

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 LOG0512"

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Date: Thu, 1 Dec 2005 10:38:35 -0500  
Reply-To: Donna Eisenhower <deisenho@HEALTH.NYC.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Donna Eisenhower <deisenho@HEALTH.NYC.GOV>  
Subject: Re: AAPOR submission title?!?  
Comments: To: AAPORNET@asu.edu, cporter@PHHP.UFL.EDU  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

Yes, it happened to me as well even when I cut and pasted the title.

Donna Eisenhower, Ph.D.  
Director of Surveys  
NYC Department of Health and Mental Hygiene  
125 Worth St, Room 315  
New York, NY 10013  
Tele 212 788-4637  
Fax 212 788-4473

>>> Colleen Porter <cporter@PHHP.UFL.EDU> 11/30/2005 7:53:19 PM >>>  
Is it just me, or did everyone find that the "title" block only allowed 48 =  
characters? That's like 6 or 7 words. =20

My title came out pretty dorky sounding, and I felt badly that I couldn't r=  
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papers or instructions.=20

I actually ended up with characters to spare on the abstract, but the title=  
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Of course our friends who work for government agencies have practice with a=  
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Other than that, though, it was a wonderful experience to flex mental muscl=  
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research on an everyday basis, so to have the opportunity to explore a que=  
stion that I'd been wondering about and crunch some numbers was such a keen=  
pleasure. =20

Colleen K. Porter  
Research Program Manager

Public Health Services and Research  
College of Dentistry, D8-51  
PO Box 100404  
Gainesville, Florida 32610-0404  
(352) 846-0169, phone  
(352) 392-2672, fax  
cporter@dental.ufl.edu=20

-----  
Conference info and call for papers: <http://www.aapor.org/>=20  
Archives: <http://lists.asu.edu/archives/aapornet.html>=20  
Please ask authors before quoting outside AAPORNET.  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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The New York City Department of Health & Mental Hygiene is now offering information important for the health of all New Yorkers. To sign up for these new and valuable updates, log-on to our website at <http://www.nyc.gov/health/email> and select the NYC DOHMH updates you'd like to receive.

IMPORTANT NOTICE: This email is meant only for the use of the intended recipient. It may contain confidential information that is legally privileged or otherwise protected by law. If you have received this communication in error, please notify me immediately by replying to this message and please delete it from your computer. Thank you for your cooperation.

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=====  
Date: Thu, 1 Dec 2005 10:57:40 -0600  
Reply-To: "Moore, David" <[David\\_Moore@GALLUP.COM](mailto:David_Moore@GALLUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Moore, David" <[David\\_Moore@GALLUP.COM](mailto:David_Moore@GALLUP.COM)>  
Subject: Re: AAPOR submission title?!?  
Comments: To: Donna Eisenhower <[deisenho@HEALTH.NYC.GOV](mailto:deisenho@HEALTH.NYC.GOV)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Donna, Colleen and other AAPOR members:

We thought the limit was 50 words, not 50 characters. Next year we'll get it fixed! I'm sorry for the inconvenience.

If your title is too long, just put the whole title in the special request section, and we will take care of the matter that way.

Thanks!

David

David W. Moore  
Senior Editor, The Gallup Organization  
501 Carnegie Center, Suite 300  
Princeton, NJ 08540 =20

2006 AAPOR Program Chair

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Donna Eisenhower  
Sent: Thursday, December 01, 2005 10:39 AM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR submission title?!?

Yes, it happened to me as well even when I cut and pasted the title.

Donna Eisenhower, Ph.D.  
Director of Surveys  
NYC Department of Health and Mental Hygiene  
125 Worth St, Room 315  
New York, NY 10013  
Tele 212 788-4637  
Fax 212 788-4473

>>> Colleen Porter <cporter@PHHP.UFL.EDU> 11/30/2005 7:53:19 PM >>>

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Other than that, though, it was a wonderful experience to flex mental muscles that aren't usually used. I am not one of those who does methodological research on an everyday basis, so to have the opportunity to explore a question that I'd been wondering about and crunch some numbers was such a keen pleasure. =20

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aapornet-request@asu.edu

\*\*\*\*\*

The New York City Department of Health & Mental Hygiene is now offering information important for the health of all New Yorkers. To sign up for these new and valuable updates, log-on to our website at <http://www.nyc.gov/health/email> and select the NYC DOHMH updates you'd like to receive.

**IMPORTANT NOTICE:** This email is meant only for the use of the intended recipient. It may contain confidential information that is legally privileged or otherwise protected by law. If you have received this communication in error, please notify me immediately by replying to this message and please delete it from your computer. Thank you for your cooperation.

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

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Date: Thu, 1 Dec 2005 16:44:51 -0500  
Reply-To: "Safir, Adam" <asafir@RTI.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Safir, Adam" <asafir@RTI.ORG>  
Subject: Reminder: 2005 DC-AAPOR Student Paper Competition  
Comments: To: SRMSNET@LISTSERV.UMD.EDU, AAPORNET@asu.edu, EVALTALK@BAMA.UA.EDU  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

The December 16, 2005 deadline for submitting a paper to this year's DC-AAPOR Student Paper Competition is fast approaching.=20

The author(s) of the winning paper will receive (1) their choice of full lodging expenses paid at AAPOR's Annual Conference in Montreal OR a cash

prize of \$300, AND (2) a guaranteed presentation slot at the Annual Conference.=20

More information about eligibility and entry is copied below.=20

Best.=20

Adam=20

\*\*\*\*\*

## DC-AAPOR STUDENT PAPER COMPETITION

The Washington-Baltimore Chapter of the American Association for Public Opinion Research (DC-AAPOR) invites entries to its second annual Student Paper Competition. The competition is intended to recognize excellence in scholarly research by area students, and to encourage active student participation in the chapter.=20

### CRITERIA

DC-AAPOR welcomes papers in any field related to the study of public opinion, broadly defined, including research on (a) theoretical issues in the formation and change of public opinion, (b) the theory and methods of survey or market research, and (c) the use of statistical techniques in the design, adjustment, or analysis of survey data. Papers should be approximately 15 to 25 pages in length, and will be judged based on the quality of research design, originality, significance, organization, and presentation. Last year's winning paper and honorable mentions are available at <http://www.dc-aapor.org/studentpaper.php>.=20

### ELIGIBILITY

The competition is open to all current graduate and undergraduate students, and to those who have received their degree within the last calendar year. Faculty co-authors are acceptable, with the stipulation that an eligible student must be first author. Eligibility is limited to students attending or graduated from an accredited college or university in Delaware, Maryland, Pennsylvania, Virginia, or Washington, DC, OR to students whose primary residence is in one of those areas. Previous membership in DC-AAPOR is not required, but non-members must become members in order to be eligible (the student membership fee is \$6). Submitted papers may not have been published or presented elsewhere.=20

### AWARD

The author(s) of the winning paper will be awarded the choice of full lodging expenses paid at AAPOR's Annual Conference in Montreal, Quebec (May 18-21, 2006), or a cash prize of \$300. For multiple student authors on a winning paper, the award will be divided among the eligible authors. Additionally, the author(s) of the winning paper will be awarded a guaranteed spot on the Conference Program to present their

paper at the Annual Conference in Montreal.

## REVIEW COMMITTEE

The winning paper and honorable mentions will be selected by a review committee composed of survey and public opinion researchers drawn from the commercial, government, and nonprofit sectors. See <http://www.dc-aapor.org/studentpaper.php> for a complete list of review committee members.

## PAPER SUBMISSION

To be considered for the award, please send an electronic copy of your paper to Adam Safir <<mailto:asafir@rti.org>> by December 16, 2005. Include your name, academic affiliation, mailing address, telephone number, and e-mail address. You will receive confirmation that your paper has been received. The winning paper will be announced on or before January 23, 2006.=20

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Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Please ask authors before quoting outside AAPORNET.

=====  
Date: Mon, 5 Dec 2005 08:14:01 -0700  
Reply-To: Kriby Goidel <[kgoidel@LSU.EDU](mailto:kgoidel@LSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kriby Goidel <[kgoidel@LSU.EDU](mailto:kgoidel@LSU.EDU)>  
Subject: Surveying in Louisiana

We have recently completed a post-hurricane statewide telephone RDD survey in Louisiana and have received repeated questions about the representativeness of the sample. My response has been that we can't be sure about the representativeness since we have no post-Katrina benchmarks to use for weighting. As the most obvious (and noted) example, we do not have particularly good idea how many people are actually in the New Orleans area, and we are even more limited in knowing how many people there might be in the New Orleans area without phone service. New Orleans is not the only concern, however, as we are likely to have seen other population shifts (e.g., Baton Rouge is likely to have grown considerably, though estimates of the growth vary widely), most people think Louisiana may have lost a substantial percent of minority and poorer residents through the diaspora, etc.

Does anyone have any thoughts on how the data (or sampling strategies for future surveys) might be adjusted to account for large (but unknown) population shifts, as well as for limits in phone service?

We have compared the results by region, standard demographic variables, and partisan affiliation, and believe the results are fairly representative (as best as we can evaluate them).

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

Date: Mon, 5 Dec 2005 10:43:48 -0500  
Reply-To: Diane Bowers <[dbowers@CASRO.ORG](mailto:dbowers@CASRO.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Diane Bowers <[dbowers@CASRO.ORG](mailto:dbowers@CASRO.ORG)>  
Subject: Research & Regulation  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7BIT

Dear AAPORnetters: Just a note to let you know that the latest issue of Research & Regulation, the CASRO Government & Public Affairs newsletter, will be up on our website -- [www.casro.org](http://www.casro.org) -- Tuesday, December 6th. Please let me know if you have any follow up questions. Thanks, Diane

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Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)  
=====

Date: Mon, 5 Dec 2005 09:51:04 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

Assistant Director for Survey Research and Development

=20

The Odum Institute has an immediate opening for Assistant Director of Survey Research and Development. This is a permanent, full-time position with competitive salary and fairly flexible work hours. The primary responsibility of this position is to manage all operations associated with the Odum Institute Telephone Survey Call Center (TSCC). Other responsibilities also include consulting with students, staff and faculty of the University on topics in general survey methodology related to their research.

=20

The Odum Institute TSCC, which consists of 12 stations running the Blaise survey system, currently conducts about 3 or 4 relatively small surveys (approximately 2000 cases or less) per year. The Institute has expertise in all aspects of survey research including data collection

capabilities in telephone and mail survey modes. Capabilities in Web survey design are being developed. The incumbent would participate and contribute to all these areas but have primary expertise in and responsibility for telephone survey methodology. Job duties include=20

(a) telephone survey design and specification,=20

(b) cost estimation and management,=20

(c) recruitment, training and supervision of call center staff and monitoring data collection progress and quality,

(d) processing and delivery of the survey data files.

=20

Qualified applicants should have an advanced degree, preferably in survey methodology. However, candidates with a bachelor's degree and a certificate in survey methodology will also be considered. At least 5 years experience directing and conducting telephone surveys is also required. =20

=20

Review of applications will begin immediately, but applications will be accepted until position is filled.

=20

Submit letter of intention, complete CV, and the names and titles of 3 references to:

Search Committee

Assistant Director Opening

Odum Institute, Manning Hall, CB#3355

University of North Carolina

Chapel Hill, NC 27599-3355.

[www.odum.unc.edu](http://www.odum.unc.edu) <<http://www.odum.unc.edu/>>=20

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The University of North Carolina at Chapel Hill is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

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Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)  
=====

Date: Mon, 5 Dec 2005 11:29:44 -0600  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Surveying in Louisiana  
Comments: To: Kriby Goidel <[kgoidel@LSU.EDU](mailto:kgoidel@LSU.EDU)>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <[LISTSERV%200512050814015091.029A@LISTS.ASU.EDU](mailto:LISTSERV%200512050814015091.029A@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

This link at louisiana.gov may be of help.

[http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/\\_s.155/3313/\\_me/1133](http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/_s.155/3313/_me/1133)

Nick

Kriby Goidel wrote:

>We have recently completed a post-hurricane statewide telephone RDD survey  
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Date: Mon, 5 Dec 2005 11:28:53 -0800  
Reply-To: [rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Brady <[rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)>  
Subject: Re: Surveying in Louisiana  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[43947908.8080704@marketsharescorp.com](mailto:43947908.8080704@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8bit

I'm in the New Orleans metro area working with FEMA's infrastructure group. Couple anecdotal points that may be of interest:

- 1) Drive by any cell phone store and you will see very very long lines.
- 2) Bell South (local telephone co) is meeting regularly with FEMA to try and decide where to prioritize their restoration of services. That is, they are trying to find out where FEMA is placing trailers so they can coordinate their efforts.

Large sections of Plaquemines Parish (southern parts), Orleans Parish (eastern part), and ALL of St. Bernard Parish is without regular telephone service. Of course, these areas aren't really populated right now, but pre-Katrina these areas represented a couple hundred thousand people.

Someone might want to contact Bell South to see just how many of their regular customers are still without service and if they have this information by zip code. I'm guessing that a significant number of residents are still without landline service and that these people differ in key demographics from the rest of LA's population.

Questions of the day: How many displaced residents got their first cell phones after Katrina? How many displaced residents will restore their landline service after getting along for months without it?

Rick Brady

> This link at [louisiana.gov](http://louisiana.gov) may be of help.

>  
>

[http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/\\_s.155/3313/\\_me/11](http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/_s.155/3313/_me/11)

33  
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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Mon, 5 Dec 2005 14:19:00 -0600

Reply-To: Barbara Burrell <TI0BCB1@WPO.CSO.NIU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Barbara Burrell <TI0BCB1@WPO.CSO.NIU.EDU>  
Subject: Job opportunity  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Northern Illinois  
Public Opinion Laboratory

## JOB DESCRIPTION

Job Title: Research  
Associate

Department: Public Opinion Lab

### Summary

Conducts sponsored survey research projects by telephone, mail, and/or internet, utilizing POL facilities. Coordinates with client sponsors to establish and comply with project requirements following professionally accepted standards. May serve as study director. May work alone or as part of an ad hoc project team. Provides team and back-up support for other POL staff as requested in order to fulfill departmental commitments.

### Duties and Responsibilities

1. Works with clients to develop questionnaire instruments; adapts instruments to mode of survey data collection (e.g., telephone), including conducting interviewer training.
2. Works with clients on survey design and sampling strategies to meet project requirements.
3. Works with lab manager on matters of resource allocation and scheduling needs, special fielding protocols, and case file management.
4. Trains and monitors interviewers and lab staff during data collection field period; ensures timeliness and integrity of data collection.
5. Performs data manipulations, statistical analyses, and summaries of

data using SPSS; occasionally uses SAS or other data analysis applications.

6. Prepares and formats written research reports in accordance with client requirements.
7. Prepares and delivers PowerPoint presentations to client sponsors.
8. Coordinates project work and documentation with POL leadership and other NIU units with oversight responsibility for research and contracts.
9. Assists in the conduct of focus groups.
10. Engages in professional development activities such as attending conferences and workshops.
11. Performs additional duties as assigned by the POL Director or Associate Director.

#### Relationships

1. Supervision received: POL Director (formal reporting);  
Associate Director (informal).
2. Supervision given: None (formal);  
GA's and other staff assigned on a  
project basis.
3. Clients, principal investigators, and prospective client-sponsors.
4. Coordination with NIU administrative offices.

#### Minimum Qualifications

1. Bachelor's degree in a social science discipline.
2. Working knowledge of SPSS and/or SAS as well as Microsoft office software.
3. Demonstrated knowledge of survey research methods and data analysis.
4. Actual experience conducting surveys and writing technical reports.
5. Sufficient interpersonal and communication skills to make presentations to professional and public audiences as well as to sustain effective work relationships among POL staff and clients.

Applications should be sent to:

Robert Ard, Director  
Public Opinion Laboratory  
Northern Illinois University  
148 No. 3rd Street  
DeKalb, Illinois 60115  
815-753-0039  
rard@niu.edu

Barbara Burrell  
Associate Director  
Public Opinion Laboratory  
and  
Associate Professor  
Political Science  
Northern Illinois University  
DeKalb, Illinois 60115  
815-753-9657

Barbara Burrell  
Associate Director  
Public Opinion Laboratory  
and  
Associate Professor  
Political Science  
Northern Illinois University  
DeKalb, Illinois 60115  
815-753-9657

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

---

Date: Mon, 5 Dec 2005 15:36:11 -0500  
Reply-To: Lisa Moses <[lisamoses@GMAIL.COM](mailto:lisamoses@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lisa Moses <[lisamoses@GMAIL.COM](mailto:lisamoses@GMAIL.COM)>  
Subject: Re: Surveying in Louisiana  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[49573.209.3.152.35.1133810933.squirrel@www.alohalee.com](mailto:49573.209.3.152.35.1133810933.squirrel@www.alohalee.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

To address point 2: Although Bell South still has a lot of landline outages=  
,  
Cox Cable is doing it's part to pick up their slack by trying to get Bell  
South's customers to switch over to their digital phone service, and it  
seems to be working. A relative of mine living in an apartment complex in

New Orleans said a Cox representative spoke to the entire building, enticing them with quicker service restoration than Bell South, so I imagine this is happening throughout many if not all of these areas.

In addition, I can anecdotally answer the "questions of the day": Consider senior citizens as potentially new cell phone customers--my grandmother just got her first one because her land line is still down.

Two of my friends will not be maintaining landline service. One will not have it restored and the other one said she will be cancelling service once it's been restored, specifically because of how long it's taking to restore service.

Although I realize it may not be the exact info people are interested in, as a New Orleans native, currently living in DC, yet highly connected to home, I have access to info like this on many individuals, should anyone need it.

Lisa Moses

On 12/5/05, Rick Brady <rick@alohalee.com> wrote:

- >
- > I'm in the New Orleans metro area working with FEMA's infrastructure
- > group. Couple anecdotal points that may be of interest:
- >
- > 1) Drive by any cell phone store and you will see very very long lines.
- >
- > 2) Bell South (local telephone co) is meeting regularly with FEMA to try
- > and decide where to prioritize their restoration of services. That is,
- > they are trying to find out where FEMA is placing trailers so they can
- > coordinate their efforts.
- >
- > Large sections of Plaquemines Parish (southern parts), Orleans Parish
- > (eastern part), and ALL of St. Bernard Parish is without regular telephone
- > service. Of course, these areas aren't really populated right now, but
- > pre-Katrina these areas represented a couple hundred thousand people.
- >
- > Someone might want to contact Bell South to see just how many of their
- > regular customers are still without service and if they have this
- > information by zip code. I'm guessing that a significant number of
- > residents are still without landline service and that these people differ
- > in key demographics from the rest of LA's population.
- >
- > Questions of the day: How many displaced residents got their first cell
- > phones after Katrina? How many displaced residents will restore their
- > landline service after getting along for months without it?
- >
- > Rick Brady
- >

>  
>> This link at louisiana.gov may be of help.  
>>  
>>  
> [http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/\\_s.155/3313/\\_me/1133](http://www.louisiana.gov/wps/portal/.cmd/cs/.ce/155/.s/3329/_s.155/3313/_me/1133)  
>>  
>> Nick  
>>  
>> Kriby Goidel wrote:  
>>  
>>> We have recently completed a post-hurricane statewide telephone RDD  
>>> survey  
>>> in Louisiana and have received repeated questions about the  
>>> representativeness of the sample. My response has been that we can't be  
>>> sure  
>>> about the representativeness since we have no post-Katrina benchmarks to  
>>> use  
>>> for weighting. As the most obvious (and noted) example, we do not have  
>>> particularly good idea how many people are actually in the New Orleans  
>>> area,  
>>> and we are even more limited in knowing how many people there might be  
>>> in  
>>> the New Orleans area without phone service. New Orleans is not the only  
>>> concern, however, as we are likely to have seen other population shifts  
>>> (e.g., Baton Rouge is likely to have grown considerably, though  
>>> estimates  
>>> of  
>>> the growth vary widely), most people think Louisiana may have lost a  
>>> substantial percent of minority and poorer residents through the  
>>> diaspora, etc.  
>>>  
>>> Does anyone have any thoughts on how the data (or sampling strategies  
>>> for  
>>> future surveys) might be adjusted to account for large (but unknown)  
>>> population shifts, as well as for limits in phone service?  
>>>  
>>> We have compared the results by region, standard demographic variables,  
>>> and  
>>> partisan affiliation, and believe the results are fairly representative  
>>> (as  
>>> best as we can evaluate them).  
>>>  
>>> -----  
>>> Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)  
>>>  
>>>  
>>>  
>>>  
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>>> -----

>> Conference info and call for papers: <http://www.aapor.org/>  
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>> Problems?-don't reply to this message, write to:  
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> -----  
> Conference info and call for papers: <http://www.aapor.org/>  
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> Problems?-don't reply to this message, write to: aapornet-request@asu.edu  
>

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Conference info and call for papers: <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, 6 Dec 2005 15:38:53 -0500  
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Subject: TSMII Exhibit Space  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

> The Conference Organizing Committee for the Second International  
> Conference on Telephone Survey Methodology (TSM II) to be held at the  
> Miami Hyatt July 11-15, 2006 invites organizations interested in  
> exhibiting at the conference to contact Clyde Tucker at  
> tucker\_c@bls.gov. Exhibit space, including a 6 by 2 foot skirted  
> table, chairs and electrical connections, can be rented for \$500. The  
> conference has space for an additional 15 to 20 exhibitors.  
> Instructions for shipping exhibit materials will be supplied upon  
> request.

-----  
Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Please ask authors before quoting outside AAPORNET.  
Problems?-don't reply to this message, write to: aapornet-request@asu.edu  
=====

Date: Tue, 6 Dec 2005 16:15:12 -0500  
Reply-To: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Subject: TSMII Exhibit Space (correction)  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Correction: TSM II is to be held at the Miami Hyatt January 11-15, 2006. We apologize for the error and any inconvenience.

- > The Conference Organizing Committee for the Second International
- > Conference on Telephone Survey Methodology (TSM II) to be held at the
- > Miami Hyatt January 11-15, 2006 invites organizations interested in
- > exhibiting at the conference to contact Clyde Tucker at
- > tucker\_c@bls.gov. Exhibit space, including a 6 by 2 foot skirted
- > table, chairs and electrical connections, can be rented for \$500. The
- > conference has space for an additional 15 to 20 exhibitors.
- > Instructions for shipping exhibit materials will be supplied upon
- > request.

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

Date: Wed, 7 Dec 2005 09:40:39 -0500  
Reply-To: [pd@kerr-downs.com](mailto:pd@kerr-downs.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Phillip Downs <[pd@KERR-DOWNS.COM](mailto:pd@KERR-DOWNS.COM)>  
Subject: Open ends  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

Appreciate it if list members would share their pricing policies/experiences in adding open ended questions to a structured questionnaire. for example, what do you charge for each additional open-ended question on a sample of 1,000? Thanks

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

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Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Please ask authors before quoting outside AAPORNET.  
=====

Date: Wed, 7 Dec 2005 09:26:43 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Public Opinion Pros  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0

Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

Dear AAPOR members -

=20

For those of you who are interested, the December issue of Public Opinion Pros is now available at our website. Articles this month include two different perspectives on the public's capacity and will to participate in the political process, and a comparison between Spain's reactions to terrorist attacks on trains in Madrid with those of Americans to 9/11. Our "From the Field" offering presents findings from experiments comparing online and in-person modes of interviewing.=20

=20

The editor's introduction to the issue is accessible to nonsubscribers at=20

=20

[http://www.publicopinionpros.com/from\\_editor/2005/dec/from\\_editor.asp](http://www.publicopinionpros.com/from_editor/2005/dec/from_editor.asp)

=20

Author guidelines can also be freely accessed from our homepage at

=20

[www.PublicOpinionPros.com](http://www.PublicOpinionPros.com)

=20

We are presently scheduling content for our February, March, and April issues. As always, we are seeking manuscripts and proposals for magazine-style articles on subjects relating to public opinion and polling. Commentary pieces of 500-800 words that will not become dated by the time of publication are particularly welcome. Please send your queries directly to me at [editor@PublicOpinionPros.com](mailto:editor@PublicOpinionPros.com).=20

=20

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

=20

Best wishes -

=20

Lisa

=20

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros

www.PublicOpinionPros.com

=20

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

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Date: Wed, 7 Dec 2005 08:35:53 -0700  
Reply-To: Mariah Jean Storey <Riah@UWYO.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mariah Jean Storey <Riah@UWYO.EDU>  
Subject: Job Opportunity  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Hello everyone,

I wanted to post a job opportunity.

University of Wyoming  
College of Arts & Sciences  
RESEARCH SCIENTIST - #4633/4709/4738/4840/4899  
Wyoming Survey & Analysis Center (WYSAC)  
=20

Essential Duties:

Conduct social policy research for statewide and community programs. Job duties may include program evaluation, technical assistance and consultation with state funding agencies and grant funded community program managers, outcome assessment (designing, gathering, analyzing, preparing and presenting data for various projects), survey design and oversight, statistical analysis, report writing, occasional public presentations, coordination of and participation in community-based field research, and supervision of, assistance to, and cooperation with other WYSAC research staff. In addition, the successful applicant will have responsibilities to prepare grant and contract applications, provide consultation or training to the public or University community, conduct workshops, travel to state, regional and national conferences. Responsibilities may also include literature searches to identify additional research and to assist in preparation of conference presentations and manuscripts for publication. Due to a large number of new research contracts and overall growth of the organization, WYSAC expects to be adding five or more full-time research scientists in the

coming months.

**Minimum Qualifications:**

A master's degree in a social science, applied statistics, or a related discipline is required, along with strong research skills, statistical competence, and methodological knowledge applicable to large-scale research projects. Specific technical experience needed includes data analysis, project direction, time management, and supervisory skills. In addition, applicants should have demonstrated excellent writing, oral communication, and organizational skills in prior work settings. Ability to work collaboratively with colleagues and clients in an entrepreneurial environment is essential. =20

**Desired Qualifications:**

A doctoral degree with a strong background in research design and policy research (knowledge of measurement and outcome research) is preferred. An understanding of issues and best practices in criminal justice, public health, education, survey research, and/or substance abuse prevention would be beneficial. Ability to create new survey and evaluation instruments as needed, a thorough understanding of data analysis and data management, and familiarity with Wyoming governmental agencies are all highly desirable. Successful experience in securing contracts and grants for funded research is also desired.=20

**Application Process:**

Applicants should submit a letter of application that details academic and research experience related to this position, a resume, names and contact information for three references, and a copy of graduate transcript(s) if available to:

Mariah Storey, Search Committee Chair  
Wyoming Survey & Analysis Center  
University of Wyoming  
710 Garfield, Suite 320  
Laramie, WY 82070

PHONE: (307) 745-4561  
FAX: (307) 742-3058  
EMAIL: riah@uwyo.edu

**Application Deadline:=20**

Review of applications will begin immediately and will remain open until a suitable candidate is hired. =20

**Salary:**

Salary and rank are competitive and will be commensurate with experience and qualifications. Research Scientists include three ranks (Assistant, Associate, and Senior), are considered to be Academic Professionals in the University's personnel system, and receive salaries and full benefits consistent with those provided to other faculty at the University. =20

**Start and End Dates:**

Anticipated start date is ASAP. Ending date is contingent upon external

funding; currently, project funding is anticipated at least through June 30, 2006, but projects are expected to continue through 2008 or longer. Renewal in the position is likely, on a year-by-year basis and dependent on job performance and the availability of continuing funding for related projects. =20

The University of Wyoming is an equal opportunity/Affirmative Action Employer. =20

#### About WYSAC:

The Wyoming Survey & Analysis Center (WYSAC), a unit of the University of Wyoming, conducts evaluation research, policy studies, and polling under contract to governmental and private entities in Wyoming and throughout the Rocky Mountain region. Areas of particular research strength include criminal justice, substance abuse, education, and public opinion. The staff consists of more than 20 professional researchers with degrees in statistics, political science, psychology, sociology, economics, information technology, business, and other policy-relevant disciplines. Housed in the Laramie Plains Civic Center in downtown Laramie, Wyoming, WYSAC's facilities have recently been expanded to include a fully equipped call center for computer-aided telephone interviewing. The University of Wyoming, the only four-year and graduate institution in the state, is a research-oriented, land-grant university with an enrollment of about 10,000 students on the Laramie campus. With a population of nearly 30,000 residents, Laramie is 45 minutes from the state capital of Cheyenne, and less than 3 hours north of Denver, Colorado. The Snowy Range ski area, Medicine Bow National Forest, and other venues for outdoor recreation are even closer. =20

Mariah Storey=20

Assistant Research Scientist

Wyoming Survey & Analysis Center

University of Wyoming=20

710 Garfield St., Suite 320 =20

Laramie, WY 82070

(307) 745-4561 \* fax (307) 742-3058 \* e-mail: riah@uwyo.edu

WYSAC website: <http://www.uwyo.edu/wysac/>

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

Please ask authors before quoting outside AAPORNET.

-----  
Date: Wed, 7 Dec 2005 10:34:33 -0500

Reply-To: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>

Subject: Re: Open ends

Comments: To: pd@kerr-downs.com, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

We run a quarterly survey in Canada with an N of 2,000. We normally charge a premium of \$1,100 to \$1,400 (CDN) for processing a fully open-ended question (on top of the standard question fee).

Keith Neuman, Ph.D.  
Group Vice President - Public Affairs  
Environics Research Group Ltd.  
Ottawa, Ontario

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Phillip Downs  
Sent: Wednesday, December 07, 2005 9:41 AM  
To: AAPORNET@asu.edu  
Subject: Open ends

Appreciate it if list members would share their pricing policies/experiences in adding open ended questions to a structured questionnaire. for example, what do you charge for each additional open-ended question on a sample of 1,000? Thanks

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

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

---

Date: Wed, 7 Dec 2005 12:40:26 -0600  
Reply-To: armso001 <armso001@UMN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: armso001 <armso001@UMN.EDU>  
Subject: Re: Open ends  
Comments: To: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: TEXT/plain; CHARSET=US-ASCII

We conduct an annual statewide survey with 800 completed interviews. An open-ended question typically costs about \$1,500, while a fixed response

question usually costs \$720 - \$960.

Rossana Armson, Director  
Minnesota Center for Survey Research  
University of Minnesota  
2331 University Avenue SE, Suite 141  
Minneapolis, MN 55414  
612-627-4282 voice  
612-627-4288 FAX  
arms001@umn.edu

On 7 Dec 2005, Keith Neuman wrote:

> We run a quarterly survey in Canada with an N of 2,000. We normally  
> charge a premium of \$1,100 to \$1,400 (CDN) for processing a fully  
> open-ended question (on top of the standard question fee).

>  
> Keith Neuman, Ph.D.  
> Group Vice President - Public Affairs  
> Environics Research Group Ltd.  
> Ottawa, Ontario

>  
>  
>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Phillip Downs  
> Sent: Wednesday, December 07, 2005 9:41 AM  
> To: AAPORNET@asu.edu  
> Subject: Open ends

>  
> Appreciate it if list members would share their pricing  
> policies/experiences in adding open ended questions to a structured  
> questionnaire. for example, what do you charge for each additional  
> open-ended question on a sample of 1,000? Thanks

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

>  
> -----

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

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

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Date: Wed, 7 Dec 2005 12:59:54 -0600  
Reply-To: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Robert Godfrey <[rgodfrey@FACSTAFF.WISC.EDU](mailto:rgodfrey@FACSTAFF.WISC.EDU)>  
Subject: FYI: New web-based survey software  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[CF12F1D0B1A80547AF653ACE38229C4F4FB5A8@DCWEXC01.RCC\\_NT.RTI.ORG](mailto:CF12F1D0B1A80547AF653ACE38229C4F4FB5A8@DCWEXC01.RCC_NT.RTI.ORG)>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii" ; format="flowed"

I've not used this software myself, perhaps others could share their experiences with various other software tools.

<http://www.bebosoft.com/products/prontosurvey/>  
Pronto Survey 1.1 is a tool for creating web-based surveys without programming. It creates surveys in PHP and stores results in MySQL, with support for multi-page surveys, multiple question types, rules for creating dynamic surveys based on responses, charts and tables for data analysis, filtering, export to CSV files, and more. This release adds support for PostgreSQL, support for multiple rules per page in survey branching, custom validation messages in each question, more validation options, cross tabulation results, export to text files, and other changes. Pronto Survey is \$60 for Mac OS X or Windows.

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

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Date: Wed, 7 Dec 2005 15:04:18 -0800  
Reply-To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Subject: ABC News poll: Afghanistan  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

ABC News has sponsored the first news survey conducted in Afghanistan. Its release today coincides with the fourth anniversary of the fall of Kandahar.=20

For details please see  
<http://abcnews.go.com/International/PollVault/story?id=3D1363276>.

-----  
Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Please ask authors before quoting outside AAPORNET.

---

Date: Wed, 7 Dec 2005 21:27:58 -0500  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: Council nominations  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

AAPOR Members -

A reminder: Tomorrow is the deadline for you to submit nominations for the Council for the Nominations Committee and the current Council to consider in their deliberations. Please send any names and statements in support of their nomination to me. And thank you (including thanks to those who have already submitted names).

Nancy Belden, Past President, AAPOR

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

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Date: Wed, 7 Dec 2005 14:32:14 -0500  
Reply-To: Karl Feld <KFeld@JZM.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Karl Feld <KFeld@JZM.COM>  
Subject: Re: Open ends  
Comments: To: armso001 <armso001@UMN.EDU>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

As a general rule, my experience across multiple vendors and companies has been each OE adds one minute of survey time. You can use this to calculate;

Increased programming expense (add another minute of survey length to the calculation)

Increased per complete expense (add another minute to survey length calculation)

Coding expense, cost to code each OE, if coding.

Cleaning/editing, cost to prepare each for review by external eyes if

necessary.

This should allow you to incrementally calculate increased costs for any survey length and n size.

Hope this helps.

Karl G. Feld, Vice President  
Primary Data Division  
Johnston, Zabor, McManus, Inc.  
=20  
=20  
=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of arms001  
Sent: Wednesday, December 07, 2005 1:40 PM  
To: AAPORNET@asu.edu  
Subject: Re: Open ends

We conduct an annual statewide survey with 800 completed interviews. An open-ended question typically costs about \$1,500, while a fixed response question usually costs \$720 - \$960.

Rossana Armson, Director  
Minnesota Center for Survey Research  
University of Minnesota  
2331 University Avenue SE, Suite 141  
Minneapolis, MN 55414  
612-627-4282 voice  
612-627-4288 FAX  
arms001@umn.edu

On 7 Dec 2005, Keith Neuman wrote:

> We run a quarterly survey in Canada with an N of 2,000. We normally=20  
> charge a premium of \$1,100 to \$1,400 (CDN) for processing a fully=20  
> open-ended question (on top of the standard question fee).  
>=20  
> Keith Neuman, Ph.D.  
> Group Vice President - Public Affairs  
> Environics Research Group Ltd.  
> Ottawa, Ontario  
>=20  
>=20  
>=20

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Phillip Downs  
> Sent: Wednesday, December 07, 2005 9:41 AM  
> To: AAPORNET@asu.edu  
> Subject: Open ends

>=20

> Appreciate it if list members would share their pricing=20

> policies/experiences in adding open ended questions to a structured=20  
> questionnaire. for example, what do you charge for each additional=20  
> open-ended question on a sample of 1,000? Thanks

>=20

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

>=20

> -----  
> Conference info and call for papers: <http://www.aapor.org/>  
> Archives: <http://lists.asu.edu/archives/aapornet.html> .  
> Please ask authors before quoting outside AAPORNET.

>=20

> -----  
> Conference info and call for papers: <http://www.aapor.org/>  
> Archives: <http://lists.asu.edu/archives/aapornet.html> .  
> Please ask authors before quoting outside AAPORNET.

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Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 8 Dec 2005 08:25:42 -0600  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: The News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 8BIT

Here is a disturbing trend in the news industry. The conventional media - newspapers and TV who do the gathering and reporting of news - are losing ground in terms of readers, viewers and advertising dollars to the Internet, a medium that simply relays the news.

As this freebie component of our free market system expands, who is going to pay for the news?

Comments?

Nick

<http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday/business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-hed>

- > All told, Internet advertising revenues for the first nine months of
- > 2005 totaled \$8.9 billion, a new record and a 22.5 percent increase
- > over the same period a year ago, reported the Interactive Advertising
- > Bureau and PricewaterhouseCoopers. Internet's growth, meanwhile, comes
- > as broadcast TV viewership has turned flat; cable TV viewership,
- > divided among numerous channels, is growing by about 15 percent, said
- > Nielsen Media Research.
- >
- > While television is thus still king, the Internet is quickly becoming
- > a major force and competitor for ad dollars. This makes for some
- > trying days for network television.
- >
- > In the first eight months of the year, ad spending on network TV fell
- > 2.5 percent to \$14.3 billion, according to TNS Media Intelligence. By
- > comparison, spending on cable TV grew 13 percent to \$10.4 billion.

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[http://www.boston.com/news/local/massachusetts/articles/2005/12/08/newspapers\\_predict\\_modest\\_growth\\_in\\_2006](http://www.boston.com/news/local/massachusetts/articles/2005/12/08/newspapers_predict_modest_growth_in_2006)  
Newspapers predict modest growth in 2006

By Seth Sutel, AP Business Writer | December 8, 2005

NEW YORK --Newspaper publishers predicted modest growth for next year at a pair of investor conferences Wednesday, as rising costs and a volatile advertising environment continue to cloud their prospects.

However, companies like Gannett Co. and Belo Corp. that also own television stations said they expected to see benefits from the Winter Olympics and the upcoming elections next fall.

Tribune Co. CEO Dennis FitzSimons told investors that the company cut a total of 900 jobs in 2005, or about 4 percent of its work force, mainly in its publishing business.

"Clearly the year hasn't been what we hoped it would be," he said, noting that publishing revenues have been flat in the year to date, while broadcasting revenues were down 5.5 percent.

Tribune has cut jobs this year at Newsday, the Los Angeles Times, the Chicago Tribune and other papers in an effort to preserve profitability amid faltering revenues and rising costs including newsprint and employee benefits.

Other newspaper publishers including Knight Ridder Inc. and The New York Times Co. have also been cutting jobs this year amid faltering revenue growth and rising costs as more advertisers and readers move to the Internet and other media like cable TV.

SNIP

The New York Times Co., which has already announced 700 job cuts of its own this year, described the media marketplace as "challenging," a trend it expects to see continue through next year. The company said the outlook remained too uncertain to issue forecasts for revenues or earnings in 2006.

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=====

Date: Thu, 8 Dec 2005 09:55:42 -0500  
Reply-To: "Wolf, James G" <[jamwolf@IUPUI.EDU](mailto:jamwolf@IUPUI.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Wolf, James G" <[jamwolf@IUPUI.EDU](mailto:jamwolf@IUPUI.EDU)>  
Subject: Re: The News  
Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

I try not to be too cynical about such things, but I fear the current trend toward "infotainment" will continue. Advertisers will continue to pay for much of what appears in the print and broadcast media, and market share will dictate how it is presented. =20

I abandoned Headline News when I began having trouble distinguishing it from "Entertainment Tonight" and now rely mostly on NPR, the NYT and BBC to provide me with information that passes my "real news" test: will this issue be important 5 years from now?

The sooner MBA's stop running the newsroom to please shareholders, the sooner reporters can get back to doing investigative journalism. I don't know how that can happen while news divisions are held to the same measure of productivity as entertainment divisions.

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-=3D-=3D

Jim Wolf  
Director, Survey Research Center at IUPUI (317) 278-9230  
[jamwolf@iupui.edu](mailto:jamwolf@iupui.edu)  
=20

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Nick Panagakis  
Sent: Thursday, December 08, 2005 9:26 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: The News

Here is a disturbing trend in the news industry. The conventional media - newspapers and TV who do the gathering and reporting of news - are losing ground in terms of readers, viewers and advertising dollars to the Internet, a medium that simply relays the news.

As this freebie component of our free market system expands, who is going to pay for the news?

Comments?

Nick

<http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday/business/chi-0512040378dec04,2,3769350.story?coll=3Dchi-printbusiness=sunday-hed>

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- >
- > While television is thus still king, the Internet is quickly becoming a major force and competitor for ad dollars. This makes for some trying days for network television.
- >
- > In the first eight months of the year, ad spending on network TV fell 2.5 percent to \$14.3 billion, according to TNS Media Intelligence. By comparison, spending on cable TV grew 13 percent to \$10.4 billion.

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[http://www.boston.com/news/local/massachusetts/articles/2005/12/08/newspapers\\_predict\\_modest\\_growth\\_in\\_2006](http://www.boston.com/news/local/massachusetts/articles/2005/12/08/newspapers_predict_modest_growth_in_2006)  
Newspapers predict modest growth in 2006

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"Clearly the year hasn't been what we hoped it would be," he said, noting that publishing revenues have been flat in the year to date, while broadcasting revenues were down 5.5 percent.

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Other newspaper publishers including Knight Ridder Inc. and The New York Times Co. have also been cutting jobs this year amid faltering revenue growth and rising costs as more advertisers and readers move to the Internet and other media like cable TV.

SNIP

The New York Times Co., which has already announced 700 job cuts of its own this year, described the media marketplace as "challenging," a trend it expects to see continue through next year. The company said the outlook remained too uncertain to issue forecasts for revenues or earnings in 2006.

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Date: Thu, 8 Dec 2005 10:12:43 -0500  
Reply-To: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>  
Subject: Re: The News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: [online-news@poynter.org](mailto:online-news@poynter.org)  
In-Reply-To: <[43984266.8080605@marketsharescorp.com](mailto:43984266.8080605@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset="windows-1250"  
Content-transfer-encoding: quoted-printable

Nick,

=20

Without commenting on the survey specifically, I think that you're proceeding from a few questionable assumptions:

=20

First, that Internet-based media "simply relay the news." Some of the most widely visited news sites -- nytimes.com, washingtonpost.com, cnn.com -- devote substantial resources to online-exclusive content and reportorial activities. They don't just "relay" information that was out there already.

=20

Second, that online news sources are independent from traditional sources, and thus are siphoning revenue out of the parent companies. With the exception of pure-play sites like Yahoo and Google, most major news outlets online are extensions of traditional offline news providers. Revenue and expenses, as well as content, are shared at the corporate (and sometimes operating unit) level. Although some on the traditional side might lament the passing of their media (should that ever happen), I'm pretty sure that most boards and shareholders are really concerned with how much money is in the bucket at the end of the day, rather than how the bucket was filled.

=20

Lastly, you seem to assume that online content can never generate enough revenue to pay for itself. This is plainly incorrect. As you pointed out in your post, advertising revenue at online media is growing substantially, even for the online arms of "traditional" media companies. (Check out some of the presentations at this week's Global Media Conference for clear evidence of that.) Additionally, just because only a few online publishers so far have cracked the code for generating subscription-based revenue, you can't assume that, as a rule, fee-for-content models will not be successful, even in the very near future. The market is dynamic, and a lot of bright minds are working on ways to get online audiences to part with their dollars in exchange for content.

=20

Not an attack or anything -- you just hit a topic of interest for me.

Regards,

=20

Mike Donatello

=20

=20

P.S. Cross-posted to online-news for obvious reasons.

=20

=20

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis

Sent: Thursday, 08 December, 2005 9:26

To: AAPORNET@asu.edu

Subject: The News

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Here is a disturbing trend in the news industry. The conventional media=20

- newspapers and TV who do the gathering and reporting of news - are=20

losing ground in terms of readers, viewers and advertising dollars to=20

the Internet, a medium that simply relays the news.

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As this freebie component of our free market system expands, who is=20

going to pay for the news?

=20

Comments?

=20

Nick

=20

=20

<http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday/business/chi-0512040378dec04,2,3769350.story?coll=3Dchi-printbusinessunday-hed>

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- > All told, Internet advertising revenues for the first nine months of
- > 2005 totaled \$8.9 billion, a new record and a 22.5 percent increase
- > over the same period a year ago, reported the Interactive Advertising
- > Bureau and PricewaterhouseCoopers. Internet's growth, meanwhile, comes
- > as broadcast TV viewership has turned flat; cable TV viewership,
- > divided among numerous channels, is growing by about 15 percent, said
- > Nielsen Media Research.

>=20

- > While television is thus still king, the Internet is quickly becoming
- > a major force and competitor for ad dollars. This makes for some
- > trying days for network television.

>=20

- > In the first eight months of the year, ad spending on network TV fell
- > 2.5 percent to \$14.3 billion, according to TNS Media Intelligence. By
- > comparison, spending on cable TV grew 13 percent to \$10.4 billion.

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No virus found in this outgoing message.

Checked by AVG Free Edition.

Version: 7.1.362 / Virus Database: 267.13.11/191 - Release Date: =

12/2/2005

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Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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Date: Thu, 8 Dec 2005 10:22:39 -0500  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Re: The News  
Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[43984266.8080605@marketsharescorp.com](mailto:43984266.8080605@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

Bless your heart, Nick, the question is tackled in my latest book, "The Vanishing Newspaper: Saving Journalism in the Information Age." (University of Missouri Press) It shows how Wall Street's short-term thinking is hastening the demise of newspapers and suggests that non-profit newsgathering organizations will have to fill the gap in public service journalism.

Here's a link to the Spring 2005 issue of Nieman Reports with Lou Ureneck's review. Click forward in the pdf file to page 83.

<http://www.nieman.harvard.edu/reports/05-1NRspring/V59N1.pdf>

Regards, P.

---

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

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

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Date: Thu, 8 Dec 2005 10:04:44 -0600  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: The News  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[004601c5fc09\\$d839d0a0\\$0301a8c0@reactor](mailto:004601c5fc09$d839d0a0$0301a8c0@reactor)>  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1250; format=flowed  
Content-transfer-encoding: 8BIT

Mike Donatello wrote:

CNN and the NBC owned cable outlets are exceptions. I agree. The others are trying to compete but, apparently, without success. Family owned newspapers are not held to the same standard as (more) publicly held newspapers. It is baffling but the figure I've always heard is that newspapers are expected to deliver 20% operating margins by investors. (Can anyone confirm this?)

>First, that Internet-based media "simply relay the news." Some of the most  
>widely visited news sites -- nytimes.com, washingtonpost.com, cnn.com --  
>devote substantial resources to online-exclusive content and reportorial  
>activities. They don't just "relay" information that was out there already.

>

>

Why are there so many print newsroom layoffs? In November, Editor & Publisher projected 1900 newspaper layoffs for 2005 and that figure now seems too low. Of course the revenue is shared - but the newsrooms are still getting smaller. Apparently, newspaper on-line ad revenue does not offset their print ad losses.

>Second, that online news sources are independent from traditional sources,  
>and thus are siphoning revenue out of the parent companies. With the  
>exception of pure-play sites like Yahoo and Google, most major news outlets  
>online are extensions of traditional offline news providers. Revenue and  
>expenses, as well as content, are shared at the corporate (and sometimes  
>operating unit) level. Although some on the traditional side might lament  
>the passing of their media (should that ever happen), I'm pretty sure that  
>most boards and shareholders are really concerned with how much money is in  
>the bucket at the end of the day, rather than how the bucket was filled.

>

>

If you click on the link I sent re: network TV ads, competition is coming from Yahoo and Google - news "relayers". These are the kinds of Internet players that are the major competitors. Again, newspaper on-line ad revenue does not appear to be offsetting print ad losses.

>Lastly, you seem to assume that online content can never generate enough  
>revenue to pay for itself. This is plainly incorrect. As you pointed out  
>in your post, advertising revenue at online media is growing substantially,  
>even for the online arms of "traditional" media companies. (Check out some  
>of the presentations at this week's Global Media Conference for clear  
>evidence of that.) Additi

>

The only successful total fee-for-content internet publisher is the WSJ. Those bright minds have a lot of work left to do.

>nally, just because only a few online publishers  
>so far have cracked the code for generating subscription-based revenue, you  
>can't assume that, as a rule, fee-for-content models will not be successful,  
>even in the very near future. The market is dynamic, and a lot of bright  
>minds are working on ways to get online audiences to part with their dollars  
>in exchange for content.



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>[http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday](http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday/business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-h)  
>[/business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-h](http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday/business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-h)  
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Archives: <http://lists.asu.edu/archives/aapornet.html> .

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---

Date: Thu, 8 Dec 2005 11:26:22 -0500  
Reply-To: Colleen Porter <[cporter@PHHP.UFL.EDU](mailto:cporter@PHHP.UFL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[cporter@PHHP.UFL.EDU](mailto:cporter@PHHP.UFL.EDU)>  
Subject: Re: Open ends  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

I have enjoyed reading this thread and appreciated those who have been = willing to share their approach to pricing.

When I hire someone to do my data collection, I often do the coding of = open-ended questions myself. I prefer to have control over the coding = scheme, we have grad students who can do the work, and it is a good = experience for them to read through the responses (which address issues = related to their field of study).

So of the helpful list of tasks that Karl mentions, what percentage is the = data collection stuff (programming, extra interview time and preparation = of data output), and what percentage is the coding process itself? =20

Colleen

Colleen K. Porter  
Research Program Manager  
Public Health Services and Research  
College of Dentistry, D8-51  
PO Box 100404  
Gainesville, Florida 32610-0404  
(352) 846-0169, phone  
(352) 392-2672, fax  
[cporter@dental.ufl.edu](mailto:cporter@dental.ufl.edu)=20

>>> Karl Feld <[KFeld@JZM.COM](mailto:KFeld@JZM.COM)> 12/07/05 2:32 PM >>>

As a general rule, my experience across multiple vendors and companies has been each OE adds one minute of survey time. You can use this to calculate;

Increased programming expense (add another minute of survey length to the calculation)

Increased per complete expense (add another minute to survey length calculation)

Coding expense, cost to code each OE, if coding.

Cleaning/editing, cost to prepare each for review by external eyes if necessary.

This should allow you to incrementally calculate increased costs for any survey length and n size.

Hope this helps.

Karl G. Feld, Vice President  
Primary Data Division  
Johnston, Zabor, McManus, Inc.  
=20  
=20  
=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of arms001  
Sent: Wednesday, December 07, 2005 1:40 PM  
To: AAPORNET@asu.edu  
Subject: Re: Open ends

We conduct an annual statewide survey with 800 completed interviews. An open-ended question typically costs about \$1,500, while a fixed response question usually costs \$720 - \$960.

Rossana Armson, Director  
Minnesota Center for Survey Research  
University of Minnesota  
2331 University Avenue SE, Suite 141  
Minneapolis, MN 55414  
612-627-4282 voice  
612-627-4288 FAX  
arms001@umn.edu

On 7 Dec 2005, Keith Neuman wrote:

> We run a quarterly survey in Canada with an N of 2,000. We normally=20  
> charge a premium of \$1,100 to \$1,400 (CDN) for processing a fully=20  
> open-ended question (on top of the standard question fee).  
>=20  
> Keith Neuman, Ph.D.  
> Group Vice President - Public Affairs  
> Environics Research Group Ltd.  
> Ottawa, Ontario  
>=20  
>=20  
>=20

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Phillip Downs  
> Sent: Wednesday, December 07, 2005 9:41 AM  
> To: AAPORNET@asu.edu  
> Subject: Open ends  
>=20

> Appreciate it if list members would share their pricing=20  
> policies/experiences in adding open ended questions to a structured=20

> questionnaire. for example, what do you charge for each additional=20  
> open-ended question on a sample of 1,000? Thanks  
>=20  
> Phillip E. Downs, PhD  
> Kerr & Downs Research  
> 2992 Habersham Drive  
> Tallahassee, FL 32309  
> Phone: 850.906.3111  
> Fax: 850.906.3112  
> www.kerr-downs.com

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

---

Date: Thu, 8 Dec 2005 11:56:42 -0500  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Re: The News  
Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4398599C.3000503@marketsharescorp.com](mailto:4398599C.3000503@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

Monopoly newspapers in medium-size markets have traditionally enjoyed margins of 20-40 percent. They could do this because they owned the toll road along which information passed between local retailers and their customers.

New technology has created other routes for information, and the monopoly is gone forever. Newspaper companies are trying to maintain their historic profitability by reducing quality and raising prices -- strategies that work for a monopoly but are self-destructive in the present competitive environment.

Yes, newspaper companies can go into the online classified business, and many are, but they can't charge monopoly prices for it. Their historic advantage, being in a business with a very high entry cost, is gone forever. What is taking place is a chaotic and painful transformation. Something good will arise from the ashes, but nobody knows what it will be or who will create it.

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

---

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

---

Date: Thu, 8 Dec 2005 12:17:01 -0500

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: Three Quarters of Market Researchers Expect to Increase Use of  
Online Research in Next Six Months

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

This missed my most recent Vox Box Submission and I thought it might be of interest.

Full release at

<http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=3D104&STORY=3D/www/stor=y/1>

[2-08-2005/0004230097&EDATE=3D](http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=3D104&STORY=3D/www/stor=y/1) =20

or

<http://tinyurl.com/8zptt>

Three Quarters of Market Researchers Expect to Increase Use of Online Research in Next Six Months According to Greenfield / Ciao Survey=20

50% of European Market Researchers Reveal They Have Replaced Face-to-Face

Studies with Online During the Last Twelve Months.

WILTON, Conn. and MUNICH, Germany, Dec. 8 /PRNewswire-FirstCall/ --

Market

researchers worldwide are expecting their company's use of online and online

access panels to increase in the next 6 months according to a survey conducted

by Greenfield Online Inc (Nasdaq: SRVY), and its European subsidiary Ciao,

leading providers of Internet survey solutions to marketing research and consulting companies worldwide. Study results indicate that 76% of market

researchers surveyed in North America and 85% in Europe are predicting their

use of online to increase.

SNIP

SOURCE Greenfield Online

Web Site: <http://www.greenfield.com> <http://www.ciao-group.com>=20

=20

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A United Business Media company.=20

--=20

Leo G. Simonetta

Research Director

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

-----  
Conference info and call for papers: <http://www.aapor.org/>

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

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=====  
Date: Thu, 8 Dec 2005 13:12:47 -0500

Reply-To: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>

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

From: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>

Subject: Re: The News

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

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

In-Reply-To: <[004601c5fc09\\$d839d0a0\\$0301a8c0@reactor](mailto:004601c5fc09$d839d0a0$0301a8c0@reactor)>

MIME-version: 1.0

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

Content-transfer-encoding: 8BIT

The whole issue of news sources raises issues besides the financial future of newspapers and network news. I would argue that it also affects the nature of news reporting. I believe that news reporting has taken on certain "tabloid ethics" that redefine objectivity in order to compete with the speed of other news outlets that do not necessarily have the news standards for objectivity that the traditional outlets have. (I must confess I'm doing some work on this right now; forgive the shameless plug). Anyway, like bad money chases out good, bad news ethics changes out good also.

Frank Rusciano

Mike Donatello wrote:

>Nick,

>

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>  
>Without commenting on the survey specifically, I think that you're  
>proceeding from a few questionable assumptions:  
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>  
>First, that Internet-based media "simply relay the news." Some of the most  
>widely visited news sites -- nytimes.com, washingtonpost.com, cnn.com --  
>devote substantial resources to online-exclusive content and reportorial  
>activities. They don't just "relay" information that was out there already.  
>  
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>  
>Second, that online news sources are independent from traditional sources,  
>and thus are siphoning revenue out of the parent companies. With the  
>exception of pure-play sites like Yahoo and Google, most major news outlets  
>online are extensions of traditional offline news providers. Revenue and  
>expenses, as well as content, are shared at the corporate (and sometimes  
>operating unit) level. Although some on the traditional side might lament  
>the passing of their media (should that ever happen), I'm pretty sure that  
>most boards and shareholders are really concerned with how much money is in  
>the bucket at the end of the day, rather than how the bucket was filled.  
>  
>  
>  
>Lastly, you seem to assume that online content can never generate enough  
>revenue to pay for itself. This is plainly incorrect. As you pointed out  
>in your post, advertising revenue at online media is growing substantially,  
>even for the online arms of "traditional" media companies. (Check out some  
>of the presentations at this week's Global Media Conference for clear  
>evidence of that.) Additionally, just because only a few online publishers  
>so far have cracked the code for generating subscription-based revenue, you  
>can't assume that, as a rule, fee-for-content models will not be successful,  
>even in the very near future. The market is dynamic, and a lot of bright  
>minds are working on ways to get online audiences to part with their dollars  
>in exchange for content.  
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>  
>  
>Not an attack or anything -- you just hit a topic of interest for me.  
>  
>  
>Regards,  
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>  
>Mike Donatello  
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>

>P.S. Cross-posted to online-news for obvious reasons.

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>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis

>Sent: Thursday, 08 December, 2005 9:26

>To: AAPORNET@asu.edu

>Subject: The News

>  
>  
>

>Here is a disturbing trend in the news industry. The conventional media

>

>- newspapers and TV who do the gathering and reporting of news - are

>

>losing ground in terms of readers, viewers and advertising dollars to

>

>the Internet, a medium that simply relays the news.

>

>

>

>As this freebie component of our free market system expands, who is

>

>going to pay for the news?

>

>

>

>Comments?

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>

>

>Nick

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><http://www.chicagotribune.com/services/newspaper/premium/printedition/Sunday>

>[/business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-h](http://business/chi-0512040378dec04,2,3769350.story?coll=chi-printbusinesssunday-h)

>ed

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>>All told, Internet advertising revenues for the first nine months of

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>>2005 totaled \$8.9 billion, a new record and a 22.5 percent increase  
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>>over the same period a year ago, reported the Interactive Advertising  
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>>Bureau and PricewaterhouseCoopers. Internet's growth, meanwhile, comes  
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>  
>>as broadcast TV viewership has turned flat; cable TV viewership,  
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>  
>>divided among numerous channels, is growing by about 15 percent, said  
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>  
>>Nielsen Media Research.  
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>>While television is thus still king, the Internet is quickly becoming  
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>>a major force and competitor for ad dollars. This makes for some  
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>>trying days for network television.

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>>In the first eight months of the year, ad spending on network TV fell  
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>>2.5 percent to \$14.3 billion, according to TNS Media Intelligence. By  
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>>comparison, spending on cable TV grew 13 percent to \$10.4 billion.  
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>  
>Copyright © 2005, Chicago Tribune <<http://www.chicagotribune.com/>>  
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---

Date: Thu, 8 Dec 2005 12:45:21 -0800  
Reply-To: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>  
Subject: Re: The News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[43984266.8080605@marketsharescorp.com](mailto:43984266.8080605@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

>Here is a disturbing trend in the news industry. The conventional media -  
>newspapers and TV who do the gathering and reporting of news - are  
>losing ground in terms of readers, viewers and advertising dollars to the

>Internet,

This is a BAD thing? If you want to see some in-depth reporting, visit blogs such as Talking Point Memo: <http://www.talkingpointsmemo.com/>

The sooner TV dies, and journalism has more than a handful of real journalists, the better.

Jerold Pearson, '75  
Director of Market Research  
Stanford Alumni Association  
650-723-9186  
<http://www.stanford.edu/~jpearson/>

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

=====  
Date: Thu, 8 Dec 2005 16:57:30 -0500  
Reply-To: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>  
Subject: Re: The News  
Comments: To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

Something good will rise from the ashes...or, there must be a pony in there somewhere...

As others have said, this is Gresham's law once again, bad money driving out good. Given the choice between price and quality, human society invariably opts to lower the price and sacrifice the quality. And it's not just perceived quality.

When USA Today became a force, the editors of the paper I worked on called it McPaper, the equivalent of fast food. Well, fast food consumption continues to rise, and the number of quality restaurants shrinks. When you can open your browser, go to Drudge, and link onto 20 newspapers and unlimited blogs, you're looking at McNews...

Damn, that ole Mr. Depression is sitting down beside me...better pop McPill!

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 Philip Meyer

Sent: Thursday, December 08, 2005 11:57 AM  
To: AAPORNET@asu.edu  
Subject: Re: The News

Monopoly newspapers in medium-size markets have traditionally enjoyed margins of 20-40 percent. They could do this because they owned the toll road along which information passed between local retailers and their customers.

New technology has created other routes for information, and the monopoly is gone forever. Newspaper companies are trying to maintain their historic profitability by reducing quality and raising prices -- strategies that work for a monopoly but are self-destructive in the present competitive environment.

Yes, newspaper companies can go into the online classified business, and many are, but they can't charge monopoly prices for it. Their historic advantage, being in a business with a very high entry cost, is gone forever. What is taking place is a chaotic and painful transformation. Something good will arise from the ashes, but nobody knows what it will be or who will create it.

---

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

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

Date: Thu, 8 Dec 2005 16:19:16 -0600  
Reply-To: Jesus Marquez <[jmarquez@SERVICEMANAGEMENT.COM](mailto:jmarquez@SERVICEMANAGEMENT.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jesus Marquez <[jmarquez@SERVICEMANAGEMENT.COM](mailto:jmarquez@SERVICEMANAGEMENT.COM)>  
Subject: Re: The News  
Comments: To: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

There is a beautiful "Mafalda" strip from Quino, the Argentinian cartoonist, probably not well know in the US. The cartoon is a little cynical, but at times true. It goes something like this:

"Half of what newspapers say is an invention, the other half are lies; therefore, newspapers don't exist."

Chucho Marquez

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ehrlich, Nathaniel  
Sent: Thursday, December 08, 2005 3:58 PM  
To: AAPORNET@asu.edu  
Subject: Re: The News

Something good will rise from the ashes...or, there must be a pony in there somewhere...

As others have said, this is Gresham's law once again, bad money driving out

good. Given the choice between price and quality, human society invariably

opts to lower the price and sacrifice the quality. And it's not just perceived quality.=20

When USA Today became a force, the editors of the paper I worked on called

it McPaper, the equivalent of fast food. Well, fast food consumption continues to rise, and the number of quality restaurants shrinks. When you

can open your browser, go to Drudge, and link onto 20 newspapers and unlimited blogs, you're looking at McNews...

Damn, that ole Mr. Depression is sitting down beside me...better pop McPill!

Nat Ehrlich, Ph.D.

Research Specialist

Michigan State University=20

Institute for Public Policy and Social Research

Office for Social Research

321 Berkey Hall

East Lansing, MI 48824

517-355-6672

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Philip Meyer  
Sent: Thursday, December 08, 2005 11:57 AM  
To: AAPORNET@asu.edu  
Subject: Re: The News

=20 Monopoly newspapers in medium-size markets have traditionally enjoyed=20

margins of 20-40 percent. They could do this because they owned the toll

road along which information passed between local retailers and their=20 customers.



---

Date: Thu, 8 Dec 2005 17:32:59 -0500  
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Subject: Re: The News  
Comments: To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <35FCEB3EFC8BD911B31900805FF5603A1C9C05@ssc.msu.edu>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

The number of quality restaurants shrinks? I doubt that there is any empirical support for that. Restaurants have become more specialized, filling many more niches than were served before, both high and low.

It's the same with information. Richard Maisel published a seminal piece in the summer 1973 POQ showing how more specialized media in all forms, from theater to newspapers, were doing better than more general media. The Internet is accelerating that process, but it started with a wide range of 20th-century technical advances in communication.

But before you cheer up, you might think about what this great diversity in communication does to national unity and democracy. If we are all absorbed in our tiny market segments, who will run the country?

---

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

---

On Thu, 8 Dec 2005, Ehrlich, Nathaniel wrote:

> Date: Thu, 08 Dec 2005 16:57:30 -0500  
> From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
> To: AAPORNET@asu.edu  
> Subject: Re: The News  
>  
> Something good will rise from the ashes...or, there must be a pony in there  
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> As others have said, this is Gresham's law once again, bad money driving out  
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> opts to lower the price and sacrifice the quality. And it's not just  
> perceived quality.  
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> can open your browser, go to Drudge, and link onto 20 newspapers and  
> unlimited blogs, you're looking at McNews...  
> Damn, that ole Mr. Depression is sitting down beside me...better pop McPill!  
>

>  
> 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 Philip Meyer  
> Sent: Thursday, December 08, 2005 11:57 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: The News

>  
> Monopoly newspapers in medium-size markets have traditionally enjoyed  
> margins of 20-40 percent. They could do this because they owned the toll  
> road along which information passed between local retailers and their  
> customers.

>  
> New technology has created other routes for information, and the  
> monopoly is gone forever. Newspaper companies are trying to maintain their  
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> strategies that work for a monopoly but are self-destructive in the  
> present competitive environment.

>  
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> many are, but they can't charge monopoly prices for it. Their historic  
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> Something good will arise from the ashes, but nobody knows what it will be  
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>  
> =====  
> Philip Meyer, Knight Chair in Journalism  
> University of North Carolina at Chapel Hill  
> Voice: 919 962-4085 Fax: 919 962-1549  
> Cell: 919 906-3425 URL: www.unc.edu/~pmeyer  
> =====

>  
> -----  
> Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

>  
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> Conference info and call for papers: <http://www.aapor.org/>  
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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Thu, 8 Dec 2005 15:21:28 -0800  
Reply-To: Kris Juffer <[drkjuffer@COMCAST.NET](mailto:drkjuffer@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kris Juffer <[drkjuffer@COMCAST.NET](mailto:drkjuffer@COMCAST.NET)>  
Subject: Re: The News  
Comments: To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=response  
Content-transfer-encoding: 7bit

Precisely! Great point, Philip.

Meanwhile the masses still get fed the info-tainment fluff or what passes for television "news." Don't forget they can out-vote those who regularly follow even the biggest blogs. If we just say that the blogs do the job, it's letting the broadcast mass media off the hook for providing low-content fluff and opinion instead of independent investigative journalism into issues that effect every day America's pockbook, democracy, etc. It's NOT a positive sign, in my opinion.

Only people with interest, motivation and time go to the blogs -- political junkies -- get their fill of "content." -- like us. But the masses who still watch television are still left in the dark and subject to manipulation against their -- and our -- best interests.  
Kris

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

From: "Philip Meyer" <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
To: <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
Sent: Thursday, December 08, 2005 2:32 PM  
Subject: Re: The News

- > The number of quality restaurants shrinks? I doubt that there is any
- > empirical support for that. Restaurants have become more specialized,
- > filling many more niches than were served before, both high and low.
- >
- > It's the same with information. Richard Maisel published a seminal
- > piece in the summer 1973 POQ showing how more specialized media in all
- > forms, from theater to newspapers, were doing better than more general
- > media. The Internet is accelerating that process, but it started with a
- > wide range of 20th-century technical advances in communication.
- >
- > But before you cheer up, you might think about what this great
- > diversity in communication does to national unity and democracy. If we are
- > all absorbed in our tiny market segments, who will run the country?
- >

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

>  
>  
>  
> On Thu, 8 Dec 2005, Ehrlich, Nathaniel wrote:

>  
>> Date: Thu, 08 Dec 2005 16:57:30 -0500  
>> From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
>> To: AAPORNET@asu.edu  
>> Subject: Re: The News  
>>  
>> Something good will rise from the ashes...or, there must be a pony in  
>> there  
>> somewhere...  
>> As others have said, this is Gresham's law once again, bad money driving  
>> out  
>> good. Given the choice between price and quality, human society  
>> invariably  
>> opts to lower the price and sacrifice the quality. And it's not just  
>> perceived quality.  
>> When USA Today became a force, the editors of the paper I worked on  
>> called  
>> it McPaper, the equivalent of fast food. Well, fast food consumption  
>> continues to rise, and the number of quality restaurants shrinks. When  
>> you  
>> can open your browser, go to Drudge, and link onto 20 newspapers and  
>> unlimited blogs, you're looking at McNews...  
>> Damn, that ole Mr. Depression is sitting down beside me...better pop  
>> McPill!

>>  
>>  
>> 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 Philip Meyer  
>> Sent: Thursday, December 08, 2005 11:57 AM  
>> To: AAPORNET@asu.edu  
>> Subject: Re: The News  
>>

>> Monopoly newspapers in medium-size markets have traditionally enjoyed  
>> margins of 20-40 percent. They could do this because they owned the toll  
>> road along which information passed between local retailers and their

>> customers.  
>>  
>> New technology has created other routes for information, and the  
>> monopoly is gone forever. Newspaper companies are trying to maintain  
>> their  
>> historic profitability by reducing quality and raising prices --  
>> strategies that work for a monopoly but are self-destructive in the  
>> present competitive environment.  
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>> Yes, newspaper companies can go into the online classified business,  
>> and  
>> many are, but they can't charge monopoly prices for it. Their historic  
>> advantage, being in a business with a very high entry cost, is gone  
>> forever. What is taking place is a chaotic and painful transformation.  
>> Something good will arise from the ashes, but nobody knows what it will  
>> be  
>> or who will create it.

>> =====  
>> Philip Meyer, Knight Chair in Journalism  
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>> Cell: 919 906-3425 URL: www.unc.edu/~pmeyer  
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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
=====

Date: Thu, 8 Dec 2005 19:09:18 -0500  
Reply-To: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Subject: Re: The News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0







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

From: "Philip Meyer" <pmeyer@EMAIL.UNC.EDU>

To: <AAPORNET@asu.edu>

Sent: Thursday, December 08, 2005 2:32 PM

Subject: Re: The News

> The number of quality restaurants shrinks? I doubt that there is any  
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>  
> =====

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

> =====

> On Thu, 8 Dec 2005, Ehrlich, Nathaniel wrote:

>> Date: Thu, 08 Dec 2005 16:57:30 -0500  
>> From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
>> To: AAPORNET@asu.edu  
>> Subject: Re: The News

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>> somewhere...  
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>> unlimited blogs, you're looking at McNews...  
>> Damn, that ole Mr. Depression is sitting down beside me...better pop

>> McPill!

>>

>>

>> 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 Philip Meyer

>> Sent: Thursday, December 08, 2005 11:57 AM

>> To: AAPORNET@asu.edu

>> Subject: Re: The News

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>> =====

>> Philip Meyer, Knight Chair in Journalism

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>> Voice: 919 962-4085 Fax: 919 962-1549

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

=====  
Date: Fri, 9 Dec 2005 08:48:17 -0500  
Reply-To: "Jergens, Shannon" <[SJergens@US.LOREAL.COM](mailto:SJergens@US.LOREAL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jergens, Shannon" <[SJergens@US.LOREAL.COM](mailto:SJergens@US.LOREAL.COM)>  
Subject: new e-mail address  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

Hello,

Can someone please take me off the distribution list at this e-mail address?  
Today is my last day at this job. My other e-mail address is  
[shannonjer@yahoo.com](mailto:shannonjer@yahoo.com). Thanks!

Shannon Jergens

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=====  
Date: Fri, 9 Dec 2005 11:45:38 -0500

Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Baby Boomers Approach 60 - Pew Research Center  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Social Trends Reports

Baby Boomers Approach 60  
From the Age of Aquarius to the Age of Responsibility

<http://pewresearch.org/socialtrends/>

--=20

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

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

=====  
Date: Fri, 9 Dec 2005 12:50:43 -0500  
Reply-To: Yasamin Miller <yd17@CORNELL.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Yasamin Miller <yd17@CORNELL.EDU>  
Subject: community satisfaction questions  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

Would any one be aware of any surveys that address issues around  
communities and community satisfaction?

Thanks,  
Yasamin

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

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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
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Date: Fri, 9 Dec 2005 10:14:29 -0800  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: networking  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Hi,  
I'm seeking a contact person with IPSOS. If anyone can help me out here,  
I'd be most grateful.  
thanks,  
Leora

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

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

Date: Fri, 9 Dec 2005 13:18:11 -0500  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Polling a pollster  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Polling a pollster  
TODAY'S COLUMNIST  
By Joel Mowbray  
December 9, 2005=20  
<http://www.washingtontimes.com/op-ed/20051208-092510-1537r.htm>

When the national press devoured a new union-sponsored poll released last week by uber-pollster John Zogby claiming that a majority of Americans believe that "Wal-Mart is bad for America," not reported were serious ethical issues which call into question the integrity of the much-ballyhooed survey.=20

SNIP

In recent years, Mr. Zogby has pocketed roughly \$90,000 to serve as an expert witness for individuals suing Wal-Mart, according to testimony he gave in a deposition last year in an Arizona case. Nowhere is Mr. Zogby's prior work on behalf of plaintiffs mentioned in the press release announcing the poll results.=20

During a 45-minute phone interview for this column, Mr. Zogby willingly acknowledged when asked about his work on behalf of the various plaintiffs. He repeatedly requested that the column reflect his honesty, which shows that he understands the relevance of his past work.

SNIP

As any pollster can attest, trust is the key issue, as polling -- no matter how transparent or scientific it purports to be -- hinges on the credibility of the wizard behind the curtain. Pollsters are masters of subtle manipulation, and small changes in wording can -- and often do -- yield substantially different results. Or questions can be asked in such a way that produce ambiguous results that can be interpreted in many different fashions.=20

Precisely because trust is so important, WakeUpWalMart.com hired Mr. Zogby to give its poll bashing Wal-Mart extra panache and an air of instant credibility. In a phone interview, WakeUpWalMart.com spokesman Chris Kofinis adamantly maintained that the poll was beyond reproach because Mr. Zogby is "an independent." Which, not coincidentally, is exactly how the pollster described himself -- again and again and again.

SNIP

The Wal-Mart poll is not the first time Mr. Zogby has taken money from one party and conducted polling where his objectivity ostensibly would be compromised. According to a November 2000 Village Voice article, the pollster collected "\$54,000 in payments from the 1997 Giuliani campaign after polling the race for the [New York] Post, and picking up another \$5000 this year from the State Republican Committee while polling the Senate race."=20

Of course it's entirely possible that Mr. Zogby could take significant cash from people suing Wal-Mart and then turn around and conduct an objective poll. There's no reason to believe that was the case, however, based on anything other than faith. And such faith is diminished when the potential bias is conveniently clipped from the press release.=20

SNIP

Joel Mowbray occasionally writes for The Washington Times.=20

--=20

Leo G. Simonetta  
Research Director  
Art & Science Group, LLC  
6115 Falls Road, Suite 101  
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Date: Fri, 9 Dec 2005 14:59:44 -0500  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Zogby replies to Polling a pollster  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

<http://www.zogby.com/news/ReadNews.dbm?ID=3D1047>

ZOGBY: Wal-Mart survey was fair, balanced.

Joel Mowbray's opinion piece in today's (12/9/2005) editions of the Washington Times charging that I crossed some ethical boundary in conducting a poll for a client is just that - his opinion - but he ignores important facts.

His insinuation that, because Zogby International conducted a survey for a client that opposes Wal-Mart, and because I have provided expert testimony in lawsuits against Wal-Mart, I must certainly have an anti-Wal-Mart agenda and surely "cooked" the poll against the retailer, is as far off the mark as one can be.

SNIP

Mowbray's assertion that our poll for [WakeUpWal-Mart.com](http://WakeUpWal-Mart.com) was slanted because I have testified as an expert witness in cases against Wal-Mart is ludicrous. In his opinion piece, he boasts of his extensive research, but he fails to tell readers that my testimony had nothing to do with Wal-Mart's business practices, but rather was focused only on the efficacy of polling - which is my expertise.

SNIP

In short, Zogby International is not an advocate for any of its clients. Our point of view is that we believe in good polling, and in this case, WakeUpWal-Mart.com got good polling. Nothing more.

John Zogby, President  
Zogby International  
Utica, New York

(12/9/2005)=20

--=20

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

Date: Fri, 9 Dec 2005 14:05:56 -0600  
Reply-To: "Joshua M. Whitman" <[jwhitman@IPCG.BIZ](mailto:jwhitman@IPCG.BIZ)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Joshua M. Whitman" <[jwhitman@IPCG.BIZ](mailto:jwhitman@IPCG.BIZ)>  
Subject: Phone Bank Machine  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Hello everyone,

I have sort of an unusual request and don't really know who else to ask but the brains in this group. I have a friend that runs a very small grassroots organization that wants to keep in touch with his members using a phone bank type system (in other words the organization has very little money). Essentially, he would like to have a computer that he can sit down and record a 30 second message and have the computer call his members and play the message either on their answering machines or to the live person.

He has come to me for assistance in finding such a machine or computer since I have helped him in the past with a few other research projects.

Does anyone know of a system that would allow him to do this? His organization has about 100 members in the local area who he would like to communicate with once a week if possible. I suggested an email system, but the group membership has a much lower computer ownership percentage than does the general population.

Any input would be appreciated and thanks very much for your time.

Josh

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

Date: Sat, 10 Dec 2005 12:25:19 -0500  
Reply-To: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Frank Rusciano <[rusciano@RIDER.EDU](mailto:rusciano@RIDER.EDU)>  
Subject: Does anyone have data on International Studies Majors?  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4398779F.6040705@rider.edu](mailto:4398779F.6040705@rider.edu)>  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=windows-1250  
Content-transfer-encoding: 7bit

I was wondering if anyone had trend data on whether students interested in International Studies has changed over the past 5-10 years. Anecdotal evidence suggests that 9/11 created a greater interest in this area, but I've seen no actual data. Also, if anyone knows of where this data can be found, I'd appreciate it. You can reply directly to me, as I don't think the rest of the NET would be interested, unless you think it might be useful to others.

Thanks,

Frank Rusciano

---

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

Date: Mon, 12 Dec 2005 06:51:43 -0500  
Reply-To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Subject: ABC News poll: Iraq  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

ABC News has sponsored its second national public opinion survey in Iraq, with Time magazine, the BBC, NHK and Der Spiegel. Our analysis, timed to this week's national elections, can be seen at <http://abcnews.go.com/International/PollVault/story?id=3D1389228>.

---

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---

Date: Mon, 12 Dec 2005 12:11:04 -0500  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: ABC Poll: Broad Optimism in Iraq,  
But Also Deep Divisions Among Groups  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Poll: Broad Optimism in Iraq, But Also Deep Divisions Among Groups

On the Eve of the Elections, Most Iraqis Want Iraq To Stay Unified  
Analysis By GARY LANGER and JON COHEN=20

<http://abcnews.go.com/International/PollVault/story?id=3D1389228>  
or  
<http://tinyurl.com/deqpv>

Includes links to the questionnaire and the methodology.

--=20  
Leo G. Simonetta  
Research Director  
Art & Science Group, LLC  
6115 Falls Road, Suite 101  
Baltimore MD 21209

-----  
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---

Date: Mon, 12 Dec 2005 10:47:11 -0700  
Reply-To: Leo Simonetta <simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <simonetta@ARTSCI.COM>  
Subject: Re: ABC News poll: Iraq

Shoot - our email must be acting up again - I didn't see Gary's posting  
until I went to the Archives to check something.

Sorry for the duplication.

-----  
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Archives: <http://lists.asu.edu/archives/aapornet.html>  
Please ask authors before quoting outside AAPORNET.  
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Date: Tue, 13 Dec 2005 10:13:38 -0500  
Reply-To: [agreenberg@greenbergresearch.com](mailto:agreenberg@greenbergresearch.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Anna Greenberg <[agreenberg@GREENBERGRESEARCH.COM](mailto:agreenberg@GREENBERGRESEARCH.COM)>  
Subject: job opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 7bit

### Senior Associate

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Responsibilities include: Act as lead analyst and coordinator for high profile client involving national Democratic message strategy. Assist company Principal in all aspects of survey research process including: drafting questionnaires and focus group guidelines, writing reports/ memos, presentation of findings, coordinate internal research needs with field and programming departments, candidate and issue research, and proofing of documents and graphic presentations.

Candidate profile: Problem solver with a career interest in public opinion research or campaign management. Detail oriented person with excellent oral and communications skills, Ability to work fast, accurately and creatively under tight timelines and high pressure is essential. Position requires strong writing and management skills. Individual should be a team player and motivated, self-starter. Ideal candidate will have four or more years with quantitative/ qualitative political/issue driven research skills.

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

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

Date: Tue, 13 Dec 2005 10:18:25 -0700  
Reply-To: TimothyJames Beebe <[beebe.timothy@MAYO.EDU](mailto:beebe.timothy@MAYO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: TimothyJames Beebe <[beebe.timothy@MAYO.EDU](mailto:beebe.timothy@MAYO.EDU)>  
Subject: Active Consent and Survey Response

Hi,

I was wondering if anyone knows of good research looking at the effect of

active informed consent on survey response rates and/or bias. I'm particularly interested in work looking at the effects of including a HIPAA authorization form but anything that evaluates the impact of any type of signed consent form on survey participation would suffice. There is a reasonable literature on that subject focusing on adolescents/students but little on adult, general population samples.

Thanks in advance for any leads on this topic that you can provide.

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](mailto:beebe.timothy@mayo.edu)

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

=====  
Date: Tue, 13 Dec 2005 11:30:06 -0800  
Reply-To: [ellis.godard@csun.edu](mailto:ellis.godard@csun.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ellis Godard <[ellis.godard@CSUN.EDU](mailto:ellis.godard@CSUN.EDU)>  
Subject: Ohio, Georgia Redux  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%200512131018257907.A7F1@LISTS.ASU.EDU](mailto:LISTSERV%200512131018257907.A7F1@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Apologies for sharing a source for which I can't vouch, but I thought =  
the  
story would nonetheless interest others here...

[http://rawstory.com/news/2005/Diebold\\_CEO\\_resigns\\_after\\_reports\\_of\\_1212.h=  
tml](http://rawstory.com/news/2005/Diebold_CEO_resigns_after_reports_of_1212.html)

-eg

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

---

Date: Tue, 13 Dec 2005 14:38:35 -0500  
Reply-To: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>  
Subject: Re: Active Consent and Survey Response  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%200512131018257907.A7F1@LISTS.ASU.EDU](mailto:LISTSERV%200512131018257907.A7F1@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear Colleagues,

Please add me to the list on this one. I just had an interesting experience with our IRB about a questionnaire to be given to students which asked for basic demographics in addition to attitude and knowledge measures. There are a few hundred planned respondents, their instructors will neither pass out nor collect the survey, and the original surveys will be kept locked up until they are up in datafile, and then will be destroyed. I had to explain all this because our IRB head was concerned the students could be identified (by whom??) from the demographics and therefore the surveys would require active consent. Well, putting their names on certainly would be an easy way to identify each student! Once I had explained this, the project received approval with implicit consent.

In a related event, our lab school, which was supposed to have faculty research as an initial *raison d'etre*, became a charter school. Now, to do any research at the "FSU" school, we must all be fingerprinted, pass a criminal background check, go through TWO IRB reviews, and placate the Research Director. I certainly understand the need to protect the students but let's face it, this isn't exactly a research-friendly environment any more.

It all makes me happy that for the past few years I have been doing secondary analyses for the major part of my research. Although our IRB wants to assign approval for those, too.

Happy holidays, everyone,  
Susan

At 12:18 PM 12/13/05, you wrote:

>Hi,  
>  
>I was wondering if anyone knows of good research looking at the effect of  
>active informed consent on survey response rates and/or bias. I'm  
>particularly interested in work looking at the effects of including a HIPAA  
>authorization form but anything that evaluates the impact of any type of  
>signed consent form on survey participation would suffice. There is a  
>reasonable literature on that subject focusing on adolescents/students but  
>little on adult, general population samples.

>  
>Thanks in advance for any leads on this topic that you can provide.  
>  
>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](mailto:beebe.timothy@mayo.edu)  
>  
>-----  
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>Archives: <http://lists.asu.edu/archives/aapornet.html> .  
>Please ask authors before quoting outside AAPORNET.

Susan Carol Losh, PhD  
American Statistical Association-NSF Research Fellow  
Program Leader, Learning and Cognition  
Department of Educational Psychology and Learning Systems  
Florida State University  
Tallahassee FL 32306-4453

[slosh@garnet.acns.fsu.edu](mailto:slosh@garnet.acns.fsu.edu)  
850-644-8778 VOICE  
850-644-8776 FAX

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

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

=====

Date: Tue, 13 Dec 2005 12:14:56 -0800  
Reply-To: Matthew Courser <[mattcourser@YAHOO.COM](mailto:mattcourser@YAHOO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Matthew Courser <[mattcourser@YAHOO.COM](mailto:mattcourser@YAHOO.COM)>  
Subject: Re: Active Consent and Survey Response  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[6.2.5.6.2.20051213142814.03c223a0@garnet.acns.fsu.edu](mailto:6.2.5.6.2.20051213142814.03c223a0@garnet.acns.fsu.edu)>  
MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8bit

Colleagues,

I've done some research on active consent as it relates to response rates/bias on adolescent surveys of drug use. Citations for a few good recent works follow below:

Baker, J., Yardley, J., & McCaul, K. (2001). Characteristics of responding, non-responding, and refusing parents in an adolescent lifestyle choice study. *Evaluation Review*, 25, 605-618.

Pokorny, S. B., Jason, L. A., Schoeny, M. E., Townsend, S. M., & Curie, C. J. (2001). Do participation rates change when active consent procedures replace passive consent? *Evaluation Review*, 25, 567-580.

White, V., Hill, D., & Effendi, Y. (2004). How does active parental consent influence the findings of drug-use surveys in schools? *Evaluation Review*, 28, 246-260.

Unger, et al. (2004). No News is Bad News--Characteristics of Adolescents who provide neither Parental Consent nor Refusal. *Evaluation Review*, 28, 52-63.

Hope this helps!  
--Matt

---

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---

Date: Tue, 13 Dec 2005 15:36:16 -0500  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: interviewing teens and parents  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

I would appreciate the opportunity to talk with or hear from anyone who has interviewed parents of teens and then asked to interview the teens. Thanks!  
Nancy Belden

Belden Russonello & Stewart  
1320 19th Street NW  
Washington, DC 20036  
202 822 6090

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

=====  
Date: Wed, 14 Dec 2005 11:08:44 -0500  
Reply-To: Richard Clark <[clark@CVIOG.UGA.EDU](mailto:clark@CVIOG.UGA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Richard Clark <[clark@CVIOG.UGA.EDU](mailto:clark@CVIOG.UGA.EDU)>  
Subject: Coordinating state-wide polling on policy issues  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1252; format=flowed  
Content-transfer-encoding: 8BIT

I am interested in convening an informal group of public opinion researchers who do state-wide polling in order to coordinate some of our instruments for comparative research. We regularly conduct general population polls in the state of Georgia, and I'd like to be able to compare Georgians' level of trust in government, attitudes about the state legislature, and opinions on some policy issues with findings from other states. If others conducting similar state-wide polls would be willing to coordinate on instrument development and to share data, we can produce a broad and comparative assessment of public opinion prior to the 2006 elections. By working together, we can all gather data on the residents of our respective states and be able to put that data into a broader context.

<>If this idea interests anyone on this list, and you'd like to discuss this further, please email me off the list. Perhaps interested parties can gather for deeper discussion in Montreal this coming May.

--Rich Clark

---

Richard L. Clark, Ph.D.  
Director of Peach State Poll  
Manager of Survey Research Unit  
Carl Vinson Institute of Government  
University of Georgia  
201 N. Milledge Avenue  
Athens, GA 30602  
(706) 542-2736

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---

Date: Wed, 14 Dec 2005 12:17:31 -0600  
Reply-To: Mario Callegaro <mca@UNLSERVE.UNL.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mario Callegaro <mca@UNLSERVE.UNL.EDU>  
Subject: Seam effect in online panels  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear Colleagues,

I was trying to find references about seam effect in online (web) panels but could not find anything. I tried also Websm but with no success.

Has anybody done any work on this topic e.g. Knowledge Network panel, Harris Interactive...

Sincerely

Mario Callegaro  
Doctoral program in Survey Research and Methodology (SRAM)  
<http://sram.unl.edu>  
University of Nebraska, Lincoln  
200 North 11th Street, 4th floor, Lincoln NE 68508  
Personal web page: <http://sram.unl.edu/people/showprofile2.asp?pid=2006>

---

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---

Date: Wed, 14 Dec 2005 13:47:23 -0500  
Reply-To: LinChiat Chang <LinChiat.Chang@OPINIONRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: LinChiat Chang <LinChiat.Chang@OPINIONRESEARCH.COM>  
Subject: 10-point vs. 5-point scales  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

=20

Does anyone on AAPOR-Net know of research comparing 10-point vs. 5-point scales measuring quality (poor - excellent), and recommendations on how data collected using these 2 scales can be merged? Or perhaps any relevant work that speaks to this issue in general, e.g. how longer scales should be mapped onto shorter scales? Any suggestion from you would be much appreciated. Thank you.

=20

LinChiat Chang

Opinion Research Corporation

(609) 452-5468

=20

=20

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=====

Date: Wed, 14 Dec 2005 11:20:39 -0800  
Reply-To: "Fullmer, Pat" <[Pat.Fullmer@METROKC.GOV](mailto:Pat.Fullmer@METROKC.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Fullmer, Pat" <[Pat.Fullmer@METROKC.GOV](mailto:Pat.Fullmer@METROKC.GOV)>  
Subject: Re: 10-point vs. 5-point scales  
Comments: To: LinChiat Chang <[LinChiat.Chang@OPINIONRESEARCH.COM](mailto:LinChiat.Chang@OPINIONRESEARCH.COM)>,  
AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"

I would like to be copied on any responses to this e-mail, please.

Thank you.

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

From: LinChiat Chang [<mailto:LinChiat.Chang@OPINIONRESEARCH.COM>]  
Sent: Wednesday, December 14, 2005 10:47 AM  
To: AAPORNET@asu.edu

Subject: 10-point vs. 5-point scales

Does anyone on AAPOR-Net know of research comparing 10-point vs. 5-point scales measuring quality (poor - excellent), and recommendations on how data collected using these 2 scales can be merged? Or perhaps any relevant work that speaks to this issue in general, e.g. how longer scales should be mapped onto shorter scales? Any suggestion from you would be much appreciated. Thank you.

LinChiat Chang

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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

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Date: Wed, 14 Dec 2005 13:15:39 -0700  
Reply-To: Steven Pennell <spennell@UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Steven Pennell <spennell@UMICH.EDU>  
Subject: Re: Active Consent and Survey Response

You might want to review an article by Eleanor Singer published in the Journal of Official Statistics (Vol.19, No.3, 2003. pp. 273-285) entitled "Exploring the Meaning of Consent: Participation in Research and Beliefs about Risks and Benefits."

The article notes that at least 13 percent of those who expressed willingness to participate in research said they would be unwilling to sign a form indicating their consent.

Some IRBs have shown an appreciation for this finding and a willingness to invoke flexibility in the Common Rule to waive documentation of informed consent when respondents, who are otherwise willing to participate, don't want to sign a consent form.

Regards,

Steve Pennell  
Survey Research Center  
University of Michigan

---

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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, 14 Dec 2005 17:50:08 -0500  
Reply-To: "Dr. Gerald R. Patnode" <gpatnode@YCP.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Dr. Gerald R. Patnode" <gpatnode@YCP.EDU>  
Subject: Mailing list  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Please withdraw my e-mail address from the general "daily" mailings  
Thank you.

Dr Gerry Patnode  
York College of Pennsylvania

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Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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Date: Wed, 14 Dec 2005 20:29:54 -0500  
Reply-To: "Schuetze, Hans-Joachim" <Hans.Schuetze@MBNA.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Schuetze, Hans-Joachim" <Hans.Schuetze@MBNA.COM>  
Subject: Re: 10-point vs. 5-point scales  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

I am not aware of any research, but would love to hear more.=20

Here's my guess what the answer will be: It depends...

A couple of thoughts though, from recent experience. We transitioned =  
from a 4-point satisfaction scale to a scale with an odd number of =  
levels recently. We ran two versions of the same study in parallel for 4 =  
months, providing us with some (proprietary) data for estimates of =  
differences between, let's say, a top-1 box on one scale vs. a top-2 box =  
score on the other scale. In my limited experience, the best, maybe the =  
only way is to parallel test in your population, sample frame, with your =  
questionnaire design and essentially everything else held constant. You =  
may not be able to replicate a previous frequency distribution =  
point-by-point, but you may be able to come up with a reliable estimate =  
to map relative frequencies to one another, + or - a (hopefully) =  
constant scale effect.=20

As for your particular items, there are a couple of obvious challenges. =  
A 10-point scale has an even, a 5-point scale has a odd number of =  
levels. In the best case scenario, neutral answers end up as 3s on the =  
5-point scale and split up between 5 and 6 on the 10-point scale.=20

However, if the 10-point scale is used over the phone or other verbal =  
modes, I would expect that middle-of-the-road respondents end up =  
answering "5," never "6," though neither is the mid-point of a 1-10 =  
point scale. Trying to decide if to consider respondents answering with =  
"5" as neutral or as assessing quality as barely sub-par ultimately =  
amounts to trying to estimate the proportion of respondents who a) =  
answer "5" and b) know that 5 is not the mid-point. However, I have seen =  
studies where 5 on a 1-10 point scale is interpreted as the mid-point, =  
your comparison may start with who's a 5 on the 10-point scale and who's =  
a 3 on the 5-point scale.=20

As should be obvious by now -- If you have thoughts on this topic, I'd =  
greatly appreciate it. I need help. :-)  
Hans

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Fullmer, Pat

> Sent: Wednesday, December 14, 2005 14:21 PM

> To: AAPORNET@asu.edu

> Subject: Re: 10-point vs. 5-point scales

>=20

>=20

> I would like to be copied on any responses to this e-mail, please.

>=20

> Thank you.

>=20

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

> From: LinChiat Chang [mailto:LinChiat.Chang@OPINIONRESEARCH.COM]

> Sent: Wednesday, December 14, 2005 10:47 AM

> To: AAPORNET@asu.edu

> Subject: 10-point vs. 5-point scales

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> Does anyone on AAPOR-Net know of research comparing 10-point=20

> vs. 5-point

> scales measuring quality (poor - excellent), and=20

> recommendations on how

> data collected using these 2 scales can be merged? Or perhaps any

> relevant work that speaks to this issue in general, e.g. how longer

> scales should be mapped onto shorter scales? Any suggestion from you

> would be much appreciated. Thank you.

>=20

>=20

>=20

> LinChiat Chang

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> Opinion Research Corporation

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> (609) 452-5468

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=====  
Date: Wed, 14 Dec 2005 21:14:10 -0800

Reply-To: [stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG)

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

From: "Stephen M. Johnson" <[stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG)>

Subject: Re: 10-point vs. 5-point scales

Comments: To: LinChiat Chang <[LinChiat.Chang@OPINIONRESEARCH.COM](mailto:LinChiat.Chang@OPINIONRESEARCH.COM)>

Comments: cc: [aapornet@asu.edu](mailto:aapornet@asu.edu)

In-Reply-To:

<[9D425F61700D5B4CAB831967CAFAE5B801B5BFDE@Plaus03.plainsboro.orc.wan](mailto:9D425F61700D5B4CAB831967CAFAE5B801B5BFDE@Plaus03.plainsboro.orc.wan)>

MIME-version: 1.0

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

Content-transfer-encoding: 8bit

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Best

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President, Northwest Survey & Data Services

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=====  
Date: Thu, 15 Dec 2005 06:54:07 -0500

Reply-To: Jonathan Schnyer <schnyer@VIRGINIA.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jonathan Schnyer <schnyer@VIRGINIA.EDU>  
Subject: Re: 10-point vs. 5-point scales  
Comments: To: stevej@NSDSSURVEY.ORG  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <1064.64.75.147.3.1134623650.squirrel@apache.willamette.net>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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Date: Thu, 15 Dec 2005 07:30:40 -0500  
Reply-To: [RobFarbman@AOL.COM](mailto:RobFarbman@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Robert A. Farbman" <[RobFarbman@AOL.COM](mailto:RobFarbman@AOL.COM)>  
Subject: UK Phone Rooms?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

Does anyone have a UK phone room to recommend?

Just looking to expand our roster of bidders and I am specifically looking for vendors who are not themselves full-service research firms (which we usually subcontract our calls to) but are straight call centers.

If you have any thoughts you can reply directly to me at [\\_rfarbman@edisonresearch.com](mailto:_rfarbman@edisonresearch.com) (mailto:rfarbman@edisonresearch.com) .

Thanks

Rob Farbman  
Edison Media Research

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Date: Thu, 15 Dec 2005 07:36:23 -0500  
Reply-To: Jonathan Schnyer <[schnyer@VIRGINIA.EDU](mailto:schnyer@VIRGINIA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jonathan Schnyer <[schnyer@VIRGINIA.EDU](mailto:schnyer@VIRGINIA.EDU)>  
Subject: Re: 10-point vs. 5-point scales  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[1064.64.75.147.3.1134623650.squirrel@apache.willamette.net](mailto:1064.64.75.147.3.1134623650.squirrel@apache.willamette.net)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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Jonathan Schnyer  
Assistant Director  
Office of Institutional Assessment and Studies  
University of Virginia

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Date: Thu, 15 Dec 2005 09:23:09 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Holiday/Vacation Hold for AAPORNet  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Good Morning,=20

=20

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Send an email to [listserv@asu.edu](mailto:listserv@asu.edu) with the following one line:=20

set aapornet nomail=20

You don't need a subject, and don't include any signature text, etc. You will receive a confirmation e-mail from Listserv.=20

To restart mail delivery, send another e-mail to [listserv@asu.edu](mailto:listserv@asu.edu) with this one line:

set aapornet mail=20

Note to send the e-mails to [listserv@asu.edu](mailto:listserv@asu.edu), and not to [aapornet](mailto:aapornet). =20

And remember that you can easily check the archives (address below) on your return for any messages you may have missed.=20

If you haven't visited the archives before, you'll need to create a password--this is not related to your AAPOR web site user id or password--you just make it up.

Happy Holiday Season to everyone,=20

=20

Michael P. Flanagan, CAE=20

Executive Coordinator=20

American Association for Public Opinion Research =20

P. O. Box 14263=20

Lenexa, KS 66285-4263=20

(913) 495-4470=20

FAX: (913) 599-5340 =20

www.aapor.org =20

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Date: Thu, 15 Dec 2005 15:25:33 -0500  
Reply-To: "Meekins, Brian - BLS" <[Meekins.Brian@BLS.GOV](mailto:Meekins.Brian@BLS.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Meekins, Brian - BLS" <[Meekins.Brian@BLS.GOV](mailto:Meekins.Brian@BLS.GOV)>  
Subject: TSMII Update  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

=20

TSM II UPDATE

=20

The plans are proceeding well for the conference. A final program should be on the website in the next few days. Please remember that your conference registration is due by December 21st. After that date, you will have to register on site and pay an additional \$100. Don't forget the short courses when registering. They are on Wednesday, 1/11, and a bargain at \$120. I hope you have made your reservations with the hotel. Only a handful of rooms remain. We will send information on an overflow hotel shortly. =20

=20

Presenters, please get your papers to your discussant by December 21st. Also, send a short bio to your chair. You should have already received the email addresses for these two people. An LCD , screen and microphone will be in every session. No laptops are provide, so bring your own or coordinate with others in your session. Currently, there are no plans to have overhead projectors.

=20

We still have space for organizations wanting to exhibit at the conference. The fee is \$500, and you will have a 6 by 2 foot skirted table, chairs, and electrical connections. Please contact Clyde Tucker for details at [tucker.clyde@bls.gov](mailto:tucker.clyde@bls.gov).

=20  
Note that Ken Prewitt, Carnegie Professor of Public Affairs at Columbia and former Census Bureau Director, will give the keynote address at lunch on Thursday. =20

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Date: Thu, 15 Dec 2005 15:54:36 -0800  
Reply-To: "Patricia A. Gwartney" <[pgwartney@GMAIL.COM](mailto:pgwartney@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Patricia A. Gwartney" <[pgwartney@GMAIL.COM](mailto:pgwartney@GMAIL.COM)>  
Subject: Coordinating state-wide polling on policy issues  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

Rich,

You need to become a member of the National Network of State Polls (NNSP); see <http://survey.rgs.uky.edu/NNSP/>. The group is devoted to precisely the issues you mention. It meets annually for breakfast at AAPOR with the informal ASRO group - the directors of academic survey research organizations. Ron Langley at the University of Kentucky is NNSP's chair. John Kennedy at Indiana University is the ASRO convenor.  
Patty

-----  
Date: Wed, 14 Dec 2005 11:08:44 -0500  
From: Richard Clark <[clark@CVIOG.UGA.EDU](mailto:clark@CVIOG.UGA.EDU)>  
Subject: Coordinating state-wide polling on policy issues

I am interested in convening an informal group of public opinion researchers who do state-wide polling in order to coordinate some of our instruments for comparative research. We regularly conduct general population polls in the state of Georgia, and I'd like to be able to compare Georgians' level of trust in government, attitudes about the state legislature, and opinions on some policy issues with findings from other states. If others conducting similar state-wide polls would be willing to coordinate on instrument development and to share data, we can produce a broad and comparative assessment of public opinion prior to the 2006 elections. By working together, we can all gather data on the residents of our respective states and be able to put that data into a broader context.



Best  
Steve Johnson

> My 2 cents is that 5 point scales are generally preferable, for these  
> reasons: 1) they have a true and easily intuited midpoint and 2) you can  
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>>About 10 years ago a colleague of mine and I did some experiments on this  
>>for our own use when constructing a national survey on risk perception.  
>>What we found was that people mapped the top two (and sometimes 3) points  
>>of 10 point scales to the top point on a 5 point scale. The same thing  
>> at  
>>the bottom of the scale. Most interesting was the finding that 4 point  
>>verbal scales that used terms like "somewhat agree" were mapped on both  
>>sides of agree/disagree scales when the term "somewhat" was not used.  
>>Unfortunately, we did not try and publish any of this since our interest  
>>at that time was the results of the survey and not survey research  
>> itself.  
>> In general I do not trust the 2,3,8,9 points of 10 point scales at all  
>>and today like to use 4 and 5 point scales with labels if at all  
>> possible.

>>Best  
>>Steve Johnson, PhD  
>>President, Northwest Survey & Data Services

>>  
>>  
>>>Does anyone on AAPOR-Net know of research comparing 10-point vs. 5-point  
>>>scales measuring quality (poor - excellent), and recommendations on how  
>>>data collected using these 2 scales can be merged? Or perhaps any  
>>>relevant work that speaks to this issue in general, e.g. how longer  
>>>scales should be mapped onto shorter scales? Any suggestion from you  
>>>would be much appreciated. Thank you.

>>>  
>>>  
>>>

>>>LinChiat Chang  
>>>  
>>>Opinion Research Corporation  
>>>  
>>>(609) 452-5468

>>>  
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>>>Be sure to visit our new website at [www.opinionresearch.com](http://www.opinionresearch.com)

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

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---

Date: Fri, 16 Dec 2005 12:19:26 -0600  
Reply-To: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Subject: Special Issue of POQ Now Online

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

Season's Greetings.

I am pleased to announce that a special issue of Public Opinion Quarterly (= the 5th issue of 2005) is now available at: <http://www.oxfordjournals.org/poq/special.html>. Printed copies will be mailed to AAPOR members and to other POQ subscribers in the next few days.

The issue is entitled, "Polling Politics, Media and Election Campaigns." It was orchestrated by guest editors Lawrence Jacobs of the University of Minnesota and Robert Shapiro of Columbia University. It contains sections on "the methods and accuracy of polling," "polling and the media" and "polls in American politics." The contributors to the issue include a number of prominent polling practitioners, journalists and academics, offering new data and reflecting upon the polling enterprise and its role in American democracy.

This special issue of \*POQ\* appears on the 25th anniversary of the journal's publication of an influential symposium on "The Polls and the News Media," edited by Albert Gollin (Volume 44, Number 4, 1980). We trust that this new effort will have a similar impact. The issue was made possible by the 2004-5 AAPOR Council, who decided to plow some of the royalty funds generated by POQ back into the journal for the benefit of members and subscribers.

I would like to extend my personal thanks and congratulations to the Council, to Larry Jacobs and Bob Shapiro and to the special issue contributors.

--  
Peter V. Miller  
Editor, Public Opinion Quarterly  
[p-miller@northwestern.edu](mailto:p-miller@northwestern.edu)

---

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

---

Date: Fri, 16 Dec 2005 12:35:42 -0600  
Reply-To: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Subject: POQ Special Issue Conference, February 27  
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

Interested POQ special issue readers may want to circle this date:

The Center for the Study of Politics and Governance in the Humphrey Institute at the University of Minnesota will host a conference based on the forthcoming special issue of Public Opinion Quarterly on polling and campaigns. The conference, "The Crisis of Polling: Accuracy, Reporting, and Campaign Uses of Public Opinion Surveys," will be held February 27th at the Humphrey Institute at the University of Minnesota and will feature original research and commentary by Don Green, Lawrence Jacobs, Frank Newport, Tom Rosenstiel, Steve Schier, Robert Shapiro, and Michael Traugott. More detailed information will follow.

--

Peter V. Miller  
Editor, Public Opinion Quarterly  
p-miller@northwestern.edu  
847 491 5835

-----  
Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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-----  
Date: Sat, 17 Dec 2005 07:31:38 -0600  
Reply-To: Sarah Butler <sarahmbn@GMAIL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Sarah Butler <sarahmbn@GMAIL.COM>  
Subject: Risk perception  
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

Hello,

has anyone done research or know of research that examines how individuals perceive risk? In particular, I am interested in how respondents interpret the increase in side effects as expressed in percentage terms (eg if you take X your risk of Z side effect will increase by 20 percent). My fear is that no respondent really has a way to quickly figure out just how likely the risk is.

Any thoughts would be appreciated.

Sarah Butler

-----  
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---

Date: Sat, 17 Dec 2005 08:42:30 -0500

Reply-To: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

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

From: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

Subject: Re: Risk perception

Comments: To: Sarah Butler <[sarahmbn@GMAIL.COM](mailto:sarahmbn@GMAIL.COM)>

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

There's extensive literature from Paul Erich and his colleagues on the perception of risk, which includes the likelihood of something bad happening and its severity were it to happen.

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Sarah Butler

Sent: Saturday, December 17, 2005 8:32 AM

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

Subject: Risk perception

Hello,

has anyone done research or know of research that examines how individuals perceive risk? In particular, I am interested in how respondents interpret the increase in side effects as expressed in percentage terms (eg if you take X your risk of Z side effect will increase by 20 percent). My fear is that no respondent really has a way to quickly figure out just how likely the risk is.

Any thoughts would be appreciated.

Sarah Butler

-----  
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---

Date: Sat, 17 Dec 2005 08:46:04 -0500

Reply-To: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

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

From: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

Subject: Re: Risk perception

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

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

Erich -- sorry my spell checker did me in.=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lavrakas, Paul  
Sent: Saturday, December 17, 2005 8:43 AM  
To: AAPORNET@asu.edu  
Subject: Re: Risk perception

There's extensive literature from Paul Erich and his colleagues on the perception of risk, which includes the likelihood of something bad happening and its severity were it to happen.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Sarah Butler  
Sent: Saturday, December 17, 2005 8:32 AM  
To: AAPORNET@asu.edu  
Subject: Risk perception

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Any thoughts would be appreciated.

Sarah Butler

-----  
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-----  
Date: Sat, 17 Dec 2005 09:08:55 -0500  
Reply-To: Keith Neuman <[Keith.Neuman@ENVIRONICS.CA](mailto:Keith.Neuman@ENVIRONICS.CA)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>  
Subject: Re: Risk perception  
Comments: To: Paul.Lavrakas@NIELSENMEDIA.COM, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I would also recommend the seminal work of Paul Slovic and Baruch =  
Fischhoff, who pioneered the work in this field. I believe Paul is still =  
active in this area through his company Decision Research, based in =  
Oregon.

-----  
Sent from my BlackBerry Wireless Handheld

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

From: AAPORNET <AAPORNET@asu.edu>  
To: AAPORNET@asu.edu <AAPORNET@asu.edu>  
Sent: Sat Dec 17 08:46:04 2005  
Subject: Re: Risk perception

Erich -- sorry my spell checker did me in.=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lavrakas, Paul  
Sent: Saturday, December 17, 2005 8:43 AM  
To: AAPORNET@asu.edu  
Subject: Re: Risk perception

There's extensive literature from Paul Erich and his colleagues on the  
perception of risk, which includes the likelihood of something bad  
happening and its severity were it to happen.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Sarah Butler  
Sent: Saturday, December 17, 2005 8:32 AM  
To: AAPORNET@asu.edu  
Subject: Risk perception

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individuals perceive risk? In particular, I am interested in how  
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percentage terms (eg if you take X your risk of Z side effect will  
increase by 20 percent). My fear is that no respondent really has a way  
to quickly figure out just how likely the risk is.

Any thoughts would be appreciated.

Sarah Butler

-----

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

=====  
Date: Sat, 17 Dec 2005 10:03:42 -0500  
Reply-To: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Donatello <[MDonatello@COX.NET](mailto:MDonatello@COX.NET)>  
Subject: Judging improvement in fit for CART-based models  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="windows-1250"  
Content-transfer-encoding: quoted-printable

Can anyone point me to a test statistic for judging the improvement in =  
fit  
between two CART-derived models? For instance, if Model 1 gives me 65%  
correct classification and Model 2 gives me 72% correct classification, =  
how  
do I judge whether the increase in classification accuracy is =  
significant?  
And, how is that significance affected by the number of predictors =  
included?

=20

If there is no established fit statistic, would testing for the =  
significance  
in proportion of correct classifications be appropriate?

=20

I have several texts which discuss CART details, including the original  
Breiman et al. work, but I can't find an answer in any of them. =20

=20

Thanks.

=20

--

Mike Donatello

703.582.5680

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

=20

--=20

No virus found in this outgoing message.

Checked by AVG Free Edition.

Version: 7.1.371 / Virus Database: 267.14.1/206 - Release Date: =  
12/16/2005

=20

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=====  
Date: Sat, 17 Dec 2005 10:59:02 -0500  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Re: Risk perception  
Comments: To: Sarah Butler <[sarahmbn@GMAIL.COM](mailto:sarahmbn@GMAIL.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com](mailto:525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

There is a vast literature on this topic in Economics, Finance and the Cognitive Sciences. Amos Tversky and Daniel Kahneman became famous for their experimental work on risk perception and Kahneman shared the 2002 Nobel prize in Economics in 2002 (Tversky had died in 1996). Kahneman's Nobel lecture is certainly well worth reading by survey researchers: <http://nobelprize.org/economics/laureates/2002/kahnemann-lecture.pdf>

For a general discussion, read Robyn Dawes' "Rational Choice in an Uncertain World" (1988). Good collections of papers may be found in "Judgment under uncertainty: Heuristics and biases" (1982, eds. Kahneman, Slovic & Tversky) and "Heuristics and Biases" (2002, eds. Gilovich, Griffin & Kahneman).

For a more mathematical approach, start with Herbert Simon's paper "A Behavioral Model of Rational Choice" (Quarterly Journal of Economics, Vol. 69, Feb. 1955, reprinted in his 1957 collection "Models of Man").

Jan Werner

---

Sarah Butler wrote:

> Hello,  
>  
> has anyone done research or know of research that examines how individuals  
> perceive risk? In particular, I am interested in how respondents interpret  
> the increase in side effects as expressed in percentage terms (eg if you  
> take X your risk of Z side effect will increase by 20 percent). My fear is  
> that no respondent really has a way to quickly figure out just how likely  
> the risk is.  
>  
> Any thoughts would be appreciated.  
>  
> Sarah Butler  
>  
> -----  
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> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
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Date: Sat, 17 Dec 2005 10:46:57 -0500  
Reply-To: Ann Bostrom <[ann.bostrom@PUBPOLICY.GATECH.EDU](mailto:ann.bostrom@PUBPOLICY.GATECH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ann Bostrom <[ann.bostrom@PUBPOLICY.GATECH.EDU](mailto:ann.bostrom@PUBPOLICY.GATECH.EDU)>  
Subject: Re: Risk perception  
Comments: To: Sarah Butler <[sarahmbn@GMAIL.COM](mailto:sarahmbn@GMAIL.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com](mailto:525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

Hi Sarah,

You're right to have questions.

As someone mentioned - there is a lot of research on risk perception. You might start with Paul Slovic's 2000 edited volume, *The Perception of Risk*, published by Earthscan. You can find recent papers by Baruch Fischhoff on his webpage, at <http://www.hss.cmu.edu/departments/sds/faculty/fischhoff.html>.

There are also many detailed studies on perceptions and communication of probabilities, in medical and other contexts. You might take a look in the

Journal of Risk and Uncertainty, Risk Analysis, or the journal Medical Decision Making

(e.g., - not right on target but related: The effect of numerical statements of risk on trust and comfort with hypothetical physician risk,

AD Gurmankin, JB MBe, K Armstrong, Medical Decision Making, Vol. 24, No. 3, 265-271, 2004).

Good luck - Ann

--

Ann Bostrom  
Associate Professor  
School Of Public Policy  
Georgia Institute of Technology  
Office: 404-894-9629

Quoting Sarah Butler <sarahmbn@GMAIL.COM>:

> Hello,  
>  
> has anyone done research or know of research that examines how individuals  
> perceive risk? In particular, I am interested in how respondents interpret  
> the increase in side effects as expressed in percentage terms (eg if you  
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>  
> Any thoughts would be appreciated.

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> Sarah Butler

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

Date: Sat, 17 Dec 2005 22:34:39 -0800  
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Marc Sapir <marcsapir@COMCAST.NET>  
Subject: U.S. Congress U.S openly attacks democracy  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: multipart/mixed; boundary="Boundary\_(ID\_G5K0XjxAd9pY4hIhY3TZsA)"

This is a multi-part message in MIME format.

--Boundary\_(ID\_G5K0XjxAd9pY4hIhY3TZsA)  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Why bother with polls? Anyone who thinks the U.S. is going to let the Iraqis determine their own future through elections had best look at this vote by the House of Representatives regarding Palestine elections. This was yesterday, December 16, 05. If the U.S. doesn't like the outcome your elections aren't valid. =20

Marc Sapir MD, MPH  
Executive Director  
Retro Poll  
www.retropoll.org  
=20

-----Original Message-----  
From: Jeff Blankfort [mailto:jblankfort@earthlink.net]=20  
Sent: Saturday, December 17, 2005 6:19 PM  
To: undisclosed-recipients:  
Subject: U.S threatens to cut aid to P.A if Hamas runs elections  
=20

=20

=20  
=20

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One resident killed, two injured, in Rafah shelling 19:04 || Army shells Rafah, in the southern part of the Gaza Strip 19:02 || Resident injured in Kafer Al Lubbad village, east of Tulkarem 19:00 || Six residents

arrested in Hebron 13:35 || Al Quds brigades shells Sderot 13:29 ||  
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Christian Zionists

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Gissin: =93Israel feels free to conduct any needed action=94

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directories=3Dno,location=3Dno');> E-mail
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Saed Bannoura-IMEMC & Agencies - Saturday, 17 December 2005, 11:24=20

=20

Image <<http://www.imemc.org/images/stories/HouseofRepresentatives.jpg>>

The United States House of Representatives said that Palestinian Authority (P.A) risks losing the U.S support if it allows Hamas to participate in the January 2006 Legislative elections.=20

The House also urged the Palestinian President, Mahmoud Abbas, to dismantle all armed resistance factions.=20

=20  
The resolution passed Friday on 397-17 vote; it also urged Abbas to declare that he intends to dismantle all resistance factions before the vote.=20

=20  
Also, the House added that the participation of Hamas in the upcoming Palestinian government will undermine the ability of the U.S to have a =93constructive relation=94 or provide future assistance to the P.A.=20  
=20

Tom Lantos, a representative of the top democrat on the House International Relations Committee, said that Hamas, which is listed by the U.S state department as a terrorist organization, might win more than a quarter of the 132 seats of the Palestinian Legislative Council.

=20  
On the ground, Hamas is achieving big victories in the local councils elections; it managed recently to defeat Fateh in Jenin, Nablus, and Al Biereh, while the Popular Front for the Liberation of Palestine won the elections in Ramallah.=20

=20  
The most noticeable victory of Hamas is in Nablus, a city which was considered for a long period as the stronghold of the ruling Fateh party. =20

=20  
Sean McCormack, US State Department spokesperson, said on Thursday that there is a fundamental contradiction in the participation of Hamas, =93a movement which is involved in terrorism, and wants to participate in the political life=94, according to McCormack.

=20  
He added that the U.S policy on Hamas did not change, it considers the movement as a terrorist organization, and will not deal with it.=20

=20  
Meanwhile, Lantos said that Hamas is not qualified to run the election since =93the movement is considered a terrorist organization, and it denies Israel=92s rights to exist=94, according to Lantos.=20

=20  
He also charged that there is a third reason barring the movement from participating in the upcoming elections, saying that Hamas is a =93fundamentalist and a jihadist organization=94.=20

=20  
Also, Rep Ileana Ros-Lehtinen, chairman of the House International Relations subcommittee on the Middle East and Central Asia, claimed that Hamas is trying to =93hijack the elections=94, and added that this resolution stands against the attempts of what she described as =93the murderous Islamic extremist organizations=94

=20

The U.S President George W. Bush claimed that Hamas is a terrorist organization which is preparing for a future of oppression and misery.

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So much for democratic voting. In Iraq it's okay, but in Palestine, Lantos and the Israeli occupied Congress don't approve.

-

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 Date: Sun, 18 Dec 2005 05:33:24 -0700  
 Reply-To: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jason Boxt <jboxt@GLOBALSTRATEGYGROUP.COM>  
Subject: Re: U.S. Congress U.S openly attacks democracy  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

To whoever runs this listserve:

=20  
I would kindly ask that you please enforce a stronger policy of not =  
allowing political diatribes and ideological discourse. We have =  
repeatedly had to deal with certain people expressing political views =  
when passing around news articles, particularly when they have NOTHING =  
to do with public opinion research. I go to several newssites when I =  
want "news." I don't belong to aapornet to be exposed to dialogue about =  
whatever political injustices some people believe are being committed - =  
regardless of whether I agree with them.

=20  
If you continue to allow these emails to be circulated by certain =  
people, I would kindly ask you to remove my name from this list. I'll =  
just spend more time on Mystery Pollster and reading Public Opinion =  
Pros.

=20  
Regards,  
=20  
Jason Boxt

---

From: AAPORNET on behalf of Marc Sapir  
Sent: Sun 12/18/2005 1:34 AM  
To: AAPORNET@asu.edu  
Subject: U.S. Congress U.S openly attacks democracy

Why bother with polls? Anyone who thinks the U.S. is going to let the Iraqis determine their own future through elections had best look at this vote by the House of Representatives regarding Palestine elections. This was yesterday, December 16, 05. If the U.S. doesn't like the outcome your elections aren't valid.=20

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

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

From: Jeff Blankfort [mailto:jblankfort@earthlink.net]  
Sent: Saturday, December 17, 2005 6:19 PM  
To: undisclosed-recipients:  
Subject: U.S threatens to cut aid to P.A if Hamas runs elections

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Saed Bannoura-IMEMC & Agencies - Saturday, 17 December 2005, 11:24  
=20

Image <<http://www.imemc.org/images/stories/HouseofRepresentatives.jpg>>

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Also, the House added that the participation of Hamas in the upcoming Palestinian government will undermine the ability of the U.S to have a "constructive relation" or provide future assistance to the P.A.

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He added that the U.S policy on Hamas did not change, it considers the movement as a terrorist organization, and will not deal with it.

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He also charged that there is a third reason barring the movement from participating in the upcoming elections, saying that Hamas is a "fundamentalist and a jihadist organization".

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The U.S President George W. Bush claimed that Hamas is a terrorist organization which is "preparing for a future of oppression and misery."

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Stephen M. Johnson" <[stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG)>  
Subject: Re: Risk perception  
Comments: To: Sarah Butler <[sarahmbn@GMAIL.COM](mailto:sarahmbn@GMAIL.COM)>  
Comments: cc: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com](mailto:525e3aff0512170531u76fd805btab48f4ed344be629@mail.gmail.com)>  
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Content-transfer-encoding: 8bit

Once again the collective wisdom on this site came through very well. Paul Slovic is still very much active. In fact, he and I are in the middle of some focus group work on this exact question. Paul and Baruch Fischhoff did great work on this subject in the 80's and both continue to be active. Decision Research has had several million dollars in funding for work that bears directly on this question and a quick search under Paul's name would yield hundreds of citations. By the way, the quick answer to the original intent of the question is that people do not do a good job of calculating risk, but instead operate through rules (heuristics) and a set of pretty well understood biases. The perceptions of risk and benefit can be manipulated in any direction you wish by the type of information given (framing effect, however, you can not easily make both risk and benefit perceptions both go up or down at the same time. I should also mention that Paul and his colleagues have done quite a large number of surveys attempting to measure risk perception along many domains.

Best  
Steve Johnson, PhD  
President, Northwest Survey & Data Services  
& Research Associate, Decision Research

> Hello,  
>  
> has anyone done research or know of research that examines how individuals  
> perceive risk? In particular, I am interested in how respondents interpret  
> the increase in side effects as expressed in percentage terms (eg if you  
> take X your risk of Z side effect will increase by 20 percent). My fear is  
> that no respondent really has a way to quickly figure out just how likely  
> the risk is.  
>  
> Any thoughts would be appreciated.  
>  
> Sarah Butler  
>

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Date: Mon, 19 Dec 2005 10:29:09 -0500  
Reply-To: Mick Couper <[MCouper@UMICH.EDU](mailto:MCouper@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mick Couper <[MCouper@UMICH.EDU](mailto:MCouper@UMICH.EDU)>  
Subject: Re: Risk perception  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), Sarah Butler <[sarahmbn@GMAIL.COM](mailto:sarahmbn@GMAIL.COM)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

For examples of research addressed at helping individuals make the kinds of decisions you are talking about, take a look at the Center for Behavioral and Decision Sciences in Medicine:  
<http://cbdsm.org/>

Their work focuses in part on how to present the information in such a way to reduce the kinds of judgmental biases identified in the literature already cited in response to your query.

=20  
Mick Couper

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Sarah Butler  
Sent: Saturday, December 17, 2005 8:32 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Risk perception

Hello,

has anyone done research or know of research that examines how individuals perceive risk? In particular, I am interested in how respondents interpret the increase in side effects as expressed in percentage terms (eg if you take X your risk of Z side effect will increase by 20 percent). My fear is that no respondent really has a way to quickly figure out just how likely the risk is.

Any thoughts would be appreciated.

Sarah Butler

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Date: Mon, 19 Dec 2005 11:07:57 -0500  
Reply-To: Jonathan Trichter <[jtrichter@PACE.EDU](mailto:jtrichter@PACE.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jonathan Trichter <[jtrichter@PACE.EDU](mailto:jtrichter@PACE.EDU)>  
Organization: Pace Poll, Pace University  
Subject: Re: U.S. Congress U.S openly attacks democracy  
Comments: To: Jason Boxt <[jboxt@GLOBALSTRATEGYGROUP.COM](mailto:jboxt@GLOBALSTRATEGYGROUP.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[5EF7AFEEC23CA144A46795AD608DB7A67CC686@VS5.EXCHPROD.USA.NET](mailto:5EF7AFEEC23CA144A46795AD608DB7A67CC686@VS5.EXCHPROD.USA.NET)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

I couldn't agree more with Mr. Boxt. Putting aside the character of the content in the original posting at issue, one would hope that good-thinking people can agree that there is a place for such discussions, and that this is not that place. My e-mail in-box is full enough. So enough.

Jonathan Trichter  
Director, Pace Poll  
212-346-1141

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Jason Boxt  
Sent: Sunday, December 18, 2005 7:33 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: U.S. Congress U.S openly attacks democracy

To whoever runs this listserve:  
=20

I would kindly ask that you please enforce a stronger policy of not allowing political diatribes and ideological discourse. We have repeatedly had to deal with certain people expressing political views when passing around news articles, particularly when they have NOTHING to do with public opinion research. I go to several newssites when I want "news." I don't belong to aapornet to be exposed to dialogue about whatever political injustices some people believe are being committed - regardless of whether I agree with

them.

=20

If you continue to allow these emails to be circulated by certain =

people, I

would kindly ask you to remove my name from this list. I'll just spend =

more

time on Mystery Pollster and reading Public Opinion Pros.

=20

Regards,

=20

Jason Boxt

---

From: AAPORNET on behalf of Marc Sapir

Sent: Sun 12/18/2005 1:34 AM

To: AAPORNET@asu.edu

Subject: U.S. Congress U.S openly attacks democracy

Why bother with polls? Anyone who thinks the U.S. is going to let the Iraqis determine their own future through elections had best look at this vote by the House of Representatives regarding Palestine elections. This was yesterday, December 16, 05. If the U.S. doesn't like the outcome your elections aren't valid.=20

Marc Sapir MD, MPH

Executive Director

Retro Poll

[www.retropoll.org](http://www.retropoll.org)

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

From: Jeff Blankfort [mailto:[jblankfort@earthlink.net](mailto:jblankfort@earthlink.net)]

Sent: Saturday, December 17, 2005 6:19 PM

To: undisclosed-recipients:

Subject: U.S threatens to cut aid to P.A if Hamas runs elections

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One resident killed, two injured, in Rafah shelling 19:04 || Army shells Rafah, in the southern part of the Gaza Strip 19:02 || Resident injured in Kafer Al Lubbad village, east of Tulkarem 19:00 || Six residents arrested in Hebron 13:35 || Al Quds brigades shells Sderot 13:29 || Tanks shell Gaza 13:26 || Closure on Tulkarem resumed for the third day 13:15 || ||Nine residents arrested in the West Bank 10:43 ||  
More Flashes

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The Rafah terminal; hopes and desperations

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Commentary: West Bank landscaping

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Christian Zionists

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Gissin: "Israel feels free to conduct any needed action"

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Plea for life of prisoner with cancer

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Islamic movement in Qalqilia chooses its candidates  
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om\_content&task=3Demailform&id=3D15522',%20'win2',%20'status=3Dno,toolbar=  
=3Dno,s

scrollbars=3Dyes,titlebar=3Dno,menubar=3Dno,resizable=3Dyes,width=3D400,height=3D250, directories=3Dno,location=3Dno');> E-mail

Saed Bannoura-IMEMC & Agencies - Saturday, 17 December 2005, 11:24  
=20

Image <<http://www.imemc.org/images/stories/HouseofRepresentatives.jpg>>

The United States House of Representatives said that Palestinian Authority (P.A) risks losing the U.S support if it allows Hamas to participate in the January 2006 Legislative elections.

The House also urged the Palestinian President, Mahmoud Abbas, to dismantle all armed resistance factions.

The resolution passed Friday on 397-17 vote; it also urged Abbas to declare that he intends to dismantle all resistance factions before the vote.

Also, the House added that the participation of Hamas in the upcoming Palestinian government will undermine the ability of the U.S to have a "constructive relation" or provide future assistance to the P.A.

Tom Lantos, a representative of the top democrat on the House International Relations Committee, said that Hamas, which is listed by the U.S state department as a terrorist organization, might win more than a quarter of the 132 seats of the Palestinian Legislative Council.

On the ground, Hamas is achieving big victories in the local councils elections; it managed recently to defeat Fateh in Jenin, Nablus, and Al Biereh, while the Popular Front for the Liberation of Palestine won the elections in Ramallah.

The most noticeable victory of Hamas is in Nablus, a city which was considered for a long period as the stronghold of the ruling Fateh party. =20

Sean McCormack, US State Department spokesperson, said on Thursday that there is a fundamental contradiction in the participation of Hamas, "a movement which is involved in terrorism, and wants to participate in the political life", according to McCormack.

He added that the U.S policy on Hamas did not change, it considers the movement as a terrorist organization, and will not deal with it.

Meanwhile, Lantos said that Hamas is not qualified to run the election since "the movement is considered a terrorist organization, and it denies Israel's rights to exist", according to Lantos.

He also charged that there is a third reason barring the movement from participating in the upcoming elections, saying that Hamas is a "fundamentalist and a jihadist organization".

Also, Rep Ileana Ros-Lehtinen, chairman of the House International Relations subcommittee on the Middle East and Central Asia, claimed that Hamas is trying to "hijack the elections", and added that this resolution stands against the attempts of what she described as "the murderous Islamic extremist organizations"

The U.S President George W. Bush claimed that Hamas is a terrorist organization which is "preparing for a future of oppression and misery."

Related...

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- \* Hamas gains unprecedented victory in Nablus
- \* Yedioth Ahronoth poll: "49% of Israelis support dividing Jerusalem"
- \* Western diplomats fear Israel will partially implement convoys deal

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=====  
Date: Mon, 19 Dec 2005 14:20:11 -0700  
Reply-To: TimothyJames Beebe <[beebe.timothy@MAYO.EDU](mailto:beebe.timothy@MAYO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: TimothyJames Beebe <[beebe.timothy@MAYO.EDU](mailto:beebe.timothy@MAYO.EDU)>  
Subject: Request for Assistance

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Hello,

My apologies for this long-winded message but I have a couple of polling questions for you all. Please be good respondents.

I've been asked to pull together a workshop on survey methods for the Annual Research Meeting of AcademyHealth, the major society for health services researchers, policy analysts, and practitioners. Its membership is composed of public policymakers, business decision makers, health services researchers, policy analysts, economists, sociologists, political scientists, consultants, clinicians, and students. For those of you that don't know about the meeting, it attracts over 2000 members, including representatives of funding agencies like NIH, AHRQ, and RWJF. Next year's meeting is to be held in Seattle on June 25-27, 2006. I've tentatively titled the workshop, "Issues and Advances in Health Survey Research Methods."

With that context, the purpose of this message is to ask you for your input on two questions provided below. I'm mainly interested in issues germane to health-related surveys but I welcome all opinions.

- 1). What are the most pressing issues facing survey research in your view?
- 2). What are the most promising advances and/or innovations in survey research either currently being employed or just on the horizon?

I will use your input to guide the development of the workshop. I may even follow up with an invitation to act as a workshop panelist. Remember, workshop attendees will have a general interest in survey methods but will likely not have a depth of expertise in any one area. As such, they may not be all that enamored with super technical matters. It is also a good opportunity to convey potential lines of inquiry to prospective funders.

Thanks in advance for your input. Let me know if you have questions.

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](mailto:beebe.timothy@mayo.edu)

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=====

Date: Mon, 19 Dec 2005 16:47:03 -0500  
Reply-To: Carl M Ramirez <[RamirezC@GAO.GOV](mailto:RamirezC@GAO.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Carl M Ramirez <[RamirezC@GAO.GOV](mailto:RamirezC@GAO.GOV)>  
Subject: Vacancy Announcement  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

U.S. Government Accountability Office (GAO)  
Senior Research Programmer/Analyst  
Announcement Number: N-06-ARM-2210-24=20  
Open period: 12/16/2005 - 01/17/2006  
Salary: \$69,800.00 TO \$101,600.00  
Location: Washington, DC

For the full announcement for this position and details on how to apply, =  
see:

<http://www.gao.gov/jobopp.htm=20>

#### DESCRIPTION:

Senior Research Programmer/Analysts work in a multidisciplinary environment= in support of policy research on a wide range of issues, including, but = not limited to, education, military manpower, homeland security and = justice, international affairs and trade, and natural/environmental = resources. Senior Research Programmer/Analysts work closely with research = staff in creating, managing, and analyzing large and complex data files. = Candidates will be expected to acquire a basic understanding of the = research topic, have a thorough knowledge of the data involved, possess = effective interpersonal skills, and have the ability to meet deadlines = while working concurrently on multiple projects. Individuals will also be = expected to provide advice and guidance in determining reliability of = data, report on the analysis and interpretation of results, fully document = results of analyses, and brief officials within and outside of GAO.

#### QUALIFICATIONS:

Candidates must have at least one year of specialized experience that = demonstrates the ability to design & conduct complex analyses of computeriz=

ed information; provide advice & guidance to other staff in reporting, = interpreting, & documenting results of computerized data analyses; brief = top-level officials on the results of computerized data analyses and = perform major segments of the work with minimal supervision to meet = overall objectives.

Successful candidates will have at least three years of experience in = database and statistical programming, strong analytical and communication = skills, and exceptional problem-solving abilities. Degree in quantitative = social sciences, public policy, statistics, or related field recommended. = Knowledge of SAS, SPSS, or other statistical analysis software packages is = strongly preferred. Extensive experience in large administrative = databases such as census or survey data, military personnel, or federal = funding database desired.

To qualify applicants MUST meet the requirement(s) of the selective = placement factor: Demonstrated knowledge and experience in the use of = programming languages in executing moderately complex analyses of primary = and or secondary data.

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- researching and developing plans that comprise a research design and a = project plan;=20

- data-gathering activities such as reviewing documents, conducting = interviews, and summarizing facts in writing;

- applying analytical methods to data, such as determining patterns, = trends, or irregularities and drawing conclusions;

- maintaining proper documentation in an appropriate file management = system;=20

- writing report segments; and

- presenting results, methods, and findings orally.

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This position is located in GAO's Applied Research and Methods (ARM) Team. =  
Please visit our website at <http://www.gao.gov> for additional information =  
on GAO and its teams.

For more information about this position, contact:

Madelyn Daniels

202-512-3429

DanielsM@gao.gov=20

---

Carl Ramirez  
Sr. Design Methodologist  
Center for Design, Methods & Analysis  
U.S. Government Accountability Office  
Phone: (202) 512-3721  
Fax: (202) 512-3938  
Email: ramirezc@gao.gov

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Date: Tue, 20 Dec 2005 12:03:21 +0000  
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>  
Subject: Renewing membership online  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I've=20been=20trying=20to=20do=20this=20for=20a=20while=20now=20and=20have=  
=20been=20having  
problems.=20Basically=20when=20I=20try=20to=20use=20the=20'No=20changes'=20=  
route=20(Option=201)  
I=20keep=20getting=20404=20error=20messages=20when=20I=20try=20to=20log=20=  
in.=20

In=20the=20end=20I=20had=20to=20use=20Option=202=20and=20put=20in=20all=20=  
my=20details=20again.

Anybody=20else=20got=20this=20problem?=20Or=20are=20you=20just=20picking=20=  
on=20us=20Brits?  
Look,=20we've=20forgotten=20all=20about=20that=20business=20with=20the=20t=  
ea=20these=20days  
and=20we=20don't=20hold=20it=20against=20you=20any=20longer.=20Trying=20to=  
=20get=20us=20to=20believe

that=20Bud=20is=20actually=20a=20beer=20is=20another=20matter=20though.

Iain=20Noble=20

Department=20for=20Education=20and=20Skills=20

Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence=20=

Strategic=20Analysis:=20RMI=201=20(YCS=20and=20Next=20Steps=20Study),=20

W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20

0114=20259=201180=20

For=20information=20about=20the=20Next=20Steps=20Study=20go=20to

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are=20addressed.=20If=20you=20have=20received=20this=20email=20in=20error=20=

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the=20system=20manager.

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MIMESweeper=20for=20the=20presence=20of=20computer=20viruses.

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=====  
Date: Tue, 20 Dec 2005 10:11:18 -0500

Reply-To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>

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

From: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>

Subject: Post stratification weighting

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

In-Reply-To: <[AAPORNET%200512162100016762.E81F@LISTS.ASU.EDU](mailto:AAPORNET%200512162100016762.E81F@LISTS.ASU.EDU)>

MIME-version: 1.0

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

Colleagues,

I am preparing a new course and I am looking for one or more concise treatments of post stratification weighting -- written at the level that first or second year graduate students would find accessible. I am especially interested in:

(a) readings that offer practical guidance for how to deal with unrepresentative samples, ideally providing step by step instructions.

(b) readings that explain the implications for statistical inference.

Any other tips or suggestions for the most effective way to help students learn about weighting issues would be most welcome.

Thanks!  
Eric

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Date: Tue, 20 Dec 2005 08:45:59 -0700  
Reply-To: "Margaret R. Roller" <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Margaret R. Roller" <[rmr@ROLLERRESEARCH.COM](mailto:rmr@ROLLERRESEARCH.COM)>  
Subject: Re: community satisfaction questions

We conduct a great deal of research for the American Cancer Society with its community-level volunteers. I am not sure exactly what you are after, but looking at other/multiple types of community-level volunteers may be a way to get at a sense of community satisfaction.

--  
Margret R. Roller  
Roller Marketing Research  
[rmr@rollerresearch.com](mailto:rmr@rollerresearch.com)  
[www.rollerresearch.com](http://www.rollerresearch.com)

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Date: Tue, 20 Dec 2005 10:33:37 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Re: Renewing membership online  
Comments: To: [Iain.NOBLE@DFES.GSI.GOV.UK](mailto:Iain.NOBLE@DFES.GSI.GOV.UK), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0

Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Good Morning,=20

We have checked the AAPOR on-line membership renewal system in the AAPOR Executive Offices and everything appears to be in good working order. We specifically checked Mr. Noble's information and were able to enter with out any problems. It may have been a temporary situation. =20

As a reminder, when renewing your AAPOR membership, you list your initials and your AAPOR Membership Number. Mine would be MF12345. Then the password is always AAPOR1. =20

If anyone else is experiencing problems with the on-line renew process, please feel free to contact me directly. =20

Thank you and Happy Holidays. Merry Christmas even! =20

Michael P. Flanagan, CAE=20  
Executive Coordinator=20  
American Association for Public Opinion Research =20  
P. O. Box 14263=20  
Lenexa, KS 66285-4263=20  
(913) 495-4470=20  
FAX: (913) 599-5340 =20  
E-Mail: Mflanagan@goAMP.com =20  
www.aapor.org <<http://www.aapor.org>> =20

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

From: AAPORNET [mailto:[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)] On Behalf Of Iain Noble  
Sent: Tuesday, December 20, 2005 6:03 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Renewing membership online

I've been trying to do this for a while now and have been having problems. Basically when I try to use the 'No changes' route (Option 1) I keep getting 404 error messages when I try to log in.=20

In the end I had to use Option 2 and put in all my details again.

Anybody else got this problem? Or are you just picking on us Brits? Look, we've forgotten all about that business with the tea these days and we don't hold it against you any longer. Trying to get us to believe that Bud is actually a beer is another matter though.

Iain Noble=20  
Department for Education and Skills=20  
Creating opportunity, releasing potential, achieving excellence=20  
Strategic Analysis: RMI 1 (YCS and Next Steps Study),=20  
W606, Moorfoot, Sheffield, S1 4PQ.=20  
0114 259 1180=20  
For information about the Next Steps Study go to  
[www.dfes.gov.uk/research](http://www.dfes.gov.uk/research)=20

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[www.mimesweeper.com](http://www.mimesweeper.com)

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Date: Tue, 20 Dec 2005 11:22:06 -0500  
Reply-To: "Meekins, Brian - BLS" <[Meekins.Brian@BLS.GOV](mailto:Meekins.Brian@BLS.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Meekins, Brian - BLS" <[Meekins.Brian@BLS.GOV](mailto:Meekins.Brian@BLS.GOV)>  
Subject: TSMII Early Registration & Accommodations  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

> Early registration for the Second International Conference on  
> Telephone Survey Methodology (TSMII) closes tomorrow. You can  
> register online at:<http://www.amstat.org/meetings/tsmii/2006> (Under  
> Conference Information - Registration).

>=20  
> At this time the block of rooms reserved at the conference rate at the  
> Hyatt Regency Miami is full. Arrangements are being made to secure  
> rooms at an overflow hotel. Our records show that a number of people  
> have reservations at the hotel but have not registered for the

> conference. If you do not plan to attend the conference, but have a  
> room reserved at the Hyatt Regency, please cancel that reservation.  
> Thank you.  
>=20  
>=20  
>=20

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)  
=====

Date: Tue, 20 Dec 2005 12:00:21 -0500  
Reply-To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Subject: Re: Post stratification weighting  
Comments: To: Eric Plutzer <[exp12@PSU.EDU](mailto:exp12@PSU.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[5.1.0.14.2.20051220100120.035172a0@mail.psu.edu](mailto:5.1.0.14.2.20051220100120.035172a0@mail.psu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

There is literature on unrepresentative samples because interviewing was omitted on some days of the week. The articles are old, but they do get to your question (a). It was done by Politz and Simon. JASA 44 (1949) 9-31 and 45 (1950) 136-137 discuss how to deal with these sampling biases. These articles also are discussed in Cochran's Sampling Techniques.  
warren mitofsky

At 10:11 AM 12/20/2005, Eric Plutzer wrote:

>Colleagues,  
>  
> I am preparing a new course and I am looking for one or  
> more concise treatments of post stratification weighting -- written  
> at the level that first or second year graduate students would find  
> accessible. I am especially interested in:  
>  
>(a) readings that offer practical guidance for how to deal with  
>unrepresentative samples, ideally providing step by step instructions.  
>  
>(b) readings that explain the implications for statistical inference.  
>  
>Any other tips or suggestions for the most effective way to help  
>students learn about weighting issues would be most welcome.  
>  
>  
>Thanks!  
>Eric  
>  
>-----  
>Conference info and call for papers: <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

---

Conference info and call for papers: <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, 20 Dec 2005 11:29:38 -0700  
Reply-To: Mark Blumenthal <mdblum@AOL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark Blumenthal <mdblum@AOL.COM>  
Subject: Response rate seasonality?

My colleagues have often recommended that clients avoid fielding surveys in the latter half of December out of concern that with shopping, holiday parties and vacations, potential respondents will be harder to reach. I am not sure, however, that I have ever seen hard evidence on this point.

Can anyone point me to papers, articles assessing whether seasonality exists in response and contact rates, and specifically whether contact or response rates tend to decline at this time of year?

Thank you!  
Mark Blumenthal  
[www.mysterypollster.com](http://www.mysterypollster.com)

---

Conference info and call for papers: <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, 20 Dec 2005 13:42:48 -0600  
Reply-To: Rob Santos <rsantos@NUSTATS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Rob Santos <rsantos@NUSTATS.COM>  
Subject: Re: Post stratification weighting  
Comments: To: Warren Mitofsky <mitofsky@MINDSPRING.COM>, AAPORNET@asu.edu  
In-Reply-To: <7.0.0.16.2.20051220115238.04388cb8@mindspring.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Fritz Scheuren wrote a terrific dissertation on weighting as I recall...  
(GWU, in the 80s, I think) (Fritz, you out there?)

Rob

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Warren Mitofsky  
Sent: Tuesday, December 20, 2005 11:00 AM  
To: AAPORNET@asu.edu  
Subject: Re: Post stratification weighting

There is literature on unrepresentative samples because interviewing was omitted on some days of the week. The articles are old, but they do get to your question (a). It was done by Politz and Simon. JASA 44 (1949) 9-31 and 45 (1950) 136-137 discuss how to deal with these sampling biases. These articles also are discussed in Cochran's Sampling Techniques.  
warren mitofsky

At 10:11 AM 12/20/2005, Eric Plutzer wrote:

>Colleagues,

>

> I am preparing a new course and I am looking for one or  
> more concise treatments of post stratification weighting -- written  
> at the level that first or second year graduate students would find  
> accessible. I am especially interested in:

>

>(a) readings that offer practical guidance for how to deal with  
>unrepresentative samples, ideally providing step by step instructions.

>

>(b) readings that explain the implications for statistical inference.

>

>Any other tips or suggestions for the most effective way to help  
>students learn about weighting issues would be most welcome.

>

>

>Thanks!

>Eric

>

>-----

>Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

=====  
Date: Tue, 20 Dec 2005 15:30:54 -0500

Reply-To: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

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

From: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>

Subject: Statistical opening at Nielsen Media Research

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [SRMSNET@LISTSERV.UMD.EDU](mailto:SRMSNET@LISTSERV.UMD.EDU)

Comments: cc: "Feeney, Kelly" <[Kelly.Feeney@nielsenmedia.com](mailto:Kelly.Feeney@nielsenmedia.com)>

MIME-version: 1.0

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

Please pass this along to any qualified person who might be interested.

=20

=20

ASSOCIATE RESEARCH STATISTICIAN

=20

A full time position based in the Schaumburg IL (Chicago) area:

=20

This position is responsible for producing local estimates for various media-related characteristics including cable, satellite, DVD and VCR.

=20

The main objectives of this position are:

=20

- \* Employ established methodologies for producing estimates using Nielsen samples
- \* Develop and/or update documentation for procedures
- \* Support research on estimates, sources and methods
- \* Contribute to research projects relating to local cable provider estimates and local cable network coverage estimates

=20

=20

Required qualifications:

=20

- \* BS degree in Statistics or Mathematics
- \* Experience with statistical research, sampling and weighting
- \* Computer experience including PC spreadsheets and statistical packages
- \* Analytic and numerical skills with great emphasis on accuracy
- \* Good communication and time management skills

=20

=20

Nielsen Media Research is an equal opportunity employer.

=20

For more information or to apply to this position, please contact  
www.nielsenmedia.com <<http://www.nielsenmedia.com/>> , go to Employment  
Opportunities (Non-Field jobs) and reference requisition # 200502907.

---

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

---

Date: Tue, 20 Dec 2005 15:10:42 -0600  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Herriot Award Nominations  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

#### HERRIOT AWARD NOMINATIONS SOUGHT

=20

Nominations are sought for the 2006 Roger Herriot Award for Innovation  
in Federal Statistics. The award is intended to reflect the special  
characteristics that marked Roger Herriot's career:

=20

- \* Dedication to the issues of measurement;
- \* Improvements in the efficiency of data collection programs; and
- \* Improvements and use of statistical data for policy analysis.

=20

The award is not limited to senior members of an organization, nor is it  
to be considered as a culmination of a long period of service.  
Individuals at all levels within Federal agencies, other government  
organizations, nonprofits, the private sector, and the academic  
community may be nominated on the basis of their contributions.

=20

The recipient of the 2006 Roger Herriot Award will be chosen by a

committee comprising representatives of the Social Statistics Section and Government Statistics Section of the American Statistical Association and the Washington Statistical Society. Roger Herriot was associated with and strongly supportive of these organizations during his career. The award consists of an honorarium and a framed citation.

=20

Joseph Waksberg (Westat), Monroe Sirken (National Center for Health Statistics), Constance Citro (National Academy of Sciences), Roderick Harrison (U.S. Census Bureau), Clyde Tucker (Bureau of Labor Statistics), Thomas Jabine (SSA, EIA, CNSTAT), Donald Dillman (Washington State University), Jeanne Griffith (OMB, NCES, NSF), Daniel Weinberg (U. S. Census Bureau), David Banks (FDA, BTS, NIST), Paula Schneider (U.S. Census Bureau), and Robert E. Fay III (U.S. Census Bureau) are previous recipients of the Roger Herriot Award.

=20

For more information, contact Lawrence Cox, Chair, Roger Herriot Award Committee, 301 458-4631 or [LCox@CDC.Gov](mailto:LCox@CDC.Gov). There are no fixed requirements for the contents or format of nomination packages, but completed packages must be received by May 1, 2006. Electronic submissions to Dr. Cox in MS-Word or PDF format are encouraged.

=20

Alternately, nominations may be mailed to:

Lawrence H. Cox

National Center for Health Statistics

3311 Toledo Road, Room 3211

Hyattsville, MD 20782

=20

=20

=20

=20

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Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

---

Date: Tue, 20 Dec 2005 16:35:12 -0500  
Reply-To: "Meekins, Brian - BLS" <[Meekins.Brian@BLS.GOV](mailto:Meekins.Brian@BLS.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Meekins, Brian - BLS" <Meekins.Brian@BLS.GOV>  
Subject: TSMII Exhibit Space  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

> Organizations wishing to reserve exhibit space at TSM II for \$500.00  
> should refer to the TSM II website homepage. Click on the Exhibitor  
> Application Form and Instructions. There is still plenty of exhibit  
> space available. The homepage is:  
> <http://www.amstat.org/meetings/tsmii/2006>

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

---

Date: Tue, 20 Dec 2005 15:40:57 -0800  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: banner tab house  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

say, does anyone want a client of mine for tabs? I'm using wincross. I'd like someone else to work with them. we don't have compatible styles. Let me know,  
leora

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

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

---

Date: Wed, 21 Dec 2005 11:42:31 -0500  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Poll: 69 percent favor 'Merry Christmas'  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Poll: 69 percent favor 'Merry Christmas'

NEW YORK, Dec. 21 (UPI) -- The "Merry Christmas" greeting has regained popularity as the favorite seasonal greeting for 69 percent of people in a USA Today/CNN/Gallup poll.=20

A year ago, the greeting was favored by 56 percent of those asked.=20

The "Happy Holidays" greeting fell in favor from 41 percent of respondents last year to 29 percent this year, the poll said.=20

<http://www.upi.com/NewsTrack/view.php?StoryID=3D20051221-104045-2989r>

The telephone survey of 1,000 adults between Friday and Sunday has an error margin of plus or minus 3 percentage points.=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.  
Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

=====  
Date: Wed, 21 Dec 2005 10:36:01 -0700  
Reply-To: Harry Heller <[hheller@RCASITE.COM](mailto:hheller@RCASITE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Harry Heller <[hheller@RCASITE.COM](mailto:hheller@RCASITE.COM)>  
Subject: Re: Response rate seasonality?  
Comments: To: Mark Blumenthal <[mblum@AOL.COM](mailto:mblum@AOL.COM)>

CMOR, The Council for Marketing and Opinion Research, has been conducting a cooperation tracking study, for which companies submit their contact record results, along with other information about the study to track cooperation across many variables.

The study, which will be restarted in 2006, did track the cooperation rates of various studies by seasonality. Unfortunately, the level of aggregation could only be by quarter year. But the findings may generalize to the Holiday Season.

The results through 2003 do not show any systematic variation by seasonality. Indeed, there is greater variation by type of survey than by time of year. Some years cooperation in the 4th quarter are up, other years, down.

Of course with more surveys reported into our database we could eventually break the data down by month -- so if you have an organization or call

center and you would like to contribute contact data to us please email me at hheller@cmor.org and I'll let you know what the requirements are.

Harry E. Heller, Ph.D.  
President, Research Consulting Agency  
Director of Respondent Cooperation, CMOR  
40 Long Woods Lane  
East Hampton, NY 11937  
Voice:(631) 329-7004  
FAX: (631) 614-4371

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

---

Date: Thu, 22 Dec 2005 07:54:48 -0600  
Reply-To: Mary.Losch@uni.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mary Losch <mary.losch@UNI.EDU>  
Subject: Re: Recommendations for Municipal Utility Feasibility  
Consultants  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Colleagues,  
Our Center has been approached about assisting with the community residential research that is part of feasibility studies that take place when a locale is considering municipal utility development. We have no problem with the data collection for such studies but do not have expertise in municipal utility development per se.

If you are aware of non-profit groups (small communities have little budget for such work) with expertise in this area, please contact me.

Thanks. Mary Losch

---

Mary Losch, Ph.D.  
Chair, Human Participants Review Committee  
UNI IRB

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

---

Date: Thu, 22 Dec 2005 08:12:59 -0600  
Reply-To: Mary.Losch@uni.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mary Losch <mary.losch@UNI.EDU>  
Subject: Re: Recommendations for Municipal Utility Feasibility Consultants  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Sorry to clog the lines but I put the wrong signature info on my earlier email -- please use the contact info below if you have suggestions --  
Thanks. Mary

mary.losch@uni.edu

~~~~~  
Mary E. Losch, Ph.D.  
Center for Social & Behavioral Research  
221 Sabin Hall  
Cedar Falls, IA 50614  
319.273.2105

-----  
Conference info and call for papers: <http://www.aapor.org/>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Please ask authors before quoting outside AAPORNET.

=====

Date: Thu, 22 Dec 2005 09:27:05 -0500  
Reply-To: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Andrew A Beveridge <andy@TROLL.SOC.QC.EDU>  
Subject: Ferrer and the Hispanics  
Comments: To: AAPORNET <AAPORNET@asu.edu>,  
CUNY UFS Discussion Forum <SENATE-FORUM@LISTSERV.CUNY.EDU>  
Comments: cc: COMURB\_R21@EMAIL.RUTGERS.EDU, qcsoclis@qc.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Below is the first part of a column I just did on Fernando Ferrer and the Hispanics

<http://www.gothamgazette.com/article/demographics/20051222/5/1688>

Hispanics and the Ferrer Candidacy

by Andrew Beveridge  
December, 2005

Fernando Ferrer was the first candidate of Hispanic descent to run with major party backing for the office of mayor of New York City, and when he lost by a large margin, there was a general consensus among journalists: Ferrer, they said, did poorly among every ethnic group, even -- relatively speaking -- his own.

Some commentators sought to explain this by noting that "Hispanic" no longer

means just Puerto Ricans, or even just Puerto Ricans and Dominicans. Hispanic New Yorkers come from many different countries now. Others pointed out that Bloomberg's polling of voters was very vigorous and very specific, but that it was not based on their ethnic origins. Thus, it was possible to ask seriously whether the mayoral election signaled a new phase in New York City politics -- the beginning of the end of ethnic politics.

There was just one problem with all these explanations and conclusions -- they were based on an inaccurate consensus.

No major news organizations did their own polling; their conclusions about Ferrer's support was based on an unconventional exit poll.

Now more data are available, including complete voting returns for all 6,000 of New York City's election district, as well as a recent exit poll among immigrants. It turns out that the vast majority of Hispanic voters did in fact choose Ferrer -- at least 80 percent. This demonstrates not just that ethnic politics is alive and well in New York City, but that, as diverse as they are, Hispanics in New York share much in common.

<http://www.gothamgazette.com/article/demographics/20051222/5/1688>

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

=====  
Date: Fri, 23 Dec 2005 16:13:34 -0500  
Reply-To: Milt Goldsamt <miltgold@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Milt Goldsamt <miltgold@COMCAST.NET>  
Subject: Re: 10-point vs. 5-point scales  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <1166.64.75.157.38.1134707155.squirrel@apache.willamette.net>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

on 12/15/2005 11:25 PM, Stephen M. Johnson at [stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG) wrote:

> I generally agree, although the issue of the midpoint is interesting as  
> well. I like to use it if the goal is to measure the real range of  
> possible responses, if it is logical, and if it can be given a label.  
> However, I do not like a midpoint if the goal is to have respondents make  
> a choice. I feel too many respondents will take the easy way out of such  
> a decision if they can hook on a midpoint. By the way, when we use a 4  
> point scale we always record "no opinion" or "no answer" if volunteered.  
> Best  
> Steve Johnson  
>  
>  
Overall, there's nothing magical about 10-point scales, other than they

sound easy to use because they reflect our numbering system of 0-10. The question really is: what topic dimension is being measured, and can the raters easily differentiate--reliably-- levels of that topic dimension. Related to this, are the labels unambiguous and non-overlapping? Usually 5-7 points are sufficient, and even four. (The idea of a midpoint is another issue; sometimes it's meaningful for the topic being measured and sometimes not. And has been pointed out, those on the fence usually can decide if asked to do so.) George Miller's article in the 1957 American Psychologist, "The Magic Number Seven, Plus or Minus Two" (or very close to that title and year) is the foundation for this research and issue. My own dissertation found that 6- and 12-point scales correlated fairly highly.

I've generally used and very satisfactorily, three to five point Likert scales. Respondents understand what the labels refer to, and recently an AAPORNET commenter pointed out that either four or five point scales (I can't remember now) are very easy to administer in telephone interviews.

Regarding collapsing of 10-point to five-point scales, there is some within-person unreliability so that sometimes the same person might select the 9th or 10th scale position interchangeably and similarly the 1st or 2nd scale positions. I believe you need to see the distribution on a 10-point scale before you immediately map it out to a five-point scale, and collapse responses.

Milton R. Goldsamt, Ph.D.  
(Former member of the USDA/NASS Questionnaire Design Section)  
Research Statistician, U. S. Dept. of Justice  
miltgold@comcast.net

-----  
Conference info and call for papers: <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](mailto:aapornet-request@asu.edu)

=====  
Date: Fri, 23 Dec 2005 13:22:52 -0800  
Reply-To: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>  
Subject: Research Job Opening, Univ of California Office of the President  
Comments: To: [por@vance.irss.unc.edu](mailto:por@vance.irss.unc.edu), [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

I am posting this for a colleague. Please do NOT respond to me. Respond to James Stofan at: [James.Stofan@ucop.edu](mailto:James.Stofan@ucop.edu)

Job Opening -- Coordinator, Alumni Research, University of California  
Office of the President

SALARY: \$46,680 - 65,364 (Midpoint of Range)

This is a one year contract position.

**RESPONSIBILITIES:** Working with the Executive Director, campus alumni directors and annual giving staffs, the Coordinator of Alumni Research proposes research objectives, gathers and analyzes data on alumni from all UC campuses and presents the results to key individuals identified with a specific research project. Proposes strategies on how to best use the information obtained to support the mission of the Office, which is to increase the involvement of alumni in supporting the University of California, through support of UC alumni associations and their missions, the stewardship of the AAUC and the sponsorship of all UC alumni programs and services for all the UC alumni associations and their members.

**REQUIRED QUALIFICATIONS:** Academic preparation from college with a major in public relations, marketing communications or an allied field and four to five years progressively responsible data collection, analysis, and reporting experience (at least half of this time performing professional market research); or an equivalent combination of education and experience.

Research and critical thinking skills to successfully: Identify and assess patterns and trends (e.g., membership and benefits, alumni giving patterns, market conditions) suggesting the need for specific alumni research. Develop and implement tools and methodologies for comprehensive data collection (e.g., using existing methods such as on-line searches, focus groups, one-on-one in-depth interviews, and/or developing new tools as needed such as self-administered surveys, interview questions, and databases) to obtain the most complete results. Apply appropriate qualitative/quantitative analysis skills (e.g., basic statistic such as correlations and regressions analysis) to evaluate data and reach a conclusion.

Report key findings and conclusions in a variety of formats for easy interpretation and use for a range of audiences. Strong project management (i.e. large-scale research projects) and organizational skills to manage, monitor, and successfully complete multiple projects in the face of competing demands and deadlines. Excellent oral, written, and presentation skills to effectively obtain relevant data and information, and summarize analyses, key findings and conclusions. Ability to articulate a specific position and negotiate/persuade as necessary. Broad knowledge of alumni programs and development offices and how they function in a higher education environment and experience working with alumni and on alumni-related activities. Experience organizing paid and/or volunteer staff preferred. Ability to work effectively in a dynamic, team-oriented environment, collaborating with multiple individuals and groups to achieve an accurate and comprehensive perspective; political acumen with demonstrated experience applying judgment and discretion when working with various stakeholders and constituencies both within and outside the organization. Computer literacy in a PC environment; proficiency with MS Office Suite, electronic mail, and web based applications. Ability to navigate and manipulate complex databases to extract and analyze pertinent information. General knowledge of the University's mission, its organization, and policies.

**DESIRED QUALIFICATIONS:** Spanish language proficiency preferred. Experience in higher education, particularly in the field of advancement preferred.

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Date: Wed, 28 Dec 2005 10:08:40 -0800  
Reply-To: "Mann, Sue L" <[smann@FHCRC.ORG](mailto:smann@FHCRC.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Mann, Sue L" <[smann@FHCRC.ORG](mailto:smann@FHCRC.ORG)>  
Subject: interviewing teens and parents  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: "Lynn, Diana J" <[dlynn@fhcrc.org](mailto:dlynn@fhcrc.org)>  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

I am replying to the 12/13/05 request from Nancy Belden. Please forward this note to her.

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Our youth smoking studies research group (1) obtains parental consent and contact information from parents of teens/young adults (via mail and phone), (2) conducts smoking cessation telephone counseling with consenting teens (with parental consent for those under age 18), and (3) surveys teens via mail and/or phone. If our experience could help you, I'd be happy to share information.

=20

Sue L. Mann, M.P.H.=20

Data Operations Manager=20

Youth Smoking Studies=20

Fred Hutchinson Cancer Research Center=20

1100 Fairview Ave. E., M2-C826=20

P.O. Box 19024=20

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Office Phone: 206-667-2869=20

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