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Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0607"

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Date: Mon, 3 Jul 2006 08:53:31 -0500  
Reply-To: Margaret.Good@I3MAGNIFI.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Geg Good <Margaret.Good@I3MAGNIFI.COM>  
Subject: Job Opportunity  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

The Health Economics and Outcomes Division at i3 Innovus, Ingenix is hiring a Researcher . This person will be responsible for the design and implementation of pharmaco-economic and/or pharmaco-epidemiologic prospective research studies.  
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#### Major Responsibilities

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- \* Writing proposals for research projects involving primary data collection
- \* Performing or overseeing all aspects of pharmaco-economic/pharmaco-epidemiologic prospective research studies from inception to completion including:
  - =20
  - o protocol development,=20
  - o data collection instrument development,=20
  - o Institutional Revenue Board (IRB) submissions,=20
  - o recruitment of study investigators and subjects,=20
  - o data collection, and vendor management,=20
  - o analysis=20
- \* Disseminating study results
- \* Managing project teams=20
- \* Managing project budgets and timelines
- \* Managing client relationships=20

\* Contributing to the development and refinement of standard operating procedures and infrastructure for prospective studies

=20

## Qualifications

\*=09

A master's degree or doctoral degree in health services research (HSR), health economics, epidemiology, sociology or equivalent.

\*=09

A minimum of two years experience with primary data collection activities e.g., IRB submissions, protocol development, survey questionnaire development and validation, data management.

\*=09

A minimum of three years experience with SAS, STATA, or other analytic software.=20

\*=09

Excellent oral and written communication skills are required.=20

\*=09

Demonstrated experience managing project budgets and timelines preferred.=20

## Competencies and Best Practice for High Performers=20

\*=09

Successfully manages multiple complex studies simultaneously.

\*=09

Accepts projects requiring development of new methodological skills and mentors other staff on methodological issues.

\*=09

Receives exceptional client reviews, shares insight about clients, which may improve business opportunities.

\*=09

Provides insightful interpretation of study results.

\*=09

Mentors new research staff. Recognizes problems and seeks positive solutions.

To apply, please e-mail a resume and cover letter to:

=20

Meg Good, PhD

margaret.good@i3magnifi.com

=20

=20

Meg Good, PhD

Researcher \* i3 Innovus

Direct: (952) 833 6711 \* Main: (952) 833 7100 \* Fax: (952) 833 6045

=20

"Secure Server GDV" made the following

annotations on 07/03/2006 08:53:33 AM

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Date: Wed, 5 Jul 2006 09:32:21 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Research Industry Summit to Improve Respondent Cooperation  
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

'United Nations' Line-up for MR Summit=20  
<http://www.mrweb.com/drno/news5679.htm>  
July 4 2006=20  
=20

A stellar line-up of North American and Global MR chiefs will gather in Chicago on September 28-29 to discuss ways of improving respondent co-operation, and to formulate an action plan.

The Research Industry Summit to Improve Respondent Cooperation will take place at the Drake Hotel Chicago, IL and will feature the CEOs & Presidents of several of the world's top ten agencies; research heads from major client corporations including Procter & Gamble, IBM, Warner Bros and VISA; leaders of five major research industry associations and other 'Experts, Giants & Legends'. The aim is to formulate and implement a campaign to improve respondent co-operation.=20

The Summit is organised by IIR, the producers of The Market Research Event and will feature sessions discussing solutions to respondent wearout, laziness and cheaters; the leveraging of technology to eliminate panel duplicity; and engagement strategies that build respondent loyalty and honesty for the long term.=20

The goal of the summit, touted by some as 'the inaugural 'United

Nations' of market research' is to reach an industry consensus among all factions on a plan of action to maximize respondent co-operation, and a financial solution to support it. CMOR (the Council of Marketing and Opinion Research) - the industry's chief agent for respondent co-operation issues - will unveil a new roadmap toward this goal to be discussed by the summit.=20

The full list of those booked to attend is as follows:

Diane Bowers, President, CASRO  
Larry Brownell, Executive Director, MRA  
Eileen Campbell, Chairman, Millward Brown NA, President-Global Development (Representing Kantar Group)=20  
Simon Chadwick, Partner, Cambiar  
Owen Charlebois, President-Operations, Technology and R&D, Arbitron  
Kimberley Dedeker, VP-Global Consumer & Market Knowledge, Procter & Gamble  
Paul Donato, Chief Research Officer, Nielsen Media, Research & ARF Representative  
Gian Fulgoni, Chairman, comScore Networks  
Ron Gailey, SVP-Research & CI, Washington Mutual  
Howard Gershowitz, Co-Chairman, CMOR  
Dennis Gonier, CEO, Tarp Worldwide  
Dr. Robert Groves, Director-Center for Survey Research, University of Michigan & AAPOR Representative  
Tracy Hampton, SVP-Research Services, VISA  
Pat Healy, Vice-Chairman, InsightExpress  
Tod Johnson, Chairman & CEO, The NPD Group  
Scott Klein, President & CEO, Information Resources, Inc.=20  
Martin Lautman, CEO, GfK Custom Research NA  
John Lewis, President & CEO, ACNielsen USA  
Jim Lochrie, General Director-N.A. Marketing Research, General Motors Corp.=20  
Bill MacElroy, President, Socratic Technologies  
William Mitchell, Managing Director-Customer Research, American Airlines  
Larry Mock, President, Strategic Development & Go-To-Market, StrataMark Dynamic Solutions  
Shari Morwood, VP-Worldwide Market Research, IBM  
Dennis Murphy, VP-Technology Practice, Directions Research, Inc.=20  
Greg Novak, President & CEO, Harris Interactive  
Lewis Oberlander, SVP-Market Research, Warner Brothers Pictures  
Ravi Parmeswar, VP-Knowledge & Insights, The Coca-Cola Co.=20  
David Poltrack, EVP & Chief Research Officer, CBS Corp.=20  
Joe Plummer, CRO, The ARF  
Michelle Salazar, Sr. Director-Global Consumer & Business Insights, McDonald's Corp.=20  
Doss Struse, CEO, Momentum Market Intelligence  
Didier Truchot, Co-Chairman, Ipsos  
David Weinberger, Director-Consumer Insights, The Home Depot  
John Zogby, President & CEO, Zogby International.

The event will be moderated by Bob Lederer, Editor & Publisher of Research Business Report. More information is available at [www.iirusa.com/respondentcooperation](http://www.iirusa.com/respondentcooperation) . =20

--=20

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

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Date: Wed, 5 Jul 2006 07:28:03 -0700  
Reply-To: Sunshine Hillygus <[hillygus@FAS.HARVARD.EDU](mailto:hillygus@FAS.HARVARD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Sunshine Hillygus <[hillygus@FAS.HARVARD.EDU](mailto:hillygus@FAS.HARVARD.EDU)>  
Subject: Recommendations for Survey Firm in Brazil?

Hi, I'm looking for recommendations for survey vendors doing work in Brazil. Please email me offlist at [hillygus@fas.harvard.edu](mailto:hillygus@fas.harvard.edu). Thanks!

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Date: Thu, 6 Jul 2006 10:32:50 -0700  
Reply-To: "Voigt, Lynda" <[lvoigt@FHCRC.ORG](mailto:lvoigt@FHCRC.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Voigt, Lynda" <[lvoigt@FHCRC.ORG](mailto:lvoigt@FHCRC.ORG)>  
Subject: Research Industry Summit to Improve Respondent Cooperation  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

This summit sounds great! Will a summary statement similar to that of the cell phone summit be released after this conference? The cell phone summit statement and information was so useful.

=20

Lynda Voigt

=20

Lynda F. Voigt, Ph.D.  
Cancer Epidemiology Research Cooperative=20  
Fred Hutchinson Cancer Research Center  
Seattle, WA=20  
206 667-4519  
[Lvoigt@fhcrc.org](mailto:Lvoigt@fhcrc.org)

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Date: Thu, 6 Jul 2006 13:42:26 -0400  
Reply-To: James Wagner <[jameswag@ISR.UMICH.EDU](mailto:jameswag@ISR.UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: James Wagner <[jameswag@ISR.UMICH.EDU](mailto:jameswag@ISR.UMICH.EDU)>  
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

We are currently seeking applicants for the position of Research Area Specialist Intermediate, described below. The role of the position is to support sample design, implementation, and monitoring.=20  
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To apply, visit the University of Michigan homepage ([www.umich.edu](http://www.umich.edu)) and follow the Job Postings link. Search on the ID=3D1412.  
=20

James Wagner  
Survey Director  
University of Michigan  
=20  
=20

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=20  
Job ID: 1412

Job Title: Research Area Specialist Inter

Job/Career Family: Research

Job Description and Responsibilities: =20

Market Title: Research Area Specialist Intermediate

Working Title: Research Area Specialist Intermediate=20

FLSA: Exempt

Salary Range: \$45,000 - \$55,000 annually, depending on qualifications and experience of selected candidate

Pay Grade: N/A

Hours/Week: 40 Hours

Shift/Hours/Days: M-F, days

Other Info: N/A

=20

For more than 50 years, the Survey Research Center (SRC) has been a national and international leader in interdisciplinary social science research involving the collection or analysis of data from scientific sample surveys. Survey Research Operations (SRO) is the operations branch of the SRC. SRO provides a wide range of services in the areas of survey design, data collection, and data analysis. SRO provides these services to clients from ISR and SRC, other departments at the University, and researchers and organizations outside the University. Within SRO, staff members work on projects across a variety of substantive areas, using leading survey methodology and project management techniques, as well as state-of-the-art technical systems.

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The role of this position is to support sample design and implementation on complex surveys. The position will also require analysis of survey process data for monitoring and quality control purposes.

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DUTIES:=20

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Participate in the design of statistical samples for research proposals and reports. Work with supervisor to implement sample designs, to monitor the performance of samples, and to carry out post-survey processing and documentation.=20

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Perform statistical analyses using SAS. Work with other staff members to evaluate research findings and assist in the reporting of results, assist with preparation of research papers and manuscripts for publication and presentation at conferences and workshops.

=20

Provide complex data management, and quality assurance services for internal and external clients. Perform complex database queries and develop reports on data collection processes. Provide complex analysis of project and unit data for management staff or other clients.=20

=20

Conduct critical analysis of literature relevant to research activities. Prepare data for research papers and presentations.=20

=20

Related duties may include: programming, technical writing and proposal development.

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JOB REQUIREMENTS: =20

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Required:

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Masters degree in quantitative social sciences or equivalent combination of education and experience is required.=20

Demonstrated advanced statistical proficiency and use of techniques for problem solving and forecasting.

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Demonstrated competency using the SAS statistical software package.

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Strong organizational skills, attention to detail and accuracy.

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Desired:

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Demonstrated broad understanding of several areas of survey research, i.e., sampling, data collection, coding, data processing, application programming, analysis and methodology.=20

Prior programming experience desired. Demonstrated ability to learn and use new computer programs quickly and effectively.

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Demonstrated competence in MS Office software: MS Access, MS Word, MS Excel and MS PowerPoint.

=20

Demonstrated competency using statistical software tools other than SAS.

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Date: Thu, 6 Jul 2006 17:02:56 -0400

Reply-To: "S. L. Frith" <[sandrafrith@GMAIL.COM](mailto:sandrafrith@GMAIL.COM)>

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







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Date: Fri, 7 Jul 2006 14:10:27 -0400  
Reply-To: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Subject: veterans and public opinion  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

As usual, I wrote a column for my local newspaper for July 4. I was stunned at the amount of feedback, and it was so strange that I thought I might share this in case the political science/media folks among us find it of interest or have further insights.

The column was a "warm and fuzzy" piece about patriotism, light holiday reading that never causes people to send an email or call.

One of the points I brought up was that science fiction writer Robert Heinlein (himself a disabled veteran), had written about a society where only veterans could vote or hold office in the book STARSHIP TROOPERS. Thanks to the headline writers and the editor deleting three graphs that would have softened that suggestion, it became a major emphasis of the article.

And veterans loved it!! The folks I heard from are resentful about Republicans who never served in uniform having the gall to accuse Democratic veterans (Murtha and Kerry) of cowardice ("cut and run") and an un-American spirit, etc.

One reader, a retired high-ranking Army noncom who had served multiple tours in Vietnam, said that he was actually glad Karl Rove had avoided the draft, since he would have been a detriment to the unit.

Part of my surprise at the strong reaction was that I had mentioned the Heinlein thing before, I think perhaps Veteran's Day 2001. (Our archiving system changed in 2002, and it predated that). And the suggestion back then did not cause controversy. But that was an official unsigned editorial, not a column from a veteran, and it came before the Iraq invasion and long before the recent Republican character attacks.

But of course, I'm trained in quantitative research, and I appreciate that a bunch of emails are still just anecdotal (and after all, it was a holiday, so people had more time to respond, right?). So that night, I tried to discover what kind of polling results have been found among veterans, and whether their opinions do tend to be different from others....and really couldn't find much since the 2004 election. Has anyone seen anything recent?

What I did discover was info about the many veterans who are running for office this fall, overwhelmingly Democrats. I am not sure how I missed that trend before now, but it is going to be interesting to watch. I gotta say, these are some strong candidates--and although they have strong feelings about the conflict in Iraq, they could not be characterized as "single issue" (I do know a thing or two about health policy, and was impressed with the thoughtfulness of some of the healthcare proposals).

So anyway, one more aspect of public opinion on which I will enjoy reading everyone's poll results in the months ahead.

Colleen

BTW, on a more personal note regarding veterans, my brother is getting ready to leave for Iraq (his second activation since 9/11). We siblings have bought him an ipod to take a bit of home with him, and we're in the process of loading it with pictures, music, etc. I thought he might enjoy some podcasts on foreign affairs, stuff that is thoughtful and won't be outdated if he doesn't listen to it for a few weeks (his internet connection is expected to be erratic). If anyone has recommendations, I would be appreciative. (He did some graduate classes in polysci/foreign relations as an undergraduate, so he tosses off phrases like, "modern counterinsurgency theory posits that...")

Colleen K. Porter, M.A.  
Research Program Manager (Pain Lab)  
University of Florida College of Dentistry  
Community Dentistry and Behavioral Science  
US Mail: PO Box 103628  
FedEx: 1329 SW 16th St. (1329 Bldg.), Ste. 5180  
Gainesville, Florida 32610-3628  
(352) 273-5979, phone  
(352) 273-5985, fax  
cporter@dental.ufl.edu

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=====  
Date: Mon, 10 Jul 2006 08:54:47 -0400  
Reply-To: Eric Riddles <[eriddles@PRINCETON.EDU](mailto:eriddles@PRINCETON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Eric Riddles <[eriddles@PRINCETON.EDU](mailto:eriddles@PRINCETON.EDU)>  
Subject: Looking for vendors/contractors  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"

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Hello all,

Our center is seeking a contractor to program a specialized custom web survey application. Please reply off-list if you are interested in submitting a proposal, or if you've got a vendor to recommend. =20

=20

Thanks!!

=20

Best,

=20

Eric Riddles

Assistant Director

Survey Research Center

Princeton University

169 Nassau St.

Princeton, NJ 08542-7007

Phone: (609)258-7647

Fax: (609)258-0549

=20

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Date: Mon, 10 Jul 2006 08:26:49 -0500

Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

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

From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

Subject: July Public Opinion Pros

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

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Dear AAPOR members -

=20

The July issue of Public Opinion Pros has been posted to our website at

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

=20

This month we are introducing printable versions of our major articles, and making available access by IP address recognition to our

institutional subscribers. For a guided tour, nonsubscribers can visit

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[http://www.publicopinionpros.com/from\\_editor/2006/jul/editor.asp](http://www.publicopinionpros.com/from_editor/2006/jul/editor.asp)

=20

As always, we are seeking article submissions for future issues. Please contact the editor directly with your manuscripts or proposals at [editor@PublicOpinionPros.com](mailto:editor@PublicOpinionPros.com).

=20

Thanks and best wishes -

=20

Lisa

=20

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros

[www.PublicOpinionPros.com](http://www.PublicOpinionPros.com)=20

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=====  
Date: Mon, 10 Jul 2006 09:34:57 -0500

Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

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

From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

Subject: Job Opportunity

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

MIME-version: 1.0

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Content-transfer-encoding: quoted-printable

Job Opening

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Polling Editor, The Washington Post

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The Washington Post is seeking a senior survey professional to serve as newsroom Polling Editor. The person in this position is responsible for initiating, conducting and analyzing all news polls conducted by the paper.

=20

The job requires someone with the skills of a survey researcher and the instincts of a journalist. A solid methodological background and an established record of nonpartisan survey work are a prerequisite. But it is equally important that this person has a demonstrable sense for what makes news, and there is a strong preference for a candidate with media experience.

=20

This is an immediate job opening located in Washington, DC.

=20

Please send resume, cover letter and clips to:

=20

Kathryn Tolbert

Director of Recruiting and Hiring

The Washington Post

1150 15th St., N.W.

Washington, D.C. 20071

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Date: Mon, 10 Jul 2006 13:46:06 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Astro-turfing and push poll allegations in Pa  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

In 7th District, push polling comes to shove

<http://www.philly.com/mld/inquirer/news/local/15002692.htm>

It's going to be a long campaign season in the Seventh Congressional District, judging by opening telephone salvos against U.S. Rep. Curt Weldon and his Democratic opponent, Joe Sestak.

Dennis Berry of West Chester said that Venture Data L.L.C., a Salt Lake City polling company, asked him a series of negatively framed questions about Sestak, including one he described as outlandish. Berry said he was asked if he would be more or less likely to vote for Sestak if he knew Sestak "had an opportunity to capture Osama bin Laden in Sudan and passed."

Sestak, a retired Navy vice admiral, served as a National Security Council official in the Clinton White House. He said he had heard about the phone calls, but not the details of the message - and nothing about bin Laden.

Venture Data didn't return phone calls. Michael Puppio, Weldon's campaign manager, said that the polling company was not working for the Weldon campaign.

On the other side, Working America, an AFL-CIO affiliate, used a robot dialer to urge Seventh District voters to call Weldon's district office and ask the congressman why he voted against an increase in the minimum wage. Weldon has said that the call distorted his record on the minimum wage.=20

- Todd Mason

--=20

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

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Date: Mon, 10 Jul 2006 14:12:55 -0700

Reply-To: Charles DiSogra <[charlesd@FIELD.COM](mailto:charlesd@FIELD.COM)>

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

From: Charles DiSogra <[charlesd@FIELD.COM](mailto:charlesd@FIELD.COM)>

Subject: cut and run

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Content-disposition: inline

Colleen Porter's reference to "cut and run" (see bottom 'veterans and = public opinion') .... a reference used by many supporters of the Bush = administration's war policy ...prompts me to reprint the following "letter = to the editor" that appeared in the July 9 edition of The San Francisco = Chronicle submitted by a Peter Browning from Lafayette, California. I = believe this is the true origin of the phrase unless someone else on this = list knows otherwise. It certainly has been defined ... or re-defined .. = in the current vernacular.

\* Charles

'In dire straights, cut and run'=20

Editor -- The phrase "cut and run" has appeared in The Chronicle -- = indeed, in all media -- numerous times, usually in derogation of those who = wish to depart from the ruinous American adventure in Iraq. But those who = use the phrase with such fervor obviously don't know what it means.=20

"Cut and run" originated in the days of sailing ships. It meant to get = under way in an emergency by cutting the anchor chain and running before = the wind. In the instance of square-rigged ships, it also meant to cut the = lines holding the furled sails, whereupon the sails would unfurl of their = own weight and the ship could sail at once.=20

"Cut and run" has nothing whatsoever to do with cowardice, surrender, or = defeatism. It is, in fact, the intelligent thing to do when in dire = straits. The captain who cuts and runs has a chance of saving his ship. = The stubborn, rigid captain, who stands upon the bridge and defies the = elements, will find his ship driven upon the rocks -- and destroyed.=20

"Passage, immediate passage! The blood burns in my veins!=20

Away, O soul! hoist instantly the anchor!=20

Cut the hawsers -- and haul out -- shake out every sail!=20

Have we not stood here like trees in the ground long enough?=20

Have we not groveled here long enough, eating and drinking like mere =  
brutes?=20

Have we not darken'd and dazed ourselves with books long enough?"=20

-- "Passage to India" by Walt Whitman.=20

PETER BROWNING  
Lafayette, California=20

Charles A. DiSogra, DrPH, MPH  
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Field Research Corporation  
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<http://www.field.com/>

>>> Colleen Porter <CPORTER@DENTAL.UFL.EDU> 7/7/2006 11:10 AM >>>

As usual, I wrote a column for my local newspaper for July 4. I was  
stunned at the amount of feedback, and it was so strange that I thought  
I might share this in case the political science/media folks among us  
find it of interest or have further insights.

The column was a "warm and fuzzy" piece about patriotism, light holiday  
reading that never causes people to send an email or call. =20

One of the points I brought up was that science fiction writer Robert  
Heinlein (himself a disabled veteran), had written about a society where  
only veterans could vote or hold office in the book STARSHIP TROOPERS.=20  
Thanks to the headline writers and the editor deleting three graphs that  
would have softened that suggestion, it became a major emphasis of the  
article.

And veterans loved it!! The folks I heard from are resentful about  
Republicans who never served in uniform having the gall to accuse  
Democratic veterans (Murtha and Kerry) of cowardice ("cut and run") and  
an un-American spirit, etc. =20

One reader, a retired high-ranking Army noncom who had served multiple  
tours in Vietnam, said that he was actually glad Karl Rove had avoided  
the draft, since he would have been a detriment to the unit. =20

Part of my surprise at the strong reaction was that I had mentioned the Heinlein thing before, I think perhaps Veteran's Day 2001. (Our archiving system changed in 2002, and it predated that). And the suggestion back then did not cause controversy. But that was an official unsigned editorial, not a column from a veteran, and it came before the Iraq invasion and long before the recent Republican character attacks.

But of course, I'm trained in quantitative research, and I appreciate that a bunch of emails are still just anecdotal (and after all, it was a holiday, so people had more time to respond, right?). So that night, I tried to discover what kind of polling results have been found among veterans, and whether their opinions do tend to be different from others....and really couldn't find much since the 2004 election. Has anyone seen anything recent?

What I did discover was info about the many veterans who are running for office this fall, overwhelmingly Democrats. I am not sure how I missed that trend before now, but it is going to be interesting to watch. I gotta say, these are some strong candidates--and although they have strong feelings about the conflict in Iraq, they could not be characterized as "single issue" (I do know a thing or two about health policy, and was impressed with the thoughtfulness of some of the healthcare proposals). =20

So anyway, one more aspect of public opinion on which I will enjoy reading everyone's poll results in the months ahead. =20

Colleen

BTW, on a more personal note regarding veterans, my brother is getting ready to leave for Iraq (his second activation since 9/11). We siblings have bought him an ipod to take a bit of home with him, and we're in the process of loading it with pictures, music, etc. I thought he might enjoy some podcasts on foreign affairs, stuff that is thoughtful and won't be outdated if he doesn't listen to it for a few weeks (his internet connection is expected to be erratic). If anyone has recommendations, I would be appreciative. (He did some graduate classes in polysci/foreign relations as an undergraduate, so he tosses off phrases like, "modern counterinsurgency theory posits that....")

Colleen K. Porter, M.A.  
Research Program Manager (Pain Lab)  
University of Florida College of Dentistry  
Community Dentistry and Behavioral Science  
US Mail: PO Box 103628  
FedEx: 1329 SW 16th St. (1329 Bldg.), Ste. 5180  
Gainesville, Florida 32610-3628  
(352) 273-5979, phone  
(352) 273-5985, fax  
cporter@dental.ufl.edu=20

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Date: Mon, 10 Jul 2006 14:31:59 -0700  
Reply-To: Randall Thomas <[rthomas@HARRISINTERACTIVE.COM](mailto:rthomas@HARRISINTERACTIVE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Randall Thomas <[rthomas@HARRISINTERACTIVE.COM](mailto:rthomas@HARRISINTERACTIVE.COM)>  
Subject: Barcelona - ESOMAR Panel Research Conference

Hi all,

For those interested in issues and research on Panel Research, there is a conference in Barcelona in late November sponsored by ESOMAR - see <http://www.esomar.org/web/show/id=91602>. Paper proposals are welcome, browse the Topics page. Thanks!

Randall K. Thomas, Senior Research Scientist  
Harris Interactive

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Date: Tue, 11 Jul 2006 10:49:38 -0700  
Reply-To: Tim Vercellotti <[tim.vercellotti@RUTGERS.EDU](mailto:tim.vercellotti@RUTGERS.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Tim Vercellotti <[tim.vercellotti@RUTGERS.EDU](mailto:tim.vercellotti@RUTGERS.EDU)>  
Subject: Recommendations for focus group moderator

Colleagues:

I have a graduate student who is looking to hire a focus group moderator who is of African-American descent for a focus group that will discuss racially sensitive issues. The moderator needs to be in the New York City metro area or northern or central New Jersey. If you know of anyone, please reply to me offline at [tim.vercellotti@rutgers.edu](mailto:tim.vercellotti@rutgers.edu). Thanks in advance for your help.

Tim Vercellotti

-----  
Tim Vercellotti, Ph.D.  
Assistant Research Professor  
Assistant Director, Eagleton Center for Public Interest Polling  
Eagleton Institute of Politics  
Rutgers, The State University of New Jersey  
185 Ryders Lane  
New Brunswick, NJ 08901  
Phone: (732) 932-9384, ext. 285  
Fax: (732) 932-1551

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Date: Tue, 11 Jul 2006 16:17:41 -0400  
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: Search extended: Director of Penn State Survey Research Center  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[AAPORNET%200607102100017137.4ED1@LISTS.ASU.EDU](mailto:AAPORNET%200607102100017137.4ED1@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear AAPOR Colleagues:

I want to announce that the search for a new director of the Penn State Survey Research Center has been extended and we will entertain applications until the position is filled.

The Penn State SRC is a state of the art center with extensive fieldwork, telephone, mail, and web surveys. Almost all of our work is faculty initiated research supported by NSF, NIH, other government agencies and the major foundations supporting scholarly research. We have 18 full time staff members and 70-100 hourly employees and have a growing portfolio of projects initiated by faculty in eight colleges and 30 different academic departments.

We encourage applications from both university faculty (who will be considered for a tenured appointment in the appropriate academic unit) as well as those seeking appointment on a professional administrator or research scientist track. Those with substantial experience at the assistant director level who are ready for a major career move are encouraged to apply.

Preliminary inquiries are welcome and AAPOR members who would like more information, or who would like to nominate a colleague, can contact me directly ([Plutzer@psu.edu](mailto:Plutzer@psu.edu) or 814/865-6576). The formal

job listing is posted at:

<http://www.ssri.psu.edu/survey/dirsearch.htm>

-- Eric

---

Eric Plutzer  
Department of Political Science  
Penn State University  
Voice: 814/865-6576  
<http://polisci.la.psu.edu/faculty/plutzer/>

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Date: Wed, 12 Jul 2006 09:19:32 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: [aabbott@spss.com](mailto:aabbott@spss.com)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

We currently seek SPSS Education Consultants in the East Coast area Washington D.C. and New York City are preferred locations, but we will consider other locations as well for the qualified candidates. The SPSS Education Consultant is a self-motivated educator who provides instructional services to SPSS customers through Public and On-Site training sessions. This individual may also contribute to the development of on-demand web-based training in addition to delivering live web-based training sessions. The Education Consultant will on occasion participate in company sponsored events such as user's conferences and support the consulting team as a training resource.=20

Responsibilities:=20

=20

- \* Deliver high-quality education services to customers and partners.=20
- \* Conduct and scope on-site training, including customizing content to leverage the customer's data.=20
- \* Scope training engagements and interact with Sales to help close deals that include training=20

- \* Deliver synchronous web-based education as required.=20
- \* Ensure that the hardware and software needed to conduct the training are setup and ready prior to the training session.=20
- \* Recognize additional training and/or consulting opportunities during interaction with customers, and follow through by passing leads to Sales or to the Director of Training.=20
- \* Stay current with new SPSS products and techniques in order to effectively train their related courses.=20
- \* Train new SPSS trainers through mentoring.=20
- \* Promote the sale of SPSS software through interaction with customers.
- \* Provide feedback on curricula and course materials to ensure continuous improvement of SPSS' training offerings.=20
- \* As needed, develop training materials including course guides, exercises, PowerPoint presentations, or handouts.=20
- \* Review new course materials, check for errors, and report discrepancies and inconsistencies to courseware development team.=20
- \* Monitor and maintain customer satisfaction.=20
- \* Keep up-to-date with competitor information and how it relates to SPSS capabilities=20
- \* Ensure personal utilization remains at least 65% at all times=20
- \* Ability to perform as training consultant in engagements assigned by Director, Training & Education Services - NA=20

=20

Requirements include:=20

- \* 5 - 7 years of prior training, consulting, or technical support experience.=20
- \* Bachelors or Masters Degree in a quantitative field.=20
- \* Education and/or experience in research methodologies, which demonstrates the ability to understand the concepts, purposes and applications of data analysis.=20
- \* Analytical knowledge and experience in one or more of the primary SPSS market segments is a plus (Finance/Banking/Insurance, Telecommunications, Government, Education, Market Research).=20

- \* Proven mastery of a wide range of topical areas or SPSS Inc. products. These include: Data collection~Data and text mining~Predictive analytic applications~Advanced statistical functions~Database software - SQL Server, Oracle, DB2=20
- \* Proven experience with adult learning principles, methodologies, and course design techniques=20
- \* Demonstrated knowledge of the issues and implications of in-class and distance learning, along with mitigation strategies for dealing with them.=20
- \* Demonstration of excellent instructional, facilitation, and presentation skills.=20
- \* Excellent communicator, particularly cross-culturally=20
- \* Ability to present ideas in business-friendly and user-friendly language=20
- \* Highly self-motivated and directed=20
- \* Ability to absorb new ideas and concepts quickly=20
- \* Ability to effectively prioritize and execute tasks in a high-pressure environment=20
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Date: Wed, 12 Jul 2006 16:54:26 -0400  
Reply-To: "Info@PollingCompany" <[info@POLLINGCOMPANY.COM](mailto:info@POLLINGCOMPANY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Info@PollingCompany" <[info@POLLINGCOMPANY.COM](mailto:info@POLLINGCOMPANY.COM)>  
Subject: How to weight unique survey population  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

I am seeking advice on how to properly weight a survey most accurately.

The survey is of adults who have some unique media and viewership characteristics and habits, but are not an exact match to any established media demographic system - such as Nielsen ratings. =20

For example, Nielsen does not count Hispanic as a race (much like the US Census), but in the survey, Hispanic/Latina was included along with White, African-American etc. as it has been in past years when this survey was conducted.

I am wondering if it would be more accurate to compare and possibly weight the demographic distributions to a standardized system - such as Nielsen ratings - or to more general adult pop numbers such as the Census.

In past years the survey was weighted according to a system like Nielsen, but we are not sure that is accurate any more. The problem is how to ensure the sample is as valid as possible both as a stand alone this year and to compare data to past years to show any movement.

Thank you.

Shelley  
[swest@pollingcompany.com](mailto:swest@pollingcompany.com)

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Date: Wed, 12 Jul 2006 16:32:03 -0500  
Reply-To: Rob Santos <[rsantos@NUSTATS.COM](mailto:rsantos@NUSTATS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rob Santos <[rsantos@NUSTATS.COM](mailto:rsantos@NUSTATS.COM)>  
Subject: Re: How to weight unique survey population  
Comments: To: "Info@PollingCompany" <[info@POLLINGCOMPANY.COM](mailto:info@POLLINGCOMPANY.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

In-Reply-To:

<33F9270EF21F4A47B0CCAEB4C87ED107016FD0F0@POLLING2003.pollingcompany.local>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Greetings!

These are always fun weighting problems.... (to me, anyway)

I usually advise against *\*post-stratification\** of unique populations that are defined by (self-reported) behavior or opinions because such populations are in many ways a "state of mind"... dynamic, nebulous, subject to reporting error that may be a function of the R's state of mind at the time of responding. Instead, I turn the issue on its head -- I like to think of these unique population as a substantively important *\*subgroup/domain\** of a more conventional (demographically defined) population for which there are post-stratification/universe data available. Accordingly, I'd put in all the folks that were screened out of your survey (by virtue of not meeting the behavior-based phenomenon under investigation). Doing this should establish a *\*conventional\** population that can be post-stratified using (say) census data. After post-stratification weighting, you then conduct analysis on the subgroup of interest (in this case a behavior-based group defined by media/viewership chars). It's that simple....

Aside: Examples where I'd say it is ok to post-stratify on 'behavior' cover well documented populations such as voters or other 'behavior based' populations for which universe data exist from administrative records. This case is different, though because the population is defined by behaviors for which (to my knowledge) admin record data does not exist.

Rob Santos

Fun-loving Stat consultant (until Sept. 1 when I start at/return to The Urban Institute)

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Info@PollingCompany

Sent: Wednesday, July 12, 2006 3:54 PM

To: AAPORNET@asu.edu

Subject: How to weight unique survey population

I am seeking advice on how to properly weight a survey most accurately.

The survey is of adults who have some unique media and viewership characteristics and habits, but are not an exact match to any established media demographic system - such as Nielsen ratings.

For example, Nielsen does not count Hispanic as a race (much like the US Census), but in the survey, Hispanic/Latina was included along with White, African-American etc. as it has been in past years when this survey was conducted.

I am wondering if it would be more accurate to compare and possibly weight the demographic distributions to a standardized system - such as

Nielsen ratings - or to more general adult pop numbers such as the Census.

In past years the survey was weighted according to a system like Nielsen, but we are not sure that is accurate any more. The problem is how to ensure the sample is as valid as possible both as a stand alone this year and to compare data to past years to show any movement.

Thank you.

Shelley  
swest@pollingcompany.com

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Date: Thu, 13 Jul 2006 07:10:07 -0700  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Philip J. Trounstine" <[phil.trounstine@SJSU.EDU](mailto:phil.trounstine@SJSU.EDU)>  
Subject: ...we also asked if people approve or disapprove of Bush  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"

Green Party candidate calls S.J. survey unfair  
Green Party gubernatorial candidate Peter Camejo said Wednesday that he has filed a complaint against the Survey and Policy Research Institute at San Jose State University, charging that it improperly promoted the two main candidates for governor in a recent poll.  
Phil Trounstine, the institute's director, called the allegation bogus and said Camejo is trying to generate publicity for his campaign.  
An institute poll published last Friday asked whether people would vote for Republican Gov. Arnold Schwarzenegger or Democratic nominee Phil Angelides in the Nov. 7 election. Camejo said the non-profit institute promoted the main candidates by not mentioning him or the other small-party candidates. He filed a complaint this week with the state Fair Political Practices Commission.  
``We're a non-partisan institute that does scientific survey research, and that's all this was," Trounstine said.

Phil Trounstine  
Survey and Policy Research Institute  
at San Jose State University  
408-924-6993  
[phil.trounstine@sjsu.edu](mailto:phil.trounstine@sjsu.edu)

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Date: Thu, 13 Jul 2006 12:53:15 -0400

Reply-To: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>

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

From: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>

Subject: Re: ...we also asked if people approve or disapprove of Bush

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), "Philip J. Trounstine" <[phil.trounstine@SJSU.EDU](mailto:phil.trounstine@SJSU.EDU)>

MIME-version: 1.0

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Content-transfer-encoding: 7bit

Content-disposition: inline

While my gut professional reaction finds me in sympathy with Phil Trounstine et al. at San Jose State, the reality is that this kind of situation (as reported here) is difficult to interpret without knowing further details about the survey design/sampling protocol and, particularly, the question wording.

For example...

If the survey's question were something like "Who are you going to vote for in the gubernatorial race, Schwarznegger or Angelides?" then I can see Camejo's point since the question implies that there are only two candidates registered for appearance on the ballot when this is not the case. In this circumstance, since bonafide science should study rather than create a phenomenon, I think Camejo would be completely justified in using the situation (presumably to his advantage) to generate publicity and awareness of his candidacy status.

On the other hand, if the question were something like "Who are you going to vote for in the gubernatorial race - Schwarznegger, Angelides, or some other candidate?" or "If the only two candidates for governor were Schwarznegger and Angelides, for which candidate would you vote?" then the question is quite neutral and could make perfect sense and be legitimate within the framework of the study's objectives. In that case, Camejo raising it as a foul play issue might still be a shrewd political move to generate publicity and awareness, but in my mind (as a research professional), it would paint him as a weasal.

Regards,  
Jonathan

Jonathan E. Brill, Ph.D.  
Principal Investigator and General Manager, ORANJ BOWL(sm)

Associate Director, Database & Panel Research  
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School of Osteopathic Medicine  
University of Medicine and Dentistry of New Jersey  
42 East Laurel Road, UDP Suite 2300  
Stratford, New Jersey 08084  
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Fax (research group): 856.566-6874  
E-mail: brillje@umdnj.edu

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>>> "Philip J. Trounstine" <phil.trounstine@SJSU.EDU> 07/13/06 10:10 AM  
>>>

Green Party candidate calls S.J. survey unfair  
Green Party gubernatorial candidate Peter Camejo said Wednesday that he

has filed a complaint against the Survey and Policy Research Institute  
at  
San Jose State University, charging that it improperly promoted the two

main candidates for governor in a recent poll.  
Phil Trounstine, the institute's director, called the allegation bogus  
and  
said Camejo is trying to generate publicity for his campaign.  
An institute poll published last Friday asked whether people would vote

for Republican Gov. Arnold Schwarzenegger or Democratic nominee Phil  
Angelides in the Nov. 7 election. Camejo said the non-profit institute

promoted the main candidates by not mentioning him or the other  
small-party candidates. He filed a complaint this week with the state  
Fair  
Political Practices Commission.

``We're a non-partisan institute that does scientific survey research,  
and  
that's all this was," Trounstine said.

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

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=====  
Date: Thu, 13 Jul 2006 11:19:41 -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: CASRO Panel of Respondent Cooperation on Internet Surveys  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

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I'd like to ask AAPOR members to weigh in on this discussion. The panel=20 was weighted toward those who already do online research. What do other=20 professionals think about these points? Is anyone doing something else=20 online? What can be done to improve online research and cooperation rates=20 to improve the technique. Please join the discussion.=20

Presenting a series of questions to the panelists, Lederer received some=20 very direct and interesting answers and discussion in return.

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web sites can hang out their shingle as a researcher. Quality control rests in a black-box, one of the reasons why DIY research is growing and should be suspect.

That DIY has grown so enormously with little or no control by research departments is a concern. The issue of the sample and how well it represents the universe sought for an interview was countered by all modes have problems citing cooperation rates for mall and telephone interviews, etc. As one panel participant said: The research company should push back (e.g., voice caution) if the client says that the research must be done and be projectable. But the consensus was that online research is just another tool that can be used poorly or used well a great reason for oversight.

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Q. Given all of these problems, what aspects of online and other hi-tech research are most appreciated or should we be looking at in the future?

A. Panelists gave a variety of answers to this issue. One key advantage is that hi-tech approaches to research enable access to communities of respondents the client has developed like users of specific products, or demographic targets that would be almost impossible with traditional interviewing approaches. Another is the ability to do instant messaging (IM) with target respondents to explore issues quickly as they arise. IM was cited by one panelist as the key research mode of the future simply because he believes it will become a universal communication tool. Cell phone research got a nod from a panelist. Also noted was the ability to use e-panels of special target groups, the ability to do multi-mode research (e.g., email screening, online questionnaire, telephone follow-up), use of many tools within survey on line (multimedia, eye tracking, adaptive conjoint, etc.), the development of research panels and passive data collection.

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A. Panelists expressed concern about the growing use of bulletin boards for research (self-selection), the use of pop-ups to solicit responses inappropriately, using cell phones as a research tool because of smallish screen sizes and interactivity available, samples sold by list brokers without knowledge of research, B-to-B research by e-mail and the sample bias from research done in Kiosks located in high traffic areas.

Q. Do your clients ask you about your response rates?

A. A majority of the supply-side panelists indicated that clients seldom ask what the response rates are for the surveys they do online. While some panel members caution about the need for care in projecting data when response rates are not known, others suggest that the sampling errors and response rates can be adjusted and compensated for by modeling. One participant suggested that all this (concern for response rates) doesn't matter because in the new media, the ways in which we communicate to the public and the kinds of issues we measure mitigate the need for projectable samples, which aren't even available with other modes of interviewing. However, as this the use of online research grows and eventually becomes an important component of the research bag of techniques, the opinions expressed by this panel will have to be debated in the future.

Among the five clients on the panel, there was a split about regular requests for respondent cooperation data. However, there was unanimous agreement among the clients that when they do ask suppliers for such information, the answers they receive tend to be hazy.

In the end there is a clear sign that practitioners of online research can be segmented into three major groups. Some might be termed purists who support the immutable laws of sampling and statistics which state that a survey sample must be projectable to a survey population and who make extra attempts and expense to ensure the survey represents the population frame. On the other side of the spectrum are the permissives who say =

that online is a new approach that can be used to obtain quick, inexpensive results in a new media that has new rules in which the sample is sometimes the population. In the vast middle are the procrastinators =

who are willing to accept the speed and cost reduction of the techniques until the shortcomings of online research are proscribed and eliminated by stronger standards and sampling approaches.

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Panelists = Robert Benford, Director of Statistical Sampling, TNS, April Brackett, Market Research Consultant, The Hartford, Group Benefits Division, Steve Coffey, Chief Research Officer, The NPD Group, Inc., Mike =



Cooke, Global Director, GfK NOP, Hugh Davis, Executive Vice President,=20  
Greenfield Online, Inc., Oliver de Gaudermar, Vice President, Online=20  
Community, OTX, Joanne DiNapoli, Manager, New Products, Survey Sampling=20  
International, L.L.C., Michael Edwards, Chief Strategist, Incentive Logic,=20  
Inc., Jeff Fink, Diageo, Barry Goldblatt, Director, Marketing Research,=20  
Church & Dwight Co., Inc., Dorothy Gould-Smith, Vice President Data=20  
Collections Operations, Arbitron Inc., David Haynes, Chairman & CEO,=20  
Western Wats, Michael Hess, Director of Global Research, OMD. Kurt=20  
Knapton, Executive Vice President, e-Rewards, Inc.. Jon Last, Vice=20  
President, Corporate Marketing & Research, Golf Digest Publications, Jay=20  
H. Leve, CEO, SurveyUSA, Michael Rodenburgh, Vice President, Services,=20  
Vision Critical, Carl Rossow, Founding Partner, Imoderate, Daniel=20  
Slotwiner, Vice President, Panel Management, Knowledge Networks, Renee M.=20  
Smith, Senior Research Scientist, Harris Interactive Inc., David Suedkamp,=20  
Vice President, Online Services Business, SPSS, Inc., Leslie Townsend,=20  
President, Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), Global=20  
Market Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardian=20  
Life Insurance

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Date: Thu, 13 Jul 2006 14:22:27 -0400

Reply-To: Mark Lindeman <[lindeman@BARD.EDU](mailto:lindeman@BARD.EDU)>

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

From: Mark Lindeman <[lindeman@BARD.EDU](mailto:lindeman@BARD.EDU)>

Subject: Re: ...we also asked if people approve or disapprove of Bush

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

In-Reply-To: <[s4b64255.000@smtppnc.umdnc.edu](mailto:s4b64255.000@smtppnc.umdnc.edu)>

MIME-version: 1.0

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

The wording, with an assist from Google: "If the election were held today, and it was a race between Gov. Arnold Schwarzenegger, the Republican, and California State Treasurer Phil Angelides, the Democrat, would you vote for Schwarzenegger or Angelides?"

<http://www2.sjsu.edu/spri/06survey/calpressr.pdf> (last page)

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Date: Thu, 13 Jul 2006 15:12:58 -0700

Reply-To: Patrick Glaser <[patrickglaser1@YAHOO.COM](mailto:patrickglaser1@YAHOO.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Patrick Glaser <patrickglaser1@YAHOO.COM>  
Subject: Re: CASRO Panel of Respondent Cooperation on Internet Surveys  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <LISTSERV%200607131119416238.A0B7@LISTS.ASU.EDU>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

Harry,

Thank you for the press release on the panel- respondent cooperation is and has been a very important issue.

CMOR is dedicated to studying and exploring respondent cooperation- and we have a couple of studies in the field right now that will help shed some further light on the issue. We'll be presenting them at both respondent cooperation conferences in September, so please check out the conference agendas.

CMOR is hosting the first event, from September 13th-15th, in San Antonio Texas with the theme of "Real Solutions for Respondent Cooperation." The Workshop is geared toward research practitioners to learn and discuss the latest solutions to improving participation and increasing response rates. We'll have speakers on all of the different modes of data collection, group discussions, and a special telephone call center summit.

The three-hour "Telephone Survey Call Center Management Summit" will allow Call Center Managers to discuss how to increase cooperation through recruiting, training, retention of interviewers, quality, and monitoring.

You can find out more details at [www.cmor.org/rc/evtpubs.cfm](http://www.cmor.org/rc/evtpubs.cfm)

The IIR conference will be held a little later in the month, on Sept. 28 & 29th in Chicago. CMOR is a partner for this event, which is geared towards research executives, in order to encourage a discussion about the best ways to tackle Respondent Cooperation in the future. CMOR, as well as many of the other survey research associations, will be participating in this conference in order to help shed light on the importance of the issue.

More details are available at: [www.iirusa.com/respondentcooperation/1402.xml](http://www.iirusa.com/respondentcooperation/1402.xml)

Patrick Glaser  
Director of Respondent Cooperation  
CMOR  
110 National Drive Fl 2  
Glastonbury, CT 06033  
ph: 860-657-1881  
fax: 860-682-1010  
[pglaser@cmor.org](mailto:pglaser@cmor.org)

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Date: Thu, 13 Jul 2006 18:48:35 -0400

Reply-To: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Warren Mitofsky <mitofsky@MINDSPRING.COM>

Subject: Re: CASRO Panel of Respondent Cooperation on Internet Surveys

Comments: To: Harry Heller <hheller@RCASITE.COM>

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <LISTSERV%200607131119416238.A0B7@LISTS.ASU.EDU>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Why bother to increase response rates from=20  
respondents who are self selected? The whole=20  
discussion makes no logical sense. In web surveys=20  
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warren mitofsky

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>A. Panelists expressed concern about the growing use of bulletin boards for research (self-selection), the use of pop-ups to solicit responses inappropriately, using cell phones as a research tool because of smallish screen sizes and interactivity available, samples sold by list brokers without knowledge of research, B-to-B research by e-mail and the sample bias from research done in Kiosks located in high traffic areas.

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>A. A majority of the supply-side panelists indicated that clients seldom ask what the response rates are for the surveys they do online. While some panel members caution about the need for care in projecting data when response rates are not known, others suggest that the sampling errors and response rates can be adjusted and compensated for by modeling. One participant suggested that all this (concern for response rates) doesn't matter because in the new media, the ways in which we communicate to the public and the kinds of issues we measure mitigate the need for projectable samples, which aren't even available with other modes of interviewing. However, as this the use of online research grows and eventually becomes an important component of the research bag of techniques, the opinions expressed by this panel will have to be debated in the future.

>Among the five clients on the panel, there was a split about regular requests for respondent cooperation data. However, there was unanimous agreement among the clients that when they do ask suppliers for such information, the answers they receive tend to be hazy.

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>In the end there is a clear sign that practitioners of online research can be segmented into three major groups. Some might be termed purists who support the immutable laws of sampling and statistics which state that a survey sample must be projectable to a survey population and who make extra attempts and expense to ensure the survey represents the population frame. On the other side of the spectrum are the permissives who say that online is a new approach that can be used to obtain quick, inexpensive results in a new media that has new rules in which the sample is sometimes the population. In the vast middle are the procrastinators who are willing to accept the speed and cost reduction of the techniques until the shortcomings of online research are proscribed and eliminated by stronger standards and sampling approaches.

>It is clear that CASRO, AAPOR and other groups, through the standards and the level of standards of its members (AAPOR) or member companies (CASRO) will have an impact on further defining excellent online research.

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>The following is the list of the participants in this panel discussion:

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>Panelists =ADRobert Benford, Director of Statistical Sampling, TNS, April Brackett, Market Research Consultant, The Hartford, Group Benefits Division, Steve Coffey, Chief Research Officer, The NPD Group, Inc., Mike Cooke, Global Director, GfK NOP, Hugh Davis, Executive Vice President, Greenfield Online, Inc., Oliver de Gaudemar, Vice President, Online



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>Slotwiner, Vice President, Panel Management, Knowledge Networks, Renee M.  
>Smith, Senior Research Scientist, Harris Interactive Inc., David Suedkamp,  
>Vice President, Online Services Business, SPSS, Inc., Leslie Townsend,  
>President, Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), Global  
>Market Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardian  
>Life Insurance

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Date: Thu, 13 Jul 2006 16:07:38 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: Re: CASRO Panel of Respondent Cooperation on Internet Surveys  
Comments: To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[7.0.1.0.2.20060713184433.051ecc70@mindspring.com](mailto:7.0.1.0.2.20060713184433.051ecc70@mindspring.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

Warren asks:

- > Why bother to increase response rates from
- > respondents who are self selected? The whole
- > discussion makes no logical sense. In web surveys
- > doesn't one take what one gets? Do these
- > researchers really need a better class of participants?

What one tries to do is (a) increase the proportion of people who, upon seeing the pop-up invite, click on it, (b) start the survey, and (c) finish it. This kind of survey invite is appropriate for things like website evaluation and online store customer satisfaction, among others.

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

- >
- > warren mitofsky
- >
- >
- > At 02:19 PM 7/13/2006, Harry Heller wrote:
- >>AAPOR members might be interested in a panel discussion that was held as
- >>part of CASRO's 11th Annual Technology Conference. Usually this
- >>conference discusses hi-tech issues in conducting research, but the
- >>conference gave 3 hours to a discussion of respondent cooperation of
- >>online research -- a topic that might be termed the "soft-side" of high
- >>technology. The panel was put together by Bob Lederer of RFL
- >>Communications who led 24 clients, research companies and technology
- >>providers in a spirited discussion on the impact of hi-tech internet
- >>research on encouraging respondents to participate and the challenges to
- >>sampling accuracy of research conducted on the web.
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- >>I'd like to ask AAPOR members to weigh in on this discussion. The panel
- >>was weighted toward those who already do online research. What do other
- >>professionals think about these points? Is anyone doing something else
- >>online? What can be done to improve online research and cooperation rates
- >>to improve the technique. Please join the discussion.
- >>
- >>Presenting a series of questions to the panelists, Lederer received some
- >>very direct and interesting answers and discussion in return.
- >>Q. What has hi-tech done positively to marketing research?
- >>A. Quicker feedback from consumers, ability to explore narrow
- >>targets, greater dependence on "supplier" to control the target, faster
- >>research, real time results and (of course) lower cost compared to
- >>traditional ways of conducting research.
- >>Q. What has been the negative impact of hi-tech on marketing research?
- >>A. Lower barrier to doing surveys because anyone with a computer,

>>internet connection and an online questionnaire downloaded from numerous  
>>web sites can hang out their shingle as a researcher. Quality control  
>>rests in a “black-box,” one of the reasons why DIY research is growing and  
>>should be suspect. That DIY has grown so enormously with little or no  
>>control by research departments is a concern. The issue of the sample and  
>>how well it represents the universe sought for an interview was countered  
>>by “all modes have problems” citing cooperation rates for mall and  
>>telephone interviews, etc. As one panel participant said: “The research  
>>company should ‘push back’ (e.g., voice caution) if the client says that  
>>the research must be done and be projectable.” But the consensus was  
>>that online research is just another tool that can be used poorly or used  
>>well a great reason for oversight.

>>Q. How has hi-tech research impacted on respondent cooperation?

>>A. By getting the data quickly and usually with short questionnaire  
>>it makes it more convenient to participate. Techniques that help gain on-  
>>line cooperation include making respondent feel important, offering  
>>interviews at all times, addressing respondent by name, sex, etc. Other  
>>approaches to interviewing cooperation include online chat techniques,  
>>making sure questionnaires are short, mixed mode that offer choice of  
>>phone or online. (Some said care must be taken that scales are used  
>>similarly in mixed mode.) Of course the key way of increasing coop is  
>>through incentives.

>>Q. What are the negatives of online research?

>>A. Hi-tech has prompted telephone screening in various modes.  
>>Panelists expressed concern about churn rates (turnover) of interview  
>>panels, non-responding panel members, how to make the decision when to  
>>drop panelists, etc. One company in the panel solicits its own panels  
>>randomly and there is much agreement that this is the preferred method,  
>>although perhaps too costly for those who want online research because it  
>>is faster and costs less. Several clients in the discussion panel felt  
>>that we should admit that we have watered down our standards in using  
>>online panels. The net agreement from the panel is that clients are  
>>willing to lower their expectations for the lower cost and faster speed  
>>that goes with online research.

>>Q. Given all of these problems, what aspects of online and other hi-  
>>tech research are most appreciated or should we be looking at in the  
>>future?

>>A. Panelists gave a variety of answers to this issue. One key  
>>advantage is that hi-tech approaches to research enable access to  
>>communities of respondents the client has developed like users of specific  
>>products, or demographic targets that would be almost impossible with  
>>traditional interviewing approaches. Another is the ability to do instant  
>>messaging (IM) with target respondents to explore issues quickly as they  
>>arise. IM was cited by one panelist as the key research mode of the future  
>>simply because he believes it will become a universal communication tool.  
>>Cell phone research got a nod from a panelist. Also noted was the ability  
>>to use e-panels of special target groups, the ability to do multi-mode  
>>research (e.g., email screening, online questionnaire, telephone follow-  
>>up), use of many tools within survey on line (multimedia, eye tracking,  
>>adaptive conjoint, etc.), the development of research panels and passive  
>>data collection.

>>Q. What about the other side of the issue? What online techniques  
>>are you concerned about?

>>A. Panelists expressed concern about the growing use of bulletin

>>boards for research (self-selection), the use of pop-ups to solicit  
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>>Market Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardian  
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=====  
Date: Thu, 13 Jul 2006 19:06:29 -0400  
Reply-To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Subject: Re: CASRO Panel of Respondent Cooperation on Internet Surveys  
Comments: To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[7.0.1.0.2.20060713184433.051eec70@mindspring.com](mailto:7.0.1.0.2.20060713184433.051eec70@mindspring.com)>  
MIME-version: 1.0

Content-type: text/plain; charset=us-ascii  
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I submit that perhaps there are a core number of people who do not respond to any survey. I also suggest that there may be some who respond to some and not to others. Perhaps the value of this is found with those who have not responded to every survey and to try and determine why they are selective.

Was the question asked if the respondent has ever passed on a survey?

Regards,

Paul Braun

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

From: Warren Mitofsky [mailto:mitofsky@MINDSPRING.COM]  
Sent: Thursday, July 13, 2006 6:49 PM  
To: AAPORNET@asu.edu  
Subject: Re: CASRO Panel of Respondent Cooperation on Internet Surveys

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>Rossow, Founding Partner, Imoderate, Daniel Slotwiner, Vice President,=20  
>Panel Management, Knowledge Networks, Renee M. Smith, Senior Research=20  
>Scientist, Harris Interactive Inc., David Suedkamp, Vice President,=20  
>Online Services Business, SPSS, Inc., Leslie Townsend, President,=20  
>Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), Global Market=20  
>Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardian Life =

>Insurance

>  
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New York, NY 10019

212 980-3031  
212 980-3107 Fax

www.mitofskyinternational.com  
mitofsky@mindspring.com =20

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=====  
Date: Fri, 14 Jul 2006 09:28:31 -0700  
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joel Bloom <joeldbloom@GMAIL.COM>  
Subject: Web Surveys of Self-Selected \*Populations\*  
Comments: To: Warren Mitofsky <mitofsky@mindspring.com>  
Comments: cc: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

Warren,

When I was still at OSRL (of blessed memory) we did a web survey for the Oregon DOT. The population from which we were sampling was not the whole state; rather it was the population of people who visited a particular web site that the Department runs. I forget whether it was set up so that every Nth visitor would get an invitation or if it was random. But in any case, the invitations went to a sample randomly drawn from the target population=

.

People didn't self-select into the sample -- they self-selected into the population! ;- ) (The same principle would hold for a variety of legitimate web surveys.)

-- Joel

--=20

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

University of Oregon: 541-346-0891  
Northwest Survey and Data Services: 541-687-8976  
Cell Phone: 541-579-6610

On 7/13/06, Warren Mitofsky <mitofsky@mindspring.com> wrote:

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> Why bother to increase response rates from  
> respondents who are self selected? The whole  
> discussion makes no logical sense. In web surveys  
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>  
> warren mitofsky

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>> AAPOR members might be interested in a panel discussion that was held as  
>> part of CASRO's 11th Annual Technology Conference. Usually this  
>> conference discusses hi-tech issues in conducting research, but the  
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>> online research -- a topic that might be termed the "soft-side" of high  
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>> A. Quicker feedback from consumers, ability to explore narrow  
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>> up), use of many tools within survey on line (multimedia, eye tracking,  
>> adaptive conjoint, etc.), the development of research panels and passive  
>> data collection.  
>> Q. What about the other side of the issue? What online techniques  
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>> A. Panelists expressed concern about the growing use of bulletin  
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> of  
>> smallish screen sizes and interactivity available, samples sold by list  
>> brokers without knowledge of research, B-to-B research by e-mail and the  
>> sample bias from research done in Kiosks located in high traffic areas.  
>> Q. Do your clients ask you about your response rates?  
>> A. A majority of the supply-side panelists indicated that clients  
>> seldom ask what the response rates are for the surveys they do online.  
>> While some panel members caution about the need for care in projecting  
>> data when response rates are not known, others suggest that the sampling  
>> errors and response rates can be "adjusted" and compensated for by  
>> modeling. One participant suggested that all this (concern for response  
>> rates) doesn't matter because in the "new media," the ways in which we  
>> communicate to the public and the kinds of issues we measure mitigate th=  
e  
>> need for projectable samples, which aren't even available with other  
> modes  
>> of interviewing. However, as this the use of online research grows and  
>> eventually becomes an important component of the research bag of  
>> techniques, the opinions expressed by this panel will have to be debated  
>> in the future.  
>> Among the five clients on the panel, there was a split about regular  
>> requests for respondent cooperation data. However, there was unanimous  
>> agreement among the clients that when they do ask suppliers for such  
>> information, the answers they receive tend to be "hazy."  
>>  
>> In the end there is a clear sign that practitioners of online research  
> can  
>> be segmented into three major groups. Some might be termed "purists" wh=  
o  
>> support the immutable laws of sampling and statistics which state that a  
>> survey sample must be projectable to a survey population and who make  
>> extra attempts and expense to ensure the survey represents the populatio=  
n  
>> frame. On the other side of the spectrum are the "permissives" who say  
>> that online is a new approach that can be used to obtain quick,  
>> inexpensive results in a new media that has new rules in which the sampl=  
e  
>> is sometimes the population. In the vast middle are the  
> "procrastinators"  
>> who are willing to accept the speed and cost reduction of the techniques

>>until the shortcomings of online research are proscribed and eliminated  
> by  
>>stronger standards and sampling approaches.  
>>It is clear that CASRO, AAPOR and other groups, through the standards and  
>>the level of standards of its members (AAPOR) or member companies (CASRO=  
)  
>>will have an impact on further defining excellent online research.

>>The following is the list of the participants in this panel discussion:  
>>Moderator =ADR Robert F. Lederer, Editor & Publisher, RFL Communications,  
> Inc.

>>Panelists =ADR Robert Benford, Director of Statistical Sampling, TNS, Apri=  
l

>>Brackett, Market Research Consultant, The Hartford, Group Benefits  
>>Division, Steve Coffey, Chief Research Officer, The NPD Group, Inc., Mik=  
e

>>Cooke, Global Director, GfK NOP, Hugh Davis, Executive Vice President,  
>>Greenfield Online, Inc., Oliver de Gaudemar, Vice President, Online  
>>Community, OTX, Joanne DiNapoli, Manager, New Products, Survey Sampling  
>>International, L.L.C., Michael Edwards, Chief Strategist, Incentive  
> Logic,

>>Inc., Jeff Fink, Diageo, Barry Goldblatt, Director, Marketing Research,  
>>Church & Dwight Co., Inc., Dorothy Gould-Smith, Vice President Data  
>>Collections Operations, Arbitron Inc., David Haynes, Chairman & CEO,  
>>Western Wats, Michael Hess, Director of Global Research, OMD. Kurt  
>>Knapton, Executive Vice President, e-Rewards, Inc.. Jon Last, Vice  
>>President, Corporate Marketing & Research, Golf Digest Publications, Jay  
>>H. Leve, CEO, SurveyUSA, Michael Rodenburgh, Vice President, Services,  
>>Vision Critical, Carl Rossow, Founding Partner, Imoderate, Daniel  
>>Slotwiner, Vice President, Panel Management, Knowledge Networks, Renee M=  
.

>>Smith, Senior Research Scientist, Harris Interactive Inc., David  
> Suedkamp,  
>>Vice President, Online Services Business, SPSS, Inc., Leslie Townsend,  
>>President, Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), Globa=  
l

>>Market Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardia=  
n  
>>Life Insurance

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> 1776 Broadway, Suite 1708  
> New York, NY 10019

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> 212 980-3031  
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> www.mitofskyinternational.com  
> mitofsky@mindspring.com  
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Date: Fri, 14 Jul 2006 12:04:48 -0500  
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: ...we also asked if people approve or disapprove of Bush  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[OF4F230D33.267AA628-ON882571AA.004D8BE2-882571AA.004DD3FC@sjsu.edu](mailto:OF4F230D33.267AA628-ON882571AA.004D8BE2-882571AA.004DD3FC@sjsu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

>Phil Trounstine, the institute's director, called the allegation bogus and  
>said Camejo is trying to generate publicity for his campaign.  
>

I had the same problem with an Illinois primary candidate this year whose name was in our questionnaire. He claimed it was not. In the first poll the story reported that he was at less than 1% - specifically, one vote in the sample of 600 or 0.2%.

He filed an emergency discovery motion asking for all sorts of information including the questionnaire, names and numbers of all respondents, correspondence between me and the client (Chicago Tribune), etc.

I believe his real motive was to be included in debates that had a threshold level of 5% vote support to be included. He was included in two debates citing the lawsuit that meant his actual support was in question.

News stories covering his law suit plus debate appearances was the major coverage he got. Although not statistically verifiable, it appears to have worked. He got to 1% in our final poll and ended with 0.8% of the

vote on election day.

Nick

Philip J. Trounstine wrote:

>Green Party candidate calls S.J. survey unfair  
>Green Party gubernatorial candidate Peter Camejo said Wednesday that he  
>has filed a complaint against the Survey and Policy Research Institute at  
>San Jose State University, charging that it improperly promoted the two  
>main candidates for governor in a recent poll.  
>Phil Trounstine, the institute's director, called the allegation bogus and  
>said Camejo is trying to generate publicity for his campaign.  
>An institute poll published last Friday asked whether people would vote  
>for Republican Gov. Arnold Schwarzenegger or Democratic nominee Phil  
>Angelides in the Nov. 7 election. Camejo said the non-profit institute  
>promoted the main candidates by not mentioning him or the other  
>small-party candidates. He filed a complaint this week with the state Fair  
>Political Practices Commission.  
>`We're a non-partisan institute that does scientific survey research, and  
>that's all this was," Trounstine said.

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

>-----  
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Date: Fri, 14 Jul 2006 09:27:21 -0700  
Reply-To: Jennifer Franz <[jdf Franz@JDFRANZ.COM](mailto:jdf Franz@JDFRANZ.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jennifer Franz <[jdf Franz@JDFRANZ.COM](mailto:jdf Franz@JDFRANZ.COM)>  
Subject: CAPI Programming  
Comments: To: "AAPORNET@asu.edu" <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset="Windows-1252"



Content-transfer-encoding: 7bit

We are looking for someone who can program "Entryware" CAPI software. Any suggestions or recommendations? Please reply to me off-line, and thank you very much.

Jennifer D. Franz, Ph.D.  
President  
JD Franz Research, Inc.  
(916) 440-8777 Phone  
(916) 440-8787 Fax  
(916) 296-3400 Mobile

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=====

Date: Fri, 14 Jul 2006 14:50:01 -0400

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: Web Surveys of Self-Selected \*Populations\*

Comments: To: Joel Bloom <[joeldbloom@gmail.com](mailto:joeldbloom@gmail.com)>

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

In-Reply-To: <[5712bbfc0607140928y2ebdfc45gf1250dec1d5318ef@mail.gmail.com](mailto:5712bbfc0607140928y2ebdfc45gf1250dec1d5318ef@mail.gmail.com)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

That is not what I meant when I talked about a self selected sample. I was talking about the panels amassed by the web polling companies. The ones where people volunteer to have their names and emails available for various e-inquiries.

What you describe is a sample of a universe of people visiting a web site within a specific time frame. Even in the sample you describe you don't know the variation in the probabilities of selection unless you know how many times each person visited the web site. But this is not what I would call a self selected sample, unless of course you were trying to generalize beyond the visitors to the web site. If you were, I would call it a biased sample as the frame is incomplete.  
warren

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>>Q. Do your clients ask you about your response rates?  
>>A. A majority of the supply-side panelists indicated that clients  
>>seldom ask what the response rates are for the surveys they do online.  
>>While some panel members caution about the need for care in projecting  
>>data when response rates are not known, others suggest that the sampling  
>>errors and response rates can be "adjusted" and compensated for by  
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>>rates) doesn't matter because in the "new media," the ways in which we  
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>>of interviewing. However, as this the use of online research grows and  
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Inc.

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>>Brackett, Market Research Consultant, The Hartford, Group Benefits  
>>Division, Steve Coffey, Chief Research Officer, The NPD Group, Inc., Mike  
>>Cooke, Global Director, GfK NOP, Hugh Davis, Executive Vice President,  
>>Greenfield Online, Inc., Oliver de Gaudemar, Vice President, Online  
>>Community, OTX, Joanne DiNapoli, Manager, New Products, Survey Sampling  
>>International, L.L.C., Michael Edwards, Chief Strategist, Incentive=  
Logic,  
>>Inc., Jeff Fink, Diageo, Barry Goldblatt, Director, Marketing Research,  
>>Church & Dwight Co., Inc., Dorothy Gould-Smith, Vice President Data  
>>Collections Operations, Arbitron Inc., David Haynes, Chairman & CEO,  
>>Western Wats, Michael Hess, Director of Global Research, OMD. Kurt  
>>Knapton, Executive Vice President, e-Rewards, Inc.. Jon Last, Vice  
>>President, Corporate Marketing & Research, Golf Digest Publications, Jay  
>>H. Leve, CEO, SurveyUSA, Michael Rodenburgh, Vice President, Services,  
>>Vision Critical, Carl Rossow, Founding Partner, Imoderate, Daniel  
>>Slotwiner, Vice President, Panel Management, Knowledge Networks, Renee M.  
>>Smith, Senior Research Scientist, Harris Interactive Inc., David=  
Suedkamp,  
>>Vice President, Online Services Business, SPSS, Inc., Leslie Townsend,  
>>President, Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), Global  
>>Market Insite, Inc. and Mark D. Wolf, Director, Market Research, Guardian  
>>Life Insurance

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Date: Sat, 15 Jul 2006 12:12:43 -0400

Reply-To: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>

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

From: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>

Subject: Re: Web Surveys of Self-Selected \*Populations\*

Comments: To: Warren Mitofsky <[mitofsky@MINDSPRING.COM](mailto:mitofsky@MINDSPRING.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Typically browser cookies would be used to get frequency of visitation - =  
although cookies would only provide information on how many times the =  
browser had accessed the web site. So you would add a question on how =  
many people actually use the computer with the same log-in to clarify =  
whether the computer can be equated with the individual user or not. =

Hope that helps.

=20

John B. Mitchell

Business Development

Buzzback

cell: 347 581 3863

john@buzzback.com

---

From: AAPORNET on behalf of Warren Mitofsky  
Sent: Fri 7/14/2006 2:50 PM  
To: AAPORNET@asu.edu  
Subject: Re: Web Surveys of Self-Selected \*Populations\*

That is not what I meant when I talked about a self selected sample. I was talking about the panels amassed by the web polling companies. The ones where people volunteer to have their names and emails available for various e-inquiries.

What you describe is a sample of a universe of people visiting a web site within a specific time frame. Even in the sample you describe you don't know the variation in the probabilities of selection unless you know how many times each person visited the web site. But this is not what I would call a self selected sample, unless of course you were trying to generalize beyond the visitors to the web site. If you were, I would call it a biased sample as the frame is incomplete.  
warren

At 12:28 PM 7/14/2006, Joel Bloom wrote:

>  
>Warren,  
>  
>When I was still at OSRL (of blessed memory) we  
>did a web survey for the Oregon DOT. The  
>population from which we were sampling was not  
>the whole state; rather it was the population of  
>people who visited a particular web site that  
>the Department runs. I forget whether it was set  
>up so that every Nth visitor would get an  
>invitation or if it was random. But in any case,  
>the invitations went to a sample randomly drawn  
>from the target population. People didn't  
>self-select into the sample -- they  
>self-selected into the population! ;- ) (The same  
>principle would hold for a variety of legitimate web surveys.)  
>  
>-- Joel  
>  
>  
>--  
>Joel David Bloom, Ph.D.  
><<http://www.uoregon.edu/~jbloom>><http://www.uoregon.edu/~jbloom>  
>

>University of Oregon: 541-346-0891  
>Northwest Survey and Data Services: 541-687-8976  
>Cell Phone: 541-579-6610

>  
>

>On 7/13/06, Warren Mitofsky  
><<mailto:mitofsky@mindspring.com>mitofsky@mindspring.com> wrote:

>Why bother to increase response rates from  
>respondents who are self selected? The whole  
>discussion makes no logical sense. In web surveys  
>doesn't one take what one gets? Do these  
>researchers really need a better class of participants?

>  
>warren mitofsky

>  
>

>At 02:19 PM 7/13/2006, Harry Heller wrote:

>>AAPOR members might be interested in a panel discussion that was held =  
as

>>part of CASRO's 11th Annual Technology Conference. Usually this  
>>conference discusses hi-tech issues in conducting research, but the  
>>conference gave 3 hours to a discussion of respondent cooperation of  
>>online research -- a topic that might be termed the "soft-side" of =  
high

>>technology. The panel was put together by Bob Lederer of RFL  
>>Communications who led 24 clients, research companies and technology  
>>providers in a spirited discussion on the impact of hi-tech internet  
>>research on encouraging respondents to participate and the challenges =  
to  
>>sampling accuracy of research conducted on the web.

>>  
>>I'd like to ask AAPOR members to weigh in on this discussion. The =  
panel  
>>was weighted toward those who already do online research. What do =  
other  
>>professionals think about these points? Is anyone doing something =  
else  
>>online? What can be done to improve online research and cooperation =  
rates

>>to improve the technique. Please join the discussion.

>>  
>>Presenting a series of questions to the panelists, Lederer received =  
some

>>very direct and interesting answers and discussion in return.  
>>Q. What has hi-tech done positively to marketing research?  
>>A. Quicker feedback from consumers, ability to explore narrow  
>>targets, greater dependence on "supplier" to control the target, =  
faster  
>>research, real time results and (of course) lower cost compared to  
>>traditional ways of conducting research.

>>Q. What has been the negative impact of hi-tech on marketing =  
research?

>>A. Lower barrier to doing surveys because anyone with a computer,  
>>internet connection and an online questionnaire downloaded from =



numerous

>>web sites can hang out their shingle as a researcher. Quality = control

>>rests in a "black-box," one of the reasons why DIY research is = growing and

>>should be suspect. That DIY has grown so enormously with little or = no

>>control by research departments is a concern. The issue of the sample = and

>>how well it represents the universe sought for an interview was = countered

>>by "all modes have problems" citing cooperation rates for mall and >>telephone interviews, etc. As one panel participant said: "The =

research

>>company should 'push back' (e.g., voice caution) if the client says = that

>>the research must be done and be projectable." But the consensus = was

>>that online research is just another tool that can be used poorly or = used

>>well a great reason for oversight.

>>Q. How has hi-tech research impacted on respondent cooperation?

>>A. By getting the data quickly and usually with short questionnaire

>>it makes it more convenient to participate. Techniques that help = gain on-

>>line cooperation include making respondent feel important, offering

>>interviews at all times, addressing respondent by name, sex, etc. =

Other

>>approaches to interviewing cooperation include online chat = techniques,

>>making sure questionnaires are short, mixed mode that offer choice of

>>phone or online. (Some said care must be taken that scales are used

>>similarly in mixed mode.) Of course the key way of increasing coop = is

>>through incentives.

>>Q. What are the negatives of online research?

>>A. Hi-tech has prompted telephone screening in various modes.

>>Panelists expressed concern about churn rates (turnover) of interview

>>panels, non-responding panel members, how to make the decision when = to

>>drop panelists, etc. One company in the panel solicits its own = panels

>>randomly and there is much agreement that this is the preferred = method,

>>although perhaps too costly for those who want online research = because it

>>is faster and costs less. Several clients in the discussion panel = felt

>>that we should admit that we have watered down our standards in using

>>online panels. The net agreement from the panel is that clients are

>>willing to lower their expectations for the lower cost and faster = speed

>>that goes with online research.

>>Q. Given all of these problems, what aspects of online and other hi-

>>tech research are most appreciated or should we be looking at in the  
>>future?  
>>A. Panelists gave a variety of answers to this issue. One key  
>>advantage is that hi-tech approaches to research enable access to  
>>communities of respondents the client has developed like users of =  
specific  
>>products, or demographic targets that would be almost impossible with  
>>traditional interviewing approaches. Another is the ability to do =  
instant  
>>messaging (IM) with target respondents to explore issues quickly as =  
they  
>>arise. IM was cited by one panelist as the key research mode of the =  
future  
>>simply because he believes it will become a universal communication =  
tool.  
>>Cell phone research got a nod from a panelist. Also noted was the =  
ability  
>>to use e-panels of special target groups, the ability to do =  
multi-mode  
>>research (e.g., email screening, online questionnaire, telephone =  
follow-  
>>up), use of many tools within survey on line (multimedia, eye =  
tracking,  
>>adaptive conjoint, etc.), the development of research panels and =  
passive  
>>data collection.  
>>Q. What about the other side of the issue? What online techniques  
>>are you concerned about?  
>>A. Panelists expressed concern about the growing use of bulletin  
>>boards for research (self-selection), the use of pop-ups to solicit  
>>responses inappropriately, using cell phones as a research tool =  
because of  
>>smallish screen sizes and interactivity available, samples sold by =  
list  
>>brokers without knowledge of research, B-to-B research by e-mail and =  
the  
>>sample bias from research done in Kiosks located in high traffic =  
areas.  
>>Q. Do your clients ask you about your response rates?  
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Mike  
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President,  
>>Greenfield Online, Inc., Oliver de Gaudemar, Vice President, Online  
>>Community, OTX, Joanne DiNapoli, Manager, New Products, Survey =

Sampling

>>International, L.L.C., Michael Edwards, Chief Strategist, Incentive =  
Logic,  
>>Inc., Jeff Fink, Diageo, Barry Goldblatt, Director, Marketing =  
Research,  
>>Church & Dwight Co., Inc., Dorothy Gould-Smith, Vice President Data  
>>Collections Operations, Arbitron Inc., David Haynes, Chairman & CEO,  
>>Western Wats, Michael Hess, Director of Global Research, OMD. Kurt  
>>Knapton, Executive Vice President, e-Rewards, Inc.. Jon Last, Vice  
>>President, Corporate Marketing & Research, Golf Digest Publications, =  
Jay  
>>H. Leve, CEO, SurveyUSA, Michael Rodenburgh, Vice President, =  
Services,  
>>Vision Critical, Carl Rossow, Founding Partner, Imoderate, Daniel  
>>Slotwiner, Vice President, Panel Management, Knowledge Networks, =  
Renee M.  
>>Smith, Senior Research Scientist, Harris Interactive Inc., David =  
Suedkamp,  
>>Vice President, Online Services Business, SPSS, Inc., Leslie =  
Townsend,  
>>President, Kinesis Survey Technology L.L.C., Jim Weisfield, (GMI), =  
Global  
>>Market Insite, Inc. and Mark D. Wolf, Director, Market Research, =  
Guardian  
>>Life Insurance

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Date: Tue, 18 Jul 2006 11:38:12 -0400  
Reply-To: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Subject: Am I a bad respondent?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Over the last 6 weeks, I have received a lot of phone calls for political surveys. Three factors put our household phone number at high likelihood of being called:

1. I live in Florida, where election fever is heating up; Jeb Bush is being term-limited out of office, so the governorship is up for grabs. Republican Katherine Harris (who garnered national attention during the 2000 election controversy) is challenging a Democratic U.S. Senator's re-election bid, running a campaign that is something out of a soap opera. Not to mention some very interesting local campaigns and the usual crop of ballot initiatives.
2. My husband switched his party affiliation to Republican a few years ago to vote for McCain in a primary, so if a pollster is working from a

party list, we are on both of them.

3. My husband was away in Australia for almost a month, and during that time I found myself running to answer the telephone rather than just letting the machine catch whatever.

Well, I've tried to answer the surveys. I have failed to make it through some full questionnaires, for a variety of reasons. I wonder if my training makes me hypervigilant and more suspicious than I should be? I wonder what the rights of respondents should be, or if I am expecting too much?

Here are some of my concerns:

1. Nobody would tell me who was paying for the survey. I appreciate that knowing the study sponsor can have an effect on responses, but in my own work, we explain the phenomenon ("to allow you to give your honest opinion") and assure that we will provide that information at the end of the questionnaire. Most of our respondents seem fine with that--my theory is that some may like the idea of guessing. Well, none of these polls offered that option, and the interviewers insisted that they didn't even know. They did reveal the name of the polling firm. Is that all respondents should expect?

2. I have been surprised at the lack of a respondent selection procedure. Only one of the surveys asked for the youngest male who is a registered voter, a tactic which makes a lot of sense considering what a rare species those can be. It makes me wonder how the data for other studies is being weighted, etc.

3. In a couple of the interviews, I was denied the ability to skip over questions. When I asked to skip over some questions they told me that if I wasn't willing to answer every item, they would have to terminate the interview. I was surprised, because I had already provided a fair bit of data, and I would think they would at least want to skip to demographics. In my guest lectures to college classes, I stress that IRB considerations for surveys should be different from other forms of research because of this ability to consent to each item....but I was not allowed that option.

4. One series of questions I wanted to skip started out something like, "Of course all of the candidates have been in the news, and I am going to read you some information about each, and ask you if that information would make you more likely or less likely to vote for that candidate." I can imagine some instances in which that would NOT be a push poll or any kind of -ugging, such as a study of media effects. But especially when they wouldn't reveal the sponsor, and I was told that I couldn't answer any more questions if I refused to listen to those, I have to wonder. (And yes, in retrospect it would have been interesting to continue with them and find out more, but at the time I reacted as a journalist who did not want to be "spun," rather than a researcher who was interested in the methodology.)

5. My general practice when I get a survey call is to ask them to call

me back in half an hour. My reasoning is that folks who care about response rates will call me back, and those who are doing slash-and-burn interviewing, I have less interest in helping. Or am I being naive/idealistic about this?

Since I tend to be an "opinion leader" among my acquaintances on issues like this, I am sure I will get questions about what is acceptable practice in political polls as the election season gets into full swing, so I'd appreciate any insights.

Best,  
Colleen

Colleen K. Porter, M.A.  
Research Program Manager (Pain Lab)  
University of Florida College of Dentistry  
Community Dentistry and Behavioral Science  
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Date: Tue, 18 Jul 2006 23:22:15 -0400  
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Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Colleen Porter <cporter@DENTAL.UFL.EDU>  
Subject: Summary--Re: Am I a bad respondent?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=Windows-1254  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

Following up with a quick summary of comments. =20

1. The consensus was that I was indeed being hypervigilant, naive, and = reading too much into the questions. =20
2. CMOR has a "Respondent Bill of Rights" at <http://www.cmor.org/research/rights.cfm>
3. Other people confirmed that they also ask the survey to call back at a =

specific time when they will be available and willing to help. =20

4. Some states do require that firms reveal the survey sponsor upon request. I do not know the current status, but during the 2004 presidential campaign, there was an article in the Milwaukee (Wisconsin) Journal Sentinel (August 31, 2004) about a Democratic activist who had been called by "an out-of-state Republican polling firm," which gave the warning, "And then, Mr. Pollster, you might just have to spend some time explaining to reporters why your employees won't disclose who is paying for the survey -- as required by state law." Dealing with state-by-state requirements must be a challenge for those juggling national samples. =20

5. The following explanation of message testing was very illuminating, and I am grateful to the person who took the time to explain: "When the pollsters wanted you to respond to questions about whether having a particular piece of information would make you more likely or less likely to vote for a candidate they probably weren't doing a push poll (unless everyone in your neighborhood got the same phone call). They were probably message testing. Every politician has to make decisions about what issues to focus on in framing his or her campaign and how to talk about them. They may be trying hard to woo a particular demographic or potential swing voter (your husband's change of party affiliation might indeed identify him as a potential swing voter) and need to know what is most salient to that subgroup. Frankly, they may have also been looking for their opponents areas of vulnerability so that they could choose their battles wisely. Given the huge cost of advertising and its importance in today's campaigns, it is important to these folks that they get it right the first time out of the box because they may not get many chances. If you are a purist about only participating in true public opinion polls (of the variety that will be publicly released and must stand up to media and professional scrutiny) then these polls are not for you. On the other hand, if you believe that participating in marketing research and communications research is worth doing because it shapes the final product you get it might be worth investing a bit of your time in going through the whole study."

Thanks all, I feel much better prepared for the remaining three months of polling.

Colleen

=20

-----  
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=====  
Date: Wed, 19 Jul 2006 10:13:41 -0400  
Reply-To: "Caplan, James R CIV DMDC" <[James.Caplan@OSD.PENTAGON.MIL](mailto:James.Caplan@OSD.PENTAGON.MIL)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Caplan, James R CIV DMDC" <[James.Caplan@OSD.PENTAGON.MIL](mailto:James.Caplan@OSD.PENTAGON.MIL)>  
Subject: Decline in Response Rates, redux



Comments: To: "AAPORNET (aapornet@asu.edu)" <aapornet@asu.edu>

MIME-version: 1.0

Content-type: text/plain

Folks,

I received over a dozen emails in response to my previous question -- every one of them wanting me to forward the answer when received. So, I'm repeating the message on the chance that someone will see it that missed it the first time and who has the answer:

Dear Colleagues with Better Memories (almost all of you),

I need the reference to the oft-quoted finding (at the Montreal conference) that Web-administered survey response rates have declined 2% per year since 2000.

A copy of the paper would be even better.

Thanks,

Jim Caplan

Ref:

James R. Caplan, Ph.D.

Chief, Survey Technology Branch

DMDC

Department of Defense

1600 Wilson Blvd.

Arlington, VA 22209

Ph: 703-696-5848

-----  
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On your return send this: set aapornet mail  
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, 19 Jul 2006 10:43:16 -0400  
Reply-To: David Dutwin <[ddutwin@ICRSURVEY.COM](mailto:ddutwin@ICRSURVEY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Dutwin <[ddutwin@ICRSURVEY.COM](mailto:ddutwin@ICRSURVEY.COM)>  
Subject: Re: Decline in Response Rates, redux  
Comments: To: "Caplan, James R CIV DMDC" <[James.Caplan@OSD.PENTAGON.MIL](mailto:James.Caplan@OSD.PENTAGON.MIL)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I know during my presentation...of which you were the discussant...I mentioned that studies have shown a 2 percent INCREASE in refusal rates for TELEPHONE every year (roughly speaking) since 2000...essentially that refusal rates have steadily been on the increase for the last 25 years but that slope went far steeper than it did in the past starting around 2000.

I know your question is referring to response rates and web, not refusal rates and telephone...but just in case there was some confusion I thought I'd reply.

For more information see Curtin, R., Presser, S., & Singer, E. (2005). Changes in telephone survey nonresponse over the past quarter century. *Public Opinion Quarterly*, 69, 87-98.

David Dutwin, Ph.D.  
Senior Research Director  
ICR/International Communications Research  
484-840-4406

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Caplan, James R CIV DMDC  
Sent: Wednesday, July 19, 2006 7:14 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Decline in Response Rates, redux

Folks,

I received over a dozen emails in response to my previous question -- every one of them wanting me to forward the answer when received. So, I'm repeating the message on the chance that someone will see it that missed it the first time and who has the answer:

=20

Dear Colleagues with Better Memories (almost all of you),

=20

I need the reference to the oft-quoted finding (at the Montreal conference) that Web-administered survey response rates have declined 2% per year since 2000.

=20

A copy of the paper would be even better.

=20

Thanks,

=20

Jim Caplan

=20

Ref:

James R. Caplan, Ph.D.

Chief, Survey Technology Branch

DMDC

Department of Defense

1600 Wilson Blvd.

Arlington, VA 22209

Ph: 703-696-5848

=20

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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: Wed, 19 Jul 2006 10:45:47 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Four in 10 Republicans Would Not Find McCain an "Acceptable"  
Nominee

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 is probably only available for free today so I won't add it to the  
Vox Box list)

Four in 10 Republicans Would Not Find McCain an "Acceptable" Nominee  
Clinton, Edwards, Gore most acceptable possible Democratic nominees

by Jeffrey M. Jones =20

GALLUP NEWS SERVICE  
<http://poll.gallup.com/content/Default.aspx?ci=3D23764&VERSION=3Dp>

PRINCETON, NJ -- A recent Gallup Panel poll asked Republicans and Democrats whether they would find each of several possible contenders for their party's 2008 presidential nomination to be "acceptable" nominees. Unlike other nomination ballot questions that measure respondents' first choice from among a list of possible candidates, this question paints a broader picture of the level of potential support and opposition for each candidate.

Hillary Clinton is the clear front-runner among Democrats when voters are asked to choose which one candidate they would prefer for the Democratic nomination for president, but the current poll finds Democrats are about equally likely to rate Clinton, John Edwards, and Al Gore as acceptable nominees. Rudy Giuliani and Sen. John McCain

typically vie for the lead in Republican preference polls, but a greater percentage of Republicans say they would find Giuliani acceptable than say this about McCain (73% to 55%). Four in 10 Republicans say they would not find McCain to be an acceptable GOP presidential nominee. Secretary of State Condoleezza Rice is also widely considered by Republicans to be an acceptable nominee.=20

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

As always opinions expressed are solely those of the author.

=20

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=====  
Date: Wed, 19 Jul 2006 10:55:42 -0400

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: Research firms working in Barbados or Trinidad

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 recommendation for research firms located in or doing field work in Barbados or Trinidad? A firm that works in both would be ideal.

Thanks for any help. Please reply directly to me at [\\_rfarbman@edisonresearch.com](mailto:_rfarbman@edisonresearch.com) ([mailto:\\_rfarbman@edisonresearch.com](mailto:_rfarbman@edisonresearch.com)) .

Rob Farbman

Edison Media Research

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=====  
Date: Wed, 19 Jul 2006 09:55:54 -0500

Reply-To: "Joseph, Craig" <[Craig.Joseph@FTICONSULTING.COM](mailto:Craig.Joseph@FTICONSULTING.COM)>

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

From: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>  
Subject: USA Today survey on steroid use in baseball  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Did anyone notice USA Today's reporting about a week ago on its survey of major league baseball players regarding steroid use? I'm particularly curious about the methodology employed -- strangely, the article doesn't say how the survey was administered, what is known about non-responders, etc. Nor did they publish the questionnaire, to my knowledge.

=20  
The response rate was about 63%. Assuming this was a mail survey, is that an adequate response rate?

=20  
Just wondering what people's thoughts are.

=20  
Craig  
=20  
Craig M. Joseph, PhD | FTI Consulting | 333 West Wacker, Suite 600,  
Chicago, IL 60606 | T: 312.606.2616 | F: 312.759.8119 |  
craig.joseph@fticonsulting.com  
=20

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=====  
Date: Wed, 19 Jul 2006 12:33:32 -0400  
Reply-To: Sal Alaimo <salalaimo@EARTHLINK.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Sal Alaimo <salalaimo@EARTHLINK.NET>  
Subject: SURVEYING BUSINESSES  
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  
Is there a particular resource or database that is recommended for =  
building  
a sampling frame of businesses within a certain geographic area and =  
having  
the ability to sort by revenue, number of employees, etc.? So far I =  
have  
come across the Business and Company Resource Center but I would like =

any of  
your suggestions.

=20

Thanks.

=20

Sal Alaimo, MS,CVA  
PhD Candidate, Philanthropic Studies - Indiana University  
Adjunct Professor - Indiana University  
Consultant for Nonprofit Organizations  
(317) 632-1702

=20

-----  
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=====

Date: Wed, 19 Jul 2006 13:17:51 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

Do you want to have an impact on social policy? Work on projects affecting those in greatest need? Help to build a unique resource for researchers to better translate research into action?

=20

The Institute for Health and Social Policy is working to build the first population health laboratory of comparative global data on social and demographic transitions, health and well-being outcomes, and public policies. Once complete, this health laboratory will make it possible to undertake rigorous, cross-country global comparative research on how demographic transitions are affecting health.

=20

Senior Database Developer ("Research Associate") in Population Health and Social Policy

=20

The senior database developer will supervise two entry-level database developers in building the population health laboratory, overseeing data infrastructure design and construction, and ensuring the integration of the database on social conditions, demographic transitions, and public

policies around the world. Data to be harmonized and linked will come from three sources: longitudinal country-level databases, databases of public policies in over 170 countries that have the potential to influence demographic transitions, and household survey microdata. Because seemingly small differences in definitions can result in substantial differences in rates, attention to detail and an understanding of the core concepts are critical. Project staff will prepare a codebook that annotates the contents of the data sets, including a full description and definition of all the measures in the databases.

=20

Education/Experience: Ph.D. in public policy, epidemiology, political science, economics, sociology, or related field; at least five years of relevant professional research, advanced analytic, or computer programming experience. Strong computer and statistical programming skills necessary; experience with Unix preferred. Strong writing skills necessary. Paid work experience managing and analyzing large data sets and data sets from multiple countries, as well as harmonizing data from multiple sources in comparative formats. Knowledge of statistics including multivariate and non-linear regression preferred.

=20

Database Developers ("Research Assistants") in Population Health and Social Policy

=20

Two database developers will help to build the population health laboratory by harmonizing and linking data from three sources: longitudinal country-level databases, data on public policies in over 170 countries that have the potential to influence demographic transitions, and household survey microdata. The developers will convert individual measures so that they are in consistent formats, as well as code variables so that they capture the

same concept across countries and years. Public policies will be coded on a wide range of characteristics of the policy as well as the reliability of the data. The specialists will be required to maintain detailed documentation throughout the process of coding, transforming, and integrating the original source data. Project staff will prepare a codebook that annotates the contents of the data sets, including a full description and definition of all the measures in the databases.

=20

Education/Experience: Masters degree in public policy, epidemiology, political science, economics, sociology, or related field. Strong working knowledge of Microsoft Office and at least one statistical programming package (SAS, Stata, or SPSS). Good communication skills required. French and/or Spanish language proficiency preferred.



=20

To apply for any of the above positions, send cover letter, CV, 2 research articles, and 3 letters of recommendation to Jeff Hayes, Institute for Health and Social Policy, 1130 Pine Avenue West, Montreal, QC, H3A 1A3, or to applicants.ihsp@mcgill.ca (Electronic submission is encouraged. Please put "CRC Research Associate" or "CRC Research Assistant" in the subject heading.) Applications to be received by September 1, 2006. All qualified candidates are encouraged to apply; however Canadians and permanent residents of Canada

will be given priority. McGill University is committed to equity in employment.

=20

=20

=20

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=====  
Date: Wed, 19 Jul 2006 17:34:14 -0400

Reply-To: "Ronald E. Langley" <[langley@UKY.EDU](mailto:langley@UKY.EDU)>

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

From: "Ronald E. Langley" <[langley@UKY.EDU](mailto:langley@UKY.EDU)>

Subject: Re: SURVEYING BUSINESSES

Comments: To: Sal Alaimo <[salalaimo@EARTHLINK.NET](mailto:salalaimo@EARTHLINK.NET)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

In-Reply-To: <[000001c6ab51\\$136b0800\\$1201a8c0@toshibauser](mailto:000001c6ab51$136b0800$1201a8c0@toshibauser)>

MIME-version: 1.0

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

Hello,

I guess it depends on the breadth of the geographic area, but we usually use the state Unemployment Insurance database when we are sampling businesses.

At 12:33 PM 7/19/2006, Sal Alaimo wrote:

>Dear AAPOR Members:

>

>Is there a particular resource or database that is recommended for building  
>a sampling frame of businesses within a certain geographic area and having  
>the ability to sort by revenue, number of employees, etc.? So far I have  
>come across the Business and Company Resource Center but I would like any of

>your suggestions.

>

>Thanks.

>

>Sal Alaimo, MS,CVA

>PhD Candidate, Philanthropic Studies - Indiana University

>Adjunct Professor - Indiana University

>Consultant for Nonprofit Organizations

>(317) 632-1702

>

>

>-----

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Ronald E. Langley, Ph.D.

Director, Survey Research Center      Phone: (859) 257-4684

University of Kentucky              FAX: (859) 323-1972

302 Breckinridge Hall              [langley@uky.edu](mailto:langley@uky.edu)

Lexington, KY 40506-0056          <http://survey.research.uky.edu>

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=====

Date: Wed, 19 Jul 2006 16:52:15 -0500

Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

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

From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>

Subject: Project Manager in Market and Strategic Research --- Citigroup

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

Project Manager in Market and Strategic Research --- Citigroup

=20

=20

The Project Manager in Market Research will manage all aspects of the research process from Problem Definition, sampling, questionnaire development and project execution for multiple marketing and strategy research projects for Citibank North America. Additional

responsibilities include:

=20

- \* Evaluate information needs involving both primary and secondary research for internal clients ranging from Senior Executives, Middle Managers, Product and Marketing management teams.=20
- \* Synthesize complex findings and detailed research into clear digestible executive summaries and presentations that permit managerial decisions. Data into "messages" and depict complex information in summarized charts.=20
- \* Manage a variety of research vendors to execute high quality research projects on time, on budget, and with clear, concise, well-reasoned findings. Projects include Customer Service and Loyalty, Affluent and Ethnic segments, and Product or Advertising assessments.=20
- \* Both qualitative and quantitative research expertise will be leveraged; person will focus on executing both and must be comfortable making quantitatively based recommendations.=20
- \* Experience determining when, why, and how to deploy quantitative vs. qualitative techniques.=20
- \* Provide market analysis of syndicated secondary source information to compliment primary research or as a value-add to marketing inquiries.=20
- \* Develop effective Marketing-Briefings for National and Product Marketing staff that make them more informed and better at their jobs.
- \* Be able to work in multiple quantitative software environments such as SAS and SPSS. Expertise not required; however, ability to design good questions and read the significance of results with functional specialists is imperative.=20

=20

=20

## Qualifications

- \* Six to nine years experience in Market Research or Marketing Science
- \* Understanding of financial data (balance sheets, income statements, product profitability models)
- \* Advanced degree (MBA, Masters of Statistics & Operations Research)
- \* Expertise and experience in multiple quantitative research methodologies, including solid statistical/analytic skills
- \* Working knowledge of Microsoft Office, most notably PowerPoint, Word, and Excel required.

\* Ability to direct project work using quantitative packages and tools such as SPSS and SAS a strong plus

\* Ability to work independently and communicate clearly and often with senior management a must

\* Experience in Financial Services industry together with a passion for taking consumer insights to managerial action.

=20

To be considered for this position and to view all our career opportunities, visit our career website: <http://careers.citigroup.com> <<http://careers.citigroup.com/>> . Click on Job Search and enter Req. No. 06027624 in keyword search.

=20

=20

=20

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=====  
Date: Thu, 20 Jul 2006 10:03:22 -0400

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

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

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

Subject: Articles of interest

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

I thought these two findings were of sufficiently wide spread interest that they were worth posting on AAPORnet as well as including in my submission to the VoxBox. =20

Doubts cast over value of web polls

<http://www.whatpc.co.uk/vnunet/news/2160647/doubts-cast-value-web-polls>

Academic study that provides the basis

[http://faculty.fuqua.duke.edu/~gavan/GJF\\_articles/modality\\_jcr\\_inpress.p](http://faculty.fuqua.duke.edu/~gavan/GJF_articles/modality_jcr_inpress.pdf)

df

Or

<http://tinyurl.com/qbd6d>

Simply Asking Questions Can Increase Risky Behaviors, Study Shows

Press Release

<http://newswire.ascribe.org/cgi-bin/ behold.pl?ascribeid=3D20060719.055414=>

<http://newswire.ascribe.org/cgi-bin/ behold.pl?ascribeid=3D20060719.055414=&time=3D07%2045%20PDT&year=3D2006&public=3D0>

Or

<http://tinyurl.com/qpwku>

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

As always opinions expressed are solely those of the author.

=20

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=====  
Date: Thu, 20 Jul 2006 07:29:59 -0700

Reply-To: "Yen, Wei" <[weiyen@WSIPP.WA.GOV](mailto:weiyen@WSIPP.WA.GOV)>

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

From: "Yen, Wei" <[weiyen@WSIPP.WA.GOV](mailto:weiyen@WSIPP.WA.GOV)>

Subject: Yes/No or No/Yes

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

Can someone tell me what the current standard is for yes/no response order in web and mail surveys? Is it "yes" first or "no" first or it depends on the situation (and what situation)? Is there any research literature on this out there?

=20

Thanks,

=20

Wei Yen

Washington State Institute for Public Policy

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---

Date: Thu, 20 Jul 2006 09:34:52 -0700  
Reply-To: Steve Johnson <stevej@nsdssurvey.org>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Steve Johnson <stevej@NSDSSURVEY.ORG>  
Organization: Northwest Survey & Data Services  
Subject: Re: measuring literacy by telephone  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original  
Content-transfer-encoding: 7bit

A few months ago there were several posts asking about measuring literacy by telephone. I did not respond to those posts at that time because we were in the middle of developing just such a tool. We have developed a relatively short (i.e. 5-7 minute) bank of questions that will replicate the TALS Document test for a population within about 5%. This level of accuracy is as good as the test/retest accuracy of TALS itself when the A and B forms are both administered to the same population. We validated this against a random sample of 400 people, and have recently conducted the official literacy measurement for the State of Oregon. If anyone is interested in using this test please feel free to contact me.

Steve Johnson, PhD  
President, Northwest Survey & Data Services, Inc.  
541-687-8976

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---

Date: Thu, 20 Jul 2006 13:28:26 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Political telemarketing in the guise of a survey  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Biz group's poll combats big-box ordinance

(Crain's) - Chicago's business establishment is fighting back against a wage ordinance for big-box stores with a telephone poll launched Wednesday that critics call misleading.=20

In a recorded message, the poll says: "Members of the Chicago City Council want to stop new retail stores from opening in the city because the union bosses don't want the competition. These new stores would create thousands of new jobs in underdeveloped neighborhoods.=20

"Here's our question," it adds: "Do you want to see retail development and thousands of new jobs in Chicago's underdeveloped neighborhoods? If you want to see the jobs, press 1. If you think the council should stop the jobs, press 2. If you're not sure, press 3."=20

The automated poll is dialing up about 200,000 Chicago households, said Jerry Roper, president and CEO of the Chicagoland Chamber of Commerce, a member of the business coalition that is funding and conducting it.=20

SNIP

Mr. Roper said the language of the poll is not biased.=20

"The way this is worded is to try to educate people more than anything," he said

SNIP

Mr. Roper said that people who answer the poll in the affirmative will be urged to call their alderman.=20

"We want them to hear from hundreds and thousands of people," he said.=20

SNIP

<http://www.chicagobusiness.com/cgi-bin/news.pl?id=3D21413>

--=20

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

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=====  
Date: Thu, 20 Jul 2006 12:50:49 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Public Opinion Polls and Decision Making  
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

The Public Opinion Poll Center at IDSC (Information and Decision Support Center)- the Egyptian Cabinet cordially invites you to participate in the conference on "Public Opinion Polls and Decision

Making: From Theory to Practice" to be held on 6-8 February 2007 in Cairo, Egypt.

=20

The conference will provide a venue to exchange experiences and address the state-of-the-art with respect to public opinion polls' methodologies and considerations. Every aspect of the conference is intended to make the participants' time more beneficial, professionally and personally. The participants will have opportunities to interact directly with experts who are at the cutting-edge of new topics.

=20

Finally, we would highly appreciate it if you informed your professional network about this conference as the diversity of backgrounds and experiences that we all bring to the conference ensures a rewarding event. Kindly find the conference call for papers attached.

=20

We hope you can join us and contribute to making this conference an exciting and challenging one. We look forward to seeing you there.

=20

For further inquiries do not hesitate to contact Ms. Yomna Gamil at [conference@pollcenter.idsc.gov.eg](mailto:conference@pollcenter.idsc.gov.eg)

=20

Best Regards,

=20

Ms. Yomna Gamil

=20

Conference Coordinator

Public Opinion Poll Center - IDSC =20

=20

=20

=20

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---

Date: Thu, 20 Jul 2006 17:45:39 -0700  
Reply-To: Mike Donatello <mike@DONATELLO.US>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Donatello <mike@DONATELLO.US>  
Subject: Re: USA Today survey on steroid use in baseball  
Comments: To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1250  
Content-transfer-encoding: quoted-printable

Depends on how it's computed, but I would certainly consider 63% = response to a mailed survey adequate.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph, Craig  
Sent: Wednesday, 19 July, 2006 10:56  
To: AAPORNET@asu.edu  
Subject: [AAPORNET] USA Today survey on steroid use in baseball

Did anyone notice USA Today's reporting about a week ago on its survey of major league baseball players regarding steroid use? I'm particularly curious about the methodology employed -- strangely, the article doesn't say how the survey was administered, what is known about non-responders, etc. Nor did they publish the questionnaire, to my knowledge.

=20  
The response rate was about 63%. Assuming this was a mail survey, is that an adequate response rate?

=20  
Just wondering what people's thoughts are.

=20  
Craig  
=20  
Craig M. Joseph, PhD | FTI Consulting | 333 West Wacker, Suite 600,  
Chicago, IL 60606 | T: 312.606.2616 | F: 312.759.8119 |  
craig.joseph@fticonsulting.com

=20  
  
--=20  
No virus found in this outgoing message.  
Checked by AVG Free Edition.  
Version: 7.1.394 / Virus Database: 268.10.2/393 - Release Date: =  
7/19/2006

=20  
  
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---

Date: Thu, 20 Jul 2006 22:47:19 -0300  
Reply-To: leonardo@MARKETANALYSIS.COM.BR  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leonardo Athias <leonardo@MARKETANALYSIS.COM.BR>  
Subject: Measures of voluntary simplicity and ethical consumerism  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=response  
Content-transfer-encoding: 7bit

Can somebody refer to battery of questions dealing with voluntary simplicity and/or ethical/conscious consumerism? We're interested both in questions capable of assessing incidence of such orientations as well as exploring motivations and value/belief background leading to such attitudes/outlooks.

Thanks in advance!

Leonardo

MARKET ANALYSIS BRASIL  
+5548-32345853  
+5411-30644900

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---

Date: Fri, 21 Jul 2006 08:16:42 -0500  
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Subject: Re: USA Today survey on steroid use in baseball  
Comments: To: AAPORNET@asu.edu  
In-Reply-To:  
<3AD6B79E9FD9D14ABB2DB711FBFD499502DFA133@snshea107.4smartphone.snx>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

If this was a USA Today poll, it was done by Gallup, interviews were conducted by phone not mail, and like most pollsters, Gallup never releases response rates.

Nick

Mike Donatello wrote:

>Depends on how it's computed, but I would certainly consider 63% response to a mailed survey adequate.

>

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>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph, Craig

>Sent: Wednesday, 19 July, 2006 10:56

>To: AAPORNET@asu.edu

>Subject: [AAPORNET] USA Today survey on steroid use in baseball

>

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>of major league baseball players regarding steroid use? I'm

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>knowledge.

>

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>Just wondering what people's thoughts are.

>

>

>Craig

>

>Craig M. Joseph, PhD | FTI Consulting | 333 West Wacker, Suite 600,

>Chicago, IL 60606 | T: 312.606.2616 | F: 312.759.8119 |

>craig.joseph@fticonsulting.com

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=====  
Date: Fri, 21 Jul 2006 09:36:14 -0500

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: USA Today survey on steroid use in baseball

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

In-Reply-To: <[44C0D3BA.30206@marketsharescorp.com](mailto:44C0D3BA.30206@marketsharescorp.com)>

MIME-version: 1.0

Content-type: text/plain; charset=windows-1252; format=flowed

Content-transfer-encoding: 8BIT

Found this on Google News.

Seems there were two USA Today polls, the second a survey of players by USA TODAY and The Sports Xchange. No statement of methodology in this

story. The interviewing period was June 24 to July 9 - seems too long for a phone survey.

Nick

Why so many home runs? Updated 7/12/2006 1:47 PM ET  
By Bob Nightengale, USA TODAY

PITTSBURGH — Major League Baseball insists its steroid-testing policy is the most stringent in sports. Federal agents, with the raid of an infamous Bay Area laboratory and a former pitcher's home, let baseball fans know they're cracking down on the use of illegal performance-enhancing drugs, too.

Yet the vast majority of players say their peers have used substances such as amphetamines or steroids in this, the first season both have been banned. In a USA TODAY survey of players from June 24 to July 9, 75% of the 476 major leaguers who responded believe some players have used amphetamines this season and 69% said their colleagues have used another performance-enhancing drug, such as steroids or human-growth hormone.

Fans surveyed by USA TODAY/Gallup were also skeptical that MLB has been able to stamp out the use of performance-enhancing drugs. The major reason for their skepticism: Home runs are being hit at a pace this season even greater than 2003, considered the final year of baseball's steroid era.

SNIP

Most players are reluctant to ascribe the homer binge to banned substances; only 3% in the player survey conducted by USA TODAY and The Sports Xchange pinpointed performance-enhancing drugs as the reason. A majority of players said there is either no reason for the increase (29%) or it's because of an improvement in hitting (28%).

[http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers\\_x.htm](http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers_x.htm)

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> Nick

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

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

Sent: Friday, July 21, 2006 9:36 AM

To: AAPORNET@asu.edu

Subject: Re: USA Today survey on steroid use in baseball

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[http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers\\_x.htm](http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers_x.htm)

Nick Panagakis wrote:



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=====

Date: Fri, 21 Jul 2006 11:11:06 -0400  
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: USA Today survey on steroid use in baseball  
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

There were 476 major league players who responded to the poll. 30 Major league teams with 25-player rosters computes to 750 MLB players; 476/750= 0.634666...so this was a Census poll, not a sample.

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  
517-353-2639

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Nick Panagakis  
Sent: Friday, July 21, 2006 9:17 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: USA Today survey on steroid use in baseball

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Nick

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>

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

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Joseph, Craig  
>Sent: Wednesday, 19 July, 2006 10:56  
>To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
>Subject: [AAPORNET] USA Today survey on steroid use in baseball

>

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>Craig  
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>Craig M. Joseph, PhD | FTI Consulting | 333 West Wacker, Suite 600,  
>Chicago, IL 60606 | T: 312.606.2616 | F: 312.759.8119 |  
>craig.joseph@fticonsulting.com  
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Date: Fri, 21 Jul 2006 11:57:14 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: AAPOR in the News  
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

Survey questioning can alter subjects' behavior, study says  
By Sadia Latifi  
McClatchy Newspapers  
<http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

WASHINGTON - Simply asking college students who are inclined to take drugs about their illegal-drug use in a survey may increase the behavior, according to newly published findings that are making some researchers understandably nervous.=20

"We ask people questions, and that does change behavior," study co-author Gavan Fitzsimons, a marketing professor at Duke University's

Fuqua School of Business in Durham, N.C., said Thursday. The provocative effect, he added, can be "much greater than most of us would like to believe."=20

It's not just drug use that's affected by a researcher's questions, Fitzsimons said. People exercised more after they were asked how much they exercised. In a follow-up experiment, students who were asked about skipping classes and drinking cut class more and drank more.=20

SNIP

Survey questions still pose some risk, however, said Williams, of the University of Pennsylvania. "It's very difficult, because policymakers still have to ask these questions but don't want to cause harm," she said. "Anytime you are asking about risky behaviors, there is a chance that merely asking will activate a positive attitude for those who already have a positive inclination toward the behavior."=20

Cliff Zukin, the president of the American Association of Public Opinion Research in Lenexa, Kan., which sets standards for the field, called the study eye-opening. He wondered whether college-student drug use might be easily provoked, which would suggest that the effect is milder than it seems.=20

"Surveys are not designed to influence behavior," added Zukin, a polling expert at Rutgers University in New Brunswick, N.J. "But when you talk to people about a topic, you get them thinking about that topic. That's a normal human reaction, and I don't see a way to get around that."=20

The new findings, he said, will "force us to really think about question wording."=20

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

As always opinions expressed are solely those of the author.

=20

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=====  
Date: Fri, 21 Jul 2006 17:33:15 +0100

Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>

Subject: Re: AAPOR in the News

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

I=20wondered=20how=20long=20it=20would=20be=20before=20this=20study=20star=  
ted=20getting=20media  
coverage.=20For=20myself=20I=20was=20far=20from=20convinced=20that=20the=20=  
work=20reported  
represented=20any=20sort=20of=20robust=20finding=20on=20the=20subject.

The=20danger=20is=20now=20of=20a=20'Bermuda=20Triangle'=20effect=20where=20=  
this=20stuff=20gets  
passed=20on=20from=20one=20report=20to=20another=20as=20a=20fundamental=20=  
unquestioned=20fact  
about=20survey=20research=20whereas=20it=20was=20a=20study=20of=20a=20few=20=  
hundred=20students,  
with=20no=20controls=20and=20no=20assessment,=20as=20far=20as=20I=20could=20=  
see,=20of=20the  
test-retest=20reliability=20of=20the=20questions=20used=20(which=20if=20it=  
=20was=20of=20the  
order=20of=20many=20such=20questions=20could=20easily=20render=20the=20'di=  
fferences'=20in  
behaviour=20over=20time=20non-significant).=20The=20potential=20effects=20=  
on  
less-than-expert=20research=20commissioners=20and=20the=20reporting=20of=20=  
survey  
research=20in=20the=20future=20could=20be=20very=20negative.

We=20need=20to=20take=20a=20much=20harder=20look=20at=20this=20research,=20=  
and=20any=20others=20of  
its=20type,=20before=20it=20becomes=20an=20albatross=20around=20our=20neck=  
s.

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

Strategic=20Analysis:=20RM=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  
www.dfes.gov.uk/research=20

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

>From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Leo=20S=  
imonetta

>Sent:=2021=20July=202006=2016:57

>To:=20AAPORNET@asu.edu

>Subject:=20AAPOR=20in=20the=20News

>

>Survey=20questioning=20can=20alter=20subjects'=20behavior,=20study=20says=

>By=20Sadia=20Latifi

>McClatchy=20Newspapers

><http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

>

>WASHINGTON=20=20Simply=20asking=20college=20students=20who=20are=20inclu=

ned=20to=20take

>drugs=20about=20their=20illegal-drug=20use=20in=20a=20survey=20may=20incr=

ease=20the

>behavior,=20according=20to=20newly=20published=20findings=20that=20are=20=

making=20some

>researchers=20understandably=20nervous.

>

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

Government=20Secure=20Intranet=20(GSI)=20=20virus=20scanning=20service=20s=

upplied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=

h=20MessageLabs.

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

The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=

service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=

tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=

k=20initiative=20for=20information=20security=20products=20and=20services.=

=20=20For=20more=20information=20about=20this=20please=20visit=20www.cctma=

rk.gov.uk

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=====  
Date: Fri, 21 Jul 2006 14:09:09 -0400

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: AAPOR in the News

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

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

In-Reply-To:

<[3248A9B21DD5574785FE5E2C8E5216845029A2@exchange.local.artsience.com](mailto:3248A9B21DD5574785FE5E2C8E5216845029A2@exchange.local.artsience.com)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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Jan Werner

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- > By Sadia Latifi
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- > researchers understandably nervous.
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- > "We ask people questions, and that does change behavior," study
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Date: Fri, 21 Jul 2006 14:38:26 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: AAPOR in the News  
Comments: To: [jwerner@jwdp.com](mailto:jwerner@jwdp.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

While this is undoubtedly true from a purely rational standpoint I expect someone in politics in the not too distant future to stand up and state their desire to cut federal or state funding for surveys on human sexual behavior, drug and/or alcohol consumption, etc. based on his or her understanding of the results of this study. There is an already substantial level of opposition to these kinds of studies (particularly of children and young adults) and this kind of finding can only lead to an increase of that kind of opposition.

=20

--=20

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

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

> From: Jan Werner [<mailto:jwerner@jwdp.com>]=20

> Sent: Friday, July 21, 2006 2:09 PM

> To: Leo Simonetta

> Cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

> Subject: Re: AAPOR in the News

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---

Date: Fri, 21 Jul 2006 14:48:34 -0400  
Reply-To: Amy Flowers <[aflowers@MARKETDECISIONS.COM](mailto:aflowers@MARKETDECISIONS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Amy Flowers <[aflowers@MARKETDECISIONS.COM](mailto:aflowers@MARKETDECISIONS.COM)>  
Subject: Re: AAPOR in the News  
Comments: To: [jwerner@JWDP.COM](mailto:jwerner@JWDP.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[44C11845.8030509@jwdp.com](mailto:44C11845.8030509@jwdp.com)>

The youth tobacco, alcohol and drug surveys, in order to avoid using any skips, generally include wording such as:

How old were you when you first tried marijuana? (never/7/8/9/10, etc.)

How often in the last month have you used marijuana? (none/1-2 times, etc.)

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Have you ever tried:  
Amphetamines (uppers, bennies, speed)  
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Etc.

It seems reasonable to argue that this wording is somewhat suggestive and normalizes the behaviors. It also seems reasonable to assume that many, if not most of the children taking the survey are unfamiliar with vernacular like "bennies", "ice", etc. and are learning from the survey itself.

Most kids take these surveys every other year, from 6th through 12 grade, for a total of 4 times by the time they graduate from high school.

I work with these data, and I am arguing against the surveys (or a good part of my livelihood!), but I do believe their effect is worth considering and the wording could certainly use some work. As a social scientist I value the data, but as a parent, I admit that I have concerns about their effects.

Amy Flowers



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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner

Sent: Friday, July 21, 2006 2:09 PM

To: AAPORNET@asu.edu

Subject: Re: AAPOR in the News

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Date: Fri, 21 Jul 2006 15:05:42 -0400  
Reply-To: "O'Brien, Eileen" <[Eileen.OBrien@EIA.DOE.GOV](mailto:Eileen.OBrien@EIA.DOE.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "O'Brien, Eileen" <[Eileen.OBrien@EIA.DOE.GOV](mailto:Eileen.OBrien@EIA.DOE.GOV)>  
Subject: Re: AAPOR in the News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain  
Content-transfer-encoding: 7bit

Well golly, what an interesting choice of words. Sort of implies trying it is the norm. And we generally call that a loaded question, similar to 'When did you stop/start (socially un/desirable behavior)...?'

I'd be awfully interested in what a split ballot with/without a skip shows here.

Eileen

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

From: Amy Flowers [<mailto:aflowers@MARKETDECISIONS.COM>]

Sent: Friday, July 21, 2006 2:49 PM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR in the News

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Date: Fri, 21 Jul 2006 15:32:11 -0400  
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: AAPOR in the News  
Comments: To: Amy Flowers <[aflowers@marketdecisions.com](mailto:aflowers@marketdecisions.com)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[003301c6acf6\\$45602920\\$2ea8a8c0@D6KGP171](mailto:003301c6acf6$45602920$2ea8a8c0@D6KGP171)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

I have unfortunately seen this kind of thing all too often in quick & dirty surveys fielded by people who have only a marginal understanding of social research, but also in (among others) the questionnaires that doctors give patients to determine their behavioral history, so I am willing to believe that your examples are, in fact, representative.

But if accurate, these examples are not only highly suggestive but shockingly incompetent as a means of obtaining useful information.

Perhaps, in addition to avoiding skips, those conducting these surveys could improve their response rates by the use of waterboarding or other techniques recently used by some branches of government to improve the memory of subjects in other fields of "research."

I am appalled that anyone would consider using this kind of language in a serious social science survey, and even more appalled that anyone would consider the results of any such survey to have much validity.

This is certainly the kind of thing that gives all survey researchers a bad reputation.

Jan Werner

---

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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
> Sent: Friday, July 21, 2006 2:09 PM  
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> Subject: Re: AAPOR in the News

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>> Fuqua School of Business in Durham, N.C., said Thursday. The provocative  
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>> SNIP  
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Date: Fri, 21 Jul 2006 12:39:33 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: Re: USA Today survey on steroid use in baseball  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[A8B0513FC10AA848A8D96D57ACC8FA0F01F92FF7@CHIMX21.na.fti.local](mailto:A8B0513FC10AA848A8D96D57ACC8FA0F01F92FF7@CHIMX21.na.fti.local)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Why does June 24- July 9 seem too long for a phone interview period to e  
in the field? ballplayers are on the road half the time, and surely that  
makes reaching them a bit harder. Or did I understand your point?

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)

> -----Original Message-----  
> From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Nick Panagakis  
> Sent: Friday, July 21, 2006 9:36 AM  
> To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
> Subject: Re: USA Today survey on steroid use in baseball  
>  
> Found this on Google News.  
>  
> Seems there were two USA Today polls, the second a survey of players by  
> USA TODAY and The Sports Xchange. No statement of methodology in this  
> story. The interviewing period was June 24 to July 9 - seems too long  
> for a phone survey.  
>  
> Nick  
>  
> Why so many home runs?Updated 7/12/2006 1:47 PM ET By Bob Nightengale,  
> USA TODAY



>  
> PITTSBURGH - Major League Baseball insists its steroid-testing policy is  
> the most stringent in sports. Federal agents, with the raid of an  
> infamous Bay Area laboratory and a former pitcher's home, let baseball  
> fans know they're cracking down on the use of illegal  
> performance-enhancing drugs, too.  
>  
> Yet the vast majority of players say their peers have used substances  
> such as amphetamines or steroids in this, the first season both have  
> been banned. In a USA TODAY survey of players from June 24 to July 9,  
> 75% of the 476 major leaguers who responded believe some players have  
> used amphetamines this season and 69% said their colleagues have used  
> another performance-enhancing drug, such as steroids or human-growth  
> hormone.  
>  
> Fans surveyed by USA TODAY/Gallup were also skeptical that MLB has been  
> able to stamp out the use of performance-enhancing drugs. The major  
> reason for their skepticism: Home runs are being hit at a pace this  
> season even greater than 2003, considered the final year of baseball's  
> steroid era.  
>  
> SNIP  
>  
> Most players are reluctant to ascribe the homer binge to banned  
> substances; only 3% in the player survey conducted by USA TODAY and The  
> Sports Xchange pinpointed performance-enhancing drugs as the reason. A  
> majority of players said there is either no reason for the increase  
> (29%) or it's because of an improvement in hitting (28%).  
>  
> [http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers](http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers_x.htm)  
> [\\_x.htm](http://www.usatoday.com/sports/baseball/allstar/2006-07-10-acover-homers_x.htm)  
>  
>  
>  
> Nick Panagakis wrote:  
>  
>>  
>>  
>> If this was a USA Today poll, it was done by Gallup, interviews were  
>> conducted by phone not mail, and like most pollsters, Gallup never  
>> releases response rates.  
>>  
>> Nick  
>>  
>>  
>> Mike Donatello wrote:  
>>  
>>> Depends on how it's computed, but I would certainly consider 63%  
>>> response to a mailed survey adequate.  
>>>  
>>> -----Original Message-----  
>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph, Craig  
>>> Sent: Wednesday, 19 July, 2006 10:56  
>>> To: AAPORNET@asu.edu

>>> Subject: [AAPORNET] USA Today survey on steroid use in baseball

>>>

>>> Did anyone notice USA Today's reporting about a week ago on its  
>>> survey of major league baseball players regarding steroid use? I'm  
>>> particularly curious about the methodology employed -- strangely, the

>>> article doesn't say how the survey was administered, what is known  
>>> about non-responders, etc. Nor did they publish the questionnaire, to

>>> my knowledge.

>>> The response rate was about 63%. Assuming this was a mail survey, is  
>>> that an adequate response rate?

>>> Just wondering what people's thoughts are.

>>>

>>>

>>> Craig

>>> Craig M. Joseph, PhD | FTI Consulting | 333 West Wacker, Suite 600,  
>>> Chicago, IL 60606 | T: 312.606.2616 | F: 312.759.8119 |

>>> craig.joseph@fticonsulting.com

>>>

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-----  
Date: Fri, 21 Jul 2006 13:22:18 -0700

Reply-To: Chuck Flacks <cflacks@CSUSM.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Chuck Flacks <cflacks@CSUSM.EDU>

Subject: Re: AAPOR in the News

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Amy's questions are actually a part of the County of San Diego's approved Psycho/Social questionnaire administered to all youth drug offenders or any youth seeking publicly-funded mental health services in the County. I have personally used that instrument with juvenile mental health patients. =20

Jan's statement of outrage that "anyone would consider using this kind of language in a serious social science survey," is well-taken, but it assumes that people know the "right" way of doing it. Do people have suggestions as to the more valid, less suggestive, and self-biasing way of asking this kind of sensitive information? For example, is it as simple as starting with, "Have you ever used or misused illegal or over the counter drugs?" I would appreciate a good reference...

Chuck Flacks  
Director, Business Development  
Social & Behavioral Research Institute  
Cal State San Marcos  
333 S. Twin Oaks Valley Road  
San Marcos, CA 92069  
Office: 760-750-3278  
Cell: 858-229-9197  
cflacks@csusm.edu

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
Sent: Friday, July 21, 2006 12:32 PM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR in the News

I have unfortunately seen this kind of thing all too often in quick & dirty surveys fielded by people who have only a marginal understanding of social research, but also in (among others) the questionnaires that doctors give patients to determine their behavioral history, so I am willing to believe that your examples are, in fact, representative.

But if accurate, these examples are not only highly suggestive but shockingly incompetent as a means of obtaining useful information.

Perhaps, in addition to avoiding skips, those conducting these surveys could improve their response rates by the use of waterboarding or other techniques recently used by some branches of government to improve the memory of subjects in other fields of "research."

I am appalled that anyone would consider using this kind of language in a serious social science survey, and even more appalled that anyone would consider the results of any such survey to have much validity.

This is certainly the kind of thing that gives all survey researchers a bad reputation.

Jan Werner

---

Amy Flowers wrote:

> The youth tobacco, alcohol and drug surveys, in order to avoid using =  
any

> skips, generally include wording such as:

>=20

> How old were you when you first tried marijuana? (never/7/8/9/10, =  
etc.)

>=20

> How often in the last month have you used marijuana? (none/1-2 =  
times,  
> etc.)

>=20

> How do you like to drink? (I don't drink/just a glass or =  
two/enough to

> feel it, etc.)

>=20

> Have you ever tried:

> Amphetemines (uppers, bennies, speed)

> Methamphetemines (crystal meth, ice, crank)

> Etc.

>=20

> It seems reasonable to argue that this wording is somewhat suggestive =  
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> normalizes the behaviors. It also seems reasonable to assume that =  
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> like "bennies", "ice", etc. and are learning from the survey itself.

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> Most kids take these surveys every other year, from 6th through 12 =  
grade,

> for a total of 4 times by the time they graduate from high school.

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> I work with these data, and I am arguing against the surveys (or a =  
good part

> of my livelihood!), but I do believe their effect is worth considering =  
and

> the wording could certainly use some work. As a social scientist I =  
value

> the data, but as a parent, I admit that I have concerns about their =  
effects.

>=20

>=20

> Amy Flowers

>=20

>=20

>=20

>=20

>=20

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner

> Sent: Friday, July 21, 2006 2:09 PM

> To: AAPORNET@asu.edu

> Subject: Re: AAPOR in the News

>=20

> Of course survey questions can alter subjects' behavior. So can =  
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> newspapers, watching TV, listening to music or, for that matter, just

> about any kind of cognitive input.

>=20

> This really falls into the "taking a bath can cause drowning" category

> of pseudo-news. Would anyone suggest that nobody ever bathe again? The

> proper response to this kind of nonsense is to put it in perspective

> rather than attempt to challenge it.

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> I guess we must be moving into the Summer news doldrums, Can sightings

> of the Loch Ness monster be far behind?

>=20

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>

>=20

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>> Survey questioning can alter subjects' behavior, study says

>> By Sadia Latifi

>> McClatchy Newspapers

>> <http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

>>

>> WASHINGTON - Simply asking college students who are inclined to take

>> drugs about their illegal-drug use in a survey may increase the

>> behavior, according to newly published findings that are making some

>> researchers understandably nervous.

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=====  
Date: Fri, 21 Jul 2006 20:20:10 -0400  
Reply-To: Sally Daniels <sally\_daniels@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Sally Daniels <sally\_daniels@COMCAST.NET>  
Subject: Re: AAPOR in the News  
Comments: To: Chuck Flacks <cflacks@CSUSM.EDU>, AAPORNET@asu.edu  
In-Reply-To: <86BF48E0F11BE44D99952F9FB349BC4B0E06C3A1@priority.csusm.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Questions such as these are sometimes used in the belief that people =  
will  
more readily admit to socially unacceptable behaviors when the questions =  
are  
asked in a form that suggests the behaviors aren't so unacceptable. =20

I also know that there have been studies done comparing respondents' =  
answers  
to survey questions with other measures of their behaviors -- presumably  
some sort of crime/school/health or other records. Does anyone know of =  
any  
such studies that might be used to see whether this type of question is  
better or worse than less "suggestive" questions at getting accurate =  
answers  
about such behaviors?

It could be respondents' willingness to admit to some behaviors that is  
changed as a result of their survey participation rather than the =  
behaviors  
themselves.

Sally Daniels  
Roper Public Affairs

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Chuck Flacks  
Sent: Friday, July 21, 2006 4:22 PM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR in the News

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Chuck Flacks  
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San Marcos, CA=92069  
Office: 760-750-3278  
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=====  
Date: Fri, 21 Jul 2006 22:17:59 -0400  
Reply-To: Ande271@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jeanne Anderson <Ande271@AOL.COM>  
Subject: Re: AAPOR in the News  
Comments: To: Simonetta@ARTSCI.COM, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

I would like to know how the "change" was determined.

If the data were gathered in a panel-type design, might it not be possible that students or other respondents underreported behavior on the first go-around, then reported more accurately on the follow up? That could be either because 1) they felt less inhibited about talking frankly about the subject on the second round, or 2) they actually paid more attention to the behavior they had reported on earlier, and had a better estimate.

When I went through Smokenders in 1976, we found that preliminary estimates of how many cigarettes an individual smoked tended to be quite inaccurate. When they began simply recording each cigarette with "chicken scratch," some found they had under-estimated, some found they had over-estimated. It seemed that people simply didn't pay attention to the number of cigarettes they smoked per day. But there, the error was more or less random, which is different from the results reported in the message I'm replying to.

Independent observation data would be helpful if they were not gathered in these studies.

Jeanne L. Anderson, Ph.D  
(formerly) Principal  
Jeanne Anderson Research

In a message dated 7/21/2006 12:15:49 P.M. Eastern Daylight Time,  
Simonetta@ARTSCI.COM writes:

Survey questioning can alter subjects' behavior, study says  
By Sadia Latifi  
McClatchy Newspapers  
<http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

WASHINGTON - Simply asking college students who are inclined to take drugs about their illegal-drug use in a survey may increase the behavior, according to newly published findings that are making some researchers understandably nervous.

"We ask people questions, and that does change behavior," study co-author Gavan Fitzsimons, a marketing professor at Duke University's Fuqua School of Business in Durham, N.C., said Thursday. The provocative effect, he added, can be "much greater than most of us would like to believe."

It's not just drug use that's affected by a researcher's questions, Fitzsimons said. People exercised more after they were asked how much they exercised. In a follow-up experiment, students who were asked about skipping classes and drinking cut class more and drank more.

SNIP

Survey questions still pose some risk, however, said Williams, of the University of Pennsylvania. "It's very difficult, because policymakers still have to ask these questions but don't want to cause harm," she said. "Anytime you are asking about risky behaviors, there is a chance that merely asking will activate a positive attitude for those who already have a positive inclination toward the behavior."

Cliff Zukin, the president of the American Association of Public Opinion Research in Lenexa, Kan., which sets standards for the field, called the study eye-opening. He wondered whether college-student drug use might be easily provoked, which would suggest that the effect is milder than it seems.

"Surveys are not designed to influence behavior," added Zukin, a polling expert at Rutgers University in New Brunswick, N.J. "But when you talk to people about a topic, you get them thinking about that topic. That's a normal human reaction, and I don't see a way to get around that."

The new findings, he said, will "force us to really think about question wording."

SNIP

--

Leo G. Simonetta  
Director of Research  
Art & Science Group, LLC  
As always opinions expressed are solely those of the author.

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Date: Sat, 22 Jul 2006 11:02:18 -0500  
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: AAPOR in the News  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[200607220020.k6M0KbmU023246@post7.inre.asu.edu](mailto:200607220020.k6M0KbmU023246@post7.inre.asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Content-transfer-encoding: 7bit

I have been searching to find where this question style originated and found this on the Center For Disease Control site - 2007 State and Local Youth Risk Behavior Survey. Trend data is available back to 1993. Questions could date that far back in time too.  
<http://www.cdc.gov/HealthyYouth/yrbs/index.htm>

Under "2007 Questionnaires" click Youth Risk Behavior Survey for the high school questionnaire . There is a middle school questionnaire available also ,

The style is consistent with what Amy describes further below. Two questions preceded with "Have you ever...?" are indicated but neither had "skip to" instructions.

12. "During the past 30 days, on how many days did you carry a weapon such as a gun, knife, or club? 0 days, 1 day, etc.

30. "During the past 30 days, on how many days did you smoke cigarettes? 0 days, 1 or 2 days, etc." (This one is preceded with "Have you ever tried smoking..?" but there was no skip.) Also asked of middle school students, grades 6-8 where I live.

39. "During your life, on how many days have you had at least one drink of alcohol?" 0 days, 1 or 2 days, etc.

40. "How old were you when you had your first drink of alcohol other than a few sips?" Never., 9 years or younger, etc. Also asked of middle school students..

45. "During your life, how many times have you used marijuana?" 0 times, 1 or 2 times, etc.

46. "How old were you when you tried marijuana for the first time?" Also asked of middle school students.

47. "During the past 30 days, how many times did you use marijuana?" 0 times, 1 or 2 times, etc.

51. "During your life, how many times have you sniffed glue, breathed the contents of aerosol spray cans, or inhaled any paints or sprays to get high?" 0 times, 1 or 2 times, etc.

59. "How old were you when you had sexual intercourse for the first time?" Never., 11 years or younger, etc. This one was also preceded with "Have you ever....?" but with no skip. Also asked of middle school students.

62. "Did you drink alcohol or use drugs before you had sexual intercourse the last time?"

I agree with others who say that these kinds of questions are leading. Kids may also be prone to exaggerate such behavior.

And I agree that these kinds of questions tend to normalize risk behavior.

Has the CDC normalized use of these questions?

Nick

Sally Daniels wrote:

>Questions such as these are sometimes used in the belief that people will  
>more readily admit to socially unacceptable behaviors when the questions are  
>asked in a form that suggests the behaviors aren't so unacceptable.

>  
>I also know that there have been studies done comparing respondents' answers  
>to survey questions with other measures of their behaviors -- presumably  
>some sort of crime/school/health or other records. Does anyone know of any  
>such studies that might be used to see whether this type of question is  
>better or worse than less "suggestive" questions at getting accurate answers  
>about such behaviors?

>  
>It could be respondents' willingness to admit to some behaviors that is  
>changed as a result of their survey participation rather than the behaviors  
>themselves.

>  
>Sally Daniels  
>Roper Public Affairs

>  
>-r  
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>Amy Flowers wrote:

>  
>> <>The youth tobacco, alcohol and drug surveys, in order to avoid using  
>> any skips, generally include wording such as:

>>  
>> How old were you when you first tried marijuana? (never/7/8/9/10,  
>> etc.)

>>  
>> How often in the last month have you used marijuana? (none/1-2  
>> times,  
>> etc.)

>>  
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>> two/enough to feel it, etc.)

>>  
>> Have you ever tried:  
>> Amphetamines (uppers, bennies, speed)  
>> Methamphetamines (crystal meth, ice, crank) Etc.

>>  
>> It seems reasonable to argue that this wording is somewhat suggestive  
>> and normalizes the behaviors. It also seems reasonable to assume that  
>> many, if not most of the children taking the survey are unfamiliar

>> with vernacular like "bennies", "ice", etc. and are learning from the  
>> survey itself.  
>  
>> <>Most kids take these surveys every other year, from 6th through 12  
>> grade, for a total of 4 times by the time they graduate from high school.  
>>  
>> I work with these data, and I am arguing against the surveys (or a  
>> good part of my livelihood!), but I do believe their effect is worth  
>> considering and the wording could certainly use some work. As a  
>> social scientist I value the data, but as a parent, I admit that I  
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>  
>> Amy Flowers

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>-----

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=====  
Date: Fri, 21 Jul 2006 22:49:00 -0400  
Reply-To: Howard Schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: Re: AAPOR in the News  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[200607220020.k6M0KbmU023246@post7.inre.asu.edu](mailto:200607220020.k6M0KbmU023246@post7.inre.asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit



Yes, as Sally Daniels says, that's the rationale for such questions, especially when the approach was used by Kinsey long ago to ask questions about sexual behavior that he believed was underreported and needed to be assumed in questioning in order to obtain candid answers.

However, an approach that is more in keeping with a concern to avoid bias was reported in POQ, Summer, 2006, by Villarroel, et al. (see also the References to the article). Moreover, they used experimentation to gather evidence of success in a way that can distinguish fuller reports from influenced answers. hs

Sally Daniels wrote:

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> more readily admit to socially unacceptable behaviors when the questions are  
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>  
> Sally Daniels  
> Roper Public Affairs

>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Chuck Flacks  
> Sent: Friday, July 21, 2006 4:22 PM  
> To: AAPORNET@asu.edu  
> Subject: Re: AAPOR in the News

>  
> Amy's questions are actually a part of the County of San Diego's approved  
> Psycho/Social questionnaire administered to all youth drug offenders or any  
> youth seeking publicly-funded mental health services in the County. I have  
> personally used that instrument with juvenile mental health patients.

>  
> Jan's statement of outrage that "anyone would consider using this kind of  
> language in a serious social science survey," is well-taken, but it assumes  
> that people know the "right" way of doing it. Do people have suggestions as  
> to the more valid, less suggestive, and self-biasing way of asking this kind  
> of sensitive information? For example, is it as simple as starting with,  
> "Have you ever used or misused illegal or over the counter drugs?" I would  
> appreciate a good reference...

>  
> Chuck Flacks  
> Director, Business Development  
> Social & Behavioral Research Institute  
> Cal State San Marcos  
> 333 S. Twin Oaks Valley Road

> San Marcos, CA 92069  
> Office: 760-750-3278  
> Cell: 858-229-9197  
> cflacks@csusm.edu

>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner  
> Sent: Friday, July 21, 2006 12:32 PM  
> To: AAPORNET@asu.edu  
> Subject: Re: AAPOR in the News

>  
> I have unfortunately seen this kind of thing all too often in quick & dirty  
> surveys fielded by people who have only a marginal understanding of social  
> research, but also in (among others) the questionnaires that doctors give  
> patients to determine their behavioral history, so I am willing to believe  
> that your examples are, in fact, representative.

>  
> But if accurate, these examples are not only highly suggestive but  
> shockingly incompetent as a means of obtaining useful information.

>  
> Perhaps, in addition to avoiding skips, those conducting these surveys could  
> improve their response rates by the use of waterboarding or other techniques  
> recently used by some branches of government to improve the memory of  
> subjects in other fields of "research."

>  
> I am appalled that anyone would consider using this kind of language in a  
> serious social science survey, and even more appalled that anyone would  
> consider the results of any such survey to have much validity.

>  
> This is certainly the kind of thing that gives all survey researchers a bad  
> reputation.

>  
> Jan Werner

> \_\_\_\_\_  
>

> Amy Flowers wrote:

>> The youth tobacco, alcohol and drug surveys, in order to avoid using  
>> any skips, generally include wording such as:

>>  
>> How old were you when you first tried marijuana? (never/7/8/9/10,  
>> etc.)

>>  
>> How often in the last month have you used marijuana? (none/1-2  
>> times,  
>> etc.)

>>  
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>> Have you ever tried:  
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>>

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>>  
>> I work with these data, and I am arguing against the surveys (or a  
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> concerns about their effects.

>>  
>> Amy Flowers

>>  
>>  
>>  
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>>

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner

>> Sent: Friday, July 21, 2006 2:09 PM

>> To: AAPORNET@asu.edu

>> Subject: Re: AAPOR in the News

>>  
>> Of course survey questions can alter subjects' behavior. So can  
>> reading newspapers, watching TV, listening to music or, for that  
>> matter, just about any kind of cognitive input.

>>  
>> This really falls into the "taking a bath can cause drowning" category  
>> of pseudo-news. Would anyone suggest that nobody ever bathe again? The  
>> proper response to this kind of nonsense is to put it in perspective  
>> rather than attempt to challenge it.

>>  
>> I guess we must be moving into the Summer news doldrums, Can sightings  
>> of the Loch Ness monster be far behind?

>>  
>> Jan Werner

>> \_\_\_\_\_  
>>

>> Leo Simonetta wrote:

>>> Survey questioning can alter subjects' behavior, study says By Sadia

>>> Latifi McClatchy Newspapers

>>> <http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

>>>  
>>> WASHINGTON - Simply asking college students who are inclined to take  
>>> drugs about their illegal-drug use in a survey may increase the  
>>> behavior, according to newly published findings that are making some  
>>> researchers understandably nervous.

>>>  
>>> "We ask people questions, and that does change behavior," study  
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>>> The provocative effect, he added, can be "much greater than most of  
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>>>  
>>> It's not just drug use that's affected by a researcher's questions,  
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>>>  
>>> SNIP  
>>>  
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>>> effect is milder than it seems.

>>>  
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>>> topic. That's a normal human reaction, and I don't see a way to get  
> around that."

>>> The new findings, he said, will "force us to really think about  
>>> question wording."

>>>  
>>> SNIP

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

Date: Sun, 23 Jul 2006 15:00:02 -0400  
Reply-To: [Andrew.Beveridge@QC.CUNY.EDU](mailto:Andrew.Beveridge@QC.CUNY.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: [Andrew.Beveridge@QC.CUNY.EDU](mailto:Andrew.Beveridge@QC.CUNY.EDU)  
Subject: Adjunct Positions at Queens College  
Comments: To: [comurb\\_r21@email.rutgers.edu](mailto:comurb_r21@email.rutgers.edu)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Dear All:

As you may or may not know, I took over the chairmanship at Queens last week. We need adjuncts and we need them now!

At present the following courses remain unstaffed at Queens for the Fall Semester, we have had a large number of people taking research leaves:

Gen Intro to Soc T-TH 9:25-10:40 AM  
Mod Urban Community SU 9:05-12:00 PM  
Sociol Analysis T-TH 8:00 - 9:15 PM  
Social Psychology T-TH 10:50 - 12:05 PM  
Soc of Medicine T-TH 5:00 - 6:15 PM  
Soc Devel Countries T-TH 8:00 - 9:15 AM  
Women & Work M-W 6:30 - 7:45 PM  
Soc Research Meth M-W 5:00 - 6:15 PM  
Soc Research Meth WF 9:25 - 10:40 AM  
Senior Seminar, Writing Intensive, Topic of Instructors Choosing. W-F 8:00 - 9:15 AM

Some of these courses are back to back:

Intro and Social Psych on Tues and Thursday mornings; Senior Seminar and Methods on Wednesday and Friday morning; Social Research Methods and Women and Work on Monday and Wednesday.

For someone with a car the Sunday urban course would only require coming to Queens once per week.

We do have an active Weekend college.

Please have any interested instructors contact me by e-mail [andrew.beveridge@qc.cuny.edu](mailto:andrew.beveridge@qc.cuny.edu) or by phone at 718-997-2848 or call Lily Lindroth at 718-997-2800. We do have some possibilities for the some of these courses, but we want to talk to interested instructors and make decisions this week.

Andrew A. Beveridge  
Prof of Sociology Queens College and Grad Ctr CUNY Chair, Queens College  
Sociology Dept  
Office: 718-997-2837  
Email: [andrew.beveridge@qc.cuny.edu](mailto:andrew.beveridge@qc.cuny.edu)  
Suite 233 Powdermaker Hall  
65-30 Kissena Blvd  
Flushing, NY 11367-1597  
[www.sociaexplorer.com](http://www.sociaexplorer.com)

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Date: Mon, 24 Jul 2006 11:04:42 -0400  
Reply-To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>  
Subject: Re: AAPOR in the News  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

According to the movie, Kinsey used questions in this form.

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

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

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

In a message dated 7/22/2006 11:04:54 A.M. Central Daylight Time,  
[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM) writes:

I have been searching to find where this question style originated and

found this on the Center For Disease Control site - 2007 State and Local Youth Risk Behavior Survey. Trend data is available back to 1993.

Questions could date that far back in time too.

<http://www.cdc.gov/HealthyYouth/yrbs/index.htm>

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>asked in a form that suggests the behaviors aren't so unacceptable.

>

>I also know that there have been studies done comparing respondents' answers  
>to survey questions with other measures of their behaviors -- presumably  
>some sort of crime/school/health or other records. Does anyone know of any  
>such studies that might be used to see whether this type of question is  
>better or worse than less "suggestive" questions at getting accurate answers  
>about such behaviors?

>

>It could be respondents' willingness to admit to some behaviors that is  
>changed as a result of their survey participation rather than the behaviors  
>themselves.

>

>Sally Daniels

>Roper Public Affairs

>

>-r

>\_\_\_\_\_

>

>Amy Flowers wrote:

>

>

>> <>The youth tobacco, alcohol and drug surveys, in order to avoid using  
>> any skips, generally include wording such as:

>>

>> How old were you when you first tried marijuana? (never/7/8/9/10,  
>> etc.)

>>

>> How often in the last month have you used marijuana? (none/1-2  
>> times,  
>> etc.)

>>

>> How do you like to drink? (I don't drink/just a glass or  
>> two/enough to feel it, etc.)

>>

>> Have you ever tried:

>> Amphetamines (uppers, bennies, speed)

>> Methamphetamines (crystal meth, ice, crank) Etc.

>>

>> It seems reasonable to argue that this wording is somewhat suggestive  
>> and normalizes the behaviors. It also seems reasonable to assume that  
>> many, if not most of the children taking the survey are unfamiliar  
>> with vernacular like "bennies", "ice", etc. and are learning from the  
>> survey itself.

>



>> <>Most kids take these surveys every other year, from 6th through 12  
>> grade, for a total of 4 times by the time they graduate from high school.  
>>  
>> I work with these data, and I am arguing against the surveys (or a  
>> good part of my livelihood!), but I do believe their effect is worth  
>> considering and the wording could certainly use some work. As a  
>> social scientist I value the data, but as a parent, I admit that I  
>> have concerns about their effects.

>  
>>Amy Flowers

>>  
>>  
>>  
>>  
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=====  
Date: Mon, 24 Jul 2006 12:05:24 -0400

Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>  
Subject: Re: AAPOR in the News  
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Can someone with experience with behavioral surveys or with cognitive research tell me:

1) The question that is supposed to have changed behavior is prospective. How common are prospective questions in behavioral research? Can the results be generalized to retrospective questions?

2) Is the retrospective question that is used to measure behavior easy to answer accurately for behaviors that occur irregularly? Is it possible that the prospective question in the first interview affects the accuracy of recall, rather than changing behavior? This would be consistent with the lack of effect among respondents who never engage in the measured behavior (for them, answering the question accurately is easy).=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Friday, July 21, 2006 11:57 AM  
To: AAPORNET@asu.edu  
Subject: AAPOR in the News

Survey questioning can alter subjects' behavior, study says

By Sadia Latifi

McClatchy Newspapers

<http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

WASHINGTON - Simply asking college students who are inclined to take drugs about their illegal-drug use in a survey may increase the behavior, according to newly published findings that are making some researchers understandably nervous.=20

"We ask people questions, and that does change behavior," study co-author Gavan Fitzsimons, a marketing professor at Duke University's Fuqua School of Business in Durham, N.C., said Thursday. The provocative effect, he added, can be "much greater than most of us would like to believe."=20

It's not just drug use that's affected by a researcher's questions, Fitzsimons said. People exercised more after they were asked how much they exercised. In a follow-up experiment, students who were asked about skipping classes and drinking cut class more and drank more.=20

SNIP

Survey questions still pose some risk, however, said Williams, of the University of Pennsylvania. "It's very difficult, because policymakers still have to ask these questions but don't want to cause harm," she said. "Anytime you are asking about risky behaviors, there is a chance that merely asking will activate a positive attitude for those who already have a positive inclination toward the behavior."=20

Cliff Zukin, the president of the American Association of Public Opinion Research in Lenexa, Kan., which sets standards for the field, called the study eye-opening. He wondered whether college-student drug use might be easily provoked, which would suggest that the effect is milder than it seems.=20

"Surveys are not designed to influence behavior," added Zukin, a polling expert at Rutgers University in New Brunswick, N.J. "But when you talk to people about a topic, you get them thinking about that topic. That's a normal human reaction, and I don't see a way to get around that."=20

The new findings, he said, will "force us to really think about question wording."=20

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

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Date: Mon, 24 Jul 2006 13:47:01 -0400

Reply-To: "Edward P. Freeland" <[efreelan@PRINCETON.EDU](mailto:efreelan@PRINCETON.EDU)>

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

From: "Edward P. Freeland" <[efreelan@PRINCETON.EDU](mailto:efreelan@PRINCETON.EDU)>

Subject: Re: AAPOR in the News

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

In-Reply-To: A

<[E08D38B65E01D840AB2A6FE5AE75F00407D847E7@NYCCNDX01.cbsnewsenps.cbsnews.net](mailto:E08D38B65E01D840AB2A6FE5AE75F00407D847E7@NYCCNDX01.cbsnewsenps.cbsnews.net)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

For anyone interested in additional research on the effects of asking sensitive questions in youth surveys, an article in JAMA <http://jama.ama-assn.org/cgi/reprint/293/13/1635.pdf> describes a study examining the hypothesis that asking teens survey questions about suicide makes them more likely to consider it. Below is some text from a NYT article on the paper:

April 5, 2005

Study: Suicide Query Won't Plant the Idea

By THE ASSOCIATED PRESS

CHICAGO (AP) -- Asking teenagers about suicide won't make them more likely to contemplate it, as some parents and school officials fear, a study suggests. In fact, the study found that simply asking troubled students about any suicidal impulses appears to ease their distress and might make some of them less likely to try killing themselves.

The results confirm what many mental health experts already believe and should alleviate fears among some parents and schools that just mentioning suicide might plant the idea in teens' minds, said study author Madelyn Gould, a researcher at Columbia University and New York Psychiatric Institute.

National data suggest that each year more than 3 million youngsters ages 15 to 19 think seriously about committing suicide. About 1.7 million try it, with more than half of the attempts requiring medical attention; and about 1,600 succeed.

``Without asking a kid directly, it's sometimes hard to pick up," Gould said.

Her study involved 2,342 students at six suburban New York high schools who answered two mental health questionnaires two days apart. Half the students -- the experimental group -- also received about 20 suicide-related questions on both surveys. The questions included whether they had considered suicide and whether they thought it would be better if they were dead. The other half got suicide-related questions only on the second survey.

The groups' scores on emotional distress measures were similar before and after the first survey. And roughly 4 percent in both groups said they had had suicidal ideas since the first survey.

Among teens with previous suicide attempts, the experimental group had slightly fewer suicidal ideas than the comparison group after the first survey. Among depressed teens, the experimental group had

slightly less emotional distress than the comparison group after the first survey.

Those results bolster the idea that asking troubled teens about suicide gives them a chance to "unburden themselves," while not asking may signal "that you don't care," said Lenny Berman, executive director of the American Association of Suicidology.

The study appears in Wednesday's Journal of the American Medical Association.

Ed

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

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

Sent: Friday, July 21, 2006 11:57 AM

To: AAPORNET@asu.edu

Subject: AAPOR in the News

Survey questioning can alter subjects' behavior, study says By Sadia Latifi McClatchy Newspapers  
<http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

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SNIP

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The new findings, he said, will "force us to really think about question wording."=20

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

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=====  
Date: Mon, 24 Jul 2006 14:32:52 -0400

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

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

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

Subject: New & surprising findings on a topic we have discussed frequently

...  
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

Belief that Iraq Had Weapons of Mass Destruction Has Increased Substantially

Most people do not think that U.S. troops will be out of Iraq in the next two years

[http://www.harrisinteractive.com/harris\\_poll/printerfriend/index.asp?PID=3D684](http://www.harrisinteractive.com/harris_poll/printerfriend/index.asp?PID=3D684)

Despite being widely reported in the media that the U.S. and other countries have not found any weapons of mass destruction in Iraq, surprisingly; more U.S. adults (50%) think that Iraq had such weapons when the U.S. invaded Iraq. This is an increase from 36 percent in February 2005. Overall, attitudes toward the war in Iraq are negative, and less than half of the U.S. population believes that the threat of terrorism has been reduced. U.S. adults are not confident that Iraq's government will eventually become stable, and many think the war in Iraq is continuing to hurt respect for the U.S. around the world. Most people do not think that U.S. troops will be out of Iraq in the next two years.

These are some of the results of The Harris Poll of 1,020 U.S. adults (ages 18 and over) surveyed by telephone by Harris Interactive(r) between July 5 and 11, 2006.

SNIP

--=20

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

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Date: Mon, 24 Jul 2006 12:32:06 -0700

Reply-To: marc sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>

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

From: marc sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>

Subject: Re: New & surprising findings on a topic we have discussed frequently .. .

Comments: To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

In-Reply-To:

<[3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Leo,

I think this is more likely to be evidence that random samples are sometimes not so random as we think (or at least that this sample was one of the 5% probability samples that aren't under the curve at 2 sd). We polled on the question repeatedly from 2002-2005 and the percentages consistently declined, ending somewhere under 30% if I recall. Unless they oversampled 18 and 19 year olds who were not previously eligible for sampling and that group is much more naive about this than the rest, what is the logical explanation for a sudden change of that magnitude

given that nothing to support it has been reported in the interim? I think there has to be a methodologic problem with this.

marc

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

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

Sent: Monday, July 24, 2006 11:33 AM

To: AAPORNET@asu.edu

Subject: New & surprising findings on a topic we have discussed frequently .. .

Belief that Iraq Had Weapons of Mass Destruction Has Increased Substantially

Most people do not think that U.S. troops will be out of Iraq in the next two years

[http://www.harrisinteractive.com/harris\\_poll/printerfriend/index.asp?PID=3D684](http://www.harrisinteractive.com/harris_poll/printerfriend/index.asp?PID=3D684)

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These are some of the results of The Harris Poll of 1,020 U.S. adults (ages 18 and over) surveyed by telephone by Harris Interactive(r) between July 5 and 11, 2006.

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

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Date: Mon, 24 Jul 2006 15:50:59 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Re: New & surprising findings on a topic we have discussed  
frequently . . .

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

A couple of people have noted that the broken link doesn't take you to  
the right place.

This Tinyurl should:

<http://tinyurl.com/owrld>

--=20

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

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

> From: Leo Simonetta=20  
> Sent: Monday, July 24, 2006 2:33 PM  
> To: AAPORNET@asu.edu  
> Subject: New & surprising findings on a topic we have=20  
> discussed frequently . . .=20

>=20

> Belief that Iraq Had Weapons of Mass Destruction Has=20  
> Increased Substantially Most people do not think that U.S.=20  
> troops will be out of Iraq in the next two years

>=20

> [http://www.harrisinteractive.com/harris\\_poll/printerfriend/ind](http://www.harrisinteractive.com/harris_poll/printerfriend/index.asp?PID=3D684)  
> [ex.asp?PID=3D684](http://www.harrisinteractive.com/harris_poll/printerfriend/index.asp?PID=3D684)

>=20

> Despite being widely reported in the media that the U.S. and=20  
> other countries have not found any weapons of mass=20  
> destruction in Iraq, surprisingly; more U.S. adults (50%)=20  
> think that Iraq had such weapons when the U.S. invaded Iraq.=20  
> This is an increase from 36 percent in February 2005.=20  
> Overall, attitudes toward the war in Iraq are negative, and=20  
> less than half of the U.S. population believes that the=20  
> threat of terrorism has been reduced. U.S. adults are not=20  
> confident that Iraq's government will eventually become=20  
> stable, and many think the war in Iraq is continuing to hurt=20  
> respect for the U.S. around the world. Most people do not=20  
> think that U.S. troops will be out of Iraq in the next two years.

>=20

> These are some of the results of The Harris Poll of 1,020=20  
> U.S. adults (ages 18 and over) surveyed by telephone by=20  
> Harris Interactive(r) between July 5 and 11, 2006.  
>=20  
> SNIP  
>=20  
> --  
> Leo G. Simonetta  
> Director of Research  
> Art & Science Group, LLC  
> As always opinions expressed are solely those of the author.  
> =20  
>=20

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Date: Mon, 24 Jul 2006 15:53:28 -0400  
Reply-To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Subject: Re: New & surprising findings on a topic we have discussed  
frequently . . .  
Comments: To: aapornet aapornet <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com)>  
MIME-version: 1.0 (Apple Message framework v749.3)  
Content-type: text/plain; charset=US-ASCII; delp=yes; format=flowed  
Content-transfer-encoding: 7bit

On Jul 24, 2006, at 2:32 PM, Leo Simonetta wrote:

> Belief that Iraq Had Weapons of Mass Destruction Has Increased  
> Substantially

Ok, public opinion experts - how can this possibly be? And how can  
2/3 still believe Saddam had ties to Al Qaeda? Either people are  
hopelessly ill-informed or they're psychotically detached from  
reality. Is there a third, less disturbing explanation?

Doug Henwood  
Left Business Observer  
38 Greene St - 4th fl.  
New York NY 10013-2505 USA  
<[dhenwood@panix.com](mailto:dhenwood@panix.com)>  
<<http://www.leftbusinessobserver.com>>

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producer, Behind the News  
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<<http://www.leftbusinessobserver.com/Radio.html>>  
podcast: <<http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>>

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download my book Wall Street (for free!) at  
<<http://www.wallstreetthebook.com>>

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=====  
Date: Mon, 24 Jul 2006 13:23:28 -0700  
Reply-To: Kenneth Pick <[kenneth.pick@GMAIL.COM](mailto:kenneth.pick@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kenneth Pick <[kenneth.pick@GMAIL.COM](mailto:kenneth.pick@GMAIL.COM)>  
Subject: bipolar/schizophrenic persons in Europe  
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: 7bit  
Content-disposition: inline

If anyone has experience surveying persons that are bipolar/schizophrenic in Europe, can you please drop me a note? We are primarily looking for panel sources via CATI and or web.

Best,  
Ken

--  
Kenneth M. Pick  
3038 118th Ave SE, #G301  
Bellevue, WA 98005  
(206) 992-7541 (cell)  
[kenneth.pick@gmail.com](mailto:kenneth.pick@gmail.com)

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=====  
Date: Mon, 24 Jul 2006 17:02:03 -0400  
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: AAPOR in the News  
Comments: To: "Edward P. Freeland" <[efreelan@PRINCETON.EDU](mailto:efreelan@PRINCETON.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

I must say I'm amazed that no one has brought up the subject of respondent credibility. Do we really take the responses that people give us as regards socially unacceptable behavior to be accurate and honest?

Long ago, in graduate school, I attended a lecture by a Cornell professor of sociology who had interviewed thousands of people on the general topic of sexual behavior. His conclusions: not everyone understands every question in the way that it was intended and, more to the point, everyone lies about sex.

I don't believe that everyone lies about anything, but I do believe that, as professionals, we need to develop some techniques for establishing the credibility of responses to surveys in general, and to sensitive topics - sex, drugs, religion and politics - in particular.

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  
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Edward P. Freeland  
Sent: Monday, July 24, 2006 1:47 PM  
To: AAPORNET@asu.edu  
Subject: Re: AAPOR in the News

For anyone interested in additional research on the effects of asking sensitive questions in youth surveys, an article in JAMA <http://jama.ama-assn.org/cgi/reprint/293/13/1635.pdf> describes a study examining the hypothesis that asking teens survey questions about suicide makes them more likely to consider it. Below is some text from a NYT article on the paper:

April 5, 2005  
Study: Suicide Query Won't Plant the Idea  
By THE ASSOCIATED PRESS

CHICAGO (AP) -- Asking teenagers about suicide won't make them more likely to contemplate it, as some parents and school officials fear, a study suggests. In fact, the study found that simply asking troubled students about any suicidal impulses appears to ease their distress and might make some of them less likely to try killing themselves.

The results confirm what many mental health experts already believe and should alleviate fears among some parents and schools that just mentioning suicide might plant the idea in teens' minds, said study author Madelyn Gould, a researcher at Columbia University and New York Psychiatric Institute.

National data suggest that each year more than 3 million youngsters ages 15 to 19 think seriously about committing suicide. About 1.7 million try it, with more than half of the attempts requiring medical attention; and about 1,600 succeed.

“Without asking a kid directly, it's sometimes hard to pick up,” Gould said.

Her study involved 2,342 students at six suburban New York high schools who answered two mental health questionnaires two days apart. Half the students -- the experimental group -- also received about 20 suicide-related questions on both surveys. The questions included whether they had considered suicide and whether they thought it would be better if they were dead. The other half got suicide-related questions only on the second survey.

The groups' scores on emotional distress measures were similar before and after the first survey. And roughly 4 percent in both groups said they had had suicidal ideas since the first survey.

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Those results bolster the idea that asking troubled teens about suicide gives them a chance to “unburden themselves,” while not asking may signal “that you don't care,” said Lenny Berman, executive director of the American Association of Suicidology.

The study appears in Wednesday's Journal of the American Medical Association.

Ed

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

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

Sent: Friday, July 21, 2006 11:57 AM

To: AAPORNET@asu.edu

Subject: AAPOR in the News

Survey questioning can alter subjects' behavior, study says By Sadia Latifi McClatchy Newspapers  
<http://www.kansascity.com/mld/kansascity/news/nation/15085247.htm>

WASHINGTON - Simply asking college students who are inclined to take drugs about their illegal-drug use in a survey may increase the

behavior, according to newly published findings that are making some researchers understandably nervous.

"We ask people questions, and that does change behavior," study co-author Gavan Fitzsimons, a marketing professor at Duke University's Fuqua School of Business in Durham, N.C., said Thursday. The provocative effect, he added, can be "much greater than most of us would like to believe."

It's not just drug use that's affected by a researcher's questions, Fitzsimons said. People exercised more after they were asked how much they exercised. In a follow-up experiment, students who were asked about skipping classes and drinking cut class more and drank more.

SNIP

Survey questions still pose some risk, however, said Williams, of the University of Pennsylvania. "It's very difficult, because policymakers still have to ask these questions but don't want to cause harm," she said. "Anytime you are asking about risky behaviors, there is a chance that merely asking will activate a positive attitude for those who already have a positive inclination toward the behavior."

Cliff Zukin, the president of the American Association of Public Opinion Research in Lenexa, Kan., which sets standards for the field, called the study eye-opening. He wondered whether college-student drug use might be easily provoked, which would suggest that the effect is milder than it seems.

"Surveys are not designed to influence behavior," added Zukin, a polling expert at Rutgers University in New Brunswick, N.J. "But when you talk to people about a topic, you get them thinking about that topic. That's a normal human reaction, and I don't see a way to get around that."

The new findings, he said, will "force us to really think about question wording."

SNIP

--

Leo G. Simonetta  
Director of Research  
Art & Science Group, LLC  
As always opinions expressed are solely those of the author.

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reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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Date: Mon, 24 Jul 2006 18:41:14 -0400  
Reply-To: skull@pipa.org  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Steven Kull <skull@PIPA.ORG>  
Subject: Re: New & surprising findings on a topic we have discussed  
frequently . . .  
Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@asu.edu  
In-Reply-To: <03C893E4-3D14-4FFC-86BC-B1F8246C4351@panix.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

In answer to your question, this is from a report we released in March. The short answer is--that's what Americans perceive that they are being told.

Steven Kull

<http://www.worldpublicopinion.org/pipa/articles/brunitedstatescanadara/188.php?nid=&id=&pnt=188&lb=brusc>

A poll conducted last month by WorldPublicOpinion.org finds that seven in ten Americans perceive the Bush administration as still saying that Iraq had a major WMD program or actual WMD. Not surprisingly 4 in 10 continue to believe that before the war Iraq did have at least a major WMD program, including 6 in 10 Republicans. Two thirds also perceive that the Bush administration is still saying that the Iraq provided substantial support to al Qaeda.

Asked their impression of what "the Bush administration is currently saying" about pre-war Iraq, 69 percent thought it is saying that Iraq had actual WMD (39%) or a major program for developing them (30%). This is a bipartisan view, with 74 percent of Republicans and 70 percent of Democrats perceiving this (independents 63%).

Asked about their own beliefs about what Iraq had before the war 41 percent said that Iraq had actual WMD (23%) or a major program for developing them (18%)--down from 49 percent when asked this question in October 2004. At present 58 percent say that Iraq either "had some limited activities that could be used to help develop weapons of mass destruction, but not an active program" (42%) or no WMD activities at all (16%)--up from 49 percent in

October 2004.

Democrats and Republicans differ sharply in their beliefs. Sixty percent of Republicans continue to believe that Iraq had WMD (41%) or a major program for developing them (19%). Among Democrats, just 23 percent share these views, while 78 percent believe that Iraq had only some limited WMD-related activities but not a program (50%) or no WMD activities at all (28%). The poll of 851 Americans was fielded by Knowledge Networks March 1-6. The margin of error was +/- 3.4 percent.

There has been a growing awareness in both parties that "experts mostly agree Iraq did not have weapons of mass destruction, though it may have had some programs for developing them" but still only half (50%) believe that this is the case-up from 38 percent in October 2004. The percentage who say that most experts believe that Iraq did have WMD is now 24 percent-down from 37 percent. Twenty-five percent now believe that experts are divided. Only a minority of Republicans (43%) believe that most experts agree Iraq did not have WMD, as compared to 62 percent of Democrats. Republicans either believe that most experts agree that Iraq did have WMD (39%) or that views are evenly divided (18%).

A substantial majority also believes that the UN and its agencies have been vindicated in their prewar insistence that there was no clear evidence that Iraq had a WMD program. Respondents were asked: "As you may recall, before the war with Iraq the UN agency that was inspecting Iraq said that there was no clear evidence that Iraq had a major program for developing weapons of mass destruction. Is it your impression that this UN agency has since been proven to be correct or incorrect about whether Iraq had a major program for developing weapons of mass destruction?" Fifty-seven percent said that the UN agency has been proven correct, while 40 percent said it has been proven incorrect.

However Republicans and Democrats differ on whether United Nations inspectors were eventually proven correct. Among Republicans, only 40 percent perceived that the UN inspectors were proven correct, with a majority (56%) believing that they were proven incorrect. Perceptions among Democrats were quite the opposite: a strong majority (73%) believes the UN inspectors were proven correct.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood  
Sent: Monday, July 24, 2006 3:53 PM  
To: AAPORNET@asu.edu  
Subject: Re: New & surprising findings on a topic we have discussed frequently . . .

On Jul 24, 2006, at 2:32 PM, Leo Simonetta wrote:

> Belief that Iraq Had Weapons of Mass Destruction Has Increased  
> Substantially



Ok, public opinion experts - how can this possibly be? And how can 2/3 still believe Saddam had ties to Al Qaeda? Either people are hopelessly ill-informed or they're psychotically detached from reality. Is there a third, less disturbing explanation?

Doug Henwood  
Left Business Observer  
38 Greene St - 4th fl.  
New York NY 10013-2505 USA  
<dhenwood@panix.com>  
<<http://www.leftbusinessobserver.com>>

voice +1-212-219-0010  
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producer, Behind the News  
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<<http://www.leftbusinessobserver.com/Radio.html>>  
podcast: <<http://shout.lbo-talk.org/lbo/RadioArchive/2005/dircaster.php>>

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download my book Wall Street (for free!) at  
<<http://www.wallstreetthebook.com>>

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-----  
Date: Tue, 25 Jul 2006 10:38:29 -0400  
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: AAPOR in the News  
Comments: To: "Ehrlich, Nathaniel" <[Nathaniel.Ehrlich@SSC.MSU.EDU](mailto:Nathaniel.Ehrlich@SSC.MSU.EDU)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[35FCEB3EFC8BD911B31900805FF5603A1C9E97@ssc.msu.edu](mailto:35FCEB3EFC8BD911B31900805FF5603A1C9E97@ssc.msu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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Respondents can be perfectly honest and yet not tell the truth, or they can shade truth in a variety of ways that they may not see as lying, even if the results are highly misleading to the questioner.

Cognitive scientists today generally agree that memory is reconstructed as needed and affected by contemporaneous input, which means that today's truth is not necessarily the same as yesterday's or tomorrow's. John Gorman of Opinion Dynamics likes to speak of the date on which Walter Mondale finally won the 1972 election, by which he means that a majority of respondents remember voting for him rather than for Nixon.

The problem with the type of questions discussed here is that they attempt to "loosen up" respondents by prodding them toward something that the researcher has an interest in seeing confirmed. This may lead to greater cooperation, but at the expense of polluting the results of the survey. It is not the respondent's credibility that is impeached by these methods, but the researcher's.

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> Michigan State University  
> Institute for Public Policy and Social Research  
> Office for Social Research  
> 321 Berkey Hall  
> East Lansing, MI 48824  
> 517-353-2639

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Edward P. Freeland  
> Sent: Monday, July 24, 2006 1:47 PM  
> To: AAPORNET@asu.edu  
> Subject: Re: AAPOR in the News  
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> Sent: Friday, July 21, 2006 11:57 AM  
> To: AAPORNET@asu.edu  
> Subject: AAPOR in the News  
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> Survey questioning can alter subjects' behavior, study says By Sadia  
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> SNIP  
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>



---

Date: Tue, 25 Jul 2006 09:01:52 -0400  
Reply-To: Melissa Riba <mriba@PSCINC.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Melissa Riba <mriba@PSCINC.COM>  
Subject: Satisfaction surveys of health professionals  
Comments: To: AAPOR@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

Does anyone know of any surveys of health professionals (more specifically of nurses) that deal with job satisfaction? I have found plenty of patient satisfaction surveys and general job satisfaction surveys, but none so far that specifically deal with job satisfaction of health professionals. Any guidance would be much appreciated.=20

=20

Thanks!

=20

Melissa Riba

Senior Consultant=20

Evaluation and Survey Research

Public Sector Consultants

Lansing, MI

517/484-4954

=20

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

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---

Date: Tue, 25 Jul 2006 12:59:07 -0400  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>

Organization: Jan Werner Data Processing  
Subject: Re: AAPOR in the News  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <44C62CE5.4080907@jwudp.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

To those AAPORNET members who have not yet reminded me of my slip of the fingers, John Gorman spoke of the date on which George McGovern finally won the 1972 election, not Walter Mondale.

A good example of the kind of cognitive tricks played by memory.

Jan Werner

---

Jan Werner wrote:

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>> drugs about their illegal-drug use in a survey may increase the  
>> behavior, according to newly published findings that are making some  
>> researchers understandably nervous.  
>> "We ask people questions, and that does change behavior," study  
>> co-author Gavan Fitzsimons, a marketing professor at Duke University's  
>> Fuqua School of Business in Durham, N.C., said Thursday. The provocative  
>> effect, he added, can be "much greater than most of us would like to  
>> believe."  
>> It's not just drug use that's affected by a researcher's questions,  
>> Fitzsimons said. People exercised more after they were asked how much  
>> they exercised. In a follow-up experiment, students who were asked about  
>> skipping classes and drinking cut class more and drank more.  
>> SNIP

>>  
>> Survey questions still pose some risk, however, said Williams, of the  
>> University of Pennsylvania. "It's very difficult, because policymakers  
>> still have to ask these questions but don't want to cause harm," she  
>> said. "Anytime you are asking about risky behaviors, there is a chance  
>> that merely asking will activate a positive attitude for those who  
>> already have a positive inclination toward the behavior."  
>> Cliff Zukin, the president of the American Association of Public Opinion  
>> Research in Lenexa, Kan., which sets standards for the field, called the  
>> study eye-opening. He wondered whether college-student drug use might be  
>> easily provoked, which would suggest that the effect is milder than it  
>> seems.  
>> "Surveys are not designed to influence behavior," added Zukin, a polling  
>> expert at Rutgers University in New Brunswick, N.J. "But when you talk  
>> to people about a topic, you get them thinking about that topic. That's  
>> a normal human reaction, and I don't see a way to get around that."  
>> The new findings, he said, will "force us to really think about question  
>> wording."

>> SNIP  
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>> --  
>> Leo G. Simonetta  
>> Director of Research  
>> Art & Science Group, LLC  
>> As always opinions expressed are solely those of the author.  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Melissa Marcello <[mmarcello@PURSUANTRESEARCH.COM](mailto:mmarcello@PURSUANTRESEARCH.COM)>  
Subject: Re: New & surprising findings on a topic we have discussed frequently . . .  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684502A6C@exchange.local.artscience.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Just curious, why would Harris Interactive survey by telephone?

Melissa Marcello  
Pursuant, Inc.  
2141 P Street NW  
Suite 105  
Washington, DC 20037  
p 202.887.0070=20  
f 800.567.1723

c 202.352.7462

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

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

Sent: Monday, July 24, 2006 2:33 PM

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

Subject: New & surprising findings on a topic we have discussed =  
frequently .

..

Belief that Iraq Had Weapons of Mass Destruction Has Increased  
Substantially

Most people do not think that U.S. troops will be out of Iraq in the  
next two years

[http://www.harrisinteractive.com/harris\\_poll/printerfriend/index.asp?PID=3D684](http://www.harrisinteractive.com/harris_poll/printerfriend/index.asp?PID=3D684)

Despite being widely reported in the media that the U.S. and other  
countries have not found any weapons of mass destruction in Iraq,  
surprisingly; more U.S. adults (50%) think that Iraq had such weapons  
when the U.S. invaded Iraq. This is an increase from 36 percent in  
February 2005. Overall, attitudes toward the war in Iraq are negative,  
and less than half of the U.S. population believes that the threat of  
terrorism has been reduced. U.S. adults are not confident that Iraq's  
government will eventually become stable, and many think the war in Iraq  
is continuing to hurt respect for the U.S. around the world. Most people  
do not think that U.S. troops will be out of Iraq in the next two years.

These are some of the results of The Harris Poll of 1,020 U.S. adults  
(ages 18 and over) surveyed by telephone by Harris Interactive(r)  
between July 5 and 11, 2006.

SNIP

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Leo G. Simonetta

Director of Research

Art & Science Group, LLC

As always opinions expressed are solely those of the author.

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From: "Albert H. Cantril & Susan Davis Cantril"  
<[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Subject: Frederick Mosteller, 1916-2006  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
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Content-transfer-encoding: 7bit

Frederick Mosteller dies at 89.

[http://www.washingtonpost.com/wp-dyn/content/article/2006/07/24/AR2006072401080\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/07/24/AR2006072401080_pf.html).

In addition to the many contributions mentioned in this piece, the field of opinion research owes much to Mosteller's leadership of the SSRC committee that looked into the 1948 pre-election polls.

Albert H. Cantril  
Susan Davis Cantril

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Subject: News Analysis: Why So Many Public Opinion Polls?  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1; format=flowed  
Content-transfer-encoding: quoted-printable

News Analysis: Why So Many Public Opinion Polls?

Marc Sapir, Berkeley Daily Planet, Jul 25, 2006

They are everywhere, trying to grab our attention. And they succeed. Public opinion polls claim to adapt statistical research methods to the measuring of beliefs. Scientific? Perhaps, but polling also operates with hidden goals because it is part of the marketplace.

In 2003 Retro Poll investigated how this works with a poll comparing knowledge and opinions before the invasion of Iraq. The poll found that the media-promoted government misinformation about Iraq's possession of weapons of mass destruction conditioned public responses about going to war. Those who believed the hype that Iraq had WMDs and was linked to Al Qaeda terrorism favored war by 2:1, but 75 percent of people who could see through that charade opposed U.S. aggression.

Polls are like multiple-choice exams where the student is expected through rote-learning to provide a conclusion based upon memorized course information. The course information is the news that the media markets to the public.

Surprisingly, sometimes even the polling professionals are unaware of their role in this model. Polls usually (and subtly) limit the range of answers and ways of looking at any problem that has been in the public's eye through the corporate media inputs. Given a restricted range of information, opinion research promotes obvious opinion answers to a problem without the respondents' awareness that their choices have been limited.

An ongoing discussion among members of the American Association for Public Opinion Research (AAPOR) reveals how polls may constrict options in any debate or discussion. Back in late 2003 Retro Poll first asked people's views on impeachment. When the question was posted on the AAPOR List, some argued that impeachment was not a legitimate issue to ask about because no one in Congress or the media was discussing it.

Other AAPOR members criticized the question as leading because we asked people whether or not misleading the public and Congress on weapons of mass destruction in Iraq was grounds for impeachment of the President? These polling gurus did not want the factual presentation to go beyond the media parameters at a time when the media was only just beginning to expose the truth.

So the market-based approach to opinion research leads polling, in general, to reflect restricted media discourse and to limit the public's ways of responding to the range of choices. In other words what you see is what you get in the worst sense when what you see is incomplete. Or garbage in, garbage out.

Parenthetically, Retro Poll was actually surprised that 39+ percent thought misleading Congress and the public on weapons of mass destruction was grounds for impeachment in two separate polls six months apart. If this was true, it shows a very deep strain of anger at the regime's deception as early as November 2003.

Yet the public is often puzzled by poll results. People just can't ignore them, especially when they hit topics that are important to us. Reading the polls, some conclude that the public is a herd of passive mindless sheep, uncritical thinkers easily misled by reactionary ideas (call this the "What Happened to Kansas?" camp). Others believe that the polling methods themselves are a fraud ("you can't tell what millions of people are thinking by asking 568 or 1,000 people"). Both of these views are erroneous.

To the extent that public views are sheepish it's often a product of the polling methods which create this mirage by limiting the field of discussion and information. Of course many people do have poorly informed opinions, but polls tend to empower particular strains of misinformation. Think about it. This explains why so much money is today going into polling and why we hear, incessantly, so many poll reports.

In truth, polls do serve a very specific social function: they tend to disempower legitimate dissent by negating an analytical or fleshed-out discussion or understanding of political realities. They tend to highlight and encourage mindlessness in the poll respondents and inferential punditry in the poll audience reading summaries, much as reality TV and product marketing do.

This process is not driven by Right-wing ideology but by behavioral psychology usually used to create audience needs and wants vicariously by linking products to desirable outcomes like youthfulness, sexuality, attractiveness, etc. In polling what is usually suggested is the safety of being part of an

implied national consensus, thus supporting an ideology that is implicit rather than explicit.

Another thing to consider: In general, in cases when they accurately reflect public opinion and disagree with those in power--have marginal impact upon policy decisions, because there are few costs to policy makers in ignoring the numbers. If consistent public opinion mattered, Congress would not have voted to outlaw abortion many times, the United States would be funding most birth control and HIV treatment worldwide, U.S. troops would no longer be in Iraq, all those displaced by Katrina would have been helped to return to New Orleans and we would all have a national health insurance card in our pockets.

These are things that people consistently support in polls. But public opinions matter only when they are backed with credible threats to ever more protracted and militant actions. Even then it's not the numbers that matter but the level of organization and resistance. So polls are less about informing policy makers than they are about putting the public under a magnifying glass and measuring how we respond to stimulæ.

Even though opinion polls are often ignored by policy makers their numbers (and funding) expand faster than the GDP because polls serve to validate the cultural and ideological dominance of the corporate media and solidify the limited scope of alternatives presented in those media.

In this way, polls tend to moderate popular resistance, as does any virtual reality frame that engages peoples' attention and emotions. You may feel good when a poll shows people agree with you and cynical when you believe a poll shows people are taken in by propaganda, but in both cases you conclude that you have a better appreciation of something real and in neither case are you impelled to action. Like viewers of reality TV, our relationship is voyeuristic and vicarious, and our participation is emotional and reflexively passive.

Statistical tests are used by pollsters and media to appear to verify that opinion polls accurately reflect general population opinions. The scientific issue is that truly random samples with fairly small numbers (eg. 1,000) taken from a very large population can reflect the larger population views in a high (greater than 95 percent) proportion of cases. However, because



polls are not really random samples the standard error based on the normal distribution is not applicable. Even good scientific work in health care is a human made approximation of randomness, such as choosing every other patient through the door to get a drug or placebo. Yet most polls today can not come close to that standard. Among the problems:

1. Many people refuse to participate when contacted by random phone calls (sometimes more than 70 percent) and we never know if their views are the same or different from those who do participate.
2. A growing number of people have only cell-phones and are not reached by standard methods. They are a younger group.
3. The largest ethnic minorities in the United States (African-Americans and Latinos) consistently participate at lower rates than European Americans.
4. People who screen their calls and don't answer the phone may differ in views from others.
5. Poor people, not to mention the homeless, are less likely to have phones or be reachable.

That doesn't mean that any given poll result does not reflect what the larger population would say. It does mean that we can't say that it reflects public views within a certain range of accuracy. As a result, when you hear on TV that a poll is accurate to plus or minus 3 percent, that's a misrepresentation of the truth. Election exit polls are one exception because they choose respondents the same way as medical researchers, the responses are factual (eg. who did you vote for?) and a higher proportion agree to participate.

Still, the more important issue is that what the general population believes has actually been fixed before an opinion poll begins by the type of questions, the general context of disinformation, and the outlook of those who summarize and report the data.

An editorial in the liberal Washington Post July 21, 2006 helps explain why support for Israel, for instance, is stronger in the United States than anywhere in the world. The Post editorialized that a cease fire in Lebanon is problematic because it would give succor to the Hezbollah aggressor, mimicking Israel's line and totally ignoring Israel's massive invasion of Gaza the death and destruction that preceded

current events=ADand that Israel=92s attack has=20  
destroyed Lebanon=92s infrastructure and=20  
indiscriminately killed so many civilians. The=20  
facts have been distorted to allow for the analysis.

Unfortunately, =93What Happened to Kansas?=94 is not=20  
a =93Red State=94 problem located in the mid-west.=20  
The problem is embedded in the market driven=20  
approach to public opinion manipulation. Long=20  
ago, survey research was founded to ascertain=20  
peoples=92 (and communities=92) needs and aspirations=20  
where consensus building can be a positive social=20  
function. Today, although survey research still=20  
plays that role, the big money is in opinion=20  
polling, which--like market research for=20  
products--is often fraught with hidden intent,=20  
bias and misrepresentations. Let the buyer beware.

Marc Sapir lives in Berkeley, practices medicine=20  
part time with Alameda County and directs Retro=20  
Poll ([www.retropoll.org](http://www.retropoll.org)). Retro Poll seeks=20  
volunteers and donations for its upcoming=20  
September poll. Marc can be e-mailed at [marcsapir@comcast.net](mailto:marcsapir@comcast.net).

<http://www.berkeleydaily.org/article.cfm?issue=3D07-25-06&storyID=3D24698>

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From: Howard Schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: Re: Frederick Mosteller, 1916-2006  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
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Thanks to the Cantrils.

Frederick Mosteller made many contributions to survey methods broadly defined. The book, "The Pre-Election Polls of 1948," by Mosteller, Hyman, McCarthy, Marks, and Truman [NOT the same Truman who confounded pollsters and editors by winning the election], is still worth careful reading, as are many other publications by Mosteller, including quite careful applications to a wide range of topics and issues.

Albert H. Cantril & Susan Davis Cantril wrote:

> Frederick Mosteller dies at 89.

>

> [http://www.washingtonpost.com/wp-dyn/content/article/2006/07/24/AR2006072401080\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/07/24/AR2006072401080_pf.html).

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>

> In addition to the many contributions mentioned in this piece, the field  
> of opinion research owes much to Mosteller's leadership of the SSRC  
> committee that looked into the 1948 pre-election polls.

>

>

> Albert H. Cantril

> Susan Davis Cantril

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

From: "Smith, David W" <[SmithD2@UTHSCSA.EDU](mailto:SmithD2@UTHSCSA.EDU)>

Subject: Frederick Mosteller and the Kinsey report

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

In-Reply-To: <[AAPORNET%200607252100016004.FDCD@LISTS.ASU.EDU](mailto:AAPORNET%200607252100016004.FDCD@LISTS.ASU.EDU)>

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Another report that had Professor Mosteller as an author was an  
assessment of the methodology of the Kinsey report(from 1948):

William G. Cochran; Frederick Mosteller; John W. Tukey. Statistical  
Problems of the Kinsey Report. Journal of the American Statistical  
Association, Vol. 48, No. 264. (Dec., 1953), pp. 673-716.=20

While the authors concluded that the sampling methods were inferior to a probability sample, they also made several useful suggestions as to how to strengthen the analysis of samples of the type that Kinsey had.

This, too, is well worth reading today. Obtainable through JSTOR.

David Smith

Division of Biostatistics  
The University of Texas School of Public Health  
San Antonio Branch Campus

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From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Re: Frederick Mosteller and the Kinsey report  
Comments: To: "Smith, David W" <[SmithD2@UTHSCSA.EDU](mailto:SmithD2@UTHSCSA.EDU)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
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MIME-version: 1.0  
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What I remember most is his clever use of discriminant analysis to track down the unknown authors of some of the Federalist Papers:

Inference and disputed authorship: the Federalist by Frederick Mosteller and David L. Wallace. Reading, Mass., Addison-Wesley Pub. Co. [1964]

That and sitting at a poker table with him at a Russell Sage Foundation retreat for board members and grantees at Sterling Forest Conference Center in upstate New York, May 1970. I was too inhibited by his presence to make any large bets.

=====  
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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From: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Subject: Nov. 7  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 8BIT

The National Research Council is concerned about the preparedness of election jurisdictions using electronic voting equipment for the first time in November.

> "When organizations roll out technology, they do it in a small way.  
> They do a lot of testing and prototyping. We're doing it in one fell  
> swoop and that creates certain kinds of risks," said Herbert S. Lin, a  
> senior research scientist who served on the staff of the committee.

Nick

washingtonpost.com

Tech Trouble in the Voting Booth  
Jurisdictions May Not Be Ready for New Gear, Analysis Says

By Zachary A. Goldfarb  
Special to The Washington Post  
Wednesday, July 26, 2006; A15

Last year, a report called "Asking the Right Questions About Electronic Voting" took a look at the issues surrounding the move by most of the country's election jurisdictions to electronic voting machines. The report's theoretical approach contrasted with the often bitter dispute about the security of the technology between activists and voting-machine vendors.

The report's authors -- a committee of National Research Council experts, including prominent computer scientists and two former governors -- then turned their attention to this year's elections. What they found, according to a council analysis released yesterday, is not reassuring:

"Some jurisdictions -- and possibly many -- may not be well prepared for the arrival of the November 2006 elections with respect to the deployment and use of electronic voting equipment and related technology, and anxiety about this state of affairs among election officials is evident in a number of jurisdictions."

More than a third of all of the nation's 8,000 voting jurisdictions will use new voting technology for the first time this year, according to Election Data Services.

"This is a moment of truth for electronic voting," said panel co-chairman Richard L. Thornburgh, a former Republican governor of Pennsylvania and U.S. attorney general. "You've got a lot of people who are working for the first time with the new technology. It should impart a greater note of caution than what you might normally attend to a regular election."

Thornburgh said the analysis is a "caution sign, not a stop sign, but not a clean bill of health for a technology that everyone recognizes there may be problems with."

The new voting technology includes optical-scan and touch-screen machines. In 2004, only 10 to 15 percent of jurisdictions had replaced old voting machines. Widespread efforts to replace outdated voting machines came after passage of the 2002 Help America Vote Act, which set new standards and procedures.

Concerns about the new technology -- largely about alleged vulnerabilities to manipulation -- were raised nearly as soon as the machines were rolled out.

So far, in this year's primaries, the problems have been related to the machines breaking down or being used incorrectly by election officials. For example, optical-scan machines used in a May primary in Cuyahoga County in Ohio could not read the ballots because the black lines separating sections were thicker than on ballots elsewhere in the state, and the fill-in ovals were in a different place, a review recently found. The result was a long delay in ballot counting.

Numerous other localities have experienced problems, most notably the delay in results of a March primary in Cook County, Ill.

The National Research Council analysis notes several potentially problematic areas. Some states may be unable to comply with the 2002 law's deadlines for upgrading technology, meaning it is not yet clear whether they will use old or new technology this year. There are questions about whether voters will be able to use the new equipment without confusion, and whether there is enough time to train poll workers.

"When organizations roll out technology, they do it in a small way. They do a lot of testing and prototyping. We're doing it in one fell swoop and that creates certain kinds of risks," said Herbert S. Lin, a senior research scientist who served on the staff of the committee.

Among the report's recommendations is that jurisdictions run tests on Election Day on randomly selected machines.

Dana DeBeauvoir, clerk of Travis County, Tex., home to Austin, is credited with implementing one of the most comprehensive plans for Election Day. She'll do no fewer than three tests on her voting machines to ensure they are giving accurate results.

"You're always looking for the latest threat. That's not paranoid," she said. "That's good scientific method. We're dealing with voting systems

that are scientific instruments."

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Date: Wed, 26 Jul 2006 15:36:21 -0400

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: Job Opportunity

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: quoted-printable

## JOB OPPORTUNITY

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Lincoln Group ([www.lincolngroup.com](http://www.lincolngroup.com)) is a D.C.-based Strategic Communications consultancy with several openings for experienced statisticians/polling experts. Lincoln Group currently maintains a number of public opinion survey and statistical research contracts in Iraq. In the process of serving our clients in Iraq for the past two and a half years, Lincoln Group has built the largest dedicated polling platform in Iraq.

We are hiring individuals with a quantitative background and the ability to support and/or manage direct full scale public opinion survey projects (N=1800-96 N=12,000) in Iraq.

Qualified candidates should be familiar with:

- Survey instrument design and testing
- Sample design
- Data coding best practices
- Data analysis using SPSS
- Standard quality assurance and quality control mechanisms to insure the validity and statistical significance to data sets

These position roles and responsibilities also entail significant project management components, thus requiring well rounded individuals. While Arabic language skills are not required, they are viewed as a significant plus.

## Responsibilities:

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- =A7 Design of Survey Instruments
- =A7 Design of Sample Frames
- =A7 Hiring and Training of Local Fieldworkers and Supervisors
- =A7 Oversight and Quality Control over Data Coding/Entry
- =A7 Data Analysis, Weighing and Merging of Data Files Using SPSS
- =A7 Construction of Data Tables
- =A7 Compilation of Detailed Survey Reports
- =A7 Managing Client Relationship
- =A7 Utilizing Survey Results to Provide=20 Strategic Advice and Recommendations to Senior Representatives of the Client

## Minimum Educational Requirements:

- =A7 Advanced degree in mathematics,=20 statistics, sociology or political science or a=20 relevant field with a quantitative focus.=20 Professional Experience is a significant plus.
- =A7 Strong quantitative and statistical modeling skills
- =A7 Familiarity with Statistical Package for Social Sciences (SPSS)

## Security Clearance Requirements:

- =A7 U.S. Citizen
- =A7 Clearable to SECRET level (minimum)

Preference will be given to candidates with=20 demonstrated experience designing, implementing=20 and managing survey efforts in support of public=20 and private clients. Additional preference is=20 given to candidates who have demonstrated=20 experience using the results of surveys to advise=20 and shape the operations of their clients.=20 Examples of such experience include individuals=20 who have utilized surveys and public opinion=20 research to guide consumer product development=20 and sales, public policy development, political=20 campaigns, or similar efforts where public=20 opinion is a significant input into operations.

Recent graduates or candidates with limited=20 experience may also be considered for junior=20 roles in support of current and future research=20 efforts. Candidates that are interested in this=20 work, but who do not possess the professional=20 experience, are encouraged to apply and will be=20 considered for placement in more junior roles.=20 Lincoln constantly hires energetic and creative=20 self-starters and is committed to providing a=20 challenging and rewarding environment for future career growth.



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=A7 \$100-\$180k (commensurate with experience)  
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Date: Thu, 27 Jul 2006 09:44:35 -0700  
Reply-To: Liz Hamel <[LizH@KFF.ORG](mailto:LizH@KFF.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Liz Hamel <[LizH@KFF.ORG](mailto:LizH@KFF.ORG)>  
Subject: PAPER call for papers  
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

PAPOR, the Pacific Chapter of AAPOR, will hold its annual conference  
December 7-8, 2006 at the Sir Francis Drake Hotel in San Francisco.=20  
=20

We're looking for presenters on a wide variety of topics, including, but  
not limited to:

- \*The California gubernatorial election
- \*Other 2006 elections, nationally and in the West
- \*Immigration
- \*Survey design and methodological issues
- \*Market research resources for public opinion research

=20

Or do you have some other great idea for a paper that you would like to present or a panel you would like to organize?

=20

Proposals for papers or presentations would be welcomed from journalists, political consultants, academic researchers, market researchers, pollsters, and all other kinds of professionals who design, manage, or use survey research. (Students are welcome to submit papers as well, but they should submit them to the student paper competition, which will be announced separately.)

=20

Please submit abstracts or proposals by \*September 30\* to the conference chair, Doug Strand of the UC Berkeley Survey Research Center (dstrand@csm.berkeley.edu).

=20

The San Francisco location of the conference can't be beat. The historic Sir Francis Drake Hotel is right in the Union Square shopping district, which will be all aglitter for the holiday season. We strongly encourage you to make your reservations by calling the hotel directly at 800-227-5480 before November 16. BE SURE TO request the "PAPOR Annual Meeting" when making your reservation in order to get the discounted room rate (\$139, plus tax, for either single or double occupancy).

=20

We look forward to seeing you there!

=20

Thank you,

=20

Doug Strand, PAPOR Conference chair (dstrand@csm.berkeley.edu)

Liz Hamel, PAPOR President (lizh@kff.org)

=20

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Date: Thu, 27 Jul 2006 14:37:53 -0400

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: Measuring Noncompliance to Therapy in Health Surveys

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

Comments: cc: "Vreeman, Rachel Christine" <[rvreeman@iupui.edu](mailto:rvreeman@iupui.edu)>

MIME-version: 1.0

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Content-transfer-encoding: quoted-printable

Colleagues,

=20

I've been contacted by an IU Med School pediatrician just beginning her fellowship in Children's Health Services Research. If any of you have

experience developing health questionnaires for measuring therapeutic compliance, particularly in developing countries, please read her request:

"During my two years of fellowship training, I want to develop expertise in the methodology of clinical tool design and validation. My goal is to learn to create simple, reliable, validated clinical instruments such as concise screening tools, and I am particularly focused on developing these tools in and for developing countries. To this end, one of my first projects will involve the development of a measurement tool to assess pediatric adherence to antiretroviral therapy in Kenya. =20

"Although my research plans are still under development, it becomes clear that one of the crucial skill sets that I need for developing and assessing clinical tools involves the use of focus groups and psychometric analysis. ...any recommendations on books, classes, or other people to meet with would be appreciated."=20

Please forward your thoughts to Rachel Vreeman, MD at [rvreeman@iupui.edu](mailto:rvreeman@iupui.edu) or to me and I will send them to her. I have already shown her the links to the proceedings for the 7th and 8th Conference on Health Survey Research Methods.

=20

Thanks,

=20

Jim

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Jim Wolf            [jamwolf@iupui.edu](mailto:jamwolf@iupui.edu)

Director, Survey Research Center at IUPUI

Clinical Associate Professor of Sociology

Indiana University School of Liberal Arts

719 Indiana Ave - Suite 260

Indianapolis, IN 46202

Voice: (317) 278-9230 Fax: (317) 278-2383

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Date: Thu, 27 Jul 2006 13:51:10 -0700  
Reply-To: Michael Burdick <[michaelb@RESEARCHINTOACTION.COM](mailto:michaelb@RESEARCHINTOACTION.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Burdick <[michaelb@RESEARCHINTOACTION.COM](mailto:michaelb@RESEARCHINTOACTION.COM)>  
Subject: US polls about Israel/Lebanon conflict  
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

Has anyone seen any polls of the US public that focus on the current violence in Lebanon and Israel?

Some national news coverage has alluded to the US public being essentially 100% behind Israel, while actual polls of the British public have concluded a majority feels Israel is overreacting. I'm just wondering if anyone knows of any US polls covering the issue. And, if there are no polls, anyone have any insight as to why this isn't getting polled?

=20

Michael Burdick

Project Analyst

Research Into Action

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Portland, Oregon 97212

v: (503) 287-9136

f: (503) 281-7375

=20

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Date: Thu, 27 Jul 2006 17:02:19 -0400  
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: US polls about Israel/Lebanon conflict  
Comments: To: Michael Burdick <michaelb@RESEARCHINTOACTION.COM>,  
AAPORNET@asu.edu  
In-Reply-To: A

<A7EA8FA88BD23F498D63CB7522DC6FFC15BEF5@sbs01.researchintoaction.local>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

See the reports at Pew:

<http://people-press.org/>

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Jim Wolf jamwolf@iupui.edu  
Director, Survey Research Center at IUPUI (317) 278-9230

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Michael Burdick  
Sent: Thursday, July 27, 2006 4:51 PM  
To: AAPORNET@ASU.EDU  
Subject: US polls about Israel/Lebanon conflict

Has anyone seen any polls of the US public that focus on the current violence in Lebanon and Israel?

Some national news coverage has alluded to the US public being essentially 100% behind Israel, while actual polls of the British public have concluded a majority feels Israel is overreacting. I'm just wondering if anyone knows of any US polls covering the issue. And, if there are no polls, anyone have any insight as to why this isn't getting polled?

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Date: Thu, 27 Jul 2006 17:05:55 -0400  
Reply-To: [skull@pipa.org](mailto:skull@pipa.org)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steven Kull <[skull@PIPA.ORG](mailto:skull@PIPA.ORG)>  
Subject: Re: US polls about Israel/Lebanon conflict  
Comments: To: Michael Burdick <[michaelb@RESEARCHINTOACTION.COM](mailto:michaelb@RESEARCHINTOACTION.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[A7EA8FA88BD23F498D63CB7522DC6FFC15BEF5@sbs01.researchintoaction.local](mailto:A7EA8FA88BD23F498D63CB7522DC6FFC15BEF5@sbs01.researchintoaction.local)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Polls have been done by CBS/NY Times, Gallup for USA Today, and by CNN. You can find them on Polling Report ([pollingreport.com](http://pollingreport.com)).

Steven Kull

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Michael Burdick  
Sent: Thursday, July 27, 2006 4:51 PM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: US polls about Israel/Lebanon conflict

Has anyone seen any polls of the US public that focus on the current violence in Lebanon and Israel?

Some national news coverage has alluded to the US public being essentially 100% behind Israel, while actual polls of the British public have concluded a majority feels Israel is overreacting. I'm just wondering if anyone knows of any US polls covering the issue. And, if there are no polls, anyone have any insight as to why this isn't getting polled?

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Date: Thu, 27 Jul 2006 17:11:55 -0400  
Reply-To: Ana Maria Arumi <[amarumi@PUBLICAGENDA.ORG](mailto:amarumi@PUBLICAGENDA.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ana Maria Arumi <[amarumi@PUBLICAGENDA.ORG](mailto:amarumi@PUBLICAGENDA.ORG)>  
Subject: Re: US polls about Israel/Lebanon conflict  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<[A7EA8FA88BD23F498D63CB7522DC6FFC15BEF5@sbs01.researchintoaction.local](mailto:A7EA8FA88BD23F498D63CB7522DC6FFC15BEF5@sbs01.researchintoaction.local)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

Actually yes, there has been quite a bit of polling recently. I'm copying Public Agenda's compendium from today below.

(Or you can sign up for or glance at daily highlights online at [http://www.publicagenda.org/headlines/headlines\\_blog.cfm](http://www.publicagenda.org/headlines/headlines_blog.cfm))

=====  
Public Agenda Alert -- July 27, 2006  
\* Public Sympathizes With Israel But Would Steer Clear of Conflict  
<http://www.publicagenda.org>

=====  
\* Public Sympathizes With Israel But Would Steer Clear of Conflict

There are four new polls out that cover the Lebanon conflict, and all of them show that the U.S. public sympathizes more with the Israelis (57 percent in the new NBC/Wall Street Journal poll, for example). That's no surprise, since surveys pretty consistently show Americans place their sympathies with Israel over the Arab nations.

The USA Today/Gallup survey finds the public blames Hezbollah for the conflict and considers Israel's response justified, even though half worry the response "goes too far." A slight plurality oppose the use of Israeli ground troops in southern Lebanon.

There's also a certain amount of wishful thinking in public attitudes, in the sense that they wish this was someone else's problem. About six in 10 tell the CBS/New York Times poll that they don't think the U.S. has a responsibility to resolve the conflict and only one-third would send U.S. troops as peacekeepers. In the Gallup poll, four in 10 said the U.S. should publicly support Israel, but just as many say the U.S. should say nothing either way.

Several surveys show the public is worried that the conflict will spread into a general Mideast war, ranging from about half in the NBC/Wall Street Journal poll to 61 percent in the CBS/Times survey.

The Times describes the public's sentiment as "isolationist." It's true that there aren't many foreign policy goals the public seems to want to take on right now. Public Agenda research shows that in some sense the public seems to yearn for less complicated, more limited foreign policy roles, like disaster relief.

Our Confidence in U.S. Foreign Policy Index shows that most Americans accept that relations with the Islamic world are a central problem, but only give the U.S. a grade of "C" or less on handling them. Half say there are "too many things worrying and disappointing" them about U.S. foreign policy. Gallup surveys show that two-thirds of Americans doubt that peace between Israel and the Arab nations is possible.

Our research also shows, however, that the public still believes the government can do at least something to improve the broad problems of Mideast relations and reducing energy dependence. Eight in 10, for example, believes the government can do something about dependence on foreign energy.

Find out more and get links to all the surveys Behind the Headlines:  
[http://www.publicagenda.org/headlines/headlines\\_blog.cfm](http://www.publicagenda.org/headlines/headlines_blog.cfm)

And in our Confidence in U.S. Foreign Policy Index:  
<http://www.publicagenda.org/foreignpolicy/index.cfm>

Michael Burdick wrote:

- > Has anyone seen any polls of the US public that focus on the current
- > violence in Lebanon and Israel?



>  
> Some national news coverage has alluded to the US public being  
> essentially 100% behind Israel, while actual polls of the British public  
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> there are no polls, anyone have any insight as to why this isn't getting  
> polled?

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>  
> Michael Burdick  
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> Project Analyst  
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Date: Fri, 28 Jul 2006 08:41:40 -0400  
Reply-To: "Straw, Gretchen" <[GStraw@AARP.ORG](mailto:GStraw@AARP.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Straw, Gretchen" <[GStraw@AARP.ORG](mailto:GStraw@AARP.ORG)>  
Subject: Job opportunity at AARP  
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

Job candidates: Please apply only through the job portal at the bottom of this email.

Others: We welcome referrals and you can send those directly to the hiring manager, Linda Fisher, National Member Research, AARP at

lfisher@aarp.org

## RESEARCH SPECIALIST

AARP=20

Washington, DC=20

AARP is a research-driven organization of over 36 million members ages 50 and older. With headquarters in Washington, D.C., AARP relies on research to inform internal decision makers about the interests and needs of the population and to support the development of services to meet those needs. Our research also serves as a resource for our members and for a variety of organizations that seek to serve the same population. =20

In the position we are seeking to fill, you will:=20

- \* Contribute to the conceptualization and design of research projects, including designing questionnaires, interviews, or other data collection tools based on models from previous research studies; and identify, collect and summarize research literature on specific topics.

- \* Implement data collection procedures & respond to data requests using existing databases, & request/set up survey samples, oversee mailings & monitor response rates.=20

- \* Conduct quantitative statistical & other analyses using specialized research software such as SPSS.=20

- \* Communicate research findings using standardized or basic reports, tables, maps, and graphs from statistical and other data output, Web-based summaries, and presentations.=20

- \* Coordinate with other AARP units, vendors, team members, and clients to successfully implement the research project.=20

Demonstrate WORLD CLASS cultural attributes and behaviors in all interactions=20

Requires:=20

- \* A Bachelor's degree in a social/behavioral science, marketing research or a related discipline & 2 years of research experience. A Master's degree with substantial research coursework/experience could be substituted for 2 years of research related work experience.

- \* SPSS experience (Wincross is a plus).=20

- \* MS Office experience, especially with Word and PowerPoint.=20

Qualified candidates are invited to apply on-line at: [www.aarpjobs.com](http://www.aarpjobs.com) <<http://www.aarpjobs.com/>> (see Membership). We are an Equal Opportunity Employer that values workplace diversity.

=20

Gretchen Straw

Interim Director

AARP Knowledge Management

202.434.6334

gstraw@aarp.org

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Date: Mon, 31 Jul 2006 09:40:58 -0400  
Reply-To: pd@kerr-downs.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Phillip Downs <pd@KERR-DOWNS.COM>  
Organization: Kerr & Downs Research  
Subject: Push polling  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

It seems clear in reading previous posts to this listserv that the AAPOR community considers overly large samples as one ingredient of push polls. For example, a "survey" of 50,000 households in a community of 100,000 would have the potential to be a push poll. Would a prerecorded message by a local government with a message to support a proposed government action be a push poll? The message would, by design, be disparaging to the opposition's position (to no take action). I am curious how my colleagues view this.  
Thanks, Phillip

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

---

Date: Mon, 31 Jul 2006 09:56:16 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: How the Brain Helps Partisans Admit No Gray  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I thought this might be of interest. . . .

How the Brain Helps Partisans Admit No Gray  
[http://www.washingtonpost.com/wp-dyn/content/article/2006/07/30/AR2006073000579\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/07/30/AR2006073000579_pf.html)

By Shankar Vedantam  
Washington Post Staff Writer  
Monday, July 31, 2006; A02

=20  
President Bush came to Washington promising to be a uniter, but public opinion polls show that apart from a burst of camaraderie after Sept. 11, 2001, America is more bitterly divided and partisan than ever.

We'll leave the pundits to pontificate on the politics, and instead explore a more interesting phenomenon: People who see the world in black and white rarely seem to take in information that could undermine their positions.

Psychological experiments in recent years have shown that people are not evenhanded when they process information, even though they believe they are. (When people are asked whether they are biased, they say no. But when asked whether they think other people are biased, they say yes.) Partisans who watch presidential debates invariably think their guy won. When talking heads provide opinions after the debate, partisans regularly feel the people with whom they agree are making careful, reasoned arguments, whereas the people they disagree with sound like they have cloth for brains.

SNIP

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--=20  
Leo G. Simonetta  
Director of Research  
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: Mon, 31 Jul 2006 10:08:34 -0400  
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: Push polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: A <[004301c6b4a6\\$f4833c50\\$6600a8c0@kdr.local](mailto:004301c6b4a6$f4833c50$6600a8c0@kdr.local)>  
MIME-version: 1.0  
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I still agree with the AAPOR statement on push polls from a few years ago:

<http://www.aapor.org/pdfs/2003/2003pushpollstatement.pdf>

It is defined as, "...an insidious form of negative campaigning disguised as a political poll that is designed to change opinions, not measure them."

Pre-recorded messages that are not disguised as polls would not be considered push polls.

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-=3D-=3D

Jim Wolf                      jamwolf@iupui.edu  
Director, Survey Research Center at IUPUI    (317) 278-9230

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Phillip Downs  
Sent: Monday, July 31, 2006 9:41 AM  
To: AAPORNET@ASU.EDU  
Subject: Push polling

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

Date: Mon, 31 Jul 2006 10:17:30 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: How the Brain Helps Partisans Admit No Gray  
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

Whoops the URL broke - here is the TinyURL version

<http://tinyurl.com/rylj9>

--=20

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

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

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

> Sent: Monday, July 31, 2006 9:56 AM

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

> Subject: How the Brain Helps Partisans Admit No Gray

>=20

> I thought this might be of interest. . . .

>=20

> How the Brain Helps Partisans Admit No Gray

> <http://www.washingtonpost.com/wp-dyn/content/article/2006/07/30/AR200607>

> 0/AR200607

> 3000579\_pf.html

> By Shankar Vedantam

> Washington Post Staff Writer

> Monday, July 31, 2006; A02

>=20

> President Bush came to Washington promising to be a uniter,=20

> but public opinion polls show that apart from a burst of=20

> camaraderie after Sept.

> 11, 2001, America is more bitterly divided and partisan than ever.

>=20

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> Psychological experiments in recent years have shown that=20  
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>=20  
> SNIP  
>=20  
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>=20  
> --  
> Leo G. Simonetta  
> Director of Research  
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>=20

> -----  
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> On your return send this: set aapornet mail Please ask=20  
> authors before quoting outside AAPORNET.  
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> 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)

---

Date: Mon, 31 Jul 2006 10:26:41 -0400  
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: How the Brain Helps Partisans Admit No Gray  
Comments: To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

It's not just "psychological experiments in recent years". Fifty years ago  
Leon Festinger started investigating Cognitive Dissonance, how we

selectively perceive events to bolster our own beliefs. When there is a clearcut choice between two alternatives of widely divergent qualities, there is no cognitive dissonance. When we HAVE TO choose between two alternatives that differ only in labels, and the actual qualities on which we might base a choice are hypothetical or unknown, then after we make a choice we seek out evidence that our choice was correct, and the other alternative was clearly inferior.

The result of the 2000 election indicates that the electorate was choosing between two alternatives where there was a great deal of uncertainty as to their relative merits, and many similarities: two men who were the privileged sons of successful politicians, graduates of Ivy league colleges...in other words, a situation very likely to precipitate divisiveness, and intensified by the protracted delay in declaring an actual winner.

All of this leads me to say that had the Supreme Court declared Gore the winner, we would most likely had a similar degree of divisiveness.

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  
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Monday, July 31, 2006 9:56 AM  
To: AAPORNET@asu.edu  
Subject: How the Brain Helps Partisans Admit No Gray

I thought this might be of interest. . . .

How the Brain Helps Partisans Admit No Gray  
[http://www.washingtonpost.com/wp-dyn/content/article/2006/07/30/AR2006073000579\\_pf.html](http://www.washingtonpost.com/wp-dyn/content/article/2006/07/30/AR2006073000579_pf.html)  
By Shankar Vedantam  
Washington Post Staff Writer  
Monday, July 31, 2006; A02

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Partisans who watch presidential debates invariably think their guy won. When talking heads provide opinions after the debate, partisans regularly feel the people with whom they agree are making careful, reasoned arguments, whereas the people they disagree with sound like they have cloth for brains.

SNIP

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--

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

---

Date: Mon, 31 Jul 2006 10:54:59 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: Push polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I am with Jim (and the AAPOR statement) on this one.

The prerecorded message that Phillip describes would fall under the category of political telemarketing or, more broadly, political campaigning but since it is not disguised as a poll it can't be described as a push poll.

--=20

Leo G. Simonetta  
Director of Research

Art & Science Group, LLC

As always opinions expressed are solely those of the author.

=20

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Wolf, James G

> Sent: Monday, July 31, 2006 10:09 AM

> To: AAPORNET@asu.edu

> Subject: Re: Push polling

>=20

> I still agree with the AAPOR statement on push polls from a few years

> ago:

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> <http://www.aapor.org/pdfs/2003/2003pushpollstatement.pdf>

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> Jim Wolf jamwolf@iupui.edu

> Director, Survey Research Center at IUPUI (317) 278-9230

>=20

>=20

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Phillip Downs

> Sent: Monday, July 31, 2006 9:41 AM

> To: AAPORNET@ASU.EDU

> Subject: Push polling

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> For example, a "survey" of 50,000 households in a community=20

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> Kerr & Downs Research

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-----  
Date: Mon, 31 Jul 2006 10:33:10 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: Margaret Suzor Dunning <[Margaret.Dunning@widmeyer.com](mailto:Margaret.Dunning@widmeyer.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

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jobs@widmeyer.com

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

Date: Mon, 31 Jul 2006 13:28:34 -0400  
Reply-To: Chris Lee <[clee@CMOR.ORG](mailto:clee@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Chris Lee <[clee@CMOR.ORG](mailto:clee@CMOR.ORG)>  
Subject: Re: Push polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[004301c6b4a6\\$f4833c50\\$6600a8c0@kdr.local](mailto:004301c6b4a6$f4833c50$6600a8c0@kdr.local)>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

CMOR's position on Political Telemarketing and Push Polling is available at:

[http://www.cmor.org/ga/tr\\_resources.cfm?q=3](http://www.cmor.org/ga/tr_resources.cfm?q=3)

Best wishes,

Christopher Lee

Director of Government Affairs and Counsel

CMOR

7475 Wisconsin Ave.

Suite 300

Bethesda, MD 20814

301-654-6601

[clee@cmor.org](mailto:clee@cmor.org)

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

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Sent: Monday, July 31, 2006 9:41 AM  
To: AAPORNET@asu.edu  
Subject: Push polling

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Thanks, Phillip

Phillip E. Downs, PhD

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[www.kerr-downs.com](http://www.kerr-downs.com)

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Please ask authors before quoting outside AAPORNET.

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

---

Date: Mon, 31 Jul 2006 17:05:20 -0400

Reply-To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>

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

From: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>

Subject: Mail surveys to kids

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

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Has anyone ever done mail surveys to children under the age of 9 or 12? Is this even permitted?

Paul A. Braun  
Braun Research Inc.  
271 Wall Street  
Princeton, NJ 08540

Office: (609) 279-1600

Fax: (609) 279-1318

Cell: (609) 658-1434

[pbraun@braunresearch.com](mailto:pbraun@braunresearch.com)

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

---

Date: Mon, 31 Jul 2006 16:56:34 -0400

Reply-To: Cory Fleming <[cfleming@ICMA.ORG](mailto:cfleming@ICMA.ORG)>

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

From: Cory Fleming <[cfleming@ICMA.ORG](mailto:cfleming@ICMA.ORG)>

Subject: Evaluations vs. Surveys?

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

Comments: cc: Dan Emerine <[demerine@ICMA.org](mailto:demerine@ICMA.org)>

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A colleague of mine recently posed a dilemma to me. He is working with a federal agency on the implementation of a project. The agency is interpreting an evaluation of a project to be a "survey" and therefore have decided it falls under the confines of the Paperwork Reduction Act (PRA). As a result, they are reluctant to pay for any type of evaluation that involves questions directed to 10 or more respondents; for example, conference and meeting evaluations, requesting customer/client feedback, etc. In an era when accountability and performance measurements play an increasingly important role in showing the results of government spending, this interpretation does not seem right to me. =20

=20

I wonder if some of you could speak to the differences between evaluations and surveys and give us some pertinent points for working on this issue with the agency.

=20

Thank you.

=20

(Ms.) Cory Fleming, Senior Project Manager

International City/County Management Association

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From: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>  
Subject: Re: Evaluations vs. Surveys?  
Comments: To: [por@vance.irss.unc.edu](mailto:por@vance.irss.unc.edu), [aapornet@asu.edu](mailto:aapornet@asu.edu)  
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>In an era when accountability and performance measurements play an  
>increasingly important role in showing  
>the results of government

What government are you talking about? Certainly not the US government.

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

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From: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>  
Subject: Re: Evaluations vs. Surveys?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), Cory Fleming <[cfleming@ICMA.ORG](mailto:cfleming@ICMA.ORG)>  
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Cory:

I would think collecting opinions for evaluative purposes constitutes the essence of an opinion survey. It fits the accepted definition of research; you are collecting information with the goal of developing generalizeable knowledge about a phenomenon of interest (in this case, the phenomena of interest is the program and its perceived performance/value).

Regards,  
Jonathan

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>>> Cory Fleming <cfleming@ICMA.ORG> 07/31/06 4:56 PM >>>

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