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Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0609"

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Date: Fri, 1 Sep 2006 08:49:04 -0700  
Reply-To: Harry Heller <hheller@RCASITE.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Harry Heller <hheller@RCASITE.COM>  
Subject: Re: On explaining the difference between Attitudes and Behaviors  
in survey research

Nick:

Let me weigh in on this topic from the point of view of someone who has spent my graduate studies and most of my career on trying to understand the relationship between attitudes and behavior.

First, classical attitude theory defines different types of attitudes toward people or objects.

1. Behavioral attitudes are those attitudes that ask the respondent how they will act in the future (e.g., How likely are you to vote for? How likely are you to purchase?)
2. Conative attitudes are those that ask how much you like or dislike an object (e.g., To what extent do you like George Bush? How much do you respect Ford Cars?)
3. Cognitive attitudes are those that plumb the attributes of the objects we are measuring. (e.g., The extent to which the candidate is honest, smart, hard working, etc. How would you rate the Ford Taurus as being economical, safe, nicely styled, etc.)

Generally, early studies in attitude theory demonstrated the highest correlation between attitudes on behavioral measures, next for conative measures and least for cognitive measures.

Martin Fishbein made a major contribution to attitude theory by demonstrating that you can increase the correlation between cognitive attitudes and behavioral attitudes by weighing each cognitive element by the degree of importance that the respondent places on the cognitive element and summing across all elements. He found that the product of importance and delivery on the element summed across all elements correlated highly with behavior and also provided the diagnostic of which cognitive components contribute to each respondent's behavioral decision.

Gendal in his comments on this issue made a great point "It is not surprising that the two (behavioral attitudes and behavior) are correlated. The interesting question, that is rarely asked, is whether attitudes predict actual behaviour, measured independently of the survey in which the attitudes were measured." I actually did this study.

This issue is where Leon Festinger comes in in his theory of cognitive dissonance. My Ph.D. thesis measured the correlation between behavioral intention and behavior measured in the same study vs. in two different studies by different auspices. We found that when the two measures were done by the same auspices the correlation was higher than when the respondent perceived the auspices of the two measures to be different. The suggestion is that when the two measures are made in the same study, cognitive dissonance influences the rater to be consistent between behavior intention and behavior. The consistency disappears when the rater feels that the measures are made by two different organizations.

I hope I have contributed to answering your original query.

Best to you.

Harry Heller  
hheller@rcasite.com

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=====  
Date: Fri, 1 Sep 2006 14:32:23 -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: On explaining the difference between Attitudes and Behaviors  
in survey research  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[LISTSERV%200609010849040812.B026@LISTS.ASU.EDU](mailto:LISTSERV%200609010849040812.B026@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

One instance of use of a standard sample survey to predict later behavior appears in Brannon, et al. "Attitude and Action: A Field Experiment Joined to a General Population Survey," American Sociological Review 1973 v.38:625-636. The Abstract reads as follows:

"We investigate the relationship between survey-elicited attitudes toward open housing and willingness to sign and have published a petition consistent with these attitudes for a probability sample of the white metropolitan Detroit population. The action phase was carried out three months after the survey and in complete dissociation from it. The overall attitude-action relationship is high, and improves when we include additional belief items from the survey as predictors. Information on perceived reference group expectations, material self-interest, and educational level does not prove to be related to

attitude-action consistency. We also present data on the actions of survey non-respondents, and on the proportion of people willing or unwilling to sign any petition. Hypotheses are offered for the more positive findings on attitude-action consistency in this research as compared to some past studies.

Petitions for and against an open housing law were used with different random subsamples.

Harry Heller wrote:

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Date: Fri, 1 Sep 2006 17:07:24 -0400

Reply-To: "Albert H. Cantril & Susan Davis Cantril"  
<[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>

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

From: "Albert H. Cantril & Susan Davis Cantril"  
<[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>

Subject: Re: Questions on right to work

Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)

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

In-Reply-To: <[380.b9757af.3228a34b@aol.com](mailto:380.b9757af.3228a34b@aol.com)>

MIME-version: 1.0

Content-type: text/plain; charset=UTF-8; format=flowed

Content-transfer-encoding: 8BIT

Ann:

Be careful not to assume respondents are aware of what the phrase  
"right-to-work" means.

In a survey in an eastern industrial state some time ago, we asked two  
questions about a proposed right-to-work law. The favor/oppose question  
was preceded by an open-ended question to gauge respondents' awareness  
of what the issue involved.

Results:

20% correctly noted "right to work" meant the right to refuse to join a union when taking a job where a union exists; 39% ventured an incorrect answer; 41% had no opinion.

Approval of the law varied significantly by level of awareness:

RIGHT-TO-WORK LAW		VIEWS ON	
Favor	Oppose	DK	
LEVEL OF AWARENESS			
Aware		51%	
23%	26%		
Unaware		74	
10	16		

Tad & Susan

Albert H. Cantril  
Susan Davis Cantril  
150 Duddington Place, S. E.  
Washington, D. C. 20003  
202-544-0208  
ascantril@mindspring.com

J. Ann Selzer wrote:

>Does anyone have data for any state poll or national poll asking about  
>becoming a right-to-work state? Currently, 27 states allow unions and  
>management  
>to have "union-shop provisions" in their labor contracts. I'm just  
>wondering about data in those states that asks residents or voters about  
>their  
>attitude toward changing state law to become right-to-work states where  
>employees  
>cannot be required to pay union dues when their job is covered by a union  
>contract. JAS

>

>J. Ann Selzer, Ph.D.

>Selzer & Company, Inc.

>Des Moines, Iowa 50312

>515.271.5700

>

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

>

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

>

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=====  
Date: Fri, 1 Sep 2006 15:22:54 -0600

Reply-To: Geoffrey Urland <[geoff@CORONARESEARCH.COM](mailto:geoff@CORONARESEARCH.COM)>

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

From: Geoffrey Urland <[geoff@CORONARESEARCH.COM](mailto:geoff@CORONARESEARCH.COM)>

Subject: Re: On explaining the difference between Attitudes and Behaviors  
in survey research

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

This isn't directly linked to the question, but a meta-analysis of =  
attitude formation factors that affect Attitude-Behavior relationships =  
was just published in Psychological Bulletin. I've pasted the abstract, =  
and web link (in tinyurl format) below:

Forming Attitudes That Predict Future Behavior: A Meta-Analysis of the =  
Attitude-Behavior Relation

Laura R. Glasman and Dolores Albarrac=EDn

A meta-analysis (k of conditions =3D 128; N =3D 4,598) examined the =  
influence of factors present at the time an attitude is formed on the =  
degree to which this attitude guides future behavior. The findings =  
indicated that attitudes correlated with a future behavior more strongly =  
when they were easy to recall (accessible) and stable over time. Because =  
of increased accessibility, attitudes more strongly predicted future =  
behavior when participants had direct experience with the attitude =  
object and reported their attitudes frequently. Because of the resulting =  
attitude stability, the attitude-behavior association was strongest when =  
attitudes were confident, when participants formed their attitude on the =  
basis of behavior-relevant information, and when they received or were =  
induced to think about one- rather than two-sided information about the =  
attitude object.=20

Web Link to abstract and article: <http://tinyurl.com/fx2fr=20>

Dr. Geoffrey Urland=20  
Research Analyst=20

Corona Research, Inc.=20  
1630 Welton Street, Suite 525=20  
Denver, CO 80202=20

www.coronaresearch.com

Phone: 303-894-8246=20  
Cell Phone: 720-434-4392=20  
Fax: 303-894-9651=20

E-Mail: geoff@coronaresearch.com

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Date: Sun, 3 Sep 2006 08:43:05 -0400  
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>  
Subject: Warren Mitofsky obituary in New York Times  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Warren J. Mitofsky, an innovator and standard-setter in the polling =  
industry  
for four decades, died on Friday. He was 71.

The cause was an aneurysm of the aorta, said his widow, Mia Mather.

Kathleen A. Frankovic, his successor as director of surveys at CBS =  
News,  
said yesterday that he was "distinguished for bringing good scientific  
methods to media gathering of election and opinion data."

While working at the Census Bureau in the 1960's, Mr. Mitofsky along =  
with a  
colleague, Joseph Waksberg, devised a random digit dialing system that  
became the standard for telephone polling for many years.

Mr. Mitofsky, who lived in Manhattan, joined CBS News in 1967. Shortly  
thereafter, he organized the polling of voters who had just cast their  
ballots - known as exit polls - in a Kentucky gubernatorial election. =  
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News began using that device, initially to determine demographics and =

issues relating to voters in subsequent elections. He conducted the first national exit poll in 1972.

Then he worked with editors at The New York Times to create a joint polling operation for the 1976 elections, one that became the model for other rival collaborations between television networks and newspapers. The New York Times and CBS News wrote the questionnaires together, but each organization chose what to highlight in its own report. CBS called it, and still does, the CBS News/New York Times Poll. The Times calls it the New York Times/CBS News Poll.

Mr. Mitofsky left CBS News in 1990 to run the Voter Research Service (which was succeeded by Voter News Service), a consortium created by the television networks to reduce the costs of conducting separate, competing election day exit polls.

In 1993 he created Mitofsky International, a polling organization that spread exit polling to many countries, including Russia and Mexico.

The last exit poll he conducted was for the Mexican presidential election on July 2. It was done for the television network Televisa, and showed the conservative candidate, Felipe Calder=F3n, with a tiny margin over the leftist candidate, Andr=E9s Manuel L=F3pez Obrador - just as the nearly final vote tallies now indicate. But, in a recent interview published by the Pew Research Center, Mr. Mitofsky said, "We didn't release the exact numbers from the exit poll; all we put on the air was that it was too close to call."

That argument mirrored one that he has made frequently in defense of exit polls - that the flaws people find in them are really the result of premature leaks of incomplete data. He said the Mexican television executives were more responsible than the Americans had been in 2004 when they leaked polling data.

But in the Pew interview, he effectively conceded one flaw in the polling he had done for Voter News Service in 2004.



He told Pew that in Mexico "we did one thing that hopefully I learned =  
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that they absolutely stick to the sampling rate," so that if someone =  
refused  
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seventh voter.

Mr. Mitofsky was active in and a past president of two major polling  
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presented him with a lifetime achievement award, hailing "his =  
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Another past president of the group, Andrew Kohut, president of the Pew  
Research Center, said yesterday that Mr. Mitofsky, "set the standard =  
for  
national news polls. He was very serious about what he did. He always =  
pushed  
very hard for maintaining standards."

Mr. Mitofsky, a native of the Bronx, graduated from Guilford College =  
and did  
graduate work at the Universities of North Carolina and Minnesota. In  
addition to his widow, he is survived by a sister, Lenore Levy of  
Williamsport, N.Y.; a son, Bryan Mitofsky of Montpelier, Vt.; a =  
daughter,  
Elisa Clancy of Hyde Park, Vt.; and four grandchildren. His son and =  
daughter  
were from his first marriage to Dolores Kilgore, a marriage that ended =  
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divorce, as did his second marriage, to Ronda Shaw.

A longtime CBS colleague, Martin Plissner, recalled yesterday how Mr.  
Mitofsky's insistence on precision caused CBS to be two hours behind =  
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About midnight, Mr. Plissner said, Mr. Carter had secured 265 electoral  
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"Warren knew that in Mississippi the electors were elected individually =  
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Date: Sun, 3 Sep 2006 09:13:20 -0400  
Reply-To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Subject: Warren Mitofsky  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Dear AAPOR,

The field of public opinion research has experienced a very deep loss.=20 Warren Mitofsky died Friday at the age of 71 of an aneurysm of the aorta.

He has been president of AAPOR, the National Council of Public Polls and is currently president of the Board of the Roper Center. He received the AAPOR lifetime achievement award in 1999. You can find much more at <http://www.mitofskyinternational.com/company.htm>

He will be missed at so many levels in our field. Some of you know him by reputation and from his frequent messages on AAPORNET. Others know directly of the creativity, passion, and dedication that he has brought to his work (and have the scars to prove it.)

It is impossible to capture his career in one message. We encourage = others to share their experience with Warren.

There will be an obituary in the NY Times on Sunday.

There will be a memorial service on Tuesday, September 5th at 11:15 AM = at Riverside Memorial Chapel, 180 W 76th St. (at Amsterdam Ave.), = Manhattan, and the burial will follow at Mt. Pleasant Cemetary, Hawthorne, New = York.

In lieu of flowers, donations can be sent to the Roper Center of Public Opinion Research, 341 Mansfield Road, Unit 1164, University of Connecticut, Storrs, CT 06269-1164, (860)-486-4440.

Murray Edelman  
Joe Lenski

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Date: Sun, 3 Sep 2006 09:23:28 -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: [Fwd: Re: Warren Mitofsky obituary in New York Times]  
Comments: To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 8BIT

How sad for all of us, including those who follow aapornet to which he often contributed. In recent months I had reason to ask him on a number of occasions about specific points in the 2004 exit poll and related issues, and he always responded fully, often from distant locations where he was working. He will be greatly missed. Howard

Ehrlich, Nathaniel wrote:

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- > for four decades, died on Friday. He was 71.
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- > The cause was an aneurysm of the aorta, said his widow, Mia Mather.
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- > Kathleen A. Frankovic, his successor as director of surveys at CBS News,
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Date: Sun, 3 Sep 2006 13:11:22 -0400  
Reply-To: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Subject: Warren  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

AAPORites,

I though many of you would like to have this classic shot of Warren with Joe Waksberg, provided to me last year when Joe W died. We will miss Warren tremendously in a multitude of ways.

Nancy

Nancy Belden

Belden Russonello & Stewart

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

202.822.6090

-----  
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---

Date: Sun, 3 Sep 2006 13:27:48 -0400  
Reply-To: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Subject: my mistake  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Dear AAPOR members - I now realize what I had forgotten which is that AAPOR Net doesn't accept attachments. So I cannot send you the photo of Warren. However, if you would like it, please email [chrisjackson@brspoll.com](mailto:chrisjackson@brspoll.com) on Tuesday and he will send it to you individually. -- Nancy

Nancy Belden

Belden Russonello & Stewart

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

202.822.6090

-----  
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---

Date: Sun, 3 Sep 2006 15:19:18 -0400  
Reply-To: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>  
Subject: Warren's photo  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Thanks to Steve Everett, the photo I tried to send earlier is now available via this URL

www.aapor.org/warren.jpg

Nancy Belden

---

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---

Date: Sun, 3 Sep 2006 13:44:16 -0700  
Reply-To: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.COM)>  
Subject: Re: Warren's photo  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

There is also a nice picture of Warren on page 11 of the Spring AAPOR = newsletter, available here:  
[http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06\(1\).pdf](http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06(1).pdf)<[http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06\(1\).pdf](http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06(1).pdf)>. It is below = the moving obituary that Warren wrote about Joe Waksberg.

Warren played tennis well into his 60s, and would always question the = conference organizers (one of the ways I got to know him) about the = availability of courts at the conference hotel. He also reminded us to = have extra copies of the New York Times available at the gift shop = during our stay; both queries done with his usual good humor.

His generous contributions to AAPORnet have been IMO one of the major = reasons this is such a useful and vital community. He will indeed be = sorely missed.

Shap Wolf  
Arizona State University

On 9/3/06, Nancy Belden <[nancybelden@brspoll.com](mailto:nancybelden@brspoll.com)> wrote:=  
Thanks to Steve Everett, the photo I tried to send earlier is now = available  
via this URL

www.aapor.org/warren.jpg

Nancy Belden

---

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---

Date: Sun, 3 Sep 2006 17:19:49 -0400  
Reply-To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Subject: Re: Warren's photo  
Comments: To: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.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

Just for the record Warren played tennis into his 70s. I believe he had =  
even played as recently as a month ago.

Joe Lenski

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of Shapard Wolf  
Sent: Sunday, September 03, 2006 4:44 PM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: Warren's photo

There is also a nice picture of Warren on page 11 of the Spring AAPOR =  
newsletter, available here:  
[http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06\(1\).pdf](http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06(1).pdf)<[http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06\(1\).pdf](http://www.aapor.org/PDFs/Newsletter/Issues/AAPORNewsSp06(1).pdf)>. It is below =  
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availability of courts at the conference hotel. He also reminded us to =  
have extra copies of the New York Times available at the gift shop =  
during our stay; both queries done with his usual good humor.

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sorely missed.

Shap Wolf  
Arizona State University

On 9/3/06, Nancy Belden <nancybelden@brspoll.com> wrote:=20  
Thanks to Steve Everett, the photo I tried to send earlier is now =  
available  
via this URL

[www.aapor.org/warren.jpg](http://www.aapor.org/warren.jpg)

Nancy Belden

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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=====  
Date: Sun, 3 Sep 2006 18:43:35 -0400  
Reply-To: [HOneill536@AOL.COM](mailto:HOneill536@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Harry O'Neill <[HOneill536@AOL.COM](mailto:HOneill536@AOL.COM)>  
Subject: Warren Mitofsky  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

AAPOR members -

With Warren's passing our profession has lost a man of great dignity, great integrity, and of the highest ethical standards. The field of public opinion research has suffered a great loss; his contributions will be missed. And personally I have lost a close colleague and friend. Our work together in several professional organizations was always enjoyable and rewarding. My

heartfelt  
sympathy goes out to Mia, his wife.

With much sadness,  
Harry O'Neill

-----  
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Date: Sun, 3 Sep 2006 21:24:54 -0400  
Reply-To: Thomas Riehle <[thomas.riehle@RIEHLE-TARRANCE.COM](mailto:thomas.riehle@RIEHLE-TARRANCE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Thomas Riehle <[thomas.riehle@RIEHLE-TARRANCE.COM](mailto:thomas.riehle@RIEHLE-TARRANCE.COM)>  
Subject: Re: Warren Mitofsky  
Comments: To: [HOneill536@AOL.COM](mailto:HOneill536@AOL.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[c50.189b39b.322cb497@aol.com](mailto:c50.189b39b.322cb497@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

AAPOR members -

It has been my pleasure over the past six or seven years to introduce pollsters from around the world to Warren. I would always tell them, after our meeting, that were it not for the man they just met, they would not have a job. They would scoff, but they did not know what they were talking about.

Warren made it possible to pursue a career in polling--not just because of the inventions and innovations in which Warren played a role (RDD, polls sponsored and distributed by national media outlets, election night projections and exit polls, just to name a few), but more importantly because of the work Warren (and Harry O'Neill and others) have done, through AAPOR and the National Council of Public Polls and other organizations, to establish and enforce the standards that make polling a trusted profession. It is hard to believe we will keep polling without Warren looking over our collective shoulders and calling us on our shortcomings (and encouraging our best efforts). But I guess the odds are, we will. Here's hoping we do so in the spirit and to the standards Warren always exemplified.

Thomas Riehle

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Harry O'Neill  
Sent: Sunday, September 03, 2006 6:44 PM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Warren Mitofsky

AAPOR members -

With Warren's passing our profession has lost a man of great dignity, great integrity, and of the highest ethical standards. The field of public opinion research has suffered a great loss; his contributions will be missed. And personally I have lost a close colleague and friend. Our work together in several professional organizations was always enjoyable and rewarding. My heartfelt sympathy goes out to Mia, his wife.

With much sadness,  
Harry O'Neill

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
Please ask authors before quoting outside AAPORNET.

=====  
Date: Sun, 3 Sep 2006 20:37:46 -0500  
Reply-To: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
Subject: Warren  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

Dear colleagues...

We all mourn the unexpected passing of Warren Mitofsky. =20

Warren was our teacher, our mentor, and in many ways our professional =  
conscience. Warren's passion for AAPOR is legend, and he worked on our =  
behalf during several stints on Council, including leading us as president =  
in 1988-1989. A decade later, he received The AAPOR Award.

Tuesday there will be a memorial service for Warren in New York. The =  
details are in Joe Lenski's prior e-mail. Past President Cliff Zukin will =  
be AAPOR's official representative, although I'm sure that many of us also =  
will be there to celebrate his memory and his life. =20

To his friends and family on behalf of the nearly 2,000 AAPOR members and =  
AAPOR's executive council: Please accept our heartfelt condolences, and =  
our thanks for sharing Warren with us. We all will miss him, on so many =  
different levels.

With deepest respect,

Rob Daves  
AAPOR President

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Date: Mon, 4 Sep 2006 01:38:28 -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: Warren Mitofsky  
Comments: To: [HOneill536@AOL.COM](mailto:HOneill536@AOL.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[c50.189b39b.322cb497@aol.com](mailto:c50.189b39b.322cb497@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

To All:

About a year ago I posted a story about a respondent who after an rdd call threatened me personally. Warren took a personal interest in my story and asked me for the details and asked that I follow up with him. For a man of his stature to show concern and support for me was healing.

Yes, Warren was a man of great ethics, and a leader and builder in this industry. I for one will remember him most for his compassion.

Paul Braun

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Date: Mon, 4 Sep 2006 11:59:34 -0400  
Reply-To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Subject: Tribute to Warren Mitofsky from Ulises Beltran  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0

Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

Ulises Beltran asked me to post the following message on AAPORNET - Joe =  
Lenski

Dear all,=20

I first met Warren in the winter of 1990. I was at the time pollster to =  
the President of Mexico, Carlos Salinas de Gortari who had just been =  
elected under widespread suspicions of fraud. I went to New York to try =  
to convince the American networks to do independent exit polls in =  
Mexico. The idea was simple. To make good independent and sound public =  
opinion research a watchdog of fair elections. Wherever I went or =  
whoever I talked to, Mitofsky was the reference.=20

Since then, Mexico entered a period of profound changes. The =  
construction of a fair and clean electoral system was one of the most =  
important products of these transformations. Warren Mitofsky played a =  
central role in the construction of this battered, but committed =  
democracy. With his boundless generosity, he was a key factor in the =  
making of a professional polling industry in Mexico. He shared with many =  
of us the intricacies of his trade, but above all, he left us his most =  
important legacy: his unrelenting commitment to the highest ethical =  
standards.=20

I have no words to express the extent of my sorrow for this terrible =  
loss, and of the gratitude of many Mexicans to this remarkable man and =  
dear friend.=20

Ulises Beltr=E1n

Director

BGC, Ulises Beltr=E1n y Asocs., S. C.

Saltillo 63

Col. Hip=F3dromo Condesa

M=E9xico, D. F. 06100

M=E9xico

Tel: 525 52113044

ulisesbeltran@bgc.com.mx

www.bgc.com.mx

=20

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---

Date: Mon, 4 Sep 2006 10:55:37 -0500  
Reply-To: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>  
Subject: Warren  
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

Friends,

I have been sitting with the news of Warren's death for a couple days now. I have read Adam Clymer's fine obituary several times. But I still find it difficult to believe that he is gone. He was one of the few people to whom the phrases "larger than life," and "force of nature" accurately apply. He was so smart, so vibrant, so tough, so involved, so relentless in the pursuit of his (and, in many cases, our) causes, that it does not seem possible that he is now silent. I know that I will continue to hear that husky, disputatious voice -- wincing and smiling as I recall the times he bowled me over or went out of his way to be kind. He leaves us with an unforgettable personal and professional legacy.

--

Peter V. Miller  
Chair, Department of Communication Studies  
Northwestern University  
Editor, Public Opinion Quarterly  
[p-miller@northwestern.edu](mailto:p-miller@northwestern.edu)  
847 491 5835

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---

Date: Mon, 4 Sep 2006 12:17:52 -0400  
Reply-To: "Frankovic, Kathleen" <[KAF@CBSNEWS.COM](mailto:KAF@CBSNEWS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Frankovic, Kathleen" <[KAF@CBSNEWS.COM](mailto:KAF@CBSNEWS.COM)>  
Subject: A note on Warren  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="UTF-8"  
Content-transfer-encoding: base64

SSBmb3J3YXJkIGEGbm90ZSBJIHJIY2VpdmVkiHRvZGF5IGZyb20gVmxhZGltaXIgYW5kIEFubmEg  
QW5kcmVlbmtvdiwgd2hvdHdvcmtlZCB3aXRoIFdhcnJlbiBpbiBSdXNzaWE6DQoNCkkgcmVjZW12  
ZWQgdGhlIGluZm9ybWF0aW9uIGFib3V0IFdhcnJlbiBvbm55IHRvZGF5LiBJdCBpcyBodWdlIGxv



Mitofsky developed the election projection and analysis system used by CBS News and later by a consortium of news organizations. He first conducted an exit poll in 1967 in a Kentucky governor's election for CBS News. He conducted the first national exit poll in 1972 and covered nearly 3,000 electoral contests in all.

"It's because of Warren Mitofsky that America \_ and the world \_ has become accustomed to learning who won an election quickly and reliably, and what the election meant to the voters themselves," said Kathleen Frankovic, director of surveys at CBS News. "Without him, we might still be guessing why elections turn out the way they do."

Mitofsky was executive director of CBS News election and survey unit from 1967 until 1990. In 1976 he and editors at The New York Times established a polling collaboration that became a model for rival partnerships.

Early in his career Mitofsky worked for the U.S. Census Bureau, designing surveys that looked at poverty and other social concerns.

While at CBS Mitofsky and fellow researcher Joseph Waksberg invented a way to sample households by telephone to efficiently reach people with unlisted as well as listed phone numbers. The random digit dial method now is a survey research standard. Waksberg died in January at age 90.

As president and in other roles with the American Association for Public Opinion Research and the National Council of Public Polls, Mitofsky led in setting survey research industry standards for best practices and disclosure and in reviewing polls' performance. In 1999 AAPOR gave him its lifetime achievement award for "his continuing concern for survey quality."

Mitofsky was known for his willingness to share his strong opinions. Many colleagues have experienced "the creativity, passion and dedication that he has brought to his work and have the scars to prove it," said longtime colleague Murray Edelman.

Mitofsky directed exit polls in the 1990 and 1992 U.S. elections for the first network election pool, Voter Research & Surveys, which later became Voter News Service. In 1993 Mitofsky founded Mitofsky International and conducted exit polls in many countries, including Russia, Mexico, the Philippines and Azerbaijan. He conducted his last exit poll in July in Mexico.

After Voter News Service disbanded because of problems covering the 2000 and 2002 elections, Mitofsky International joined with Edison Media Research to conduct U.S. exit polls for The Associated Press and television networks.

In the November 2004 election the surveys were criticized for leaked results that in some cases did not accurately project the outcome. Mitofsky complained that leaks of such preliminary data were irresponsible but acknowledged that some of the final samples did not



produce accurate vote estimates.

After he accurately projected the virtual tie in the Mexican election Mitofsky said in an interview on the Pew Research Center Web site that better interviewer training may have been part of the reason.

Mitofsky had been preparing for U.S. election coverage in November. When he checked into a hospital Friday afternoon he asked his wife, Mia Mather, to go to his office and pick up work for him to do over the weekend, said Joe Lenski, his exit poll partner at Edison Media Research. "He sounded and acted like Warren to the end," Lenski said.

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Associated Press Writer Will Lester contributed to this report.

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Date: Mon, 4 Sep 2006 14:41:13 -0400  
Reply-To: Ann Gollin <[algollin@WORLDNET.ATT.NET](mailto:algollin@WORLDNET.ATT.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ann Gollin <[algollin@WORLDNET.ATT.NET](mailto:algollin@WORLDNET.ATT.NET)>  
Subject: Warren Mitofsky  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Al Gollin, my late husband, admired Warren's incisive, careful mind, acute analytical abilities and passionate convictions regarding the conclusions he came to regarding his data. Warren was not only an esteemed colleague but also a friend to my husband. My condolences for the great loss to all at AAPOR and WAPOR and especially to his wife, Mia Mather.

Sincerely,

Ann Gollin

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Date: Mon, 4 Sep 2006 16:56:55 -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: Tribute to Warren Mitofsky from Ulises Beltran  
Comments: To: [aapornet](mailto:aapornet) [aapornet](mailto:aapornet) <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
In-Reply-To: <[B1A5F9311134EC428870987BAC9938C301E98DF9@emr01.edisonresearch.com](mailto:B1A5F9311134EC428870987BAC9938C301E98DF9@emr01.edisonresearch.com)>  
MIME-version: 1.0 (Apple Message framework v749.3)

Content-type: text/plain; charset=US-ASCII; delsp=yes; format=flowed  
Content-transfer-encoding: 7bit

On Sep 4, 2006, at 11:59 AM, Joe Lenski wrote:

> I first met Warren in the winter of 1990. I was at the time  
> pollster to the President of Mexico, Carlos Salinas de Gortari who  
> had just been elected under widespread suspicions of fraud. I went  
> to New York to try to convince the American networks to do  
> independent exit polls in Mexico. The idea was simple. To make good  
> independent and sound public opinion research a watchdog of fair  
> elections.

Sorry to strike what may be a sour note in the midst of this  
commemoration, but I was struck by this passage: apparently this  
principle applies everywhere but in the U.S.

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Thursdays, 5-6 PM, WBAI, New York 99.5 FM  
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download my book Wall Street (for free!) at  
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=====  
Date: Mon, 4 Sep 2006 17:04:39 -0400  
Reply-To: dick halpern <[dhalpern@BELLSOUTH.NET](mailto:dhalpern@BELLSOUTH.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: dick halpern <[dhalpern@BELLSOUTH.NET](mailto:dhalpern@BELLSOUTH.NET)>  
Subject: Mitofsky obituary in the New York Times  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1; format=flowed;  
x-avg-checked=avg-ok-69C771C3  
Content-transfer-encoding: quoted-printable

Warren's obituary appeared in today's NY Times --=20

printed below. Most of the content has appeared=20  
in other media. Also included was a beautiful=20  
photo of him which you can retrieve by clicking=20  
on: (if you can't retrieve it, I've made a copy which I'll be happy to=  
send.

[http://www.nytimes.com/2006/09/04/obituaries/04mitofsky.html?\\_r=3D1&ref=3Dob=ituaries&oref=3Dslogin](http://www.nytimes.com/2006/09/04/obituaries/04mitofsky.html?_r=3D1&ref=3Dob=ituaries&oref=3Dslogin)

NY Times, September 4, 2006

Warren J. Mitofsky, 71, Innovator Who Devised Exit Poll, Dies

By ADAM CLYMER

Warren J. Mitofsky, an innovator and=20  
standard-setter in the polling industry for four=20  
decades, died on Friday in Manhattan. He was 71.

The cause was an aneurysm of the aorta, said his wife, Mia Mather.

Kathleen A. Frankovic, his successor as director=20  
of surveys at CBS News, said on Saturday that he=20  
was =93distinguished for bringing good scientific=20  
methods to media gathering of election and opinion data.=94

While working at the=20  
<[http://topics.nytimes.com/top/reference/timestopics/organizations/c/census\\_bureau/index.html?inline=3Dnyt-org](http://topics.nytimes.com/top/reference/timestopics/organizations/c/census_bureau/index.html?inline=3Dnyt-org)>Census=20  
Bureau in the 1960=92s, Mr. Mitofsky along with a=20  
colleague, Joseph Waksberg, devised a random=20  
digit dialing system that became the standard for=20  
telephone polling for many years.

Mr. Mitofsky, who lived in Manhattan, joined CBS=20  
News in 1967. Shortly thereafter, he organized=20  
the polling of voters who had just cast their=20  
ballots =AD known as exit polls =AD in a Kentucky=20  
gubernatorial election. CBS News began using that=20  
device, initially to determine demographics and=20  
issues relating to voters in subsequent=20  
elections. He conducted the first national exit poll in 1972.

Then he worked with editors at The New York Times=20  
to create a joint polling operation for the 1976=20  
elections, one that became the model for other=20  
rival collaborations between television networks=20  
and newspapers. The Times and CBS News wrote the=20  
questionnaires together, but each organization=20  
chose what to highlight in its own report. CBS=20  
called it, and still does, the CBS News/New York=20  
Times Poll. The Times calls it the New York Times/CBS News Poll.

Mr. Mitofsky left CBS News in 1990 to run the=20  
Voter Research Service (which was succeeded by=20  
Voter News Service), a consortium created by the=20  
television networks to reduce the costs of=20  
conducting separate, competing Election Day exit polls.

In 1993 he created Mitofsky International, a=20  
polling organization that spread exit polling to=20  
many countries, including Russia and Mexico.

The last exit poll he conducted was for the=20  
Mexican presidential election on July 2. It was=20  
done for the television network Televisa, and=20  
showed the conservative candidate,=20  
<[http://topics.nytimes.com/top/reference/timestopics/people/c/felipe\\_caldero\\_n/index.html?inline=3Dnyt-per](http://topics.nytimes.com/top/reference/timestopics/people/c/felipe_caldero_n/index.html?inline=3Dnyt-per)>Felipe=20  
Calder=F3n, with a tiny margin over the leftist=20  
candidate,=20  
<[http://topics.nytimes.com/top/reference/timestopics/people/l/andres\\_manuel\\_lopez\\_obrador/index.html?inline=3Dnyt-per](http://topics.nytimes.com/top/reference/timestopics/people/l/andres_manuel_lopez_obrador/index.html?inline=3Dnyt-per)>Andr=E9s=20  
Manuel L=F3pez Obrador =AD just as the nearly final=20  
vote tallies now indicate. But in a recent=20  
interview published by the=20  
<[http://topics.nytimes.com/top/reference/timestopics/organizations/p/pew\\_research\\_center/index.html?inline=3Dnyt-org](http://topics.nytimes.com/top/reference/timestopics/organizations/p/pew_research_center/index.html?inline=3Dnyt-org)>Pew=20  
Research Center, Mr. Mitofsky said, =93We didn=92t=20  
release the exact numbers from the exit poll; all=20  
we put on the air was that it was too close to call.=94

That argument mirrored one that he has made=20  
frequently in defense of exit polls =AD that the=20  
flaws people find in them are really the result=20  
of premature leaks of incomplete data. He said=20  
the Mexican television executives were more=20  
responsible than the Americans had been in 2004 when they leaked polling=  
data.

But in the Pew interview, he effectively conceded=20  
one flaw in the polling he had done for Voter News Service in 2004.

He told Pew that in Mexico =93we did one thing that=20  
hopefully I learned from the 2004 election. We=20  
insisted in the personal training of the=20  
interviewers that they absolutely stick to the=20  
sampling rate,=94 so that if someone refused to be=20  
interviewed, the interviewer did not just=20  
question the next voter willing to be interviewed=20  
but followed the pattern, like going to every seventh voter.

Mr. Mitofsky was active in and a past president=20  
of two major polling organizations, the American=20  
Association for Public Opinion Research and the=20  
National Council on Public Polls. In 1999, the=20  
research association presented him with a=20

lifetime achievement award, hailing =93his=20  
continuing concern for survey quality.=94

Another past president of the group, Andrew=20  
Kohut, president of the Pew Research Center, said=20  
yesterday that Mr. Mitofsky =93set the standard for=20  
national news polls. He was very serious about=20  
what he did. He always pushed very hard for maintaining standards.=94

Mr. Mitofsky, a native of the Bronx, graduated=20  
from Guilford College and did graduate work at=20  
the=20  
<[http://topics.nytimes.com/top/reference/timestopics/organizations/u/univers=ity\\_of\\_north\\_carolina/index.html?inline=3Dnyt-org](http://topics.nytimes.com/top/reference/timestopics/organizations/u/univers=ity_of_north_carolina/index.html?inline=3Dnyt-org)>University=20  
of North Carolina and the=20  
<[http://topics.nytimes.com/top/reference/timestopics/organizations/u/univers=ity\\_of\\_minnesota/index.html?inline=3Dnyt-org](http://topics.nytimes.com/top/reference/timestopics/organizations/u/univers=ity_of_minnesota/index.html?inline=3Dnyt-org)>University=20  
of Minnesota. In addition to his wife, he is=20  
survived by a sister, Lenore Levy, who lives near=20  
Buffalo; a son, Bryan Mitofsky of Montpelier,=20  
Vt.; a daughter, Elisa Clancy of Hyde Park, Vt.;=20  
and four grandchildren. His son and daughter were=20  
from his first marriage, to Dolores Kilgore, a=20  
marriage that ended in divorce, as did his second marriage, to Ronda Shaw.

A longtime CBS colleague, Martin Plissner,=20  
recalled yesterday how Mr. Mitofsky=92s insistence=20  
on precision caused CBS to be two hours behind=20  
ABC and NBC in calling=20  
<[http://topics.nytimes.com/top/reference/timestopics/people/c/jimmy\\_carter/i=ndex.html?inline=3Dnyt-per](http://topics.nytimes.com/top/reference/timestopics/people/c/jimmy_carter/i=ndex.html?inline=3Dnyt-per)>Jimmy=20  
Carter=92s victory in the 1976 election.

About midnight, Mr. Plissner said, Mr. Carter had=20  
secured 265 electoral votes out of the 270 needed=20  
for election. =93Then News Election Service, which=20  
was counting the hard votes, declared that Mr.=20  
Carter had carried Mississippi, which casts=20  
seven. That was enough for maestros at the other networks, but not for=  
Warren.

=93Warren knew that in Mississippi the electors=20  
were elected individually =AD not as a slate =AD and=20  
he wanted to make sure that Carter had won the=20  
five he needed =AD something NES couldn=92t tell him.=20  
For two hours Warren and his minions worked the=20  
phones until they nailed down for sure the five=20  
votes needed to call it a night.=94

Reprinted from yesterday=92s late editions.

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Date: Tue, 5 Sep 2006 01:50:51 +0300  
Reply-To: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Vladimir I. Paniotto" <paniotto@KMIS.KIEV.UA>  
Organization: KIIS  
Subject: Belated gratitude to Warren from Ukraine  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Warren was very generous and responsive person. He didn't take part in exit-polls in Ukraine directly, but starting from 2002 he helped us in conducting 5 exit-polls by his advises. He immediately answered all e-mails with different questions, sent us some references and materials, took part in publishing our book about exit-polls in Ukraine. It was so good to know, that if any problems - I can write to Warren and receive prompt and very professional advise. It's a big loss for all of us.

\*\*\*\*\*

Vladimir Paniotto, Director of KIIS  
(Kiev International Institute of Sociology)  
professor of National univ. "Kiev-Mohyla Academy"  
Phone (380-44)-537-3376, 463-5868 (office)  
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Milchakova 1/18, kv.11, Kiev-02002, UKRAINE  
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<http://www.kiis.com.ua>  
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Date: Mon, 4 Sep 2006 21:58:49 -0400  
Reply-To: Gerald Kosicki <kosicki.1@OSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Gerald Kosicki <kosicki.1@OSU.EDU>  
Subject: Ohio State University School of Communication  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

The Ohio State University School of Communication invites applicants for

tenured or tenure-track positions in multiple areas. All of our positions involve a large research component. Teaching areas may include:

Advertising  
Communication Technology  
Health Communication  
Interpersonal or Group Communication  
Organizational Communication  
Public Affairs Journalism  
Mass Communication  
Political Communication Research  
Strategic Communication

We are flexible in accommodating the needs of strong dual-career couples and encourage applications from tenured couples or those near tenure.

The School is committed to social-scientific research on basic or applied communication processes. Our goal is to develop a communication program reflecting a unique and distinct vision driven by intellectual curiosity and vigor. We are looking for colleagues who have an interest in helping us continue to build this kind of program at OSU. We have added new faculty members each year since 2001, and continue to grow.

Additional details about the available positions and the School of Communication are provided at <http://www.comm.ohio-state.edu/> . The job ad is listed under "news."

Informal queries via email are also welcome. The search committee chair is Dan McDonald: [mcdonald.221@osu.edu](mailto:mcdonald.221@osu.edu).

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Date: Mon, 4 Sep 2006 21:29:53 -0700  
Reply-To: Hank Zucker <hank@surveysystem.com>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Hank Zucker <hank@SURVEYSYSTEM.COM>  
Subject: Warren Mitofsky  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original  
Content-transfer-encoding: 7bit

I am another of those shocked and greatly saddened by Warren's death. He gave me my first job out of graduate school - working on polls for the 1978 election. He made his department a great place to work, even 60+ hour weeks, and he set a fine example of a researcher who above all wanted to get it right.

We stayed in touch sporadically over the years. I would learn something whenever we talked, and I enjoyed each time. Warren was humane, wise, kind, generous and extremely intelligent. He will be greatly missed by many of us.

Hank Zucker

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Date: Tue, 5 Sep 2006 03:38:42 -0700  
Reply-To: Mark Blumenthal <mdblum@AOL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mark Blumenthal <mdblum@AOL.COM>  
Subject: Warren Mitofsky

I knew Warren Mitofsky far less than many of you on the list, though I count myself as fortunate to have gotten to know him better over the last two years. I posted an appreciation to our new website, Pollster.com, over the weekend that is copied below. Given Warren's passing, I put our plans to promote the new site on hold, but I'll be back in a few days with more details.

Mark Blumenthal

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September 04, 2006  
Warren Mitofsky: An Appreciation  
[http://www.pollster.com/warren\\_mitofsky\\_an\\_appreciatio.php](http://www.pollster.com/warren_mitofsky_an_appreciatio.php)

Sixteen years ago, I called Warren Mitofsky at his office in New York with a question. What made the conversation remarkable was neither the reason for my query nor the substance of his answer. What was remarkable was that he took the call at all.



At the ripe old age of 27, I had barely four years of experience in the polling business. I knew just enough about methodology to be dangerous, yet in retrospect I knew not nearly enough of what I didn't know. I had a question about the methods Mitofsky had implemented at CBS, and I could not find the answer on my own. So my employer at the time suggested I give him a call.

By then I knew the Mitofsky legend well. Along with colleague Joe Waksberg, he invented a more efficient method to draw random digit dial (RDD) telephone samples that became an industry standard. He conducted the first exit polls for CBS News and created the election projection system now used by all of the U.S. television networks to project winners. As director of the CBS election and survey unit from 1967 to 1990, he helped create the CBS/New York Times polling partnership that became a model for other news outlets. When I placed my call in 1990, he was in the midst of creating the multi-network consortium that he would direct for another three years. Mitofsky would continue to play a major role in directing network exit polling until his untimely death last Friday.

I called with some trepidation sixteen years ago, and to my surprise he came on the line almost immediately. My odd question betrayed my own ignorance and, as I recall, puzzled him. He could have easily brushed me off, admonished me for wasting his time or lectured me about my need for more education in survey fundamentals. Yet he did none of those things. Calmly and patiently, he explained some of the "probability methods" pollsters use to select respondents within a sampled household and made some suggestions about where I might go to learn more. I remember feeling embarrassed yet also amazed that this polling legend had taken a few minutes of his valuable time to encourage my own naive curiosity about how to conduct good research.

Warren was like that. He is best known for his ardent devotion to the very highest standards in survey research. Get on the wrong side of that passion and you would likely end up, as his long-time CBS colleague Murray Edelman put it Saturday, with "the scars to prove it." He could also be famously thin skinned about criticism he considered ill informed. Yet beneath the curmudgeonly public persona beat the heart of a scholar and teacher, always open to learning from his colleagues, always ready to share his own wisdom with those genuinely willing to learn.

Less known among Mitofsky's many accomplishments was his commitment to making raw data available to scholars. His life's work -- The CBS/New York Times surveys and most of his exit polls -- have long been archived at both the Roper Center and the University of Michigan's Interuniversity Consortium for Political and Social Research (ICPSR). He had been serving most recently the chairman of the Roper Center board of directors.

One could see both the passion and the commitment to learning in his prolific contributions to the member's only listserv of the American Association for Public Opinion Research (AAPOR). In a sense, he became something of a proto-blogger over the last ten years, posting a steady stream of comments or responding to questions at all hours of the day or night. To be sure, he could blast with both barrels at arguments he considered wrongheaded. Yet despite his prominence he always seemed willing

to engage any AAPOR colleague, regardless of their stature, as an equal worthy of respect.

There were also frequent flashes of his particular brand of wry humor. In 2002, he posted an Associated Press account to his fellow pollsters on the efforts of rapper P. Diddy to get into the market research business (with the lead "the 'P' in P. Diddy stands for 'public opinion'"). His subject line: "Our days are numbered."

The humor was often self-deprecatory. Just last year an AAPOR member asked about how to best respond to the backhanded compliment, "you should have a PhD." Mitofsky, who had been a doctoral candidate in mass communications but never completed his degree responded, "I just tell people I'm still working on it. I'm a slow reader."

And finally there was his response to a discussion about whether the term "pollster" contributes to the negative opinion of survey researchers. Those who knew Mitofsky will probably hear that lilt in his voice and see the twinkle in his eye that would have accompanied the final sentence of the following paragraph:

"If you wonder why the term pollster is not viewed favorably, here is how some academics view polls: At an [American Political Science Association] convention meeting a professor started reporting on all the surveys done about the presidential debates during the 1976 campaign. When he finished I pointed out that he had omitted the extensive research that CBS and NY Times did on the debates. He responded by stating, 'I just reported the surveys. Yours will be reported when we get to the polls.' Ever since then I have understood that a survey is done by the academics or the government. Polls are what the media does. However, a poll can become a survey if archived at a reputable academic institution."

Warren Mitofsky showed us all how a "poll" can attain the highest standards of scientific survey research. He made "pollster" a label I will always wear as a badge of honor.

We will miss him.

--Mark Blumenthal on September 04, 2006 in

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Date: Tue, 5 Sep 2006 10:03:22 -0400

Reply-To: "Bryant, Barbara" <[bryantb@BUS.UMICH.EDU](mailto:bryantb@BUS.UMICH.EDU)>

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

From: "Bryant, Barbara" <[bryantb@BUS.UMICH.EDU](mailto:bryantb@BUS.UMICH.EDU)>

Subject: Goodbye to Warren

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

Like many of you, I got my training in exit polling indirectly from Warren. At Market Opinion Research, Fred Currier and I ran Michigan exit polling for Detroit TV stations from the mid-1970s to the late 1980s. Sometime in each election evening, we would check in with Warren to compare our Michigan results with those at CBS and discuss the possible reasons if there were any differences (neither of us ever changed our numbers). Warren was happy to talk as we had a bigger sample for Michigan, than his national one. He had also gone to Minnesota with our consultant in the early years, Pete Troidahl. I've served with Warren on the Roper Board since. What a voice we in the industry lose! =20

Barbara Everitt Bryant  
Research Scientist  
Ross School of Business  
University of Michigan

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Date: Tue, 5 Sep 2006 10:25:02 -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: Goodbye to Warren  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
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I'm just quite literally stunned by this news. I was very proud to call Warren a friend and collaborator. We got to know each other in a series of research roundtable events for the newspaper industry I co-hosted in Kansas City.

The group plan was for dinner at a fine and civilized KC dining establishment but Warren wanted to go to the legendary Arthur Bryants for BBQ. So, I offered to take him.

In 1996, I offered to fetch coffee for him on election night if I could just sit and watch what happens in the Decision Room at CBS. He graciously invited me along for the ride.

In subsequent years, he collaborated with me on a couple of projects, always

giving wise counsel and support. That was the best thing--just knowing that if I got into some kind of methodological bind, or faced a tough decision between two difficult choices, I could always call Warren and talk it through with him. He seemed to really love the role of trouble-shooter. I miss him already.

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).

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Maureen Michaels <[mmichaels@MICHAELSRESEARCH.COM](mailto:mmichaels@MICHAELSRESEARCH.COM)>  
Organization: Michaels Opinion Research, Inc.  
Subject: Re: Warren Mitofsky  
Comments: To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[B1A5F9311134EC428870987BAC9938C301E98DE7@emr01.edisonresearch.com](mailto:B1A5F9311134EC428870987BAC9938C301E98DE7@emr01.edisonresearch.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

After a long holiday weekend....disconnected from the media and =  
Internet...I  
was shocked to open my email and learn of Warren's death. And there =  
amongst  
the many messages in my inbox was one from Warren, dated last Thursday  
afternoon, tending to the ongoing business of the New York AAPOR =  
chapter.  
At our chapter meeting two weeks ago, Warren didn't hesitate volunteer =  
his  
time to advance a committee project ...to carry the NYAAPOR ball another =  
10  
yards. I admired his passionate commitment to our chapter and his =  
absence  
will be deeply felt.

-Maureen  
=20

=20

--Maureen Michaels  
Michaels Opinion Research, Inc.  
73 Spring Street  
Suite 203  
New York, NY 10012  
=20  
Tel: 212-226-6251  
mmichaels@michaelsresearch.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joe Lenski  
Sent: Sunday, September 03, 2006 9:13 AM  
To: AAPORNET@asu.edu  
Subject: Warren Mitofsky

Dear AAPOR,

The field of public opinion research has experienced a very deep loss.=20  
Warren Mitofsky died Friday at the age of 71 of an aneurysm of the =  
aorta.

He has been president of AAPOR, the National Council of Public Polls and =  
is  
currently president of the Board of the Roper Center. He received the =  
AAPOR  
lifetime achievement award in 1999. You can find much more at  
<http://www.mitofskyinternational.com/company.htm>

He will be missed at so many levels in our field. Some of you know him =  
by  
reputation and from his frequent messages on AAPORNET. Others know  
directly of the creativity, passion, and dedication that he has brought =  
to  
his work (and have the scars to prove it.)

It is impossible to capture his career in one message. We encourage =  
others  
to share their experience with Warren.

There will be an obituary in the NY Times on Sunday.

There will be a memorial service on Tuesday, September 5th at 11:15 AM =  
at  
Riverside Memorial Chapel, 180 W 76th St. (at Amsterdam Ave.), =  
Manhattan,  
and the burial will follow at Mt. Pleasant Cemetary, Hawthorne, New =  
York.

In lieu of flowers, donations can be sent to the Roper Center of Public

Opinion Research, 341 Mansfield Road, Unit 1164, University of =  
Connecticut,  
Storrs, CT 06269-1164, (860)-486-4440.

Murray Edelman  
Joe Lenski

-----  
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email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text: signoff aapornet Please ask  
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=====  
Date: Tue, 5 Sep 2006 11:32:15 -0400  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Re: Warren Mitofsky  
Comments: To: Maureen Michaels <[mmichaels@MICHAELSRESEARCH.COM](mailto:mmichaels@MICHAELSRESEARCH.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <008301c6d0f9\$a01e9230\$0200a8c0@IBMNetVista>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

One of Warren's significant achievements on behalf of AAPOR was  
publication of "A Meeting Place: The History of the American  
Association for Public Opinion Research," in 1992. His co-editor Paul  
Sheatsley died while that work was in progress and Warren rode herd on the  
many contributors to the project's successful conclusion. Much of our  
history, particularly the memories of the Central City founders, would  
have been lost without his good work.

=====  
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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On your return send this: set aapornet mail  
Please ask authors before quoting outside AAPORNET.  
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---

Date: Tue, 5 Sep 2006 09:19:43 -0700  
Reply-To: rick@ALOHALEE.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Rick Brady <rick@ALOHALEE.COM>  
Subject: Mr. Mitofsky  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8bit

That's how I addressed him in each e-mail volley following the 2004 election until he finally asked me to call him Warren. I suppose he realized that although annoying, I was harmless and genuinely interested in understanding exit polling methodology.

I'm not a pollster. Far from it. I'm a City Planning graduate student with a couple of survey research classes under my belt. I plopped some data into excel, ran some "tests" and by-golly, thought I knew a significant discrepancy between a poll and official vote count when I saw one.

But Warren was patient.

Although not immediately obvious from the content of his e-mails, the fact that he stuck with me and took the time to write nearly 100 e-mails in several months time, proved it. This weekend I re-read almost every one with fondness.

While researching a paper ultimately published by Public Opinion Pros in January, I lamented that exit polling literature was scattered, incomplete, and from an academic's perspective, wholly inadequate. I suggested that he and the "industry" deserved the row and swirling conspiracy theories that followed 2004. If only the science of exit polling was better and more thoroughly documented in the literature...

Rather than take me to task for my presumption, Warren responded that he was working on a book on exit polls and would welcome my ideas on what should be in it. Although he is gone, his work is not complete. I hope that someone will locate the draft and carry his final work through to completion (hint...hint...Murray, Joe, Kathy, others).

Rick Brady  
Project Manager  
URS Corporation  
1615 Murray Canyon Rd  
Suite 1000  
San Diego, CA 92108  
619-243-2770

---

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set aapornet nomail

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: Tue, 5 Sep 2006 13:49:32 -0400  
Reply-To: Bob Groves <BGroves@ISR.UMICH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Bob Groves <BGroves@ISR.UMICH.EDU>  
Subject: Warren  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

Warren was a legend even when I joined AAPOR in the mid-1970's. =  
Sometimes I think he was always a legend.

=20  
I first met him through working on RDD sample designs, just when the =  
original Waksberg article came out. I called him to learn about how he =  
handled the odd features of implementing that design; he did not know me =  
at all, but treated me like a peer. Although he worked in a completely =  
different domain of surveys than the one I was pursuing, I found him =  
sharing all the values of research design and probability sampling. He =  
knew the theory and the practice.

=20  
Later at AAPOR, he graciously introduced me to others; those were days =  
when the interaction of the commercial and academic was strong and =  
spirited. He scared me at first, with his gruff manner, but when we =  
were talking surveys, he was open, friendly, and happy to see others =  
learn what he knew. I still have vivid memories of a debate in a =  
session at AAPOR, focused on the value of probability sampling in a =  
world of high costs and low response rates. He was masterful.

=20  
Over the years, we invited him to speak to graduate students in survey =  
methodology -- he was a hit because he was filled with stories that made =  
principles memorable. I think he was a teacher by nature.

=20  
I do see this as the end of an era. I share the disbelief of others =  
that he is really gone. He will not be replaced, and I will miss him.

=20  
=20

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---

Date: Tue, 5 Sep 2006 14:34:32 -0400  
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>



Subject: Re: Mr. Mitofsky  
Comments: To: rick@ALOHALEE.COM, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Rick

Thank you for your comments. They reminded me a bit of my experience with Warren. He was indeed a thoughtful man, a caring man and one who took the trouble to respond to e-mails with courtesy and good grace.=20 I unfortunately could not call myself a friend of his though I would have cherished the honour. However I was a good acquaintance and I was privileged that he chose to trust me with an interview on his life experience.=20

Warren had the right of final approval on that interview and the only thing he chose to change were a few lines where he was critical of an individual. On further thought he decided that this could be considered as hurtful and asked me to delete it. I happily complied. I attach this interview for those who might be interested. Much later I asked him why he had accepted my offer to be interviewed and he said "because you asked me". Simple and curt and Warren like.

In all the fond memories and sweet remembrances surrounding his death one should never forget that he was a real mensch one who did not suffer fools lightly and one who took great pains in defending his collaborators and his friends while remaining totally willing to take the blame for mistakes without, as is so current, blaming others for his failings. The high tide of these qualities was demonstrated in a PBS interview following the 2000 election where he squarely accepted the blame for the Florida exit polls kafuffle.=20

The industry will miss him, AAPOR will miss him, we as individuals will miss him. I was fortunate enough to have known him a little, and already the thought that I may not meet his equal again saddens me enormously.

Michel Rochon  
president  
ASDE Survey Sampler =20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rick Brady  
Sent: September 5, 2006 12:20 PM  
To: AAPORNET@asu.edu  
Subject: Mr. Mitofsky

That's how I addressed him in each e-mail volley following the 2004 election until he finally asked me to call him Warren. I suppose he realized that although annoying, I was harmless and genuinely interested in understanding exit polling methodology.

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=====  
Date: Tue, 5 Sep 2006 15:44:32 -0400  
Reply-To: Michel Rochon <[mrochon@SURVEYSAMPLER.COM](mailto:mrochon@SURVEYSAMPLER.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michel Rochon <[mrochon@SURVEYSAMPLER.COM](mailto:mrochon@SURVEYSAMPLER.COM)>  
Subject: FW: Mr. Mitofsky  
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

Sorry the attachment was missing in my last post.

Michel Rochon

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michel Rochon  
Sent: September 5, 2006 2:35 PM  
To: AAPORNET@asu.edu  
Subject: Re: Mr. Mitofsky

Rick

Thank you for your comments. They reminded me a bit of my experience with Warren. He was indeed a thoughtful man, a caring man and one who took the trouble to respond to e-mails with courtesy and good grace.=20 I unfortunately could not call myself a friend of his though I would have cherished the honour. However I was a good acquaintance and I was privileged that he chose to trust me with an interview on his life experience.=20

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president  
ASDE Survey Sampler =20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rick Brady  
Sent: September 5, 2006 12:20 PM  
To: AAPORNET@asu.edu  
Subject: Mr. Mitofsky

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Date: Tue, 5 Sep 2006 22:18:45 -0400  
Reply-To: Ed Schneider <[e\\_j\\_schneider@MSN.COM](mailto:e_j_schneider@MSN.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ed Schneider <[e\\_j\\_schneider@MSN.COM](mailto:e_j_schneider@MSN.COM)>  
Subject: A classic  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

While my personal memories of Warren (and Adam Clymer) date back to the '70s working with Barbara Bryant on Market Opinion Research's election night forecasting and several memorable AAPOR meetings, my most vivid memory of Warren was the PBS interview after the 2000 election. It was the classic NPR driveway moment. I was in Little Italy in Baltimore and could not get out of my car until I heard the full story. The Florida miscue was central to the nation trying to fathom what really happened on Election Day. Warren gave simple and understandable answers and explanations and clearly took responsibility for a flawed system. In the days of Enron it was a breath of fresh air. If anyone can locate a transcript of that interview I strongly recommend distributing it. It's an exemplar of personal, professional, academic and corporate responsibility. Warren was a class act and a credit to the profession. I'm truly saddened by our loss. Ed Schneider  
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Date: Wed, 6 Sep 2006 09:01:34 -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

Assistant Director of Polling, ABC News=20

Initiate, research, write, analyze and report on public opinion polls for ABC News. Consult with correspondents and producers and advise the news division on trends in U.S. and international public opinion. Oversee and evaluate survey methodology and field work. Vet survey research from other organizations to ensure it meets ABC News standards. Participate in planning and internal data management. Qualifications include strong analytical, writing and communication skills; strong background in data analysis and survey methodology; solid news judgment; interest in public affairs and current events; and the capacity for insightful and accurate work in a fast-paced news environment. Six years experience and advanced degree preferred. See [www.disneycareers.com](http://www.disneycareers.com) <file:///\\www.disneycareers.com> , search job ID 31316.

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Date: Wed, 6 Sep 2006 10:17:27 -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: The Pioneer Pollster Whose Credibility You Could Count On  
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

Appreciation  
The Pioneer Pollster Whose Credibility You Could Count On

By Richard Morin  
Washington Post Staff Writer  
Wednesday, September 6, 2006; Page C01  
<http://www.washingtonpost.com/wp-dyn/content/article/2006/09/05/AR2006090501477.html>

--=20

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

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Date: Wed, 6 Sep 2006 11:05:01 -0400  
Reply-To: dick halpern <[dhalpern@BELLSOUTH.NET](mailto:dhalpern@BELLSOUTH.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence  
was retained.  
From: dick halpern <[dhalpern@BELLSOUTH.NET](mailto:dhalpern@BELLSOUTH.NET)>  
Subject: The Pioneer Pollster Whose Credibility You Could Count On  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed;  
x-avg-checked=avg-ok-7B52391

From the Washington Post.....

By Richard Morin  
Washington Post Staff Writer  
Wednesday, September 6, 2006; Page C01

.Mitofsky was too honest to work in television network news. Or perhaps he was just too candid. Mitofsky, a pioneering media pollster, died of an aortic aneurysm Friday at 71. For 23 years, he headed the polling department at CBS News, where he was viewed as a guru, a statistical maven, an innovator -- but also...delighted in telling them so. Even his friends agree that he began too many sentences with the words, "Here's why you're wrong . . ." As he said it, he inevitably smiled that off-kilter, crocodile smile that he flashed whether...were compared and confirmed. "Warren Mitofsky knows all things," said Roy Campos, who worked with Mitofsky on exit polls in Mexico. "And every time he does another one, he learns something more." Mitofsky's feuds were...conspiracy theorists have claimed that the 2004 Election Day survey was correct and that it was the vote count that was skewed -- a notion Mitofsky dismissed with a laugh. "I just don't believe in conspiracies. I'm much...3 a.m." It was typical Warren, the prideful perfectionist who let few errors or slights go unnoticed. "Your credibility is the most important attribute that you have in doing public work," he told me last year, after being attacked...

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Date: Wed, 6 Sep 2006 11:15:54 -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: The Pioneer Pollster Whose Credibility You Could Count On

Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Tiny URL

<http://tinyurl.com/emm9o>

--=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: Wednesday, September 06, 2006 10:17 AM  
> To: AAPORNET@asu.edu  
> Subject: The Pioneer Pollster Whose Credibility You Could Count On

>=20

> Appreciation  
> The Pioneer Pollster Whose Credibility You Could Count On

>=20

> By Richard Morin  
> Washington Post Staff Writer  
> Wednesday, September 6, 2006; Page C01  
> <http://www.washingtonpost.com/wp-dyn/content/article/2006/09/05/AR2006090501477.html>

>=20

> --

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

>=20

> -----

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=====  
Date: Wed, 6 Sep 2006 11:25:17 -0400



Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>  
Subject: my apologies for the double send yesterday  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

You might have noticed that I send the same message twice yesterday, the second was my attempt at correcting what I felt was a mistake in not sending an attachment. I have since learned that our message board at AAPOR does not support attachments, so I clearly created the same error twice. I will be sending the attachment as a URL to our website later today. With thanks to those who took the trouble to tell me about the rules and apologies to all.

Michel Rochon

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=====  
Date: Wed, 6 Sep 2006 11:39:46 -0400  
Reply-To: dick halpern <dhalpern@BELLSOUTH.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: dick halpern <dhalpern@BELLSOUTH.NET>  
Subject: Re: The Pioneer Pollster Whose Credibility You Could Count On  
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@asu.edu  
In-Reply-To: <3248A9B21DD5574785FE5E2C8E52168453C694@exchange.local.arts  
cience.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1; format=flowed;  
x-avg-checked=avg-ok-7B52391  
Content-transfer-encoding: quoted-printable

Leo had it right. Here is the whole article by=20  
Morin: (definitely worth a read)

The Pioneer Pollster Whose Credibility You Could Count On

By Richard Morin  
Washington Post Staff Writer  
Wednesday, September 6, 2006; C01

Warren Mitofsky was too honest to work in=20  
television network news. Or perhaps he was just too candid.

Mitofsky, a pioneering media pollster, died of an=20  
aortic aneurysm Friday at 71. For 23 years, he=20  
headed the polling department at CBS News, where=20

he was viewed as a guru, a statistical maven, an innovator -- but also as a loose cannon who didn't know when to stop telling the truth to his bosses or to reporters.

While at CBS, he is credited with inventing Election Day exit poll -- although he hated the name and was frequently dismayed by the way networks came to use his creation. Since 2003, he had partnered with Joe Lenski to conduct exit polls for all the major television networks and the Associated Press -- including the flawed 2004 presidential exit poll that fueled claims that the election had been stolen.

Mitofsky cared deeply, passionately and sometimes explosively about his profession and his place in it. He didn't tolerate fools, poseurs or corporate tools, and he delighted in telling them so. Even his friends agree that he began too many sentences with the words, "Here's why you're wrong . . ." As he said it, he inevitably smiled that off-kilter, crocodile smile that he flashed whether he was pleased or angry.

It was that smile I remember most. We met at a conference 19 years ago, soon after I was hired to be director of polling for The Washington Post. I introduced myself. "Congratulations," he said, smiling broadly. "I've never heard of you."

In the somewhat sheltered and sterile world of polling, Mitofsky loomed as an Indiana Jones figure -- if Indiana Jones had been Jewish, the son of a caterer and born in Jersey City. He introduced exit polling to the world, including to countries new to democracy and free elections. His reputation for accuracy and independence -- a reputation he fiercely guarded -- made his exit polls the gold standard with which election results were compared and confirmed.

"Warren Mitofsky knows all things," said Roy Campos, who worked with Mitofsky on exit polls in Mexico. "And every time he does another one, he learns something more."

Mitofsky's feuds were famous. For years he battled with Jeff Alderman, the late director of polling at ABC, over polling methodology and the relative merits of each other's work. More recently, Mitofsky had an ongoing quarrel with pollster John Zogby, describing him as a "self-promoter" and accusing him of using voodoo methodology. (Zogby dismissed him publicly as a "cranky old man.")

I once asked him why he fought so much. "It's

because I care so much," he allowed, his eyes twinkling. "It's a curse."

Despite his curmudgeonly nature, Mitofsky was a joiner and a leader. He was a past president of the American Association for Public Opinion Research, the professional pollsters organization. He was a fixture at AAPOR's "Applied Probability" workshop -- a late-night poker game held at the conference each year. He also led the National Council on Public Polls, a watchdog group that monitors and sometimes criticizes pollsters for bad practices. He was a fellow of the American Statistical Association, a rare honor for a man who held a somewhat relaxed attitude toward formal education and who never finished his PhD at the University of Minnesota.

It is ironic that Mitofsky died on the eve of Labor Day weekend. Few employees have demonstrated more stubborn independence from their bosses than Mitofsky. "A network executive in fear mode is a frightening thing to behold -- gutless and afraid and ready to leave you hanging out to dry to save their own necks," he once said. "That's why I want to make all the decisions."

Mitofsky loved to gossip, which endeared him to reporters and infuriated his bosses. He also had a journalist's sense of what was news. He got along well with Dan Rather and Walter Cronkite. Rather disliked polls, telling Mitofsky that he preferring looking people in the eye when asking their views rather than digesting statistical summaries of interviews with 1,500 randomly selected Americans.

The two argued frequently over poll results. But Mitofsky said his most prized possession from his years at CBS is a photo of Rather on the air. "It's a little plaque hanging on my wall at home," he said. "It was done by the graphics department to commemorate Dan's saying, 'When it comes to these kind of things, I believe in God, country and Warren Mitofsky.' And he said this on the air."

At the time of his death, Mitofsky found himself in the peculiar position of arguing for the inaccuracy of his own 2004 exit poll. That survey found John Kerry leading early on Election Day, only to lose his advantage when the actual ballots were counted. Early leaked results hinting at a Kerry win over the incumbent sent newsrooms into a frenzy, and left some senior editors angry when their hurriedly made plans blew up and President Bush won. Since then,

conspiracy theorists have claimed that the 2004 Election Day survey was correct and that it was the vote count that was skewed -- a notion Mitofsky dismissed with a laugh.

"I just don't believe in conspiracies. I'm more a believer in something practical, like incompetence," he said.

Mitofsky's own post-election analysis found no evidence of fraud. The pro-Kerry skew was caused by Republicans' refusing to participate at a greater rate than Democrats, which he blamed on poorly trained interviewers.

In a way, Mitofsky fell victim in later life to his own success and formidable reputation. "People are expecting perfection out of the polls and out of me," he said. "They're thinking they're really going to make a decision on the outcome of close races based on exit polls. . . . Exit polls are not that good. They're approximate."

Although he was often hailed as an innovator, Mitofsky's greatest gifts may have been as a borrower and synthesizer of the ideas of others. He saw possibilities and made connections that less eclectic minds didn't.

In 1967, CBS was preparing its coverage of the Kentucky governor's race. Mitofsky had hired a market researcher, George Fine, to help him collect voting data on Election Day. During a conversation, Fine happened to mention some work he was doing for the movie industry. "The movie people wanted to test a film before they released it for distribution," Mitofsky recalled, "so they would show it in test theaters, show it to a test audience. And George decided to interview the people as they left the theaters. . . . I can't swear whether he suggested it or we put two and two together. And we said, 'Why don't we interview [Kentucky residents] leaving the polling places?'"

It was the first exit poll. The technique proved so successful in 1967 that they did it again in 1968, and in every election thereafter. (Mitofsky disliked the term exit poll -- "it's imprecise" -- and called them Election Day surveys until network executives ordered him to stop in 1980.)

Mitofsky claims to have correctly called approximately 2,500 elections and gotten only six wrong. But he said his most satisfying moment in polling was an election night "when I kept my mouth shut. It was that night that ABC and NBC called Udall the winner over Carter in the Wisconsin primary in 1976," Mitofsky said.

"Around midnight it was starting to look like=20  
Carter but not enough to make the call. And we=20  
did make the call eventually, at 2 or 3 a.m."

It was typical Warren, the prideful perfectionist=20  
who let few errors or slights go unnoticed.

"Your credibility is the most important attribute=20  
that you have in doing public work," he told me=20  
last year, after being attacked for the 2004=20  
presidential exit poll. " I work for networks, I=20  
work for the AP and I'm concerned about my=20  
clients. But I'm more concerned about my own=20  
credibility and I don't care to tarnish it to help them."

Later in that interview, Mitofsky reflected on=20  
his life and his sometimes stormy relationship with the television networks.

"I'm of an age, I don't really give a=20  
[expletive]," Mitofsky said. "What are they going=20  
to do, they get mad and say they don't want to=20  
work with me? You know, they can say that and=20  
I'll say goodbye. I don't care. I really don't care."

That wasn't true. He cared, perhaps too much, until the day he died.  
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Date: Wed, 6 Sep 2006 12:03:34 -0400  
Reply-To: Michel Rochon <[mrochon@SURVEYSAMPLER.COM](mailto:mrochon@SURVEYSAMPLER.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michel Rochon <[mrochon@SURVEYSAMPLER.COM](mailto:mrochon@SURVEYSAMPLER.COM)>  
Subject: Mitofsky interview  
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

Here is the URL for the interview I did with Warren Mitofsky a few years  
back.

=20

<http://www.surveysampler.com/Press-Point.htm>

=20

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signoff aapornet  
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Date: Wed, 6 Sep 2006 21:53:53 -0400  
Reply-To: Ed Schneider <[e\\_j\\_schneider@MSN.COM](mailto:e_j_schneider@MSN.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ed Schneider <[e\\_j\\_schneider@MSN.COM](mailto:e_j_schneider@MSN.COM)>  
Subject: Warren on NPR and NPR on Warren  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

In tracking down the 2000 NPR interview with Warren I went to the NPR.org site and entered Mitofsky in the search field. I discovered 16 stories including the All Things Considered interview from 2000. You can hear Warren's unique voice by going to NPR.org, entering Mitofsky in the search field and scrolling down to the next to last story. He sounds as though he's been up all night and probably was. The most recent story is a tribute entered today entitled the Warren Omission. The earliest dates back to 1998.

Ed Schneider

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Date: Thu, 7 Sep 2006 11:47:17 -0400  
Reply-To: "Traugott, Michael" <[mtrau@UMICH.EDU](mailto:mtrau@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Traugott, Michael" <[mtrau@UMICH.EDU](mailto:mtrau@UMICH.EDU)>  
Subject: Missing Warren  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA36D856@exchangeasde.ASDE.local](mailto:0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA36D856@exchangeasde.ASDE.local)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

I had just returned from overseas to the start of my semester when I learned of Warren's untimely passing. Describing my reaction as shock is an understatement.

I had a lot of different interactions with Warren over the years, as friend, tennis partner, colleague, mentor, and on very rare occasion as adversary. But my favorite and happiest memories are from the semester in Fall 1995 when he was the Marsh Visiting Professor in the Department of Communication Studies at Michigan. We played tennis on most Monday nights and followed it up with a sushi dinner at Godaiko. Good times and good conversation. I miss him a lot.

---

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---

Date: Thu, 7 Sep 2006 09:40:03 -0700  
Reply-To: [rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Brady <[rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)>  
Subject: Pollster pleads guilty  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

Let's try this again - previous attempt rejected by spam filter...

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

Subject: Pollster guilty of fake data conspiracy  
From: [rick@alohalee.com](mailto:rick@alohalee.com)  
Date: Thu, September 7, 2006 9:03 am  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

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[http://www.connpost.com/news/ci\\_4298956](http://www.connpost.com/news/ci_4298956)

MICHAEL P. MAYKO [mmayko@ctpost.com](mailto:mmayko@ctpost.com)

BRIDGEPORT — A polling company owner admitted participating in a conspiracy to falsify data in order to meet deadlines for clients, which included the campaigns of President Bush, U.S. Sen. Joe Lieberman, U.S. Rep. Rosa DeLauro and Mayor John M. Fabrizi.

(More at Link)

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Date: Thu, 7 Sep 2006 17:53:13 +0100  
Reply-To: [worc@MORI.COM](mailto:worc@MORI.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Robert Worcester <[worc@MORI.COM](mailto:worc@MORI.COM)>  
Subject: <http://www.bbc.co.uk/radio4/news/lastword.shtml>  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii





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Date: Thu, 7 Sep 2006 13:12:09 -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: Pollster Pleads Guilty to Fraud  
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

Pollster Pleads Guilty to Fraud=20  
=20

By THE ASSOCIATED PRESS

<http://www.washingtonpost.com/wp-dyn/content/article/2006/09/07/AR2006090700437.html>

BRIDGEPORT, Conn. (AP)-- The owner of DataUSA Inc., a company that conducted political polls for the campaigns of President Bush, Sen. Joe Lieberman and other candidates, pleaded guilty to fraud for making up survey and poll results.

SNIP

An FBI affidavit from 2004 quotes a supervisor of the company estimating that 50 percent of the data sent to Bush's campaign was falsified. FBI Special Agent Jeff Rovelli, who wrote the affidavit, said Thursday that investigators were not able to verify the claim related to Bush because that data was not located and analyzed.

Assistant U.S. Attorney Edward Chang said on several occasions when the company was running up against a deadline to complete a job, results were falsified. Sometimes, the respondent's gender or political affiliation were changed to meet a quota, other times all survey answers were fabricated.=20

--=20

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

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Date: Thu, 7 Sep 2006 15:31:32 -0400

Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Tinyurl for the Pollster Pleads Guilty to Fraud story  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Several people have noted that the broken URL in my last post doesn't work

<http://tinyurl.com/nyrua>

Mea culpa

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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Date: Thu, 7 Sep 2006 20:48:21 -0400

Reply-To: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>

Subject: A Public Agenda Tribute

MIME-version: 1.0

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

This one in, from Public Agenda. Susan

\* Warren Mitofsky, Survey Pioneer, Dies at 71

Warren Mitofsky, one of the towering figures of public opinion research, died last weekend at age 71. He was best known for creating the first exit poll and also developed a pioneering system for conducting random-sample phone surveys. In the world of survey research, he was also famous for his relentlessly high standards. Richard Morin, polling director of the Washington Post, wrote a particularly good appreciation of Mitofsky this week:

The Pioneer Pollster Whose Credibility You Could Count On

<http://www.washingtonpost.com/wp-dyn/content/article/2006/09/05/AR2006090501477.html>

Read the CBS News obituary:

<http://www.cbsnews.com/stories/2006/09/03/politics/main1963665.shtml>

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

slosh@garnet.acns.fsu.edu  
850-644-8778 VOICE  
850-644-8776 FAX

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

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Date: Thu, 7 Sep 2006 21:03:46 -0500  
Reply-To: Robert Godfrey <[holbein@CHARTER.NET](mailto:holbein@CHARTER.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Robert Godfrey <[holbein@CHARTER.NET](mailto:holbein@CHARTER.NET)>  
Subject: and on it goes...more push polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <038e01c6d08e\$d5122f30\$6500a8c0@XCSRJK2>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii" ; format="flowed"

Push-pollers parachute in to New Hampshire to help embattled GOP Rep.  
Jeb Bradley (R-NH).  
<http://www.tpmuckraker.com/archives/001480.php>

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Date: Fri, 8 Sep 2006 10:45:41 -0400  
Reply-To: Laura Burns <[laura@EUREKAFACTS.COM](mailto:laura@EUREKAFACTS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Laura Burns <[laura@EUREKAFACTS.COM](mailto:laura@EUREKAFACTS.COM)>  
Subject: tape recorders and transcription services  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Hi,

I'm looking to find out what types of tape recorders are the best value. They are going to be used for focus groups. I also am curious about your experience using digital recorders that go directly into the computer with files that can be e-mailed versus traditional tapes.

I'm also looking for a good transcription service. Do transcription providers prefer the digital format over the traditional tapes and is there a cost difference?

Finally, if traditional tapes are the preferred format, can anyone recommend a good service in the DC area?

Thanks!

Laura Burns  
EurekaFacts LLC  
The Smart Marketing Information

17 West Jefferson Street Suite Five  
Rockville, Maryland 20850-4201  
Tel 301.610.0590 - 1.866.My-Facts - Fax 301.610.0640  
Email: Laura@EurekaFacts.com  
Web www.EurekaFacts.com

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---

Date: Fri, 8 Sep 2006 12:59:49 -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: Respondent-driven sampling  
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

Hello all,  
I'm working with a graduate student on a web survey project that utilizes RDS, or respondent-driven sampling. (See the link below for a description of RDS.) I'm looking for input on your experiences with RDS, whether or not they were in web surveys. In particular, I'm interested in hearing about your experiences with incentives in RDS studies, but general discussion will be very helpful as well. Please reply off-list.

=20

Thanks!

=20

<http://www.respondentdrivensampling.org/reports/RDSsummary.htm>

=20

=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

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

Vacation hold? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:

set aapornet nomail

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: Fri, 8 Sep 2006 13:42:40 -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: Field interviews in large metro areas

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

In-Reply-To: <[AAPORNET%200609072100015527.BE6F@LISTS.ASU.EDU](mailto:AAPORNET%200609072100015527.BE6F@LISTS.ASU.EDU)>

MIME-version: 1.0

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

Dear colleagues,

We are anticipating a survey involving in-home, face to face interviews in a large metropolitan area. Many parts of the central city are high crime areas.

We have no firm policy on when to send out interviewers in teams and when an individual interviewer should be assigned alone. These are not cold calls; the participants have agreed to the in-home survey. The interviewers will be local residents who should be able to tell us when they feel uncomfortable in a particular neighborhood.

Any advice, experiences or excerpts from your standing policies would

be most welcome.

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: Fri, 8 Sep 2006 18:03:33 -0400  
Reply-To: "Bielick, Stacey" <[SBielick@AIR.ORG](mailto:SBielick@AIR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Bielick, Stacey" <[SBielick@AIR.ORG](mailto:SBielick@AIR.ORG)>  
Subject: Re: Field interviews in large metro areas  
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

Hello everyone,

Could anyone point me in the direction of research on survey interviewers working from home? I am primarily interested in management/functionality issues related to decentralized calling, perhaps also referred to as homesourcing or homeshoring of call center jobs. Any leads would be helpful.

Thank you,  
Stacey  
=20  
=20

---

Stacey Bielick  
Senior Research Analyst  
American Institutes for Research  
Washington, DC

---

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On your return send this: set aapornet mail  
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---

Date: Fri, 8 Sep 2006 18:32:02 -0400  
Reply-To: "Bielick, Stacey" <SBielick@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Bielick, Stacey" <SBielick@AIR.ORG>  
Subject: decentralized interviewing research  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

My apologies for not changing the subject line...

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

From: Bielick, Stacey=20  
Sent: Friday, September 08, 2006 6:04 PM  
To: AAPORNET@asu.edu  
Subject: RE: Field interviews in large metro areas

Hello everyone,

Could anyone point me in the direction of research on survey interviewers working from home? I am primarily interested in management/functionality issues related to decentralized calling, perhaps also referred to as homesourcing or homeshoring of call center jobs. Any leads would be helpful.

Thank you,  
Stacey  
=20  
=20

---

Stacey Bielick  
Senior Research Analyst  
American Institutes for Research  
Washington, DC

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

Date: Sat, 9 Sep 2006 13:51:36 -0700  
Reply-To: Robert Worcester <rmworcester@YAHOO.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Robert Worcester <rmworcester@YAHOO.COM>  
Subject: Re: <http://www.bbc.co.uk/radio4/news/lastword.shtml>  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <B28ABDB60B6E3D478EB68CF0BA0E86A9280570@theta.mori.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

Content-transfer-encoding: 8bit

Sorry, had a message that due to the death of a former BBC bigwig who died this week, Warren's 'Last Word' was put off until next Friday.

Bob

Robert Worcester <worc@MORI.COM> wrote:

BBC Radio has a programme (sic) on its 'serious' channel, BBC Radio 4, called "Last Word" which goes out at 4 pm British time tomorrow, Friday, for half an hour which features obits each week on three significant significant people who have died in the past week.

On Wednesday I was invited to be interviewed about Warren, and pre-recorded the interview this morning for tomorrow's broadcast. If you are interested, and 'stream' radio stations on your computer, you can hear it your time (five hours behind London on the East Coast, at 11 am) or anytime the next week at the url in the subject line of this email.

Bob Worcester

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Traugott, Michael

Sent: 07 September 2006 16:47

To: AAPORNET@asu.edu

Subject: Missing Warren

I had just returned from overseas to the start of my semester when I learned of Warren's untimely passing. Describing my reaction as shock is an understatement.

I had a lot of different interactions with Warren over the years, as friend, tennis partner, colleague, mentor, and on very rare occasion as adversary. But my favorite and happiest memories are from the semester in Fall 1995 when he was the Marsh Visiting Professor in the Department of Communication Studies at Michigan. We played tennis on most Monday nights and followed it up with a sushi dinner at Godaiko. Good times and good conversation. I miss him a lot.

-----  
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Stay in the know. Pulse on the new Yahoo.com. Check it out.

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---

Date: Mon, 11 Sep 2006 12:00:01 -0500  
Reply-To: Andrew Rojecki <[arojecki@UIC.EDU](mailto:arojecki@UIC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Andrew Rojecki <[arojecki@UIC.EDU](mailto:arojecki@UIC.EDU)>  
Subject: Assistant Professor - University of Illinois @ Chicago  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original  
Content-transfer-encoding: 7bit

The Department of Communication at the University of Illinois at Chicago invites applications for the following anticipated position:

Assistant Professor of Communication.

A successful candidate must have interests in the study of new media, the internet, and/or communication technology in combination with the study of one or more of the following areas of department research strength: diversity, health, political, or visual studies. The candidate will also have an earned doctorate in Communication or a related field, strong promise of scholarly achievement and teaching success (at the undergraduate and graduate levels) appropriate for appointment as Assistant Professor, good prospects for external research funding, and demonstrated commitment to multidisciplinary scholarship.

Located in the heart of Chicago, UIC is a Research I University with 16,000 undergraduates, 6,500 graduate and 3,000 professional students. The Department of Communication has 11 full-time faculty, approximately 100 undergraduate majors, and 25 M.A. students. The Department is developing a doctoral program focused on the relationship between technology and communication.

The desired appointment is date for the position is August 16, 2007.

Interested parties should send a full curriculum vitae, samples of relevant scholarly publications, evidence of teaching effectiveness, and four letters of reference to:

Professor Andrew Rojecki, Chair  
Communication Search Committee  
Department of Communication (MC-132)  
1007 W. Harrison St.  
University of Illinois at Chicago  
Chicago, IL 60607-7137

Applications should be received by November 1, 2006, to receive full consideration, although the search will proceed until the position is filled. Applications from women and minorities are particularly encouraged.

The University of Illinois is an Affirmative Action, Equal Opportunity Employer.

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=====  
Date: Mon, 11 Sep 2006 17:04:59 -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: 'Whiteness Studies' researchers at U look at racial identity  
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

'Whiteness Studies' researchers at U look at racial identity  
<http://tinyurl.com/jro8p>

Do white people consider their race important? Are they aware of how their racial status gives them advantages in America? In an unusual study, most whites said "yes" to both questions.  
Jean Hopfensperger, Star Tribune

White people consider their race to be an important part of who they are, and most are aware that being white gives them advantages in America, according to an unusual survey released last week by the University of Minnesota.

The findings emerged from what the university billed as the first national telephone survey of white people discussing their concept of racial identity. It's part of a growing -- and controversial -- field of scholarly research called "Critical Whiteness Studies," which focuses the lens of race relations on the white majority.

SNIP

\* Three-fourths of the whites, and 91 percent of the racial minorities, said their cultures must be preserved. But only a small minority in each group belonged to organizations dedicated to that goal.

\* Only 17 percent of whites, and 23 percent of racial minorities, said racial "favoritism" helped them get ahead.

\* Fewer than 50 percent of whites thought U.S. laws and institutions contributed to disadvantages for blacks. But 81 percent of minority groups believed they did.=20

Minnesotans such as John Lund, CEO of the Sons of Norway, says he's not convinced that most white people think of themselves primarily in terms of the color of their skin. It's ethnic identity that shapes many of them, he said.

"I don't think of myself as white," said Lund, whose Minneapolis-based organization works to promote and preserve Norwegian heritage. "I think of myself as an American of Norwegian ancestry."

Lund says he feels even "less white" than 20 years ago, as he has watched a world of new immigrants and African Americans make Minnesota home. His son-in-law is black, he said. His grandchildren will be mixed race. He feels at home in that spectrum of color.

"I don't know if considering ourselves by color really promotes anything," he said.

Jean Hopfensperger \* 612-673-4511 \* hopfen@startribune.com=20

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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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=====  
Date: Mon, 11 Sep 2006 19:18:03 -0700

Reply-To: Megan Scott <mmscott310@YAHOO.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Megan Scott <mmscott310@YAHOO.COM>  
Subject: NYAAPOR Event: Join Us Sept 14th  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

This Thursday, Sept 14th, NYAAPOR is sponsoring an exciting session on the disputed 2006 Presidential Elections with a distinguished panel of experts.

"Mexico's 2006 Presidential Race: The Election, the Aftermath, and the Political Implications" is co-sponsored by Columbia University's Institute for Latin American Studies, the Latin American & Latino Studies Program of Fordham University, and by the MA Program in Elections and Campaign Management at Fordham University.

Join us, and Moderator Costas Panagopoulos of Fordham, and our two speakers: Ulises Beltran from CIDE, and Jorge Castaneda of NYU at 6PM on the 12th floor lounge, Fordham University - Lincoln Center.

This event is FREE to current NYAAPOR members, to those show sign up for a new membership at the event, and to members of the co-sponsoring and host institutions. For all other non-members: \$20.

Register at 212-684-0542, mgmtoffice@aol.com, or <http://www.nyaapor.org>

See you there!

Pat Moynihan, Program Chair, NYAAPOR  
Megan Scott, Communications Chair, NYAAPOR

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=====  
Date: Tue, 12 Sep 2006 09:35:54 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Party Identification  
Comments: cc: AAPORNET@asu.edu

In-Reply-To: <006701c6d5c3\$b85c6600\$4f84c183@ROJECKI>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

Does anyone have recent data showing the trend in self-identified party allegiance?

Specifically, whether voters identifying themselves as Democrats are on the upswing and Republicans are in decline? Or, contrary data?

Thanks.

Nick

-----  
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=====  
Date: Tue, 12 Sep 2006 10:51:52 -0400  
Reply-To: Bruce Altschuler <[altschul@OSWEGO.EDU](mailto:altschul@OSWEGO.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bruce Altschuler <[altschul@OSWEGO.EDU](mailto:altschul@OSWEGO.EDU)>  
Subject: Re: Party Identification  
Comments: To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4506C5CA.4000304@marketsharescorp.com](mailto:4506C5CA.4000304@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7BIT

Here are the Washington Post party identification results since April 2005:

Generally speaking, do you usually think of yourself as:

	Democrat	Republican	Independent	Other	No op.
8/6/06	34	27	34	4	1
6/25/06	33	28	35	3	*
5/15/06	34	28	33	4	1
5/11/06	33	30	33	3	1
4/9/06	34	29	34	3	0
3/5/06	32	28	36	3	1
1/26/06	32	27	34	6	*
1/8/06	31	30	34	5	1
12/18/05	33	32	33	2	*
11/2/05	31	27	38	3	1
9/11/05	31	27	34	8	1
9/2/05	32	31	31	5	2
8/28/05	32	29	33	5	1
6/26/05	34	28	32	5	1
6/5/05	30	31	34	4	*
4/24/05	35	28	32	5	*

Bruce Altschuler  
SUNY Oswego

Nick Panagakis wrote:

> Does anyone have recent data showing the trend in self-identified  
> party allegiance?  
>  
> Specifically, whether voters identifying themselves as Democrats are  
> on the upswing and Republicans are in decline? Or, contrary data?  
>  
> Thanks.  
>  
> Nick  
>  
> -----  
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signoff aapornet  
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Date: Tue, 12 Sep 2006 10:58:12 -0400  
Reply-To: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>  
Subject: Re: Party Identification  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4506C5CA.4000304@marketsharescorp.com](mailto:4506C5CA.4000304@marketsharescorp.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Nick, et al.,

Rasmussen issued a report on just that a couple weeks ago:

<http://www.rasmussenreports.com/2006/August/partyAffiliationAugust.htm>

-- Joel

--  
Joel David Bloom, Ph.D.  
The University at Albany, SUNY

Associate Director  
Office of Institutional Research  
Phone: (518) 437-4791

Cell: 541-579-6610

Web: <http://www.albany.edu/ir/>

On 9/12/06, Nick Panagakis <[mail@marketsharescorp.com](mailto:mail@marketsharescorp.com)> wrote:

>  
> Does anyone have recent data showing the trend in self-identified party  
> allegiance?  
>  
> Specifically, whether voters identifying themselves as Democrats are on  
> the upswing and Republicans are in decline? Or, contrary data?  
>  
> Thanks.  
>  
> Nick  
>  
> -----  
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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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Date: Tue, 12 Sep 2006 11:15:56 -0400  
Reply-To: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>  
Subject: Research Methodologist position opening with Nielsen Media  
Research  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [SRMSNET@LISTSERV.UMD.EDU](mailto:SRMSNET@LISTSERV.UMD.EDU)  
Comments: cc: "Johncola, Tonya" <[Tonya.Johncola@vnuinc.com](mailto:Tonya.Johncola@vnuinc.com)>,  
"Holden, Rosemary" <[Rosemary.Holden@NielsenMedia.com](mailto:Rosemary.Holden@NielsenMedia.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Please pass this along to qualified applicants. Thanks, PJJ  
=20  
=20

Research Methodologist 1

=20

Fulltime position located in the Tampa area (Oldsmar, FL)

=20

This position is responsible for routinely (1) designing and conducting highly complex research projects that are new and unique and (2) conducting complex research projects that are cross-functional in nature. The main objectives of this position are to:

- Contribute to the initiation of research ideas
- Design and plan complex research projects
- Execute data collection and data analysis for complex research projects
- Monitor procedures for quality assurance
- Provide cost detail on complex projects
- Train and direct the work of associates in research methodology and procedures used to conduct research projects of varying complexity

REQUIRED:

=20

- M.A./M.S in Social Sciences or Marketing Research/B.A./B.S. coupled with especially strong concentration in Social Science research methodologies
- Six years experience in survey research methodologies or related work=20
- Two years experience in project management, including projects that cross over departmental boundaries
- Extensive knowledge and experience in advanced survey research methodological techniques, practices and theories=20
- Knowledge and experience in project management, including cross-functional projects=20
- Effective communication skills =20
  
- Human relations skills that are essential to develop and maintain effective relations and communication with all levels of management, internal and external customers and to develop and motivate subordinates

DESIRED:

- General media audience measurement industry knowledge=20
- Bilingual capabilities, i.e., Spanish or Asian speaking/reading/writing
  
- Supervisory experience
- Knowledge and experience in SPSS and/or SAS, including multivariate analyses
- Knowledge of Nielsen Research Services. Focus on core businesses: meter and diary services methods, materials, procedures, and practices=20
- Experience in the application of survey research techniques, methods, practices and theories to Nielsen Research services
- Effective presentation skills (oral and written) for communicating with Nielsen superiors, associates and subordinates

NMR's department of Methodological Research, which reports to Paul J. Lavrakas, Ph.D., is part of the company's Research division that includes more than 100 staff working in statistics, methodology, and demography. Currently, Methodological Research has 18 researchers (most



of whom hold master's degrees in the social sciences or marketing research) and two administrative associates. These staff members are based in Oldsmar FL in the Tampa area. The department is made up of three subdivisions, each with its own director: a Person Meter/Set Meter/Out of Home Meter group, a Diary group, and a Mailable Meter group. Each group is responsible for (a) revising and testing new research methodologies to improve the quality of the data that NMR gathers via its various measurement services, (b) directing the Operating departments in implementing the proven new methodologies, as well as (c) continuously maintaining and monitoring existing methodological procedures. Participation in the dissemination of knowledge about the results of NMR's methodological studies through professional associations and publications is encouraged.

=20

Nielsen Media research is an equal opportunity employer.

For immediate consideration, please submit your resume as a Word document directly online at [www.nielsenmedia.com](http://www.nielsenmedia.com) <outbind://10/Local%20Settings/Temporary%20Internet%20Files/OLKF1/www.nielsenmedia.com> , select "Job Seekers" (bottom left) and then "Job Search-Field" (bottom left under "Careers"). Please apply to requisition number 200603512-TJ

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=====  
Date: Tue, 12 Sep 2006 16:47:10 -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: Tax Laws  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

=20  
Good afternoon all. I am looking at a new sales tax law from the Garden State. It is (NJSA 54:32B-3(b)(12)) and it is unclear to me. My accountants ran this by me yesterday and I was hoping others might have = seen it or understand it.

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It calls for the collection of sales tax for information services:  
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The law defines "information services" as the furnishing of information = of any kind, which has been collected, compiled, or analyzed by the seller, =

and  
provided through any means or method, other than personal or individual  
information which is not incorporated into reports furnished to other  
people.

=20  
Does anyone have any thoughts? Is there any one else in New Jersey who =  
is  
aware of this?

=20  
Paul A. Braun  
Braun Research Inc.  
271 Wall Street  
Princeton, NJ 08540  
=20  
Office: (609) 279-1600=20  
Fax: (609) 279-1318  
Cell: (609) 658-1434  
pbraun@braunresearch.com  
=20

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=====  
Date: Tue, 12 Sep 2006 22:45:02 -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: Media polls vs. private polls  
Comments: To: AAPORNET <[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

A new take on independent media polls vs. private polls from Robert  
Black, spokesman for Governor Rick Perry of Texas:

"All these media polls that promote the pollster should be taken  
with a grain of salt," said Black. "If the campaigns, all the  
campaigns in this race for governor, thought these polls were  
worth a darn, they wouldn't have their own pollsters."

To be fair, he was responding to the latest data from Rasmussen and  
Zogby, both of whom have more than their share of detractors, but, as  
they say, it's the thought that counts.

Those interested can read the whole story at:  
<http://www.chron.com/dispatch/story.mpl/headline/metro/4179436.html>

Jan Werner

-----  
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Please ask authors before quoting outside AAPORNET.

---

Date: Tue, 12 Sep 2006 20:16:23 -0700  
Reply-To: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Subject: Job Posting - Survey Analyst  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

### Survey Analyst

Polimetrix seeks an energetic and analytic person to join its Operations team as an entry-level Survey Analyst. The Survey Analyst's primary responsibility is executing projects. This includes designing, scripting and testing surveys, preparation and analysis of data for delivery to=20 clients, as well as monitoring ongoing studies and analyzing panel=20 participation data.

Candidates should have the following qualifications:

- \* Strong analytical and computing skills
- \* Excellent communication skills, both written and oral
- \* Ability to complete projects on time and maintain high standards
- \* Knowledge of SPSS, R, and SQL desirable.
- \* Coursework in statistics or econometrics would be helpful.
  - \* Prior experience in survey research is a plus, but not required.

Polimetrix is a venture-funded startup based in Palo Alto, CA, which develops analytics, infrastructure, and databases for survey and political research.=20

Submit resume and a cover letter describing qualifications to=20  
[jobs@polimetrix.com](mailto:jobs@polimetrix.com)

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---

Date: Wed, 13 Sep 2006 11:25:53 -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: Media polls vs. private polls  
Comments: To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

The comment displays a certain lack of knowledge about how campaigns use polls. They not only track the race, but provide strategic information on how to improve the candidate's standing. A public poll can't ask the same kinds of questions, and media typically do not release raw data for re-analysis.  
JAS

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

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

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

In a message dated 9/12/2006 11:35:29 P.M. Central Daylight Time, [jwerner@JWDP.COM](mailto:jwerner@JWDP.COM) writes:

A new take on independent media polls vs. private polls from Robert Black, spokesman for Governor Rick Perry of Texas:

"All these media polls that promote the pollster should be taken with a grain of salt," said Black. "If the campaigns, all the campaigns in this race for governor, thought these polls were worth a darn, they wouldn't have their own pollsters."

To be fair, he was responding to the latest data from Rasmussen and Zogby, both of whom have more than their share of detractors, but, as they say, it's the thought that counts.

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Jan Werner

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=====

Date: Wed, 13 Sep 2006 12:05:37 -0400  
Reply-To: LaToya Rembert <[lrembert@CMOR.ORG](mailto:lrembert@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: LaToya Rembert <[lrembert@CMOR.ORG](mailto:lrembert@CMOR.ORG)>  
Subject: Re: Tax Laws  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[01b101c6d6ac\\$a2c05330\\$5b00a8c0@BRICORP.com](mailto:01b101c6d6ac$a2c05330$5b00a8c0@BRICORP.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

CMOR has been in contact with the State of New Jersey Division of =  
Taxation  
and they also agreed that the definition as it currently stands is very  
vague. Nevertheless, CMOR provided a taxation specialist different =  
scenarios  
applicable to the survey research profession to test whether or not the  
profession would be included in the definition of Information Services.  
Based on their interpretations and in understanding the current design =  
of  
the definition of Information Services; the survey research profession =  
may  
be included. Yet, since there are a new host of tax laws, a more =  
thorough  
definition is being developed to help clarify the grey areas. The =  
specialist  
informed CMOR that there are hopes to have the more thorough information  
available by October 1, 2006. Yet, it may be longer. It will however, be  
available on the website which is located at  
<http://www.state.nj.us/treasury/taxation/index.html> as soon as the  
information becomes available.=20

CMOR was also informed that if businesses decide to collect the tax in  
compliance and later on they are found to be excluded, then they are  
entitled to receive a refund of the sales tax that has been collected. =  
CMOR  
will monitor the developments of this law and will provide you an update  
when a concrete definition has been made available to the public. In the  
meantime if you have any questions about this law or other state laws,  
please do not hesitate to contact CMOR State Legislative Coordinator, =  
LaToya  
Rembert-Lang at 301-654-6602.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun  
Sent: Tuesday, September 12, 2006 4:47 PM  
To: AAPORNET@asu.edu  
Subject: Tax Laws

=20

Good afternoon all. I am looking at a new sales tax law from the Garden State. It is (NJSA 54:32B-3(b)(12)) and it is unclear to me. My accountants ran this by me yesterday and I was hoping others might have seen it or understand it.

=20

It calls for the collection of sales tax for information services:

=20

The law defines "information services" as the furnishing of information of any kind, which has been collected, compiled, or analyzed by the seller, and provided through any means or method, other than personal or individual information which is not incorporated into reports furnished to other people.

=20

Does anyone have any thoughts? Is there any one else in New Jersey who is aware of this?

=20

Paul A. Braun  
Braun Research Inc.  
271 Wall Street  
Princeton, NJ 08540

=20

Office: (609) 279-1600

Fax: (609) 279-1318

Cell: (609) 658-1434

[pbraun@braunresearch.com](mailto:pbraun@braunresearch.com)

=20

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=====  
Date: Wed, 13 Sep 2006 09:38:40 -0700

Reply-To: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.COM)>

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

From: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.COM)>

Subject: Re: tape recorders and transcription services  
Comments: To: aapornet <aapornet@asu.edu>  
Comments: cc: Laura Burns <laura@eurekafacts.com>  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

I used to use MiniDisc recorders from Sony and had great success with =  
them. Small, portable, good for field or fixed focus group work. Discs =  
are inexpensive and long-lived, can be filed for permanence and files =  
uploaded to PC digitally. Models I used gave visual feedback they were =  
recording, very comforting!

To give an idea, here's an ad from a vendor I used; they have a nice =  
model on sale for \$300:  
<http://www.bswusa.com/proditem.asp?item=3DMZM100><<http://www.bswusa.com/pr=oditem.asp?item=3DMZM100>> with microphone.

Another good source of information is your local university's audio =  
visual production, public television, or distance learning departments. =  
They all face the problems of recording interviews/lectures in the same =  
conditions we do and can offer good advice on such esoterica as boundary =  
microphones.

Shap Wolf

On 9/8/06, Laura Burns <laura@eurekafacts.com> wrote:  
Hi,

I'm looking to find out what types of tape recorders are the best =  
value.

They are going to be used for focus groups. I also am curious about =  
your  
experience using digital recorders that go directly into the computer =  
with  
files that can be e-mailed versus traditional tapes.

I'm also looking for a good transcription service. Do transcription  
providers prefer the digital format over the traditional tapes and is =  
there  
a cost difference?

Finally, if traditional tapes are the preferred format, can anyone =  
recommend  
a good service in the DC area?

Thanks!

Laura Burns  
EurekaFacts LLC  
The Smart Marketing Information

17 West Jefferson Street Suite Five  
Rockville, Maryland 20850-4201  
Tel 301.610.0590 - 1.866.My-Facts - Fax 301.610.0640  
Email: [Laura@EurekaFacts.com](mailto:Laura@EurekaFacts.com)  
Web [www.EurekaFacts.com](http://www.EurekaFacts.com)

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---

Date: Wed, 13 Sep 2006 10:02:51 -0700  
Reply-To: Richard Rands <[rrands@CFMC.COM](mailto:rrands@CFMC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Richard Rands <[rrands@CFMC.COM](mailto:rrands@CFMC.COM)>  
Subject: Re: tape recorders and transcription services  
Comments: To: Shapard Wolf <[shapwolf@MSN.COM](mailto:shapwolf@MSN.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[BAY105-DAV4B31F4174917EE0596A38DD280@phx.gbl](mailto:BAY105-DAV4B31F4174917EE0596A38DD280@phx.gbl)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

For a couple of years I have been using an Olympus VN-240PC digital voice recorder. It has been exceptionally reliable and effective. I like it because I can vary the microphone sensitivity for one-on-one recording or for a room full of people. Newer DVR's have longer recording times now. It is very compact and has no moving parts.

Richard Rands  
CfMC

At 09:38 AM 9/13/2006 -0700, Shapard Wolf wrote:

>I used to use MiniDisc recorders from Sony and had great success  
>with them. Small, portable, good for field or fixed focus group  
>work. Discs are inexpensive and long-lived, can be filed for  
>permanence and files uploaded to PC digitally. Models I used gave  
>visual feedback they were recording, very comforting!  
>  
>To give an idea, here's an ad from a vendor I used; they have a nice  
>model on sale for \$300:  
><http://www.bswusa.com/proditem.asp?item=MZM100><<http://www.bswusa.com/proditem.asp?item=MZM100>>  
>with microphone.  
>  
>Another good source of information is your local university's audio  
>visual production, public television, or distance learning



>departments. They all face the problems of recording  
>interviews/lectures in the same conditions we do and can offer good  
>advice on such esoterica as boundary microphones.

>  
>Shap Wolf

>  
>On 9/8/06, Laura Burns <laura@eurekafacts.com> wrote:

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> I'm looking to find out what types of tape recorders are the best value.  
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>  
>  
> Thanks!

>  
>  
>  
> Laura Burns  
> EurekaFacts LLC  
> The Smart Marketing Information  
>  
> 17 West Jefferson Street Suite Five  
> Rockville, Maryland 20850-4201  
> Tel 301.610.0590 - 1.866.My-Facts - Fax 301.610.0640  
> Email: Laura@EurekaFacts.com  
> Web www.EurekaFacts.com

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Date: Wed, 13 Sep 2006 13:20:38 -0400  
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>  
Subject: Re: Tax Laws  
Comments: To: LaToya Rembert <lrembert@CMOR.ORG>, AAPORNET@asu.edu  
In-Reply-To: <001001c6d74e\$76ce99b0\$a564a8c0@CMORnotebook>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

LaToya,

I am getting mixed signals as well. I am hearing one side saying this is limited to reports, while data collection firms are not included if providing this service to another research firm. It is confusion.

Paul

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

From: LaToya Rembert [mailto:lrembert@CMOR.ORG]=20  
Sent: Wednesday, September 13, 2006 12:06 PM  
To: AAPORNET@asu.edu  
Subject: Re: Tax Laws

CMOR has been in contact with the State of New Jersey Division of Taxation and they also agreed that the definition as it currently stands is very vague. Nevertheless, CMOR provided a taxation specialist different scenarios applicable to the survey research profession to test whether or not the profession would be included in the definition of Information Services. Based on their interpretations and in understanding the current design of the definition of Information Services; the survey research profession may be included. Yet, since there are a new host of tax laws, a more thorough definition is being developed to help clarify the grey areas. The specialist informed CMOR that there are hopes to have the more thorough information available by October 1, 2006. Yet, it may be longer. It will however, be available on the website which is located at <http://www.state.nj.us/treasury/taxation/index.html> as soon as the information becomes available.=20

CMOR was also informed that if businesses decide to collect the tax in compliance and later on they are found to be excluded, then they are entitled to receive a refund of the sales tax that has been collected. =  
CMOR

will monitor the developments of this law and will provide you an update when a concrete definition has been made available to the public. In the meantime if you have any questions about this law or other state laws, please do not hesitate to contact CMOR State Legislative Coordinator, = LaToya Rembert-Lang at 301-654-6602.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun  
Sent: Tuesday, September 12, 2006 4:47 PM  
To: AAPORNET@asu.edu  
Subject: Tax Laws

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=20  
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=20  
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=20  
Paul A. Braun  
Braun Research Inc.  
271 Wall Street  
Princeton, NJ 08540  
=20  
Office: (609) 279-1600=20  
Fax: (609) 279-1318  
Cell: (609) 658-1434  
pbraun@braunresearch.com  
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Date: Wed, 13 Sep 2006 10:27:12 -0700  
Reply-To: Margaret Roller <rmr@ROLLERRESEARCH.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Margaret Roller <rmr@ROLLERRESEARCH.COM>  
Subject: Re: tape recorders and transcription services

I just completed 65 in-depth telephone interviews using an Olympus VN-960PC for the audio recording. It worked great and it was easy to upload the interviews to the PC. Very compact, easy to use.

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

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

Date: Wed, 13 Sep 2006 16:19:18 -0400  
Reply-To: Murray Edelman <murraye@RUTGERS.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Murray Edelman <murraye@RUTGERS.EDU>  
Subject: From the Family of Warren Mitofsky  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: quoted-printable

I was asked to post these notes of thanks to AAPOR members from Warren's family:

From his wife, Mia Mather:

I cannot remember how many times I have gone into Warren's study and =  
told  
him how late it was, and that he should come to bed. "I'll be right =  
there",  
he'd say. "I just want to finish a few emails." 99 times out of a =  
hundred  
(plus or minus 3 percent) he was responding to postings on AAPORnet. =  
Warren  
believed that AAPOR's mission was to encourage, to educate, and to =  
inform.

He loved being part of it.=20

Thank you to each of you who has spoken to us, or sent a card, or posted =  
a  
message, or just remembered him fondly and with respect. His children =  
and I  
are deeply moved by this unexpected, to us, outpouring of grief.  
=20

From his son, Bryan Mitofsky:

Thank you all for your thoughts. I take great pride in the man that =  
shaped  
me for this world. I hear your words resonate in my past actions and I  
realize how much influence he had on my life. As the next generation of  
Mitofsky to go forward in this world, ethically and morally I will do my  
utmost to live up to his expectations.=20  
=20

From his daughter, Elisa Clancy:

I just read all the AAPOR postings about Warren. I am truly proud of my =  
Dad.  
All the kind words from his colleagues have opened a window on his world =  
for  
me. It was so nice to read about his thoughtful comments and helpful =  
ways he  
had with all of you. To me he was always patient, kind, thoughtful and  
forever my teacher. It sounds like it wasn't only his kids he treated =  
this  
way. And the theme that resonated for me was his commitment to ethics. =  
He  
never in his life deviated from the fundamental values he held dear:  
equality, justice, fairness and more. He treated everyone with respect, =  
no  
matter their stature. His values and conveyance of them are his legacy. =  
I'll  
strive to live up to them.  
=20

=20

=20

Murray Edelman, Ph.D.  
Distinguished Scholar and Consultant =20

Eagleton Institute of Politics, Rutgers University

185 Ryders Lane  
New Brunswick, NJ 08901  
Phone: (732) 932-9384, ext. 240  
Fax: (732) 932-6778

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Murray Edelman, Ph.D.  
Distinguished Scholar

Consultant with the Rutgers/Eagleton Poll

Eagleton Institute of Politics=20

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Date: Wed, 13 Sep 2006 19:29:54 -0400  
Reply-To: "CASTANEDA, Isabela" <[ICASTANEDA@LMI.ORG](mailto:ICASTANEDA@LMI.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "CASTANEDA, Isabela" <[ICASTANEDA@LMI.ORG](mailto:ICASTANEDA@LMI.ORG)>  
Subject: Data entry companies  
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

Could anyone point me to a company that does data entry for hardcopy surveys? After many years of doing electronic surveys I'm now having to conduct a paper-and-pencil one. In the past I used Wirthlin Worldwide, but they disappeared a couple of years ago. Any leads would be helpful.

Thank you,  
Isabela Castaneda  
[icastaneda@lmi.org](mailto:icastaneda@lmi.org)

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Date: Wed, 13 Sep 2006 22:17:07 -0500

Reply-To: kjcramer@facstaff.wisc.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: KATHERINE CRAMER WALSH <kjcramer@FACSTAFF.WISC.EDU>  
Subject: Call for Papers: Midwest Political Science Association  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT  
Content-disposition: inline

Greetings,

You are invited and encouraged to submit papers, poster presentations, and volunteer to serve as a panel chair or discussant for the 65th annual conference of the Midwest Political Science Association. I have the honor of serving as the head of the Public Opinion section, and look forward to your proposals. Please see detailed information below.

Sincerely,  
Katherine Cramer Walsh  
Associate Professor  
Department of Political Science  
University of Wisconsin-Madison  
608-265-3679

\*\*\*\*\*CALL FOR PAPERS\*\*\*\*\*  
MIDWEST POLITICAL SCIENCE ASSOCIATION  
65th Annual Conference  
April 12-15, 2007

Palmer House Hilton, Chicago  
Proposal Deadline: October 2, 2006

Instructions for Submitting Proposals: [www.mwpsa.org](http://www.mwpsa.org)  
Proposals are to be submitted on-line using the 2007 Proposal Submission Forms available on the website.

Proposals should be submitted directly to the appropriate section heads of the 2007 Program Committee using the on-line forms. Do not send the same proposal to more than two section heads, and please inform each section head if you have submitted your proposal to another section. Submitting a proposal to two section heads does not increase the chance of having the proposal accepted.

If you are offering to serve as a panel chair or discussant, please indicate your fields of expertise and provide a statement of your interests. Individuals may participate on no more than two panels and/or poster sessions and informal roundtables. Participants may give one paper presentation and have one other panel role (as chair, discussant, co-author). Groups not affiliated with the MPSA that wish to sponsor panels should contact the MPSA Executive Director ([wdmorgan@indiana.edu](mailto:wdmorgan@indiana.edu)) to arrange this.

The 2007 conference will take place over four days, in a Thursday

morning through Sunday afternoon schedule of panels. By submitting a proposal, individuals agree to be available to participate in sessions during any of the four days of the conference. Requests for specific days or times for participation are not accepted, except for reasons related to religious observance or unusual family circumstances.

The Midwest Political Science Association reserves the right to accept or reject any proposal received from an individual or individuals desiring to participate in the annual conference.

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Date: Thu, 14 Sep 2006 10:20:03 +0200  
Reply-To: [braun@zuma-mannheim.de](mailto:braun@zuma-mannheim.de)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Braun <[braun@ZUMA-MANNHEIM.DE](mailto:braun@ZUMA-MANNHEIM.DE)>  
Organization: ZUMA  
Subject: General Online Conference 2007 - Call for Papers  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

Dear Colleagues,

please let me draw your attention to the Call for Papers of the

G.O.R. 07 General Online Conference 2007  
9th International GOR Conference  
26th - 28th of March,2007  
in Leipzig, Germany

You will find the Call for Papers on the following website:

<http://www.gor.de>

Best wishes,  
Michael

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

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



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Date: Thu, 14 Sep 2006 14:42:27 -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: Bush approval & gas prices  
Comments: To: aapornet aapornet <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0 (Apple Message framework v752.2)  
Content-type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed  
Content-transfer-encoding: 7bit

Unlike previous presidents, Bush's approval rating remains very tightly correlated with the price of gas. Freshly updated charts and analysis at <<http://www.leftbusinessobserver.com/BushNGas.html>>.

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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Date: Thu, 14 Sep 2006 16:27:18 -0400  
Reply-To: "Langer, Gary E" <[Gary.E.Langer@ABC.COM](mailto:Gary.E.Langer@ABC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: "Langer, Gary E" <Gary.E.Langer@ABC.COM>  
Subject: Warren Mitofsky tribute - NYAAPOR  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

A tribute to Warren Mitofsky, immediate past president of NYAAPOR, has been posted on the chapter's website. It includes the remarks offered by several speakers at Warren's memorial service Feb. 5, including his fellow former AAPOR presidents Kathy Frankovic and Andy Kohut. See <http://www.nyaapor.org>.

NYAAPOR, separately, will be announcing the creation of a student paper award named in Warren's honor.

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Date: Fri, 15 Sep 2006 00:40:31 -0400  
Reply-To: [rys3@COLUMBIA.EDU](mailto:rys3@COLUMBIA.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Robert Y. Shapiro" <[rys3@COLUMBIA.EDU](mailto:rys3@COLUMBIA.EDU)>  
Subject: Public opinion faculty position at CIDE  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: multipart/mixed; boundary="Boundary\_(ID\_CmpqJRguK0moxWn9Nbv6vQ)"

This message is in MIME format. The first part should be readable text, while the remaining parts are likely unreadable without MIME-aware tools.

--Boundary\_(ID\_CmpqJRguK0moxWn9Nbv6vQ)  
Content-type: TEXT/PLAIN; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: QUOTED-PRINTABLE

CIDE is a very strong school, teaching load for this position is half=20 that of an American university.

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Divisi=F3n de Estudios Internacionales

The Division of International Studies at the Center for Research and Teaching in Economics (CIDE), Mexico City, seeks a tenure-track assistant professor. The ideal candidate=92s research will focus on public opinion, w= ith an orientation toward issues of relevance to international relations, and have an interest in directing the Division=92s biannual survey of foreign

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Applicants should have a doctorate in hand by the date of appointment. Spanish language proficiency is not required at the time of hire, though candidates are expected to become proficient within a reasonable period of time. CIDE is a public social science research institute with small, elite undergraduate and masters programs. Salaries are comparable to US universities. The normal teaching load is one course per semester.

Interested applicants should submit, by FedEx or equivalent service: cover letter, CV, statement of the future research agenda, writing sample, teaching evaluations (if applicable), and 3 letters of the recommendation.

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For more information, please contact:

Prof. Matthew Kocher, Chair

International Relations Search Committee

CIDE

Carretera Mexico =96 Toluca 3655

Col. Lomas de Santa Fe

Mexico, D.F. 01210

[matthew.kocher@cide.edu](mailto:matthew.kocher@cide.edu)

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Date: Fri, 15 Sep 2006 09:11:41 -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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must have strong written and presentation skills.=20

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The individual should have senior level knowledge and experience in research with a concentration in quantitative and qualitative techniques. The candidate will have a background preferably in public relations, advertising, marketing communications or consulting.

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An advanced degree in market research, economics, business administration, marketing psychology, statistics or closely related discipline is required. Candidate must have high ethical standards plus an ability to work in a team culture where trust and integrity are high values.=20

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maevans@maesolutions.com <mailto:maevans@maesolutions.com>=20

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Date: Fri, 15 Sep 2006 10:34:08 -0400  
Reply-To: Roman Czujko <rczujko@AIP.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Roman Czujko <rczujko@AIP.ORG>  
Subject: entry level position available  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Hello all,

We have an entry level position available in the Washington DC area.

The American Institute of Physics is seeking a Senior Research Assistant who will be responsible for conducting surveys of the scientific workforce. The position involves statistical programming, database management, questionnaire development, data analysis, interpretation, and report production. The successful candidate will work as part of a research team.

Qualifications:

Bachelor's degree in social science or statistics preferred, or equivalent combination of education and work experience is desired. Requires experience with statistical software packages (syntax-based SPSS preferred), attention to detail, excellent computer skills, and excellent oral and written communication skills. Also requires experience with social science or survey research, and the ability to work independently and as part of a research team. Desktop publishing experience, knowledge of HTML/CSS, and strong proficiency in MS Office preferred.

Competitive salary and great benefits. Within walking distance from the College Park Metro station. Shuttle bus service provided.

If you feel you have the qualifications and would like to apply for this position, please notify the Human Resources Division at [aiphr@aip.org](mailto:aiphr@aip.org).

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Date: Fri, 15 Sep 2006 07:54:06 -0700  
Reply-To: John Fries <jfries@ANR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: John Fries <jfries@ANR.COM>

Subject: Locating Government and Other RFPs

Fellow AAPORnetters,

While I realize this may be inching uncomfortably close to "company secrets" and the boundaries of friendly competition, I was wondering what sources people have found useful for finding posted research RFPs (government or private sector).

My own web searches have uncovered several subscription-based services that supposedly do all the searching and sifting for you. However with so many out there I remain a bit skeptical...not that I wouldn't be willing to pay for such a service if it was productive.

Though our company has been around for nearly 30 years, we are looking to expand, and so in many ways we feel like a new company just getting started and trying to identify potential sources of revenue.

Anyway, I would welcome any insight you have. Please feel free to respond off list if you prefer.

Best Wishes,

John

--

John C. Fries  
Senior Project Director | Alan Newman Research  
<http://www.anr.com> | Market Research Consultants  
Phone: 804.272.6100 x228 | FAX: 804.272.7145  
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Date: Fri, 15 Sep 2006 11:17:24 -0400  
Reply-To: Laura Burns <[laura@EUREKAFACTS.COM](mailto:laura@EUREKAFACTS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Laura Burns <[laura@EUREKAFACTS.COM](mailto:laura@EUREKAFACTS.COM)>  
Subject: tape recorders and transcription services  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

I want to thank everyone who responded to my request for information on tape recorders and transcription services. Several people asked that I post the results so I'm attaching a copy of the e-mails I received on the bottom.

Also, in case your curious, we decided to go digital and purchase a mike that will plug into the computer. We are going to use a transcription service in Rockville. We had several people recommend Office Remedies in VA. Unfortunately, they are so popular that they are not accepting any new work. However we will see about using them in the future.

Thanks again!

Laura

-----  
-----

The most important thing you need if you want to record a focus group is the right microphone. I suggest you buy an external 'perimeter mike' that is made to pull in sound from around a table. Make sure it is turned on when you use it. Do not use the built-in mike of the tape recorder. These are voice activated, often are directional, and will not work when working in a roomful of people.

-----

In my opinion, the benefits of going the digital route far outweigh any technical hurdles. In the first place, digital recording is much easier to store, copy, and analyze. Besides, if you record on cassettes, you are likely to eventually incur the expense of having those tapes transferred to CD anyhow.

For recording your focus group, there are two ways you can go: Either (1) plug an omnidirectional [PC](http://www.amazon.com/exec/obidos/tg/detail/-/B0001YFYWY?v=glance) microphone into a laptop and record directly into a recording application -- like Adobe Audition, or Audacity [if you prefer software that's free](http://audacity.sourceforge.net/) -- and then transfer those audio files to wherever you want them stored, or (2) use an off-the-shelf digital [recorder](http://www.circuitcity.com/ssm/Olympus-Digital-Voice-Recorder-WS320M/sem/rp-sm/oid/155650/catOid/-13162/rpem/ccd/productDetail.do) and then transfer the files to your audio file storage computer.

Then you can use a digital audio transcriber (like Express Scribe ) to transcribe the audio.

-----

What is important is the microphone, not the tape recorder. Use the standard little box style recorder with a mic designed for recording

conferences - you can get them at Radio Shack and office supply places.

Last I knew they cost around \$100. I've used this setup for many focus groups and it yields excellent sound quality.

I don't have experience with a digital recorder, but some people here love them. I'm still a little too "old school" I guess.

We've been using Office Remedies for transcripts for many years now. If you google them I'm sure you'll find contact info.

---

Hey Laura! Just wanted to let you know that we recently bought some digital recorders that plug right into the computer and they are AWESOME.

great sound quality and easy to use. It's the Olympus Digital Voice Recorder, WS-100.

We have purchased the Olympus DS-2200 digital voice recorders and they are superior to traditional tapes for focus groups and one on one interviews. The software that comes with it loads onto the machine and the files upload from the recorders via a USB cable that's also provided in the package. From there, you can either share them on an internal server or burn onto CD's.

The files are large so I wouldn't recommend emailing them (an hour of talk time = approx. 15MB and they do not zip or compress well). We have a local transcription service that we use and we give them the files on CD to listen to for transcription. They seem to charge the same hourly rate to transcribe the audio from CD as they do from tape; however, I think it takes them longer to transcribe from CD because of the different format, driving up costs somewhat but not appreciably.

---

-

For a recent project where we had to conduct several groups in non-traditional settings, we did quite a bit of research on tape recorders. We ended up purchasing the Olympus DS 220 system and it worked beautifully for us. We used two recorders for each group, and the sound quality was excellent. We were able to easily transfer the digital files to an FTP site (you could also save them on CD-ROM or a flash drive).

Here's a website with more info about the system --

<<http://www.startstop.com/ds2200.asp>> <http://www.startstop.com/ds2200.asp>



I notice you're in Rockville, too. We use Office Remedies in Herndon, VA to do all our transcribing. They are very good. I don't think they have a preference for audio cassettes or computer files, but they can certainly do either. (For example, they downloaded our digital files from the FTP site I mentioned above.)

---

I am currently using an Olympus Digital Voice Recorder (Model #WS200S), which is available at Radio Shack and Best Buy. It's great for one-on-one interviews and the electronic format is really helpful. You simply plug it into a USB port in your computer and import the files.

We have been using a few of the Sony Digital Voice Recorders. The price range is from about \$60 to over \$200, depending on the features, but we use the basic model to record in-person and interviews and over the phone interviews. The quality is great and you can download the files to your computer and then upload them to a transcriber. There are no tapes or disc and they hold at least 16 hours of recording.

Once you download the audio files to your computer you erase the files on the recorder. The audio files are much too large to be emailed so we upload our files to Iomega Istorage and really like the service. We needed a service that was very secure, this is secure and inexpensive.

Once the files are uploaded to the file share website we send a link to the file to our transcription service. They then download the file on their end and send us the transcript via email. We save a lot on shipping charges and it is much faster. One note that it can take a while to upload these files, approx 30 minutes or more sometimes but you can upload multiple files at the same time.

I also much prefer storing audio files to computer rather than on a tape. It is easier to keep it more secure and takes up much less space and it is very easy to destroy.

Here is the link to the file sharing website:

[http://www.iomega.com/na/products/istorage\\_family.jsp?FOLDER%3C%3Efolder\\_id=26314943](http://www.iomega.com/na/products/istorage_family.jsp?FOLDER%3C%3Efolder_id=26314943)  
<[http://www.iomega.com/na/products/istorage\\_family.jsp?FOLDER%3C%3Efolder\\_id=26314943&ASSORTMENT%3C%3Eeast\\_id=26890319&bmUID=1158181606886](http://www.iomega.com/na/products/istorage_family.jsp?FOLDER%3C%3Efolder_id=26314943&ASSORTMENT%3C%3Eeast_id=26890319&bmUID=1158181606886)>  
&ASSORTMENT%3C%3Eeast\_id=26890319&bmUID=1158181606886

-----  
Here is our transcription service, contact Leta.

PuLe Transcribing

Leta Tuufuli

toll free: (877)820-9212

puletranscribing@yahoo.com

She does not charge any different to receive a tape versus digital format.  
Leta would also be a good person to talk with about the pros and cons of  
tape versus audio format and she might be able to suggest a particular model  
of recorder - or at least what features to look for.

Laura Burns  
EurekaFacts LLC  
The Smart Marketing Information

17 West Jefferson Street Suite Five  
Rockville, Maryland 20850-4201  
Tel 301.610.0590 - 1.866.My-Facts - Fax 301.610.0640  
Email: Laura@EurekaFacts.com  
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Date: Fri, 15 Sep 2006 12:41:57 -0400  
Reply-To: [ptuckel@HUNTER.CUNY.EDU](mailto:ptuckel@HUNTER.CUNY.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Peter Tuckel <[ptuckel@HUNTER.CUNY.EDU](mailto:ptuckel@HUNTER.CUNY.EDU)>  
Subject: mode effects on self-reported income  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

A colleague of mine (Bill Williams) would like to know if there are any data concerning survey mode effects on self-reported income.

A comment was made to him that self-reported incomes tended to be lower when asked in mail or online surveys than when reported via either personal or telephone interviewing.

Does anyone have any data bearing on this topic?

If you wish to contact him directly, his e-mail address is [bill.williams@hunter.cuny.edu](mailto:bill.williams@hunter.cuny.edu).

I believe, though, that there might be many people interested in possible responses to this query.

Thank you for any assistance you might provide with this question.

Peter Tuckel  
Department of Sociology  
Hunter College

-----  
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=====  
Date: Fri, 15 Sep 2006 12:58:57 -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: yet another Warren thought  
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

After the initial shock, I confess that my next reaction was some guilt over the times I had argued with Warren. I thought maybe I should have been nicer....

But in truth, Warren loved a good debate. So he might not want to change anything that was said. And he never took it personally--he really did get the notion that just because someone may disagree with another on a particular topic or point of methodology, it doesn't mean that we don't respect or even like the other person.

(Indeed, my husband is a "recreational arguer," and we have decades-long ongoing discussions over issues like whether "America the

Beautiful" should be the national anthem and whether movie violence harms children.)

But I'm still going to try to be nicer when I disagree with others. This much-too-soon loss is a reminder that every time we talk to someone, it might be the last time.

Colleen

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: Fri, 15 Sep 2006 14:43:56 -0400  
Reply-To: Elihu Katz <[EKatz@ASC.UPENN.EDU](mailto:EKatz@ASC.UPENN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Elihu Katz <[EKatz@ASC.UPENN.EDU](mailto:EKatz@ASC.UPENN.EDU)>  
Subject: Re: yet another Warren thought  
Comments: To: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

Woody Allen's parents argued over which is the larger ocean--the atlantic or the pacific. Elihu Katz

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Colleen Porter  
Sent: Friday, September 15, 2006 12:59 PM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: yet another Warren thought

After the initial shock, I confess that my next reaction was some guilt over the times I had argued with Warren. I thought maybe I should have been nicer...

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Colleen

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: Fri, 15 Sep 2006 15:00:49 -0400  
Reply-To: [jtanur@NOTES.CC.SUNYSB.EDU](mailto:jtanur@NOTES.CC.SUNYSB.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Judith Tanur <[jtanur@NOTES.CC.SUNYSB.EDU](mailto:jtanur@NOTES.CC.SUNYSB.EDU)>  
Subject: Job opportunity  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII

Human Services Research Institute (HSRI) is a nonprofit organization that works to promote behavioral health systems change through research and evaluation activities. HSRI seeks a full-time experienced Research Associate with experience working in substance abuse prevention research. Knowledge of state-level reporting is required. The Research Associate will assume significant responsibility for managing ongoing project(s) in substance

abuse

prevention, including research design, coordinating both quantitative and qualitative data collection efforts, setting research agendas, coordinating research teamwork, conducting statistical analysis involving sophisticated multivariate methods, interpreting results, and writing reports as part of multi-site, national studies.

Job Requirements:

Master's degree and several years of research experience or Ph.D. in a related field

Strong organizational skills

Experience developing, testing and modifying performance measures desirable

Experience with substance abuse prevention programs at the state level

Experience with state and national data sets

Experience working with a multidisciplinary team

Experience designing and conducting quantitative research projects in behavioral sciences

Strong writing skills

Strong presentation and oral skills

Experience with SPSS, Microsoft Word, Excel, and PowerPoint

Ability to work independently and assume a leadership position as part of a team

Start date: Immediate

Please send cover letter and resume/CV to:

Meagan Carmody

2336 Massachusetts Ave.

Cambridge, MA 02140

mcarmody@hsri.org

No phone calls please- mail/email contact only.

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=====  
Date: Fri, 15 Sep 2006 13:14:05 -0700

Reply-To: Stacey Symonds <[stacey.symonds@CAPITALONE.COM](mailto:stacey.symonds@CAPITALONE.COM)>

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

From: Stacey Symonds <[stacey.symonds@CAPITALONE.COM](mailto:stacey.symonds@CAPITALONE.COM)>

Subject: Research Opportunities at Capital One Financial

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

If interested in either of these opportunities, please contact=20

kitty.madden@capitalone.com.=20

Capital One Financial, Director, Consumer Insights

## Department Marketing Statement

You're a knowledge-is-a-competitive-advantage professional.

At Capital One, a financial services leader and FORTUNE 500 company, we value expertise in specialized disciplines. If you have deep knowledge in market research, you can join a fast-paced, collaborative environment that appreciates and rewards your experience

## Organizational Marketing Statement

The Brand Marketing organization develops value propositions, delivers market insights and analysis, and plans communication for individual business units throughout Capital One. Functioning as the key consumer advocate, Brand Marketing drives consumer insights into the decision making process.

## Position Key Responsibilities:

- \*Partnering and consulting with business clients to proactively identify opportunities for consumer research to bring important insights to the business, as well as to diagnose/interpret business issues and recommend and gain alignment to effective research plans in order to fill the knowledge gaps

- \*Partnering with vendors in order to leverage their skills most effectively; manage vendors as they execute research studies, including stimulus and sample development and definition, field management, interviews, analysis specifications, analysis, reporting, timelines, budgets.

- \*Understanding the results of studies toward developing impactful insights that drive strategy and decision making; effectively presenting results and insights to business partners and stakeholders

- \*Develop insights across multiple studies, secondary studies, and competitive intelligence sources to further impact strategy and decision-making; partner with business clients to communicate these insights

- \*Responsible for managing large, strategic studies with broad scope including identification of the need, design and development of the study, gaining alignment with clients and stakeholders, selecting and managing vendors, developing and delivering study results and insights that drive decision making

- \*Serves as a key consumer advocate with business teams/partners

- \*Takes ownership for all aspects of learning agendas, project prioritization overviews with clients, budget and resource management

- \*Responsible for coaching and development of staff members, talent matching and resource deployment, recruiting and bringing new team members on board, performance management and identifying and providing training opportunities

## Job Qualifications

### Required:

- \*College degree, with preferred major in marketing/marketing research, statistics, computer science/engineering or consumer psychology

- \*10+ years marketing research or equivalent experience; including planning, execution, and analysis of research and consulting with clients on both the front-end and back-end of research projects

- \*Mastery of qualitative and quantitative marketing research methods, including appropriate uses of all types of methods, survey design,

sampling, and statistical analysis

- \*Strong analytical skills, including the ability to analyze and interpret large data sets, identify insights, and synthesize how these insights impact the business (so what? and now what?) and strategy
- \*Strong writing and presentation skills, including the ability to present and defend both research plans and recommendations and conclusions based on research findings, analysis, and insights
- \*Experience leading and developing a team of researchers and/or market analysts
- \*Ability to lead internal and vendor teams in executing large scale research projects, as well as the ability to manage multiple studies that are in various stages in the process at the same time
- Ability to travel - Domestic US (20%)

Preferred:

- \*Advanced degree, preferably an MBA in marketing/marketing research or MS in research, consumer psychology, or related field
- \*Experience on both the supplier side and the client side within the marketing research profession
- \*Experience at a Fortune 500 company or a company well-known for marketing research discipline
- \*Direct experience with B2B and B2C research

Capital One Financial, Research Manager, Consumer Insights

Position Key Responsibilities:

- \*Effectively partners with peers, managers and leaders of the Brand Strategy group to collaborate on key initiatives and leverage best practices in marketing research and strategy development
- \*Develop impactful insights that drive strategy and decision making, including leveraging and integrating primary research, multiple studies, secondary sources, and competitive intelligence
- \*Diagnose and interpret business issues, identify knowledge gaps and obtain support from marketing and business partners for effective research and analytic plans
- \*Present market insights to business partners and stakeholders that drive business actions

Job Qualifications

Required:

- \*College degree, with preferred major in marketing, economics, statistics, business, computer science/engineering, sociology or psychology
- \*5+ years experience in one or more of following areas: marketing research, marketing consulting, marketing strategy, active user of marketing research, or equivalent
- \*Strong analytic skills, including the ability to analyze and interpret large data sets, identify insights, and synthesize how these insights impact the business (so what? and now what?) and strategy
- \*Strong writing and presentation skills, including the ability to present and defend both research plans, recommendations and conclusions based on research findings, analysis, and insights
- \*Demonstrated ability to operate independently with multiple constituents with tight timelines and changing priorities



\*Experience in planning, execution, and analysis of market research across=20 wide range of survey techniques with knowledge of sampling and statistical=20 survey analysis

\*Ability to lead internal and vendor teams in executing large scale=20 research and analytic projects, as well as the ability to manage multiple=20 in-process studies simultaneously=20

\*Ability to travel - Domestic US (20%)

Preferred:

\*Advanced degree, such as an MBA or an MS (statistics, economics,=20 marketing research, consumer psychology, or related field)

\*Experience on either the supplier side or the client side within the=20 marketing research profession

\*Experience at a Fortune 500 company or a company well-known for marketing=20 discipline

\*Specific experience in advanced research methods such as conjoint,=20 discrete choice, segmentation and statistical modeling

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Date: Fri, 15 Sep 2006 17:33:46 -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: When posting a job notice

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

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I'm surprised by how often a job posting does not mention the geographic location of the actual job. I'm keeping my eyes open for a couple of people for

whom geography is a criterion. Can we all be more cognizant of this when we post? Or are we just doomed on this one? JAS

J. Ann Selzer, Ph.D.

Selzer & Company, Inc.

Des Moines, Iowa 50312

515.271.5700

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

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

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Date: Fri, 15 Sep 2006 20:18:55 -0400  
Reply-To: C Blake <[caremail2@YAHOO.COM](mailto:caremail2@YAHOO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: C Blake <[caremail2@YAHOO.COM](mailto:caremail2@YAHOO.COM)>  
Subject: Re: When posting a job notice  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[24b.1076d973.323c763a@aol.com](mailto:24b.1076d973.323c763a@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Amen.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of J. Ann Selzer  
Sent: Friday, September 15, 2006 5:34 PM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: When posting a job notice

I'm surprised by how often a job posting does not mention the geographic location of the actual job. I'm keeping my eyes open for a couple of people for whom geography is a criterion. Can we all be more cognizant of this when we post? Or are we just doomed on this one? JAS

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

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

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

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Date: Sat, 16 Sep 2006 11:16:13 -0500  
Reply-To: Francis Fullam <[quire1@EARTHLINK.NET](mailto:quire1@EARTHLINK.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Francis Fullam <[quire1@EARTHLINK.NET](mailto:quire1@EARTHLINK.NET)>  
Subject: Re: tape recorders and transcription services  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%200609131027120186.66FB@LISTS.ASU.EDU](mailto:LISTSERV%200609131027120186.66FB@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

I have a friend who swears by the latest edition of the Dragonspeak software. He says it is a real breakthrough and works right out of the box. He does one on one interviews and no longer send his tapes out for transcriptions. He puts headphones on, listens to his tapes and speaks what he hears into a mike connected to Dragonspeak. It has a very high rate of accuracy he claims. It can't deal with two people speaking at the same time or two different voices but if you are willing to read your tapes out load, it can a very cost effective tool.

Francis Fullam

ps

Warren is the only pollster I ever met who made the profession look "cool"

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Date: Sun, 17 Sep 2006 14:01:20 +0200  
Reply-To: Edith de Leeuw <[edithl@XS4ALL.NL](mailto:edithl@XS4ALL.NL)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Edith de Leeuw <[edithl@XS4ALL.NL](mailto:edithl@XS4ALL.NL)>  
Subject: Re: mode effects on self-reported income  
Comments: To: [ptuckel@HUNTER.CUNY.EDU](mailto:ptuckel@HUNTER.CUNY.EDU), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[20060915124157.AEQ74438@mirapoint.hunter.cuny.edu](mailto:20060915124157.AEQ74438@mirapoint.hunter.cuny.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

In 1990 I did a mode comparison including an open question on family income. In a controlled experiment mail, telephone, and face-to-face interviews were compared (no Internet in the 1990's in Holland:-))  
No statistically significant differences in magnitude of reported income were found, nor differences in (Item) nonresponse on this questions.  
However, in the mail survey, we found that respondents reported with more 'precision' that is more often in 'guilders and cents', while in both face-to-face and telephone interviews the income was more often reported in 'rounded' numbers. In telephone interviews more often the spontaneous word 'approximate' was added to the answers.

All conclusions remained the same when we statistically corrected for differences in background characteristics between respondents.

For more detail see <http://www.xs4all.nl/~edithl/pubs/disseddl.pdf>  
pag58-60

Best regards, Edith

At 12:41 PM 9/15/2006 -0400, Peter Tuckel wrote:

>A colleague of mine (Bill Williams) would like  
>to know if there are any data concerning survey mode  
>effects on self-reported income.

>  
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>incomes tended to be lower when asked in mail  
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>personal or telephone interviewing.

>  
>Does anyone have any data bearing on this topic?

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>  
>I believe, though, that there might be many people  
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>  
>Thank you for any assistance you might provide with  
>this question.

>  
>Peter Tuckel  
>Department of Sociology  
>Hunter College

>  
>-----  
>Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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Date: Mon, 18 Sep 2006 13:04:09 -0400  
Reply-To: Adria Gallup-Black <[agallup@SMTP.AED.ORG](mailto:agallup@SMTP.AED.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Adria Gallup-Black <[agallup@SMTP.AED.ORG](mailto:agallup@SMTP.AED.ORG)>  
Subject: Job Opportunity, Academy for Educational Development (AED)  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: base64  
Content-disposition: inline

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weighting technique to try to adjust for any possible overrepresentation of Democrats...

"The weighting was achieved by subtracting the poll's margin of error of 4.8 percentage points from the portion of poll respondents who said they were Democrats, bringing that down to 47 percent, and adding the error margin to the portion who said they were Republicans, increasing that to 30 percent.

"A statistical computer formula was then used to weight the results of the entire poll using that new breakdown.

"Pollster Gerry Chervinsky [of KRC/Communications Research, based on Newton, Mass.] said it was a standard weighting technique..."

Is that true?

Woody

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
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Date: Mon, 18 Sep 2006 15:47:42 -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: Job posting: Research Scientist in survey design  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

Harris Interactive seeks exceptional Research Scientist in survey design

Job title: Research Scientist (tracking code - 623)

Job Description:

The Internet Methodology team within Harris Interactive seeks to hire a=20 full-time Research Scientist/Senior Research Scientist who will help=20 improve survey design throughout the company. This position is an=20 excellent opportunity for a self-starter who is intellectually curious and=20 genuinely excited about research. Areas of competence include survey=20 design, statistics, and research methodology (with a strong emphasis in=20 experimental design). Experience with the design of surveys in various=20 content areas is essential. The ideal candidate will be adept at improving=20 survey logic and flow, improving the visual appearance of surveys,=20 improving the methodology used and developing survey measures that are=20 appropriate given the statistical analysis to be conducted and the client=20 business problem solved. In addition, the research scientist will help=20



implement company-wide training programs in survey design and assist in=20 conducting advanced research on survey design and methodology, along with=20 writing up research results for presentation and publication. In addition=20 to assisting project staff with survey design issues, the successful=20 candidate would be expected to research and develop new survey products in=20 conjunction with colleagues who are industry experts as needs arise. This=20 may include by not limited to the following:

1. Provide survey consulting advice: Assist and consult with project=20 staff regarding survey design to ensure the validity of survey=20 measurement. Review surveys for logic, flow, visual appearance, wording,=20 scale design, methodology, etc. Provide solutions to problems with quota=20 management.

=20  
2. Training: Develop training materials on survey design for staff at=20 all levels and presentations based on research results=20

3. Policies/Process: Help design and implement new policies and=20 processes based on research results: Assist in the process of evaluating=20 the quality of surveys written by project staff throughout the company. =20 Assist in the development of policies and procedures that improve the=20 quality of the company=92s research.=20

4. Assist with and conduct innovative research: Assist in research=20 and publication exploration of topics including survey length, survey=20 accuracy, response rates, survey quality, and respondent motivation. =20 Present research papers at conferences. Assist in writing existing and=20 new research for publication

5. New product development: Develop survey products for groups across=20 the company in consultation with experienced industry experts.

6. Assist marketing and sales teams in developing materials for=20 external clients.

#### Required Skills:

=95 An advanced degree is expected, a PhD is preferred.=20

=95 A strong interest and enthusiasm for research=20

=95 Strong statistics background to handle quantitative analyses,=20 including extensive familiarity with statistics packages (e.g. SPSS)=20

=95 Excellent writing and editorial skill, with great attention to=20 detail=20

=95 Strong social skills, able to interact well with clients, research=20 staff, and colleagues

=95 Excellent teaching and presentation skills

=95 Strong self-motivation, initiative, independence, and follow-  
through on responsibilities

=95 Must maintain a flexible schedule for monitoring and managing=20  
survey activities in global business units

=95 The ideal candidate will come from a social science background=20  
(e.g. psychology, sociology, business/marketing research), but others are=20  
encouraged to apply if they have the requisite research and analytic=20  
skills (e.g. English, linguistics)=20

=95 Though not extensive, this position involves some irregular hours=20  
in monitoring and managing survey activities in global business units=20

=95 Position involves some travel for client presentations and for=20  
conferences (about 40 days per year)

Job Location: Rochester, NY, US (preferred), although can be located in=20  
our other U.S. offices in New York City; Princeton, NJ; Washington, DC.  
Position Type: Full-Time/Regular

More information at: [www.harrisinteractive.com](http://www.harrisinteractive.com) --> Careers --> USA -->=20  
Market Research --> Research Science/Methodology --> Market Research=20  
Scientist

For more information contact: Todd Hansen ([thansen@harrisinteractive.com](mailto:thansen@harrisinteractive.com))

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
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=====  
Date: Mon, 18 Sep 2006 18:23:13 -0600  
Reply-To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Subject: Re: Weighting Chicago Sun Times poll  
Comments: To: [WCARTER@MCIC.ORG](mailto:WCARTER@MCIC.ORG), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[AA-C6CBD3DC2D22670AFF485ABD75E018AE-ZZ@rome1.prodigy.net](mailto:AA-C6CBD3DC2D22670AFF485ABD75E018AE-ZZ@rome1.prodigy.net)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Hi Woody,

I long ago worked at KRC (Cambridge, MA) as research director, doing  
statistical weighting. I never used weighting schemes like this then, nor  
have I since heard of this approach used (other than for understanding  
turnout effects, perhaps, but never something that gets reported in final  
analysis).

As you know, Woody, assuming a random sampling, there is actually a known  
probability that the OPPOSITE of KRC's weighting scheme is equally true --  
i.e. that there are "4.8%" MORE Democrats and "4.8%" FEWER Republicans in  
the population than that sampled ! (Note that, given non-sampling error, not

knowing proportions, desired confidence levels, etc., I put "4.8%" in quotes so as to convey that "4.8%" isn't as precise as it otherwise suggests.)

Said too simplistically, mainstream sampling and analysis methodology includes 1) taking great care to interview the most representative sampling possible (across multiple days, using multiple call backs, including of initial refusals, etc. etc.) -- and then 2) you go with your numbers.

Meaning, as we all know, a carefully drawn sampling is the most precise measure possible of any unknown proportion. And the precise turnout by party affiliation in any election can usually be estimated within ranges -- but not precisely. Or, even in that rare chance that we do estimate it precisely, the odds of replicating that success in future elections is all the more improbable.

Meaning, there is no obviously good rationale for abandoning your observed study results derived from a good sampling -- particularly to instead alter them with an arbitrary weighting scheme like this. Especially if the weighting scheme looks only at one extreme scenario and not the other. Even exit polling data of a recent and like election is not always a precise basis for estimating future, actual turnout of Democrats and Republicans (and unaffiliated/independent, for that matter). So long as voters remain a self-selected population, turnout ratios in every election will always vary. Sometimes a little, sometimes a lot.

In fairness, perhaps this weighting scheme was used as a speculative exercise (e.g. estimating the effects of voter turnout using varied scenarios) -- and was reported as such. All I know about this is what you have written here, but that does not sound like the case.

Granting him all the respect that he is due, back in the early 1980s, Mr. Chervinsky's speciality and training was not in survey research methodology. Perhaps he has since acquired formal (formal) training. I hope so. Because, if not, even the past 2 decades of polling experience for network affiliates is no substitute for the knowledge of survey research required to reliably find that intersection between the theoretical and practical understanding of sampling, questionnaire development, proper interviewing, analysis -- and weighting -- that is required to get it right. (Most of the time).

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Woody (Ellwood) Carter

Sent: Monday, September 18, 2006 2:37 PM

To: AAPORNET@asu.edu

Subject: Weighting Chicago Sun Times poll

On page 21 of today's Chicago Sun Times, as a sidebar on an article about the current governor's lead over a challenger, the following text appears:

"To ensure the accuracy of the ... Poll, the pollster ran a separate set of numbers, applying a statistical weighting technique to try to adjust for any possible overrepresentation of Democrats...

"The weighting was achieved by subtracting the poll's margin of error of 4.8 percentage points from the portion of poll respondents who said they were Democrats, bringing that down to 47 percent, and adding the error margin to the portion who said they were Republicans, increasing that to 30 percent.

"A statistical computer formula was then used to weight the results of the entire poll using that new breakdown.

"Pollster Gerry Chervinsky [of KRC/Communications Research, based on Newton, Mass.] said it was a standard weighting technique..."

Is that true?

Woody

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signoff aapornet  
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Date: Mon, 18 Sep 2006 21:29:57 -0400  
Reply-To: "Santos, Rob" <[RSantos@UI.URBAN.ORG](mailto:RSantos@UI.URBAN.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Santos, Rob" <[RSantos@UI.URBAN.ORG](mailto:RSantos@UI.URBAN.ORG)>  
Subject: Re: Weighting Chicago Sun Times poll  
Comments: To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>, <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1

In Warren's spirit of candid discouse, let's cut to the chase: the weighting mechanism described here is both unconventional and without any apparent theoretical justification

Rob Santos... thinking of (and missing) Warren  
Urban Institute

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

From: Ron Riley

To: AAPORNET@asu.edu  
Sent: 9/18/06 8:23 PM  
Subject: Re: Weighting Chicago Sun Times poll

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
Please ask authors before quoting outside AAPORNET.

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Date: Tue, 19 Sep 2006 09:30:23 -0400  
Reply-To: Adria Gallup-Black <[agallup@SMTP.AED.ORG](mailto:agallup@SMTP.AED.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Adria Gallup-Black <[agallup@SMTP.AED.ORG](mailto:agallup@SMTP.AED.ORG)>  
Subject: Job Opportunity (repost), Academy for Educational Development  
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

Hello again:

My apologies to the list for the repost, but my 9/18/06 posting might have come through as garbled on some e-mail systems. I am hoping this one will work.

The position is in New York, NY; interested parties should respond directly to the address in the posting and reference the job description number (CS6299LS). Thanks.

#### JOB DESCRIPTION #CS6299LS

Position: Senior Research and Evaluation Officer (NY)  
Supervisor: Vice President and Co-Director

#### Project Summary:

The AED Center for School and Community Services is part of AED's U.S. Education and Workforce Development Group. The Center uses

multidisciplinary approaches to address critical issues in education, health, and youth development. To achieve its goals, the Center provides technical assistance to strengthen schools, school districts, and community-based organizations. It conducts evaluations of school and community programs while striving to provide the skills and impetus for practitioners to undertake ongoing assessment and improvement. The Center also manages large-scale initiatives to strengthen practitioner networks and accelerate systems change and uses the knowledge gained from this work to advocate for effective policies and practices and disseminate information through publications, presentations, and on the World Wide Web.

A substantial portion of this job will include work for the Southeast Regional Educational Laboratory (REL-SE). REL-SE is a five year contract funded by the U. S. Department of Education, Institute of Educational Sciences (IES) covering the six state region of Alabama, Florida, Georgia, Mississippi, North Carolina, and South Carolina. The primary mission of the REL-SE is to serve the educational needs of this region, using applied research, development, dissemination, training, and technical assistance, to bring the latest and best research and proven program practices into school improvement efforts. The priority of the REL-SE is in addressing the goals of No Child Left Behind with a focus on academic achievement and school improvement. To address these needs, the REL-SE shall be an "emissary of science" providing policymakers and practitioners with research, training and technical assistance based on the highest quality evidence. When such evidence is not available and schools need appraisal and analysis of alternative strategies to improve learning, the REL-SE will be expected to fill the void, with applied research and development.

The position will also include work on other research and evaluation projects located within AED's School and Community Services Center.

#### Position Summary:

Based in the AED New York Office, the Senior Program Officer will work closely with the SCS Vice Presidents and other staff to manage the development of the Center and its programs, particularly the development of its educational research and evaluation portfolio and SEL-RE work. The Senior Program Officer will design, develop, and direct national research and evaluation projects in education, teacher preparation and professional development, school reform/restructuring, school-community partnerships, afterschool programs and youth development initiatives. The Senior Research and Evaluation Officer will direct and supervise staff, conduct project quality control procedures, coordinate project work with partner organizations, plan and implement all aspects of research studies, including randomized control trials. In addition, the researcher will work with other School and Community Services staff to develop, manage and provide technical advice to other research and evaluation projects and center staff.

#### Essential Job Functions:

- \* Direct, co-direct and/or participate extensively in the planning, design, and implementation of selected project research studies, tasks, and activities.



- \* Conceptualize and plan appropriate research designs including experimental, quasi-experimental, correlational and mixed-method designs; sampling frameworks and procedures, and data collection procedures.

- \* Develop research instruments (e.g., surveys, interviews, observational protocols, program implementation logs), measures, and other research protocols.

- \* Establish and manage data collection in the field. Participate in data collection as needed.

- \* Develop and manage data entry and cleaning procedures.

- \* Plan and conduct qualitative and quantitative data analyses, including power analyses and inferential analyses (e.g., multilevel analyses.)

- \* Write and produce data analysis summaries and project reports.

- \* Write and edit articles and other materials related to project work.

- \* Present and communicate data findings to clients. Present AED reports and findings at seminars and conferences.

- \* Plan, lead, and facilitate workshops, seminars, presentations, and conferences. Represent AED at national conferences.

- \* Work closely with center vice presidents and other SCS staff to identify and act on development opportunities.

- \* Coordinate project work with partners located outside of AED.

- \* Recruit, manage, supervise and mentor other staff as needed.

- \* Other job duties as assigned.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with a job.

#### Education:

Doctorate in one of the following or related fields: Education, Educational Research, Research and Evaluation, Measurement and Evaluation, Sociology, or other related Social Science fields is required.

#### Experience:

##### Specific Knowledge Requirements:

- \* Minimum 10 years of work experience in educational and social science research, educational reform, teacher preparation and quality, and education and training.

- \* Significant experience and expertise in quantitative evaluation including: survey design and research; and design and analysis of longitudinal studies of student/teacher outcomes.

- \* Experience with planning and conducting randomized controlled trials, including the development of appropriate research designs and data analyses preferred.

- \* Experience working in diverse settings and communities, especially low-income, urban communities.

#### Skills:

- \* Proficiency with SPSS, SAS or other social science statistical package.

- \* Excellent written and verbal communication skills.
- \* Excellent proposal writing skills and track record.
- \* Strong organizational and interpersonal skills.
- \* Ability to take initiative, and to work independently and as part of project teams.
- \* Ability to direct research projects and project staff.
- \* Ability to work under pressure and against deadlines.

Additional Information:

Supervisory Responsibilities: Initially, position will not involve supervision. However, there is a strong possibility of having supervisory responsibilities.

Equipment To Be Used: Computers, fax machines, telephones, calculators.

Typical Physical Demands: Not applicable.

Working Conditions including Travel and Overtime: Must be free to travel on an as needed basis.

Interested applicants should send resume with cover letter referencing position #CS6299LS to: AED/HR, 1825 Connecticut Avenue, NW, Washington, D.C. 20009; fax: (202) 884-8413 or email: employ@smtmp.aed.org (preferred). For additional information, visit our website at <http://www.aed.org>.

We thank all individuals for their interest in AED, however only those selected for interviews will be contacted.

Individuals responding to job postings are considered applicants if you meet the following criteria: (1) have expressed interest through the Internet, email or other related technologies, (2) are considered by the AED for a particular position, (3) possess the basic qualifications for the position and (4) do not at any point remove yourself from consideration.

AA/EOE/M/F/D/V

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=====  
Date: Tue, 19 Sep 2006 10:22:10 -0400

Reply-To: JAnnSelzer@AOL.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>

Subject: Re: Weighting Chicago Sun Times poll

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

In addition to other comments made, there is an inherent problem of weighting by party identification, since it is a floating variable. We probably all know people who are registered independent but sometimes consider themselves Democrats, depending on the candidates and the issues in an election. Or others who are registered Republicans, but who could truthfully tell a pollster she considers herself independent on a particular night.

Weighting by party ID is equivalent to weighting by the horserace and I just can't imagine any situation where that would seem ethical.

My guess is the pollster had other problems in the poll, not a fluke overrepresentation of Democrats. Better to solve those issues. JAS

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

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

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

In a message dated 9/18/2006 6:18:38 P.M. Central Daylight Time, [WCARTER@MCIC.ORG](mailto:WCARTER@MCIC.ORG) writes:

On page 21 of today's Chicago Sun Times, as a sidebar on an article about the current governor's lead over a challenger, the following text appears:

"To ensure the accuracy of the ... Poll, the pollster ran a separate set of numbers, applying a statistical weighting technique to try to adjust for any possible overrepresentation of Democrats...

"The weighting was achieved by subtracting the poll's margin of error of 4.8 percentage points from the portion of poll respondents who said they were Democrats, bringing that down to 47 percent, and adding the error margin to the portion who said they were Republicans, increasing that to 30 percent.

"A statistical computer formula was then used to weight the results of the entire poll using that new breakdown.

"Pollster Gerry Chervinsky [of KRC/Communications Research, based on Newton, Mass.] said it was a standard weighting technique..."

Is that true?

Woody

---

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Date: Tue, 19 Sep 2006 11:27:53 -0400  
Reply-To: "Murray, Patrick" <[pdmurray@MONMOUTH.EDU](mailto:pdmurray@MONMOUTH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Murray, Patrick" <[pdmurray@MONMOUTH.EDU](mailto:pdmurray@MONMOUTH.EDU)>  
Subject: Re: Weighting Chicago Sun Times poll  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Here's the full text. Apparently, there were two polls: one for Ill. gub and one for Cook County president that many observers felt were extremely over-Democratic.

---

To ensure the accuracy of the Chicago Sun-Times/NBC5 Poll, the pollster ran a separate set of numbers, applying a statistical weighting technique to the results to try to adjust for any possible overrepresentation of Democrats.

With the weighting, Democrat Rod Blagojevich's lead over Republican Judy Baar Topinka dropped about 9 percentage points from his margin in the unweighted results.

In the adjusted version, Blagojevich was beating Topinka, 51 percent to 30 percent.

The weighting was achieved by subtracting the poll's margin of error of 4.8 percentage points from the portion of poll respondents who said they were Democrats, bringing that down to 47 percent, and adding the error margin to the portion who said they were Republicans, increasing that to 30 percent.

'Clear lead'=20

A statistical computer formula was then used to weight the results of the entire poll using that new breakdown.

Pollster Gerry Chervinsky said it was a standard weighting technique used to correct any perceived disparities generated by the poll's random-digit-dialing methodology.

But the news organizations opted to go with the original results because there was no objective way to determine the partisan split of the state other than by what people say they are. Illinois does not have party registration, and people can vote in either party's primaries.

Other than in the gubernatorial matchup, results for most questions only changed a few percentage points when the weighting technique was applied -- most within the margin of error.

"Which is why, to me, weighting it doesn't make much difference," Chervinsky said. "Either way you look at the data, Blagojevich has a clear lead."

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

In a message dated 9/18/2006 6:18:38 P.M. Central Daylight Time, WCARTER@MCIC.ORG writes:

On page 21 of today's Chicago Sun Times, as a sidebar on an article about the current governor's lead over a challenger, the following text appears:

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Is that true?

Woody

-----  
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=====

Date: Tue, 19 Sep 2006 08:40:24 -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: Weighting Chicago Sun Times poll  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[bf6.50394d1.32415712@aol.com](mailto:bf6.50394d1.32415712@aol.com)>  
MIME-version: 1.0  
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Content-transfer-encoding: 7bit

One doesn't need to be an expert (and I'm not) to understand that any kind of weighting--including demographic weighting--can introduce hidden bias into a supposedly random sample. If a sample doesn't look enough like the population from which it was drawn perhaps the conclusion might be that 95% of the time it wasn't a random sample after all. It's obvious, for example, that weighting a telephone poll sample for the under-representation of African Americans and Latinos can have the opposite impact of that intended by over representing a subset of those populations that share characteristics (such as SES and educational level) with more highly represented groups. The procedure assumes homogeneity in viewpoint among the various strata of an underrepresented demographic group that can not be justified, even empirically.

Marc Sapir MD, MPH  
Executive Director  
Retro Poll  
[www.retropoll.org](http://www.retropoll.org)

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of J. Ann Selzer  
Sent: Tuesday, September 19, 2006 6:22 AM  
To: AAPORNET@asu.edu  
Subject: Re: Weighting Chicago Sun Times poll

In addition to other comments made, there is an inherent problem of weighting by party identification, since it is a floating variable. We probably all know people who are registered independent but sometimes consider themselves Democrats, depending on the candidates and the issues in an election. Or others who are registered Republicans, but who could truthfully tell a pollster she considers herself independent on a particular night.

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

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

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Is that true?

Woody

---

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Date: Tue, 19 Sep 2006 12:03:37 -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: Weighting Chicago Sun Times poll  
Comments: To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[200609190028.k8J0SUwt031284@post6.inre.asu.edu](mailto:200609190028.k8J0SUwt031284@post6.inre.asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

This approach is not standard, but it could be used as an exploratory data test to estimate the possible effects if a particular sample was skewed purely because of random variation or sampling error.



Performing this kind of analysis regularly might give a feel for how much random variation to expect in party affiliation across polls and whether it makes a difference, but there are simpler and more direct ways to measure the same thing, so I don't understand the purpose here.

The problem with reporting it as was done here is that it seems to imply that it could correct for possible error resulting from a biased sample, when in fact it does not address that subject at all. In that sense, it is deceptive, whether or not that was intentional.

Jan Werner

---

Ron Riley wrote:

> Hi Woody,

>

> I long ago worked at KRC (Cambridge, MA) as research director, doing  
> statistical weighting. I never used weighting schemes like this then, nor  
> have I since heard of this approach used (other than for understanding  
> turnout effects, perhaps, but never something that gets reported in final  
> analysis).

>

> As you know, Woody, assuming a random sampling, there is actually a known  
> probability that the OPPOSITE of KRC's weighting scheme is equally true --  
> i.e. that there are "4.8%" MORE Democrats and "4.8%" FEWER Republicans in  
> the population than that sampled ! (Note that, given non-sampling error, not  
> knowing proportions, desired confidence levels, etc., I put "4.8%" in quotes  
> so as to convey that "4.8%" isn't as precise as it otherwise suggests.)

>

> Said too simplistically, mainstream sampling and analysis methodology  
> includes 1) taking great care to interview the most representative sampling  
> possible (across multiple days, using multiple call backs, including of  
> initial refusals, etc. etc.) -- and then 2) you go with your numbers.  
> Meaning, as we all know, a carefully drawn sampling is the most precise  
> measure possible of any unknown proportion. And the precise turnout by  
> party affiliation in any election can usually be estimated within ranges --  
> but not precisely. Or, even in that rare chance that we do estimate it  
> precisely, the odds of replicating that success in future elections is all  
> the more improbable.

>

> Meaning, there is no obviously good rationale for abandoning your observed  
> study results derived from a good sampling -- particularly to instead alter  
> them with an arbitrary weighting scheme like this. Especially if the  
> weighting scheme looks only at one extreme scenario and not the other. Even  
> exit polling data of a recent and like election is not always a precise  
> basis for estimating future, actual turnout of Democrats and Republicans  
> (and unaffiliated/independent, for that matter). So long as voters remain a  
> self-selected population, turnout ratios in every election will always vary.  
> Sometimes a little, sometimes a lot.

>

> In fairness, perhaps this weighting scheme was used as a speculative  
> exercise (e.g. estimating the effects of voter turnout using varied  
> scenarios) -- and was reported as such. All I know about this is what you

> have written here, but that does not sound like the case.  
>  
> Granting him all the respect that he is due, back in the early 1980s, Mr.  
> Chervinsky's speciality and training was not in survey research methodology.  
> Perhaps he has since acquired formal (formal) training. I hope so.  
> Because, if not, even the past 2 decades of polling experience for network  
> affiliates is no substitute for the knowledge of survey research required to  
> reliably find that intersection between the theoretical and practical  
> understanding of sampling, questionnaire development, proper interviewing,  
> analysis -- and weighting -- that is required to get it right. (Most of the  
> time).  
>  
>  
> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Woody (Ellwood) Carter  
> Sent: Monday, September 18, 2006 2:37 PM  
> To: AAPORNET@asu.edu  
> Subject: Weighting Chicago Sun Times poll  
>  
> On page 21 of today's Chicago Sun Times, as a sidebar  
> on an article about the current governor's lead over  
> a challenger, the following text appears:  
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> overrepresentation of Democrats...  
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>  
> "Pollster Gerry Chervinsky [of KRC/Communications  
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> standard weighting technique..."  
>  
> Is that true?  
>  
> Woody  
>  
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---

Date: Tue, 19 Sep 2006 11:29:20 -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: Weighting Chicago Sun Times poll  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[bf6.50394d1.32415712@aol.com](mailto:bf6.50394d1.32415712@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

I agree with J. Ann in general - although Illinois is not a party registration state like Iowa (my home state).

In either case, I believe "Party ID" is generally self-descriptions by respondents - in party registration states and non-party registration states alike. Based on polls I've seen, \*party registration\* is a separate question in states that have such registration.

Thought this might be of interest. The day after our Tribune poll on the race for Governor ran, there was a another story (below) covering 16 years of state Party ID measures we've collected - how measures vary and how they often correspond with subsequent election outcomes.

Nick Panagakis

J. Ann Selzer wrote:

>  
>In addition to other comments made, there is an inherent problem of  
>weighting by party identification, since it is a floating variable. We  
probably all  
>know people who are registered independent but sometimes consider themselves  
>Democrats, depending on the candidates and the issues in an election. Or  
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pollster  
>she considers herself independent on a particular night.  
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>  
>J. Ann Selzer, Ph.D.  
>Selzer & Company, Inc.  
>Des Moines, Iowa 50312  
>515.271.5700  
>  
>  
>

## Voters Riding A Blue Wave Shift Could Forecast Trouble Ahead For State Republicans

By Rick Pearson  
Tribune political reporter

September 12, 2006, 9:27 PM CDT

The percentage of Illinois voters who call themselves Democrats is at its highest pre-election level in more than a decade, posing a problem for Republicans trying to win the governor's mansion and key congressional seats, a Tribune/WGN-TV poll shows.

The poll found 43 percent of voters identified themselves as Democrats while a little more than a quarter of the voters identified themselves as Republicans. The 17 percentage point difference ranks among the most polarized partisan spreads in more than 16 years of Tribune surveys taken prior to an election day.

The results of the poll echo surveys taken nationally that show an increase in voters lining up in the Democratic column, a factor attributed to dissatisfaction with the Republican White House and GOP-led Congress on issues ranging from the war in Iraq to economic uncertainties.

The findings of the Tribune poll indicate the potential for trouble in Illinois for Republicans trying to revitalize a political party beset by scandal and infighting. The survey was conducted in the days following the sentencing of former Gov. George Ryan, whose corruption-tainted tenure helped end a quarter century of Republican administrations.

Because Illinois has no true partisan registration procedure, survey respondents were asked if they "considered themselves" to be a Democrat, a Republican or an independent/middle-of-the-road voter.

The findings largely represent the mood of the voter, which can fluctuate greatly due to a variety of political or news events. The survey of 600 registered voters likely to vote Nov. 7 has a margin of error of 4 percentage points. The results are considered very fluid and could change closer to the election.

Yet the findings of the poll, conducted Thursday through Sunday, could

be problematic for Republican governor candidate Judy Baar Topinka (who faces a 12 percentage-point deficit in her challenge to Democratic Gov. Rod Blagojevich), for GOP candidates in the suburban congressional races and for Republicans in down-ballot races.

Chris Mooney, professor of political science at the University of Illinois at Springfield, said the poll findings reflected recent dissatisfaction with President Bush's administration and anti-war sentiment on top of the state's longer-term demographic trend toward the Democrats.

"The population has become more and more urban, it's become more and more non-white," Mooney said. "This [national] short-term bump toward Democrats is exacerbating the long-term trend."

Previous Tribune polling conducted during the last 16 years by Market Shares Corp. of Mt. Prospect, covering [eight] previous general elections, found nearly the same trend toward Democrats in the 1996 presidential election year. That year, President Bill Clinton was seeking re-election against a backdrop of investigation and criticism.

In 1996, 42 percent of Illinois voters identified themselves as Democrats in the October preceding the election while 27 percent aligned with Republicans--a 15 percentage point spread. Clinton ended up winning Illinois in 1996 with 54 percent of the vote and Democrats retook control of the Illinois House from Republicans after a two-year hiatus.

Traditionally, Democrats have enjoyed a plurality of the state's voters, meaning Republicans need to capture the support of their party faithful as well as a healthy majority of self-described independents to win.

In 1994, when the GOP kept the governor's chair and swept all statewide offices and control of the General Assembly, the percentage of voters who identified themselves as Democrats fell to 33 percent while Republicans were at 31 percent and independents were at 33 percent.

But the most recent Tribune poll found that even in longtime Republican-leaning regions, the GOP no longer might have the upper hand. In the collar counties, 31 percent of voters aligned themselves with Republicans while 29 percent identified with Democrats. Outside the Chicago metropolitan region, voters split equally at 36 percent between Democrats and Republicans.

"Here in Illinois, the Republicans are doing nothing to stop the bleeding so people will move more toward Democrats and the Democratic label to reaffirm their concerns at the national level," said Steve Brown, a spokesman for House Speaker Michael Madigan, the veteran Southwest Side lawmaker who also chairs the state Democratic Party.

Andy McKenna, the state's Republican chairman, acknowledged the GOP in Illinois suffered "tough years" in 2002 and 2004. But, he said, with Democrats in control of the state, "they're going to be judged by their leadership and I think the deficiencies in their leadership are beginning to show up" in the form of investigations into the Blagojevich

administration.

Mooney, the U. of I. at Springfield professor, said he believed the party identification among voters might not be a significant factor in high profile races such as governor, where the candidates and their positions are well known.

"The partisan effect is the default when [the voters] don't have anything else to judge a candidate by," Mooney said. "You don't get that at the gubernatorial level. People know who Rod Blagojevich is and who Judy Baar Topinka is and more people will know by Election Day."

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=====  
Date: Tue, 19 Sep 2006 12:34:07 -0400  
Reply-To: Thomas Riehle <[thomas.riehle@RIEHLE-TARRANCE.COM](mailto:thomas.riehle@RIEHLE-TARRANCE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Thomas Riehle <[thomas.riehle@RIEHLE-TARRANCE.COM](mailto:thomas.riehle@RIEHLE-TARRANCE.COM)>  
Subject: Re: Weighting Chicago Sun Times poll  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[bf6.50394d1.32415712@aol.com](mailto:bf6.50394d1.32415712@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

If I am reading the newspaper's sidebar correctly, Ann's point about weighting by party ID being the same as the nonsensical idea of weighting by the horserace is indeed confirmed.

The pollsters reduced the proportion of Democrats by 4.8 points, and increase the proportion of Republicans by 4.8 points, and voila, "With the weighting, Democrat Rod Blagojevich's lead over Republican Judy Baar Topinka dropped about 9 percentage points from his margin in the unweighted results."

Thomas Riehle

Partner, RT Strategies

806 D Street SE

Washington, DC 20003

Ph: 202 544 2550

Cell: 202 906 0261

[Thomas.riehle@riehle-tarrance.com](mailto:Thomas.riehle@riehle-tarrance.com)

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

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

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

Sent: Tuesday, September 19, 2006 10:22 AM

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

Subject: Re: Weighting Chicago Sun Times poll

In addition to other comments made, there is an inherent problem of

weighting by party identification, since it is a floating variable. We probably all

know people who are registered independent but sometimes consider themselves

Democrats, depending on the candidates and the issues in an election. Or

others who are registered Republicans, but who could truthfully tell a pollster

she considers herself independent on a particular night.

Weighting by party ID is equivalent to weighting by the horserace and I just

can't imagine any situation where that would seem ethical.

My guess is the pollster had other problems in the poll, not a fluke

overrepresentation of Democrats. Better to solve those issues. JAS

J. Ann Selzer, Ph.D.

Selzer & Company, Inc.

Des Moines, Iowa 50312

515.271.5700

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

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

contact [JASelzer@SelzerCo.com](mailto:JASelzer@SelzerCo.com).



In a message dated 9/18/2006 6:18:38 P.M. Central Daylight Time,  
WCARTER@MCIC.ORG writes:

On page 21 of today's Chicago Sun Times, as a sidebar  
on an article about the current governor's lead over  
a challenger, the following text appears:

"To ensure the accuracy of the ... Poll, the pollster  
ran a separate set of numbers, applying a statistical  
weighting technique to try to adjust for any possible  
overrepresentation of Democrats...

"The weighting was achieved by subtracting the poll's  
margin of error of 4.8 percentage points from the  
portion of poll respondents who said they were  
Democrats, bringing that down to 47 percent, and  
adding the error margin to the portion who said they  
were Republicans, increasing that to 30 percent.

"A statistical computer formula was then used to  
weight the results of the entire poll using that new  
breakdown.

"Pollster Gerry Chervinsky [of KRC/Communications  
Research, based on Newton, Mass.] said it was a  
standard weighting technique..."

Is that true?

Woody

-----  
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=====  
Date: Tue, 19 Sep 2006 12:53:20 -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: How Reliable Is the Zogby-Journal Poll?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

How Reliable Is the Zogby-Journal Poll?  
[http://www.cjrdaily.org/politics/post\\_5.php](http://www.cjrdaily.org/politics/post_5.php)

This past week, two polls (one from Zogby, one from Rasmussen) found that the governor's race in Texas was closer than expected. According to both polls, incumbent frontrunner Rick Perry had dropped down to less than 35 percent of the vote.=20

"Conventional wisdom in the governor's race has been that none of the governor's four opponents would have a chance to beat him if he gets more than 35 percent of the vote Nov. 7," reported the San Antonio Express-News. "The Rasmussen poll put Perry's re-election support at 33 percent, and the Zogby poll had it at nearly 31 percent."

SNIP

When reached by phone last week, Cliff Zukin, a political science professor and polling expert at Rutgers University, suggests that journalists should generally be wary of any Zogby interactive poll.=20

"The Zogby stuff, on scientific grounds, is quite questionable," says Zukin. "Online, Internet, opt-in polling, where people volunteer to be respondents, doesn't really have a basis in scientific validity. There are two kinds of samples in the world. There are probability samples, and there are non-probability samples."

SNIP

(LGS - Reliability or validity?)

--=20

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

-----  
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=====  
Date: Tue, 19 Sep 2006 16:39:15 -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: 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

Subject line: Job Posting: Research Scientist in survey design

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Harris Interactive seeks exceptional Research Scientist in survey design

=20

Job title: Research Scientist (Tracking Code 623)

=20

Job Description:

=20

The Internet Methodology team within Harris Interactive seeks to hire a full-time Research Scientist/Senior Research Scientist who will help improve survey design throughout the company. This position is an excellent opportunity for a self-starter who is intellectually curious and genuinely excited about research. Areas of competence include survey design, statistics, and research methodology (with a strong emphasis in experimental design). Experience with the design of surveys in various content areas is essential. The ideal candidate will be adept at improving survey logic and flow, improving the visual appearance of surveys, improving the methodology used and developing survey measures that are appropriate given the statistical analysis to be conducted and the client business problem solved. In addition, the research scientist will help implement company-wide training programs in survey design and assist in conducting advanced research on survey design and methodology, along with writing up research results for presentation and publication. In addition to assisting project staff with survey design issues, the successful candidate would be expected to research and develop new survey products in conjunction with colleagues who are industry experts as needs arise. This may include but not limited to the following:

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1. Provide survey consulting advice: Assist and consult with project staff regarding survey design to ensure the validity of survey measurement. Review surveys for logic, flow, visual appearance, wording, scale design, methodology, etc. Provide solutions to problems with quota management.

=20

2. Training: Develop training materials on survey design for staff at all levels and presentations based on research results

=20

3. Policies/Process: Help design and implement new policies and processes based on research results: Assist in the process of evaluating the quality of surveys written by project staff throughout the company. Assist in the development of policies and procedures that improve the quality of the company's research.

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=20

4. Assist with and conduct innovative research: Assist in research and publication exploration of topics including survey length, survey accuracy, response rates, survey quality, and respondent motivation. Present research papers at conferences. Assist in writing existing and new research for publication

=20

5. New product development: Develop survey products for groups across the company in consultation with experienced industry experts.

=20

6. Assist marketing and sales teams in developing materials for external clients.

=20

#### Required Skills:

=20

\* An advanced degree is expected, a PhD is preferred.=20

=20

\* A strong interest and enthusiasm for research=20

=20

\* Strong statistics background to handle quantitative analyses, including extensive familiarity with statistics packages (e.g. SPSS)=20

=20

\* Excellent writing and editorial skill, with great attention to detail=20

=20

\* Strong social skills, able to interact well with clients, research staff, and colleagues

=20

\* Excellent teaching and presentation skills

=20

\* Strong self-motivation, initiative, independence, and

follow-through on responsibilities

=20

\* Must maintain a flexible schedule for monitoring and managing survey activities in global business units

=20

\* The ideal candidate will come from a social science background (e.g. psychology, sociology, business/marketing research), but others are encouraged to apply if they have the requisite research and analytic skills (e.g. English, linguistics)=20

=20

\* Though not extensive, this position involves some irregular hours in monitoring and managing survey activities in global business units=20

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\* Position involves some travel for client presentations and for conferences (about 40 days per year)

=20

Job Location: Rochester, NY, US (preferred, though we also would have major offices in NYC, Washington DC, and Princeton).

Position Type: Full-Time/Regular

=20

More information at: [www.harrisinteractive.com](http://www.harrisinteractive.com) --> Careers --> USA --> Market Research --> Research Science/Methodology --> Market Research Scientist

=20

Contact: [thansen@harrisinteractive.com](mailto:thansen@harrisinteractive.com)

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=====  
Date: Tue, 19 Sep 2006 15:19:28 -0700  
Reply-To: [mark@MARKDAVIDRICHARDS.COM](mailto:mark@MARKDAVIDRICHARDS.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark David Richards <[mark@MARKDAVIDRICHARDS.COM](mailto:mark@MARKDAVIDRICHARDS.COM)>

Subject: Re: Weighting Chicago Sun Times poll  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii

AAPOR friends,

To avoid confusion, let me point out that there is more than one research company that goes by the abbreviation "KRC."  
--The KRC referred to in this string of messages is KRC/Communications Research of Newton, Mass.

--Another KRC (the one I'm affiliated with) is KRC Research (of Washington, New York, Boston/Cambridge, and London). The KRC in our name no longer has an official meaning. The current KRC Research also includes former SWR Research and its predecessor, Frederick-Schneiders Research. KRC Research is part of the Interpublic Group of Companies.  
Mark

---

Mark David Richards  
Senior Vice President  
KRC Research  
www.krcresearch.com

----- Original Message -----  
From: "Santos, Rob" <RSantos@UI.URBAN.ORG>  
To: AAPORNET@asu.edu  
Sent: Monday, September 18, 2006 9:29:57 PM  
Subject: Re: Weighting Chicago Sun Times poll

In Warren's spirit of candid discourse, let's cut to the chase: the weighting mechanism described here is both unconventional and without any apparent theoretical justification

Rob Santos... thinking of (and missing) Warren  
Urban Institute

-----Original Message-----  
From: Ron Riley  
To: AAPORNET@asu.edu  
Sent: 9/18/06 8:23 PM  
Subject: Re: Weighting Chicago Sun Times poll

Hi Woody,

I long ago worked at KRC (Cambridge, MA) as research director, doing statistical weighting. I never used weighting schemes like this then, nor have I since heard of this approach used (other than for understanding

turnout effects, perhaps, but never something that gets reported in final analysis).

As you know, Woody, assuming a random sampling, there is actually a known probability that the OPPOSITE of KRC's weighting scheme is equally true

--  
i.e. that there are "4.8%" MORE Democrats and "4.8%" FEWER Republicans in the population than that sampled ! (Note that, given non-sampling error, not knowing proportions, desired confidence levels, etc., I put "4.8%" in quotes so as to convey that "4.8%" isn't as precise as it otherwise suggests.)

Said too simplistically, mainstream sampling and analysis methodology includes 1) taking great care to interview the most representative sampling possible (across multiple days, using multiple call backs, including of initial refusals, etc. etc.) -- and then 2) you go with your numbers. Meaning, as we all know, a carefully drawn sampling is the most precise measure possible of any unknown proportion. And the precise turnout by party affiliation in any election can usually be estimated within ranges -- but not precisely. Or, even in that rare chance that we do estimate it precisely, the odds of replicating that success in future elections is all the more improbable.

Meaning, there is no obviously good rationale for abandoning your observed study results derived from a good sampling -- particularly to instead alter them with an arbitrary weighting scheme like this. Especially if the weighting scheme looks only at one extreme scenario and not the other. Even exit polling data of a recent and like election is not always a precise basis for estimating future, actual turnout of Democrats and Republicans (and unaffiliated/independent, for that matter). So long as voters remain a self-selected population, turnout ratios in every election will always vary. Sometimes a little, sometimes a lot.

In fairness, perhaps this weighting scheme was used as a speculative exercise (e.g. estimating the effects of voter turnout using varied scenarios) -- and was reported as such. All I know about this is what you have written here, but that does not sound like the case.

Granting him all the respect that he is due, back in the early 1980s, Mr. Chervinsky's speciality and training was not in survey research



methodology.

Perhaps he has since acquired formal (formal) training. I hope so. Because, if not, even the past 2 decades of polling experience for network affiliates is no substitute for the knowledge of survey research required to reliably find that intersection between the theoretical and practical understanding of sampling, questionnaire development, proper interviewing, analysis -- and weighting -- that is required to get it right. (Most of the time).

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Woody (Ellwood) Carter  
Sent: Monday, September 18, 2006 2:37 PM  
To: AAPORNET@asu.edu  
Subject: Weighting Chicago Sun Times poll

On page 21 of today's Chicago Sun Times, as a sidebar on an article about the current governor's lead over a challenger, the following text appears:

"To ensure the accuracy of the ... Poll, the pollster ran a separate set of numbers, applying a statistical weighting technique to try to adjust for any possible overrepresentation of Democrats...

"The weighting was achieved by subtracting the poll's margin of error of 4.8 percentage points from the portion of poll respondents who said they were Democrats, bringing that down to 47 percent, and adding the error margin to the portion who said they were Republicans, increasing that to 30 percent.

"A statistical computer formula was then used to weight the results of the entire poll using that new breakdown.

"Pollster Gerry Chervinsky [of KRC/Communications Research, based on Newton, Mass.] said it was a standard weighting technique..."

Is that true?

Woody

-----  
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Date: Tue, 19 Sep 2006 19:47:04 -0500  
Reply-To: "Stoutenborough, Jim" <[jstout@KU.EDU](mailto:jstout@KU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Stoutenborough, Jim" <[jstout@KU.EDU](mailto:jstout@KU.EDU)>  
Subject: Support for military vs. war in Iraq  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: quoted-printable

This may be a stupid question, but I'm looking for data that shows that =  
the public generally supports our troops but doesn't like the war in =  
Iraq. I hear about this phenomenon all the time, but I cannot find any =  
public opinion polls that verifies this. Do any of you know where I can =  
find anything like this? At this point, I'd be happy with something =  
that measures public support of our troops.

=20  
Thank you for your time,

=20  
=20

Jim Stoutenborough  
Department of Political Science  
email: [jstout@ku.edu](mailto:jstout@ku.edu)

-----  
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Date: Wed, 20 Sep 2006 10:10:24 -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: Political telemarketing in Indiana  
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

Political calls prompt lawsuit=20  
By DAVID MANN  
newsroom@newsandtribune.com  
<http://tinyurl.com/g2j5d>

The man who bankrolled the Swift Boat Veterans for Truth during the 2004 presidential election is now funding a political action committee that's finding itself in trouble with the law because of automated phone calls.

The Economic Freedom Fund, a Sacramento, Calif.-based political 527, or tax-exempt group, has been using an automated dialing system to contact voters in Indiana's 9th District, disparaging Democratic congressional candidate Baron Hill.=20

Using an automated dialing system to contact Hoosiers is against state law, said Indiana Attorney General Steve Carter. Carter held a press conference in Jeffersonville on Monday to announce that he's filed a lawsuit against the Economic Freedom Fund.=20

According to the attorney general, the calls basically amounted to so-called push polling - in which a prerecorded message would make statements disguised in the form of a question without giving those who took the calls a chance to appropriately answer. Carter would not disclose the exact detail of the questions, but did say the calls specifically named Hill during the message.=20

SNIP

Carter confirmed that an investigation was under way for another company that had placed automated calls during this particular congressional race. Because it is a continuing investigation, he would not give out details.=20

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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Date: Wed, 20 Sep 2006 09:14:05 -0500  
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Subject: Re: Support for military vs. war in Iraq  
Comments: To: AAPORNET@asu.edu  
In-Reply-To:  
<D3F1D4E7B3245F4995767D4D0016FD7D0269EABC@MAILBOXFOUR.home.ku.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

Jim-

Try PollingReport.com's "Iraq" link on their home page.  
<http://www.pollingreport.com/iraq.htm>

There are quite a lot of Iraq poll questions there. After clicking "Earlier polling on Iraq" on the bottom of the first Iraq page, you will find these questions regarding U.S. troop support. I'd say support is pretty high. There may be more further back in time.

ABC News/Washington Post Poll. June 22-25, 2006. N=1,000 adults nationwide  
"Overall, do you approve or disapprove of the way U.S. military forces in Iraq are doing their jobs?" 6/22-25/06  
Approve 86%  
Disapprove 12%  
Unsure 2%

"Some U.S. forces in Iraq have been accused of intentionally killing Iraqi civilians. Do you think this represents a few isolated cases, or do you think it's more widespread than that?"  
Few Isolated Cases 78%  
More Widespread 20%  
Unsure 2%

Nick Panagakis

Stoutenborough, Jim wrote:

>This may be a stupid question, but I'm looking for data that shows that the public generally supports our troops but doesn't like the war in Iraq. I hear about this phenomenon all the time, but I cannot find any public opinion polls that verifies this. Do any of you know where I can find anything like this? At this point, I'd be happy with something that measures public support of our troops.

>

>Thank you for your time,

>

>

>Jim Stoutenborough  
>Department of Political Science  
>email: jstout@ku.edu

>  
>-----

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On your return send this: set aapornet mail  
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=====  
Date: Wed, 20 Sep 2006 10:37:26 -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 Reliable Is the Zogby-Journal Poll?  
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

Perhaps it's time to revisit the basic concepts of samples and population. When most of us talk about taking a small amount of data as a sample to make a statement about a larger population, the assumption under which we operate is that the size and characteristics of the population are known and verifiable.

We can ascertain the number of adults in Texas, and probably the number of people registered to vote in Texas; those are known populations. What we cannot know is how many people will vote in Texas come election day; that will be a self-selected, 'opt-in' situation where people will volunteer to come to the polls and vote. Thus, political polling, whether via Internet or telephone or any other mode of data collection, will always be one order of validity lower than surveys conducted on a sample from a known population. When we take a sample of a known population and use those data to make an ESTIMATE of just how close the sample STATISTICS are to the population PARAMETERS. With an unknown population, there are, by definition, no parameters.

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: Tuesday, September 19, 2006 12:53 PM  
To: AAPORNET@asu.edu  
Subject: How Reliable Is the Zogby-Journal Poll?

How Reliable Is the Zogby-Journal Poll?  
[http://www.cjrdaily.org/politics/post\\_5.php](http://www.cjrdaily.org/politics/post_5.php)

This past week, two polls (one from Zogby, one from Rasmussen) found that the governor's race in Texas was closer than expected. According to both polls, incumbent frontrunner Rick Perry had dropped down to less than 35 percent of the vote.

"Conventional wisdom in the governor's race has been that none of the governor's four opponents would have a chance to beat him if he gets more than 35 percent of the vote Nov. 7," reported the San Antonio Express-News. "The Rasmussen poll put Perry's re-election support at 33 percent, and the Zogby poll had it at nearly 31 percent."

SNIP

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SNIP

(LGS - Reliability or validity?)

--

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

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Date: Wed, 20 Sep 2006 10:15:34 -0700  
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Doug Rivers <doug@POLIMETRIX.COM>  
Subject: FW: How Reliable Is the Zogby-Journal Poll?  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

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no point is it necessary to know the size of the population.=20

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Doug Rivers  
=20  
=20

---

From: AAPORNET on behalf of Ehrlich, Nathaniel  
Sent: Wed 20/09/2006 07:37  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

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telephone or any other mode of data collection, will always be one order =  
of  
validity lower than surveys conducted on a sample from a known =  
population.  
When we take a sample of a known population and use those data to make =  
an  
ESTIMATE of just how close the sample STATISTICS are to the population  
PARAMETERS. With an unknown population, there are, by definition, no  
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Nat Ehrlich, Ph.D.  
Research Specialist  
Michigan State University  
Institute for Public Policy and Social Research  
Office for Social Research  
321 Berkey Hall  
East Lansing, MI 48824  
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, September 19, 2006 12:53 PM  
To: AAPORNET@asu.edu  
Subject: How Reliable Is the Zogby-Journal Poll?

How Reliable Is the Zogby-Journal Poll?  
[http://www.cjrdaily.org/politics/post\\_5.php](http://www.cjrdaily.org/politics/post_5.php)

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Date: Wed, 20 Sep 2006 13:42:31 -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: [mccarty@jdgsearch.com](mailto:mccarty@jdgsearch.com)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

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=20

## Director of Research

Summary=20

=20

JDG Associates, Ltd. has been retained to find a Director of Research for the American Staffing Association. ASA is the voice of the staffing industry in the United States. Along with its affiliated chapters, ASA promotes the interests of the industry through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct.=20

ASA members provide a wide range of employment-related services and solutions, including temporary and contract staffing, recruiting and permanent placement, outsourcing, training, and human resource consulting. Member companies operate more than 15,000 offices across the nation and account for more than 85% of U.S. staffing industry sales.=20

ASA is located in Alexandria, VA. Their website is [www.americanstaffing.net](http://www.americanstaffing.net) <<http://www.americanstaffing.net/>> .=20

## The Role

=20

Reporting directly to the Vice President, the Director of Research is responsible for the association's primary research products and services, from planning and execution, to analysis and reporting, as well as the marketing and sales of these products. The position also tracks and reports on secondary research, including regular government surveys.=20

=20

## Primary Responsibilities

=20

The incumbent will manage primary and secondary research projects for the association. These projects include various weekly, quarterly and annual surveys including Staffing Index, Staffing Employment and Sales Survey, Temporary and Contract Staffing Operations Survey, Staffing Industry Compensation Survey, and Staffing GeoMetrics. =20

=20

In addition to the research functions of this position, the candidate will also be responsible for various written and oral presentations of the research data to members, internal staff and, when appropriate, media outlets. =20

=20

Requirements

=20

The selected candidate will have a minimum of five years experience in primary and secondary research, preferably in the employment services industry or in labor market economics. In addition, a master's degree in economics, statistics or a related field is preferred. The ideal candidate is someone who loves numbers and can write or talk intelligently about the data and what it means to an organization. Therefore, highly developed analytical, writing and organizational skills are required. In addition, he or she must be able to work independently with little direction.

=20

Tiffany McCarty, Sr. Associate

JDG Associates, Ltd.

1700 Research Blvd.

Rockville, MD 20850

301-340-2210

mccarty@jdgsearch.com <mailto:mccarty@jdgsearch.com>=20

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

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Date: Wed, 20 Sep 2006 13:45:10 -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: Second 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

Client Director - Healthcare Sector, New York City

=20

Job Requirements:

- \* Business development, team management and client-facing experience from a research or marketing agency. =20
- \* Dedicated to excellence and challenge, you have communications research expertise, a clear understanding of how research insights are used to help solve business issues, and outstanding written and oral communications skills to enhance our long-lasting client relationships and further develop our existing team. =20
- \* Must have at least 6 or more years primary research experience either on the client or agency side. =20
- \* Experience must include proposal development, questionnaire writing, data analysis and report writing. =20
- \* Expertise in the healthcare sector - either for or as a client - is a prerequisite.

=20

Please send resumes with a cover letter to: [catheriner@echoresearch.com](mailto:catheriner@echoresearch.com)  
<<mailto:m@echoresearch.com>>=20

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Date: Wed, 20 Sep 2006 15:29:18 -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 Reliable Is the Zogby-Journal Poll?  
Comments: To: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

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321 Berkey Hall  
East Lansing, MI 48824  
517-353-2639

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Rivers  
Sent: Wednesday, September 20, 2006 1:16 PM  
To: AAPORNET@asu.edu  
Subject: FW: How Reliable Is the Zogby-Journal Poll?

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To: AAPORNET@asu.edu  
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321 Berkey Hall  
East Lansing, MI 48824  
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-----Original Message-----

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, September 19, 2006 12:53 PM  
To: AAPORNET@asu.edu  
Subject: How Reliable Is the Zogby-Journal Poll?

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=====  
Date: Wed, 20 Sep 2006 15:04:59 -0700  
Reply-To: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

The fact that the Census has publishes a number for the number of males = doesn't make this either "an independent variable" or "not a parameter". = In fact, the concepts of "independent variable" and "dependent variable" = have no role in sampling theory.

=20

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

From: AAPORNET on behalf of Ehrlich, Nathaniel  
Sent: Wed 9/20/2006 12:29 PM  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
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To: AAPORNET@asu.edu  
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=====  
Date: Wed, 20 Sep 2006 18:06:50 -0400  
Reply-To: Ken Sherrill <[ken@KENSHERILL.COM](mailto:ken@KENSHERILL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ken Sherrill <[ken@KENSHERILL.COM](mailto:ken@KENSHERILL.COM)>  
Subject: Human Rights Campaign Foundation Research Center Manager  
Position  
Description.pdf  
Comments: To: [kenneth.sherrill@hunter.cuny.edu](mailto:kenneth.sherrill@hunter.cuny.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

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=====

Date: Wed, 20 Sep 2006 18:05:44 -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](mailto:Craig.Joseph@FTICONSULTING.COM)>  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

I think there are some crossed wires here owing to some non-standard use =  
of terminology in Nat's original post. I'm not an expert in sampling =  
theory, but the statement that sample surveys assume a population that =  
is "known" doesn't make a lot of sense, because if the population's =  
characteristics -- say, the number of males or the proportion voting for =  
a given candidate -- were known a priori, there would be no need to =  
sample.

From the standpoint of sampling theory, there is no difference between =  
"the actual proportion of males in Texas" and "the actual proportion of =  
Democratic voters in X election." The fact that the Census Bureau has =  
published a number certainly means that we have more information about =  
males than we usually have about Democratic voters (though pre-election =  
polling gives a lot of information, of course), but the fact remains =  
that it is still an estimate.

Doug is also right about the concepts of independent and dependent =  
variables. Those are concepts from experimental design, and they don't =  
have any real meaning outside of it. Within experimental design, an =  
"independent" variable is the variable that one varies in order to =  
observe effects, if any, on the "dependent" variable. From Nat's email =  
it seems that he construes "independent" variable to mean a =  
characteristic whose exact value is known in advance.

Just my 2 cents.

Craig Joseph, PhD  
FTI Consulting

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

From: Doug Rivers [<mailto:doug@POLIMETRIX.COM>]  
Sent: Wednesday, September 20, 2006 06:25 PM Eastern Standard Time  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

The fact that the Census has publishes a number for the number of males = doesn't make this either "an independent variable" or "not a parameter". = In fact, the concepts of "independent variable" and "dependent variable" = have no role in sampling theory.

=20

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

From: AAPORNET on behalf of Ehrlich, Nathaniel  
Sent: Wed 9/20/2006 12:29 PM  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
=20

You wrote "The proportion of people who intend to vote for some = candidate is just as well defined as the proportion of people who are male" You can go to census.gov and obtain the proportion of people in a geographical area that are males over the age of 18; you can obtain a = count of registered voters, and determine the number of people eligible to = vote.

These are independent variables.

The proportion of people who intend to vote can be estimated, but not determined a priori; and the statistic that is being predicted is a dependent variable, the number of people who actually turn up and vote = for a given candidate.

Nat Ehrlich, Ph.D.  
Research Specialist  
Michigan State University=20  
Institute for Public Policy and Social Research  
Office for Social Research  
321 Berkey Hall  
East Lansing, MI 48824  
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Rivers  
Sent: Wednesday, September 20, 2006 1:16 PM  
To: AAPORNET@asu.edu  
Subject: FW: How Reliable Is the Zogby-Journal Poll?

Not sure what you mean by a "known population," but it's certainly not necessary to know the population size to draw a sample. A RDD phone = survey has an unknown number of first stage sampling units. (You don't know how many working phone numbers exist.) The entire point of multi-stage = cluster sampling is that the size of the population is not known and a complete enumeration is too expensive. Thus, we first sample PSUs and then = enumerate

only the selected PSUs (in a 2 stage design). At no point is it =  
necessary to  
know the size of the population.=20  
=20

The parameters are perfectly well defined for all of the problems you  
mention. The proportion of people who intend to vote for some candidate =  
is  
just as well defined as the proportion of people who are male or are who  
have an income over \$50,000.

=20  
As for Cliff Zukin's comment: is an RDD sample with a 15% response rate =  
a  
probability sample? Of what population?

=20  
Doug Rivers  
=20  
=20

---

From: AAPORNET on behalf of Ehrlich, Nathaniel  
Sent: Wed 20/09/2006 07:37  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

Perhaps it's time to revisit the basic concepts of samples and =  
population.  
When most of us talk about taking a small amount of data as a sample to =  
make  
a statement about a larger population, the assumption under which we =  
operate  
is that the size and characteristics of the population are known and  
verifiable.  
We can ascertain the number of adults in Texas, and probably the number =  
of  
people registered to vote in Texas; those are known populations. What we  
cannot know is how many people will vote in Texas come election day; =  
that  
will be a self-selected, 'opt-in' situation where people will volunteer =  
to  
come to the polls and vote. Thus, political polling, whether via =  
Internet or  
telephone or any other mode of data collection, will always be one order =  
of  
validity lower than surveys conducted on a sample from a known =  
population.  
When we take a sample of a known population and use those data to make =  
an  
ESTIMATE of just how close the sample STATISTICS are to the population  
PARAMETERS. With an unknown population, there are, by definition, no  
parameters.=20

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: Tuesday, September 19, 2006 12:53 PM  
To: AAPORNET@asu.edu  
Subject: How Reliable Is the Zogby-Journal Poll?

How Reliable Is the Zogby-Journal Poll?  
[http://www.cjrdaily.org/politics/post\\_5.php](http://www.cjrdaily.org/politics/post_5.php)

This past week, two polls (one from Zogby, one from Rasmussen) found that the governor's race in Texas was closer than expected. According to both polls, incumbent frontrunner Rick Perry had dropped down to less than 35 percent of the vote.

"Conventional wisdom in the governor's race has been that none of the governor's four opponents would have a chance to beat him if he gets more than 35 percent of the vote Nov. 7," reported the San Antonio Express-News. "The Rasmussen poll put Perry's re-election support at 33 percent, and the Zogby poll had it at nearly 31 percent."

SNIP

When reached by phone last week, Cliff Zukin, a political science professor and polling expert at Rutgers University, suggests that journalists should generally be wary of any Zogby interactive poll.

"The Zogby stuff, on scientific grounds, is quite questionable," says Zukin. "Online, Internet, opt-in polling, where people volunteer to be respondents, doesn't really have a basis in scientific validity. There are two kinds of samples in the world. There are probability samples, and there are non-probability samples."

SNIP

(LGS - Reliability or validity?)

--

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

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---

Date: Wed, 20 Sep 2006 19:05:43 -0400  
Reply-To: Ken Sherrill <[ken@KENSHERILL.COM](mailto:ken@KENSHERILL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>



From: Ken Sherrill <ken@KENSHERILL.COM>  
Subject: Research Center Manager Position Description.doc  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Please forward to appropriate individuals and lists.

Ken Sherrill

---

Position Description: Research Center Manager  
Reporting Line: Vice President, Public Education and Outreach  
Department: Research Center  
Location: HRC Headquarters, Washington, DC  
Staff Tier Level: Manager  
SEIU: Covered

#### Position Summary:

The Research Center Manager is a regular, full-time position reporting to the Vice President for Public Education and Outreach. The Research Center Manager provides leadership to HRC's efforts to develop a comprehensive, authoritative and accurate clearinghouse of research for itself and for the GLBT community.

#### Position Responsibilities:

- \* Envisions and builds an infrastructure for the Research Center and takes responsibility for communicating that vision to stakeholders
- \* Develops and sustains relationships with national and state coalition partners, academic researchers, pollsters and other stakeholders
- \* Monitors academic research on GLBT issues and identifies gaps in existing knowledge for further exploration; seeks to fill gaps by commissioning original research
- \* Manages dPoll, HRC's first-of-its-kind database of polling information on GLBT issues, including:
  - \* Developing policies and procedures related to the internal and external use of the database and data contained therein
  - \* Producing reports and providing information for HRC staff, board members, and coalition partners
  - \* Seeking out and importing new polling information, including collecting data from coalition partners
  - \* Working with software consultants to optimize functionality of the database software
  - \* Answering queries and provides support for dPoll end users
  - \* Liaises with staff at Hunter College - CUNY and other academic institutions to ensure the timely production of academic white papers on strategically important GLBT issues
- \* Works with appropriate Communications and Marketing staff to raise the profile of the Research Center and of dPoll, including preparing a monthly e-newsletter for coalition partners, members of the academic

community and media

- \* Advises other departments to ensure that the value of polls conducted is maximized cross-organizationally
- \* Represents HRC's research interests at academic conferences, in meetings, etc.
- \* Develops and manages to yearly budgets for the Research Center
- \* Manages Research Center intern(s) as necessary
- \* Any other duties as assigned.

#### Necessary Skills:

The incumbent for this position must have the vision, intuition, and initiative to build this program from the ground up. S/he must be able to work individually, cross-organizationally, and with coalition partners to maximize the effectiveness of existing resources and best develop new ones.

Additional qualifications include:

- \* Excellent working knowledge of opinion polling/survey research
- \* Familiarity with social science research communities, institutions, and conferences
- \* Experience with Microsoft Office applications (Word, Excel, Outlook) is required; advanced computer skills and prior database management experience is a big plus
- \* Bachelor's Degree or equivalent, three to five years of professional experience required; Master's Degree preferred
- \* Demonstrated knowledge of GLBT issues
- \* Ability to work independently and in teams in a fast-paced, dynamic work environment
- \* Excellent written and verbal communication skills

#### Tier Description:

The HRC Staff Tier Structure is available on the HRC Staff Intranet.

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Date: Wed, 20 Sep 2006 19:38:46 -0400

Reply-To: William Josiger <[josigerw@GEORGETOWN.EDU](mailto:josigerw@GEORGETOWN.EDU)>

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

From: William Josiger <[josigerw@GEORGETOWN.EDU](mailto:josigerw@GEORGETOWN.EDU)>

Subject: Re: Support for military vs. war in Iraq

Comments: To: "Stoutenborough, Jim" <[jstout@KU.EDU](mailto:jstout@KU.EDU)>

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

In-Reply-To:

<[D3F1D4E7B3245F4995767D4D0016FD7D0269EABC@MAILBOXFOUR.home.ku.edu](mailto:D3F1D4E7B3245F4995767D4D0016FD7D0269EABC@MAILBOXFOUR.home.ku.edu)>

MIME-version: 1.0

Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

Jim

2 possible sources (which you may have already found - if so, sorry)

1. Check out Karlyn Bowman's compilation of polls on the war on terrorism and the wars in Afghanistan and Iraq. It was last updated on 6 September. I did a quick inter-ocular test and could not find any questions that explicitly bear on your point but there are 150 pages of polls so it is still worth a closer look.

[http://www.aei.org/publications/filter.all.pubID.22819/pub\\_detail.asp](http://www.aei.org/publications/filter.all.pubID.22819/pub_detail.asp)

2. Philip Everts and Pierangelo Isernia "Trends: The War in Iraq" from the Summer 2005 issue of POQ. Again some questions that are close but not exactly what you are looking for.

If you do find any sources that answer your question please pass them along!

william

William Josiger  
Department of Government  
Georgetown University

Stoutenborough, Jim wrote:

> This may be a stupid question, but I'm looking for data that shows that the public generally supports our troops but doesn't like the war in Iraq. I hear about this phenomenon all the time, but I cannot find any public opinion polls that verifies this. Do any of you know where I can find anything like this? At this point, I'd be happy with something that measures public support of our troops.

>

> Thank you for your time,

>

>

> Jim Stoutenborough  
> Department of Political Science  
> email: [jstout@ku.edu](mailto:jstout@ku.edu)

>

> -----

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---

Date: Wed, 20 Sep 2006 23:50:45 -0700  
Reply-To: ellis.godard@csun.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Ellis Godard <ellis.godard@CSUN.EDU>  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

This discussion and most (but not all) of the messages within it have =  
been  
interesting, if not enlightening. But, bringing things back to the =  
subject  
header, the pertinent question is whether volunteer respondents differ =  
from  
actual voters, whatever the size, proportion, or demographics of either  
category happen to be.=20

More specifically, and more challenging for Zogby, the question has =  
three  
parts: whether those who opt-in differ from those who don't (which they  
almost certainly do), whether those given the opportunity to opt-in =  
differ  
from those who aren't (which they almost certainly do), and whether =  
either  
(or both) of those differences are related to differences in voting =  
patterns  
(which may be unascertainable, particularly without knowing those  
differences, which requires knowing something about those left out at =  
both  
stages).=20

Merely \*estimating\* these factors is a methodological challenge, at best  
(and I don't recall seeing whether or where Zogby does so). Pretending =  
that  
they aren't important questions, as some have implicitly done here, =  
seems to  
border on professional malfeasance.

Regards,  
Ellis Godard, Ph.D.  
Assistant Professor  
Sociology Department  
Cal State Northridge=20  
www.csun.edu/~egodard

---

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Date: Thu, 21 Sep 2006 08:30:37 -0400  
Reply-To: pd@kerr-downs.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Phillip Downs <pd@KERR-DOWNS.COM>  
Organization: Kerr & Downs Research  
Subject: Re: How Reliable Is the Zogby-Journal Poll?  
Comments: To: ellis.godard@csun.edu, AAPORNET@asu.edu  
In-Reply-To: <00aa01c6dd4a\$4441d000\$6501a8c0@Mobel>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Seems to me that Ellis' remarks might apply to a RDD telephone survey with a 20% response rate. I'd rather see more discussion of how to make internet and RDD interviewing more proficient at predicting actual behavior.

Best regards,  
Phillip Downs  
FSU & Kerr & Downs Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ellis Godard  
Sent: Thursday, September 21, 2006 2:51 AM  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

This discussion and most (but not all) of the messages within it have been interesting, if not enlightening. But, bringing things back to the subject header, the pertinent question is whether volunteer respondents differ from actual voters, whatever the size, proportion, or demographics of either category happen to be.

More specifically, and more challenging for Zogby, the question has three parts: whether those who opt-in differ from those who don't (which they almost certainly do), whether those given the opportunity to opt-in differ from those who aren't (which they almost certainly do), and whether either (or both) of those differences are related to differences in voting patterns (which may be unascertainable, particularly without knowing those differences, which requires knowing something about those left out at both stages).

Merely \*estimating\* these factors is a methodological challenge, at best (and I don't recall seeing whether or where Zogby does so). Pretending that they aren't important questions, as some have implicitly done here, seems to border on professional malfeasance.

Regards,  
Ellis Godard, Ph.D.  
Assistant Professor  
Sociology Department

-----  
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=====  
Date: Thu, 21 Sep 2006 08:30:09 -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 Reliable Is the Zogby-Journal Poll?  
Comments: To: "Joseph, Craig" <[Craig.Joseph@FTICONSULTING.COM](mailto:Craig.Joseph@FTICONSULTING.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain

Dear Colleagues,

Let me apologize for the confusion that my post caused. Here's how I understand certain terms, from the standpoint of statistics. I don't believe they are "nonstandard".

A population is a complete set. Sets are always bounded. Thus, there is a population of humans on the earth, in the United States, in Texas, in the 48824 zipcode.

A measurement of a population is termed a parameter. We might measure the height of all female adults in a zipcode [n=12,000] and determine the average, range, and standard deviation of those individuals. Those values are termed population parameters.

On the other hand, we might not be able to afford to take such measurements. So we take a subset of the population - maybe 10, 100, or 1,000 adult females - and measure their height, and determine average, range, and standard deviation. Those values are termed population statistics.

Sample statistics are commonly used to estimate population parameters. In computing a sample standard deviation, we divide the sum of the squared deviations from the mean by N [the sample size] minus one, which inflates the estimate; computing a population parameter, we divide by N - there is no need to inflate the number, since we're not estimating, but simply measuring.

Using a sample to estimate a population parameter depends on certain assumptions, one of which is that the sample is selected without systematic bias. If we took our sample of adult females from correctional facilities instead of randomly selecting them from the population, we would have introduced a bias. So long as we select the population in an unbiased fashion, say by assigning each member of the population a number and then using a computer to select a subset according to a random program, we can use normal curve statistics.

Some of the selected respondents, or subjects, might refuse to be measured. If we can determine that there is a systematic reason for the refusals [e.g., the 3% of the women approached by other women might object, vs. 7% of the women approached by men] then we have to qualify our population estimates, or weight the sample data to adjust for the bias. If the refusal appears non-systematic, there might still be error, but we can't adjust for it.

Sampling error is a joint function of the size of the sample compared to the size of the population. A sample of 500 individuals taken to estimate a parameter of a population of 1,000 has a sampling error of 3.1%. A sample size of 500 taken to estimate a population of 10 million has a sampling error of 4.4%. Increase the size of the sample to 750, and the sampling error for a population of 1,000 goes down to 1.8%; 750 predicting to 10 million goes down to sampling error of 3.6% [which is the same sampling error for predicting to a population of 100 billion - above 100,000 or so in the population, the sampling error, to one decimal point, remains a constant of the sample size. But I digress...]

In the case in question, we're talking about an "opt-in" or self-selection method of sampling a population of unknown size, which itself will be a self-selected group of individuals, as opposed to the "opt-out" or refusal option with which we are more familiar. The known population is the total pool of eligible voters on election day. The unknowns are which of those eligible voters will choose to vote, and for whom.

There are methodological and procedural issues involved in assessing the value and the effect of pre-election political opinion surveys, even including the effect that publishing the result of those surveys has on the electoral process, but my original post was meant to point out that political pre-election surveys, no matter the method of sampling, are qualitatively different from the surveys one might label as non-predictive assessments of attitudes and behaviors.

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 Joseph, Craig  
Sent: Wednesday, September 20, 2006 7:06 PM  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

I think there are some crossed wires here owing to some non-standard use of terminology in Nat's original post. I'm not an expert in sampling theory, but the statement that sample surveys assume a population that is "known" doesn't make a lot of sense, because if the population's characteristics -- say, the number of males or the proportion voting for a given candidate -- were known a priori, there would be no need to sample.

From the standpoint of sampling theory, there is no difference between "the actual proportion of males in Texas" and "the actual proportion of Democratic voters in X election." The fact that the Census Bureau has published a number certainly means that we have more information about males than we usually have about Democratic voters (though pre-election polling gives a lot of information, of course), but the fact remains that it is still an estimate.

Doug is also right about the concepts of independent and dependent variables. Those are concepts from experimental design, and they don't have any real meaning outside of it. Within experimental design, an "independent" variable is the variable that one varies in order to observe effects, if any, on the "dependent" variable. From Nat's email it seems that he construes "independent" variable to mean a characteristic whose exact value is known in advance.

Just my 2 cents.

Craig Joseph, PhD  
FTI Consulting

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

From: Doug Rivers [mailto:doug@POLIMETRIX.COM]  
Sent: Wednesday, September 20, 2006 06:25 PM Eastern Standard Time  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

The fact that the Census has publishes a number for the number of males doesn't make this either "an independent variable" or "not a parameter". In fact, the concepts of "independent variable" and "dependent variable" have no role in sampling theory.

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

From: AAPORNET on behalf of Ehrlich, Nathaniel



Sent: Wed 9/20/2006 12:29 PM  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

You wrote "The proportion of people who intend to vote for some candidate is just as well defined as the proportion of people who are male"  
You can go to census.gov and obtain the proportion of people in a geographical area that are males over the age of 18; you can obtain a count of registered voters, and determine the number of people eligible to vote. These are independent variables.  
The proportion of people who intend to vote can be estimated, but not determined a priori; and the statistic that is being predicted is a dependent variable, the number of people who actually turn up and vote for a given candidate.

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 Doug Rivers  
Sent: Wednesday, September 20, 2006 1:16 PM  
To: AAPORNET@asu.edu  
Subject: FW: How Reliable Is the Zogby-Journal Poll?

Not sure what you mean by a "known population," but it's certainly not necessary to know the population size to draw a sample. A RDD phone survey has an unknown number of first stage sampling units. (You don't know how many working phone numbers exist.) The entire point of multi-stage cluster sampling is that the size of the population is not known and a complete enumeration is too expensive. Thus, we first sample PSUs and then enumerate only the selected PSUs (in a 2 stage design). At no point is it necessary to know the size of the population.

The parameters are perfectly well defined for all of the problems you mention. The proportion of people who intend to vote for some candidate is just as well defined as the proportion of people who are male or are who have an income over \$50,000.

As for Cliff Zukin's comment: is an RDD sample with a 15% response rate a probability sample? Of what population?

Doug Rivers

---

From: AAPORNET on behalf of Ehrlich, Nathaniel

Sent: Wed 20/09/2006 07:37  
To: AAPORNET@asu.edu  
Subject: Re: How Reliable Is the Zogby-Journal Poll?

Perhaps it's time to revisit the basic concepts of samples and population. When most of us talk about taking a small amount of data as a sample to make a statement about a larger population, the assumption under which we operate is that the size and characteristics of the population are known and verifiable.

We can ascertain the number of adults in Texas, and probably the number of people registered to vote in Texas; those are known populations. What we cannot know is how many people will vote in Texas come election day; that will be a self-selected, 'opt-in' situation where people will volunteer to come to the polls and vote. Thus, political polling, whether via Internet or telephone or any other mode of data collection, will always be one order of validity lower than surveys conducted on a sample from a known population. When we take a sample of a known population and use those data to make an ESTIMATE of just how close the sample STATISTICS are to the population PARAMETERS. With an unknown population, there are, by definition, no parameters.

Nat Ehrlich, Ph.D.  
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517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, September 19, 2006 12:53 PM  
To: AAPORNET@asu.edu  
Subject: How Reliable Is the Zogby-Journal Poll?

How Reliable Is the Zogby-Journal Poll?  
[http://www.cjrdaily.org/politics/post\\_5.php](http://www.cjrdaily.org/politics/post_5.php)

This past week, two polls (one from Zogby, one from Rasmussen) found that the governor's race in Texas was closer than expected. According to both polls, incumbent frontrunner Rick Perry had dropped down to less than 35 percent of the vote.

"Conventional wisdom in the governor's race has been that none of the governor's four opponents would have a chance to beat him if he gets more than 35 percent of the vote Nov. 7," reported the San Antonio Express-News. "The Rasmussen poll put Perry's re-election support at 33 percent, and the Zogby poll had it at nearly 31 percent."

SNIP

When reached by phone last week, Cliff Zukin, a political science professor and polling expert at Rutgers University, suggests that journalists should generally be wary of any Zogby interactive poll.

"The Zogby stuff, on scientific grounds, is quite questionable," says Zukin. "Online, Internet, opt-in polling, where people volunteer to be respondents, doesn't really have a basis in scientific validity. There are two kinds of samples in the world. There are probability samples, and there are non-probability samples."

SNIP

(LGS - Reliability or validity?)

--

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

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Date: Thu, 21 Sep 2006 06:34:28 -0700  
Reply-To: "Lynn, Diana J" <[dlynn@FHCR.C.ORG](mailto:dlynn@FHCR.C.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Lynn, Diana J" <[dlynn@FHCR.C.ORG](mailto:dlynn@FHCR.C.ORG)>  
Subject: Need to Unsubscribe for Vacation  
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 should know how to do this but don't recall how. I need to unsubscribe from AAPORNET temporarily from today through 10/2. I tried to find this info on my own but didn't come up with it so your help would be appreciated very much.

Diana Lynn  
Protocol/Operations Coordinator  
Youth Smoking Studies  
Fred Hutchinson Cancer Research Center  
206-667-4980  
[dlynn@fhcrc.org](mailto:dlynn@fhcrc.org)

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Date: Thu, 21 Sep 2006 10:44:10 -0400  
Reply-To: Cliff Zukin <[zukin@RCI.RUTGERS.EDU](mailto:zukin@RCI.RUTGERS.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>  
Subject: Continued discussion of survey methods  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

In response to Doug Rivers' comment on my comment about the difference between probability and non-probability samples: No, I'm not sanguine about a 15 percent response rate on a RDD sample. As I noted in my presidential address last May, I do believe that our operating paradigm of RDD is breaking down, and we need to experiment with other methods. Snipping from the POQ version of that speech I also said the following:

\* The problem of representative sampling has opened a window for some to claim that all methods are equal, or, "If there are problems with yours, don't say anything bad about mine." And this is a counterfeit currency we need to resist

\* In addition to Internet surveys/opt-in non-probability polls--and the growth of Internet polls is inevitable and inexorable--we have also witnessed growth in technologies such as Interactive Voice Response, Robo-polls & automatic dialers with no in-household respondent selection procedures, and Voice over Internet Protocol, to name a few.

\* My observations here are not meant to be reactionary or hostile to any of these developments. Technologies themselves--cell phones, the Internet--are generally neutral. The questions are: Which methods are appropriate to answer which questions? And, are the knowledge claims being made reasonable or unreasonable for the method used?

\* We need to experiment while recognizing the presumption of the status quo. While my year as President has been fulfilling, I have also come out of it with teeth marks on my ankles from various parties advocating new methods who demanded that I prove to them why what they are doing doesn't work. No! While we need to embrace change and innovation, the burden of proof must be centrally located on the proposed innovators. The onus must be on those proposing new techniques and methodologies to demonstrate and prove. And it is insufficient to simply assert that "it works,"--tell us why it does. As a concrete example: What is the theory that justifies the claim that opt-in internet polling can and should be a representative sampling of the underlying population?

In the current AAPORNET discussion of the Zogby-Journal poll, I repeat this question. "Why should we believe that a "sample" of those who go on-line and volunteer to respond to a questionnaire are representative of the United States population as a whole?"

And surely, we can do better than attaching margin of error statements like the following to the descriptions of our study methodologies. Quoting here: "The poll was conducted by Zogby International, a leading public opinion company. Zogby International conducted interviews of 30,054 likely voters from March 1, 2006 through March 14, 2006. The margin of error on the poll is +/- 0.6 percentage points." (Zogby, 2006).

Happy to continue the discussion, and hope that we will do so guided by the norms of civility and transparency.

Cliff Zukin

Professor of Public Policy and Political Science.

Edward J. Bloustein School, Rutgers University

Past President,

American Association for Public Opinion Research

732 932 2499 x712 [zukin@rci.rutgers.edu](mailto:zukin@rci.rutgers.edu)

Public Policy, 2nd Floor, Bloustein School

33 Livingston Ave, New Brunswick, NJ 08901

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Date: Thu, 21 Sep 2006 14:37:58 -0400

Reply-To: Diane Bowers <dbowers@casro.org>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Diane Bowers <dbowers@CASRO.ORG>  
Organization: CASRO  
Subject: Re: Tax Laws  
Comments: To: Paul Braun <pbraun@BRAUNRESEARCH.COM>, AAPORNET@asu.edu  
Comments: cc: "Duane L. Berlin, Esq." <DBerlin@levberlin.com>  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original  
Content-transfer-encoding: 7bit

Paul and AAPORnet:

Here is some guidance on the complicated issue of state sales and use tax. While state laws vary considerably and, indeed, states periodically revisit the sales tax laws regarding information services, there has been a consistent "model" definition for exempt "personal information services," which has been generally (although not universally) adopted. This says that "sales tax is not applicable to the provision of information that is personal and individual in nature and that is not incorporated into reports furnished to other people"--in other words, "custom research.

(1) The issue is whether custom research services are covered by the new law. Syndicated market research services have always been covered. The issue must be framed under that distinction, and we should not imply that syndicated services were not and may not in the future be covered.

(2) The new law covers information services. The relevant portion of the statute defines Information Services as "the furnishing of information of any kind, which has been collected, compiled, or analyzed by the seller, and provided through any means or method, other than personal or individual information which is not incorporated into reports furnished to other people." N.J.S.A. 54:32B-2(yy). The question is whether the exclusion in bold type exempts custom research. In every state in which CASRO has argued this specific issue, notably in New York most recently: state sales tax divisions have consistently ruled that custom research meets the definition of exempted "personal and individual information." While in this particular instance the question has not been formally resolved, it seems that the language of this NJ law re personal information services is arguably the same as many other states' sales tax laws (in fact, it's almost verbatim with NY). The members of the CASRO General Counsel Forum are discussing the issue and reviewing the advice of their respective companies' tax advisors. There is no question that the provision (like the existing law) covers syndicated research products.

(3) Research businesses should confirm with their own financial advisors, our (CASRO's) understanding that this NJ law (again, like many other states) will only affect research buyers who are in New Jersey. If the seller of covered research services is located in New Jersey and the Buyer is also in New Jersey, then the Seller must charge sales tax. If the research seller is not in New Jersey, but the buyer is in New Jersey, then the Buyer must pay a use tax equivalent to the sales tax. If the Buyer is not located in New Jersey, then there is no sales or use tax, regardless of where the

Seller is located.

Duane Berlin, CASRO General Counsel

Diane Bowers, CASRO President

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

From: "Paul Braun" <pbraun@BRAUNRESEARCH.COM>

To: <AAPORNET@asu.edu>

Sent: Tuesday, September 12, 2006 4:47 PM

Subject: Tax Laws

Good afternoon all. I am looking at a new sales tax law from the Garden State. It is (NJSA 54:32B-3(b)(12)) and it is unclear to me. My accountants ran this by me yesterday and I was hoping others might have seen it or understand it.

It calls for the collection of sales tax for information services:

The law defines "information services" as the furnishing of information of any kind, which has been collected, compiled, or analyzed by the seller, and provided through any means or method, other than personal or individual information which is not incorporated into reports furnished to other people.

Does anyone have any thoughts? Is there any one else in New Jersey who is aware of this?

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

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Date: Thu, 21 Sep 2006 17:01:28 -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: Tax Laws  
Comments: To: Diane Bowers <[dbowers@casro.org](mailto:dbowers@casro.org)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: "Duane L. Berlin, Esq." <[DBerlin@levberlin.com](mailto:DBerlin@levberlin.com)>  
In-Reply-To: <[001301c6ddad\\$100a77c0\\$3401a8c0@DIANE](mailto:001301c6ddad$100a77c0$3401a8c0@DIANE)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Diane,

Thank you so much for this thoughtful response. Please also see from my accounting office:

The state (of New Jersey) will be clarifying the rules in the next few = days.  
My accountant spoke to a colleague who deals closely with the state on = tax issues. He said the state of NJ is probably going to replicate the state = of NY's ruling on this. If they do that then it doesn't appear that we will have to tax our services.

Thanks to all who contributed.

Paul

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

From: Diane Bowers [<mailto:dbowers@casro.org>]=20  
Sent: Thursday, September 21, 2006 2:38 PM  
To: Paul Braun; [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Cc: Duane L. Berlin, Esq.  
Subject: Re: Tax Laws

Paul and AAPORnet:

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in=20  
New Jersey, then there is no sales or use tax, regardless of where the=20  
Seller is located.

Duane Berlin, CASRO General Counsel

Diane Bowers, CASRO President

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To: <AAPORNET@asu.edu>

Sent: Tuesday, September 12, 2006 4:47 PM

Subject: Tax Laws

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Paul A. Braun  
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Date: Thu, 21 Sep 2006 18:53:18 -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: training and promotions evaluation metrics  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

Hi,

A colleague of mine is seeking someone to help them develop an assessment  
test of whether someone is qualified to be promoted, so they need to know  
which questions to ask, how to verify their validity (content and  
predictive especially).

If anyone is interested in some contract work in this area, and have  
experience in this area, send me a brief note and I'll make the  
introduction.

best,  
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)  
Yahoo Messenger: [leora\\_lawton](mailto:leora_lawton)

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=====  
Date: Thu, 21 Sep 2006 15:36:38 -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: Weighting polls by Party ID  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
In-Reply-To: <AAPORNET%200609142100017990.91B7@LISTS.ASU.EDU>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

I, too, have been skeptical of weighting polls by partisan identification. But I was also unnerved by the large swings in Kerry/Bush support in some polls in 2004 -- swings highly correlated with unintentional over-sampling of Democrats or Republicans in successive polls.

However, after reading a recent, paper by Alan Abramowitz, I'm very much persuaded that when done carefully, weighting by partisanship will improve accuracy. See:

Alan I. Abramowitz. 2006. "Just Weight! The Case for Dynamic Party Identification Weighting." PS: Political Science & Politics, Volume 39, Issue 03, July 2006, pp 473-475.

-- 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: Fri, 22 Sep 2006 11:09:44 -0400  
Reply-To: Nancy Belden <nancybelden@BRSPOLL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Belden <nancybelden@BRSPOLL.COM>  
Subject: Admin Assistant job  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

We are seeking an administrative assistant for friendly, busy small public opinion firm working on progressive issues. Requirements: excellent computer, verbal, organizational and personal skills, bachelors degree, and at least one year of work experience in an office setting. Ideal candidate will be smart, a team player, interested in the issues we work on, a self starter, and detail oriented. This job offers a great opportunity to learn about survey and focus group research from the ground up.

Responsibilities include office management such as making meeting and travel arrangements, banking and record keeping, answering telephones and email. Research duties may include assisting BRS partners and other staff with reports, proposals, tables and other products, interviewing.

We are located at DuPont Circle in Washington, DC. Benefits include two weeks vacation, health insurance and more.

Please send a cover letter and resume to [nancybelden@brspoll.com](mailto:nancybelden@brspoll.com). No calls please. Thank you.

Nancy Belden

Belden Russonello & Stewart

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

202.822.6090

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=====  
Date: Fri, 22 Sep 2006 08:42:49 -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: training and promotions evaluation metrics  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[20060921185047.H39614@synergy.transbay.net](mailto:20060921185047.H39614@synergy.transbay.net)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII

I'm having email difficulties as I'm in the process of moving from one domain host to another. Please reply to my yahoo account [leora\\_lawton@yahoo.com](mailto:leora_lawton@yahoo.com).  
thanks  
Leora

On Thu, 21 Sep 2006, Leora Lawton wrote:

> Date: Thu, 21 Sep 2006 18:53:18 -0700 (PDT)  
> From: Leora Lawton <lawton@techsociety.com>  
> To: AAPORNET <AAPORNET@asu.edu>  
> Subject: training and promotions evaluation metrics  
>  
> Hi,  
>  
> A colleague of mine is seeking someone to help them develop an assessment  
> test of whether someone is qualified to be promoted, so they need to know  
> which questions to ask, how to verify their validity (content and  
> predictive especially).  
>  
> If anyone is interested in some contract work in this area, and have  
> experience in this area, send me a brief note and I'll make the  
> introduction.  
>  
> best,  
> 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  
> Yahoo Messenger: leora\_lawton  
>

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---

Date: Fri, 22 Sep 2006 13:12:09 -0700  
Reply-To: Brian Cannon <b.cannon@TTU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Brian Cannon <b.cannon@TTU.EDU>  
Subject: Job opportunity (Portland, OR)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: quoted-printable

Position: Market Research Analyst  
Location: Portland, OR  
Company: Gilmore Research Group

Duties:

Under the direction of the Vice President of Design and Analysis, the=20  
Research Analyst will serve as an internal consultant on research design=20  
and will apply statistical and analytical techniques to survey research=20  
data. Project involvement includes participating in research planning=20  
meetings with clients, designing survey instruments, analyzing data and=20  
interpreting results, creating analytical reports and presentations,=20

presenting findings and providing post hoc analytical consultation. =20  
Position requires assuming ownership for all analysis and reporting tasks,=20  
marshaling appropriate resources and delegating tasks as necessary.

Additional responsibilities include participating in staff meetings and=20  
periodically leading/participating in internal analytical training=20  
sessions. Analysts will also assist in developing research proposals and=20  
other duties as assigned.

#### Requirements:

A successful candidate will have a Bachelor=92s degree in business, social=20  
sciences or a closely related field with some formal training in research=20  
methodology and statistics plus a minimum of two years of related=20  
professional work experience=97preferably as a market research supplier or a=  
s=20

a corporate (internal) research analyst. Qualified individuals will have=20  
had experience applying many of the following techniques in a business=20  
setting: statistical significance testing, multivariate analysis=20  
techniques such as factor analysis and cluster/segmentation analysis and=20  
various types of regression analyses. A successful candidate will have=20  
outstanding written and oral communication skills and a proven track record =

of turning research results into actionable recommendations. Proficiency=20  
in SPSS, Word, Excel and PowerPoint for Windows is required. Experience in =

healthcare, transportation, or retail a plus.

Salary: Commensurate with Experience

#### To Apply:

Send a cover letter, resume, and short writing sample that demonstrates=20  
your ability to think about data and communicate research findings to=20  
cambruso@gilmore-research.com or

Carol Ambruso  
Gilmore Research Group  
729 NE Oregon, Suite 150  
Portland, OR 97232

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---

Date: Fri, 22 Sep 2006 19:05:16 -0400  
Reply-To: "Harris-Kojetin, Brian A." <[Brian\\_A.\\_Harris-Kojetin@OMB.EOP.GOV](mailto:Brian_A._Harris-Kojetin@OMB.EOP.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Harris-Kojetin, Brian A." <[Brian\\_A.\\_Harris-Kojetin@OMB.EOP.GOV](mailto:Brian_A._Harris-Kojetin@OMB.EOP.GOV)>  
Subject: FW: Government Issues New Standards and Guidelines for  
Statistical Surveys to Reflect Current Best Practices



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

FYI.

\_\_\_\_\_ =20

=20

=20

EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET

WASHINGTON, D.C. 20503

=20

FOR IMMEDIATE RELEASE

September 22, 2006

Contact: OMB Communications, (202) 395-7254

=20

Government Issues New Standards and Guidelines for Statistical Surveys  
to Reflect Current Best Practices

=20

Washington- Today, the Office of Management and Budget (OMB) released new standards and guidelines for statistical surveys sponsored by Federal agencies. The new guidance provides government-wide uniformity in statistical methods and practices to ensure the reliability and utility of data produced and updates the standards to bring them in line with current professional practice. =20

=20

The new guidance provides twenty statistical standards on survey design, production of estimates, survey review procedures, as well as data collection, processing, analysis, and dissemination. One of the most significant areas covered in the new standards and guidelines concerns sources of bias in surveys, particularly potential bias due to declining response rates. This guidance offers best practices for agencies to assess and evaluate potential bias in their surveys. =20

=20

In releasing the new standards and guidelines, OMB Deputy Director for Management Clay Johnson said, "Data gathered and distributed by the Federal government affect people's lives and well-being. It is essential that the collection process guarantees the information is sound and reliable to ensure that taxpayer dollars are used to efficiently obtain high quality information." =20

=20

The revised standards and guidelines were developed through an extensive interagency process over a multi-year period. The process included review by dozens of experts across Federal agencies, survey methodology practitioners, and the public. =20

=20

To view the standards, visit:  
<http://www.whitehouse.gov/omb/inforeg/statpolicy.html>

=20

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=====  
Date: Sat, 23 Sep 2006 22:43:59 -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: Locating Government and Other RFPs  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%200609150754062031.9F5F@LISTS.ASU.EDU](mailto:LISTSERV%200609150754062031.9F5F@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

The Federal Government uses FedBizOpps.gov as the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000.

<http://www.fedbizopps.gov/>

Read all of the information provided to determine how to qualify and reply to RFPs.

Christopher Lee

Director of Government Affairs and Counsel  
CMOR  
7475 Wisconsin Ave.  
Suite 300  
Bethesda, MD 20814  
301-654-6601  
clee@cmor.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Fries  
Sent: Friday, September 15, 2006 10:54 AM  
To: AAPORNET@asu.edu  
Subject: Locating Government and Other RFPs

Fellow AAPORnetters,

While I realize this may be inching uncomfortably close to "company secrets" and the boundaries of friendly competition, I was wondering what sources people have found useful for finding posted research RFPs (government or private sector).

My own web searches have uncovered several subscription-based services that supposedly do all the searching and sifting for you. However with so many out there I remain a bit skeptical...not that I wouldn't be willing to pay for such a service if it was productive.

Though our company has been around for nearly 30 years, we are looking to expand, and so in many ways we feel like a new company just getting started and trying to identify potential sources of revenue.

Anyway, I would welcome any insight you have. Please feel free to respond off list if you prefer.

Best Wishes,

John

--

John C. Fries  
Senior Project Director | Alan Newman Research  
<http://www.anr.com> | Market Research Consultants  
Phone: 804.272.6100 x228 | FAX: 804.272.7145  
Email: <mailto:jfries@anr.com>

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set aapornet nomail

On your return send this: set aapornet mail

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---

Date: Sat, 23 Sep 2006 23:01:07 -0400

Reply-To: Chris Lee <clee@CMOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Chris Lee <clee@CMOR.ORG>

Subject: Re: Political telemarketing in Indiana

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

In-Reply-To:

<3248A9B21DD5574785FE5E2C8E52168457DAB0@exchange.local.artsience.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Following up . . .

The Indiana Attorney General is pursuing this as a violation of the state's prohibition on using automated dialers.

The case is, unfortunately, not being pursued as push pollsters fraudulently holding themselves out to be legitimate survey researchers.

CMOR will continue to monitor this case and related push polling cases, and take action where appropriate.

Christopher Lee

Director of Government Affairs and Counsel

CMOR

7475 Wisconsin Ave.

Suite 300

Bethesda, MD 20814

301-654-6601

clee@cmor.org

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

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

Sent: Wednesday, September 20, 2006 10:10 AM

To: AAPORNET@asu.edu

Subject: Political telemarketing in Indiana

Political calls prompt lawsuit

By DAVID MANN

newsroom@newsandtribune.com

<http://tinyurl.com/g2j5d>

The man who bankrolled the Swift Boat Veterans for Truth during the 2004 presidential election is now funding a political action committee that's finding itself in trouble with the law because of automated phone calls.

The Economic Freedom Fund, a Sacramento, Calif.-based political 527, or tax-exempt group, has been using an automated dialing system to contact voters in Indiana's 9th District, disparaging Democratic congressional candidate Baron Hill.

Using an automated dialing system to contact Hoosiers is against state law, said Indiana Attorney General Steve Carter. Carter held a press conference in Jeffersonville on Monday to announce that he's filed a lawsuit against the Economic Freedom Fund.

According to the attorney general, the calls basically amounted to so-called push polling - in which a prerecorded message would make statements disguised in the form of a question without giving those who took the calls a chance to appropriately answer. Carter would not disclose the exact detail of the questions, but did say the calls specifically named Hill during the message.

SNIP

Carter confirmed that an investigation was under way for another company that had placed automated calls during this particular congressional race. Because it is a continuing investigation, he would not give out details.

SNIP

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--

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

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On your return send this: set aapornet mail  
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=====  
Date: Mon, 25 Sep 2006 11:47:03 -0400  
Reply-To: Mark Schulman <[M.SCHULMAN@SRBI.COM](mailto:M.SCHULMAN@SRBI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Mark Schulman <M.SCHULMAN@SRBI.COM>  
Subject: More Sad News  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

With great sadness, I report the untimely passing of CASRO's Director of Government and Public Affairs Jim Robinson on September 13. Many of you are probably unaware of the tremendous contributions that Jim made as one of our profession's most respected and effective advocates. As Director of CASRO's Government and Public Affairs Committee, Jim was one of the "eyes and ears" of our profession, protecting us from many a potential onslaught by elected officials and regulators who often confuse telemarketing and surveys.

Jim was particularly instrumental in helping persuade federal regulators and elected officials to exclude research from various state and federal legislative and regulatory telemarketing "do not call (DNC)" registries. In Fall 2003, Jim worked with an industry coalition, including AAPOR, to fight off telemarketer attempts to challenge DNC regulations by trying to link surveys to telemarketing, with telemarketers claiming that both involved unsolicited calls.

In "real life," Jim was president of a highly regarded South Dakota public opinion and political consulting firm, Robinson and Muenster Associates. He served in Tom Daschles successful 1986 U.S. Senate election and in Bob Kerreys first U.S. Senate election in Nebraska in 1988.

We will miss him greatly as a friend, colleague, and industry advocate.

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=====

Date: Mon, 25 Sep 2006 12:14:12 -0400  
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joel Bloom <joeldbloom@GMAIL.COM>  
Subject: Moral Values in Action?  
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

Today's New York Times describes a meeting of the "Values Voters Summit." Evidently, at least some of their facilitators have a different idea of what "values" mean than most of us would:

<http://www.nytimes.com/2006/09/25/us/politics/25conserve.html?ref=politics>

<SNIP>

Even in this crowd of nearly 2,000 Christian conservative activists, some balked at one tactic recommended to turn out church voters. In a workshop, Connie Marshner, a veteran organizer, distributed a step-by-step guide that recommended obtaining church directories and posing as a nonpartisan pollster to ask people how they planned to vote.

"Hello, I am with ABC polls," a suggested script began.

Some attendees complained that the script seemed deceptive, Ms. Marshner said in an interview afterward. She said that such disguised calls were a common campaign tactic, that it was just a suggested script and that she never recommended answering a direct question with a lie.

Tony Perkins, president of the Family Research Council, who played host to the conference, said he was "upset" to learn of her instructions and condemned any deception.

The Rev. Barry W. Lynn, executive director of the liberal group Americans United for Separation of Church and State, called the tactic "disgraceful" and "a desecration of the church."

<SNIP>

I love some of the language: "Some attendees complained that the script seemed deceptive." I love that -- "seemed" deceptive. I also love the next line, that "she never recommended answering a direct question with a lie." No, she just recommends starting right out with an enormous whopper. But I suppose that if the "respondent" then asks "are you REALLY with ABC?" she'd recommend telling the truth?

I guess I'll choose to focus on the positive aspect of this report -- that many people at this meeting were shocked at that sort of overt deception. What I'm wondering is whether the despicable Ms. Marshner is right that this is a common tactic. Does anyone know?

--

Joel David Bloom, Ph.D.  
The University at Albany, SUNY

Research Professor, Dept. of Political Science  
Associate Director, Office of Institutional Research  
Phone: (518) 437-4791  
Cell: 541-579-6610  
E-mail: [jbloom@albany.edu](mailto:jbloom@albany.edu)  
Web: <http://www.albany.edu/ir/>

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Date: Mon, 25 Sep 2006 14:41:10 -0400

Reply-To: jeffrey.c.moore@CENSUS.GOV  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Jeffrey C. Moore" <jeffrey.c.moore@CENSUS.GOV>  
Subject: Order of Income Source and Amount Questions  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII

A common "recipe" for putting together a comprehensive questionnaire about income is to capture all income sources first, and then, when the list of sources is complete, to follow up with detailed questions about amounts. (I think that this same approach is used in some victimization surveys, and surveys about health conditions.) There's a lot of folklore in support of this practice -- if you don't do it this way, and instead immediately ask for amounts following the identification of each income source, then people will learn to underreport their income sources in order to avoid the amount questions. Is there anything more than folklore? Is anyone aware of any experiments or other research evidence on this issue? I'm most interested in research evidence from income surveys, but would like to hear about other topic areas as well.

Thanks for any leads.

Jeff Moore  
U.S. Census Bureau  
jeffrey.c.moore@census.gov

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---

Date: Mon, 25 Sep 2006 15:13:21 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Re: Moral Values in Action?  
Comments: To: Joel Bloom <joeldbloom@GMAIL.COM>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Joel Bloom said:

> I guess I'll choose to focus on the positive aspect of this=20  
> report -- that many people at this meeting were shocked at=20  
> that sort of overt deception.  
> What I'm wondering is whether the despicable Ms. Marshner is=20  
> right that this is a common tactic. Does anyone know?

As someone who watches for this sort of thing in the media I would guess that, yes, regrettably, it is common. Almost all the real push polls that I have seen where the media is able to track down a script or confirm parts of the script the push poller uses a fake polling company



name. There was the problem earlier this year with "USA polls" that I saw on the Mystery Pollster website. Plus a number cases of autodialed political telemarketing that I have read about in the last year have used the pretext of polling. I have also noted several cases where people have said they were calling for/from the City Council or use a name that would lead you to believe that they were government sanctioned.

Depressing.

--=20

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

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

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=====  
Date: Mon, 25 Sep 2006 19:07:22 -0400

Reply-To: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>

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

From: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>

MIME-version: 1.0

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

Depressing? How about duplicitous or downright lying?

And isn't this illegal? Can't ABC or whomever sue?

Susan

=====  
Joel Bloom said:

I guess I'll choose to focus on the positive aspect of this report -- that many people at this meeting were shocked at that sort of overt deception.

What I'm wondering is whether the despicable Ms. Marshner is right that this is a common tactic. Does anyone know?

As someone who watches for this sort of thing in the media I would guess that, yes, regrettably, it is common. Almost all the real push polls that I have seen where the media is able to track down a script or confirm parts of the script the push poller uses a fake polling company name. There was the problem earlier this year with "USA polls" that I saw on the Mystery Pollster website. Plus a number cases of autodialed political telemarketing that I have read about in the last year have used the pretext of polling. I have also noted several cases where people have said they were calling for/from the City Council or use a name that would lead you to believe that they were government sanctioned.

Depressing.

--





management consulting and information technology services supporting business and government. ORC MACRO does extensive work conducting surveys and evaluations focused on the health and well-being of children and adolescents.

=20

ORC Macro has an immediate opening for a SURVEY DIRECTOR. Duties include: overseeing multi-site, large scale data collection activities for school-based studies, including field and web-based data collections; contributing to the conceptualization of on-line survey instruments and survey management tools; working with database management team to develop data cleaning and editing specifications; coordinating with statisticians and analysts to implement sampling, weighting, and analysis plans; providing quality assurance over plan implementation; writing/reviewing sampling, weighting, methodology, and final reports; training and mentoring staff; documenting lessons learned and refining methodologies; writing journal articles and making presentations at national conferences; working directly with clients on project design, deliverables, and schedules; overseeing multiple projects simultaneously; designing and maintaining cost and quality controls; and marketing to existing and new clients.

=20

Masters degree required with 7 years of relevant research experience, including at least 2 years of conducting school-based research. Excellent spoken/written communication and organizational skills; strong management skills and experience supervising project teams are required. Must be detail oriented, able to think on one's feet and have strong interpersonal skills. Must be a self-starter, willing to work alone and as part of a team. Must have expertise using Microsoft Office--including ACCESS--and statistical software packages--including SPSS, and SAS. Familiarity with SUDAAN is a plus. Prior experience working in social research, survey, and/or consulting environments required. Marketing/business development experience a plus.

=20

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Date: Wed, 27 Sep 2006 09:32:43 -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: Social science researcher to overhaul survey methodology with \$2 million grantaa

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

Social science researcher to overhaul survey methodology with \$2 million grant

<http://news-service.stanford.edu/news/2006/september27/krosnick-092706.html>

BY LISA TREI

Armed with a new \$2 million grant from the National Science Foundation's Major Research Instrumentation (MRI) Program, Jon Krosnick plans to introduce sweeping changes in traditional survey methodology. If his project is successful, the findings will allow representative sample surveys to obtain accurate, high response rates with quick turnaround times at reasonable costs.

By marrying Internet survey methodology with old-fashioned, face-to-face interviewing, Krosnick's two-year project will explore whether it is possible to create a computer network equivalent of an "astronomer's telescope," a shared platform many investigators can use to collect social science data efficiently. If it works, the result will allow academics, government agencies and businesses to share the expense of sample recruitment for a range of projects.

"The appeal of this new method grows on you once you start to think about it," said Krosnick, a professor of communication and of political science who holds the Frederic O. Glover Professorship in Humanities and Sciences. "Most researchers are so entrenched in their data collection habits that they probably haven't even considered this new approach

yet."

Historically, Krosnick explained, scientists have used MRI competition grants to purchase large pieces of hardware, such as telescopes and boats. "This is an important grant because social scientists need their own telescopes too," he said. "What is a telescope? It is a measuring device that is made available on a shared basis to lots of different researchers. That is exactly what our survey platform will be."

According to Krosnick, during the last three decades surveys have become increasingly central to decision-making in many aspects of life. Government agencies, companies and academic scholars spend billions of dollars to obtain survey data, he said. "Everybody has come to realize that in order to stay in touch with the realities of the marketplace, in order for government to be responsive to its citizens and in order for academics to understand what drives people's behavior, surveys are an incredibly efficient way of getting data."

Despite this growing demand, Krosnick said, survey response rates have declined during the last decade as the Internet and cell phones have made people more accessible but less available. "In the 1970s, you could get a telephone-survey response rate of 70 percent," Krosnick said. "Now, if you work really hard, you might get 40 percent." Surveys on the front pages of major newspapers have response rates of less than 10 percent, he added.

It is still possible to conduct high-quality surveys-face-to-face interviews yield 80 percent response rates-but such methods cost as much as \$1,000 per subject, Krosnick said. Telephone interviews cost \$2.50 to \$6 a minute, he said, but respondents, even if they are available, usually won't talk on the phone for more than 20 minutes. And while research shows that people answer questions by computer more accurately than by telephone, 90 percent of Internet surveys have self-selected respondents, Krosnick said-what is termed "haphazard sampling" of volunteers.

"The question is, how do we get out of this mess?" he said.

Krosnick's solution is to have statisticians draw up a representative sample of 1,000 American households based on U.S. Postal Service mailing lists. Research staff then will visit the households, randomly select an adult member, conduct a brief face-to-face interview and offer a free laptop and high-speed connection in exchange for respondents answering a 30-minute, secure Internet survey once a month. Evaluations of the network will gauge the accuracy and frequency of response rates and the attrition of participants, he said. Matthew DeBell, a staff researcher at Stanford's Institute for Research in the Social Sciences, will supervise the fieldwork involved with the project. Households will be recruited in March and data will be collected starting in September 2007.

2008 national election and beyond=20

Initially, the computer network will be used to study the dynamics of

the 2008 presidential primaries and general election campaign, Krosnick said. Scholars will submit proposals to the American National Election Studies, which has conducted surveys of the U.S. electorate since 1948, to gauge respondents' views of the country, political candidates and election process. Afterward, Krosnick said, minutes on the monthly survey could be sold to researchers interested in studying anything from health and education to consumer behavior.

If the proposed network is successful, Krosnick said, it would allow agencies to share the costs of sample recruitment across many projects, thus yielding higher response rates and lower costs. The Office of Management and Budget at the White House, which must approve all federal surveys, requires high response rates to obtain government support.

"Everybody has been pulling their hair out with unhappiness over the mounting problems with survey methodology," Krosnick said. "This is the only innovation that shifts gears. What's nice about this project is that, for the first time, it says to the world that Stanford is the center of the most exciting innovative steps being taken in survey methodology."

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

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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: FW: Social science researcher to overhaul survey methodology  
with

\$2 million grantaa  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
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Leo G. Simonetta  
Director of Research

Art & Science Group, LLC  
6115 Falls Road, Suite 101  
Baltimore MD 21209

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Wednesday, September 27, 2006 9:33 AM  
To: AAPORNET@asu.edu  
Subject: Social science researcher to overhaul survey methodology with \$2 million grant

Social science researcher to overhaul survey methodology with \$2 million grant=20  
<http://news-service.stanford.edu/news/2006/september27/krosnick-092706.html>

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Date: Wed, 27 Sep 2006 13:18:14 -0400  
Reply-To: Lawrence Luskin <[Lawrence.A.Luskin@ORCMACRO.COM](mailto:Lawrence.A.Luskin@ORCMACRO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lawrence Luskin <[Lawrence.A.Luskin@ORCMACRO.COM](mailto:Lawrence.A.Luskin@ORCMACRO.COM)>  
Subject: Means on Labeled Scales  
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

Thought I would enlist the help of my AAPOR colleagues on this one. A client of mine current runs a tracking survey that uses a labeled 5-point scale (5=3DStrongly Agree, 4=3DAgree, 3=3DNeither...) and uses = mean scores at the performance goal/metrics.=20

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Among other things, I have recommended to him that he switch from using means (e.g., 3.54) to frequencies (e.g., 80% agree), since it is a labeled scale and therefore one cannot assume cognitive equidistance from one point to the next. I'm assuming others here would agree, as this has been discussed for a long time. Of course there other reasons to prefer means, frequencies, or both for reporting descriptives, but I am just focusing on the "labeled scale" issue.=20

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Here are my questions:

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=20

Larry Luskin

Larry.a.luskin@orcmacro.com=20

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Date: Wed, 27 Sep 2006 14:46:15 -0500  
Reply-To: "Steen, Bob" <[steenb@FLEISHMAN.COM](mailto:steenb@FLEISHMAN.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Steen, Bob" <[steenb@FLEISHMAN.COM](mailto:steenb@FLEISHMAN.COM)>  
Subject: Re: Means on Labeled Scales  
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

Part of the debate needs to consider how the findings will be presented and used by the client. Without reference to formal studies, I am an advocate of:

- Using labeled points because it not only assists the respondent, but it assists in presenting the findings. It avoids the situation of explaining to an executive what is meant by the 4 on a 5 point scale.

- Using balanced scales and pushing the respondent off of the fence. While offering a mid-point has its advantages, my clients have been well served in most cases by asking for a direction. =20

- Using labeled points with qualifiers (Strongly agree, tend to agree, tend to disagree, strongly disagree). In presenting results, I like to be able to distinguish between the points without confusion (Do the agree responses include the strongly agree or just the agree?)

- Using both means and top box or top two boxes in presentations. Some clients can't handle the means, so the percentages are often needed. However, the means do a better job as a summary statistic and many of my clients like them for trending purposes on longitudinal studies. While I consider the SDs during my analysis, I seldom use them reports or presentations.

While labeled four- or five point scales may not technically be points that are equidistant or the distances may vary depending on the modifiers, treating them as equidistant has worked for me. I've had occasion to consider adjusting the values so they are not equidistant, for example, normalizing the scale based on 40 questions asked using a similar scale. The overall findings and implications were not altered by monkeying with the scale distances.

I also report the means on a 0 to 100 scale, with a zero score representing everyone giving the lowest rating. Clients find a 73 score on a 0 to 100 scale easier to understand than a 3.2 on a 1 to 4 scale.

How results are communicated and used should not be the tail that wags the opinion measurement dog, but if the results are not readily understood by the client, all is for naught.

Bob Steen

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

314-982-1752  
steenb@fleishman.com

Fax: 314-982-9105

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lawrence Luskin  
Sent: Wednesday, September 27, 2006 12:18 PM  
To: AAPORNET@asu.edu  
Subject: Means on Labeled Scales

Thought I would enlist the help of my AAPOR colleagues on this one. A client of mine current runs a tracking survey that uses a labeled

5-point scale (5=3DStrongly Agree, 4=3DAgree, 3=3DNeither...) and uses = mean scores at the performance goal/metrics.=20

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=20

Larry Luskin

Larry.a.luskin@orcmacro.com=20

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Date: Wed, 27 Sep 2006 17:57:38 -0400  
Reply-To: "Scott D. Crawford" <[scott@SURVEYSCIENCES.COM](mailto:scott@SURVEYSCIENCES.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Scott D. Crawford" <[scott@SURVEYSCIENCES.COM](mailto:scott@SURVEYSCIENCES.COM)>  
Subject: Ethnic/Race and scale mid-point selection  
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

Hello AAPORNET-

=20

We have come across some unexplained differences in a series of Likert and similar scale items between racial categories (specifically Asians). We are seeing that Asians are consistently responding closer to the midpoint of the scale (in a measure of leadership). I recall someone discussing once some research that demonstrated how some racial/ethnic groups interpreted such questions differently, but I have no memory for when/where they was. Does anyone on the list know of any such related methodological research that might help us interpret this result?

=20

Thanks!

=20

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Scott D. Crawford

Survey Sciences Group, LLC

[scott@surveysciences.com](mailto:scott@surveysciences.com)

734.213.4600 x100

734.213.4972 (fax)

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Date: Wed, 27 Sep 2006 16:58:24 -0700  
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <lawton@TECHSOCIETY.COM>  
Subject: Re: Means on Labeled Scales  
Comments: To: Lawrence Luskin <Lawrence.A.Luskin@ORCMACRO.COM>, AAPORNET@asu.edu  
In-Reply-To: <EAA73DCF5FF7F246B9D6009EBA476EC232BBA0@calus91.orcmacro.orc.wan>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

I find that a lot of people don't really understand means. A 3.54 that is statistically significant from a 3.79 doesn't really tell them much (and often justifiably so, given the pronounced skew in a lot of measures). So while I like means, I find that I'm going over increasingly to reporting top box on a five-point scale (or top-two on a 7-point), e.g., 45% were 'completely satisfied' (which works even if you only label the lowest and highest values on the scale).

The reason why means work in a tracking study, though, is if they use it for something like compensation. It's easier to demonstrate how much something has improved (or worsened)...e.g., the mean increased by 10% over the last six months from 3.5 to 3.85, or alternatively, when the bonus compensation is tied to a standard set at, say, a 2/10 incremental change.

As long as we're on the topic, my question is: does anyone else other than me think it's less meaningful to report top-two box than a top-box on a 5-point scale? In something like customer satisfaction or purchase intent, the top value is what seems to be of greatest import anyhow, based on other studies I can't recall off the top of my head.

Leora

Leora Lawton, Ph.D.  
TechSociety Research  
www.techsociety.com

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

From: Lawrence Luskin [mailto:Lawrence.A.Luskin@ORCMACRO.COM]  
Sent: Wednesday, September 27, 2006 10:18 AM  
To: AAPORNET@asu.edu  
Subject: [AAPORNET] Means on Labeled Scales

Thought I would enlist the help of my AAPOR colleagues on this one. A client of mine current runs a tracking survey that uses a labeled 5-point scale (5=Strongly Agree, 4=Agree, 3=Neither...) and uses mean scores at the performance goal/metrics.

Among other things, I have recommended to him that he switch from using means (e.g., 3.54) to frequencies (e.g., 80% agree), since it is a labeled scale and therefore one cannot assume cognitive equidistance from one point to the next. I'm assuming others here would agree, as this has been discussed for a long time. Of course there other reasons to prefer means, frequencies, or both for reporting descriptives, but I am just focusing on the "labeled scale" issue.

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Larry Luskin

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Date: Wed, 27 Sep 2006 20:38:50 -0400  
Reply-To: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU>  
Subject: Re: Means on Labeled Scales  
Comments: To: Lawrence Luskin <Lawrence.A.Luskin@ORCMACRO.COM>, AAPORNET <AAPORNET@asu.edu>  
In-Reply-To: <EAA73DCF5FF7F246B9D6009EBA476EC232BBA0@calus91.orcmacro.orc.wan>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

Larry:

Brian Meekins and I presented a paper at AAPOR a few years ago that looked at your second question: whether a scale operates differently if anchored only at the extremes versus fully anchored. The result: fairly big differences that did substantively affect the results. The presentation was called "Anchors Away" and it was based on comparing several telephone surveys about road conditions, and our work included a split-ballot experiment that replicated the difference based on absence or presence of the verbal anchors. I will send you a copy in a separate message.

Tom

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- > client of mine current runs a tracking survey that uses a labeled
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Any thoughts? =20

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

From: Leora Lawton [mailto:lawton@techsociety.com]=20

Sent: Wednesday, September 27, 2006 7:58 PM

To: Lawrence Luskin; AAPORNET@asu.edu

Subject: RE: [AAPORNET] Means on Labeled Scales

I find that a lot of people don't really understand means. A 3.54 that is statistically significant from a 3.79 doesn't really tell them much (and often justifiably so, given the pronounced skew in a lot of measures). So while I like means, I find that I'm going over increasingly to reporting top box on a five-point scale (or top-two on a 7-point), e.g., 45% were 'completely satisfied' (which works even if you only label the lowest and highest values on the scale). =20

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Leora

Leora Lawton, Ph.D.  
TechSociety Research  
www.techsociety.com

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

From: Lawrence Luskin [mailto:Lawrence.A.Luskin@ORCMACRO.COM]=20  
Sent: Wednesday, September 27, 2006 10:18 AM  
To: AAPORNET@asu.edu  
Subject: [AAPORNET] Means on Labeled Scales

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Larry.a.luskin@orcmacro.com=20

ORC Macro =20

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Date: Thu, 28 Sep 2006 10:04:21 -0400  
Reply-To: Paul Schroeder <[p.schroeder@SRBI.COM](mailto:p.schroeder@SRBI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul Schroeder <[p.schroeder@SRBI.COM](mailto:p.schroeder@SRBI.COM)>  
Subject: Re: Means on Labeled Scales  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

Leora,  
A good article which shows why it is important to have "very satisfied"  
customers appeared in the Harvard Business Review:

Jones, Thomas and W. Earl Sasser, Jr. 1995. Why Satisfied Customers  
Defect. Harvard Business Review, Nov-Dec:88-99 .

Ryan Hubbard and I used this article as in a paper we presented on  
citizen satisfaction at AAPOR in 2002. Not only is there a theoretical  
foundation for looking at only the top score, but statistically speaking  
there is usually greater variation in the Very Satisfied category when  
compared to a combination of Very and Somewhat Satisfied which helped  
make our analysis more compelling.

Paul

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Paul Schroeder  
Schulman, Ronca & Bucuvalas, Inc.  
8403 Colesville Road, Suite 820  
Silver Spring, MD 20910  
tel. 301.608.3883  
fax 301.608.3888  
[p.schroeder@srbi.com](mailto:p.schroeder@srbi.com)

>>> Leora Lawton <lawton@TECHSOCIETY.COM> 9/27/2006 7:58 PM >>>

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Larry Luskin

Larry.a.luskin@orcmacro.com

ORC Macro

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Date: Thu, 28 Sep 2006 10:52:29 -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: Means on Labeled Scales  
Comments: To: [lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM), [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

The question about reporting the top box versus the top-two boxes really gets at the culture of the client, I've found. And, I often find myself pushing to change their thinking. I did several projects for a software development firm that looked only at the top two boxes on their satisfaction scores (an instrument developed long before I started working with them). There was never any news--they were always 90%+ in satisfaction. Part of that had to do with the fact they were interviewing people who bought their product repeatedly year after year, so big surprise that they are satisfied. And, part had to do with the second point on the scale (the second box) being labeled "somewhat satisfied." I've had a rant or two on this list about overinterpreting the term "somewhat" too favorably. It's just plain hard NOT to be at least somewhat satisfied, so, as I said to this client, big whoop, or something like that. I want my clients to be the best. So, I tell them I'm going to hold them to making improvements in the top box. It leads to very interesting conversations about what it would take to move that number. So, my position is partly based on the execution of the top two boxes, but much more about the culture of allowing good to be good enough. JAS



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

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

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

In a message dated 9/27/2006 7:09:25 P.M. Central Daylight Time,  
[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM) writes:

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Sent: Wednesday, September 27, 2006 10:18 AM  
To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Subject: [AAPORNET] Means on Labeled Scales

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Larry Luskin

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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).

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Date: Thu, 28 Sep 2006 10:49:52 -0400  
Reply-To: [sf@alum.mit.edu](mailto:sf@alum.mit.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steve Freeman <[steven.f.freeman@VERIZON.NET](mailto:steven.f.freeman@VERIZON.NET)>  
Organization: Applied Research  
Subject: World \*business\* leaders have crumbling faith in US institutions  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

US falls from 1st to 6th place in World Economic Forum's annual survey of  
business leaders.

<http://news.independent.co.uk/business/news/article1761727.ece>

US slides down competition league

Concern over America's growing twin deficits

By Philip Thornton, Economics Correspondent

Published: 27 September 2006

The United States has lost its top slot in a global ranking of economic competitiveness published yesterday because of mounting concern among businesses over its budget deficit and crumbling faith in its institutions.

The world's largest economy fell from first to sixth place in the World Economic Forum's annual survey that is based on interviews with 11,000 business leaders.

The harsh verdict comes a week after the International Monetary Fund highlighted a US slowdown as the biggest threat to the world economy.

In its annual assessment of the competitiveness of 125 countries, the WEF said a number of weaknesses in the US, particularly related to macroeconomic imbalances and the institutional environment, were beginning to "erode the country's overall competitiveness potential".

Augusto Lopez-Claros [the chief economist and head of the WEF's global competitiveness network] said the quality of the country's public institutions had fallen "somewhat short of the levels of transparency and efficiency" seen in other members of the Organisation for Economic Co-operation and Development club of rich nations.

He said that, without redress, such worries "could allow other countries in a highly competitive global economy to challenge the US's privileged position".

It ranked just 69th out of 125 in terms of the basic health of its economy, with its health and primary education ranked 40th and the quality of its institutions 27th.

Mr Lopez-Claros said worries over its public finances had been the main factor in dragging the US's rating down. "It was a significant fall and was certainly noticeable," he said.

He said the decline in trust in public institutions was "tangible"..

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Steven F. Freeman \* Center for Organizational Dynamics \* University of Pennsylvania \* (215) 898-6967 \* Fax: (215) 898-8934 \* sff@sas.upenn.edu \* [www.organizationaldynamics.upenn.edu/center](http://www.organizationaldynamics.upenn.edu/center) \*

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Was the 2004 Presidential Election Stolen? Exit Polls, Election Fraud, and the Official Count (Seven Stories Press). Preview or purchase at <<http://www.tinyurl.com/lcpz2>> [www.tinyurl.com/lcpz2](http://www.tinyurl.com/lcpz2) (Seven Stories site), <<http://www.tinyurl.com/h6e4q>> [www.tinyurl.com/h6e4q](http://www.tinyurl.com/h6e4q) (Amazon) or [www.tinyurl.com/ngjcd](http://www.tinyurl.com/ngjcd) (Barnes and Noble).

For information about the Election Verification Project, please see [www.electionintegrity.org](http://www.electionintegrity.org) <<http://www.electionintegrity.org/>> and/or join our discussion group: <http://groups.google.com/group/ElectionIntegrity>.

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Date: Thu, 28 Sep 2006 12:06:13 -0400  
Reply-To: Keith Neuman <[Keith.Neuman@ENVIRONICS.CA](mailto:Keith.Neuman@ENVIRONICS.CA)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Keith Neuman <[Keith.Neuman@ENVIRONICS.CA](mailto:Keith.Neuman@ENVIRONICS.CA)>  
Subject: Re: Means on Labeled Scales  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[EAA73DCF5FF7F246B9D6009EBA476EC232BBAF@calus91.orcmacro.orc.wan](mailto:EAA73DCF5FF7F246B9D6009EBA476EC232BBAF@calus91.orcmacro.orc.wan)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

One approach I've used successfully to address the issue of means versus top box scores is to construct an "index" out of the response scale that transforms the data into a scale that might range for 0 to 10 (e.g. "0" means all respondents gave the lowest rating, and "10" means they all gave the highest). The benefits of this are that you capture the full variance from all scale points (versus just top box), and end up with a single number like a mean, but which is more intuitively obvious for clients than a mean. As well, the index is created by assigning weights to each scale point, and these can be adjusted so that a "somewhat satisfied" rating can be scaled and interpreted as being only weakly positive (or as a "polite negative" as Susan Devlin would say).

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Lawrence Luskin  
Sent: Thursday, September 28, 2006 9:32 AM  
To: AAPORNET@asu.edu  
Subject: Re: Means on Labeled Scales

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Date: Thu, 28 Sep 2006 13:23:09 -0400  
Reply-To: Matt Berent <[mkberent@earthlink.net](mailto:mkberent@earthlink.net)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Matt Berent <[mkberent@EARTHLINK.NET](mailto:mkberent@EARTHLINK.NET)>  
Subject: Re: Means on Labeled Scales  
Comments: To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Leora:

You might also want to look at the following article which describes an alternative method for indexing describing the customer experience in a way that many clients find intuitive:

Reichheld, Frederick F. (2003). The one number you need to grow. Harvard Business Review, December, 2003.

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

>From: Paul Schroeder <[p.schroeder@SRBI.COM](mailto:p.schroeder@SRBI.COM)>  
>Sent: Sep 28, 2006 10:04 AM  
>To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
>Subject: Re: Means on Labeled Scales  
>



>Leora,  
>A good article which shows why it is important to have "very satisfied"  
>customers appeared in the Harvard Business Review:  
>  
>Jones, Thomas and W. Earl Sasser, Jr. 1995. Why Satisfied Customers  
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>compared to a combination of Very and Somewhat Satisfied which helped  
>make our analysis more compelling.  
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>Paul  
>  
>  
>\_\_\_\_\_  
>Paul Schroeder  
>Schulman, Ronca & Bucuvalas, Inc.  
>8403 Colesville Road, Suite 820  
>Silver Spring, MD 20910  
>tel. 301.608.3883  
>fax 301.608.3888  
>p.schroeder@srbi.com  
>  
>>>> Leora Lawton <lawton@TECHSOCIETY.COM> 9/27/2006 7:58 PM >>>  
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>  
>Leora  
>  
>  
>  
>Leora Lawton, Ph.D.  
>TechSociety Research  
>www.techsociety.com

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

>From: Lawrence Luskin [mailto:Lawrence.A.Luskin@ORCMACRO.COM]  
>Sent: Wednesday, September 27, 2006 10:18 AM  
>To: AAPORNET@asu.edu  
>Subject: [AAPORNET] Means on Labeled Scales

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>Larry Luskin

>Larry.a.luskin@orcmacro.com

>ORC Macro

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=====  
Date: Thu, 28 Sep 2006 11:11:02 -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: Means on Labeled Scales

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

In-Reply-To: <21321000.1159464189868.JavaMail.root@elwamui-lapwing.atl.sa.earthlink.net>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Yes, these are some of the articles I was thinking of, thanks for both references. Now, I've read these, but my marketing clients haven't. However, they've heard of Reichheld, some have even glanced at one of his books on customer loyalty, so his methodological opinion might sway.

Another body of research I had in mind was The Juster scale (Juster, F.T. (1966). Consumer buying intention and purchase probability. National Bureau of Economic Research, Columbia University Press, and subsequent research testing/validating his scale).

-leora

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

From: Matt Berent [mailto:mkberent@earthlink.net]

Sent: Thursday, September 28, 2006 10:23 AM

To: Leora Lawton; AAPORNET@asu.edu

Subject: Re: Means on Labeled Scales

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>To: AAPORNET@asu.edu

>Subject: Re: Means on Labeled Scales

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>tel. 301.608.3883

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>Leora

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>

>Leora Lawton, Ph.D.

>TechSociety Research

>www.techsociety.com

>

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>Larry Luskin  
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>Larry.a.luskin@orcmacro.com  
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---

Date: Thu, 28 Sep 2006 12:18:58 -0700  
Reply-To: [als20@columbia.edu](mailto:als20@columbia.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Amber Levanon Seligson <[alseligson@YAHOO.COM](mailto:alseligson@YAHOO.COM)>  
Subject: Re: job opening in Washington, D.C.  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[200609281812.k8SIC2Qk006863@post7.inre.asu.edu](mailto:200609281812.k8SIC2Qk006863@post7.inre.asu.edu)>  
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Content-type: text/plain; charset=iso-8859-1  
Content-transfer-encoding: 8BIT

Ethics Resource Center is seeking a survey researcher to fill a Senior Researcher position in Washington D.C.. Please see the job description below.

\*\*\*

Amber Levanon Seligson, Ph.D.  
Lead Senior Researcher - Quantitative Methods  
Ethics Resource Center  
Phone: (212) 759-5904  
[amber@ethics.org](mailto:amber@ethics.org)  
[www.ethics.org](http://www.ethics.org)

\*\*\*

## Senior Researcher

The vision of the Ethics Resource Center (ERC) is a world where individuals and organizations act with integrity. Its mission is to strengthen ethical leadership worldwide by providing leading-edge expertise and services through research, education and partnerships.

This position provides quantitative and qualitative survey research and knowledge development for ERC initiatives, including identifying trends, benchmarking performance and program evaluation. Such projects may be fee-for-service (Advisory Services) or grant funded. Client projects and research may focus in organizational ethics (includes businesses, government agencies, non-governmental agencies (NGOs), multilateral organizations and not-for-profit groups) international programs or character development.

This position will also provide fee-for-service Advisory Services to clients that may not be related to the ERC's research agenda, but are necessary to assist the organization in achieving budgeted revenue goals.

A passion for organizational ethics, desire to work with business leaders and desire to contribute to development of knowledge in the field are critical. Expertise can be developed thorough the work.

- Manage basic to complex survey research and client projects as a project director ensuring high quality service delivery and client/sponsor/grantor satisfaction.
- Able to manage tight deadlines and balance multiple projects.
- Skilled in translating academic concepts in non-statistical, easy to understand language.
- Design, develop and implement quantitative and qualitative survey projects.
- Analyze gathered data and report on results providing appropriate recommendations.
- Manage relationship with Institutional Review Board as needed.
- Desire to work with Development team to draft research grant requests.
- Ability to contribute to ERC's external outreach through articles, white papers, presentations and other original works derived from client and research projects.
- Provide technical assistance to ERC staff and clients.
- Prepare and present reports, technical papers and presentations.
- Oversee administrative activities related to assigned research and client projects to include management of project team.
- Assist with the development and implementation of annual research and Advisory Service strategic plans.
- Help ERC professionals and clients understand ERC research and methodologies.
- Participate in the improvement of efficiencies and reduction of costs associated with research and client projects.
- Manage ERC junior staff as assigned.
- Manage support analysts.
- Assist in oversight of budgets and vendor services related to research and



Advisory Service projects.

- Assist President and Vice President, Programs in efforts to secure leads to new work, follow up and develop client relationships and ultimately achieve research and Advisory Service Fee budgeted goals.

Additional Qualifications:

- Ph.D preferred.
- Genuine interest in organizational ethics and culture change.
- Strong statistical & research background necessary.
- Must have experience drawing samples and weighting data.
- Experienced in conducting statistical analysis to include – building scales, comparing groups and organizations to each other and to developed benchmarks, OLS and Logit regression.
- Proficient in use of SPSS.
- Ability to interpret data and apply in a practical business setting essential.
- Strong writing and oral communications skills for reports and presentations.
- Experience in research related to the social sciences.
- Ability to work effectively in a team environment.
- Solid client relations and project management skills.

How to Apply:

Applications, which will be treated in strict confidence, should include a letter explaining interest, relevant experience and salary requirements by e-mail  [or FAX 202-737-2227. Please put SENIOR RESEARCHER in the subject line. No phone calls.](mailto:ethics.org)

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=====  
Date: Thu, 28 Sep 2006 15:44:08 -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)>

Comments: To: Susan Carol Losh <[slosh@GARNET.ACNS.FSU.EDU](mailto:slosh@GARNET.ACNS.FSU.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

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Content-transfer-encoding: quoted-printable

Well those too.

One of the problems that I have noted following these kinds of cases in the press is the difficulty in determining who is behind real push polls or other forms of political telemarketing. From what I can recollect I would guess that in more than 90% of the cases it is impossible to determine who is behind a real push poll - they usually use a fake name, have the caller ID function blocked or feeding incorrect data, and are in and out of the field so fast that there is no good way to figure out who they are. Additionally when they are tracked down they tend to stonewall.=20

Heck a lot of the time it is hard to determine whether it is truly a



> 6115 Falls Road, Suite 101  
> Baltimore MD 21209  
>=20  
>=20  
> Susan Carol Losh, PhD  
> American Statistical Association-NSF Research Fellow Program=20  
> Leader, Educational Psychology Program Coordinator, Learning=20  
> and Cognition Department of Educational Psychology and=20  
> Learning Systems Florida State University Tallahassee FL 32306-4453  
>=20  
> slosh@garnet.acns.fsu.edu  
> 850-644-8778 VOICE  
> 850-644-8776 FAX  
>=20  
> visit the site:  
> http://garnet.acns.fsu.edu/~slosh/Index.htm=20  
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---

Date: Thu, 28 Sep 2006 15:55:10 -0500  
Reply-To: Jesus Marquez <[jmarquez@SERVICEMANAGEMENT.COM](mailto:jmarquez@SERVICEMANAGEMENT.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jesus Marquez <[jmarquez@SERVICEMANAGEMENT.COM](mailto:jmarquez@SERVICEMANAGEMENT.COM)>  
Subject: DMA/Zip Codes Canada, England, Mexico  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

Good Day,

I am trying to find a vendor that has information on DMA-Zip Codes for countries other than the US such as Canada, England and Mexico. We want to analyze satisfaction scores per DMA based on our multiunit clients' zip codes in other countries.

I already contacted Nielsen and they said they don't have that information. They directed me to [www.bbm.ca](http://www.bbm.ca) for Canadian information, I contacted them too, but have not heard back.

Please let me know where I could get this type of information, or you may just confirm that it is not available.

Thanks,

Jesus Marquez

#####  
#####

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=====  
Date: Fri, 29 Sep 2006 00:38:29 -0400  
Reply-To: Ashley Hendrickson <[ahendrickson@STERLINGRESEARCHGROUP.COM](mailto:ahendrickson@STERLINGRESEARCHGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ashley Hendrickson <[ahendrickson@STERLINGRESEARCHGROUP.COM](mailto:ahendrickson@STERLINGRESEARCHGROUP.COM)>  
Subject: Reichheld's NPS  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[200609281812.k8SIC2Qk006863@post7.inre.asu.edu](mailto:200609281812.k8SIC2Qk006863@post7.inre.asu.edu)>  
MIME-version: 1.0  
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Since Reichheld's name has been mentioned, I thought it would be interesting to see what others on AAPORnet think about his research (specifically the Net Promoter Score). We are currently working with a client who sees this as the one-and-only measurement they will need for their client satisfaction efforts. How much can you really learn from just one number?

Any thoughts would be appreciated.

Thank you,  
Ashley

Ashley Hendrickson  
Sterling Research Group, Inc.

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Leora Lawton  
Sent: Thursday, September 28, 2006 2:11 PM

To: AAPORNET@asu.edu  
Subject: Re: Means on Labeled Scales

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=20  
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From: Matt Berent [mailto:mkberent@earthlink.net]=20  
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>Paul

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>Silver Spring, MD 20910

>tel. 301.608.3883

>fax 301.608.3888

>p.schroeder@srbi.com

>

>>>> Leora Lawton <lawton@TECHSOCIETY.COM> 9/27/2006 7:58 PM >>>

>

>I find that a lot of people don't really understand means. A 3.54 that

>is

>statistically significant from a 3.79 doesn't really tell them much

>(and

>often justifiably so, given the pronounced skew in a lot of measures).=20

>So

>while I like means, I find that I'm going over increasingly to

>reporting top

>box on a five-point scale (or top-two on a 7-point), e.g., 45% were

>'completely satisfied' (which works even if you only label the lowest

>and

>highest values on the scale). =20

>

>The reason why means work in a tracking study, though, is if they use

>it for

>something like compensation. It's easier to demonstrate how much

>something

>has improved (or worsened)...e.g., the mean increased by 10% over the

>last

>six months from 3.5 to 3.85, or alternatively, when the bonus

>compensation

>is tied to a standard set at, say, a 2/10 incremental change. =20

>

>As long as we're on the topic, my question is: does anyone else other

>than

>me think it's less meaningful to report top-two box than a top-box on

>a

>5-point scale? In something like customer satisfaction or purchase

>intent,

>the top value is what seems to be of greatest import anyhow, based on

>other

>studies I can't recall off the top of my head. =20

>

>Leora

>

>

>  
>Leora Lawton, Ph.D.  
>TechSociety Research  
>www.techsociety.com  
>  
>  
>-----Original Message-----  
>From: Lawrence Luskin [mailto:Lawrence.A.Luskin@ORCMACRO.COM]=20  
>Sent: Wednesday, September 27, 2006 10:18 AM  
>To: AAPORNET@asu.edu  
>Subject: [AAPORNET] Means on Labeled Scales  
>  
>Thought I would enlist the help of my AAPOR colleagues on this one. A  
>client of mine current runs a tracking survey that uses a labeled  
>5-point scale (5=3DStrongly Agree, 4=3DAgree, 3=3DNeither...) and uses =  
mean  
>scores at the performance goal/metrics.=20  
>  
>  
>  
>Among other things, I have recommended to him that he switch from  
>using  
>means (e.g., 3.54) to frequencies (e.g., 80% agree), since it is a  
>labeled scale and therefore one cannot assume cognitive equidistance  
>from one point to the next. I'm assuming others here would agree, as  
>this has been discussed for a long time. Of course there other reasons  
>to prefer means, frequencies, or both for reporting descriptives, but  
>I  
>am just focusing on the "labeled scale" issue.=20  
>  
>  
>  
>Here are my questions:  
>  
>  
>  
>1) Using the purely technical argument that it is incorrect to use a  
>mean on a labeled scale, do you know of any sources or citations that  
>would back this up clearly? If he is going to recommend a change in  
>the  
>performance measure, he would like an airtight case for management.  
>  
>  
>  
>2) Now onto the practical effects of using the mean on a labeled  
>scale.  
>Disregarding that it may be technically wrong, have there been any  
>recent studies, AAPOR presentations, etc. that compared the same  
>question on the same type and length of scale-only changing whether  
>the  
>scale is anchored (only endpoints have descriptions) or fully labeled?  
>I  
>would like to know if, given a decent scale (e.g., Likert), would it  
>be

>likely that the means would come out differently. Similarly, if anyone  
>knows of a recent study where they used the same type and length of  
>scale-but changed the interior descriptors (using the scale above,  
>changing 4 to Somewhat Agree)-that may be helpful as well.

>  
>  
>

>Larry Luskin

>

>Larry.a.luskin@orcmacro.com=20

>

>ORC Macro =20

>

>

>-----

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Date: Fri, 29 Sep 2006 08:12:37 -0500

Reply-To: "Smith, David W" <[SmithD2@UTHSCSA.EDU](mailto:SmithD2@UTHSCSA.EDU)>

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

From: "Smith, David W" <[SmithD2@UTHSCSA.EDU](mailto:SmithD2@UTHSCSA.EDU)>

Subject: Re: Labelled scales

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

In-Reply-To: <[AAPORNET%200609282100012113.4F47@LISTS.ASU.EDU](mailto:AAPORNET%200609282100012113.4F47@LISTS.ASU.EDU)>

MIME-version: 1.0

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



Content-transfer-encoding: quoted-printable

=20

Letter grades for courses are labelled scales. They share most (or all) of the problems that any other labelled scales do. No one has any problem computing and using a grade point average.

My sense is that the reporting the percent in each category is, in most circumstances, more informative than an average.

A regression model, or other such model, may be needed for analysis, but it also seems that, in most cases, regression for an ordinal dependent variable is often more informative.

It seems most clear to me that these questions call for judgements that, often, cannot be made sharply based solely on the nature of the measurement process. The empirical results and the sample size have some influence.

For example, most of the observations could be in only two or three categories with a smattering in the the remaining two or three, of five responses. Consider a small sample of 500 versus a large sample of 3000. In the former case a small number of responses, say 2% or 10 observations, is something of an annoyance, both difficult to analyze and statistically uninformative. In the latter, 2%, or 60 cases can be both statistically useful and analyzable.=20

There is no clear break that determines the method of analysis and reporting.=20

Regards,

David Smith

University of Texas School of Public Health

-----  
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=====  
Date: Fri, 29 Sep 2006 14:32:06 +0000

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: Multiple Position Announcements

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

MIME-version: 1.0

Content-type: text/plain

To: All AAPORNETTERS,  
SURVEY AND PROGRAM EVALUATION DIVISION,  
DEFENSE MANPOWER DATA CENTER (DMDC)  
DEPARTMENT OF DEFENSE

DMDC announces multiple interdisciplinary, career-progression positions in the Survey and Program Evaluation Division located in Rosslyn, Virginia. Positions are in grades 09/11/12/13 with a salary range of 44,856.00 - 100,554.00 USD per year. Positions are in the GS-180 (Psychologist), GS-184 (Sociologist) and GS-1530 (Survey Statistician) series. If you have questions, please e-mail <mailto:CSO-HQ@hr.dla.mil> Timothy.Elig@osd.pentagon.mil or call (703)696.5858.

The positions have been posted on <<http://www.usajobs.gov/>> www.USAJOBS.gov and they will close 10/23/2006, 11:59:00 PM Eastern Time. Government and other status candidates should apply under announcement DMDC-06-3227. Members of the public with US citizenship should apply under announcement (DHRA-06-122496) that appears three times to indicate the discipline-specific government job series (Psychology 180, Sociology 184, and Survey Statistician 1530) which are being considered for the interdisciplinary positions. [Announcements can be found through links for "DHRA Jobs (excluding CPMS)" on <[http://www.hr.dla.mil/library/html/USAJOBS\\_webinstructions.htm](http://www.hr.dla.mil/library/html/USAJOBS_webinstructions.htm)> [http://www.hr.dla.mil/library/html/USAJOBS\\_webinstructions.htm](http://www.hr.dla.mil/library/html/USAJOBS_webinstructions.htm).]

The Survey and Program Evaluation Division uses probability-based sample surveys to support the personnel information needs of the Office of the Under Secretary of Defense for Personnel and Readiness [OUSDP&R]. These surveys assess the attitudes and opinions of the entire Department of Defense (DOD) community-active-duty, Reserve, civilian employees, and military families-on a wide range of personnel issues. The Web-based survey program, known as the Status of Forces Surveys (SOFS), provides data several times a year on active-duty and Reserve component members, and DOD civilian employees. Surveys on these populations have been conducted periodically in the Department since the 1970s. Web-administration, supplemented by paper-and-pencil surveys, is used to obtain data on sensitive topics (e.g., sexual or racial harassment) and from populations who might have limited Internet access (e.g., spouses of military members). These surveys are essential for providing insight into the quality of life in the military and for assessing the effectiveness of the personnel programs and policies.

Employees in the survey program are responsible for functions and programs that are DoD-wide, with occasional Government-wide applications. The primary purposes of these positions are to manage, plan, design, and conduct personnel surveys to determine attitudes and opinions; to maintain the DMDC survey data bank; to provide survey data to outside requesters; and to apply the theories, methodologies, and advanced quantitative social science analytic techniques of statistics, personnel psychology, sociology, or specialized areas within the respective discipline, to surveys, studies,

analyses, and program evaluations of DoD personnel management and policies. All employees use SAS (and some may require SUDAAN) for analyses and must be proficient in use of Office automation products including Word, Excel, PowerPoint, and Access.

Employees may work on teams responsible for survey sampling, weighting, operations, or analysis. Duties require knowledge and experience in survey sampling, weighting, and analysis. Additionally, duties require experience in the development of technical reports that summarize research methods, analyses performed and results, as well as reports for senior officials who use the data for policy formulation purposes.

Employees may work on teams responsible for survey development and analysis. This includes, but is not limited to: meeting with OUSD(P&R) program evaluation clients and determining methods of investigation; planning, designing, and conducting surveys to determine behavior experiences, attitudes, and opinions on specified topics; defining useful measurements for specific purposes; pre-testing or reviewing questionnaires, instructions, and schedules to ensure structural soundness; planning the development of related data for comparison; establishing systems of classification and coding; and conducting in-depth analysis of data and disseminating the results of those analyses. These may include short-term studies, (e.g., summarizing data related to military separation incentives, or a specific program's personnel policies and practices), to longer-term longitudinal investigations involving, for example, periodic surveys of Reserve component members' attitudes regarding deployments and retention decisions, and of gender and race relations in the Armed Forces and in the Service Academies.

Ref:

James R. Caplan, Ph.D.

Chief, Survey Technology Branch

DMDC

Department of Defense

1600 Wilson Blvd.

Arlington, VA 22209

Ph: 703-696-5848

DNS: 426-5848

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Date: Fri, 29 Sep 2006 11:53:35 -0400  
Reply-To: Janel Kasper-Wolfe <[j\\_kasper-wolfe@ACS.ORG](mailto:j_kasper-wolfe@ACS.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Janel Kasper-Wolfe <[j\\_kasper-wolfe@ACS.ORG](mailto:j_kasper-wolfe@ACS.ORG)>  
Subject: A little bit of humor  
Comments: To: "[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)" <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain

Check out "Poll Smoking With Dave Gorman: Election 2006" from the Daily Show  
... it's only a little offensive :-)  
<http://www.pollsmoking.com/>

Janel Kasper-Wolfe

Research Analyst

Dept. of Member Research and Technology

American Chemical Society

1155 16th Street, NW

Washington, DC 20036

202-872-6120

[j\\_kasper-wolfe@acs.org](mailto:j_kasper-wolfe@acs.org)

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Date: Fri, 29 Sep 2006 08:38:47 -0700

Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <lawton@TECHSOCIETY.COM>  
Subject: CFP-'07 Marketing and Public Policy Conference  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Forwarded with permission, for those who might be interested.

Leora

Leora Lawton

TechSociety Research

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

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Call for Papers

The 2007 Marketing and Public Policy Conference

Hilton Washington  
Washington DC  
June 1 - June 3 2007

Submissions are due November 17, 2006

The 2007 Marketing and Public Policy Conference (MPPC) will be held in Washington DC at the Hilton hotel with easy access to Washington attractions and fine restaurants. The conference co-chairs (Manoj Hastak, John L. Swasy and Sonya A. Grier) are seeking submissions of abstracts, completed papers and special session proposals dealing with issues of continuing and current concern in the area of public policy and marketing. A diversity of

theoretical perspectives and methodological approaches is encouraged.  
General conference information is available at:  
<http://kogod.american.edu/2007mppc>

The MPPC has traditionally focused on the ways in which marketing contributes to consumer, competitor, and societal problems resulting in the need for public policy, ways in which public policy actions affect solutions to these problems and ways in which marketing practices have been impacted by these policy interventions. Scholars from a variety of academic disciplines as well as marketing professionals, legal practitioners, government representatives, business and consumer advocates are all encouraged to participate in this conference.

### Potential Conference Topics

Topics of interest include (but are not limited to) the following:

- \* Disclosures in advertising and marketing communication
- \* Misleading/ deceptive advertising
- \* Social marketing initiatives
- \* Issues at the intersection of public policy and social marketing
- \* Risk communication and risky behavior
- \* Unintended consequences from public policies and marketing practices
  
- \* Consumer vulnerability and risk
- \* Internet consumer protection, privacy, and information sharing
- \* International consumer and marketing policy issues
- \* Consumer behavior research related to public policy
- \* Social and policy issues in newly marketized economies
- \* Public health and healthcare
- \* Competition and antitrust issues
- \* Intellectual property rights
- \* Corporate lobbying, business ethics, and corporate responsibility
- \* Environmental issues and policy
- \* Not-for-profit marketing concerns and issues
- \* Consumer product safety issues

Of course, papers addressing any topic related to policy issues associated with marketing will be welcomed. For an in-depth view of topics appropriate for the conference, refer to past issues of the *Journal of Public Policy & Marketing*.  
(<http://www.marketingpower.com/content1056.php>)

### Program Structure

There are three options for the presentation and discussion of research and scholarly thought:

1. Competitive Paper Sessions include full papers that represent completed work by the author(s).
2. Working Papers/Extended Abstracts provide an opportunity to present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings in a poster-style session.

3. Special Topic/Plenary Sessions provide opportunities for focused attention on critical topics in public policy.

#### Submission and Decision Deadlines

Submissions for competitive papers, special sessions, and working papers/extended abstracts must be received no later than Friday, November 17, 2006. Notification of acceptance in one of these three categories will be made by Friday, January 26, 2007.

---

Dan Cook  
University of Illinois  
103 Gregory Hall  
801 S. Wright St.  
Urbana, IL 61801  
217-265-5509  
<http://www.comm.uiuc.edu/faculty/Cook.html>  
<https://netfiles.uiuc.edu/dtcook/www/CCC/>  
<http://homepage.mac.com/bedornfeld/forgene/>

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---

Date: Fri, 29 Sep 2006 13:52:08 -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: Surveys of teachers  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
Comments: cc: Michael Berkman <[MBB1@psu.edu](mailto:MBB1@psu.edu)>  
In-Reply-To: <[AAPORNET%200609272100006821.3436@LISTS.ASU.EDU](mailto:AAPORNET%200609272100006821.3436@LISTS.ASU.EDU)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed

Dear AAPORNET colleagues:

I am expecting to field a survey of high school teachers in the spring and am seeking your advice and experiences.

We are trying to decide between a mail survey (with web option) mailed to teachers at the their schools. We are concerned about response rates generally, with such a survey and have built in some incentives, follow ups, etc. However, we understand that some schools have policies against teachers participating in "survey

activity" without approval of a principal, supervisor, superintendent, etc. At least one teacher we know interprets this to include surveys like ours that do not involve students. Have any of you encountered this? It would double our cost to first contact the principal of every teacher selected. And if not, then we might never know how much non-response was due to teachers adhering to school policy. Have any of you encountered such gatekeeping in your work? Any sense of how prevalent it might be?

Our second option is to survey teachers at home by telephone. One vendor has a list covering about 45% of all teachers in the US (roughly 1.7 million names), based on purchase of educational materials in the past 2-3 years. We wonder about how representative such a sample would be. But maybe the higher response to a phone survey (also with incentives, prenotification letter, etc) would outweigh questions about the purchased list of home phone numbers.

If any of you have some experiences with such tradeoffs, I would welcome any advice, reports, or even anecdotes you might care to share.

-- 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: Fri, 29 Sep 2006 14:37:47 -0400  
Reply-To: Peyton Craighill <[pcraighill@PEWRESEARCH.ORG](mailto:pcraighill@PEWRESEARCH.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Peyton Craighill <[pcraighill@PEWRESEARCH.ORG](mailto:pcraighill@PEWRESEARCH.ORG)>  
Subject: DC AAPOR "Meet the Author" session with David Moore  
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

"How to Steal an Election" meet the author session with David Moore=20

Wednesday, October 18, 2006, 4 pm to 5 pm

University of California, Washington Center



=20

DC AAPOR would like to invite all AAPOR members in the Washington DC area to join us for a meet the author session with David Moore to learn about his new book:=20

=20

"How to Steal an Election: The Inside Story of How George Bush's Brother and FOX Network Miscalled the 2000 Election and Changed the Course of History." =20

=20

Moore's book explores the inside story of the early call of the presidential election results in Florida in 2000. David Moore, at the time senior editor for the Gallup Poll, argues that had Fox not made this miscall, the resulting political environment would have been less biased in favor of Bush, and that Al Gore could have won. On Election Night in 2000, Moore was with the exit poll decision team of CBS and CNN, taking notes on how election races were called, and miscalled, around the country - including the two miscalls and two rescissions in Florida. =20

=20

Prior to joining Gallup in 1993, Moore was founder and director of the Survey Center at the University of New Hampshire. Moore will be joined for this session by Murray Edelman, Director of Voter News Service during the 2000 Election, who will provide commentary about the events described in the book.

=20

The event will be held at the University of California, Washington Center located at 1608 Rhode Island Avenue, NW, Washington, DC 20036. The UC Washington Center is located on Rhode Island Avenue between 16th and 17th Streets and can be reached via the Metro on the Red, Blue and Orange lines. Directions are available at <http://www.ucdc.edu/aboutus/location.cfm>.

=20

Please RSVP on the DC AAPOR website (<http://www.dc-aapor.org/rsvpform.php>). =20

=20

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Date: Fri, 29 Sep 2006 17:01:40 -0400

Reply-To: Dave Howell <[dahowell@ISR.UMICH.EDU](mailto:dahowell@ISR.UMICH.EDU)>

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

From: Dave Howell <[dahowell@ISR.UMICH.EDU](mailto:dahowell@ISR.UMICH.EDU)>

Subject: An invitation for you to a conference on the Psychology of  
Voting

and Elections

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

In-Reply-To: <[43643BA0F7421540AD17281BF6072A90DB3D3C@exchange-prc-dc.pew.pewtrusts.org](mailto:43643BA0F7421540AD17281BF6072A90DB3D3C@exchange-prc-dc.pew.pewtrusts.org)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

You are invited to a conference on:

The Psychology of Voting and Election Campaigns

at Duke University, October 20 and 21, 2006

This exciting interdisciplinary conference will bring together outstanding psychologists with political scientists to address the psychology of elections. Elections transform power relationships and the lives of everyday citizens, but at its core, voting is a psychological act. Understanding why Americans vote as they do illuminates fundamental aspects of human decision-making and social relations. In this spirit, the conference will identify new avenues for developing basic psychological theory through data collected by the American National Election Study surveys between 2007 and 2009. Sixteen scholars will present research that strengthens the critical intellectual bridge between psychology and the investigation of contemporary American politics.

Each presentation will be followed by an extensive discussion among all conference participants of the issues raised during the presentation.

Breakfast will be provided to conference attendees, and a nearby hotel will be available for anyone wishing to attend and stay overnight.

The speakers will include:

Susan M. Andersen, Department of Psychology, New York University

Tanya Chartrand, Fuqua School of Business, Duke University

Geoffrey Cohen, Department of Psychology, University of Colorado

Gavan J. Fitzsimons, Fuqua School of Business, Duke University

Jack Glaser, Goldman School of Public Policy, University of California, Berkeley

John T. Jost, Department of Psychology, New York University  
Charles Judd, Department of Psychology, University of Colorado  
Lee Jussim, Department of Psychology, Rutgers University  
Joachim Krueger, Department of Psychology, Brown University  
Brian Nosek, Department of Psychology, University of Virginia  
Keith Payne, Department of Psychology, University of North Carolina  
Richard E. Petty, Department of Psychology, Ohio State University  
Eldar Shafir, Department of Psychology, Princeton University  
Jim Shah, Department of Psychology, Duke University  
Stacey Sinclair, Department of Psychology, University of Virginia  
Eliot R. Smith, Department of Psychology, Indiana University,  
Bloomington

The conference is being hosted by Duke University's Social Science Research Institute, in collaboration with the American National Election Studies, and is being funded by the Science Directorate of the American Psychological Association, the Social Science Research Institute at Duke, the Center for Political Studies at the University of Michigan, the American National Election Study, and the National Science Foundation.

Conference organizers are Jon Krosnick (Stanford), Wendy Wood (Duke), Skip Lupia (University of Michigan), and John Aldrich (Duke).=20

For more information, please consult <http://www.ssri.duke.edu/anes/> or contact Barbara Potter ([Barbara.Potter@duke.edu](mailto:Barbara.Potter@duke.edu)).

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