I've missed it, neither of these surveys reports response rate,

or gives much information on how they get their samples. I have asked both organizations (that is, Public Agenda and Phi Delta Kappan magazine) about these issues, and gotten no response.

Does anyone know background information about these two important and influential (and ongoing) survey operations? Replies off-list are fine (including the observation that I just missed what the organizations are reporting), unless others are interested in the same information.

many thanks, Jennifer

--
Jennifer L. Hochschild
Harvard University
Henry LaBarre Jayne Professor of Government, and
Professor of African and African American Studies

Mailing address:
Government Department
Littauer Center, North Yard
Harvard University
Cambridge MA 02138
Phone: 617-496-0181
Fax: 617-495-0438
Hochschild@latte.harvard.edu

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

Date: Wed, 10 Aug 2005 12:19:55 -0400
Reply-To: Ana Maria Arumi <amarumi@PUBLICAGENDA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ana Maria Arumi <amarumi@PUBLICAGENDA.ORG>
Subject: Re: Public Agenda surveys, and Phi Delta Kappan surveys
Comments: To: "Jennifer L. Hochschild" <hochschild@LATTE.HARVARD.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <42FA20D9.6060302@latte.harvard.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Hello Jennifer,

I'm not aware of any inquiry that you've made, and I'm not certain which survey you are asking about, but I'm happy to answer any questions.

Best,
Ana Maria

Ana Maria Arumi
Sr. VP, Director of Research
Public Agenda
6 E. 39th St., New York, NY 10016
212-686-6610 (ext. 37)
amarumi@publicagenda.org
www.publicagenda.org

Jennifer L. Hochschild wrote:

> Hello,
>
> Unless I've missed it, neither of these surveys reports response rate,
> or gives much information on how they get their samples. I have asked
> both organizations (that is, Public Agenda and Phi Delta Kappan
> magazine) about these issues, and gotten no response.
>
> Does anyone know background information about these two important and
> influential (and ongoing) survey operations? Replies off-list are fine
> (including the observation that I just missed what the organizations are
> reporting), unless others are interested in the same information.
>
> many thanks, Jennifer
>
>
>

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

=====
Date: Wed, 10 Aug 2005 11:31:35 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: Economic Impact
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

A client of mine is in need of an analysis of the impact of an institution on the local economy of a community. More specifically, this is for a university in a Chicago area suburb.

Please send any sources you may have for this kind of analysis,

Thanks.

Nick

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

Date: Wed, 10 Aug 2005 11:50:16 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: Re: Economic Impact
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
In-Reply-To: <42FA2BE7.4060002@marketsharescorp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Clarification.

I am looking for a consultant who can perform this analysis for the client. I will forward any names to them.

Nick

Nick Panagakis wrote:

>
> A client of mine is in need of an analysis of the impact of an
> institution on the local economy of a community. More specifically,
> this is for a university in a Chicago area suburb.
>
> Please send any sources you may have for this kind of analysis,
>
> Thanks.
>
> Nick
>

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

Date: Wed, 10 Aug 2005 13:49:29 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: One of three Job Postings
Comments: To: Aapornet@asu.edu
Comments: cc: Jtraub@scarborough.com
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"

Content-transfer-encoding: quoted-printable

SCARBOROUGH RESEARCH

POSITION DESCRIPTION

=20

=20

Position: VP, Custom research

=20

Reports To: EVP, Research and Operations

=20

Location: NYC (Preferred)

=20

Mission/Purpose: Overall management of the custom research process with the ultimate goals of increasing Scarborough's visibility in the newspaper custom research space, increasing the quantity of custom projects produced and broadening the many types of custom offerings to include more sophisticated projects.=20

=20

RESPONSIBILITIES:

=20

1. Attend sales calls with sales staff or follow-up calls to collaborate with clients determine their custom research needs, and make recommendations on the design of the projects.

=20

2. Provide input to custom research staff so that bids can be produced and internal/external resource needs can be determined.

=20

3. Develop custom proposals (RFP) and make presentations to clients.

=20

4. Work with the client to design the custom questionnaire.

=20

5. Working with internal and external staff, manage the fieldwork related to each custom study.

=20

6. Write executive summaries and present the data to clients. =20

=20

REQUIREMENTS

=20

1. Minimum ten years newspaper custom research experience.=20

=20

2. Ability to analyze and present complex data and executive summaries.

=20

3. Must have excellent written and verbal communication skills with the ability to work with all levels of staff and management.

=20

4. Must be able to understand and discuss the custom research needs with clients, and determine if Scarborough has the resources to produce the requested projects.

=20

5. Ability to write detailed proposals, executive summaries and analytical reports.

=20

6. Must have an understanding of statistics.

=20

7. Must have the ability to manage the fielding of custom projects.

=20

8. Project management skills a plus.

=20

=20

DESCRIPTION UPDATED: June 2005

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=====

Date: Wed, 10 Aug 2005 13:53:15 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Second of Three Job Opportunities
Comments: To: Aapornet@asu.edu
Comments: cc: Jtraub@scarborough.com
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Print and Internet Account Director

=20

=20

Scarborough Research, the nation's premier provider of local-market consumer research, is seeking a highly motivated and self-directed sales professional with an exceptional new business development orientation to join our dynamic Print and Internet Sales Team.

=20

The Print and Internet Account Director will be responsible for the sales and service of the Scarborough data-with an emphasis on Scarborough's custom research products and services -- to daily newspapers, weeklies, magazines and dot.com companies in the U.S. The Account Director will be assigned to a specific geographic territory and will need to travel 30-35% of the time.

=20

The ideal candidate will have eight or more years of experience in custom research sales to media companies, preferably newspaper companies, with a proven record of developing, pricing, and managing custom research projects. A BA/BS required; MA/MS preferred.

=20

The following skills are essential for success in this position:

- * Experience developing, pricing, and selling custom research

- * In-depth understanding of survey research (design, execution, and application)
- * Ability to provide consistent "over the top" customer service
- * Ability to manage multiple clients in various markets
- * Exceptional presentation and training skills
- * Ability to help clients use research information to grow their businesses

=20

If you love the print and dot.com media businesses and you have a background in sales, new business development and management, presentations, data analysis and data interpretation -- and possess the energy and drive to grow Scarborough's Print and Internet business -- then this position is for you.=20

=20

We offer a competitive compensation and benefits package. Please send your resume with salary requirements to: jobs@scarborough.com or fax to (646) 654-8440. =20

M/F EOE

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

Date: Wed, 10 Aug 2005 13:56:00 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Third of three Job Opportunities
Comments: To: Aapornet@asu.edu
Comments: cc: julieb@rand.org
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

RMS Systems Programmer II

=20

Position Available: RAND Corporation Survey Research Group has position open for full-time RMS Systems Programmer II in Santa Monica, CA. Position reports to the SRG Manager of Technical Services, and is responsible for meeting the record management and web-based data collection needs of multiple projects including the programming support to the development of a multi-mode programming application known as MMIC.

=20

Main Responsibility: Position performs complex evaluation, design and maintenance of existing or proposed database servers, networks, and/or communication systems dedicated to the support and use of project-specific Record Management Systems (RMS) and Internet-based data collection applications. Position works as part of the RMS team to maintain SRG network systems and services and to design and program project-specific RMS system to monitor the sample and staff performance.

=20

Specific Tasks to be Performed: Monitor and review work of entry-level or trainee staff; develop documentation of new database applications for survey projects, develop procedural manuals, specifications, forms, and training instructions; conduct one-on-one and group training sessions for CAI and RMS applications; design and implement Computer-assisted Personal Interviewing case management system (CMS) using SurveyTrak and/or other developed systems; various database programming tasks (data entry form design, report design, databases to support web-based survey questionnaires).

=20

Educational Requirements: B.A./B.S is required, preferably in a field of study related to social science research or information systems. =20

=20

Specific Technical Skills Required or Preferred: Required skills include ability to program in JAVA, Visual Basic, Power Builder or other high level programming language and a thorough knowledge of PC/MAC hardware, software and network systems. Position requires prior experience with use of web pages as front-end to databases using PHP, active server pages or HTML forms. Preferred skills include experience with at least one survey interview software (such as Blaise, CfMC, Survent/WebSurvent, or CASES). Additional requirements: ability to understand the substantive tracking and reporting needs of varied projects and the ability to assist in the application database solutions to those needs; ability to work independently and as part of a project team; strong written and verbal communication skills; demonstrate progress across multiple projects and timelines.

=20

Required Work Experience: A minimum of 3 years experience with database applications is required. Position requires prior work experience that demonstrates familiarity with basic elements of social science or academic survey research. Prior experience with medical records abstraction is desirable but not required.

=20

For additional information or to submit an application visit
<http://www.rand.org/jobs/> <<http://www.rand.org/jobs/>>=20

RAND is an Equal Opportunity Employer.

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Wed, 10 Aug 2005 16:19:59 -0400
Reply-To: "Info@PollingCompany" <info@POLLINGCOMPANY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Info@PollingCompany" <info@POLLINGCOMPANY.COM>
Subject: FW: Position Opening: Research Associate
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

=20

=20

the polling company(tm), inc./ WomanTrend, a full-service market research firm headquartered in Washington DC, seeks a qualified Research Associate for immediate hire.=20

=20

Job Description: The Research Associate will be involved in all stages of project development, planning and execution with respect to proposals, research program design, sample and questionnaire construction, data analysis, and report writing for quantitative and qualitative research.=20

=20

The Research Associate must have strong writing skills and advanced knowledge of various research methods as well as experience with relevant methodologies and interfacing with data collection centers.

=20

The Research Associate will report to the President and CEO and Senior Project Manager and work with other Project Managers and Research Analysts on all phases of projects. =20

=20

Qualifications: Applicants should have 2+ years experience in the survey research field, be able to manage several tasks at the same time, work with a dedicated team of associates and project managers, and willing to work in a small group and fast-paced environment. =20

=20

The applicant must be skilled in market research, survey methodology, particularly sample design, and should have extensive knowledge of SPSS, MS Word, Access and Excel and Internet applications. Candidate must have Bachelor's Degree, with higher education a plus. Salary requirements should be addressed in cover letter. =20

=20

Please send cover letter, resume, and at least three references to info@pollingcompany.com or fax them to (202) 467-6551. For more information about the polling company(tm), inc., please access our website at www.pollingcompany.com <<http://www.pollingcompany.com>> .

=20

=20

=20

Monica W. Kemp=20

Senior Project Manager

the polling company(TM), inc./ WomanTrend

1220 connecticut avenue, nw

washington, dc 20036

p: 202.667.6557

f: 202.467.6551

www.pollingcompany.com <<http://www.pollingcompany.com>> =20

=20

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=====
Date: Wed, 10 Aug 2005 16:44:49 -0400
Reply-To: "Dumont, Bryan" <BDumont@APCOWORLDWIDE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Dumont, Bryan" <BDumont@APCOWORLDWIDE.COM>
Subject: Research Positions - Global Public Affairs/Strategic
Communications Firm
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

Research Positions - Global Public Affairs/Strategic Communications Firm

APCO Insight, the opinion research and message development division of APCO Worldwide, is adding research professionals. APCO is a global public affairs and strategic communications firm based in Washington, DC. APCO maintains offices in 24 cities throughout North America, Europe, and Asia. =20

APCO Insight is a fast-growing research organization offering a wide range of opinion and market research services. We specialize in using sophisticated qualitative and quantitative research techniques to guide reputation management, litigation and crisis communications, and issues management. We are also on the cutting-edge of proprietary brand research.=20

We provide research and strategic communications consulting for Fortune 500 companies, trade associations, NGO's and other clients from around the world. Our reputation and strategic positioning research is relied upon by senior executives at 6 of the Fortune 20. The work is always interesting and exciting, and we're often consulting at the highest levels on many of the front-page issues of our time.

We are adding research professionals at all levels to our Washington office, with possible opportunities for more senior professionals in our New York City, London and Brussels offices. We're looking for both junior-level candidates (1-3 years of experience in a fast-paced research organization), and mid- to senior-level professionals (5+ years of experience) who have applied research experience and a proven ability to develop and manage client relationships.=20

APCO offers an excellent working environment with great potential for career growth. We are a close-knit, collegial team looking for highly-motivated professionals to join us in an exciting period of growth for our firm. If you are interested, please send your resume to:

Bryan Dumont
Senior Vice President
700 12th Street, NW
Suite 800
Washington, DC 20005

Or e-mail to bdumont@apcoworldwide.com

www.apcoworldwide.com

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=====
Date: Thu, 11 Aug 2005 00:06:43 -0400

Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Consumer Reports "survey"
Comments: To: Eleanor Singer <esinger@ISR.UMICH.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <942E05ED295BE1489D46F6301DACE3A3B7A0EE@isr-mail1.ad.isr.umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

The representativeness of a sample is relative to the frame, not to the overall population. If the frame you wish to project to is the total US population, the sample used in the Consumer Reports readers survey should not be considered representative. On the other hand, if the frame of interest is the total number of units of a specific product in use, the number of units of that product used by CR readers can generally be considered to be representative random sample of that total.

This means that, while you cannot reliably project the incidence of use of a product from the CR reader survey, you should be able to project the experience of CR users of a product to the total users of that product, because that is relative to the product total, not the population total.

In other words, the CR reader survey doesn't tell much about who uses a product, but it will tell you how likely you are to have a problem with a product that is used by a large enough number of respondents.

What is invalid about the example cited is that it bases the proportion reported on total respondents (people), rather than on those respondents who bought a computer (product).

Jan Werner

Eleanor Singer wrote:

- > The second of the examples you cite is clearly misleading. It's all
- > reminiscent of the Literary Digest . . . But I have to confess I follow
- > the ratings all the time!
- >
- > Eleanor Singer
- >
- > -----Original Message-----
- > From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
- > Sent: Tuesday, August 09, 2005 3:07 PM
- > To: AAPORNET@asu.edu
- > Subject: Re: Consumer Reports "survey"
- >
- > The Consumer Reports survey is not based on a probability sample.
- > Technically, it is not a sample survey. It is closer to a Census (of

> subscribers) with a low response rate.
>
> The way I understand the Consumer Reports research protocols, the basic
> survey is sent to all 4.5 million subscribers, so there is no sampling
> and therefore no sampling error (only potential non-response bias,
> etc.). They refer to "meaningful differences" rather than "statistically
> significant differences" as is appropriate. They report the number of
> ratings given by subscribers for each product. They are consistent in
> not making inferences beyond their subscriber base. Of course, others
> make the inference all the time.
>
> The focus of any questions about the Consumer Reports research should
> focus on the overall response rates, follow-up procedures, variance
> within the data, and other forms of non-sampling bias.
>
>
> Some of the ways that Consumer Reports refers to its research:
>
> Based on more than 39,000 responses to our 2002 Annual Questionnaire,
> covering desktop computers bought new between January 1998 and April
> 2002. Data were standardized to eliminate differences attributable to a
> computer's age and usage; differences of 5 or more points are
> meaningful.
>
> In a survey of 39,000 Consumer Reports readers, 4 percent bought a
> computer that was completely inoperable within the first month; another
> 10 percent had problems that month but could use the computers.
>
> Earlier this year, we asked subscribers to ConsumerReports.org about
> their most recent experiences (since January 2002) with manufacturers'
> technical support. More than 7,400 responded.
>
>
> Bob Steen
>
> Vice President
> Fleishman-Hillard Research
> 200 North Broadway
> St. Louis, MO 63102
>
> 314-982-1752
> steenb@fleishman.com
>
> Fax: 314-982-9105
>
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James Whaley
> Sent: Tuesday, August 09, 2005 10:07 AM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports "survey"
>
> I think that probability sampling has been, by now, established as the
> "best" way to accurately forecast/estimate/measure and predict

> events/behavior/ etc....
>
> But when a small technology company is looking for users to respond to
> some new features of say... a hand held device that plays games, and
> they go to a magazine of enthusiasts to get a list and they talk to 100
> out of 500 people in the list rather than doing a national probability
> sample looking for .01 percent of the population, it is possible that
> their research interests were well served.
>
> Economics and practicality have to sometimes be taken into
> consideration.
>
> Subscribers of CR probably understand that these are users of these
> products and not "representative" statistically speaking.
>
> Enthusiasts seeking info from enthusiasts.
>
> I don't think that too many people have been lead to a bad meal because
> ZAGAT readers were not polled in a probability sample.
>
> JRW
>
>
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer
> Sent: Tuesday, August 09, 2005 10:22 AM
> To: AAPORNET@asu.edu
> Subject: Consumer Reports "survey"
>
> A colleague recently sent me the release of a Consumer Report summary of
> "survey" findings, based on more than 35,000 readers. I did not see any
> formal methodological description, but the large sample size suggests to
> me this is not a probability sample--certainly not of the population at
> large, but also not
>
> of its own readership. Does anyone know? If it is not, it seems rather
> ironic that Consumer Reports, which is all about credibility, would fall
> victim to the trap of easy (meaningless) research.
>
> J. Ann Selzer, Ph.D.
> Selzer & Company, Inc.
> Des Moines, Iowa 50312
> 515.271.5700
>
> visit our website: www.SelzerCo.com
>
> E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
> contact JASelzer@SelzerCo.com.
>
> -----
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> Archives: <http://lists.asu.edu/archives/aapornet.html> .

> Please ask authors before quoting outside AAPORNET.

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> -----

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

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>

> -----

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>

>

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

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

Date: Thu, 11 Aug 2005 07:17:16 -0400

Reply-To: Milt Goldsamt <miltrgold@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Milt Goldsamt <miltrgold@COMCAST.NET>

Subject: Consumer Reports Survey

Comments: To: aapornet@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Jan Werner's comments are exactly on target. I believe what Consumer Reports is using is referred to in the program evaluation literature as either an "evaluation sample" or an "implementation sample." (My memory fails me.) That is, those that Consumer Reports asks to respond are part of the population that has used a product sufficiently to provide some first-hand or direct experiences, insights and comments about it. I've turned to such "user groups" myself on www.epinions.com to decide which computer printer to buy. I deliberately wanted to learn from the experiences, good and bad, of those users, not the overall population that uses computers, or some other similar broad population.

In that sense these users would be similar to those answering a certain subset of question items because they had answered "yes" to a filter item, and not branched to beyond that point in a survey questionnaire. They would be the relevant population to handle that topic. (Of course, they could have been part of a representative sample, but the idea of being the relevant subgroup applies here.)

Milton R. Goldsamt
Research Statistician
U. S. Department of Justice
Washington, DC
miltrgold@comcast.net

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
=====

Date: Thu, 11 Aug 2005 08:58:41 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: Re: Consumer Reports "survey"
Comments: To: AAPORNET@asu.edu
In-Reply-To: <42FACED3.4030202@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

These surveys can be useful. However, as CR readers, my guess is that they are probably far more critical and discriminating about product performance and attributes than the general population of a product's users.

Nick

Jan Werner wrote:

- > The representativeness of a sample is relative to the frame, not to
- > the overall population. If the frame you wish to project to is the
- > total US population, the sample used in the Consumer Reports readers
- > survey should not be considered representative. On the other hand, if
- > the frame of interest is the total number of units of a specific
- > product in use, the number of units of that product used by CR readers
- > can generally be considered to be representative random sample of that
- > total.
- >
- > This means that, while you cannot reliably project the incidence of
- > use of a product from the CR reader survey, you should be able to
- > project the experience of CR users of a product to the total users of
- > that product, because that is relative to the product total, not the
- > population total.
- >
- > In other words, the CR reader survey doesn't tell much about who uses
- > a product, but it will tell you how likely you are to have a problem
- > with a product that is used by a large enough number of respondents.
- >
- > What is invalid about the example cited is that it bases the

> proportion reported on total respondents (people), rather than on
> those respondents who bought a computer (product).

>
> Jan Werner

> _____
>
> Eleanor Singer wrote:

>
>> The second of the examples you cite is clearly misleading. It's all
>> reminiscent of the Literary Digest . . . But I have to confess I follow
>> the ratings all the time!

>>
>> Eleanor Singer
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
>> Sent: Tuesday, August 09, 2005 3:07 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Consumer Reports "survey"

>>
>> The Consumer Reports survey is not based on a probability sample.
>> Technically, it is not a sample survey. It is closer to a Census (of
>> subscribers) with a low response rate.

>>
>> The way I understand the Consumer Reports research protocols, the basic
>> survey is sent to all 4.5 million subscribers, so there is no sampling
>> and therefore no sampling error (only potential non-response bias,
>> etc.). They refer to "meaningful differences" rather than "statistically
>> significant differences" as is appropriate. They report the number of
>> ratings given by subscribers for each product. They are consistent in
>> not making inferences beyond their subscriber base. Of course, others
>> make the inference all the time.
>> The focus of any questions about the Consumer Reports research should
>> focus on the overall response rates, follow-up procedures, variance
>> within the data, and other forms of non-sampling bias.

>>
>> Some of the ways that Consumer Reports refers to its research:
>> Based on more than 39,000 responses to our 2002 Annual Questionnaire,
>> covering desktop computers bought new between January 1998 and April
>> 2002. Data were standardized to eliminate differences attributable to a
>> computer's age and usage; differences of 5 or more points are
>> meaningful.
>> In a survey of 39,000 Consumer Reports readers, 4 percent bought a
>> computer that was completely inoperable within the first month; another
>> 10 percent had problems that month but could use the computers.
>> Earlier this year, we asked subscribers to ConsumerReports.org about
>> their most recent experiences (since January 2002) with manufacturers'
>> technical support. More than 7,400 responded.

>>
>> Bob Steen
>>
>> Vice President
>> Fleishman-Hillard Research
>> 200 North Broadway
>> St. Louis, MO 63102

>>
>> 314-982-1752
>> steenb@fleishman.com

>>
>> Fax: 314-982-9105

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James Whaley

>> Sent: Tuesday, August 09, 2005 10:07 AM

>> To: AAPORNET@asu.edu

>> Subject: Re: Consumer Reports "survey"

>>
>> I think that probability sampling has been, by now, established as the
>> "best" way to accurately forecast/estimate/measure and predict
>> events/behavior/ etc....

>> But when a small technology company is looking for users to respond to
>> some new features of say... a hand held device that plays games, and
>> they go to a magazine of enthusiasts to get a list and they talk to 100
>> out of 500 people in the list rather than doing a national probability
>> sample looking for .01 percent of the population, it is possible that
>> their research interests were well served.

>>
>> Economics and practicality have to sometimes be taken into
>> consideration.

>>
>> Subscribers of CR probably understand that these are users of these
>> products and not "representative" statistically speaking.

>>
>> Enthusiasts seeking info from enthusiasts.

>>
>> I don't think that too many people have been lead to a bad meal because
>> ZAGAT readers were not polled in a probability sample.

>>
>> JRW

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

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

>> Sent: Tuesday, August 09, 2005 10:22 AM

>> To: AAPORNET@asu.edu

>> Subject: Consumer Reports "survey"

>>
>> A colleague recently sent me the release of a Consumer Report summary of
>> "survey" findings, based on more than 35,000 readers. I did not see any
>> formal methodological description, but the large sample size suggests to
>> me this is not a probability sample--certainly not of the population at
>> large, but also not

>>
>> of its own readership. Does anyone know? If it is not, it seems rather
>> ironic that Consumer Reports, which is all about credibility, would fall
>> victim to the trap of easy (meaningless) research.

>>

>> J. Ann Selzer, Ph.D.
>> Selzer & Company, Inc.
>> Des Moines, Iowa 50312
>> 515.271.5700
>>
>> visit our website: www.SelzerCo.com
>>
>> E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
>> contact JASelzer@SelzerCo.com.

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Thu, 11 Aug 2005 10:42:01 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>

Subject: Re: Consumer Reports "survey"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Thank you for a very good analysis. The report I was referencing, however, was about health insurance, in all its variable forms. So, this is a slightly different situation from readers who own a particular model Dell computer.

JAS

In a message dated 8/11/2005 1:03:10 AM Central Daylight Time, jwerner@JWDP.COM writes:

The representativeness of a sample is relative to the frame, not to the overall population. If the frame you wish to project to is the total US population, the sample used in the Consumer Reports readers survey should not be considered representative. On the other hand, if the frame of interest is the total number of units of a specific product in use, the number of units of that product used by CR readers can generally be considered to be representative random sample of that total.

This means that, while you cannot reliably project the incidence of use of a product from the CR reader survey, you should be able to project the experience of CR users of a product to the total users of that product, because that is relative to the product total, not the population total.

In other words, the CR reader survey doesn't tell much about who uses a product, but it will tell you how likely you are to have a problem with a product that is used by a large enough number of respondents.

What is invalid about the example cited is that it bases the proportion reported on total respondents (people), rather than on those respondents who bought a computer (product).

Jan Werner

Eleanor Singer wrote:

- > The second of the examples you cite is clearly misleading. It's all
- > reminiscent of the Literary Digest . . . But I have to confess I follow
- > the ratings all the time!
- >
- > Eleanor Singer
- >
- > -----Original Message-----
- > From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
- > Sent: Tuesday, August 09, 2005 3:07 PM
- > To: AAPORNET@asu.edu
- > Subject: Re: Consumer Reports "survey"
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> Earlier this year, we asked subscribers to ConsumerReports.org about
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>
>
> Bob Steen
>
> Vice President
> Fleishman-Hillard Research
> 200 North Broadway
> St. Louis, MO 63102
>
> 314-982-1752
> steenb@fleishman.com
>
> Fax: 314-982-9105
>
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James Whaley
> Sent: Tuesday, August 09, 2005 10:07 AM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports "survey"
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> ZAGAT readers were not polled in a probability sample.
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> JRW
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> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer
> Sent: Tuesday, August 09, 2005 10:22 AM
> To: AAPORNET@asu.edu
> Subject: Consumer Reports "survey"
>
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>
> of its own readership. Does anyone know? If it is not, it seems rather
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> J. Ann Selzer, Ph.D.
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> visit our website: www.SelzerCo.com
>
> E-mail address for purposes of this list: JAnnSelzer@aol.com; otherwise,
> contact JASelzer@SelzerCo.com.
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J. Ann Selzer, Ph.D.

Selzer & Company, Inc.

Des Moines, Iowa 50312

515.271.5700

visit our website: www.SelzerCo.com

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

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

=====
Date: Thu, 11 Aug 2005 08:33:47 -0700

Reply-To: Richard Rands <rrands@CFMC.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Richard Rands <rrands@CFMC.COM>

Subject: Do Not Call loopholes

Comments: To: AAPORNET@asu.edu

In-Reply-To: <20b.6d6240c.302cbdb9@aol.com>

MIME-version: 1.0

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

An article in this morning's San Jose Mercury News may interest some of
you. The article is part of a Consumer Action Line column in which people

ask the columnist to help with consumer problems. The headline this morning is "Loopholes let many callers get past Do Not Call list.

The column related a question about whether a telemarketer who is soliciting funds for the Cancer Fund of America is exempt from the DNC list. Even though the calling operation claims they are a non-profit group, they admitted they only give 20% of their receipts to the charity. As we all know, this is not illegal calling, but I think the tone of the inquiry and the interpretation of the response are indicative of the public's view of the DNC legislation. The columnist listed all the exceptions in the DNC law and concluded, "Those are mighty big loopholes."

Richard Rands

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Thu, 11 Aug 2005 12:45:56 -0700
Reply-To: Jennifer Agiesta <jenniferagiesta@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jennifer Agiesta <jenniferagiesta@BRSPOLL.COM>
Subject: Incentives for Physician Surveys
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

Dear AAPORNETers,

Can anyone recommend successful incentives for telephone or Internet surveys among physicians? I've looked a bit in the AAPORNET archives and found some resources, but any additional help would be appreciated. Please reply off list, and I'll be happy to compile responses for anyone interested. Thanks!

Jennifer Agiesta
Research Analyst/Field Manager
Belden Russonello & Stewart
1320 19th St. NW, Ste. 700
Washington, DC 20007
202-822-6090 (B)
202-822-6094 (F)
www.brspoll.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Fri, 12 Aug 2005 08:40:44 -0400
Reply-To: Diane Bowers <dbowers@casro.org>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Organization: CASRO
Subject: Re: Do Not Call loopholes
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=response
Content-transfer-encoding: 7BIT

What's nice for research is that we're NOT a loophole--since we're NOT telemarketers ("exempt" telemarketers are charities and political fundraisers). We need to keep stressing this distinction, not only because, as Richard notes, the public's disposition toward "loopholes" and "exemptions" is frustration, at the least, and resentment, at the most, but also because the public doesn't understand that research calls are not telemarketing calls. We need to keep on plugging away at informing the public, responding to requests to be put on internal, research-specific DNC lists, and keeping in mind the Feds' support of research--they have definitively recognized our separation from telemarketing, saying "research is informational." Diane

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

From: "Richard Rands" <rands@CFMC.COM>
To: <AAPORNET@asu.edu>
Sent: Thursday, August 11, 2005 11:33 AM
Subject: Do Not Call loopholes

> An article in this morning's San Jose Mercury News may interest some of
> you. The article is part of a Consumer Action Line column in which people
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> The column related a question about whether a telemarketer who is
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

Date: Fri, 12 Aug 2005 10:29:55 -0400
Reply-To: Dave Oshman <doshman@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Oshman <doshman@BRAUNRESEARCH.COM>
Subject: Job Opportunity: CATI Programmer and Internet Survey Programmer
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Braun Research Inc. a privately held Marketing and Public Opinion Research firm whose goal is to uphold the highest standards of data collection has opening in its Princeton, N.J. and Memphis, TN. offices. Successful candidates will be able to program client research studies using the CATI system. Strong organizational and communication skills are required for client services. Must be able to handle multiple projects with limited supervision.

Qualifications:

- * excellent written and verbal communication skills
- * experience with CATI software
- * strong working knowledge of Win cross or other data tabulation software
- * Data processing and or online scripting
- * Wide knowledge of markup languages HTML and XML

We offer complete salary, 401k, health care package, paid sick and vacation time. Please email resume and salary requirements to

pgearren@braunresearch.com.

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

Date: Fri, 12 Aug 2005 08:18:06 -0700
Reply-To: "Langer, Gary E" <Gary.E.Langer@ABC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Langer, Gary E" <Gary.E.Langer@ABC.COM>
Subject: Temporary position available: Polling Analyst,
ABC News Polling Unit, New York
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

The ABC News Polling Unit seeks a full-time, temporary polling analyst from mid-October through February in place of a staffer on leave. The

Polling Unit, based on West 66th Street in New York City, covers the beat of public opinion for ABC News, conducting and analyzing surveys, advising the news division on trends in public opinion and vetting survey research from other sources to ensure it meets our standards. The polling analyst plays a central role in these functions - researching and drafting questionnaires, writing, editing and fact-checking analyses, researching and writing internal memos, consulting with producers and correspondents and managing vets - as well as maintaining our internal and internet-based archives. Essential qualities are precision, thoroughness, strong analytical skills, clear and concise writing, creative thinking and the ability to multi-task in a fast-paced news environment. SPSS experience preferred.

=20

Contact Gary Langer, Director of Polling, gary.e.langer@abc.com

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

=====
Date: Fri, 12 Aug 2005 13:54:53 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Political telemarketing or push poll?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

=20
=20

Push poll rhetoric heats up
Jones calls Peavy claim 'ridiculous'=20
<http://www.al.com/news/mobileregister/index.ssf?/base/news/1123752003228230.xml&coll=3D3>
Or
<http://tinyurl.com/djlch>

Thursday, August 11, 2005
By JEB SCHRENK=20
Staff Reporter=20

Mobile mayoral candidate John Peavy on Wednesday showed what he said is circumstantial but logical evidence that points to fellow candidate Sam Jones as the source of a push poll attacking him.=20

Jones, in turn, called Peavy's explanation "ridiculous."=20

SNIP

Push polls are a common campaign tool, in which residents are called, asked for whom they are voting and, depending on an individual's response, derogatory comments are made about a particular candidate.=20

SNIP

The poll interviewer, according to the Peavy camp, purports to be with a company called Springhill Research. The company name is fictitious and attempts to make it look as if Bedsole is involved, Peavy said, which he said shows she is not.=20

Also, Peavy said, the poll is not the type of tactic that Bedsole would take.=20

All four candidates have denied involvement in the poll.=20

Jones was not listed by the interviewer as a choice, Peavy claimed. "Another part of the puzzle," Peavy said.=20

SNIP

On Wednesday, Peavy provided an affidavit signed by Judy Jenkins, a Mobile County resident, who said she was interviewed Aug. 5 by telephone about the mayor's race. She said the interviewer asked if she knew Peavy has unpaid taxes and that there is a lien on his property. Peavy is up to date on paying his taxes, said Jonathan Gray, his campaign consultant.=20

The affidavit also states the interviewer asked Jenkins if she is aware that an ethics complaint was filed against Peavy. The Alabama Ethics Commission ruled last week that there was insufficient evidence to further investigate the ethics complaint.=20

Mobile resident Jim Clark told the Register that he got a push poll in the middle of last week. He said the woman told him the name of the group doing the poll had the word "Springhill" in it.=20

Clark said he told the interviewer that he likely was going to vote for Rich.=20

Still, the woman mentioned two disparaging things about Peavy, one involving taxes, Clark said.=20

"I said, 'Look, I already told you I was going to vote for Bess Rich'," Clark said. "I thought that was peculiar."=20

Clark said he does not remember if the interviewer mentioned the candidates by name.=20

Another resident, Farris Clark, said he received a similar call, and Clark said he was going to vote for Jones. The poll interviewer then mentioned several issues that put Peavy in a negative light, including the ethics complaint.=20

The two Clarks are not related.=20

All four candidates participated in a forum Wednesday night at Government Street United Methodist Church. Neither the polling nor the radio advertisement was mentioned.=20

(c) 2005 The Mobile Register=20

--=20

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: Fri, 12 Aug 2005 12:01:03 -0700
Reply-To: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>
Subject: Hello persons in PAPOR
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

I'm a member of AAPOR and PAPOR, and I would like to know how I might send an email to its leadership. I am led to believe that there will be a PAPOR conference in San Francisco in December of this year, but I can't seem to find a person who might inform me of this.

Can anyone of you send me an email address for the PAPOR leadership?

thanks for your help. Don't send it to all, just use my email site.

pols331@rocko.csuchico.edu

Thanks for the help.

jon ebeling

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

Date: Fri, 12 Aug 2005 17:06:03 -0700
Reply-To: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>
Subject: Say thanks all of you in AAPOR and PAPOR
Comments: To: aapornet <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

I just wanted to let you all know that it is not necessary to respond to my request for information about the PAPOR conferenece in December, 2005. I now have the information. I gather it was circulating when my wife and I were in Russia and Sweden.

thanks again

jon ebeling

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

Date: Mon, 15 Aug 2005 09:19:32 -0700
Reply-To: kathryn.cirksena@kp.org
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kathy atHome <cirksenax1k@GMAIL.COM>
Subject: IVR Usability vendor in California?
Comments: To: aapornet@asu.edu
Comments: cc: "Kathryn.Cirksena@kp.org" <kathryn.cirksena@kp.org>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Hello, I am looking for recommendations for a California based vendor with=20 expertise in IVR Usability testing to conduct testing of an extant IVR=20 system. Please contact me directly at my work email address:
kathryn.cirksena@kp.org

Thanks.

Kathryn Cirksena
Senior Research Consultant
Kaiser Permanente
Oakland CA

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

=====
Date: Mon, 15 Aug 2005 15:49:57 -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: Position opening at UVa CSR: Senior Research Analyst
Comments: To: AAPORnet List server <aapornet@asu.edu>
Comments: cc: "bebel, robin" <rab6r@virginia.edu>,
"Hartman, David" <deh9q@virginia.edu>,
"williams, monnica" <monnica@virginia.edu>,
"holmes, john lee" <jlh2r@virginia.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Position Announcement
Senior Research Analyst
(Research Assistant or Research Associate)
Center for Survey Research

Leading academic survey research center seeks an experienced research=20
analyst to serve as Senior Research Analyst. Position and qualifications=20
are described below. We anticipate the position to be available on or=20
before August 15, 2004. Target date for applications is August 29, 2005.

The senior analyst:

- 1) Supervises full-time, part-time and student research assistants,=20
assigning tasks and monitoring quality of their work.
- 2) Coordinates with Assistant Director and project staff to define analysis =
and programming needs for projects, set schedules, and ensure project=20
research needs are met in a timely manner.
- 3) Trains part-time and student research assistants in CSR practices,=20
procedures, and documentation conventions.
- 4) Contributes to written research reports, oral presentations, and CSR=20
publications. Prepares written methods reports for projects as assigned.
- 5) Advises clients and project staff on research design and survey process=20
issues.
- 6) Performs programming and analysis tasks using SPSS, WinCati, Excel,=20
Access, and other software as appropriate. Some of these tasks are=20
delegated to assistants under incumbent=3Fs supervision.
 - a) Programs questionnaires in Ci3.
 - b) Sets up telephone interview studies in WinCATI.
 - c) Analyzes data using SPSS, and SAS as needed.
 - d) Sets up databases in Access.
 - e) Processes, loads, and manages sample for use in WinCATI or in mail-out=20
surveys.
 - f) Prepares graphs and tables in Excel, Word or other software as=20
appropriate.
 - g) Merges, modifies, and edits data files as needed for analysis or for use =
as sampling databases.

7) Provides Level I computer support for CSR. Coordinates with Level II=20 support as needed to ensure CSR=3Fs computer needs are met.

Qualifications: The competitive candidate will have a Master=3Fs degree or = Ph.D. in the social sciences, with several years experience in programming = and data analysis. Familiarity with CATI software and knowledge of SPSS=20 required. Understanding of statistical techniques for the social sciences=20 required. Experience with Sawtooth WinCATI preferred.

Our organization: The Center for Survey Research is a unit of the Weldon=20 Cooper Center for Public Service at the University of Virginia. We have a=20 CATI-lab of 22 stations running Sawtooth WinCATI. The staff consists of 6=20 full-time staff members, including the Director and Assistant Director, the =

Senior Analyst, Self-administered surveys manager, CATI-lab manager, and=20 Fiscal Technician. In addition, CSR employs a part-time Senior Research=20 Director and consults regularly with members of the University of Virginia=20 faculty. We employ several part-time graduate research analysts and project = assistants, as well as a roster of trained CATI interviewers.

Review of applications will start August 29th, 2005;=A0 Applicants should=20 send a cover letter, c.v. or resume, and list of three references.

Search Committee
Senior Analyst Position
Center for Survey Research
P.O. Box 400767
Charlottesville Virginia 22904-4767

For express delivery, the physical address is:
Center for Survey Research
2400 Old Ivy Road
Charlottesville, VA 22903
(Ph: 434-243-5224)

or respond by e-mail to
Robin A. Bebel, Assistant Director
RBebel@virginia.edu

The University of Virginia is an equal opportunity employer.

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

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=====

Date: Mon, 15 Aug 2005 15:51:58 -0400
Reply-To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
Subject: Second position at UVa CSR: Research analyst
Comments: To: AAPORnet List server <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Position Announcement
Research Analyst
(Research Assistant)
Center for Survey Research

Leading academic survey research center seeks candidate for Research=20
Analyst position as described below. We anticipate the position to be=20
available immediately. Target date for applications is August 29, 2005.

The analyst:

- 1) Performs programming and analysis tasks using SPSS, WinCati, Excel,=20
Access, and other software as appropriate. Analyst duties to be assigned=20
and monitored by the Assistant Director or Senior Research Analyst.
 - a) Programs questionnaires in Ci3 and/or Sensus.
 - b) Sets up telephone interview studies in WinCATI.
 - c) Sets up databases in Access.
 - d) Processes, loads, and manages sample for use in WinCATI or in mail-out=20
surveys.
 - e) Merges, modifies, and edits data files as needed for analysis or for use =

as sampling databases.

- f) Prepares and labels SPSS data files for analysis and reporting.
- g) Analyzes survey results data, including frequencies, crosstabulations,=20
means tables, multivariate analyses, and tests of statistical significance.
- h) Prepares graphs and tables in Excel, Word, and other software as=20
appropriate.

2) Acts as Project Coordinator for survey projects as assigned.

- a) Prepares time lines for assigned projects.
- b) Assists with budget preparation and budget revisions for assigned=20
projects.
- c) Maintains communication with client on survey progress.
- d) Submits brief, written report on project progress each week to Assistant =

Director, and reports on project progress, needs, and plans at weekly=20
project scan meeting.

- e) Maintains communication with project team using e-mail and team meetings =

as needed.

- f) Monitors expenditures of effort by staff to ensure that projects stay=20 within budget.
- g) Coordinates with Assistant Director regarding scheduling or resource=20 problems affecting timely completion of assigned projects.
- h) Coordinates with Center Director, Assistant Director or Principal=20 Investigator of project regarding any issues affecting survey quality.
- 3) Assists with drafting and editing of project reports and methodological=20 reports as assigned
- 4) Attends general staff meetings and participates in management task teams =

as assigned.

- 5) Assists with Level I computing support tasks as assigned by Senior=20 Research Analyst.
- 6) May occasionally be assigned to other tasks at the discretion of the=20 Director.

Qualifications: The competitive candidate will have a Master=3Fs degree in =
the social sciences, with some experience in programming and data analysis. =

Knowledge of SPSS required. Understanding of statistical techniques for=20 the social sciences required. Familiarity with CATI software and=20 experience with Sawtooth WinCATI is preferred.

Our organization: The Center for Survey Research is a unit of the Weldon=20 Cooper Center for Public Service at the University of Virginia. We have a=20 CATI-lab of 22 stations running Sawtooth WinCATI. The staff consists of 5=20 full-time staff members, including the Director and Assistant Director,=20 Full-time Research Assistant, Self-administered surveys manager, and Fiscal =

Technician. The position advertised here would be in addition to these.=20 In addition, CSR employs a part-time Senior Research Director, a part-time=20 Research Analyst, and consults regularly with members of the University of=20 Virginia faculty. We employ several part-time graduate research analysts=20 and project assistants, as well as a roster of trained CATI interviewers. For more about CSR, please see our web site at www.virginia.edu/surveys.

Review of applications will start August 29th, 2005. Applicants should=20 send a cover letter, c.v. or resume, and list of three references.

Search Committee
Research Analyst Position
Center for Survey Research
P.O. Box 400767
Charlottesville Virginia 22904-4767

For express delivery, the physical address is:
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2400 Old Ivy Road
Charlottesville, VA 22903
(Ph: 434-243-5224)

or respond by e-mail to

Thomas M. Guterbock, Director
TomG@virginia.edu

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Director CSR Main Number: (434)243-5222
Center for Survey Research FAX: (434)243-5233
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Charlottesville, VA 22904-4767 Charlottesville, VA 22903
e-mail: TomG@virginia.edu

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=====
Date: Tue, 16 Aug 2005 08:39:56 -0400
Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSENMEDIA.COM>
Subject: Re: Methodological Research job opening at Nielsen Media
Research
Comments: To: AAPORNET@asu.edu, SRMSNET@LISTSERV.UMD.EDU
Comments: cc: "Feeney, Kelly" <Kelly.Feeney@NielsenMedia.com>,
"Holden, Rosemary" <Rosemary.Holden@NielsenMedia.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Please pass this posting along to anyone you know who might be
interested. Thanks, PJJ
=20

=20
METHODOLOGICAL RESEARCH ANALYST
=20
A fulltime position based in the Oldsmar FL (Tampa area) with Nielsen
Media Research:

=20
This position is responsible for helping to prepare and conduct
moderately to highly complex qualitative and quantitative research
projects, many of which address survey nonresponse. =20

=20

The main objectives of this position are: =20

=20

* Contribute to the initiation of research ideas.

- * Assist in the design and planning of research projects.
- * Execute data collection and data analysis activities for research projects.
- * Provide cost detail on projects.
- * Train associates in procedures used to conduct research projects

=20

Required Qualifications:

=20

- * B.S. / B.A in Social Sciences, Marketing Research, Statistics or equivalent. 2 years experience directly related to research

* Solid knowledge of:

- Mechanics of research design for telephone, mail, in-person and web surveys including nonresponse issue and use of incentives
- Questionnaire construction and flowcharting
- Sampling methods for various data collection approaches
- Data analysis (SPSS and/or SAS) including coding and editing of raw data, tabulation and summary measures for research data

=20

Desirable Qualifications:

=20

- *General media industry knowledge
- *Experience conducting Focus Groups and in-depth Key-Person Interviews=20
- *Knowledge of project costing procedures
- *Spanish Fluency (written and spoken)

=20

Nielsen Media Research is an equal opportunity employer. =20

=20

For more information or to apply to the position, please contact www.NielsenMedia.com <<http://www.NielsenMedia.com>> , go to Employment Opportunities (Non-Field Jobs) and reference Job 200502679-KF.=20

=20

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

Date: Tue, 16 Aug 2005 07:50:07 -0700
Reply-To: phil.trounstine@SJSU.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Philip J. Trounstine" <phil.trounstine@SJSU.EDU>
Subject: method schmethod
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"

Who cares about methodology with results like these, eh?

PLAYGIRL Survey Reveals the Sexiest Man Alive Is Not Who You Think

Tuesday August 16, 8:00 am ET

Mag Will Run Future Pictorial of Who Most Resembles Results

NEW YORK, Aug. 16 /PRNewswire/ -- Women may dream of canoodling with Hollywood's hottest hunks, but when it comes to the ultimate hook-up, they've got very different ideas. According to a PLAYGIRL Magazine survey of 2,000 readers, most women would ditch the movie-star good looks in favor of the nice guy next door:

-- While 58% favored a slightly muscular build, 42% said they found love

handles kind of sexy

-- Chest hair is a turn-off according to 51 %, but 47% said just a little

is fine with them

-- Metrosexuals are definitely out, and rough around the edges rule the

day (73%)

-- There was a near-split between those who liked their men just a little

bit country (52%) and a little bit rock and roll (48%)

-- Big bucks are unimportant; only 4% responded that money mattered in

the long run

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030102/PLAYGIRLLOGO>)

"We were curious and really wanted to know what women were looking for when man-shopping," said Jill Sieracki, PLAYGIRL's Editor-In-Chief. "We were in for a big surprise. This survey shows that the guy who's most attractive to our readers is not your average Hollywood hunk or latest musical sensation. In fact, it's the average Joe who came up on top. Women are practical about their choices, and they're smart."

PLAYGIRL has pledged to find the man that most reflects survey results.

Could the ideal hunk be a cross between Ben Stiller and Jerry Seinfeld?

Possibly. The search is underway and those guys who feel they have what it takes to be in a pictorial in a future issue of PLAYGIRL can email their

photos to: models@playgirlmag.com.

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

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

Date: Tue, 16 Aug 2005 11:03:14 -0400
Reply-To: Steve Everett <steve@EVERETTGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Everett <steve@EVERETTGROUP.COM>
Subject: Re: method schmethod
Comments: To: AAPORNET@asu.edu
In-Reply-To: <OF0842B506.7E5779EA-ON8825705F.0051196D-8825705F.00515BA7@sjsu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

Hmmmm....advice to anyone thinking of sending Playgirl mag a photo for consideration:

Submit a really low-resolution shot of yourself. Survey sez 73% of readers prefer their man to be rough around the edges.

Steve

Dr Steve Everett
The Everett Group
Box 3343
Crofton, MD 21114-0343
Voice 301-261-6448

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Philip J. Trounstine
Sent: Tuesday, August 16, 2005 10:50 AM
To: AAPORNET@asu.edu
Subject: method schmethod

Who cares about methodology with results like these, eh?

PLAYGIRL Survey Reveals the Sexiest Man Alive Is Not Who You Think
Tuesday August 16, 8:00 am ET
Mag Will Run Future Pictorial of Who Most Resembles Results
NEW YORK, Aug. 16 /PRNewswire/ -- Women may dream of canoodling with Hollywood's hottest hunks, but when it comes to the ultimate hook-up, they've got very different ideas. According to a PLAYGIRL Magazine survey of 2,000 readers, most women would ditch the movie-star good looks in

favor of the nice guy next door:

- While 58% favored a slightly muscular build, 42% said they found love handles kind of sexy
- Chest hair is a turn-off according to 51 %, but 47% said just a little is fine with them
- Metrosexuals are definitely out, and rough around the edges rule the day (73%)
- There was a near-split between those who liked their men just a little bit country (52%) and a little bit rock and roll (48%)
- Big bucks are unimportant; only 4% responded that money mattered in the long run

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030102/PLAYGIRLLOGO>)

"We were curious and really wanted to know what women were looking for when man-shopping," said Jill Sieracki, PLAYGIRL's Editor-In-Chief. "We were in for a big surprise. This survey shows that the guy who's most attractive to our readers is not your average Hollywood hunk or latest musical sensation. In fact, it's the average Joe who came up on top. Women are practical about their choices, and they're smart."

PLAYGIRL has pledged to find the man that most reflects survey results. Could the ideal hunk be a cross between Ben Stiller and Jerry Seinfeld? Possibly. The search is underway and those guys who feel they have what it takes to be in a pictorial in a future issue of PLAYGIRL can email their photos to: models@playgirlmag.com.

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

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

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Tue, 16 Aug 2005 14:35:20 -0400
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>
Subject: TSMII Student Fellowship Applications
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>

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

- > Student Fellowship Applications for the Second International Conference on
- > Telephone Survey Methodology (TSM II) are due by September 1st.
- >
- > YOU DO NOT HAVE TO INCLUDE THE REGISTRATION FORM WITH YOUR APPLICATION.
- > Due to a delay in printing, these forms will not be available until early
- > September. Please include all other relevant forms:

- >
1. A 500-word essay describing the applicant's research area and reasons for wanting to attend the TSM II conference, focusing on the usefulness of the conference to the applicant's current research or studies.
2. A letter of recommendation written by a faculty member, work supervisor, or other person knowledgeable about the applicant's achievement and interest in survey methodology.
3. Brief resume

The applications should be mailed to Clyde Tucker, 1739 Key West Lane, Vienna, VA 22182, and decisions will be announced by November 1, 2005.

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

Date: Wed, 17 Aug 2005 10:08:55 -0400
Reply-To: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Subject: DC-area Spanish-speaking moderators
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Dear Colleagues,

Can anyone recommend a DC-area moderator who would be able to conduct a focus group in Spanish, and deliver a report in English? If you can recommend a translator, too, who could listen to focus group audio tapes in Spanish, and be able to translate in Spanish that would be appreciated. Experience in health care is a plus. The research would be done at a client's worksite, not a focus group facility.

Thanks in advance,

Melissa

Melissa Marcello

Pursuant, Inc.

2141 P Street NW

Suite 105

Washington, DC 20037

p 202.887.0070

f 800.567.1723

c 202.352.7462

Visit our website at www.pursuantresearch.com

A GSA-certified vendor

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Wed, 17 Aug 2005 17:25:07 -0400
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <nancybelden@BRSPOLL.COM>
Subject: Joe Belden Service September 7
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Dear AAPOR friends:

A military (!) service for my father, Joe Belden who died in June at age 90, will be held on Wednesday, September 7, when his ashes will be placed at Arlington National Cemetery. The service is at 9:30 am and will be followed by a reception at the Ritz Carlton in Pentagon City. Please let me know if you would like to join us, and I will send you the details.

I also want to thank the numerous AAPOR members who have written to me about Daddy. It has been wonderful to be able to celebrate his remarkable life

with you and appreciate all the kind and helpful words you have sent.

Some have asked about gifts. Parkinson's Disease has hit my family from several directions, so my suggestion is that donations be made to the research of Stephen Reich, M.D. at the University of Maryland School Of Medicine (payable to the University of Maryland Baltimore Foundation, Inc. "BELDEN/PDMDC" should appear on the check to ensure that it goes to Dr. Reich's work.

Again my warmest thanks and please do let me know if you would like to join us at the Arlington service.

Nancy

Nancy Belden
Partner, Belden Russonello & Stewart
Past 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>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Thu, 18 Aug 2005 09:41:00 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Media Matters?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Not quite right for the Vox

August 18, 2005
Fair? Balanced? A Study Finds It Does Not Matter
By ALAN B. KRUEGER
New York Times

<requires free registration>
<http://www.nytimes.com/2005/08/18/business/media/18scene.html>
Or=20
<http://tinyurl.com/aac55>

THE share of Americans who believe that news organizations are "politically biased in their reporting" increased to 60 percent in 2005,

up from 45 percent in 1985, according to polls by the Pew Research Center.=20

Many people also believe that biased reporting influences who wins or loses elections. A new study by Stefano DellaVigna of the University of California, Berkeley, and Ethan Kaplan of the Institute for International Economic Studies at Stockholm University, however, casts doubt on this view. Specifically, the economists ask whether the advent of the Fox News Channel, Rupert Murdoch's cable television network, affected voter behavior. They found that Fox had no detectable effect on which party people voted for, or whether they voted at all.=20

SNIP

The Fox News Channel started operating on Oct. 7, 1996, in a small number of cable markets. Professors DellaVigna and Kaplan painstakingly collected information on which towns offered Fox as part of their basic or extended cable service as of November 2000, and then linked this information to voting records for the towns. Their sample consists of 8,630 towns and cities from 24 states. (Because many states do not report vote tallies at the town level, they could not be included in the sample.)=20

SNIP

Because Fox News started just before the presidential election in 1996 and was hardly available at the time of that election, a major question is whether the introduction of Fox in a community raised the likelihood that residents voted for George W. Bush over Al Gore in the 2000 election, as compared with the share who voted for Bob Dole over Bill Clinton in the (pre-Fox) 1996 election.=20

Disregarding third-party candidates, Professors DellaVigna and Kaplan found that towns that offered Fox by 2000 increased their vote share for the Republican presidential candidate by 6 percentage points (to 54 percent, from 48 percent) from 1996 to 2000, while those that did not offer Fox increased theirs by an even larger 7 percentage points (to 54 percent, from 47 percent).=20

When they made statistical adjustments to hold constant differences in demographic characteristics and unemployment, and looked at differences in voting behavior between towns that introduced and did not introduce Fox within the same Congressional district, the availability of Fox had a small and statistically insignificant effect on the increase in the share of votes for the Republican candidate. Thus, the introduction of Fox news did not appear to have increased the percentage of people voting for the Republican presidential candidate. A similar finding emerged for Congressional and senatorial elections. Voter turnout also did not noticeably change within towns that offered Fox by 2000 compared with those that did not.=20

SNIP

Why was Fox inconsequential to voter behavior?=20

One possibility is that people search for television shows with a political orientation that matches their own. In this scenario, Fox would have been preaching to the converted. This, however, was not the case: Fox's viewers were about equally likely to identify themselves as Democrats as Republicans, according to a poll by the Pew in 2000.=20

Professors DellaVigna and Kaplan offer two more promising explanations. First, watching Fox could have confirmed both Democratic and Republican viewers' inclinations, an effect known as confirmatory bias in psychology. (Borrowing from Simon and Garfunkel, confirmatory bias is a tendency to hear what we want to hear and disregard the rest.) When Yankee and Red Sox fans watch replays of the same disputed umpire's ruling, for example, they both come away more convinced that their team was in the right. One might expect Fox viewers to have increased their likelihood of voting, however, if Fox energized both sides' bases.=20

The professors' preferred explanation is that the public manages to "filter" biased media reports. Fox's format, for example, might alert the audience to take the views expressed with more than the usual grain of salt. Audiences may also filter biases from other networks' shows.=20

The tendency for people to regard television news and political commentary as entertainment probably makes filtering easier. Fox's influence might also have been diluted because there were already many other ways to get political information.

Alan B. Krueger (www.krueger.princeton.edu) is the Bendheim professor of economics and public affairs at Princeton University.

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--=20

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

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=====

Date: Thu, 18 Aug 2005 16:17:14 -0400
Reply-To: AmyRSimon@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Amy Simon <AmyRSimon@AOL.COM>
Subject: Seattle male moderator?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Can anyone recommend an experienced male moderator for a men's group in Seattle? It's for just one group so I don't want to fly someone up there...

Please respond offline, and thank you for your recommendations.

Amy

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

Date: Thu, 18 Aug 2005 16:17:28 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Professor who oversaw survey in Scott Peterson case won't be
disciplined
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Associated Press

TURLOCK, Calif. - The professor who oversaw a fabricated survey that was relied on to move Scott Peterson's double-murder trial out of his hometown won't be disciplined - at least for now.

An administrative law judge refused a request by California State University, Stanislaus to postpone professor Stephen Schoenthaler's demotion hearing a third time.

<http://tinyurl.com/cjluo>

--=20

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

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

Date: Thu, 18 Aug 2005 13:59:58 -0700
Reply-To: TimothyJames Beebe <beebe.timothy@MAYO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: TimothyJames Beebe <beebe.timothy@MAYO.EDU>
Subject: Response Rates to Mailed Surveys

Good afternoon,

Does anyone know of any recent analysis of trends in response rates to mailed surveys over time? With the exception of some consideration of rates to mailed physician surveys, I haven't seen anything since the Hox & de Leeuw (1994) analysis ("A comparison of nonresponse in mail, telephone, and face-to-face surveys.") where they found rates to personal and telephone surveys to be going down between 1947 - 1992 but mail survey rates to be going up during that timeframe.

Studies looking at general population surveys are preferred but I'll take all comers. Thanks in advance for your assistance.

Regards,

Tim

Timothy J. Beebe, Ph.D.

Associate Professor of Health Services Research
Mayo Clinic College of Medicine

Director, Survey Research Center
Department of Health Sciences Research

Mayo Clinic
200 First Street SW
Rochester, MN 55905
Tel: (507) 538-4606
Fax: (507) 284-1180
E-mail: beebe.timothy@mayo.edu

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

Date: Fri, 19 Aug 2005 08:34:52 -0700
Reply-To: Harry Heller <hheller@RCASITE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Harry Heller <hheller@RCASITE.COM>
Subject: Re: Response Rates to Mailed Surveys
Comments: To: TimothyJames Beebe <beebe.timothy@MAYO.EDU>

As Director of Respondent Cooperation for CMOR (Council for Marketing and Opinion Research), in response to this query, I examined the data we have from our latest bi-annual Respondent Cooperation and and Industry Image Study. The results are not definite, only suggestive.

Part of the reason is that Mail Surveys have been lumped with Internet Surveys in the study because, by themselves, there are relatively few respondents who have experienced a mail survey in the past year. The data we have is that attitudes toward these surveys are holding up well (although slightly declining) vs. personal or telephone interviews.

On a personal note, I have directed many studies using mail surveys in my career and my experience is that the variation in cooperation rates are quite large depending upon who and how you are interviewing. Some rules for high cooperation rates -- use a short survey, provide a real incentive including real money, interview an interested target group about a thing they are interested in (we were able to get 65% response rates for readers of a niche magazine discussing the editorial content of the mag), have an important person sign the letter invitation to participate, put a real stamp on the return envelop, do a good job designing the questionnaire, etc.

My bottom line -- all of these factors trump an "overall response rate" of the the technique.

Harry E. Heller, Ph.D.
Director of Respondent Cooperation, CMOR

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Date: Fri, 19 Aug 2005 17:23:02 -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

City of New York

Department of Health

125 Worth Street, Room 908

New York, NY 10013

=20

Civil Service Title: City Research Scientist
Level: I

Salary: \$ 53,000 - 60,000

Office Title: Division of Epidemiology =20

Work Location: 125 Worth Street

Division/Work Unit: Epidemiological Services
No. of Positions: 1

Hours/Shift: Duration: 35 hours/week - Full Time

=20

JOB DESCRIPTION:

The Bureau of Epidemiology Services within the New York City Department of Health and Mental Hygiene is a multidisciplinary unit with the goal of combining cutting-edge epidemiologic research, research design, data collection and data analyses to support rapid turnaround policy recommendations. The unit will undertake analyses which have broad Departmental applications and will also be available to provide epidemiologic consultation services with all categorical Departmental programs (including those responsible for infectious diseases, chronic diseases, community health, environmental/occupational health, and access to health care). Central to this effort is the Community Health Survey conducted annually with just under 10,000 randomly chosen New Yorkers to assess health risk factors citywide and by neighborhood.

=20

The City Research Scientist I will work under the direction of the Director of Surveys to assure quality in survey design and implementation. This will involve a wide range of skills in questionnaire development and testing, procedures development, training and monitoring interviewers, interpreting production reports, working with IRBs, monitoring contractors, and assisting other related departments and agencies with the same. It will also involve methodological analysis and research to assure quality, test new methods and questions, and improve survey operations. May lead to project director or assistant project director role.

=20

PREFERRED SKILLS:

Ability to design and test question items under direction, develop interviewer training and respondent materials, write IRB packages, monitor contractors and conduct basic data analysis. Computer skills including presentation software such as Microsoft Excel, Access and Powerpoint, geographical information systems, and willingness to learn a statistical package such as EpiInfo, SPSS, or SAS. =20

=20

QUALIFICATION REQUIREMENTS:

1. A doctorate degree from an accredited college or university with specialization in public health or survey research and one year of full-time experience in a survey research capacity in the appropriate field ; or2. A master's degree from an accredited college or university with specialization in an appropriate field of social science, survey research or public health and three years of full-time experience in a survey research capacity ideally in health surveys; or3. Education and/or experience which is equivalent to "1" or "2" above. However, all

candidates must have a master's degree in an appropriate field of specialization and one year of full-time experience in a responsible survey research capacity as described in "2" above

CONTACT: Donna Eisenhower, Ph.D.

Director of Surveys , Epidemiology

125 Worth St room 315 CN-6

New York, New York 10013

Tele# 212 788-5381

Fax # 212 788- 4473

=20

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Date: Fri, 19 Aug 2005 17:29:04 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Second Job Opportunity
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Position summary: Socratic Technologies is seeking an experienced market research professional who will collaborate with a team of researchers in designing and executing high-quality quantitative projects. Responsibilities include comprehensive quantitative research project management from inception to completion. This is a deadline-driven, client service position. Position is based in San Francisco.

Company Description: Socratic Technologies is a full-service, research-based consultancy focused on helping our clients develop successful products and services. We build proprietary, interactive tools that accelerate and improve research methods for the study of global markets. We specialize in research and consulting for the business-to-business and consumer technology sectors.=20

Essential Duties & Responsibilities:

* Developing and writing primary quantitative survey instruments in order to meet project objectives=20

- * Creating plans for data tabulation and analysis; proofreading data tabulations
- * Analyzing survey data, and writing topline and final reports
- * Meeting deadlines for deliverables to clients, accessing internal resources as necessary
- * Managing survey samples
- * Overseeing online data collection
- * Managing fieldwork including web and telephone interviewing
- * Beta testing Web-survey programming to ensure accurate skip patterns, list randomization, quotas, etc.
- * Obtaining field service bids, selecting vendors, and managing fieldwork
- * Developing appropriate graphics and tables to communicate research findings
- * Working in conjunction with Research Associates, and offering supervision as needed
- * Assisting Account Executive with client management
- * Other tasks and responsibilities as assigned

Qualifications:

- * Minimum years of experience: 2-3 years "hands on" experience in market research
- * Minimum education: Four-year college degree
- * Proficiency in market research methodologies including, but not limited to: concept testing, customer satisfaction/loyalty, and segmentation
- * Experience in conducting multivariate statistical analysis using statistical software (e.g., SPSS, SAS)
- * Excellent written and oral communication skills
- * Strong interpersonal skills for building and maintaining client relationships
- * Excellent attention to detail, as this is a data-intensive position
- * The ability to prioritize multiple projects and juggle tasks to meet deadlines

- * Fluency with Microsoft Office. Proficiency with Microsoft Word, Excel, and PowerPoint
- * Excellent references and writing examples
- * A self-starter who can handle a variety of responsibilities

Contact:

Tess B. Lipat, SPHR=20
Human Resources Director=20
Socratic Technologies, Inc.=20
2505 Mariposa Street=20
San Francisco, CA 94110-1424 USA=20
E tess.lipat@sotech.com=20
W www.sotech.com

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

Date: Fri, 19 Aug 2005 18:38:55 -0400
Reply-To: Dave Oshman <doshman@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Oshman <doshman@BRAUNRESEARCH.COM>
Subject: Job Opportunity: CATI Programmer and Internet Survey Programmer
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Braun Research Inc. a privately held Marketing and Public Opinion Research firm whose goal is to up hold the highest standards of data collection has opening in its Princeton, N.J. and Memphis, TN. offices. Successful candidates will be able to program client research studies using the CATI system. Strong organizational and communication skills are required for client services. Must be able to handle multiple projects with limited supervision.

Qualifications:

- * excellent written and verbal communication skills
- * experience with CATI software
- * strong working knowledge of Win cross or other data tabulation software
- * Data processing and or online scriptwriting
- * Wide knowledge of markup languages HTML and XML

We offer completive salary, 401k, health care package, paid sick and vacation time. Please email resume and salary requirements to

pgearren@braunresearch.com.

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

Date: Fri, 19 Aug 2005 17:38:03 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Third Job Opportunity
Comments: To: Aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

This is to inform you that the Employment Development Department (EDD) of the State of California has opened the Research Analyst II Exam. The link to the announcement is noted below.

<http://www.edd.ca.gov/hrsoe05-36.pdf>
<BLOCKED::<http://www.edd.ca.gov/hrsoe05-36.pdf>>=20

In about seven to ten days, EDD will be announcing that they have opened the Research Analyst I Exam.

Faculty and students, NOW is the time to apply. The deadline for applying for the Research Analyst II Exam is September 9, 2005. Once the Research Analyst I Exam is announced, there will be a September deadline for applications as well.

PLEASE NOTE AS THIS IS EXTREMELY IMPORTANT.

1. The State of California does not have that many OPEN Examinations. An open examination means Open To The General Public as opposed to Promotional Exams which are only open to current state employees.
2. Undergraduates in Sociology, Economics, Psychology, or Anthropology who are in their Senior year ARE ELIGIBLE to APPLY for the Research Analyst I Exam!!! And they should apply NOW!=20

WHY should someone who is starting their senior apply for this Exam?

A. The opportunity is NOW and may not come again for several years. It takes a significant effort to run an open examination. Once the eligibility list is established, it will be used for several years and it will not just be used by EDD, other Departments may ask to use this list so that they do not have to exert the effort to create their own list.

B. Consider the schedule. If you apply now and the application deadline in mid- to end of September, that means that your application will not be reviewed until October. The actual exam will take place in

November. The list will most likely not be established until the end of December or early January.=20

Given that schedule, it could be March or April before any Division or Unit pulls the list to identify those individuals that they will interview.

Given that schedule, your first opportunity for an interview may very well be just at the time you are graduating with your degree in hand. (You can take the exam as a Senior, you cannot be hired until you actually graduate. But the schedule is in your favor.)

3. What is the difference between the two levels. Look at the examination announcements for the specifics. Here are the basics.

The RA I requires a Bachelors Degree and one course in Statistics. (Surprise every Sociology Major with a BA should have this!!!) The RA II requires a BA Degree and Three Years of Experience. If you have a M.A. Degree, you get credit for 1 year of experience. If you have a Ph.D., you get credit for two years of experience. So, why should folks with advanced degrees apply? Look at the starting salaries.

RA I starts at \$2,902.00 per month. (That's \$34,824 per year!)

RA II starts at \$4,316.00 per month. (That's \$51,792 per year!)

RA I has three levels. Levels A, B, and C. Within each levels, there are steps. Each step is a 5% salary increase.

STEP A SALARY RANGE: \$2,902.00 to \$3,200.00

STEP B SALARY RANGE: \$2,994.00 to \$3,465.00

STEP C SALARY RANGE: \$3,589.00 to \$4,363.00

RA II has five steps or five annual step increases in salary. =20
=20

SALARY RANGE: \$4,316.00 to \$5,247.00

Again, review the announcement for specifics.

If you are going to the joint SAS or SPA meeting in Philadelphia (08/17/05 to 08/18/05), I left copies of the announcements with Judith Little to distribute.=20

If faculty would like to have our Human Resource Consultant contact them, there is a cover letter that provides contact information. If you are not at the meetings but would still like to have someone discuss these opportunities, send an e-mail to me at pmelevin@edd.ca.gov and I will have Chris Gist, our Human Resource Consultant contact them.

4. Other Concerns.

I am out of state, can I apply?

ABSOLUTELY

What about taking the exam? Will I have to come to CA to take the exam?

I spoke with Chris Gist yesterday and he advised me that if the applicant is qualified, there may be ways to arrange with a local Employment Security Division in another state so that the applicant can apply and take the exam locally. Note, the key word is MAY ... Ask and you shall receive. Fail to ask and special arrangements cannot be made.

What about the jobs?

Well, most will be in Sacramento and if hired, you will need to relocate. There are a few (not many) in other locations in CA. But, Northern California can be a very nice place to relocate. Anybody remember the Society for Applied Sociology 20th Annual Meeting in the Fall, 2002! We were in Sacramento!

Well, I have written enough for now. Please forward this to other lists and share with friends and colleagues. EDD is going to have many positions to fill in the next few years. SO ... we want to have the most qualified applicants on this list. The better the pool of applicants, the better will be the working environment!

Sincerely,

Paul T. Melevin, Ph.D.
Research Program Specialist II
Employment Development Dept
Sacramento, CA 95814

P.S. I started with the State as a Research Analyst II. That was 8 years ago. The promotional opportunities are great

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=====
Date: Fri, 19 Aug 2005 22:45:57 -0400
Reply-To: JoyceR@cfmc.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <jrachels@CONCENTRIC.NET>
Subject: Recent Grad Looking for Position
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

Hi all,

One of my responsibilities at CfMC is to pass on resumes of experienced spec writers to CfMC clients. Once in a while I get a resume that really doesn't meet the needs of spec writer but might be of interest to others

in the research community. One of these has just come into my possession and I thought I'd see if any of you would like to see it.

Here is a portion of his cover letter. If you're interested in the resume, please respond off list to me and I'll be happy to send it on to you.

Regards,
Joyce Rachelson

Dear Ms. Rachelson:

My training in research, experience analyzing quantitative data, and excellent work ethic make me a strong candidate for a position as a statistician/researcher at CfMC.

I recently completed my education at the University of Pittsburgh, where I received a Master of Science in social psychology. During my three years at the University of Pittsburgh I received training as a researcher and gained experience with statistical analysis including a strong emphasis on multiple regression analysis, analysis of variance and covariance, and multivariate analysis. In addition, I gained expertise in statistical software packages such as SPSS and SAS.

During the last year I was employed at one of the university centers as a statistician where I was responsible for survey data analysis on multiple projects. This experience, along with the training I received in research project design, gave me the skill set required of a statistician/researcher...

--

Joyce Rachelson, PRC
VP, Director of Product Sales
CfMC Research Software
915 Broadway, Suite 609
New York, NY 10010-7108
(212) 777-5120 Phone
(212) 777-5217 FAX

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<http://www.cfmc.com>
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Date: Tue, 23 Aug 2005 12:08:26 -0700
Reply-To: draughon.research@insightbb.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Katherine Draughon, PhD, MPH" <draughon.research@INSIGHTBB.COM>
Subject: Omnibus survey - advice wanted
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

I'm looking for advice on omnibus surveys - length, pricing, marketing, etc.
If you have experience with such surveys and would be willing to share some
advice, please contact me directly -- draughon.research@insightbb.com

Thanks,

Kat Draughon

Katherine "Kat" Draughon, PhD, MPH

Draughon Research
www.draughonresearch.com

draughon.research@insightbb.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
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set aapornet nomail
On your return send this: set aapornet mail

Date: Tue, 23 Aug 2005 14:10:28 -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

City of New York

Department of Health

125 Worth Street, Room 908

New York, NY 10013

=20

Civil Service Title: City Research Scientist
Level: I

Salary: \$ 53,000 - 60,000

Office Title: Division of Epidemiology =20

Work Location: 125 Worth Street

Division/Work Unit: Epidemiological Services
No. of Positions: 1

Hours/Shift: Duration: 35 hours/week - Full Time

=20

JOB DESCRIPTION:

The Bureau of Epidemiology Services within the New York City Department of Health and Mental Hygiene is a multidisciplinary unit with the goal of combining cutting-edge epidemiologic research, research design, data collection and data analyses to support rapid turnaround policy recommendations. The unit will undertake analyses which have broad Departmental applications and will also be available to provide epidemiologic consultation services with all categorical Departmental programs (including those responsible for infectious diseases, chronic diseases, community health, environmental/occupational health, and access to health care). Central to this effort is the Community Health Survey conducted annually with just under 10,000 randomly chosen New Yorkers to assess health risk factors citywide and by neighborhood.

=20

The City Research Scientist I will work under the direction of the Director of Surveys to assure quality in survey design and implementation. This will involve a wide range of skills in questionnaire development and testing, procedures development, training and monitoring interviewers, interpreting production reports, working with IRBs, monitoring contractors, and assisting other related departments and agencies with the same. It will also involve methodological analysis and research to assure quality, test new methods and questions, and improve survey operations. May lead to project director or assistant project director role.

=20

PREFERRED SKILLS:

Ability to design and test question items under direction, develop interviewer training and respondent materials, write IRB packages, monitor contractors and conduct basic data analysis. Computer skills including presentation software such as Microsoft Excel, Access and Powerpoint, geographical information systems, and willingness to learn a statistical package such as EpiInfo, SPSS, or SAS. =20

=20

QUALIFICATION REQUIREMENTS:

1. A doctorate degree from an accredited college or university with specialization in public health or survey research and one year of full-time experience in a survey research capacity in the appropriate field ; or2. A master's degree from an accredited college or university with specialization in an appropriate field of social science, survey research or public health and three years of full-time experience in a survey research capacity ideally in health surveys; or3. Education and/or experience which is equivalent to "1" or "2" above. However, all candidates must have a master's degree in an appropriate field of specialization and one year of full-time experience in a responsible survey research capacity as described in "2" above

CONTACT: Donna Eisenhower, Ph.D.

Director of Surveys , Epidemiology

deisenho@health.nyc.gov

125 Worth St Room 315 CN-6

New York, New York 10013

Tele# 212 788-5381

Fax # 212 788- 4473

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

=====
Date: Wed, 24 Aug 2005 08:05:01 -0400

Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>

Subject: Can NYC "Profile" Young Muslim Males?

Comments: To: AAPORNET@asu.edu, Community Urban List

<comurb_r21@email.rutgers.edu>,

qcsoclis@qc.edu, Urban Geography <URBGEOG@LISTSERV.ARIZONA.EDU>

Comments: cc: CUNY UFS Discussion Forum <SENATE-FORUM@LISTSERV.CUNY.EDU>,

Jay Hershenson <Jay.Hershenson@domino1.cuny.edu>,

Ronald.Howell@mail.cuny.edu, Maria Matteo <mmatteo@qc.edu>,

Maria Terrone <mterrone@qc1.qc.edu>,

Ahmed Lacevic <alacevic@nyc.rr.com>,

rasko@nyc.rr.com, Ann.Cohen@domino1.cuny.edu,

Selma.Botman@mail.cuny.edu, James Muyskens <j_muyskens@qc.edu>

MIME-version: 1.0

Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

The lead and link to the full column, which includes tables is below

Can NYC "Profile" Young Muslim Males?

by Andrew Beveridge
August, 2005

Earlier this month Assemblyman Dov Hikind and Councilmember James Oddo both suggested that random searches in the subway weren't good enough; the police should target particular people. "When we look at the list of the most-wanted people by the FBI in terms of terrorism, they fit a profile," Hikind said. "They look a certain way, they are young, and they come from a certain part of the world." Oddo was even more explicit in a commentary he wrote for the Daily News: "It is important to acknowledge that nearly every Jihadist who has engaged in terrorist attacks has been a young man who called himself Muslim - the common denominator among the recent bombings in London and Madrid, the 9/11 attacks, the 1993 World Trade Center bombing, the would-be millennium bombers, the destroyer Cole, the embassies in Kenya and Tanzania, Pan Am Flight 103, TWA Flight 847 and the bombing of the Marine barracks in Lebanon."

But even if the New York Police Department wanted to do so - and it has said clearly that it doesn't -- profiling young Muslim males is virtually impossible. They are not as easy to spot as Oddo and Hikind seem to think.

<http://www.gothamgazette.com/article/demographics/20050824/5/1541>

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=====

Date: Wed, 24 Aug 2005 08:57:47 -0700
Reply-To: rick@ALOHALEE.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Brady <rick@ALOHALEE.COM>
Subject: San Diego Parallel Election/Exit Poll
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

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The Citizens Audit Parallel Election found a 4 percent shift from the official vote count, away from progressive candidate Donna Frye. Carl

Luna, a professor of Political Science at San Diego Mesa College and lecturer at the University of San Diego, wrote a remarkable editorial on the findings last week. Luna wrote:

“Math is non-partisan.

“A team of statisticians from California State University- Northridge - have analyzed the data from CAPE, concluding that the probability of luck or chance as the cause of the observed four percent deviation is less than one in 1,300 - or .000678.”

<http://tinyurl.com/cskug>

Unless you’ve had your head under a rock since November, you’ve heard similar probability based proclamations, as if sampling error is the only source of survey error. (It's not the probability, it's the uninformed inferences drawn from them that is troubling.)

The Citizens Audit Parallel Election paid for a hand count in full view of its representatives of a select number of precincts. That recount of the hand marked ballots matched the Diebold count, almost exactly.

“A partial recount yesterday to test the accuracy of scanners that read ballots and tallied votes in the San Diego mayor's race July 26 revealed results that were nearly identical to those of the machines.

“For example, a discrepancy of perhaps one vote occurred in a few precincts.”

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I agree with Jerry Ewig of Democracy for America. “The recount ‘does not prove the *system* is accurate and correct,’ said Ewig, who lives in Temecula. ‘We're still in need of a system that is verifiable and transparent to the people.’ (emphasis added)

But what about that parallel election (aka EXIT POLL) that called into question the election result? I am reminded Plissner and Mitofsky’s 1982 Public Opinion article, “Voting Twice on Election Day”. Coming only two years after the first network projection based on exit poll results, the authors acknowledged potential problems with their “parallel elections.”

“Voter polls and the more traditional sources of election predictions (precinct sampling) are subject to a mathematically definable sampling error. On top of that, voter polling presents a number of additional challenges. Things can – and have, at least in our experience – gone wrong. For example, there is no guarantee that voters who respond to the poll are like those who refuse to answer” (pg. 15).

Something clearly went wrong with San Diego’s “parallel election.” In line with every presidential election poll since 1988, the poll was clearly biased toward the Democratic candidate. But why? That’s a question the polling industry should make every effort to answer, and rectify.

Free, fair, and falsifiable should be goal of every American, regardless of partisanship. But we know that we are a long way from this goal if we have to rely on exit polls as a verification tool.

If you are interested in election reform issues, the Election Audit Institute is a fine new venue for discussion.

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

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

Date: Wed, 24 Aug 2005 09:15:50 -0700
Reply-To: rick@ALOHALEE.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Brady <rick@ALOHALEE.COM>
Subject: Re: San Diego Parallel Election/Exit Poll
Comments: To: aapornet@asu.edu
In-Reply-To: <42286.63.70.138.254.1124899067.squirrel@www.alohalee.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

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Please ask authors before quoting outside AAPORNET.

Date: Wed, 24 Aug 2005 10:00:47 -0700

Reply-To: rick@ALOHALEE.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Rick Brady <rick@ALOHALEE.COM>

Subject: Re: San Diego Parallel Election/Exit Poll

Comments: To: John Nienstedt <j9studt@san.rr.com>

Comments: cc: aapornet@asu.edu

In-Reply-To: <200508241650.j7OGol8v008811@ms-smtp-02-eri0.socal.rr.com>

MIME-version: 1.0

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

Content-transfer-encoding: 8bit

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> John@cerc.net
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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rick Brady
> Sent: Wednesday, August 24, 2005 9:16 AM
> To: AAPORNET@asu.edu
> Subject: Re: San Diego Parallel Election/Exit Poll
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Subject: Re: San Diego Parallel Election/Exit Poll

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Date: Wed, 24 Aug 2005 15:25:39 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Organization: Market Shares Corporation
Subject: Re: San Diego Parallel Election/Exit Poll
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 8BIT

Good comments regarding mail ballots but according to official election reports, mail ballots do not appear to have been counted at the precinct level.

Below is CAPE's news release describing the methodology; i.e., 1515 of

3049 voters in 11 precincts were interviewed and (presumably) compared with Diebold's tally in the same precincts.

What is the chance that uneven exit poll participation between Donna Frye voters and other voters accounted for the 4-point discrepancy between the exit poll and the Diebold tally? Perhaps pretty good.

Her voters do appear to be highly motivated. Last November she came within 2000 votes of defeating winner Dick Murphy with 155,581 votes as a write-in candidate. As a write-in candidate!

Nick

>

> CITIZEN AUDIT PARALLEL ELECTION PROJECT

> 6221 Del Paso Ave.

> San Diego, California 92120

> (619) 286-4037

> Contact : Brina-Rae Schuchman

> Press Release 619-286-4037

>

> EVENT: PRESS CONFERENCE: Citizens' Audit of Mayoral Election:

> Statistically Significant Differences

> WHEN: Friday, August 12, 2005

> TIME: 11:00 am

>

> WHERE: San Diego CITY ADMINISTRATION BUILDING PLAZA

> 202 C Street, Downtown. Near Civic Theater.

>

> WHO: Judith Alter, Ed.D, national voting rights advocate, director of the

> Citizens Audit Parallel Election Project, which conducted a parallel

> election over 100' away, at 5 locations involving 11 precincts in the

> San Diego Special Election on July 26 2005, and local activists.

>

> WHAT: A Report of the initial findings of statisticians who analyzed

> the "voluntary revotes" of 1515 of the 3049 voters of those 11

> precincts, and compared them to the official Diebold optical scan

> totals. They say there are statistically significant differences which

> could not have happened by chance. Because the two vote counts do not

> match, a request for a Hand Recount of those eleven precincts will be

> filed immediately, to determine which results are accurate. Dr.Alter

> is familiar with voting machines and the issues of election integrity

> across the land.

>

> There will be time for questions.

>

> Note: Parallel Election Press Kits will be available with extensive

> election background information including statistical data. Available

> for e-mail delivery on request. Please provide an e-mail address

> capable of receiving file attachments plus any special instructions

> for delivery.

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

Please ask authors before quoting outside AAPORNET.

Date: Wed, 24 Aug 2005 18:12:20 -0700
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Subject: Re: San Diego Parallel Election/Exit Poll
Comments: To: Nick Panagakis <mail@MARKETSHARESCORP.COM>, AAPORNET@asu.edu
In-Reply-To: <430CD7C3.8070902@marketsharescorp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis
Sent: Wednesday, August 24, 2005 1:26 PM
To: AAPORNET@asu.edu
Subject: Re: San Diego Parallel Election/Exit Poll

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Nick

>
> CITIZEN AUDIT PARALLEL ELECTION PROJECT

> 6221 Del Paso Ave.
> San Diego, California 92120
> (619) 286-4037
> Contact : Brina-Rae Schuchman
> Press Release 619-286-4037
>
> EVENT: PRESS CONFERENCE: Citizens' Audit of Mayoral Election:
> Statistically Significant Differences
> WHEN: Friday, August 12, 2005
> TIME: 11:00 am
>
> WHERE: San Diego CITY ADMINISTRATION BUILDING PLAZA
> 202 C Street, Downtown. Near Civic Theater.
>
> WHO: Judith Alter, Ed.D, national voting rights advocate, director of the
> Citizens Audit Parallel Election Project, which conducted a parallel
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=====
Date: Thu, 25 Aug 2005 07:57:53 -0400

Reply-To: Steve Freeman <steven.f.freeman@VERIZON.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Steve Freeman <steven.f.freeman@VERIZON.NET>

Organization: U Penn

Subject: historical numbers on absentee voting vs election day voting?

Comments: To: AAPORNET@asu.edu

Comments: cc: John Nienstedt <john@CERC.NET>

In-Reply-To: <20050825011222.VIKZ2425.lakecmmtao05.coxmail.com@owner>

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

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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
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Date: Thu, 25 Aug 2005 06:45:41 -0700
Reply-To: Rick Brady <rick@ALOHALEE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Brady <rick@ALOHALEE.COM>
Subject: Re: historical numbers on absentee voting vs election day
voting?
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ILS0034118J8J43@vms048.mailsvcs.net>
MIME-version: 1.0 (Apple Message framework v734)
Content-type: text/plain; charset=WINDOWS-1252; delp=; format=flowed
Content-transfer-encoding: quoted-printable

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>> (619) 286-4037

>> Contact : Brina-Rae Schuchman

>> Press Release 619-286-4037

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>> WHEN: Friday, August 12, 2005

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Date: Thu, 25 Aug 2005 11:47:16 -0400
Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Warren Mitofsky <mitofsky@MINDSPRING.COM>
Subject: Re: historical numbers on absentee voting vs election day
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Comments: To: Rick Brady <rick@ALOHALEE.COM>, AAPORNET@asu.edu
In-Reply-To: <A80ED076-9D21-4EAF-85FF-88B92EC216D8@alohalee.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

I would not recommend the paper by Konner, Risser and Wattenberg that Rick Brady cites. They were hired by CNN to look in to what happened on election night 2000. They wrote that paper from the perspective of people lobbying against network projections, and not as honest brokers reporting on their investigation. CNN's final report on its future election coverage ignores what Konner, et. al. wrote. There is nothing scholarly about the paper, nor does it fit the facts of the matter. The paper is nothing more than a repeat of a thesis Wattenberg wrote about before CNN hired him and before he ever talked to anyone about what happened election night. There is an equally bad paper by Konner published in the POQ Symposium about the 2000 election.
warren mitofsky

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>>>There will be time for questions.
>>>
>>>Note: Parallel Election Press Kits will be available with extensive
>>>election background information including statistical data. Available
>>>for e-mail delivery on request. Please provide an e-mail address
>>>capable of receiving file attachments plus any special instructions
>>>for delivery.
>>
>>
>>
>>Rick Brady wrote:
>>
>>
>>>John, I also heard, but have not confirmed, that CAPE asked exiting
>>>voters to sign their name to their parallel "ballots". If true,
>>>tsk tsk.
>>>

>>>Also, do you know how San Diego County tallies its mail votes? Do
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>>>
>>>Rick
>>>
>>>

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>>>>(Frye) and those voting by mail skewing towards other candidates.

>>>>
>>>>But probably more important for AAPORites is that the CAPE folks
>>>>desired an
>>>>outcome: a win by the progressive candidate Donna Frye. CAPE's
>>>>spokeswoman is listed on the Frye's campaign web-site as a supporter
>>>>and is a Democratic activist. CAPE is also rabidly anti-Diebold.
>>>>Whether this is a case of their wanting the research to show
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>>>>so badly that it colored their methods or outright manipulation
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>>>>research process in order to show a desired outcome, it shows that
>>>>partisanship should be checked at the door, if that's possible,
>>>>prior
>>>>to conducting or criticizing exit polling.

>>>>
>>>>John Nienstedt, Sr
>>

>>-----
>>AAPOR Web site now has AAPOR award winner information! [http:// www.aapor.org](http://www.aapor.org)
>>Archives: <http://lists.asu.edu/archives/aapornet.html> .
>>Problems?-don't reply to this message, write to: aapornet-request@asu.edu
>>

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

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

=====
Date: Thu, 25 Aug 2005 09:10:12 -0700

Reply-To: rick@ALOHALEE.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Rick Brady <rick@ALOHALEE.COM>

Subject: Re: historical numbers on absentee voting vs election day voting?

Comments: To: AAPORNET@asu.edu

In-Reply-To: <6.2.3.4.2.20050825113756.034fd5a8@pop.mindspring.com>

MIME-version: 1.0

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

Content-transfer-encoding: 8bit

The only thing about the Konner, Risser, and Wattenberg study that was pertinent to Steve's question was the finding that absentee voters were 23.7% more Republican in Florida in 2000 (see pg. 12). If that statistic is valid, then I think the study did contribute something useful, because I haven't seen it elsewhere.

Rick

> I would not recommend the paper by Konner, Risser and Wattenberg that
> Rick Brady cites. They were hired by CNN to look in to what happened
> on election night 2000. They wrote that paper from the perspective of
> people lobbying against network projections, and not as honest
> brokers reporting on their investigation. CNN's final report on its
> future election coverage ignores what Konner, et. al. wrote. There is
> nothing scholarly about the paper, nor does it fit the facts of the
> matter. The paper is nothing more than a repeat of a thesis
> Wattenberg wrote about before CNN hired him and before he ever talked
> to anyone about what happened election night. There is an equally bad
> paper by Konner published in the POQ Symposium about the 2000 election.
> warren mitofsky

> At 09:45 AM 8/25/2005, Rick Brady wrote:

>>Steve,

>>

>>Approximately 12 percent of ballots cast in Florida 2000 were
>>convenience voters (cast absentee or early votes). The VNS models
>>assumed 7 percent. One study found that convenience voters were 24
>>percent more Republican than election day voters.

>>

>>I recommend:

>>

>>Konner, J., Risser, J., and Wattenberg, B. 2001. "Television's
>>Performance on Election Night 2000: A Report for CNN." Retrieved from

>>www.cnn.com/2001/ALLPOLITICS/ stories/02/02/cnn.report/cnn.pdf Last
>>accessed, August 1, 2005.

>>
>>Mitofsky, Warren J and Murray Edelman. 2002. "Election Night
>>Estimation." Journal of Official Statistics, 18(2): 165-179.

>>
>>If anyone has more information, I'm interested as well.

>>
>>Rick

>>
>>On Aug 25, 2005, at 4:57 AM, Steve Freeman wrote:

>>
>>>Does anyone have good historical numbers comparing absentee voting
>>>with
>>>election day voting? Are absentee voters more likely to vote
>>>Republican?

>>>
>>>Thanks,
>>>Steve Freeman
>>>sf@alum.mit.edu

>>>
>>>-----Original Message-----
>>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Nienstedt
>>>Sent: Wednesday, August 24, 2005 21:12
>>>To: AAPORNET@asu.edu
>>>Subject: Re: San Diego Parallel Election/Exit Poll

>>>
>>>You're right, mail ballots are not counted at the precinct level.
>>>That is
>>>exactly why their method didn't produce estimates remotely close to
>>>the
>>>actual citywide result. They were counting poll voters at 11
>>>precincts and
>>>had no way to account for mail voters. Nothing I have read here
>>><http://tinyurl.com/bffr6> says CAPE compared their precinct results to
>>>official results in corresponding precincts, just to the overall
>>>results.

>>>
>>>When someone makes the assertion based on statistics that something
>>>could
>>>not have happened due to chance alone, that doesn't mean that it
>>>necessarily
>>>happened the way they think it happened.

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

>>>
>>>
>>>-----Original Message-----
>>>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis
>>>Sent: Wednesday, August 24, 2005 1:26 PM
>>>To: AAPORNET@asu.edu
>>>Subject: Re: San Diego Parallel Election/Exit Poll

>>>>
>>>>Good comments regarding mail ballots but according to official
>>>>election
>>>>reports, mail ballots do not appear to have been counted at the
>>>>precinct
>>>>level.
>>>>
>>>>Below is CAPE's news release describing the methodology; i.e., 1515 of
>>>>3049 voters in 11 precincts were interviewed and (presumably)
>>>>compared with
>>>>Diebold's tally in the same precincts.
>>>>
>>>>What is the chance that uneven exit poll participation between
>>>>Donna Frye
>>>>voters and other voters accounted for the 4-point discrepancy
>>>>between the
>>>>exit poll and the Diebold tally? Perhaps pretty good.
>>>>
>>>>Her voters do appear to be highly motivated. Last November she came
>>>>within
>>>>2000 votes of defeating winner Dick Murphy with 155,581 votes as a
>>>>write-in
>>>>candidate. As a write-in candidate!
>>>>
>>>>Nick
>>>>
>>>>
>>>>
>>>>>>>CITIZEN AUDIT PARALLEL ELECTION PROJECT
>>>>>>>6221 Del Paso Ave.
>>>>>>>San Diego, California 92120
>>>>>>>(619) 286-4037
>>>>>>>Contact : Brina-Rae Schuchman
>>>>>>>Press Release 619-286-4037
>>>>>>>
>>>>>>>EVENT: PRESS CONFERENCE: Citizens' Audit of Mayoral Election:
>>>>>>>Statistically Significant Differences
>>>>>>>WHEN: Friday, August 12, 2005
>>>>>>>TIME: 11:00 am
>>>>>>>
>>>>>>>WHERE: San Diego CITY ADMINISTRATION BUILDING PLAZA
>>>>>>>202 C Street, Downtown. Near Civic Theater.
>>>>>>>
>>>>>>>WHO: Judith Alter, Ed.D, national voting rights advocate, director of
>>>>>>>the Citizens Audit Parallel Election Project, which conducted a
>>>>>>>parallel election over 100' away, at 5 locations involving 11
>>>>>>>precincts in the San Diego Special Election on July 26 2005, and
>>>>>>>local
>>>>>>>activists.
>>>>>>>
>>>>>>>
>>>>>>>WHAT: A Report of the initial findings of statisticians who analyzed
>>>>>>>the "voluntary revotes" of 1515 of the 3049 voters of those 11
>>>>>>>precincts, and compared them to the official Diebold optical scan

>>>>totals. They say there are statistically significant differences
>>>>which
>>>>could not have happened by chance. Because the two vote counts do not
>>>>match, a request for a Hand Recount of those eleven precincts will be
>>>>filed immediately, to determine which results are accurate. Dr.Alter
>>>>is familiar with voting machines and the issues of election integrity
>>>>across the land.

>>>>
>>>>There will be time for questions.

>>>>Note: Parallel Election Press Kits will be available with extensive
>>>>election background information including statistical data. Available
>>>>for e-mail delivery on request. Please provide an e-mail address
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>>>>>John Nienstedt, Sr

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

>>>>>
>>>>>
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>
>

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

Date: Thu, 25 Aug 2005 13:49:37 -0500
Reply-To: Diane O'Rourke <DOurourke@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane O'Rourke <DOurourke@SRL.UIC.EDU>
Subject: occupation prestiges scores - replies
Comments: To: AAPORnet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable
Content-disposition: inline

The following is a summary of the responses to the query about occupation =
prestige scores:

Tom Smith (smitht@norc.uchicago.edu) referred us to the General Social =

Survey (variables PRESTIGE and PRESTG80 for respondents and similar = variables for spouse, father, and mother). The data are available from ICPSR and they also have an = on-line codebook. There are also reports relating to these variables at www.icpsr.u= mich.edu/gss

Paul Lavrakas (Paul.Lavrakas@NielsenMedia.com)

Paul has used the following question over the years and has *regarded the = order in which each category is asked as reflecting their "prestige" = status, with executive the highest and laborer the lowest.*

Would the type of job you have now (IF RETIRED: Would the type of job you = had before you retired) be classified as...

(RI: READ LIST. IF "SELF-EMPLOYED" PROBE TO DETERMINE WHAT CATEGORY BEST FITS)

- 01 executive, managerial, professional,=09
- 02 technical =09
- 03 administrative, =09
- 04 skilled craftsman/craftsperson, foreman, operative,=09
- 05 sales, administrative support, clerical,=09
- 06 transportation, =09
- 07 farmer, =09
- 08 service worker, =09
- 09 laborer, or =09
- 10 something else? (SPECIFY) =09
- 88 UNCERTAIN/DON'T KNOW =09
- 99 REFUSED =09

Leslie Scott of the Education Statistics Services Institute, American = Institutes for Research (Lscott@air.org) cites studies that use both the = original Duncan prestige scores (1961) and the updated Nakao and Treas = (1989) scores. =20

Marie-C=E9cile Tidwell, SUNY Buffalo (tidwell@ria.buffalo.edu) notes that = she will be using the occupation prestige scores as described in: Hauser, = Robert M. & Warren, John Robert. "Socioeconomic Indexes for Occupations: = A Review, Update, and Critique. Pp. 281-86 in Grusky, David B., editor. = Social Stratification in Sociological Perspective, second edition. = Boulder, CO: Westview Press, 2001.=20

Diane O'Rourke

Diane O'Rourke
Survey Research Laboratory
University of Illinois
505 E. Green St., Suite 3, MC-442
Champaign IL 61820
217-333-7170 (office)

217-244-4408 (fax)
217-840-7180 (mobile)

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Thu, 25 Aug 2005 19:07:52 -0500
Reply-To: "Steen, Bob" <steenb@FLEISHMAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steen, Bob" <steenb@FLEISHMAN.COM>
Subject: Calls to action
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

=20
A client of ours asks:

Is there an accepted "rule of thumb" for the following...
=20

What percentage of a group that shares a common interest (e.g., people who think a company is wrong -- or right -- about a hot issue) will write a letter to the editor...or make a phone call to protest or support...or tell a friend about it?

=20
Another way to look at it...for every angry letter to the editor on an issue, is there a rule of thumb that says there are another X # of people out there that feel that way?
=20

So far I've made an unsupported allusion to the premise that for every consumer complaint received there are likely to be ten others with a similar unreported complaint (or is it twenty or 100?) I've also heard that people share a negative experience with an average of ten other people and considerably less for a positive experience.

Can anyone point me to research findings that touch on this issue? Where are the best stats on the community involvement questions (Have you ever written a letter to the editor, called your representative, etc). What does customer satisfaction (or dissatisfaction research) have to say.

Obviously, the answers depend on the topic, the barriers to sharing one's point of view. It has also been changing with the accessibility of chat rooms, e-mail, blogs, and even cell-phone usage. I'd be happy to compile and share the response. "The Anatomy of a Buzz" by Emmanuel Rosen has some useful insights. Any other suggestions?=
=20

Thanks.

Bob Steen

Vice President

Fleishman-Hillard Research
200 North Broadway
St. Louis, MO 63102

314-982-1752
steenb@fleishman.com

Fax: 314-982-9105

=20

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Fri, 26 Aug 2005 13:27:14 -0400
Reply-To: Larry Shiman <lshiman@OPINIONDYNAMICS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Larry Shiman <lshiman@OPINIONDYNAMICS.COM>
Subject: Job posting
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

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

From: Larry Shiman=20
Sent: Wednesday, July 06, 2005 11:57 AM
To: AAPORNET@asu.edu
Subject: Job posting

DATA MANAGER POSITION

Opinion Dynamics Corporation, a full service market research firm based in Cambridge, MA is looking for a Data Manager. This mid-level team member will excel at coordinating data collection activities including data tabulation, CATI programming and field operations. This position requires providing direction to junior level staff, working with analyst staff in determining appropriate methodologies and research strategies, and managing complex data sets.

Skills and experience required for this position include:

- =B7 Experience cleaning, aggregating, and running test statistics on complex datasets in support of sampling and analysis
- =B7 Experience coordinating primary research data
- =B7 Experience working with statistical packages and relational databases including SPSS, Access, SAS, and Excel.
- =B7 Experience running various statistical analyses including factor analysis, regression, and cluster analysis.

The ideal candidate will have a minimum of 5-7 years experience working = in market research, can work independently, handle and manage deadlines, = is detail-oriented, and is a team player. The candidate also will have = a pitch-in attitude that is crucial to success in a growing firm.

Opinion Dynamics offers a competitive salary and bonus structure along = with a matching 401K plan after the first year of employment. We offer = a casual work environment, are subway accessible, and close to Harvard = Square. We also have our own telephone interviewing center located in = Philadelphia, PA.

Check out our Web site at www.opiniondynamics.com. =20

Please send resumes and salary requirements to:

Data Manager Position
Opinion Dynamics Corporation
1030 Massachusetts Avenue
Cambridge, MA 02138
careers@opiniondynamics.com
FAX: 617-497-7944
No phone calls accepted.

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Date: Fri, 26 Aug 2005 10:52:46 -0700

Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>

Subject: Web vs. Mail - Quality of Response

Does anyone know of a reference they can point me to that addresses the quality of responses to a Web v. a mail survey. Specifically, I am interested in whether Web respondents feel rushed or otherwise race through an online questionnaire while respondents in the paper mode may take more time to read/answer the questions. And, if so, how does that impact the quality of responses? For instance, it has been shown that Web respondents provide more and longer comments to open-end questions but is that because it is easier/faster to type in random thoughts rather than their attempt to provide thoughtful insights. Do we really gain more meaningful input from Web responders vs. mail?

Thanks in advance.

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

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Date: Fri, 26 Aug 2005 15:58:35 -0400
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Selection of an incentive lottery winner
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Good afternoon to all!

=20
May I ask what programs are used, or the proper method of selecting (at random) winners of a drawing if we offer a lottery as a prize for = conducting a survey?

=20

Regards,

=20

Paul A. Braun
Braun Research Inc.
271 Wall Street
Princeton, NJ 085401

=20

Office: (609) 279-1600 x110

Fax: (609) 279-1318

Cell: (609) 658-1434

=20

pbraun@braunresearch.com

=20

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Date: Fri, 26 Aug 2005 15:59:54 -0400
Reply-To: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Subject: Re: Selection of an incentive lottery winner
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

SPSS

USE ALL.

do if \$casenum =3D 1.

```
compute #s_$_1=3D1.
compute #s_$_2=3D100.
end if.
do if #s_$_2 > 0.
compute filter_$=3D uniform(1)* #s_$_2 < #s_$_1.
compute #s_$_1=3D #s_$_1 - filter_$.
compute #s_$_2=3D #s_$_2 - 1.
else.
compute filter_$=3D 0.
end if.
VARIABLE LABEL filter_$ '1 from the first 100 cases (SAMPLE)'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE .
```

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun
Sent: Friday, August 26, 2005 3:59 PM
To: AAPORNET@asu.edu
Subject: Selection of an incentive lottery winner

Good afternoon to all!

=20
May I ask what programs are used, or the proper method of selecting (at random) winners of a drawing if we offer a lottery as a prize for conducting a survey?

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Regards,

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271 Wall Street
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Fax: (609) 279-1318
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=20
pbraun@braunresearch.com
=20

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Fri, 26 Aug 2005 16:25:07 -0400

Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Re: Selection of an incentive lottery winner
Comments: To: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>, AAPORNET@asu.edu

In-Reply-To:
<093D7E25FD9C2441A13103EFB8CBED3A08262CA8@nmr001oldmsx04.enterprisenet.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Steve,

Very kind of you! Thanks. I also had a wonderful suggestion from Allan Rivlin regarding having the process watched (independently audited).=20

Kind regards,

Paul

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

From: Steve, Kenneth [mailto:Kenneth.Steve@NIELSENMEDIA.COM]=20
Sent: Friday, August 26, 2005 4:00 PM
To: AAPORNET@asu.edu
Subject: Re: Selection of an incentive lottery winner

SPSS

USE ALL.

```
do if $casenum =3D 1.  
  compute #s_$_1=3D1.  
  compute #s_$_2=3D100.  
end if.  
do if #s_$_2 > 0.  
  compute filter_$=3D uniform(1)* #s_$_2 < #s_$_1.  
  compute #s_$_1 =3D #s_$_1 - filter_$.  
  compute #s_$_2 =3D #s_$_2 - 1.  
else.  
  compute filter_$ =3D 0.  
end if.  
VARIABLE LABEL filter_$ '1 from the first 100 cases (SAMPLE)'. FORMAT  
filter_$ (f1.0). FILTER BY filter_$. EXECUTE .
```

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Sent: Friday, August 26, 2005 3:59 PM
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pbraun@braunresearch.com

=20

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

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aapornet

nomail On your return send this: set aapornet mail

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

Vacation hold? Send email to listserv@asu.edu with this text: set =
aapornet

nomail On your return send this: set aapornet mail

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

Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail

On your return send this: set aapornet mail

Date: Fri, 26 Aug 2005 16:25:54 -0400

Reply-To: Mike Donatello <MDonatello@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Donatello <MDonatello@COX.NET>

Subject: Re: Selection of an incentive lottery winner

Comments: To: AAPORNET@asu.edu

In-Reply-To:

<093D7E25FD9C2441A13103EFB8CBED3A08262CA8@nmr001oldmsx04.enterprisenet.org>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

All I can say is... wow!

I generally put the resp ids in one column in Excel, generate random numbers
in another column, and then sort the records by the random number. Take the
first k records to fill out your prize drawing(s).

--

Mike Donatello
703.582.5680
MDonatello@cox.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve, Kenneth
Sent: Friday, 26 August, 2005 16:00
To: AAPORNET@asu.edu
Subject: Re: Selection of an incentive lottery winner

SPSS

USE ALL.

```
do if $casenum = 1.  
  compute #s_$_1=1.  
  compute #s_$_2=100.  
end if.  
do if #s_$_2 > 0.  
  compute filter_$ = uniform(1)* #s_$_2 < #s_$_1.  
  compute #s_$_1 = #s_$_1 - filter_$.  
  compute #s_$_2 = #s_$_2 - 1.  
else.  
  compute filter_$ = 0.  
end if.  
VARIABLE LABEL filter_$ '1 from the first 100 cases (SAMPLE)'.  
FORMAT filter_$ (f1.0).  
FILTER BY filter_$.  
EXECUTE .
```

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun
Sent: Friday, August 26, 2005 3:59 PM
To: AAPORNET@asu.edu
Subject: Selection of an incentive lottery winner

Good afternoon to all!

May I ask what programs are used, or the proper method of selecting (at random) winners of a drawing if we offer a lottery as a prize for conducting a survey?

Regards,

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>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

--
No virus found in this incoming message.
Checked by AVG Anti-Virus.
Version: 7.0.344 / Virus Database: 267.10.15/80 - Release Date: 8/23/2005

--
No virus found in this incoming message.
Checked by AVG Anti-Virus.
Version: 7.0.344 / Virus Database: 267.10.15/80 - Release Date: 8/23/2005

--
No virus found in this outgoing message.
Checked by AVG Anti-Virus.
Version: 7.0.344 / Virus Database: 267.10.15/80 - Release Date: 8/23/2005

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Fri, 26 Aug 2005 13:30:41 -0700
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Rivers <doug@POLIMETRIX.COM>
Subject: Re: Selection of an incentive lottery winner
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Those are only pseudo-random numbers ;)

At Polimetrix, we use a hardware-based solution, a.k.a. a ten-sided die:

<http://www.unclesgames.com/default.php/cPath/368>

Doug Rivers

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

From: AAPORNET on behalf of Steve, Kenneth
Sent: Fri 8/26/2005 12:59 PM
To: AAPORNET@asu.edu
Subject: Re: Selection of an incentive lottery winner
=20
SPSS

USE ALL.

```
do if $casenum =3D 1.
  compute #s_$_1=3D1.
  compute #s_$_2=3D100.
end if.
do if #s_$_2 > 0.
  compute filter_$=3D uniform(1)* #s_$_2 < #s_$_1.
  compute #s_$_1 =3D #s_$_1 - filter_$.
  compute #s_$_2 =3D #s_$_2 - 1.
else.
  compute filter_$ =3D 0.
end if.
VARIABLE LABEL filter_$ '1 from the first 100 cases (SAMPLE)'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE .
```

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun
Sent: Friday, August 26, 2005 3:59 PM
To: AAPORNET@asu.edu
Subject: Selection of an incentive lottery winner

Good afternoon to all!

=20
May I ask what programs are used, or the proper method of selecting (at random) winners of a drawing if we offer a lottery as a prize for conducting a survey?

=20
Regards,
=20
Paul A. Braun
Braun Research Inc.
271 Wall Street
Princeton, NJ 085401

=20
Office: (609) 279-1600 x110
Fax: (609) 279-1318

Cell: (609) 658-1434
=20
pbraun@braunresearch.com
=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

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Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

=====
Date: Fri, 26 Aug 2005 16:39:18 -0500
Reply-To: "Wolf, James G" <jamwolf@IUPUI.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Wolf, James G" <jamwolf@IUPUI.EDU>
Subject: Re: Selection of an incentive lottery winner
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Paul,

Technological solutions are scientifically sound, but not as much fun as the old-fashioned "slips-of-paper-in-a-hat" approach. It makes a great photo opp for a press conference when appropriate. (However, not recommended for announcements of gambling prevention programs!)

=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D-=3D=
-=3D-=3D

Jim Wolf
Director, Survey Research Center at IUPUI (317) 278-9230
jamwolf@iupui.edu
=20

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Paul Braun
Sent: Friday, August 26, 2005 3:25 PM
To: AAPORNET@ASU.EDU
Subject: Re: Selection of an incentive lottery winner

Steve,

Very kind of you! Thanks. I also had a wonderful suggestion from Allan Rivlin regarding having the process watched (independently audited).=20

Kind regards,

Paul

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

From: Steve, Kenneth [mailto:Kenneth.Steve@NIELSENMEDIA.COM]=20

Sent: Friday, August 26, 2005 4:00 PM

To: AAPORNET@asu.edu

Subject: Re: Selection of an incentive lottery winner

SPSS

USE ALL.

do if \$casenum =3D 1.

compute #s_\$_1=3D1.

compute #s_\$_2=3D100.

end if.

do if #s_\$_2 > 0.

compute filter_\$ =3D uniform(1)* #s_\$_2 < #s_\$_1.

compute #s_\$_1 =3D #s_\$_1 - filter_\$.

compute #s_\$_2 =3D #s_\$_2 - 1.

else.

compute filter_\$ =3D 0.

end if.

VARIABLE LABEL filter_\$ '1 from the first 100 cases (SAMPLE)'. FORMAT filter_\$ (f1.0). FILTER BY filter_\$. EXECUTE .

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun

Sent: Friday, August 26, 2005 3:59 PM

To: AAPORNET@asu.edu

Subject: Selection of an incentive lottery winner

Good afternoon to all!

=20

May I ask what programs are used, or the proper method of selecting (at random) winners of a drawing if we offer a lottery as a prize for conducting a survey?

=20

Regards,

=20

Paul A. Braun

Braun Research Inc.

271 Wall Street

Princeton, NJ 085401

=20

Office: (609) 279-1600 x110
Fax: (609) 279-1318
Cell: (609) 658-1434
=20
pbraun@braunresearch.com
=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text: set
aapornet
nomail On your return send this: set aapornet mail

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text: set
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Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Sat, 27 Aug 2005 13:45:13 -0700
Reply-To: Mary Ellen Gordon <m.gordon@MARKETTRUTHS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mary Ellen Gordon <m.gordon@MARKETTRUTHS.COM>
Subject: Re: Web vs. Mail - Quality of Response

I think this depends on how involved people are with the subject of the Web survey, and also how it is programmed.

We've had really good success getting long, thoughtful comments on Web surveys (better than with mail), but these have been surveys where people are highly involved in the subject matter. When we're looking for deep, reflective comments (as opposed to something like clarifying what the "other" is when that has been clicked in response to a multiple choice question), then we structure the survey so that people can go back to questions (as opposed to not letting them return to a question once it has been answered) and to the survey as a whole as often as they want (up to a particular date). We explain this in the invitation to participate so that people know that they can give some thought to a question before answering or return to add something they think of later.

Mary Ellen

Mary Ellen Gordon
Market Truths Limited
m.gordon@markettruths.com

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
=====

Date: Sun, 28 Aug 2005 05:01:15 -0700
Reply-To: "Paul T. Melevin" <melevin@WEBTV.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Paul T. Melevin" <melevin@WEBTV.NET>
Subject: Research Analyst I & II Exams for the State of California
Comments: To: aapornet@asu.edu
MIME-version: 1.0 (WebTV)
Content-type: Text/Plain; Charset=ISO-8859-1
Content-transfer-encoding: Quoted-Printable
Content-disposition: Inline

This is to inform you that the Employment Development Department has posted the exam announcement for the Research Analyst I and the Research Analyst II Exam. The direct links to the exam announcements are as follows.

<http://www.edd.ca.gov/hrsoe05-40.pdf>

<http://www.edd.ca.gov/hrsoe05-36.pdf>

NOTE: The application deadline is September 22, 2005. The written exam will probably be held sometime in November. This means the actual hiring list will not be available until January. That is why Senior Undergraduates should apply NOW! An opportunity such as this may not come again for several years.

Since most of the California State University campuses begin classes on Monday, you will definitely want to download a copy of this announcement and share this with your students. As I noted in my previous messages, this is an excellent opportunity for Undergraduate Seniors with majors in Sociology, Psychology, Anthropology, and Economics. Senior undergraduates can take this exam. They just cannot be hired until they graduate.

See the exam announcement and my message below for details (attached below). Good Luck to all who apply but please share this information far and wide!

Sincerely,

Paul T. Melevin, Ph.D.
Research Program Specialist II
State of California
Employment Development Department
800 Capitol Mall, MIC 78

This is to inform you that the Employment Development Department (EDD) of the State of California has opened the Research Analyst II Exam. The link to the announcement is noted below.

<http://www.edd.ca.gov/hrsoe05-36.pdf>

Faculty and students, NOW is the time to apply. The deadline for applying for the Research Analyst II Exam is September 9, 2005. The deadline for the Research Analyst I Exam is September 22, 2005.

PLEASE NOTE AS THIS IS EXTREMELY IMPORTANT.

1. The State of California does not have that many OPEN Examinations. An open examination means Open To The General Public as opposed to Promotional Exams which are only open to current state employees.
2. Undergraduates in Sociology, Economics, Psychology, or Anthropology who are in their Senior year ARE ELIGIBLE to APPLY for the Research Analyst I Exam!!! And they should apply NOW!

WHY should someone who is starting their senior year apply for this Exam?

A. The opportunity is NOW and may not come again for several years. It takes a significant effort to run an open examination. Once the eligibility list is established, it will be used for several years and it will not just be used by EDD, other Departments may ask to use this list so that they do not have to exert the effort to create their own list.

B. Consider the schedule. If you apply now and the application deadline in mid- to end of September, that means that your application will not be reviewed until October. The actual exam will take place in November. The list will most likely not be established until the end of December or early January.

Given that schedule, it could be March or April before any Division or Unit pulls the list to identify those individuals that they will interview.

Given that schedule, your first opportunity for an interview may very well be just at the time you are graduating with your degree in hand. (You can take the exam as a Senior, you cannot be hired until you actually graduate. But the schedule is in your favor.)

3. What is the difference between the two levels? Look at the examination announcements for the specifics. Here are the basics.

The RA I requires a Bachelors Degree and one course in Statistics. (Surprise every Sociology Major with a BA should have this!!!) The RA II

requires a BA Degree and Three Years of Experience. If you have a M.A. Degree, you get credit for 1 year of experience. If you have a Ph.D., you get credit for two years of experience. So, why should folks with advanced degrees apply. Look at the starting salaries.

RA I starts at \$2,903.00 per month.

RA II starts at \$4,316.00 per month.

RA I has three levels. Levels A, B, and C. Within each levels, there are steps. Each step is a 5% salary increase.

RA II has five steps or five annual step increases in salary.

Again, review the announcement for specifics.

4. Other Concerns.

I am out of state, can I apply?

ABSOLUTELY

What about taking the exam? Will I have to come to CA to take the exam?

I spoke with Chris Gist, EDD's Human Resource Consultant, and he advised me that if the applicant is qualified, there may be ways to arrange with a local Employment Security Division in another state so that the applicant can apply and take the exam locally. Note, the key word is MAY ... Ask and you shall receive. Fail to ask and special arrangements cannot be made.

What about the jobs?

Well, most will be in Sacramento and if hired, you will need to relocate. There are a few (not many) in other locations in CA. But, Northern California can be a very nice place to relocate.

Well, I have written enough for now. Please forward this to other lists and share with friends and colleagues. EDD is going to have many positions to fill in the next few years. SO ... we want to have the most qualified applicants on this list. The better the pool of applicants, the better will be the working environment!

Sincerely,

Paul T. Melevin, Ph.D.
Research Program Specialist II
Employment Development Dept
Sacramento, CA 95814

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Sun, 28 Aug 2005 08:28:06 -0400
Reply-To: "Andrew A. Beveridge" <andy@TROLL.SOC.QC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Andrew A. Beveridge" <andy@TROLL.SOC.QC.EDU>
Subject: Social Explorer
Comments: To: Community Urban List <comurb_r21@email.rutgers.edu>, Communication and Information Technologies <computers@listserv.asanet.org>, h-urban@h-net.msu.edu, Yale Class of 1967 listserv <y1967-l@ayalists.yale.edu>, SENATE-FORUM-request@LISTSERV.CUNY.EDU
Comments: cc: AAPORNET <AAPORNET@asu.edu>, Urban Geography <URBGEOG@LISTSERV.ARIZONA.EDU>, H-Net Historical Demography List <H-DEMOG@H-NET.MSU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Below is a description of Social Explorer, and here is a link to a get started guide:

<http://www.socialexplorer.com/support/WhatIsSocialExplorer.pdf>

The service is free, and we hope it will be used by researchers, teachers and others. We have updated the software and hardware, and it now run from a server cluster. It does not require registration.

Go to the website, go to the maps page and check it out!!

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

What is Social Explorer? www.socialexplorer.com

Social Explorer provides demographic information in an easily understood format: data maps. We have created hundreds of interactive data maps of the United States. Using them you may:

- . Visually analyze and understand the demography of the U.S.
- . Explore your own neighborhood
- . Learn about the people living around you or anywhere in the United States

Social Explorer allows anyone using the WEB to create thematic maps (data maps) using several hundred variables from the 2000 Census, plus a limited

selection from earlier censuses. Soon data back to 1910, where available will be added for Census Tracts, and data back to 1790 for counties. These maps are interactive, and one can identify the streets in the area. There is a "find" tool to allow you to find specific locations, including addresses. You can pan and zoom, look at specific areas, change the variables you are mapping and the like.

Using Social Explorer one also can create reports for any area or areas you chose from a wide array of variables. These reports also give you the context of your selected area including the United States, the state or states, and the county or counties your for your area. The report is then downloadable to EXCEL or it can be printed along with a map that identifies the selected area. We welcome your input.

Social Explorer also makes it possible to create or view slideshows of the maps that you have created. This is especially useful to view change over time, or to zoom in to a given area from a larger area. Soon registered users will be able to store and reuse their own slide shows, and export them as animated GIFs to their own software.

There is also a version that will work on a computer workstation and is locally installable which we plan to distribute. Social Explorer is still in beta release, and we are working to improve it. Major support for Social Explorer was provided by the National Science Foundation and the New York Times.

What People Are Saying About Social Explorer

World Changing "...they've done a fantastically thorough job. You can zoom all the way from the national level to ... the street you live on, and see all sorts of different data, from income to industry to gender to ethnicity to means of commuting to family structure. Want a map showing percent of foreign-born nationals who immigrated in the last five years? It's there. Want a map showing percentage of self-employed males? It's there. Percentage of housing where rent is between \$600 - \$800 per month or where heat is provided by solar power? It's there. Populations of Estonian ancestry? It's there."

O'Reilly Radar "The Social Explorer gives a map interface to the 2000 census data. It's beautiful and really interesting. . . When you chart the changing density of blacks and whites in NYC, you get a feel for the sudden post-war boom in projects in Queens and Kings."

Ishbadiddle "Another neat mapping tool . . . is the interactive 2000 Census Map over at Social Explorer. . . Now sure, you can look at maps of boring things like ancestry, education, immigration, etc., and make your fancy reports and such. But the most interesting thing about the map: it's a National Gaydar System. That's right, you can find out just where the (self-reported) gays and lesbians are, at least the ones in couples.

The Fifth Column "And you don't even have to know GIS to play with it, which is a bonus for those of us who don't even know what GIS stands for other than it makes all kinds of information maps impossible to understand."

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Sun, 28 Aug 2005 18:04:36 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Re: Social Explorer
Comments: To: AAPORNET@asu.edu
In-Reply-To: <0ILX00CH8MMPD4S6@mta8.srv.hcvlny.cv.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Andrew A. Beveridge wrote:

>Below is a description of Social Explorer, and here is a link to a get
>started guide:
>
><http://www.socialexplorer.com/support/WhatIsSocialExplorer.pdf>
>
>The service is free, and we hope it will be used by researchers, teachers
>and others. We have updated the software and hardware, and it now run from
>a server cluster. It does not require registration.
>
>Go to the website, go to the maps page and check it out!!
>
>Andrew A. Beveridge
>Professor of Sociology
>Queens College and Graduate Center CUNY
>Office: 718-997-2837
>Home: 914-337-6237
>Email: andy@troll.soc.qc.edu
>Suite 233 Powdermaker Hall
>65-30 Kissena Blvd
>Flushing, NY 11367-1597
>www.socialexplorer.com

This is tremendously wonderful. I'm full of admiration and gratitude.

--

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA
voice +1-212-219-0010
fax +1-212-219-0098
cell +1-917-865-2813
email <<mailto:dhenwood@panix.com>>
web <<http://www.leftbusinessobserver.com>>
podcast <<http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>>

download my book Wall Street (for free!) at

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

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

Date: Mon, 29 Aug 2005 08:08:17 -0500
Reply-To: Nancy Mathiowetz <nancym2@UWM.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Mathiowetz <nancym2@UWM.EDU>
Subject: ISO Revisions
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: 8bit

Dear AAPOR members:

In the members-only section of www.aapor.org the ISO's Final Draft International Standards for Market, Opinion, and Social Research have been posted. These are expected to come into effect in 2006. The ISO will next establish procedures for organizations to apply for certification under these standards.

Nancy Mathiowetz
Standards Chair

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Mon, 29 Aug 2005 10:57:50 -0400
Reply-To: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Subject: Consumer Reports Survey Methodology
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Given what I take to be general interest among AAPORites in the Consumer Reports survey methodology discussion on AAPORnet, I am taking the liberty of posting their self-description for those interested

HOW CONSUMER REPORTS CONDUCTS SURVEYS

Having read in this forum some speculation and assumption about the methodology Consumer Reports employs for its survey-based reports, we thought it helpful to set the record straight.

First, whenever we survey our readers on service and health care stories we always clearly note in the story that our respondents are not nationally representative.

In all of our publications we are very explicit in reporting when the data are based on lab tests and when they are based on questionnaire results.

Our Annual Questionnaire has over 30 different versions, some online some mail. While product repairs are on almost all versions, service topics like health care or hotels, for example are on one or two versions sent to random

samples of our readers. Hence the inference about our response rate is inaccurate. We obtain about 13% response rate for the mail version and almost 35% for the online version of the Annual Questionnaire. In addition,

every year, at a cost of tens of thousands of dollars, we simultaneously mail a validation survey to a randomly assigned sample of subscribers. This survey has an advance notification, paid return postage, a small incentive, and a replacement mailing to non-respondents, all of which we obviously cannot afford to do for our main mailing. The data from the validation survey have always mirrored our larger survey over the years; hence we are confident that our published data do represent the experiences of our subscribers. It's our view that the omnibus nature of our Annual Survey (typically with questions about cars, almost 20 appliances and electronics and other products, as well as services) is largely responsible for the lack

of response bias.

We present confidence intervals in terms of meaningful differences. Elementary statistics ensure that, given our huge sample sizes, very small differences will be statistically significant, hence our use of the term "meaningful" differences. Our standard for statistical significance is $p < .01$.

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Mark Kotkin
Associate Director, Survey Research
Consumer Reports

Cliff Zukin

Professor of Public Policy and Political Science.

Edward J. Bloustein School, Rutgers University

President,

American Association for Public Opinion Research

732 932 2499 x712 zukin@rci.rutgers.edu

Public Policy, 2nd Floor, Bloustein School

33 Livingston Ave, New Brunswick, NJ 08901

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=====
Date: Mon, 29 Aug 2005 12:42:25 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Political telemarketing in NH
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

GOP Says Calls Illegally Smear Bass
<http://www.thewmurchannel.com/politics/4895771/detail.html>
Or
<http://tinyurl.com/77dxv>

POSTED: 12:32 pm EDT August 25, 2005

CONCORD, N.H. -- New Hampshire's Republican Party said Thursday that someone is using illegal tactics to try to smear Rep. Charles Bass.

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Henderson said the automated phone calls were designed to smear Bass with biased, misleading questions. He said residents who complained said the calls included no contact information, and attempts to reverse dial the caller were blocked.

SNIP

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--=20

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

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=====
Date: Mon, 29 Aug 2005 12:32:04 -0700
Reply-To: Jolene Smyth <jsmyth@WSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jolene Smyth <jsmyth@WSU.EDU>
Subject: Literature on Probing
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Hi all,

I am looking for literature on the effectiveness of using probes in telephone surveys. So far I have found some work on the bias probing may introduce and how to standardize it to minimize that bias, but no experiments on the extent to which probing actually yields more (or better) substantive responses. If anyone knows of any work addressing this I would greatly appreciate hearing about it.

Thanks,

Jolene D. Smyth

Department of Sociology

Washington State University

Pullman, WA 99164

jsmyth@wsu.edu

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On your return send this: set aapornet mail

=====
Date: Mon, 29 Aug 2005 16:09:45 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Questions on Sample Disp Report
Comments: To: TMR Youssef Zerkani <yz@TMRinfo.com>
Comments: cc: AAPORNET@asu.edu, mcm@TMRinfo.com
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Hi, Youssef --

I just reviewed the report with Tony and we have four questions.

1. Non-Residential

That would seem to not apply in a study among Small Businesses. Does it = mean Residential, or something else?

2. Burned Numbers

We are not clear on what these are.

3. Refused

Do we know that these were businesses? Or do we know that they were NOT = businesses? Or do we not know anything of what they were?

4. Screener Terminate

What were these guys?

Thanks for help with these!

JIM

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

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Mon, 29 Aug 2005 16:33:13 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Apologies for Transmission in Error
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

I apologize for the inconvenience and likely confusion. Party cc'd also =
has e-mail address starting with aa. I thought AutoComplete was my =
friend but now I know better.

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

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail

Date: Mon, 29 Aug 2005 16:47:26 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Political telemarketing in NH
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E521684188B2A@exchange.local.artscience.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

This article is suspiciously vague. There are no specific incidents or examples of "misleading questions" mentioned. It sounds less like a real push poll case than a PR release intended to take some heat off the NH GOP officials currently under indictment for their part in a scheme to jam NH Democratic Party and union phone lines during the 2002 election.

Amateurs of legalese can read the actual indictment in that case at:
<http://wid.ap.org/documents/tobinindictment.pdf>

Jan Werner

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set aapornet nomail

On your return send this: set aapornet mail

Date: Mon, 29 Aug 2005 21:22:55 -0400

Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Subject: Re: Consumer Reports Survey Methodology

Comments: To: Cliff Zukin <zukin@RCI.RUTGERS.EDU>, AAPORNET@asu.edu

In-Reply-To: <20050829145750.98F701316@rci.rutgers.edu>

MIME-version: 1.0

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

Cliff,

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=====
Date: Mon, 29 Aug 2005 23:59:08 -0400
Reply-To: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>
Subject: Re: Consumer Reports Survey Methodology
Comments: To: Warren Mitofsky <mitofsky@mindspring.com>, AAPORNET@asu.edu
In-Reply-To: <6.2.3.4.2.20050829211217.035f7a18@pop.mindspring.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Brother Mitofsky:

I think you are quite right to point out that they may be using the laws of probability to comment on a non-probabilistic sample, and so it is problematic from a scientific perspective. Still, I applaud their willingness to lay transparent their methodology, which I believe to be a forward step to our ultimate goal of transparent disclosure, and believe such forthcoming efforts ought to be acknowledged and encouraged. This is a step towards advancing our discussion of problems of measurement, and I think makes a contribution to our discussion even though not offering a solution. To my mind it is much like the Harris Interactive polling. Clearly not orthodox but clearly on our agenda of issues that concern the association in terms of Policy and Political Science statements/knowledge claims being made. Happy to entertain a broader discussion with you and/or other AAPOR members, And, quite glad you are not dead.

Edward J. Bloustein School, Rutgers University

President

American Association for Public Opinion Research

zukin@rci.rutgers.edu 732 932 2499 x712

Bloustein School of Planning and Public Policy

33 Livingston Ave., Suite 202

New Brunswick, NJ 08901

From: Warren Mitofsky [mailto:mitofsky@mindspring.com]
Sent: Monday, August 29, 2005 8:23 PM
To: Cliff Zukin; AAPORNET@asu.edu
Subject: Re: Consumer Reports Survey Methodology

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=====
Date: Tue, 30 Aug 2005 08:12:42 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Consumer Reports Survey Methodology
Comments: To: Warren Mitofsky <mitofsky@MINDSPRING.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Warren,

You wrote, "However, if I am correct in my assumption, they are computing sampling errors on nonrandom data, which makes no sense."

If that's what they were doing, you're correct, it makes no sense. But, in my opinion, they are not computing sampling errors, but rather conducting some standard statistical tests [e.g. a t-test for the difference between means] on their data. It doesn't matter, in that case, whether the sample population was obtained randomly; the question being asked is, for example, is the frequency of repair reported for brand x significantly different from that reported for brand y? Given that all the responses are self selected, there's no reason to suspect bias in the ratings.

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

Date: Tue, 30 Aug 2005 09:21:36 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: (NYC) Mayoral Race Has Whodunit: The Anti-Ferrer Pollster Calls
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Mayoral Race Has Whodunit: The Anti-Ferrer Pollster Calls

<http://www.nytimes.com/2005/08/30/nyregion/30poll.html>
Or
<http://tinyurl.com/c2r5c>

By MIKE McINTIRE

The pointed questions are usually about Fernando Ferrer, a Democratic candidate for mayor, and they go something like this:

If you knew that some of Mr. Ferrer's political allies had been investigated for corruption, would that make you more or less likely to vote for him? What if you knew he had been handpicked by a political boss to become Bronx borough president?

Some New York City voters have reported getting such telephone calls from professional pollsters during this year's mayoral campaign, but it is unclear who hired them and for what purpose.

Political campaigns often commission telephone surveys to gauge public sentiment on an important issue or levels of support for various candidates. But when the questions are slanted against a particular candidate, they can veer into the realm of "push polling," a tactic designed to sway the opinion of the person being interviewed.

SNIP

Asked about the telephone surveys, Stu Loeser, a Bloomberg campaign spokesman, would not comment directly on the polling involving Mr. Ferrer, but said, "We don't do push polling."

Mr. Loeser also would not comment on what kind of polling the campaign is engaged in. Mr. Bloomberg's advisers have acknowledged they are gearing up for a presumed face-off in the general election against Mr. Ferrer, who leads his three opponents in the Democratic primary in recent polls, and that telephone surveying would be part of the process of testing voter sentiments on various issues.

Finding out who is behind the polling is difficult because telephone canvassers often do not work directly for a campaign, but are hired by a campaign's political consultants. Therefore, the canvassers do not show up on campaign expense reports, which list only payments made to the consultants.

Candidates are required to file a supplemental report with the city Campaign Finance Board disclosing all subcontractors paid more than \$5,000, but those filings are not required until after the election.

The first accusations of push polling emerged in April, when a Brooklyn woman, Annette Bombarger, reported that she received a call from a pollster who said that Mr. Ferrer was running a "divisive campaign" while Mr. Bloomberg was "bringing people together." A partial tape-recording of the telephone call was posted on the Web site of a community group that opposed Mr. Bloomberg's plans for redeveloping the Far West Side of Manhattan.

Ms. Bombarger said that the caller told her he was calling from Denver, but that she did not know the name of the company he worked for. She said the questions he asked were "definitely anti-Ferrer."

"It was all positive for Bloomberg, all negative to Ferrer, and he barely discussed anybody else at all," she said.

Ms. Clark said the woman who called her at first replied, "New York City," when asked whom she worked for. After being pressed, the woman eventually said she worked for a company on Irving Place in Manhattan called Central Marketing, Ms. Clark said.

A man who answered the phone at Central Marketing last week said that only the firm's president, Carol McMahon, could comment about its business activities. Ms. McMahon did not respond to several messages.

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

AAPOR Web site now has AAPOR award winner information! <http://www.aapor.org>
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Date: Tue, 30 Aug 2005 08:28:51 -0500
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Re: Consumer Reports Survey Methodology
Comments: To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>, AAPORNET@asu.edu
In-Reply-To: <35FCEB3EFC8BD911B31900805FF5603A1C9A27@sscintex.ssc.msu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
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Just wanted the readers to be clear about the assumptions underlying statistical inferences

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NuStats
Austin, TX

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Sent: Tuesday, August 30, 2005 7:13 AM
To: AAPORNET@asu.edu
Subject: Re: Consumer Reports Survey Methodology

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You wrote, "However, if I am correct in my assumption, they are computing sampling errors on nonrandom data, which makes no sense."

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Nat Ehrlich, Ph.D.
Research Specialist

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

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Sent: Monday, August 29, 2005 9:23 PM
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>Consumer Reports
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>Cliff Zukin
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>Professor of Public Policy and Political Science.
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>Edward J. Bloustein School, Rutgers University
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>President,
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>American Association for Public Opinion Research
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Date: Tue, 30 Aug 2005 06:50:58 -0700
Reply-To: steve@everettgroup.com
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Steve Everett <steve@EVERETTGROUP.COM>
Subject: Re: Consumer Reports Survey Methodology
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

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Research Specialist
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Policy, 2nd Floor, Bloustein School=0D=0A>=0D=0A>33 Livingston Ave, New Bru=
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is: set aapornet mail=0D=0A=0D=0A-----=
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Date: Tue, 30 Aug 2005 10:23:29 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Consumer Reports Survey Methodology
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MIME-version: 1.0
Content-type: text/plain

I believe that what is "random" in these tests is the failure of the purchased item. You should think of this with an engineering rather than a public opinion perspective. Random selection of the sample being tested is more important for the latter. (For engineering samples, the rule of thumb is usually something like "take your test sample from the middle of the bin, not too close to the top".)

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve Everett

Sent: Tuesday, August 30, 2005 9:51 AM

To: AAPORNET@asu.edu

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Dr Steve Everett
The Everett Group

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>Mark Kotkin
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Vacation hold? Send email to listserv@asu.edu with this text: set aapornet
nomail On your return send this: set aapornet mail

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Tue, 30 Aug 2005 08:50:29 -0600
Reply-To: Robert Higginson <rhigginson@DRGUTAH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Higginson <rhigginson@DRGUTAH.COM>
Subject: Response Rates in CA
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: quoted-printable

I have a client who is attempting to put together a "historical grid" =
that reflects trends in response rates on RDD residential phone surveys =
in California. Does anyone have any adhoc (recent studies) or historical =
information regarding this subject?

Robert E. Higginson
Discovery Research Group
1-800-678-3748 ext. 2138
rhigginson@drgutah.com

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

Date: Tue, 30 Aug 2005 11:30:53 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Random Data
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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(610) 408-8800
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 30 Aug 2005 12:11:58 -0500
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Re: Random Data
Comments: To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>, AAPORNET@asu.edu
In-Reply-To: <006c01c5ad77\$d15f14b0\$88e4c3d1@TulipBreathing>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Hi again, everyone

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Cheers!

Rob Santos
NuStats
Austin, TX

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

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Date: Tue, 30 Aug 2005 13:33:42 -0500
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Re: Random Data
Comments: To: "Butterworth, Michael" <MXB@cbsnews.com>, AAPORNET@asu.edu
In-Reply-To:
<E08D38B65E01D840AB2A6FE5AE75F0040A53C7@NYCCNDX01.cbsnewsenps.cbsnews.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Thank you, Michael. Interestingly, I believe that the clinical trial examples you provide illustrate my point: not all clinical trials reach valid conclusions precisely because of nonrandom recruits.

Btw, I am not asserting that all nonrandom samples are useless (oops... did I say that?). I'm simply saying that at some point in the analysis of data

(after controlling on SES, or after propensity score matching, or after drawing a probability sample and re-weighting for nonresponse), one needs to assume the observations are random in order to make statistical inference. That assumption may or may not be valid (this is a tautology -- the assumption either is or isn't true). It's hard to think that this is a controversial point, though easy to think if I happen to be the one who's missing one...

Thanks again for the discussion.

Rob

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

From: Butterworth, Michael [mailto:MXB@cbsnews.com]

Sent: Tuesday, August 30, 2005 1:01 PM

To: 'Rob Santos'; AAPORNET@asu.edu

Subject: RE: Random Data

The generalizability of observations is a deep philosophical question, and Rob Santos is taking a logically supportable but impractical position. The usual illustration is "will the sun rise tomorrow?" [assuming we have defined "tomorrow" so that this is not a tautology.] Our sample of observed days is strongly biased against the future.

As another example of more professional importance, subjects of clinical trials are never randomly selected from everyone with a given diagnosis. The most serious problem in comparing treatments is that some patients will respond better than others to any treatment; so the assignment of treatments to participants is randomized. But the subjects are taken from the patients of participating institutions and doctors, or sometimes people living nearby recruited by ads.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rob Santos

Sent: Tuesday, August 30, 2005 1:12 PM

To: AAPORNET@asu.edu

Subject: Re: Random Data

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Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.

Date: Tue, 30 Aug 2005 13:35:26 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Random Data
Comments: To: Rob Santos <rsantos@NUSTATS.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

I assume that you don't accept the results of combustion experiments unless the oxygen atoms are randomly selected.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rob Santos
Sent: Tuesday, August 30, 2005 1:12 PM
To: AAPORNET@asu.edu
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Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

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

Date: Tue, 30 Aug 2005 13:58:41 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: impeachment
Comments: To: aapornet <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Frank Newport writes in his weekly commentary
<<http://www.gallup.com/poll/content/?ci=18220>>:

>Impeachment Calls

>

>Last week, Gallup became the recipient of an e-mail campaign in
>which correspondents asked why we (and other polling firms) have not
>yet asked the public about the impeachment of the president on the
>grounds that he misled the country about the rationale for the war

>in Iraq.
>Many of these e-mails are identical to one another, in the tradition
>of issue campaigns in which thousands of supporters of a cause are
>urged to send a postcard or letter to represent that cause's
>position.
>Here's what one of the e-mails sent to Gallup said: "I'd like to see
>more polls on whether or not people think Bush lied to the American
>people regarding the reasons we went to war in Iraq and if they
>think he should be impeached for it. The Gallup Organization was
>very interested in if people wanted Clinton impeached. The latest
>polls were all we heard about at the time. Is lying about adultery
>more of a crime than lying to the American public in order to go to
>war? Shouldn't our soldiers know why they're dying? Give the
>Republicans equal treatment as you gave the Democrats. Raise the
>impeachment issue."
>
>Gallup (and other polling firms) began asking about the possible
>impeachment of Clinton in January 1998, shortly after the stories
>were published about allegations of his having had an affair with an
>intern. There is no record of the precise rationale that Gallup
>editors used at the time for asking those questions. But the general
>procedure Gallup uses to determine what to ask about in our surveys
>is to measure the issues and concerns that are being discussed in
>the public domain. We will certainly ask Americans about their views
>on impeaching George W. Bush if, and when, there is some discussion
>of that possibility by congressional leaders, and/or if commentators
>begin discussing it in the news media. That has not happened to date.

So does something become pollworthy only when politicians and pundits are talking about it? As I recall his book (and my radio interview with him about his book), the point of polling is to find out what people think - to aid the functioning of democracy. So how is democracy served by having the agenda set from the top?

--

Doug Henwood
Producer, Behind the News
Thursdays, 5-6 PM, WBAI, New York 99.5 FM
38 Greene St - 4th fl
New York NY 10013-2505 USA
+1-212-219-0010 voice +1-212-219-0098 fax
email: <mailto:dhenwood@panix.com>
web: <http://www.leftbusinessobserver.com/Radio.html>
podcast: <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>

download my book Wall Street (for free!) at
<http://www.wallstreetthebook.com>

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

Date: Tue, 30 Aug 2005 11:48:17 -0600
Reply-To: Barbara Burbridge <bburbridge@TCTWEST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barbara Burbridge <bburbridge@TCTWEST.NET>
Subject: Key entry software
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

I am looking for any recommendations on a software for key entry that has a verification component to it. In the past we just key entered it twice and visually verified it. The project we have coming up must be 100% verified and is too large to go about it this way.

Does anyone currently use a program that they like or have any suggestions.

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=====

Date: Tue, 30 Aug 2005 16:33:42 -0400
Reply-To: "DeBell, Matthew" <MDeBell@AIR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "DeBell, Matthew" <MDeBell@AIR.ORG>
Subject: Re: Random Data
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

>I assume that you don't accept the results of combustion experiments=20
>unless the oxygen atoms are randomly selected.

Cute, but unlike humans, oxygen atoms are fungible. At least, if they're the same isotopes and whatnot.

--
Matthew DeBell=20

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Tuesday, August 30, 2005 1:35 PM
To: AAPORNET@asu.edu
Subject: Re: Random Data

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www.jpMurphy.com
jpmurphy@jpmurphy.com

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Tue, 30 Aug 2005 15:19:50 -0500
Reply-To: Rob Santos <rsantos@NUSTATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Santos <rsantos@NUSTATS.COM>
Subject: Re: Random Data
Comments: To: "Butterworth, Michael" <MXB@CBSNEWS.COM>, AAPORNET@asu.edu
In-Reply-To:
<E08D38B65E01D840AB2A6FE5AE75F0040A53C6@NYCCNDX01.cbsnewsenps.cbsnews.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Ok, I'll bite... :-)

Here is the response (with some edits) I sent to you privately a couple of hrs ago that I'll share with others...

<<I assume that you don't accept the results of combustion experiments unless the oxygen atoms are randomly selected.>> RESP: Only if properly stratified and ordered prior to a systematic selection... just kidding :-)

Actually, your point is well taken (as is Bob Ladber's). On the other hand, I would think that the randomness of the observations from combustion experiments depends critically on the equipment & set-up being used to generate them. Sometimes leaks into the chambers will contaminate results. That is why there are always calibration/validation observations made before and after testing, and sometimes in the middle (I was involved in a study of auto exhausts to estimate the particulate matter from gas engines in Kansas City.... we recruited a random sample of households to bring their cars into a testing facility... had we recruited from a single neighborhood, we may have gotten biased estimates of particulates in the atmosphere of KS City even if the individual combustion measurements were totally accurate!)

Anyway, in a sense the "randomness" (ie, void of systematic bias) of a combustion experiment is established through the testing protocols and the results of those calibration/validity tests to support the assumption of randomness. If no such tests were performed, then it would be a leap of faith to assume that the observations were "random". No?

So the example you provide is a solid example of the many research applications in the hard sciences where probability sampling is not practicable. The example I provide (KS City particulates) shows a real world mixture of hard and social sciences. Bottom line -- there are always factors that need to be considered before one can safely assume "randomness." It naturally depends on the particular situation...

Thanks for the interesting questions & comments, Michael

Rob

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael

Sent: Tuesday, August 30, 2005 12:35 PM

To: AAPORNET@asu.edu

Subject: Re: Random Data

I assume that you don't accept the results of combustion experiments unless the oxygen atoms are randomly selected.

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

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=====
Date: Tue, 30 Aug 2005 14:19:24 -0700

Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>

Subject: Key entry software

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

There are at least two freeware packages that have modules for data verification as well as for data entry. The software and documentation can be downloaded from the URL's below.

I have not used these programs as we have used SAS for data verification; however, you can't beat the price.

1) Epi Info - distributed by the Centers for Disease Control and Prevention
<http://www.cdc.gov/epiinfo/>

2) EpiData
<http://www.epidata.dk/index.htm>

>Date: Tue, 30 Aug 2005 11:48:17 -0600

>From: Barbara Burbridge <bburbridge@TCTWEST.NET>

>Subject: Key entry software

>Sender: AAPORNET <AAPORNET@asu.edu>

>To: AAPORNET@asu.edu

>Reply-to: Barbara Burbridge <bburbridge@TCTWEST.NET>

>X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)

>Comments: To: AAPORNET@asu.edu

>

>I am looking for any recommendations on a software for key entry that has a
>verification component to it. In the past we just key entered it twice and
>visually verified it. The project we have coming up must be 100% verified
>and is too large to go about it this way.

>
>Does anyone currently use a program that they like or have any suggestions.
>
>-----
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>Please ask authors before quoting outside AAPORNET.

Joel M. Moskowitz, Ph.D.
Director
Center for Family and Community Health
School of Public Health
University of California, Berkeley
WWW: <http://socrates.berkeley.edu/~sph/CFCH>

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

Date: Tue, 30 Aug 2005 14:01:05 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Random Data
Comments: To: Rob Santos <rsantos@NUSTATS.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

The generalizability of observations is a deep philosophical question, and Rob Santos is taking a logically supportable but impractical position. The usual illustration is "will the sun rise tomorrow?" [assuming we have defined "tomorrow" so that this is not a tautology.] Our sample of observed days is strongly biased against the future.

As another example of more professional importance, subjects of clinical trials are never randomly selected from everyone with a given diagnosis. The most serious problem in comparing treatments is that some patients will respond better than others to any treatment; so the assignment of treatments to participants is randomized. But the subjects are taken from the patients of participating institutions and doctors, or sometimes people living nearby recruited by ads.

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rob Santos
Sent: Tuesday, August 30, 2005 1:12 PM
To: AAPORNET@asu.edu
Subject: Re: Random Data

Hi again, everyone

This discussion is a great example of alternative perspectives in the application of statistical theory. More so, it illustrates the increasingly *subjective* nature of statistical applications & inferences in our society.

There should be no question (apart from Bayesian statistical inference) that statistical inference is founded upon random samples... again, look in any stat. text. So the real question is: "What constitutes a random sample (or a random set of observations)?" That is where I believe the notion of subjectivity is creeping in.

What are we willing to assume constitutes a random sample (or random set of observations)? In the finite population survey sampling world, randomness is *guaranteed* through the selection mechanism -- probability sampling (putting aside big issues of noncoverage and nonresponse, of course). And 'randomness' is supported/verified by finite population statistical theory.

Alas, there is no comparable mechanism that guarantees the 'randomness' of a self-selected panel or any ad hoc compilation of data. Assuming randomness in such cases is a matter of faith (some might argue a 'leap' of faith). And one person's faith is another's folly....

Unless one can scientifically establish that a set of observations is random (as in the case with probability sampling), then employing those observations in statistical inference requires the *subjective* assumption that the data (or some underlying mechanism generation the data) is "random". Sometimes that is an ok assumption, sometimes it is not. So, when and how can we decide when such an assumption is appropriate? Well... perhaps someone in our group can enlighten us on this matter. I am not able to make such a prescription. Being scientifically conservative, I rely on probability samples to effect randomness... (which is admittedly easy to do in the survey sampling industry). Having said this, I totally respect a fellow colleague's prerogative to assume randomness in a set of observations. I often will not agree with that assessment (if asked).

Cheers!

Rob Santos
NuStats
Austin, TX

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

"Statistical theory on hypotheses tests (and confidence intervals) dictates that the observed data must be realizations of independently, identically distributed (iid) random variables -- otherwise known as a random sample."

This is an incorrect statement, I believe. In the current example, the random variable is the outcome, criterion or dependent variable, which Butterworth correctly identifies as the failure rate (or other attribute) of

the item or service studied. The expression "random data" (Mitofsky) is confusing because it conflates the notion of conclusions derived from measurements employing random samples (respondents, judges, etc.) with the notion of a random variable. There is no reason to ban statistical tests from data sets because they have been compiled from groups not meeting the definition of random samples. (I am trying to avoid the expression "non-random.") J.D. Power has 1,000 reliability reports from buyers of Car A and 1,000 comparable reports from buyers of Car B. No one would argue that these are random samples (meaning here that John Smith is equally likely to appear in either buyer group). Yet we wish to compare mean satisfaction scores for the two groups. The null hypothesis states that both the owners and the vehicles come from the same populations and do not differ on any dimension that would be reflected in the scores. Competing hypotheses are that the vehicles differ in reliability and/or that their buyers systematically differ in the way they use our rating scales. If a "significant" difference between the means is found, we reject the null hypothesis and look into which of the two above-mentioned or other competing hypotheses explains the finding. I think this is what Nat was saying.

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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Tue, 30 Aug 2005 17:31:30 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Random Data
Comments: To: "DeBell, Matthew" <MDeBell@AIR.ORG>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

That's exactly my point. To what degree oxygen atoms, or humans, are fungible depends on the question you're asking. For cosmochemical investigations of isotope ratios, oxygen atoms are not fungible. For combustion, they are fungible to a high degree of accuracy, but not totally

- isotopes make a small difference.

For product reliability testing, humans are fairly fungible. For public opinion, they are not fungible at all.

This is a plea for contextual morality in research. What is a deadly sin for us may be a minor item in the discussion of systematic error for others.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of DeBell, Matthew

Sent: Tuesday, August 30, 2005 4:34 PM

To: AAPORNET@asu.edu

Subject: Re: Random Data

>I assume that you don't accept the results of combustion experiments

>unless the oxygen atoms are randomly selected.

Cute, but unlike humans, oxygen atoms are fungible. At least, if they're the same isotopes and whatnot.

--

Matthew DeBell

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael

Sent: Tuesday, August 30, 2005 1:35 PM

To: AAPORNET@asu.edu

Subject: Re: Random Data

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rob Santos

Sent: Tuesday, August 30, 2005 1:12 PM

To: AAPORNET@asu.edu

Subject: Re: Random Data

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Unless one can scientifically establish that a set of observations is random (as in the case with probability sampling), then employing those observations in statistical inference requires the *subjective* assumption that the data (or some underlying mechanism generation the data) is "random". Sometimes that is an ok assumption, sometimes it is not. So, when and how can we decide when such an assumption is appropriate? Well... perhaps someone in our group can enlighten us on this matter. I am not able to make such a prescription. Being scientifically conservative, I rely on probability samples to effect randomness... (which is admittedly easy to do in the survey sampling industry). Having said this, I totally respect a fellow colleague's prerogative to assume randomness in a set of observations. I often will not agree with that assessment (if asked).

Cheers!

Rob Santos
NuStats
Austin, TX

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

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dimension that would be reflected in the scores. Competing hypotheses are that the vehicles differ in reliability and/or that their buyers systematically differ in the way they use our rating scales. If a "significant" difference between the means is found, we reject the null hypothesis and look into which of the two above-mentioned or other competing hypotheses explains the finding. I think this is what Nat was saying.

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=====
Date: Tue, 30 Aug 2005 15:54:50 -0400
Reply-To: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Ladner <rladner@BEHAVIORALSCIENCE.COM>
Subject: Re: Random Data
Comments: To: Rob Santos <rsantos@NUSTATS.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original
Content-transfer-encoding: 7bit

My background long ago was as a medical sociologist, and that brought me to think of representativeness rather than randomness -- the office joke was that when you go to see a doctor and the doctor wants to draw some blood for tests, tell the doctor you don't believe in nonrandom sampling -- tell

him/her to take it all.

Robert Ladner, PhD

Formerly, Department of Psychiatry, University of Miami Medical School

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

From: "Rob Santos" <rsantos@NUSTATS.COM>

To: <AAPORNET@asu.edu>

Sent: Tuesday, August 30, 2005 2:33 PM

Subject: Re: Random Data

> Thank you, Michael. Interestingly, I believe that the clinical trial
> examples you provide illustrate my point: not all clinical trials reach
> valid conclusions precisely because of nonrandom recruits.
>
> Btw, I am not asserting that all nonrandom samples are useless (oops...
> did
> I say that?). I'm simply saying that at some point in the analysis of
> data
> (after controlling on SES, or after propensity score matching, or after
> drawing a probability sample and re-weighting for nonresponse), one needs
> to
> assume the observations are random in order to make statistical inference.
> That assumption may or may not be valid (this is a tautology -- the
> assumption either is or isn't true). It's hard to think that this is a
> controversial point, though easy to think if I happen to be the one who's
> missing one...

> Thanks again for the discussion.

> Rob

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

> From: Butterworth, Michael [mailto:MXB@cbsnews.com]

> Sent: Tuesday, August 30, 2005 1:01 PM

> To: 'Rob Santos'; AAPORNET@asu.edu

> Subject: RE: Random Data

> The generalizability of observations is a deep philosophical question, and
> Rob Santos is taking a logically supportable but impractical position. The
> usual illustration is "will the sun rise tomorrow?" [assuming we have
> defined "tomorrow" so that this is not a tautology.] Our sample of
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> trials are never randomly selected from everyone with a given diagnosis.

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> most serious problem in comparing treatments is that some patients will
> respond better than others to any treatment; so the assignment of
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> to participants is randomized. But the subjects are taken from the
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> of participating institutions and doctors, or sometimes people living
> nearby
> recruited by ads.
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rob Santos
> Sent: Tuesday, August 30, 2005 1:12 PM
> To: AAPORNET@asu.edu
> Subject: Re: Random Data
>
>
> Hi again, everyone
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> This discussion is a great example of alternative perspectives in the
> application of statistical theory. More so, it illustrates the
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> Cheers!
>
> Rob Santos
> NuStats
> Austin, TX
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
> Sent: Tuesday, August 30, 2005 10:31 AM
> To: AAPORNET@asu.edu
> Subject: Random Data
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
=====

Date: Tue, 30 Aug 2005 13:43:39 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Consumer Reports Survey Methodology
Comments: To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<E08D38B65E01D840AB2A6FE5AE75F0040A53C0@NYCCNDX01.cbsnewsenps.cbsnews.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

The confusion here lies in defining the sampling frame and therefore the population for which a parameter is being estimated. CR's respondents are in no way a random sample of the US population, or even of the CR readership, but for any given product, the total number of units used by respondents to the CR survey may be considered a random sample of the population of that product.

This means that it is perfectly valid to compare attributes like the incidence of defects or life expectancy between brands in a product category and to compute statistical tests on these results.

What is not valid is to use these survey results to project estimates of

usage, impressions or opinions about products to the US population or to the CR readership as a whole.

Unfortunately, neither the methodology statement posted here, nor anything I have ever read in Consumer Reports (which I subscribe to), indicates that the CR editors understand that difference.

Jan Werner

Butterworth, Michael wrote:

> I believe that what is "random" in these tests is the failure of the
> purchased item.
> You should think of this with an engineering rather than a public opinion
> perspective. Random selection of the sample being tested is more important
> for the latter. (For engineering samples, the rule of thumb is usually
> something like "take your test sample from the middle of the bin, not too
> close to the top".)

>
>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steve Everett
> Sent: Tuesday, August 30, 2005 9:51 AM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports Survey Methodology

>
>

> I thought perhaps Nat was distinguishing between parametric and
> nonparametric tests. But he offered examples of both (t-tests and
> comparisons of frequencies, respectively) in further explanation, so I'm a
> bit confused, too.

>
>

> Steve

>
>

> Dr Steve Everett

> The Everett Group

>
>

> -----
> From: Rob Santos <rsantos@NUSTATS.COM>
> Sent: Tuesday, August 30, 2005 6:35 AM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports Survey Methodology

>
>

> Hi Nat,

>
>

> Perhaps I am misinterpreting the statement "It doesn't matter, in that case,
> whether the sample population was obtained randomly". But it really *does*
> matter whether or not the sample is drawn nonrandomly. (Consult virtually
> any stat text on the subject) Statistical theory on hypotheses tests (and
> confidence intervals) dictates that the observed data must be realizations
> of independently, identically distributed (iid) random variables --
> otherwise known as a random sample. Otherwise, such tests are not valid. In
> survey sampling of finite populations, we effect "random samples" through
> probability sample designs & weights for analysis.

>
> Just wanted the readers to be clear about the assumptions underlying
> statistical inferences
>
> Rob Santos
> NuStats
> Austin, TX
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ehrlich, Nathaniel
> Sent: Tuesday, August 30, 2005 7:13 AM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports Survey Methodology

>
> Warren,
>
> You wrote, "However, if I am correct in my assumption, they are computing
> sampling errors on nonrandom data, which makes no sense."
> If that's what they were doing, you're correct, it makes no sense. But, in
> my opinion, they are not computing sampling errors, but rather conducting
> some standard statistical tests [e.g. a t-test for the difference between
> means] on their data. It doesn't matter, in that case, whether the sample
> population was obtained randomly; the question being asked is, for example,
> is the frequency of repair reported for brand x significantly different from
> that reported for brand y? Given that all the responses are self selected,
> there's no reason to suspect bias in the ratings.

>
> 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 Warren Mitofsky
> Sent: Monday, August 29, 2005 9:23 PM
> To: AAPORNET@asu.edu
> Subject: Re: Consumer Reports Survey Methodology

>
> Cliff,
> Thanks for posting this. It clears up some questions I had. However,
> one paragraph struck me as raising questions rather than answering
> them. Mr. Kotkin said: "We present confidence intervals in terms of
> meaningful differences. Elementary statistics ensure that, given our
> huge sample sizes, very small differences will be statistically
> significant, hence our use of the term "meaningful" differences. Our
> standard for statistical significance is $p < .01$."

>
> Is he talking about the sampling errors on CR random surveys? I am
> guessing that the answer is no, as he refers to "our huge samples,"
> which I take to mean the nonrandom replies of their subscriber

> panels. However, if I am correct in my assumption, they are computing
> sampling errors on nonrandom data, which makes no sense. Where all
> this is going is that I have no idea how they validate their
> subscriber responses against their random samples. What are their
> criteria for concluding the two are close enough? Mr. Kotkin really
> does not answer these obvious questions in the paragraph above. warren
> mitofsky

>
> At 10:57 AM 8/29/2005, Cliff Zukin wrote:

>
>>Given what I take to be general interest among AAPORites in the
>>Consumer Reports survey methodology discussion on AAPORnet, I am taking
>>the liberty of posting their self-description for those interested

>>
>>HOW CONSUMER REPORTS CONDUCTS SURVEYS

>>
>>Having read in this forum some speculation and assumption about the
>>methodology Consumer Reports employs for its survey-based reports, we
>>thought it helpful to set the record straight.

>>
>>First, whenever we survey our readers on service and health care
>>stories we always clearly note in the story that our respondents are
>>not nationally representative.

>>
>>In all of our publications we are very explicit in reporting when the
>>data are based on lab tests and when they are based on questionnaire
>>results.

>>
>>Our Annual Questionnaire has over 30 different versions, some online
>>some mail. While product repairs are on almost all versions, service
>>topics like health care or hotels, for example are on one or two
>>versions sent to

>
> random
>
>>samples of our readers. Hence the inference about our response rate is
>>inaccurate. We obtain about 13% response rate for the mail version and
>>almost 35% for the online version of the Annual Questionnaire. In

>
> addition,

>
>>every year, at a cost of tens of thousands of dollars, we
>>simultaneously mail a validation survey to a randomly assigned sample
>>of subscribers. This survey has an advance notification, paid return
>>postage, a small incentive, and a replacement mailing to
>>non-respondents, all of which we obviously cannot afford to do for our
>>main mailing. The data from the validation survey have always mirrored
>>our larger survey over the years; hence we are confident that our
>>published data do represent the experiences of our subscribers. It's
>>our view that the omnibus nature of our Annual Survey (typically with
>>questions about cars, almost 20 appliances and electronics and other
>>products, as well as services) is largely responsible for the

>
> lack

>
>>of response bias.
>>
>>We present confidence intervals in terms of meaningful differences.
>>Elementary statistics ensure that, given our huge sample sizes, very
>>small differences will be statistically significant, hence our use of
>>the term "meaningful" differences. Our standard for statistical
>>significance is $p < .01$.
>>
>>Our survey-based ratings are based on the experiences of some of the
>>most consumer-savvy people in the US. We only rate products and
>>services among respondents who have recent and first-hand experience
>>with the product or service being rated. Our questionnaires are
>>designed and analyzed by a professional staff of experienced social
>>scientists with advanced degrees. Unlike much survey research, we are
>> beholden to no clients other than our readers. We have no outside
>>advertisers, no corporate sponsors--in sum, we have no conflicts of
>>interest.
>>
>>Our raw data are proprietary, as are most commissioned survey reports,
>>but the results are read by millions of readers, not just "members."
>>Every
>
> year
>
>>we routinely provide additional background data and methodological
>>information to the companies that are covered in our surveys.
>>
>>We are proud to be a consumer magazine with a very wide, loyal
>>audience. Given our limited real estate, it is not just feasible for us
>>to include detailed methodological information that would be of
>>interest to survey professionals but not many of our readers. (In fact,
>>most survey web sites we visited also did not display specifics about
>>sampling frames or statistical standards.) The professional researcher
>>can surely write us directly rather than speculate. Our names are on
>>the masthead.
>>
>>Mark Kotkin
>>Associate Director, Survey Research
>>Consumer Reports
>>
>>
>>
>>
>>Cliff Zukin
>>
>>Professor of Public Policy and Political Science.
>>
>>Edward J. Bloustein School, Rutgers University
>>
>>President,
>>
>>American Association for Public Opinion Research

>>
>>732 932 2499 x712 zukin@rci.rutgers.edu
>>
>>Public Policy, 2nd Floor, Bloustein School
>>
>>33 Livingston Ave, New Brunswick, NJ 08901
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>>-----
>>Archives: <http://lists.asu.edu/archives/aapornet.html>
>>Vacation hold? Send email to listserv@asu.edu with this text: set
>>aapornet nomail On your return send this: set aapornet mail

>>-----
> Archives: <http://lists.asu.edu/archives/aapornet.html>
> Vacation hold? Send email to listserv@asu.edu with this text: set aapornet
> nomail On your return send this: set aapornet mail

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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: Tue, 30 Aug 2005 12:59:01 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Random Data
Comments: To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

That's what I was TRYING to say. Thanks for making my statement clearer.

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 James P. Murphy
Sent: Tuesday, August 30, 2005 11:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

"Statistical theory on hypotheses tests (and confidence intervals) dictates that the observed data must be realizations of independently, identically distributed (iid) random variables -- otherwise known as a random sample."

This is an incorrect statement, I believe. In the current example, the random variable is the outcome, criterion or dependent variable, which Butterworth correctly identifies as the failure rate (or other attribute) of the item or service studied. The expression "random data" (Mitofsky) is confusing because it conflates the notion of conclusions derived from measurements employing random samples (respondents, judges, etc.) with the notion of a random variable. There is no reason to ban statistical tests from data sets because they have been compiled from groups not meeting the definition of random samples. (I am trying to avoid the expression "non-random.") J.D. Power has 1,000 reliability reports from buyers of Car A and 1,000 comparable reports from buyers of Car B. No one would argue that these are random samples (meaning here that John Smith is equally likely to appear in either buyer group). Yet we wish to compare mean satisfaction scores for the two groups. The null hypothesis states that both the owners and the vehicles come from the same populations and do not differ on any dimension that would be reflected in the scores. Competing hypotheses are that the vehicles differ in reliability and/or that their buyers systematically differ in the way they use our rating scales. If a "significant" difference between the means is found, we reject the null hypothesis and look into which of the two above-mentioned or other competing hypotheses explains the finding. I think this is what Nat was saying.

James P. Murphy, Ph.D.
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=====
Date: Tue, 30 Aug 2005 13:47:56 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Random Data
Comments: To: Rob Santos <rsantos@NUSTATS.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

Hi Rob,

I'll take your statement as an agreement to disagree. All I have to add at this moment [sigh of relief from most everyone] is the often misquoted Heisenberg principle, "We cannot know, as a matter of principle, the present in all its details." By extension, we cannot ever guarantee that a sample is truly random, or a set of observations has been generated by a random process. Classical [i.e. Pearsonian, as opposed to Bayesian] statistics tests the proposition that a set of data was generated by a random process. When the likelihood is low enough, by convention, it is deemed non-random. The likelihood is never zero, though; we can never be completely certain that randomness -- or the null hypothesis -- is not the process that generated the data. We never PROVE anything with statistics; we are limited to offering arguments that we can either accept or reject the null hypothesis.

So I agree to disagree also.

Nat Ehrlich, Ph.D.
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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 Rob Santos
Sent: Tuesday, August 30, 2005 1:12 PM

To: AAPORNET@asu.edu
Subject: Re: Random Data

Hi again, everyone

This discussion is a great example of alternative perspectives in the application of statistical theory. More so, it illustrates the increasingly *subjective* nature of statistical applications & inferences in our society.

There should be no question (apart from Bayesian statistical inference) that statistical inference is founded upon random samples... again, look in any stat. text. So the real question is: "What constitutes a random sample (or a random set of observations)?" That is where I believe the notion of subjectivity is creeping in.

What are we willing to assume constitutes a random sample (or random set of observations)? In the finite population survey sampling world, randomness is *guaranteed* through the selection mechanism -- probability sampling (putting aside big issues of noncoverage and nonresponse, of course). And 'randomness' is supported/verified by finite population statistical theory.

Alas, there is no comparable mechanism that guarantees the 'randomness' of a self-selected panel or any ad hoc compilation of data. Assuming randomness in such cases is a matter of faith (some might argue a 'leap' of faith). And one person's faith is another's folly....

Unless one can scientifically establish that a set of observations is random (as in the case with probability sampling), then employing those observations in statistical inference requires the *subjective* assumption that the data (or some underlying mechanism generation the data) is "random". Sometimes that is an ok assumption, sometimes it is not. So, when and how can we decide when such as assumption is appropriate? Well... perhaps someone in our group can enlighten us on this matter. I am not able to make such a prescription. Being scientifically conservative, I rely on probability samples to effect randomness... (which is admittedly easy to do in the survey sampling industry). Having said this, I totally respect a fellow colleague's prerogative to assume randomness in a set of observations. I often will not agree with that assessment (if asked).

Cheers!

Rob Santos
NuStats
Austin, TX

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, August 30, 2005 10:31 AM
To: AAPORNET@asu.edu
Subject: Random Data

"Statistical theory on hypotheses tests (and confidence intervals) dictates that the observed data must be realizations of independently, identically

distributed (iid) random variables -- otherwise known as a random sample."

This is an incorrect statement, I believe. In the current example, the random variable is the outcome, criterion or dependent variable, which Butterworth correctly identifies as the failure rate (or other attribute) of the item or service studied. The expression "random data" (Mitofsky) is confusing because it conflates the notion of conclusions derived from measurements employing random samples (respondents, judges, etc.) with the notion of a random variable. There is no reason to ban statistical tests from data sets because they have been compiled from groups not meeting the definition of random samples. (I am trying to avoid the expression "non-random.") J.D. Power has 1,000 reliability reports from buyers of Car A and 1,000 comparable reports from buyers of Car B. No one would argue that these are random samples (meaning here that John Smith is equally likely to appear in either buyer group). Yet we wish to compare mean satisfaction scores for the two groups. The null hypothesis states that both the owners and the vehicles come from the same populations and do not differ on any dimension that would be reflected in the scores. Competing hypotheses are that the vehicles differ in reliability and/or that their buyers systematically differ in the way they use our rating scales. If a "significant" difference between the means is found, we reject the null hypothesis and look into which of the two above-mentioned or other competing hypotheses explains the finding. I think this is what Nat was saying.

James P. Murphy, Ph.D.
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=====

Date: Tue, 30 Aug 2005 19:28:04 -0700
Reply-To: Shapard Wolf <shapwolf@MSN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Shapard Wolf <shapwolf@MSN.COM>
Subject: Re: Key entry software
Comments: To: aapornet <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"

Content-transfer-encoding: quoted-printable

You might think about getting a quote from a dedicated data entry firm. =
Their operators can do 12,000 keystrokes/hour, and they have specialized =
software that can produce error reports by question, by operator, etc.=20

Yes, SAS Proc Compare can do the same thing (after you've created the =
data sets), and CATI programs can be programmed to do data entry, but =
some tasks are less expensive and sometimes better done by people who do =
nothing else.

Of course you have to have a well-designed form, not too many open-ends =
(all pre-coded, of course), and strong contractual confidentiality =
language. And IRB approval if this is university and/or Federal. Many of =
these firms deal with financial and HIPAA data so they are familiar with =
the drills.

I've happily used such firms several times, and several other times =
invested in the (expensive) data entry software. Either way, let the =
program do the comparison!

Here's a link to an article by a vendor that calculates the cost savings =
of pro-level data entry software:

<http://tinyurl.com/8ltvy><<http://tinyurl.com/8ltvy>>=20

Shap Wolf

On 8/30/05, Barbara Burbridge <bburbridge@tctwest.net> wrote:

>I am looking for any recommendations on a software for key entry that =
has a

>verification component to it. In the past we just key entered it twice =
and

>visually verified it. The project we have coming up must be 100% =
verified

>and is too large to go about it this way.

>Does anyone currently use a program that they like or have any =
suggestions.

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Date: Tue, 30 Aug 2005 23:43:27 -0400

Reply-To: Ande271@AOL.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jeanne Anderson <Ande271@AOL.COM>

Subject: Re: impeachment

Comments: To: dhenwood@PANIX.COM, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

The post card campaign should have been directed at legislators or other public figures, urging them to speak out. If the campaign achieved its objective, the polling industry would then have to include a question on impeachment in public opinion surveys.

Jeanne L. Anderson
(formerly) Principal
Jeanne Anderson Research

In a message dated 8/30/2005 3:43:22 PM Eastern Daylight Time, dhenwood@PANIX.COM writes:

Frank Newport writes in his weekly commentary
<<http://www.gallup.com/poll/content/?ci=18220>>:

>Impeachment Calls

>

>Last week, Gallup became the recipient of an e-mail campaign in which correspondents asked why we (and other polling firms) have not yet asked the public about the impeachment of the president on the grounds that he misled the country about the rationale for the war in Iraq.

>Many of these e-mails are identical to one another, in the tradition of issue campaigns in which thousands of supporters of a cause are urged to send a postcard or letter to represent that cause's position.

>Here's what one of the e-mails sent to Gallup said: "I'd like to see more polls on whether or not people think Bush lied to the American people regarding the reasons we went to war in Iraq and if they think he should be impeached for it. The Gallup Organization was very interested in if people wanted Clinton impeached. The latest polls were all we heard about at the time. Is lying about adultery more of a crime than lying to the American public in order to go to war? Shouldn't our soldiers know why they're dying? Give the Republicans equal treatment as you gave the Democrats. Raise the impeachment issue."

>

>Gallup (and other polling firms) began asking about the possible impeachment of Clinton in January 1998, shortly after the stories were published about allegations of his having had an affair with an intern. There is no record of the precise rationale that Gallup editors used at the time for asking those questions. But the general procedure Gallup uses to determine what to ask about in our surveys is to measure the issues and concerns that are being discussed in the public domain. We will certainly ask Americans about their views on impeaching George W. Bush if, and when, there is some discussion of that possibility by congressional leaders, and/or if commentators begin discussing it in the news media. That has not happened to date.

So does something become pollworthy only when politicians and pundits

are talking about it? As I recall his book (and my radio interview with him about his book), the point of polling is to find out what people think - to aid the functioning of democracy. So how is democracy served by having the agenda set from the top?

--

Doug Henwood

Producer, Behind the News

Thursdays, 5-6 PM, WBAI, New York 99.5 FM

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+1-212-219-0010 voice +1-212-219-0098 fax

email: <mailto:dhenwood@panix.com>

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

podcast: <http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>

download my book Wall Street (for free!) at

<http://www.wallstreetthebook.com>

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Please ask authors before quoting outside AAPORNET.

Date: Wed, 31 Aug 2005 10:47:28 -0400

Reply-To: "Prisuta, Robert" <RPrisuta@AAPOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Prisuta, Robert" <RPrisuta@AAPOR.ORG>

Subject: Fielding Surveys in Areas Hit by Katrina

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

We would welcome any information regarding how survey organizations are handling fielding in areas impacted by the hurricane, specifically Louisiana, Mississippi, and Alabama. In addition to contingencies making it impossible to field, what criteria are being used to determine when it may be appropriate to contact respondents and when valid responses and credible response rates may be anticipated? What is the thinking on how far out the sphere of impact may range- for instance, USPS has suspended service to a limited number of zips, but the actual impact has extended well beyond. What is the thinking regarding the tradeoff of doing "national" surveys with these areas excluded vs delaying surveys until things are more "normal," whenever that may be?

=20

Bob Prisuta
Research Director
AARP
rprisuta@aarp.org
=20

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

Date: Wed, 31 Aug 2005 13:03:05 -0400
Reply-To: James Ellis <jmellis@VCU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Ellis <jmellis@VCU.EDU>
Subject: Re: Fielding Surveys in Areas Hit by Katrina
Comments: To: AAPORNET@asu.edu
In-Reply-To: <8C7B5CFB657FC444BFC16474B0BF8E8F38414F@ms03dc.na.aarp.int>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Bob,
We are exploring the "national exclusion" issue right now as we prepare to order sample for a national survey. I suspect that the same argument against excluding numbers -- that there will be proportionally few numbers affected in a national sample and most of them will probably be not in service or no answers anyway -- is also a good argument for excluding them. In addition, what telephone service that might be intact at this time is probably much more important to use for emergency calls and allowing concerned family members to communicate with each other.

When Isabel hit Virginia in 2003, we staged our statewide survey work in different areas of the state according to the effects of the storm (after we ourselves were able to get back up and running). I will preface these further comments by saying that, while some areas of Virginia were flattened by Isabel, particularly around the Williamsburg area, and certainly there were thousands of people in the state for whom Isabel was a total catastrophe and I don't mean to minimize their suffering, the scene that we are witnessing in and around New Orleans seems to go far beyond what most of Virginia dealt with after Isabel, at least in my opinion. Therefore, our approach in Virginia in 2003 might be terribly out of scale with the situation now after Katrina.

Having said that -- We monitored power outage statistics on the Dominion Virginia Power web site as a proxy for when "normalcy" might have returned to the hardest-hit areas of the state. As areas seemed to have most of their electricity restored, we started releasing sample in those FIPS codes. Much of the state west of I-95 was only temporarily affected by the storm as it passed, so we called there first. Northern Virginia (around DC) was up and running in a few days, then the Richmond area after a couple of weeks, as I recall. The Tidewater (eastern) area was the last to be brought into the calling activity.

I do not recall hearing serious complaints about our calling activities during that time.

Jim Ellis
Virginia Commonwealth University

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Prisuta, Robert
Sent: Wednesday, August 31, 2005 10:47 AM
To: AAPORNET@ASU.EDU
Subject: Fielding Surveys in Areas Hit by Katrina

We would welcome any information regarding how survey organizations are handling fielding in areas impacted by the hurricane, specifically Louisiana, Mississippi, and Alabama. In addition to contingencies making it impossible to field, what criteria are being used to determine when it may be appropriate to contact respondents and when valid responses and credible response rates may be anticipated? What is the thinking on how far out the sphere of impact may range- for instance, USPS has suspended service to a limited number of zips, but the actual impact has extended well beyond. What is the thinking regarding the tradeoff of doing "national" surveys with these areas excluded vs delaying surveys until things are more "normal," whenever that may be?

Bob Prisuta
Research Director
AARP
rprisuta@aarp.org

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

=====
Date: Wed, 31 Aug 2005 14:57:50 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Pew Survey of Evolution, creationism and religion
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I'll put this in the Vox Box list next time I send one in but I know a number of AAPORistias are quite interested in these sorts of findings .

..=20

Religion A Strength And Weakness For Both Parties=20
Public Divided on Origins of Life
<http://people-press.org/reports/display.php3?ReportID=3D254>
<A nice short URL>

SNIP

The latest national survey by the Pew Research Center for the People & the Press and Pew Forum on Religion & Public Life, conducted July 7-17 among 2,000 adults, also finds deep religious and political differences over questions relating to evolution and the origins of life. Overall, about half the public (48%) says that humans and other living things have evolved over time, while 42% say that living things have existed in their present form since the beginning of time. Fully 70% of white evangelical Protestants say that life has existed in its present form since the beginning of time; fewer than half as many white mainline Protestants (32%) and white Catholics (31%) agree.=20

Despite these fundamental differences, most Americans (64%) say they are open to the idea of teaching creationism along with evolution in the public schools, and a substantial minority (38%) favors replacing evolution with creationism in public school curricula. While much of this support comes from religious conservatives, these ideas - particularly the idea of teaching both perspectives - have a broader appeal. Even many who are politically liberal and who believe in evolution favor expanding the scope of public school education to include teaching creationism. But an analysis of the poll also reveals that there are considerable inconsistencies between people's beliefs and what they want taught in the schools, suggesting some confusion about the meaning of terms such as "creationism" and "evolution."=20

SNIP

--=20
Leo G. Simonetta
Research Director
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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=====

Date: Wed, 31 Aug 2005 20:24:55 +0000
Reply-To: sally_daniels@COMCAST.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sally Daniels <sally_daniels@COMCAST.NET>
Subject: Re: Fielding Surveys in Areas Hit by Katrina
Comments: To: "Prisuta, Robert" <RPrisuta@AARP.ORG>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain
Content-transfer-encoding: 7BIT

Hi, Bob.

At GfK/NOP (including the Roper Public Affairs division and others) we have stopped interviewing in all of Louisiana, Mississippi, and Alabama until at least next week. We stopped interviewing in Louisiana and a good part of Mississippi on Monday, but have since added the rest of Louisiana and all of Alabama to the areas where we have stopped calling.

We are continuing to monitor the situation in those areas and may resume interviewing in parts of those states next week -- if we can be reasonably confident that doing so will not be a burden to the communications systems there. We expect that some of the areas in these states will remain "off limits" for us for quite some time.

We are also looking closely at all of our surveys to see which are measuring attitudes, etc., that might be affected (at least temporarily) by the horrific news stories that are dominating the media right now. We are making decisions on how to proceed with such surveys on a survey-by-survey basis.

Sally Daniels
Vice President
Roper Public Affairs, a division of GfK/NOP

----- Original message -----

> We would welcome any information regarding how survey organizations are
> handling fielding in areas impacted by the hurricane, specifically
> Louisiana, Mississippi, and Alabama. In addition to contingencies making
> it impossible to field, what criteria are being used to determine when
> it may be appropriate to contact respondents and when valid responses
> and credible response rates may be anticipated? What is the thinking on
> how far out the sphere of impact may range- for instance, USPS has
> suspended service to a limited number of zips, but the actual impact has
> extended well beyond. What is the thinking regarding the tradeoff of
> doing "national" surveys with these areas excluded vs delaying surveys
> until things are more "normal," whenever that may be?

>
> Bob Prisuta
> Research Director
> AARP
> rprisuta@aarp.org

> -----
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Date: Wed, 31 Aug 2005 17:19:22 -0700
Reply-To: Jennifer Franz <jdfranz@jdfranz.com>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jennifer Franz <jdfranz@JDFRANZ.COM>
Subject: Asian Languages
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

We are having a really difficult time finding people who speak Asian =
languages to train as interviewers - specifically, people who speak =
Hmong and Khmer (Cambodia). Any suggestions for places we could look? =
We would be willing to pay a premium, and our needs in this regard are =
usually short-lived.

Jennifer D. Franz, Ph.D.
President
JD Franz Research, Inc.
(916) 440-8777 Voice
(916) 440-8787 Fax=

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