Consumers Rebel Against Marketers' Endless Surveys
30 Top Industry Execs Gather to Discuss 'Opinion Fatigue' Crisis
By Jack Neff

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Research authorities say the unwillingness of so many consumers to participate in surveys makes it increasingly difficult and costly to get accurate data for the country's top marketers. | ALSO: Comment on this article in the 'Your Opinion' box below.

Opinion fatigue
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There, the heads of the five leading global research companies and top research executives from the likes of Procter & Gamble Co., General Motors Corp., IBM and McDonald's for four hours hashed over a problem stunning in its scope, if uncertain in its impact.

After all, no one really knows whether people who don't answer surveys are similar to those who do, because they don't answer surveys. But the industry does know nonrespondents tend to be disproportionately male, black, Hispanic and young (30% of households headed by consumers 25 and younger now only have cellphones and are impossible or highly expensive to reach by phone).
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and now principal of Cambiar, a Phoenix consultancy, citing research by =
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come from less than 5% of the population.=20

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Different results
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While she was careful not to blame online research or specific vendors, she said the problems boil down to "the integrity and methodology," with respondent-participation problems one possible factor. "I'm not sure we're aligned on the nature of the disease we're treating," she said.

Nor were participants aligned on a solution. Online research -- once touted as a way to improve respondent cooperation -- now may be making it worse. While it's easier to respond to online surveys, it's also easier to crank them out, leading more consumers to tune them out, said Patrick Glaser, director-respondent cooperation for the Council for Marketing and Opinion Research.

Bill Lipner, chairman-CEO of Insight Express, suggested a $50 million industry war chest to market the importance of participating in market research, which several participants said would be impossible to raise and possibly ineffective.

Paid respondents
VNU's Nielsen Media Research has actually seen respondent rates rise from 36% to 45% the past five years, said Paul Donato, chief research officer. That's largely because it pays respondents handsomely for their two-year commitments -- so handsomely that Mr. Donato acknowledged that some on the Media Research Council think it may bias results -- allowing panelists to buy cable subscriptions and DVRs.

Ironically, no one in a roomful of market researchers suggested researching what might best persuade nonrespondents to participate, though Dennis Murphy, VP of the technology practice at Directions Research, said it's time to find out how different nonresponders really are from responders -- something largely neglected since the 1970s.

Several participants suggested making surveys shorter and less cumbersome. Mr. Pairan said he'll sometimes answer surveys -- up to three questions. After that, he tells the researcher his doorbell is ringing and hangs up.
Bob Lederer (RFL Communications) arranged the summit in partnership with CMOR because respondent cooperation is a critical issue.

It was a very unique forum in that these 33 executives represented researchers, association heads, and end-users of research. The idea was to have an honest leader-to-leader conversation about the state of respondent cooperation & survey research.

They were each given an opportunity to respond to "big picture" issues in the area of respondent cooperation (i.e. how dire of a situation is the profession facing?, how much do response rates tend to affect survey quality?, how do we come together to reverse unfavorable trends?, etc.).

CMOR will be using the panel discussion to develop a plan that addresses the concerns, ideas, and proposed strategies of these 33 leaders.

Patrick Glaser
Director of Respondent Cooperation
CMOR
pglaser@cmor.org

"James P. Murphy" <jpmurphy@JPMURPHY.COM> wrote:
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By Jack Neff

Published: October 02, 2006

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I thought this would be of widespread interest

Lenski on Exit Polls in the Coming Elections
Pew Research Center
http://pewresearch.org/obdeck/?ObDeckID=3D69

There is also a link on the page to Andy Kohut's July interview with Warren

---20
I got an unusual number of requests to send a copy of the paper referenced below. And one person suggested that the paper ought to be up on a website.

In fact, there are two relevant papers, and both are available on the UVa CSR website: www.virginia.edu/surveys. Go to the "press and publications" section of the website and you'll find items arranged chronologically. The AAPOR presentation that I described in my earlier message, entitled "Theme and Variations on a Scale of Five" (with Brian Meekins) is the item dated 5/17/02. An earlier paper (with Ryan Hubbard) entitled "Anchors Away" is also relevant, and it is dated 5/20/00.

Neither of these studies has been published. Both indicate: you get quite different results with verbal anchors on all points of the scale than you get with verbal anchors only at the extremes. One study is about a mail-out experiment, and the more recent one is about phone surveys.

Thanks again to all who expressed interest. And I and my co-authors would love to know if any of you have had similar findings--please e-mail me directly if you have anything to share on this subject.

Tom

--On Wednesday, September 27, 2006 8:38 PM -0400 "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU> wrote:

> 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

--On Wednesday, September 27, 2006 1:18 PM -0400 Lawrence Luskin
<Lawrence.A.Luskin@ORCMACRO.COM> wrote:

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.

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
Date: Mon, 2 Oct 2006 16:22:11 -0400
Reply-To: " Featherston, Fran A." <ffeather@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: " Featherston, Fran A." <ffeather@NSF.GOV>
Subject: Voice recognition software
Comments: To: AAPORNET@asu.edu
In-Reply-To: <6.2.0.14.0.20060916110211.01cae928@pop.earthlink.net>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
In response to Francis Fullam's suggestion to use Dragonspeak software:
I've been using Dragon software for over a year now. I think it works
pretty well, too. I've trained it by adding various names and acronyms
(NSF, etc.) It already had a bunch of hockey players in their data
base, which I found quite humorous.

However, my office got me their high end product--about $800 last
year. There was a much cheaper version at the office products store,
but beware. The woman who helped me set it up says that they should
quit selling the cheaper version because it makes people think the
product stinks. She says the accuracy of recognizing your words is much,
much better with the high end product.

Fran Featherston
National Science Foundation
4201 Wilson Blvd.
Arlington, VA 22230
703-292-4221
ffeather@nsf.gov

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Francis Fullam
Sent: Saturday, September 16, 2006 12:16 PM
To: AAPORNET@asu.edu
Subject: Re: [AAPORNET] tape recorders and transcription services

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"

Archives: http://lists.asu.edu/archives/aapornet.html
Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to:
aapornet-request@asu.edu

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
4-8 weeks ago, David Pogue (NY Times tech guru) did a quite useful review on 2 VR software programs. I believe one of these was Dragon. His estimate was something like 98% success rate in VR (though I suspect it would be less in some research settings).

Try a search at nytimes.com.

G'luck!
Ron

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Ron Riley, Principal
Channel M2
www.channelm2.com
800.670.2387
26000 Hwy 74
Kittredge, CO 80457-0819
In my first non-academic survey research job, I was working for a political pollster who swore by the "0-10" scale, versus the "1-10" (with verbal anchors at 0 and 10) for telephone survey items. He used these scales for items surrounding believability, credibility, confidence, trustworthiness and reputation.

His rationale for the scale was that from qualitative research he had done, respondents wanted to rate some candidates as having absolutely no credibility, thus "0" credibility, and they grimaced at giving them "1" iota worth of credibility. In addition, he liked that "5," which was not labeled, was a true mid-point. At the time I remember having issues with the scale, but I was a junior researcher and he owned the company, so. Over the years I have gone back and forth on this scale matter.

I am curious to hear where the rest of you net out on this--what do you do in your own work. Any particular studies that could be pointed to would also be appreciated.

Sincerely,

Melissa Marcello

Melissa Marcello
President, Pursuant, Inc.

d: 202.887.0070, ext. 11
f: 800.567.1723

Please visit our Web Site at <http://www.pursuantresearch.com>
www.pursuantresearch.com
Letter grades for courses are labeled scales? If that were the case, everyone would get an A.

1. Please circle the letter which best reflects the grade you should receive in this class, where A is Awesome and F is really, really bad.

A B C D F

I know this is not what David meant, but the absurd conclusion underscores the importance of being careful about how we construct and interpret different types of measures.

Letter grades should always be based on a formal assessment of individual ability. They are not the same as labeled scales as they are being discussed here. The only way to establish an equivalency between assessing opinions and assessing ability is to construct your survey items in such a way that they truly measure what you claim to measure.

By labeling Likert type scales with options that are not equidistant, interval scaled data cannot be guaranteed. With out equidistant anchors and an absolute zero option, ratio level data cannot be guaranteed. The dilemma here, I think, is whether or not the anchors; strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree, or those like it are equidistant. I personally see no reason to argue that they are not, but feel free to disagree (pardon the pun).

However, if only the end points are anchored, you leave it up to the respondent to fill in the gaps and you have no way of guaranteeing what cognitive process they use to do so. Does everyone interpret the scale the same way? "Common sense" might lead us to assume that most would.

Leaving response options unanchored however is akin to including an open-ended question in a survey. Anyone who has tried to code data collected with open ended items would surely know that the variations in the way people interpret things is pretty great.
A Likert item with only endpoints anchored is a sort of hybrid between Likert scale and an open end item. Not only are you measuring the individual's opinion on a particular issue, you are also measuring the individual's problem solving skills to some extent.

The clearest example of this is, "on a scale of 1 to 10, where 1 is not at all likely and 10 is extremely likely, how likely would you be to ..." Here I would argue that we are not only exceeding the short term memory of the respondent, but also asking them to define the scale. This forces them into a problem solving situation where they have to spend some time deciding how to process the request.

Every time I have seen these types of items reported, they have produced the same abnormal data distribution, where there are peaks at 1, 5 and 10 and smaller "sub" distributions in between. This, to me, clearly reflects two different types of cognitive process, those that simplify the task by limiting the options to 1, 5 and 10, and those who "labor" over the decision. This again is the clearest evidence that we are measuring something other than that which we are reporting. (I don't believe that making it 0 to 10 cures anything here).

A simple study to demonstrate this would be to conduct a series of cognitive interviews where you presented each participant with different scales, varying the length of the scales and the anchors, to reveal what processes they use to process the request. Theory would predict that shorter scales (5 points vs. 10) with every point anchored would produce the "cleanest" measure of the target construct.

Back more to Lawrence's original post/request ... there are numerous text books that will support your argument [e.g., Siegel, S. & Castellan, N.J. (1988). Nonparametric statistics for the behavioral sciences. 2nd ed. McGraw Hill. Boston, MA.].

"Proper interpretation of parametric tests based on the normal distribution also assumes that the scores being analyzed result from measurement in at least interval scale." p.33

If you construct your item in such a way that you cannot demonstrate that it produces data in at least an interval scale, you should be using non-parametric methods if for no other reason than to reflect proper science.

To say that, "...these questions call for judgments that, often, cannot be made sharply based solely on the nature of the measurement process" couldn't be more untrue. If the survey item was not carefully constructed to support a given interpretation we are obligated to back away from the interpretations we'd like to make, regardless of how the data looks.

To sacrifice method for ease of interpretation should not be a common practice since clients pay us to do it right. I'm not saying we should overcomplicate things, but the fact that what we do is not as care free as our clients might like should be a selling point not a burden.
Is anyone aware of recent changes in how survey respondents feel about questions asking them to identify their race and/or ethnicity? Given the very visible and highly charged public debate in the United States on immigration, illegal aliens, and related topics, I am curious whether people are becoming reluctant to reveal their race/ethnicity in surveys. My best guess is that if there had been such a change it would show first in item nonresponse.

Not data based, but anecdotally, the people who don't want to answer that question are usually European-Americans or Caucasians. Their sense of entitlement to the label "American" sometimes causes resentment about being asked. When I'm talking with someone whose primary language is Spanish it's pretty obvious (of course they could be Spaniards) that they are Latinos and they know that. African Americans tend to be straightforward. None of this has seemed to change in the several years I've been doing it, but I'd like to see data too if anyone has it. It is an interesting question.
-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
Subject: Changes in respondents' providing race/ethnic identify

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Please ask authors before quoting outside AAPORNET.

Date:         Tue, 3 Oct 2006 15:36:36 -0400
Reply-To:     jwerner@jwdp.com
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject:      Re: Since we're on the topic of scales...
Comments: To: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:  <001501c6e6f3$eeb33080$6601a8c0@Melissa06>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

How about using a scale of 1 to 11.

Then you can ask the respondent to "crank it up to eleven" if they really want to make a point.

It worked for Spinal Tap. It can work for you.
Jan Werner

Melissa Marcello wrote:
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> 
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> d: 202.887.0070, ext. 11
> 
> f: 800.567.1723
> 
> Please visit our Web Site at  <http://www.pursuantresearch.com>
> www.pursuantresearch.com
> 
>
Research Director
KRC Research
Washington, DC
www.krcresearch.com

KRC Research is a leading full-service communications research firm. We work on behalf of corporations, not-for-profits and governments as well as the PR and marketing agencies that represent them.

With an emphasis on research that can readily be turned into action, we combine sophisticated market research tools and customized approaches with real-world communications experience. Our assignments include research for reputation and branding, issues management, public affairs and social marketing, and product marketing.

With offices in Washington, Boston and London, KRC's affiliation with some of the world's leading public relations, advertising and communications agencies enables us to provide groundbreaking research around the globe.

We are seeking a Director who will be based in Washington. At KRC, Directors are responsible both for managing small to medium projects, and for working collaboratively with Vice Presidents on large-scale and global projects. Responsibilities include managing projects, supervising analytic staff, and playing a role in continuing to build our fast-growing company.

Qualifications:
5-7+ years experience conducting opinion and marketing research using both quantitative and qualitative methodologies;
2-3+ years experience managing research projects, including supervising staff and coordinating vendors, and including experience managing multiple projects simultaneously;
At least one year in a multi-client market research agency, with simultaneous responsibilities for multiple projects;
Experience with a variety of quantitative and qualitative research methodologies;
Strong verbal presentation and public speaking skills, including the ability to translate research terminology into "clay language" in both presenting and writing;
Strong writing skills, including sound research analysis, strategic memos, and persuasive proposals;
Experience and skill in moderating focus groups and conducting executive interviews;
Effectiveness in PowerPoint, including presentations of both research data and strategies;
An approach to research that is highly collaborative, including enjoyment of sharing ideas, learning new approaches, and mentoring staff.

For immediate consideration, send your resume to jobopps@cmgrp.com and include your salary requirements. Thank you.

Mark David Richards=

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Thanks in advance

Michel Rochon

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Date: Wed, 4 Oct 2006 09:01:53 -0400
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: professor in Survey research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

Tenure-stream appointment Assistant Professor
Department of Sociology
The University of Toronto at Mississauga, Canada
Applications: October 13, 2006

The Department of Sociology, University of Toronto at Mississauga, invites applications for a full-time tenure-stream appointment at the Assistant Professor level with primary interests in survey research, starting July 1, 2007. Secondary interests are open. A Ph.D. in Sociology or a closely cognate field is required. Candidates must have an excellent research and teaching record.

The appointment is at the University of Toronto at Mississauga (UTM), which is a research-intensive institution having an interdisciplinary commitment, a multicultural student body, and a modern and spacious campus. The University of Toronto offers the opportunity to conduct research, teach and live in one of the most diverse cities in the world. The University also offers opportunities to work in a range of collaborative programs and centres of research. The Hitachi Survey Research Centre (HSRC), which is associated with the department of sociology provides assistance with and access to a wide range of research services. The Centre has two primary facilities: an instructional computer lab and a computer assisted...
telephone interview lab equipped with the latest software presently available.

Successful candidates will be members of the Graduate Department of Sociology, University of Toronto and will be expected to develop an independently funded program of research and teach in the graduate program on the downtown campus as well as in the undergraduate program in Mississauga. Additional information on the Department can be obtained at http://www.utm.utoronto.ca/~w3soc/ AND http://www.utoronto.ca/sociology General information about the University of Toronto can be obtained at http://chronicle.com/jobs/profiles/10596.htm?pg=3Di

The University of Toronto is fully committed to academic excellence and welcomes applications from all qualified individuals. All qualified candidates are encouraged to apply; however, Canadians and permanent residents of Canada will be given priority. The University of Toronto is strongly committed to diversity within its community. The University especially welcomes applications from visible minority group members, women, Aboriginal persons, persons with disabilities, members of sexual minority groups, and others who may contribute to the further diversification of ideas.

The Search Committee will begin reviewing applications on October 13th 2006. Candidates should send a current Curriculum Vitae, writing samples, a teaching dossier, and a statement outlining current and future research interests to the address below. Applicants should also ask three referees to send letters of recommendation under separate cover. Please send the above to:

Professor Kelly Hannah-Moffat, Acting Chair
Department of Sociology
University of Toronto at Mississauga
3359 Mississauga Road North
Mississauga, Ontario
Canada L5L 1C6
Fax: 1-905-569-4611
Email:khmoffat@utm.utoronto.ca

Claire Durand
professeur titulaire et directrice des Études de 2e cycle
http://www.mapageweb.umontreal.ca/durandc
DÉpartement de sociologie,
Université É de Montréal=E9al
C.P. 6128, succ. Centre-ville,
Montréal=E9al, H3C 3J7 =20

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In all the discussion of scale point labels, I'm almost surprised that no one has mentioned the work by Norbert Schwarz and colleagues (1991): "Numeric values may change the meaning of scale labels," POQ 55:570-582. These researchers compared response scales with values of 0 to 10 and with -5 to +5, providing respondents with the same verbal descriptions of the end points regardless of the numbers used. With both scales comparably coded, the two generated different distributions. The 0 to 10 scale consistently produced higher mean values than the -5 to +5. The authors conclude that respondents may use the numeric values to "disambiguate" the meaning of scale labels, in this case interpreting negative numbers as somehow "lower" even though they were completely equivalent in position on the scale. I think this is consistent with the pollster Melissa refers to who wanted to allow respondents to differentiate a 0 from a 1 at the low end.

Karen Goldenberg
US Bureau of Labor Statistics
Goldenberg.Karen@bls.gov
**Personal opinions only**

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Melissa Marcello
Sent: Tuesday, October 03, 2006 9:58 AM
To: AAPORNET@asu.edu
Subject: Since we're on the topic of scales...

Dear AAPOR members,

=20

In my first non-academic survey research job, I was working for a political pollster who swore by the "0-10" scale, versus the "1-10" (with verbal anchors at 0 and 10) for telephone survey items. He used these scales for items surrounding believability, credibility,
His rationale for the scale was that from qualitative research he had done, respondents wanted to rate some candidates as having absolutely no credibility, thus "0" credibility, and they grimaced at giving them "1" iota worth of credibility. In addition, he liked that "5," which was not labeled, was a true mid-point. At the time I remember having issues with the scale, but I was a junior researcher and he owned the company, so. Over the years I have gone back and forth on this scale matter.

I am curious to hear where the rest of you net out on this--what do you do in your own work. Any particular studies that could be pointed to would also be appreciated.

Sincerely,

Melissa Marcello

President, Pursuant, Inc.

d: 202.887.0070, ext. 11
f: 800.567.1723

Please visit our Web Site at <http://www.pursuantresearch.com>
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----------------------------------------------------
Date: Wed, 4 Oct 2006 09:30:53 -0500
Reply-To: Alisu@email.com
Michel, look for literature on House Effects. Articles addressing the effects on data from having different survey organizations do the data collection. This may happen either from contractor changes across waves or by splitting the fieldwork across organizations in the same wave.

Take care,

Alis=FA=20

Alis=FA Schoua-Glusberg, PhD
General Partner
Research Support Services
906 Ridge Ave. - Evanston, IL 60202
847.864.5677 - cell: 847.971.9068
fax: 847.556.6559 - Alisu@email.com
www.ResearchSupportServices.com

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michel Rochon
Sent: Wednesday, October 04, 2006 7:29 AM
To: AAPORNET@asu.edu
Subject: Changing data collection company

I have a client who asks whether changing data collection company endangers the value of previous results in a longitudinal study. The client would be interested in receiving info or a reference to an article on the topic...

Her direct question is (translation) "If I change the research firm (data provider) in longitudinal study are there risks that my results would vary because of the change rather than the underlying data?"

=20

Comments and references will be passed on to the client who prefers to
remain anonymous.

=20

Thanks in advance

=20

Michel Rochon=20

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=========================================================================
From a practical standpoint, the question is really whether the protocol, not the interviewing service, changes. Even if you stick with the same interviewing service, the personnel comprising the interviewing staff changes and, therefore, the consistency of the skills of the
interviewers change which can affect data quality. From a practical standpoint, you cannot eliminate these response effects, but merely mitigate them through training and consistency of protocol.

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
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Telephone (direct): 856.566-6727
Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu

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>>> Michel Rochon <mrochon@SURVEYSAMPLER.COM> 10/04/06 8:29 AM >>>

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I wonder whether Census has data from the ACE program on this issue after they reinterview respondents?.

Marc Sapir wrote:

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My best guess is that if there had been such a change it would show first in item nonresponse.

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Date: Thu, 5 Oct 2006 09:46:00 -0500
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: cc: AAPORNET@asu.edu
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Nick

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

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From: AAPORNEN [mailto:AAPORNEN@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNEN@asu.edu
Subject: Changes in respondents providing race/ethnic identify

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Item non-response for race on jury qualification questionnaires is often extraordinarily high. Many jurisdictions say on the form that the race question is not required to be filled out.

For example, prior to 1990, Baltimore County, Maryland had a statement on their jury qualification form that was sent to jurors saying, “The furnishing of any information with respect to your race, religion, or national origin is not a prerequisite to your qualification for jury service; and such information need not be furnished, if you find it objectionable to do so.”

In 1990 the statement changed to: “THE DATA IN THIS BOX IS NOT A REQUIREMENT FOR JURY SERVICE AND MAY BE LEFT BLANK.” (original is capitalized). The item response rate doubled to over 70%!!!!

I’ve seen this issue occur in United States District Court as well as many other state courts.

The other issue that you raise is also non-trivial. The manner in which the race question is phrased on jury qualification questionnaires is often very different than census categories. This becomes a real problem because I am ultimately trying to compare the jury qualification questionnaires with census data.
The filling out of jury qualification questionnaires is not unique in exhibiting problems with item non-response on race. The Washington Post reported (4/4/04) that 25% of those taking SAT tests in 2003 did not answer the race question compared to 8% in 1996.

This change clearly makes it difficult to track racial differences in test scores over time. I am envious of the time when I used to conduct telephone surveys with 60%+ response rates. Similarly, when I analyze race in jury qualification questionnaires, I envious of other research that I conduct that utilize telephone surveys.

Nick Panagakis wrote:

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Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
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-----End of Original Message-----

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file:///C/...OR%20STAFF/Marketing%20and%20Communications/Website/2022%20Redesign/aapornet%20history/2006/LOG_2006_10.txt[12/7/2023 11:16:54 AM]
Hello:

Perhaps this is the million dollar question at this point, but is there any indication via poll results as to the political impact (nationally or in specific contests) of the E-Mail scandal involving Rep. Foley and the House Republican Leadership?

It is hard to conceive that the already low public approval ratings of Congress will decline further, but has the GOP vote in the generic House Ballot decreased since the scandal broke. Has the President's overall job approval ratings been affected?

Thank you very much for any information or insight you might share.

Dion P. Hoey, Ph.D.

Project Director
Pulse-On-America, Inc.
Great Neck, NY 11021
(516) 466-0710

Adjunct Professor of Political Science
Nassau Community College,
Garden City, NY 11530
(516) 572-7422
If the criteria in question is race, why do you use this protocol:
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>"yes", they skip past the race question.

I've seen many survey organizations do this and I've always questioned that
approach - especially to condense the data at the outset.

To me it makes the assumption that Hispanics as a group act more similarly
regardless of race than say blacks are similar across the hispanic category.
Yet I recall reading about two decades ago a study that found that Puerto
Rican Hispanics were closer attitudes/behaviors (can't recall the specifics of
the article now) with blacks than they were with white hispanics.

Is it because the sample sizes are relatively small and it is better to make
some assumption?

Carolyn S. White
----- Original message -----
> Date: Thu, 05 Oct 2006 09:46:00 -0500
> From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
> Subject: Re: Changes in respondents providing race/ethnic identify
> To: AAPORNET@asu.edu
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Yes. The number of Hispanics in likely voter sample sizes is relatively small, especially statewide. While Hispanics are 11.1% of the population age 18+ in Illinois, only 5.2% voted according to the Census' 2004 Voting & Registration report. In California the numbers are 31.2% age eligible and 16.2% voted. I believe this fall-off is quite common. It's due to not-eligible due to citizenship and lower participation of eligibles, at least in Illinois based on Chicago ward turnout. Even in Chicago, we have to over-sample Hispanic voters to get a sufficient sample (and then weight accordingly).

I am aware of that study. Don't know if it applies everywhere or if it applies today.

Moreover, from a political standpoint, Hispanics as a group is more important to a political story. Could be why you see this in other polls. We do see differences between blacks and Hispanics. Hispanics are less cohesive in supporting Hispanic candidates than blacks are in supporting their candidates in, for example, trial heats for Mayor of Chicago. Could be past Mexican and Puerto Rican rivalry for office here. Don't know if that applies elsewhere in the country.

Nick

Carolyn S. White wrote:

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

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
Subject: Changes in respondents' providing race/ethnic identify

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My best guess is that if there had been such a change it would show first in item nonresponse.

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Please ask authors before quoting outside AAPORNET.
Data Processing Specialist

The Demographic and Health Research Division of ORC Macro is seeking a Data Processing Specialist to work on our MEASURE/DHS project. The current contract covers a period of 5 years, and is designed to assist governments, donors, and private agencies to implement population and
health surveys. To date, we have completed more than 200 surveys in more than 70 countries in Asia, Africa, Latin America, and the former Soviet states.

Responsibilities will include:

* Provide technical assistance and training to counterpart organizations in the developing world, in the processing of demographic and health data.
* Develop and implement data processing procedures for the Demographic and Health Surveys.
* Program, install, and maintain computer applications for data entry, editing, imputation, and analysis for these surveys.
* Identify and solve data processing problems independently as they arise.

Requirements for this position include:

* Bachelor's Degree in Computer Science, Statistics, Demography, or related fields is required. Masters preferred.
* Strong programming skills in an accepted programming language such as C, C++, Visual Basic, Fortran, etc. Experience using ISSA or CSPro would be a plus.
* Good understanding of statistics and data structures.
* Experience or formal training in conducting household or similar types of surveys.
* Familiarity with DHS datasets would be a plus.
* Experience using SPSS, SAS, Stata, or similar packages.
* Experience in working or living in the developing world.
* A second language, such as Spanish, French, and/or Arabic.
* Availability to travel internationally approximately 30% of the time.

ORC MACRO offers an excellent compensation and benefits package including 401(k), profit sharing, tuition reimbursement, casual business dress, and free parking. EOE/M/F/V/D. Job Code: DPS/SB. Please email your cover letter and resume to ATTN: DPS/SB to hrb@orcmacro.com, or fax to 301-572-0991.
Carolyn White:

FYI, the Federal Government has issued "proposed guidelines" requiring =
the so-called "two question format" in data collection about race and =
etnicity for colleges and universities, k-12 institutions, and =
(previously) EEOC data collection.

http://a257.g.akamaitech.net/7/257/2422/01jan20061800/edocket.access.gpo.=
gov/2006/06-6695.htm

Many in Higher education and k-12 oppose this format for reasons =
outlined by Marta Tienda [ed.] in a report to the National Academy of =
Sciences.

http://newton.nap.edu/catalog/11539.html

A report from the Harvard Civil Rights Project points out some of the =
negative policy implications in the change in format for No Child Left =
Behind:

http://www.civilrightsproject.harvard.edu/news/pressreleases/data_proposa=
ls_092206.php

My letter of opposition to the proposed standards during the open =
comment period follows:

September 22, 2006

Patrick J. Sherrill
U.S. Department of Education
400 Maryland Avenue, SW
Dear Mr. Sherrill:

The Secretary is requesting comment on "Guidance for Data on Race and Ethnicity." Having won the right to consider race as a factor in admissions in the Supreme Court case of Gratz v. Bollinger, colleges and universities have a large stake in knowing that the methods for collecting, maintaining, and reporting racial and ethnic data reflect their efforts at fairness in using race as a factor in admissions. While IPEDS data do not ask for a racial/ethnic breakdown of admission statistics, enrollment data at colleges and universities are typically collected from applications and materials related to the admission process. As such, the guidelines should allow simple, authentic, and truthful self-identification as well as reproducible measurement of information in the application and admission to college.

I engage in analytic work on student enrollment data for a consortium of U.S. colleges and universities. These schools are concerned that changes in data collection protocols will have an adverse consequence in their enrollment management efforts. The objective of my letter is to identify shortcomings in the proposed standards and to recommend changes that improve the quality of the data. I provide argument and evidence from research data to support three recommendations:

Recommendation 1: Use the "one-question format" rather than the "two-question format" for collecting data on race and ethnicity.

Recommendation 2: Allow a "bridging strategy" for comparing current data to pre-2000 data to govern the IPEDS report format.

Recommendation 3: Add Question wording that explains the context for gathering data on race and ethnicity.

RECOMMENDATION 1: USE THE "ONE-QUESTION FORMAT" RATHER THAN THE "TWO-QUESTION FORMAT" FOR COLLECTING DATA ON RACE AND ETHNICITY.

The requirement to collect data according to the proposed =E2=80=9Ctwo-question format=E2=80=9D creates a restriction that does =
not meet institutional objectives nor is it necessary for the Department to carry out its responsibilities. As explained in the proposed Guidance,

Using the two-question format, the first question asks whether or not the respondent is Hispanic/Latino. The second question allows individuals to select one or more races from five groupings: (1) American Indian or Alaska Native (2) Asian (3) Black or African American (4) Native Hawaiian or other Pacific Islander (5) white.

The proposed Guidance explicitly forbids use of a “one-question format” that would have the following six racial/ethnic identities listed together (1) American Indian or Alaska Native (2) Asian (3) Black or African American (4) Hispanic/Spanish origin or Latino (5) Native Hawaiian or other Pacific Islander (6) white.

The justification for the requirement is the claim that the “two-question format results in more complete reporting of Hispanic ethnicity.” The concern I raise is based on the following observations:

1. The requirement to use the two-question format is not based on scientific research. I know of no research that has been conducted by any government agency that substantiates the claim that the “two-question format produces more complete reporting.” When a citation for this conclusion was requested, the research from the 1995 CPS Supplement was cited as authoritative. However, this analysis was not conducted with instructions that allowed respondents to select “one or more” racial identities. No bona fide experimental research has been provided to substantiate the claim that the two-question format is more accurate.

2. Secondary analysis of the 1995 data suggests that the two-question format did not produce more accurate data than the one-question format. The 1995 data are instructive in observing what respondents do with a two-question format and a one-question format even though the purpose of the experiment only addressed the order of the Hispanic and race questions and whether a category of “other” made a difference in responses. Our review of the data suggests that there is very little, if any, difference between the two-question format and the one-question format in the percentage of respondents who identified themselves as “Hispanic” or other underrepresented minorities.

3. The one-question format provides the same opportunity for respondents to identify as Hispanic and/or with any race. The fact that both formats allow for exactly 63 race/ethnic combinations means that no information is lost in the use of the “one-question format.” Additionally, the “one-question format” and the “two-question format” have identical storage requirements in information systems.

4. The 2006 panel at the National Academy of Sciences on Hispanics and
the Future of America provides evidence that the two-question format was confusing to the young Hispanic population. The primary findings of the NAS study was that the "Hispanic-Latino" category that was initially introduced into the census as an administrative category was transformed into an ethnic category and has become a "biological marker of social difference" (p. 40) equivalent to a race category. Indeed, the authors of the Report produce survey data of Hispanic families to show that the children of immigrants learn to see themselves more and more in these terms as members of a racial minority [emphasis added] and even to racialize their national origin (p. 41).

In another section of the Report the authors present the results of an open ended question where Hispanic respondents were asked to identify their "race." Only 6.6 percent wrote "black" and 3.8 percent chose "white;" the others wrote "Hispanic" or "Latino" or a variety of mixed "Latino" and national origin answers. The National Academy of Sciences concludes: "Indeed, ‘Hispanic’ was the label most consistently given by the respondents to characterize their own racial [emphasis in original] identity—." (p 43)

5. The two-question format distorts the true identity of "underrepresented minorities." Philosophically, this format says, "we care more if you indicate that you are Hispanic than if you indicate you are black or American Indian, etc." Separating the identities of Hispanics from other groups is a visual statement that groups are not treated equally in higher education policy. (While the reporting format in the past has implied a hierarchy in the use of nomenclature such as "white (non-Hispanic) or "black (non-Hispanic)," the collection format has given respondents an equal opportunity to indicate their identity. Equality of opportunity should extend to the data collection format that is used to measure educational progress.

What is required for Hispanics is not allowed for other underrepresented minorities. For example if a respondent identifies as a combination of Hispanic and black, the person's identification is reported as Hispanic; if the respondent identifies as a combination of white and black, the person identification is reported as "Two or More." Thus only some combinations of underrepresented minorities (e.g., Hispanic and black) get reported while other combinations (e.g., blacks and American Indians, blacks and Native Hawaiians) don't get reported.

But even if this reporting requirement stands the test of time or is modified in institutional or future government statistics, the two-question format distorts the underrepresented minority count by emphasizing the importance of Hispanic groups, more than other underrepresented minorities, to indicate their identity in a separate question.

6. Requiring higher education to use the two-question format is a major departure from prior practices. OMB Statistical Directive 15, adopted
in 1977, recognized the need for flexibility by allowing government agencies and reporting institutions to select either the one-question format or the two-question format. The Secretary recognized that different policy objectives required optional formats. Nothing has changed since that time except the opportunity for respondents to select more than one race, and this change invites, rather than restricts, the use of the one-question format as a statement of equal opportunity. The Office of Management and Budget reaffirmed this conviction in 1997 and 2001 by only recommending, but not requiring, the two-question format for sectors of the economy where the one-question format was more appropriate; OMB specifically mentioned higher education as a sector where an alternative might be appropriate. Indeed, even the 2005 EEOC guidelines still allow data collection using the one-question format.

Historically institutions of higher education have chosen to exercise their option under OMB Statistical Directive 15 with use of the one-question format. College admission applications and student registration forms throughout the country almost universally have selected the one-question format for the past three decades. Indeed, many colleges and universities have adopted most of the changes in the proposed standards, including the choice of one or more races, for several years, but they have chosen the one-question format because of the implied equality that the institutions wished to communicate to students, the greater simplicity in structuring the question on forms, and the greater understanding among students about their options for identifying with a racial or ethnic group.

The two-question format is unnecessary for maintenance and reporting requirements. All of the combinations of race and ethnicity that are required in the current standards, as well as the implied computer requirements for storing dichotomous indicators of race and ethnicity, can be accommodated by the one-question format.

RECOMMENDATION 2: ALLOW THE “BRIDGING STRATEGY” FOR COMPARING CURRENT AND PRE-2000 DATA TO GOVERN THE IPEDS REPORTING FORMAT.

The proposed standards allow educational institutions to use a =E2=80=9CBridging strategy=E2=80=9D for reporting data to make calculations comparable to pre-2000 data collection when “mark one or more” was typically not an instruction to respondents. We applaud this flexibility in the standards. We believe that many institutions will utilize the option to report a =E2=80=9CBridging strategy=E2=80=9D so they can address both the educational objectives and the public policy issues that affect their institution. In particular, the desire to have racial diversity on campus motivates many admission offices to collect racial and ethnic data for comparison over =
time in order to monitor progress of affirmative action policies.

For several years, most institutions have used the `mark one or more` instruction for a single list of race and ethnic categories. These schools have grappled with the problem of how to report data for comparison to previous years many of which go back three decades to OMB Statistical Directive 15. The institutional determination of reporting categories for multiple responses is considerably different from the reporting decisions for reporting multiple responses in IPEDS. The following table highlights some of the differences between the Department requirements and common reporting practices in higher education:

<table>
<thead>
<tr>
<th>COLLECTION response</th>
<th>IPEDS REPORTING requirement</th>
<th>COMMON REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neither <code>yes</code> nor <code>no</code> to <code>Are you Hispanic</code> in a two-question format and the choice of a single race</td>
<td>=20</td>
<td>Other, unknown</td>
</tr>
<tr>
<td>Black and Hispanic</td>
<td>Two or more</td>
<td>Black</td>
</tr>
<tr>
<td>Black and White</td>
<td>Two or more</td>
<td>Black</td>
</tr>
<tr>
<td>Black and Asian</td>
<td>Two or more</td>
<td>Black</td>
</tr>
<tr>
<td>American Indian and Hispanic</td>
<td>Two or more</td>
<td>American Indian</td>
</tr>
<tr>
<td>American Indian and white</td>
<td>Two or more</td>
<td>American Indian</td>
</tr>
<tr>
<td>Native Hawaiian and Asian</td>
<td>Two or more</td>
<td>Asian</td>
</tr>
<tr>
<td>Native Hawaiian and white</td>
<td>Two or more</td>
<td>Native Hawaiian</td>
</tr>
</tbody>
</table>

Institutions that make a good faith effort to assign combinations of race and ethnicity into a single category for comparison to pre-2000 data should be allowed to use these same decision rules in reporting IPEDS data. Consistency between the institutional calculations and the IPEDS reporting format creates verifiable information, less regulatory burden, and data that are consistent with the public policy objectives of the institution. We believe the proposed Guidance allow this flexibility and should be clarified and supported in the final Guidance.

RECOMMENDATION 3: ADD QUESTION WORDING THAT EXPLAINS THE CONTEXT FOR GATHERING DATA ON RACE AND ETHNICITY

Providing the reason for the data collection will ensure that students understand why colleges are seeking information about race and ethnicity in a college application and related materials. Many applicants are unfamiliar with the history of affirmative action, the scholarly research and legal briefs about the benefits of racial and ethnic diversity in an educational setting, or the opinion of the Supreme Court in allowing the use of race as a factor in admissions. A brief one sentence explanation provides context for the data collection.

In the first section of this letter, we discussed the problems with the
proposed two-question format for collecting data on race and ethnicity from students who are entering higher education.

Using the one-question format, in which "Hispanic, Spanish origin, or Latino" is interspersed with the five races, we propose the following wording for the collection of racial and ethnic data:

Colleges and Universities are asked by many, including the Federal government, college guides, newspapers and our own communities, to describe our students using many backgrounds. For this purpose, please check one or more of the following groups you consider yourself to be in.

- American Indian or Alaska Native
- Asian American
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Hispanic, Spanish origin, or Latino
- White

Thank you for the opportunity to respond to the Guidance for Data on Race and Ethnicity. I look forward to discussing these and other proposals at the Technical Review Panel on November 14-15.

Sincerely,

C. Anthony Broh
Director of Research Policy

Cc: Kristine E. Dillon, President

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Carolyn S. White
Sent: Thursday, October 05, 2006 11:35 AM
To: AAPORNET@asu.edu
Subject: Re: Changes in respondents' providing race/ethnic identify

If the criteria in question is race, why do you use this protocol:
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> "yes", they skip past the race question.

I've seen many survey organizations do this and I've always questioned that approach - especially to condense the data at the outset.

To me it makes the assumption that Hispanics as a group act more similarly regardless of race than say blacks are similar across the hispanic category. Yet I recall reading about two decades ago a study that found that Puerto Rican Hispanics were closer attitudes/behaviors =
(can't recall the specifics of the article now) with blacks than they were with white Hispanics.

Is it because the sample sizes are relatively small and it is better to make some assumption?

Carolyn S. White

---- Original message ----

Date: Thu, 05 Oct 2006 09:46:00 -0500
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: Changes in respondents' providing race/ethnic identify
To: AAPORNET@asu.edu

Rick. If you are screening a potential jury pool and your purpose is known to respondents, you may be facing special challenges on race questions not present in sample surveys. If I am reading your post correctly, 30.9% would be an astonishing refusal rate for a sample survey.

Our last Illinois poll had 3% refusal on race, in line with past polls over the years. No change.

Two years ago we did four neighboring swing states and got an overall refusal on the race question, 1% in Iowa and Minnesota. Polls in Chicago, a place you might think would be ground zero for racial sensitivity, got 2% refusal last May and 1% last December.

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

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An interesting anecdote relevant to asking hispanic heritage and skipping race and why this makes sense.

I recently was managing the pretest of our annual assessment interview protocol for ORANJ BOWL, a longitudinal study of approximately 10,000 people recruited via LA-RDD methods. One of my pretest intervviewers is a 24 year old hispanic woman of Columbian descent (both parents born in Colombia) who grew up in a household where Spanish was predominantly spoken. She also speaks English perfectly (i.e., grammatically far better than most college grads and without a hint of hispanic accent) and is well educated, now pursuing a graduate degree in nursing part-time.

In the ORANJ BOWL instrument, we started out asking for ethnicity (are you hispanic or latino/a?) and then race. However, during our pretest interviews, we found that hispanics were often at best confused (did not know how to respond to the race question) and occasionally expressed offense at the question. (We were lucky that this young woman was the interviewer.)

During one debriefing meeting, I questioned this. My interviewer, who looks 100% caucasian to my caucasian eyes (though perhaps with what might appear to be a slightly swarthy and exotic Mediterranean complexion) confirmed that this attitude is quite understandable. To my astonishment, she then informed me that she would have trouble answering these questions herself: "What would I say? I am certainly not white. And I am certainly not black. You don't offer a response category like morena (forgive the likely incorrect spelling but I am trying use the Spanish word for slightly darker than white). I am hispanic and do not think of myself as part of a race."

Food for thought.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
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Marc Sapir MD, MPH
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Unsubscribe? Send email to listserv@asu.edu with this text:

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The New Jersey Division of Taxation published a clarification on taxation of Information Services. Based on the examples provided, it appears survey research is a taxable "information service." The tax applies to the sale of information services delivered to customers in New Jersey. I encourage you to contact your accountant and attorney to obtain their opinions on the matter.

Christopher Lee
Director of Government Affairs and Counsel
CMOR
7475 Wisconsin Ave.
Suite 300
Bethesda, MD 20814
301-654-6601
clee@cmor.org

The full notice can be viewed at:
http://www.state.nj.us/treasury/taxation/infoservices.htm

Tax Notes - Information Services (EXCERPT)

Effective October 1, 2006, information services are subject to New Jersey sales and use tax. Information services are defined in the law 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. (See N.J.S.A. 54:32B-3(b)(12).) The tax applies to the sale of information services delivered to customers in New Jersey.

The Division has been asked about the taxability of various services. The following are examples of information services:

A business tracks and measures sales of drugs to pharmacies, hospitals, nursing homes and other service providers. Customers stipulate the parameters of their request, for example by indicating the specific drugs, the geographic area, the time frame, etc. This service is an information
service and is subject to tax as of October 1. The fact that the customer customizes their request by selecting the particular information to be searched does not make the information personal or individual.

A web-based business allows clients to obtain up to date information about their own website, such as online behavior. The information is collected by the business by embedding code into the client’s website design, which sends the info to the business’s server. Clients can request reports based on their needs, such as the amount of time customer spend viewing, length of time on the website, etc. This service is an information service, however, the information is personal or individual in nature and thus, the charge is not subject to tax.

A web-based business gathers statistics concerning the characteristics and activities of Internet users and publishes these statistics on its website. This information is available to anyone subscribing to the service. This service is an information service and is subject to tax as of October 1. The information is not personal or individual.

The following are examples of services that are not “information services”:

A business sells consulting services to advise clients on their hardware and/or software needs. These services include interviewing staff to gather information and presenting a written report on findings and recommendations. The consulting service is not an information service and is not subject to tax.

A business sells “contract programming” services which consist of the design, development and implementation of computer programs based on the client’s particular environment. The consulting service is not an information service and is not subject to tax.

A business performs environmental testing services and issues a report on factors such as the condition of the property, levels of a particular substance, habitability, etc. The testing service is not an information service and is not subject to tax.
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Updated: Friday, 09/29/2006

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Date: Thu, 5 Oct 2006 12:08:50 -0700
Reply-To: Sonja Petek <sonjapetek@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sonja Petek <sonjapetek@YAHOO.COM>
Subject: Re: Foley Scandal Poll Results
Comments: To: AAPORNET@asu.edu
In-Reply-To: <276.102868ff.32568856@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

The Pew Research Center just released a poll that was in the field (Sept. 21-Oct. 4) when the scandal broke -- they found no differences before and after:

Before, Democrats led 51%-38% among registered voters;
After Foley resigned, the margin was 50%-37%.

http://pewresearch.org/reports/?ReportID=56

--- "D. Patrick Hoey" <POAPATRICKH@AOL.COM> wrote:

> Hello:
> > Perhaps this is the million dollar question at this point, but is there any indication via poll results as to the political impact (nationally or in specific contests) of the E-Mail scandal involving Rep. Foley and the House Republican Leadership?
It is hard to conceive that the already low public approval ratings of Congress will decline further, but has the GOP vote in the generic House Ballot decreased since the scandal broke. Has the President's overall job approval ratings been affected?

Thank you very much for any information or insight you might share.

Dion P. Hoey, Ph.D.

Project Director
Pulse-On-America, Inc.
Great Neck, NY 11021
(516) 466-0710

Adjunct Professor of Political Science
Nassau Community College,
Garden City, NY 11530
(516) 572-7422

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-------------------------------------------------------------------------
Date: Thu, 5 Oct 2006 15:40:16 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
Do Polls Still Work?

The last two elections have left pollsters somewhat bloodied but unbowed
by Joshua Green

May I be the first to say 'Mr. President?" inquired Bob Shrum, rather
too memorably, of John Kerry on Election Day 2004, as early exit polls
showed his candidate cruising to victory. It turned out Shrum's faith
was misplaced-so badly that the episode ranks alongside "Dewey Defeats
Truman" in the annals of Great Political Embarrassments.

After faulty reading of exit polls caused the Election Day 2000 debacle,
this latest confusion suggested a deep futility in even trying to gauge
public opinion, before or after an election.

The rest of this article is viewable only by Atlantic subscribers.

(Which I am not)

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

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Date:         Thu, 5 Oct 2006 15:53:41 -0400
Reply-To:     Tony Broh <broh@MIT.EDU>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Tony Broh <broh@MIT.EDU>
Subject:      Re: Changes in respondents’ providing race/ethnic identify
However, I suspect her confusion could have been eliminated with a one question format that included "Hispanic/Latino/Spanish Origin" as on among many choices that included, black, white, Asian, and American Indian. She would have selected "Hispanic/Latino/Spanish Origin" and NOT have chosen any of the other alternatives. It was the "two-question format" that created the confusion by asking her to make a choice among race categories -- ALL of which she rejected.

The National Academy of Science Report describes the Hispanic identity as having been "racialized". Your anecdote is another case of this phenomenon.

Tony

An interesting anecdote relevant to asking hispanic heritage and skipping race and why this makes sense.

I recently was managing the pretest of our annual assessment interview protocol for ORANJ BOWL, a longitudinal study of approximately 10,000 people recruited via LA-RDD methods. One of my pretest interviewers is a 24 year old hispanic woman of Columbian descent (both parents born in Columbia) who grew up in a household where Spanish was predominantly spoken. She also speaks English perfectly (i.e., grammatically far better than most college grads and without a hint of hispanic accent) and is well educated, now pursuing a graduate degree in nursing part-time.

In the ORANJ BOWL instrument, we started out asking for ethnicity (are you hispanic or latino/a?) and then race. However, during our pretest interviews, we found that hispanics were often at best confused (did not know how to respond to the race question) and occasionally expressed offense at the question. (We were lucky that this young woman was the interviewer.)

During one debriefing meeting, I questioned this. My interviewer, who looks 100% caucasian to my caucasian eyes (though perhaps with what might appear to be a slightly swarthy and exotic Mediterranean complexion) confirmed that this attitude is quite understandable. To my astonishment, she then informed me that she would have trouble answering these questions herself: "What would I say? I am certainly not white. And I am certainly not black. You don't offer a response category like morena (forgive the likely incorrect spelling but I am trying use the Spanish word for slightly darker than white). I am hispanic and do not
think of myself as part of a race."

Food for thought.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
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Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu

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>>> "Carolyn S. White" <cswhite@UIUC.EDU> 10/05/06 11:34 AM >>>
If the criteria in question is race, why do you use this protocol:
>Our question order is to ask "Hispanic decent or heritage" first. If
>"yes", they skip past the race question.

I've seen many survey organizations do this and I've always questioned that approach - especially to condense the data at the outset.

To me it makes the assumption that Hispanics as a group act more similarly regardless of race than say blacks are similar across the hispanic category. Yet I recall reading about two decades ago a study that found that Puerto Rican Hispanics were closer attitudes/behaviors (can't recall the specifics of the article now) with blacks than they were with white hispanics.

Is it because the sample sizes are relatively small and it is better to make some assumption?

Carolyn S. White
---- Original message ----
>Date: Thu, 05 Oct 2006 09:46:00 -0500
>From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
>Subject: Re: Changes in respondents' providing race/ethnic identify
>To: AAPORNET@asu.edu
Rick. If you are screening a potential jury pool and your purpose is known to respondents, you may be facing special challenges on race questions not present in sample surveys. If I am reading your post correctly, 30.9% would be an astonishing refusal rate for a sample survey.

Our last Illinois poll had 3% refusal on race, in line with past polls over the years. No change.

Two years ago we did four neighboring swing states and got an overall 2% refusal on the race question, 1% in Iowa and Minnesota. Polls in Chicago, a place you might think would be ground zero for racial sensitivity, got 2% refusal last May and 1% last December.

There may be differences in how the questions are asked and what answers are offered.

For example, is "mixed race" offered as an answer? That could lead to refusal if not offered. The choice of "European-American" might be a problem for many "whites". That term sounds more appropriate for 1906 not 2006.

Our question order is to ask "Hispanic decent or heritage" first. If "yes", they skip past the race question.

The question series begins with "I have a couple of more questions to be sure we have included all groups in this survey". This may be common in other phone surveys. I do think it helps to give people a reason for asking race/ethnicity questions. Less intrusive.

Nick

Rick Seltzer wrote:

I've conducted several jury composition challenges based upon race and one common theme that prosecutors used was that the data I gathered using jury qualification questionnaires was not reliable because, as they alleged, blacks were more likely not to answer the race question. Finally in one case in Caroline County, Maryland we contacted all but 7 of the 315 jurors (or their neighbors) who had not answered the race question (30.9%) in order to ascertain the race of
the non-respondent. Whites were somewhat more likely not to answer the race question, although this was not statistically significant.

Of course, in the next case in which I presented this data the prosecution said it came from another county so it could not apply. see; Seltzer, et. al., Fair Cross-Section Challenges in Maryland: An Analysis and Proposal. (Spring, 1996). University of Baltimore Law Review 35:2, 127-167.

I wonder whether Census has data from the ACE program on this issue after they reinterview respondents?.

Marc Sapir wrote:

Not data based, but anecdotally, the people who don't want to answer that question are usually European-Americans or Caucasians. Their sense of entitlement to the label "American" sometimes causes resentment about being asked. When I'm talking with someone whose primary language is Spanish it's pretty obvious (of course they could be Spaniards) that they are Latinos and they know that. African Americans tend to be straightforward. None of this has seemed to change in the several years I've been doing it, but I'd like to see data too if anyone has it. It is an interesting question.

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

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
Subject: Changes in respondents' providing race/ethnic identify
Is anyone aware of recent changes in how survey respondents feel about questions asking them to identify their race and/or ethnicity?
Given the very visible and highly charged public debate in the United States on immigration, illegal aliens, and related topics, I am curious whether people are becoming reluctant to reveal their
race/ethnicity in surveys.

My best guess is that if there had been such a change it would show first in item nonresponse.

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WASHINGTON Oct 5, 2006 (AP)- Congressional Republicans, already struggling against negative public perceptions of Congress, now face voters who say new scandals will significantly influence their vote in November.

With midterm elections less than five weeks away, the latest Associated Press-Ipsos poll found that about half of likely voters say recent disclosures of corruption and scandal in Congress will be very or extremely important when they cast their vote next month.

continues.....
House Republican candidates will suffer massive losses if House Speaker Dennis Hastert remains speaker until Election Day, according to internal polling data from a prominent GOP pollster, FOX News has learned.

"The data suggests Americans have bailed on the speaker," a Republican source briefed on the polling data told FOX News. "And the difference could be between a 20-seat loss and 50-seat loss."

Also: http://www.rasmussenreports.com/2006/October%20Dailies/MarkFoley.htm

Sixty-one percent (61%) of American adults believe that Republican leaders have been "protecting [Mark] Foley for several years." A Rasmussen Reports national opinion survey conducted Tuesday and Wednesday nights shows that only 21% believe that the leadership "just learn[ed] about Foley's problems last week."

The data supports speculation that this issue could have a devastating impact on Republican prospects at the polls this fall. Even among Republicans, 31% believe the GOP leadership has been protecting Foley. Just under half (46%) of the GOP faithful believe that Congressional leaders just learned about the problem.

Not surprisingly, Democrats overwhelmingly believe that the Republican leaders have been protecting Foley for years (84% of Democrats hold that view).

Perhaps more significant politically, 69% of those not affiliated with either major party believe that leadership has been protecting Foley. Only 9% of unaffiliated the GOP leaders just learned of the problem last week. How much of an impact this will have on individual Election 2006 races will not be known until our next round of polling is complete.

> --- "D. Patrick Hoey" <POAPATRICKH@AOL.COM> wrote:
> > Hello:
> >> Perhaps this is the million dollar question at this
> >> point, but is there any
> >> indication via poll results as to the political
> >> impact (nationally or in
> >> specific contests) of the E-Mail scandal involving
> >> Rep. Foley and the House
> >> Republican Leadership?
> >> It is hard to conceive that the already low public
> >> approval ratings of
> >> Congress will decline further, but has the GOP vote
in the generic House Ballot
decreased since the scandal broke. Has the
President's overall job approval
ratings been affected?

Thank you very much for any information or insight
you might share.

Dion P. Hoey, Ph.D.
Project Director
Pulse-On-America, Inc.
Great Neck, NY 11021
(516) 466-0710

Adjunct Professor of Political Science
Nassau Community College,
Garden City, NY 11530
(516) 572-7422

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Date:       Thu, 5 Oct 2006 17:15:30 -0400
Reply-To:   "Santos, Rob" <RSantos@UI.URBAN.ORG>
Sender:     AAPORNET <AAPORNET@ASU.EDU>
From:       "Santos, Rob" <RSantos@UI.URBAN.ORG>
Subject:    Re: Changes in respondents’ providing race/ethnic identify
Comments:   To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

Great story, Jonathan!

I've often thought that (we) researchers are insistent upon asking
race/ethnicity Qs from our own scholarly paradigm (although I've gone as far
as to say "imposing" our paradigm on the public) rather than "getting into
the shoes" of respondents and developing measures/constructs that reflect
how people actually think/feel (which oftentimes may seem illogical to
scholars but makes total/common sense to the lay population).

We've been struggling with how to pose race/ethnicity questions for decades
and just can't get it 'right' (my personal opinion). Maybe we should
re-learn from the rest of the human race about how to categorize/think about
race/ethnicity. Maybe race & ethnicity really aren't separate constructs...
we just (very badly) want them to be so because that's the way we have
always run our analyses & write our papers/reports

:-) food for thought...

Rob Santos
Senior Institute Methodologist
The Urban Institute
2100 M street, NW
Washington, DC  20037
OFF: 202 261-5904

-----Original Message-----
From: Jonathan Brill [mailto:brillje@UMDNJ.EDU]
Sent: Thursday, October 05, 2006 1:59 PM
To: AAPORNET@asu.edu
Subject: Re: Changes in respondents' providing race/ethnic identify

An interesting anecdote relevant to asking hispanic heritage and
skipping race and why this makes sense.

I recently was managing the pretest of our annual assessment interview
protocol for ORANJ BOWL, a longitudinal study of approximately 10,000
people recruited via LA-RDD methods. One of my pretest interviewers is
a 24 year old hispanic woman of Columbian descent (both parents born in
Columbia) who grew up in a household where Spanish was predominantly
spoken. She also speaks English perfectly (i.e., grammatically far
better than most college grads and without a hint of hispanic accent)
and is well educated, now pursuing a graduate degree in nursing part-time.

In the ORANJ BOWL instrument, we started out asking for ethnicity (are you hispanic or latino/a?) and then race. However, during our pretest interviews, we found that hispanics were often at best confused (did not know how to respond to the race question) and occasionally expressed offense at the question. (We were lucky that this young woman was the interviewer.)

During one debriefing meeting, I questioned this. My interviewer, who looks 100% caucasian to my caucasian eyes (though perhaps with what might appear to be a slightly swarthy and exotic Mediterranean complexion) confirmed that this attitude is quite understandable. To my astonishment, she then informed me that she would have trouble answering these questions herself: "What would I say? I am certainly not white. And I am certainly not black. You don't offer a response category like morena (forgive the likely incorrect spelling but I am trying use the Spanish word for slightly darker than white). I am hispanic and do not think of myself as part of a race."

Food for thought.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
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E-mail: brillje@umdnj.edu

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>>> "Carolyn S. White" <cswhite@UIUC.EDU> 10/05/06 11:34 AM >>>
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Is it because the sample sizes are relatively small and it is better to make some assumption?

Carolyn S. White
---- Original message ----
> Date: Thu, 05 Oct 2006 09:46:00 -0500
> From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
> Subject: Re: Changes in respondents' providing race/ethnic identify
> To: AAPORNET@asu.edu
> 
> Rick. If you are screening a potential jury pool and your purpose is
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> questions not present in sample surveys. If I am reading your post
> correctly, 30.9% would be an astonishing refusal rate for a sample
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> 2%
> refusal on the race question, 1% in Iowa and Minnesota. Polls in
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> 
> For example, is "mixed race" offered as an answer? That could lead to

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> The question series begins with "I have a couple of more questions to
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>Nick
>
>Rick Seltzer wrote:
>
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>> Of course, in the next case in which I presented this data the
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>> see;  Seltzer, et. al., Fair Cross-Section Challenges in Maryland:
>> An
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>>
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>>
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>>
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>>
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>>>
>>> is an interesting question.
>>> Marc Sapir MD, MPH
>>> Executive Director
Retro Poll
www.retropoll.org

----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
Subject: Changes in respondents' providing race/ethnic identify

Is anyone aware of recent changes in how survey respondents feel about questions asking them to identify their race and/or ethnicity?

Given the very visible and highly charged public debate in the United States on immigration, illegal aliens, and related topics, I am curious whether people are becoming reluctant to reveal their race/ethnicity in surveys.

My best guess is that if there had been such a change it would show first in item nonresponse.

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Date:         Thu, 5 Oct 2006 14:59:00 -0700
Reply-To:     Ron Riley <ron@CHANNELM2.COM>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Ron Riley <ron@CHANNELM2.COM>
Subject:      Re: Do Polls Still Work? - The Atlantic Monthly
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

Of course polls still work. Just look at any (carefully created) sampling done over the 3 day weekend just prior to any election: It not only provides a remarkably close snapshot of intentions during that weekend -- but also a prediction of actual behavior a few days later. (Carefully created) exit polls are especially accurate. Razor thin elections, the Diebold Corporation, and scoundrel secretaries of state denying qualified citizens the right to vote changes none of that. Nor does lazy journalism.

Every night of the week, the robustness of human communication overcomes all the obstacles that qualitative researchers can think up to throw in front of consumers (one-way mirrors, hidden microphones, bright lights, video cameras and voyeurs). Well, the robustness of
survey sampling is a powerful survivor, too.

For all the usual reasons, polls don’t work as well as they used to -- and one day may be discounted altogether. But that day is decades off. Until then, research still exists to minimize decision-making risk, not eliminate it.

> The Atlantic Monthly | November 2006
>
> The Agenda
> Washington
>
> Do Polls Still Work?
>
> The last two elections have left pollsters somewhat bloodied but unbowed
>
> by Joshua Green
>
> ..... 
>
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> this latest confusion suggested a deep futility in even trying to
> gauge
> public opinion, before or after an election.
>
> The rest of this article is viewable only by Atlantic subscribers.
>
> (Which I am not)
> --
> 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
> Please ask authors before quoting outside AAPORNET.
As an Atlantic Monthly subscriber, I can assure you that this article is pure junk. To back up my assertion, I submit the whole thing (claiming fair use, scholarly research, critical commentary, whatever):

-------------------------

Washington

Do Polls Still Work?

The last two elections have left pollsters somewhat bloodied but unbowed

by Joshua Green

.....

May I be the first to say ‘Mr. President’?” inquired Bob Shrum, rather too memorably, of John Kerry on Election Day 2004, as early exit polls showed his candidate cruising to victory. It turned out
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After faulty reading of exit polls caused the Election Day 2000 debacle, this latest confusion suggested a deep futility in even trying to gauge public opinion, before or after an election.

With this month’s elections shaping up to be another nail-biter, the question “Do polls still work?” is increasingly practical. Pollsters no longer seem like wizards. It’s no secret that today they must contend with skyrocketing refusal rates and obstacles like “cell-phone-only households.” So partisans feel free to criticize them—especially when their side is losing.

The last election season saw oddly technical attacks: the liberal group MoveOn.org attacked the Gallup organization in The New York Times over its “likely voter methodology.” And startlingly vehement ones: Republicans picketed the Minneapolis Star Tribune, pounding on windows and hollering at employees, for insufficiently weighting conservatives in its survey samples.

Pollsters themselves freaked out. Contrary to their partisan caricature, legitimate practitioners of the calling are a docile and introverted breed consumed with little beyond their own narrow subspecialties. If you don’t know one, a good example is William Hurt’s character in Altered States—the rumpled academic so engrossed in his research that he fails to notice when his marathon stints in a sensory-deprivation tank transform him into a rampaging man-beast.

The polling community reached for its heavy artillery: the strongly worded journal article. Last year, Public Opinion Quarterly, the premier journal in the field, devoted a special issue to an autopsy of the 2004 preelection polls, and proved the naysayers wrong. The studies found that the polls had been among the most accurate in half a century, and concluded that blame for the mess lay elsewhere: reporters—always suckers for drama—had treated statistically insignificant day-to-day shifts as major stories rather than predictable aberrations, thereby heightening the up-one-day, down-the-next whiplash effect that tends to undermine confidence in any poll. No wonder the public was angry! For all the criticism, one author observed, most polls “were among the best recorded in the contemporary period.” Gallup’s last poll gave Bush a 2-point lead; he won by 2.5 percent. It was, as the issue’s coeditor, Lawrence Jacobs, put it, “a kick to the groin of conventional myths about polling.”

And what about Bob Shrum and the exit polls? As a series of postelection studies took pains to note, the self-styled experts drastically misread the raw exit-poll data that leaked on Election Day. Instead of seizing on the early numbers and declaring a winner, experts now tell us, bloggers and the press should have waited for all the data to be properly weighted and balanced.
The National Election Pool—the outfit that runs the exit polls—has
made one useful concession to reality and set out to stop leaks from
racing across the Web, hitting upon an ingeniously low-tech solution
to a high-tech problem. This year the pollsters will be placed in a
“quarantine room” and stripped of cell phones, pagers, Internet
access, and other means of outside communication. They won’t be
allowed back into the electronic real world until many hours later.
If all goes according to plan—and if the pollsters locked in the
tank don’t turn into rampaging man-beasts—the results we hear later
that evening will be as accurate as they should be.
------------------------Jan Werner
_______________
Leo Simonetta wrote:
> The Atlantic Monthly | November 2006
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Fox News reports that an internal poll conducted for the Republican party (the pollster is not identified) indicates massive defections from the GOP if Hastert remains on as speaker through the election.

The full Fox article can be read at:

http://www.foxnews.com/printer_friendly_story/0,3566,218043,00.html

or at: http://tinyurl.com/hxbpa

The Fox article also states that "the newest AP/Ipsos poll also showed that half of likely voters say the Foley scandal will be "very or extremely important" when it comes time to vote on Nov. 7."

That is not really correct since the AP/Ipsos poll asks a very generic question about "recent disclosures of corruption and scandal in Congress" which could refer to just about anything, not just Foley.

The AP/Ipsos topline can be downloaded in pdf format from http://www.ap-ipsosresults.com/ and is well worth reading as it provides a wealth of information not often reported in the press.

Jan Werner

----------

D. Patrick Hoey wrote:
> Hello:
> 
> Perhaps this is the million dollar question at this point, but is there any indication via poll results as to the political impact (nationally or in specific contests) of the E-Mail scandal involving Rep. Foley and the House Republican Leadership?
> 
> It is hard to concieve that the already low public approval ratings of Congress will decline further, but has the GOP vote in the generic House Ballot decreased since the scandal broke. Has the President's overall job approval ratings been affected?
Thank you very much for any information or insight you might share.

Dion P. Hoey, Ph.D.

Project Director
Pulse-On-America, Inc.
Great Neck, NY 11021
(516) 466-0710

Adjunct Professor of Political Science
Nassau Community College,
Garden City, NY 11530
(516) 572-7422

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Fascinating! A cognitive interview with a single interviewer uncovers an attitude that may well be very pervasive, and thoroughly in line with the concept that the entire concept of race is virtually meaningless.

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
-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Thursday, October 05, 2006 1:59 PM
To: AAPORNET@asu.edu
Subject: Re: Changes in respondents' providing race/ethnic identify

An interesting anecdote relevant to asking hispanic heritage and skipping race and why this makes sense.

I recently was managing the pretest of our annual assessment interview protocol for ORANJ BOWL, a longitudinal study of approximately 10,000 people recruited via LA-RDD methods. One of my pretest interviewers is a 24 year old hispanic woman of Columbian descent (both parents born in Colombia) who grew up in a household where Spanish was predominantly spoken. She also speaks English perfectly (i.e., grammatically far better than most college grads and without a hint of hispanic accent) and is well educated, now pursuing a graduate degree in nursing part-time.

In the ORANJ BOWL instrument, we started out asking for ethnicity (are you hispanic or latino/a?) and then race. However, during our pretest interviews, we found that hispanics were often at best confused (did not know how to respond to the race question) and occasionally expressed offense at the question. (We were lucky that this young woman was the interviewer.)

During one debriefing meeting, I questioned this. My interviewer, who looks 100% caucasian to my caucasian eyes (though perhaps with what might appear to be a slightly swarthy and exotic Mediterranean complexion) confirmed that this attitude is quite understandable. To my astonishment, she then informed me that she would have trouble answering these questions herself: "What would I say? I am certainly not white. And I am certainly not black. You don't offer a response category like morena (forgive the likely incorrect spelling but I am trying use the Spanish word for slightly darker than white). I am hispanic and do not think of myself as part of a race."

Food for thought.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
Stratford, New Jersey 08084
Telephone (direct): 856.566-6727
Fax (research group): 856.566-6874
If the criteria in question is race, why do you use this protocol:
>Our question order is to ask "Hispanic decent or heritage" first. If
>"yes", they skip past the race question.

I've seen many survey organizations do this and I've always questioned that approach - especially to condense the data at the outset.

To me it makes the assumption that Hispanics as a group act more similarly regardless of race than say blacks are similar across the hispanic category. Yet I recall reading about two decades ago a study that found that Puerto Rican Hispanics were closer attitudes/behaviors (can't recall the specifics of the article now) with blacks than they were with white hispanics.

Is it because the sample sizes are relatively small and it is better to make some assumption?

Carolyn S. White
----- Original message -----
>Date: Thu, 05 Oct 2006 09:46:00 -0500
>From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
>Subject: Re: Changes in respondents' providing race/ethnic identify
>To: AAPORNET@asu.edu
>
>Rick. If you are screening a potential jury pool and your purpose is
>known to respondents, you may be facing special challenges on race
>questions not present in sample surveys. If I am reading your post
>correctly, 30.9% would be an astonishing refusal rate for a sample
>survey.
>
>Our last Illinois poll had 3% refusal on race, in line with past polls

>over the years. No change
>
>Two years ago we did four neighboring swing states and got an overall
>2%
>refusal on the race question, 1% in Iowa and Minnesota. Polls in
>Chicago, a place you might think would be ground zero for racial
>sensitivity, got 2% refusal last May and 1% last December.
> There may be differences in how the questions are asked and what answers are offered.
>
> For example, is "mixed race" offered as an answer? That could lead to refusal if not offered. The choice of "European-American" might be a problem for many "whites". That term sounds more appropriate for 1906 not 2006.

> Our question order is to ask "Hispanic decent or heritage" first. If "yes", they skip past the race question.

> The question series begins with "I have a couple of more questions to be sure we have included all groups in this survey". This may be common in other phone surveys. I do think it helps to give people a reason for asking race/ethnicity questions. Less intrusive.

> Nick

> Rick Seltzer wrote:

> I've conducted several jury composition challenges based upon race and one common theme that prosecutors used was that the data I gathered using jury qualification questionnaires was not reliable because, as they alleged, blacks were more likely not to answer the race question. Finally in one case in Caroline County, Maryland we contacted all but 7 of the 315 jurors (or their neighbors) who had not answered the race question (30.9%) in order to ascertain the race of the non-respondent. Whites were somewhat more likely not to answer the race question, although this was not statistically significant.

> Of course, in the next case in which I presented this data the prosecution said it came from another county so it could not apply. see; Seltzer, et. al., Fair Cross-Section Challenges in Maryland: An Analysis and Proposal. (Spring, 1996). University of Baltimore Law Review 35:2, 127-167.

> I wonder whether Census has data from the ACE program on this issue after they reinterview respondents?.

> Marc Sapir wrote:
Not data based, but anecdotally, the people who don't want to answer that question are usually European-Americans or Caucasians. Their sense of entitlement to the label "American" sometimes causes resentment about being asked. When I'm talking with someone whose primary language is Spanish it's pretty obvious (of course they could be Spaniards) that they are Latinos and they know that. African Americans tend to be straightforward. None of this has seemed to change in the several years I've been doing it, but I'd like to see data too if anyone has it. It is an interesting question.

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

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Don Camburn
Sent: Tuesday, October 03, 2006 10:29 AM
To: AAPORNET@asu.edu
Subject: Changes in respondents' providing race/ethnic identify

Is anyone aware of recent changes in how survey respondents feel about questions asking them to identify their race and/or ethnicity?

Given the very visible and highly charged public debate in the United States on immigration, illegal aliens, and related topics, I am curious whether people are becoming reluctant to reveal their race/ethnicity in surveys.

My best guess is that if there had been such a change it would show first in item nonresponse.

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Date: Fri, 6 Oct 2006 16:22:20 -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: LAA baseball fan wanted
Comments: To: AAPORnet List server <aapornet@asu.edu>
MIME-version: 1.0
Hello 'netters:

Looking ahead to AAPOR's annual conference in Anaheim next May, I saw that the "LA Anaheim" Angels will host the LA Dodgers on Friday night, May 18th, right during our conference. I've been asked to help organize a baseball outing for AAPOR members. For that to work, I'll need to have somebody volunteer to work with me (or with the conference social events committee) on the logistics of this: hopefully someone familiar with the ballpark, local transportation, etc.

We know this is a game that typically sells out early, so it'll have to be something where we get organized early to purchase a block of tickets and arrange transportation for a group.

For now, I seek only those one or two local fans who would like to help get this organized... nominations and self-nominations accepted! We'll later send out a message gauging membership interest in going along. We might need a big bus!

Tom

Thomas M. Guterbock                        Voice: (434)243-5223
Director                          CSR Main Number: (434)243-5222
Center for Survey Research                   FAX: (434)243-5233
University of Virginia     EXPRESS DELIVERY: 2400 Old Ivy Road
P. O. Box 400767                     Suite 223
Charlottesville, VA 22904-4767       Charlottesville, VA 22903
e-mail: TomG@virginia.edu

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Date:         Fri, 6 Oct 2006 15:34:36 -0700
Reply-To:     WCARTER@MCIC.ORG
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         "Woody (Ellwood) Carter" <WCARTER@MCIC.ORG>
Subject: Segmentation analysis
Comments: To: AAPORNET@asu.edu

Other than cluster and factor analysis, can anyone point me to the main approaches to segmentation analysis?

Thanks,

Woody

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CHAID can be used, SPSS has a version as well as SI CHAID.

John McCarty
Hi Woody,

Latent class analysis is a form of "fuzzy" (i.e., probability-based) clustering, and is widely used in segmentation analysis.

Best,
Allan

Quoting "Woody (Ellwood) Carter" <WCARTER@MCIC.ORG>:

> Other than cluster and factor analysis, can anyone
> point me to the main approaches to segmentation
> analysis?
> 
> Thanks,
> 
> Woody
>
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Date:         Sat, 7 Oct 2006 10:45:22 -0700
Reply-To:     Mike Donatello <mike@DONATELLO.US>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Mike Donatello <mike@DONATELLO.US>
Subject:      Re: Segmentation analysis
Comments: To: AAPORNET@asu.edu
In-Reply-To:  <4202.69.141.157.178.1160185524.squirrel@tick.TCNJ.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1250
Content-transfer-encoding: quoted-printable

CART is an option, too, which I believe was originally designed for =
segmentation-type classification problems.

--
Mike Donatello
703.582.5680
mike@donatello.us

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John McCarty
Sent: Friday, 06 October, 2006 21:45
To: AAPORNET@asu.edu
Subject: Re: [AAPORNET] Segmentation analysis

CHAID can be used, SPSS has a version as well as SI CHAID.

John McCarty

> Other than cluster and factor analysis, can anyone
> point me to the main approaches to segmentation
> analysis?
> Thanks,
> Woody
>
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Version: 7.1.407 / Virus Database: 268.13.0/465 - Release Date: =
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10/6/2006

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==========================================================================
My all-time favorite here is the tale of CC (carbon copy? copy cat?) the cloned cat, who not only has a different disposition from her "mother" but looks totally different too. It gives one a deep appreciation for "heredity".

You can see CC and her mother in photos on my Lifespan Development website and there's a link to Genetic Savings & Clone, too, in case you wish to pursue this topic (identical DNA) further. Scroll about half-way down to see the photos:

http://syp5105-01.fa04.fsu.edu/Guide2-DEP5068.html
> Quoting "Rockwell, Richard" <richard.rockwell@UCONN.EDU>:  
> Even academia, or parts of it at least, recognizes that "race" is a 
> social, not biological, construct. The American Anthropological 
> Association Statement on Race says, in part, 
> American Anthropological Association 
> Statement on "Race"  
> (May 17, 1998)  
>  
> ...In the United States both scholars and the general public have 
> been conditioned to viewing human races as natural and separate 
> divisions within the human species based on visible physical 
> differences. With the vast expansion of scientific knowledge in this 
> century, however, it has become clear that human populations are not 
> unambiguous, clearly demarcated, biologically distinct groups. 
> Evidence from the analysis of genetics (e.g., DNA) indicates that 
> most physical variation, about 94%, lies within so-called racial 
> groups. Conventional geographic "racial" groupings differ from one 
> another only in about 6% of their genes. This means that there is 
> greater variation within "racial" groups than between them. In 
> neighboring populations there is much overlapping of genes and their 
> phenotypic (physical) expressions....  
>  
> The American Sociological Association has a statement that argues the 
> continuing importance of collecting data on "race."  
> But virtually every introductory sociological textbook makes the same 
> point as the AAA statement.  
>  
> As more and more Americans identify themselves as multi-racial, 
> survey researchers are certain to find that the existing 
> classification system has little utility. The result may well be a 
> reliance on ethnic self-identification -- but even then we will have 
> to better allow for multiethnic persons  
>  
> 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  
> 850-644-8778 VOICE

Quoting "Rockwell, Richard" <richard.rockwell@UCONN.EDU>:  
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Susan Carol Losh, PhD
American Statistical Association-NSF Research Fellow
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Please Confirm Your Plans to Join Us this Week....

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Weds.....

NYAAPOR Welcomes Dr. Jon Krosnick for an All Day Workshop on "Designing Great Questionnaires -- Question Wording Effects, Questions Order Effects, Attitude Recall, and 'Why?' Questions"

Oct 11th 10AM-4PM,
Columbia U, 420 West 118th St.
(707 Intenational Affairs) Lindsay Rogers Room

Thurs Night....
"Moving Survey Data Collection to Internet? Surprising Ways that Mode, Sample Design and Response Rates Affect Survey Accuracy" with Dr. Krosnick

Oct 12, 6-8PM
Fordham U, West 60th & Columbus Ave (South Lounge)

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----------------------------------------------------

Since you asked.....let me put in a shameless plug for our analysis of the Foley scandal here at Greenberg Quinlan Rosner Research, released on Friday...

*From:* Democracy Corps [mailto:dcorps@democracycorps.com]
*Sent:* Friday, October 06, 2006 11:11 AM
*To:* [Democracy Corps] Iraq and Partisan Congress Shift the Plates


*Iraq and Partisan Congress Shift the Plates*
Dear Friend:

Democracy Corps with Greenberg Quinlan Rosner has completed its latest national tracking survey of 1,000 likely voters. Recent news has led to sharp increases in hostility to the Republican Congress, in doubts about the Iraq war's progress, and in the disengagement of Republican voters. The Democrats maintain large leads in the races for House and Senate, with rising gains with independents and the most likely voters, but they have not yet realized the full potential in the current mood for change. The campaign can still produce further gains for the Democrats.

*Download the Memo*[http://rs6.net/tn.jsp?t=io4n6ybab.0.rpqo6ybab.njbpg6aab.9739&ts=S0206&p=h
ttp%3A%2F%2Fwww.democracycorps.com%2Fdl.php%3Ffile%3Dre\n\n\ncracy_Corps_October_6_2006_Memo.pdf]*

*Download the Survey*[http://rs6.net/tn.jsp?t=io4n6ybab.0.tpqo6ybab.njbpg6aab.9739&ts=S0206&p=ht\n\p%3A%2F%2Fwww.democracycorps.com%2Fdl.php%3Ffile%3Ds\n\nsurveys%2FDemocracy_Corps_October_1-3_2006_Survey.pdf]*

In a new strategy memo, Stan Greenberg, James Carville, and Amy Gershkoff analyze an electorate that hungers for an end to partisan infighting and the beginning of a Congress that deals with the real issues affecting people's lives, including changing course in Iraq and dealing with the rising costs of energy and health care. We hope you find this material helpful in your work. If you have any questions or comments, please contact us at 202-478-8300.

On 10/5/06, Robert Godfrey <holbein@charter.net> wrote:

> From: http://www.foxnews.com/printer_friendly_story/0,3566,218043,00.html
> House Republican candidates will suffer massive losses if House
> Speaker Dennis Hastert remains speaker until Election Day, according
> to internal polling data from a prominent GOP pollster, FOX News has
> learned.
> "The data suggests Americans have bailed on the speaker," a
> Republican source briefed on the polling data told FOX News. "And the
> difference could be between a 20-seat loss and 50-seat loss."
> Also: http://www.rasmussenreports.com/2006/October%20Dailies/MarkFoley.htm
> Sixty-one percent (61%) of American adults believe that Republican
> leaders have been "protecting [Mark] Foley for several years." A
> Rasmussen Reports national opinion survey conducted Tuesday and
> Wednesday nights shows that only 21% believe that the leadership
> "just learn[ed] about Foley's problems last week."
The data supports speculation that this issue could have a devastating impact on Republican prospects at the polls this fall. Even among Republicans, 31% believe the GOP leadership has been protecting Foley. Just under half (46%) of the GOP faithful believe that Congressional leaders just learned about the problem.

Not surprisingly, Democrats overwhelmingly believe that the Republican leaders have been protecting Foley for years (84% of Democrats hold that view).

Perhaps more significant politically, 69% of those not affiliated with either major party believe that leadership has been protecting Foley. Only 9% of unaffiliated the GOP leaders just learned of the problem last week. How much of an impact this will have on individual Election 2006 races will not be known until our next round of polling is complete.

--- "D. Patrick Hoey" <POAPATRICKH@AOL.COM> wrote:

Hello:

Perhaps this is the million dollar question at this point, but is there any indication via poll results as to the political impact (nationally or in specific contests) of the E-Mail scandal involving Rep. Foley and the House Republican Leadership?

It is hard to conceive that the already low public approval ratings of Congress will decline further, but has the GOP vote in the generic House Ballot decreased since the scandal broke. Has the President's overall job approval ratings been affected?

Thank you very much for any information or insight you might share.

Dion P. Hoey, Ph.D.
Project Director
Pulse-On-America, Inc.
Great Neck, NY 11021
(516) 466-0710
Adjunct Professor of Political Science
Nassau Community College,
Garden City, NY 11530
(516) 572-7422
Does anyone have a good estimate of the proportion of active residential phone numbers that are temporarily shut off at any given time? I'm
thinking of shut-offs due to non-payment or late payment of bills. Someone I know suggested the proportion might be as high as 5%. Any information would be gladly appreciated.

Edward P. Freeland, Ph.D.
Associate Director
Survey Research Center
Princeton University
169 Nassau St
Princeton NJ 08542-7007
Ph 609.258.1854
Fax 609.258.0549

----------------------------------------------------
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signoff aapornet
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Date: Mon, 9 Oct 2006 20:18:37 -0400
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Re: Percent of Active Phone numbers on Temporary Shutoff
Comments: To: "Edward P. Freeland" <efreelan@PRINCETON.EDU>, AAPORNET@asu.edu
In-Reply-To: <C406715AFC601147BC5F37521E2CADD558E54B@EXCLUSTER.pu.win.princeton.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Ed,

I have found on phone panel studies where people agree to call backs =
over a
three month period become not working at a rate from 1.5%-3.5% on the =
high
side. I have never seen anything close to 5%. I cannot be sure how =
many of
them are not working on account of the respondent moving or whether they =
are
deceased, so I suspect that the number is about 2.5%. We never actually
recorded or distinguished "temporarily disconnected messages", but we =
know
they are present in about 1/2 of the situations I described.

Hope this helps

Regards
Does anyone have a good estimate of the proportion of active residential phone numbers that are temporarily shut off at any given time? I'm thinking of shut-offs due to non-payment or late payment of bills. Someone I know suggested the proportion might be as high as 5%. Any information would be gladly appreciated.

Edward P. Freeland, Ph.D.
Associate Director
Survey Research Center
Princeton University
169 Nassau St
Princeton NJ 08542-7007
Ph 609.258.1854
Fax 609.258.0549
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Our Sustainable Market Strategies Group is seeking a mid-level manager to oversee the field data collection aspects of a variety of on-going market research projects. The successful candidate will oversee the survey teams (including subcontractors), support the Project Manager in conducting quality control, and monitor and report on survey implementation performance metrics (including costs). Market research projects will range in complexity from simple consumer telephone or online surveys, to retail shelf surveys, to more complex, onsite surveys of industrial facilities.

Requirements include a minimum of five years of relevant experience. A bachelor's degree plus proven track record in data collection management and energy research experience is preferred.

Ideally, we are looking to fill this position out of our Oakland, CA office. However, KEMA is also looking to fill similar positions in its Madison, WI and Burlington, MA offices.

KEMA offers a congenial working environment, competitive salaries, and an exceptional benefits package that includes four weeks of earned time off.

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Hi,

I am seeking moderators fluent in Vietnamese, Chinese and Korean in the Northern VA area. Does anyone know of any?

Thanks,
Laura

----------------------------------------
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----------------------------------------

Social Explorer (www.socialexplorer.com ) provides easy access to historical census data for the United States through the use of interactive maps and reports. Today, we are excited to announce the preview release of Social Explorer and the addition of seventy years of census data from 1940 to 2000.

Developed at Queens College CUNY, Social Explorer allows users to visually analyze and understand the demography of any part of the United States with access to the following:

- Interactive thematic maps of historical census data
- Customized reports for any chosen area or areas (including aggregates)
- Complete coverage of the United States, down to neighborhoods and streets
- Simple navigation buttons and a find tool make it easy and efficient to study neighborhoods
What's New:


3. A Reports section, similar in operation to the Census Bureau's American Fact Finder, allows users to directly generate reports about areas of their choice. (click here <http://www.socialexplorer.com/pub/reports/home.aspx>)

4. A Find tool, allowing users to instantly locate cities, zip codes, addresses, counties, towns, townships and other census geographies on the map.

5. Full source disclosure for all reports - every variable in a report links directly to information about where the data originated and how it was computed, as well as

6. Detailed information for 1960, 1970 and 1980 censuses about which variables were not disclosed for privacy concerns.

Guided by feedback from our numerous beta testers, this release is focused on maximizing Social Explorer's ease of use and eliminating barriers to demographic research. To this end, we have done extensive data processing and entry to make Social Explorer possible. For example, it took over 5 trillion CPU operations just to recode suppressions in 1970 to enable aggregations of the variables. These sort of Herculean data operations, an unavoidable part of Census research, are already done by Social Explorer, allowing users to focus on the results they seek.

Social Explorer is continually improving; we are currently working on adding data back to 1790 for counties and back to 1910 for census tracts. A set of data that will make it possible to follow change in the same area using comparable variables will soon be added. Data from the 2005 American Community Survey, a Census Bureau survey that will ultimately replace the Census Long Form, will be available in the next several weeks. We are also working on improving our reporting system, generating more tools for data mining, and creating sets of data that are comparable across time. In addition, we plan to develop estimates and projections of Census data at the small area level.

The developers are grateful to the National Science Foundation, which funded the development of Social Explorer, as well as the NHGIS team at the University of Minnesota (www.nhgis.org). Social Explorer is used by The New York Times, for their newsroom, and the Times funded early data development and analyses of the Census data for stories in the newspaper.

Contact: Ahmed Lacevic at alacevic@socialexplorer.com, Andrew Beveridge at...
A few comments about Social Explorer's beta release:

World Changing: "...they've done a fantastically thorough job. You can zoom all the way from the national level to ... the street you live on, and see all sorts of different data, from income to industry to gender to ethnicity to means of commuting to family structure. Want a map showing percent of foreign-born nationals who immigrated in the last five years? It's there. Want a map showing percentage of self-employed males? It's there. Percentage of housing where rent is between $600 - $800 per month or where heat is provided by solar power? It's there."

O'Reilly Radar: "Social Explorer gives a map interface to the 2000 census data. It's beautiful and really interesting. . . When you chart the changing density of blacks and whites in NYC, you get a feel for the sudden post-war boom in projects in Queens and Kings."

---

Abigail Beveridge, or Jordan Segall at jsegall@socialexplorer.com.

Hi,

I'm looking for some TV viewing statistics. I've found the top ten most viewed shows for Sept 25 2006 on Nielsen, but I would like to be able to compare some of my clients' studies to some sort of national standard. What I want ideally is: Percent of adults viewing TV on days of the week, and by hours of the day (or slots, such as 7-10 pm). Top shows per day, or per time slot wouldn't hurt. Of course, I'd love this stuff free, but if there's a reasonably priced report (not my decision to define 'reasonable') then that might be okay, too.
Thanks,

leora

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

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-------------------------------------
Date: Wed, 11 Oct 2006 12:35:45 -0400  
Reply-To: John Lee Holmes <jlh2r@VIRGINIA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Lee Holmes <jlh2r@VIRGINIA.EDU>
Subject: Telephone interviewing of parents & students with hand-offs
Comments: To: AAPOR List Service <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8; format=flowed
Content-transfer-encoding: 7BIT

A question regarding youth sampling for telephone interviewing and handling of incentives . . .

Has anyone had experience with telephone interviewing targeted at students but also intending to interview parents? It would not ask about behavioral risk issues but focus on general attitudinal inquiries as well as household & SES data. It would involve some interviewing of parents and students in the same household.

Specifically, I'm looking for suggestions as to the best means of obtaining a sample of high school students who are considering colleges. How might parental consent should be obtained and documented, and how to handle incentives in such a situation.

My sense is that a youth targeted listed sample would work best but
others might have a different experience. On top of that potentially using an advance letter to request participation.

There might be some serious IRB issues here so any advice on offer would be much appreciated.
Please reply off-list. Thank you, and

Best regards,

John Lee Holmes

--

John Lee P. Holmes
Survey Operations Manager
Center for Survey Research
A Unit of the Weldon Cooper Center for Public Service
Mess Mail: PO Box 400767
University of Virginia
http://www.virginia.edu/surveys
Work tel: 434-243-5225 (w/Voice Mail)
CATI Lab: 434-243-5226
Facsimile: 434-243-5233

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-----------------------------------------------

Date: Wed, 11 Oct 2006 14:53:07 -0400
Reply-To: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Subject: political right stuff--does family matter?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

I am looking for some polling data on what sorts of things (issues, candidate characteristics and experience, party, etc.) make a difference to voters nowadays as they approach the voting booth.

In Florida, the Republican gubernatorial candidate hoping to replace Jeb Bush happens to be a divorced person with no children. This seems a bit different in a state where the typical political brochure features pictures of an adoring spouse and cute children and/or grandchildren.

Does his lack of a family affect his qualification for office? Or will it allow him to devote more time to the job? And should any of this
even matter in a society that claims to embrace diversity?

Eric Rademacher and Kimberly Downing did the kind of study that goes in the direction I want, looking beyond the horse race to examine what matters to voters in making their decisions. Only their study was only for Ohio. Their results are found at

www.ipr.uc.edu/PDF/OhioPoll/op092706.pdf

If I could have something like that, only at the national level or for Florida or another Southern state, that would be wonderful. Any ideas?

Many thanks,

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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Disputed study claims 655,000 Iraqi deaths

or
http://tinyurl.com/pe8c4

NEW YORK (AP) -- A controversial new study contends nearly 655,000 Iraqis have died because of the war, suggesting a far higher death toll
than other estimates.

The timing of the survey's release, just a few weeks before the U.S. congressional elections, led one expert to call it "politics."

In the new study, researchers attempt to calculate how many more Iraqis have died since March 2003 than one would expect without the war. Their conclusion, based on interviews of households and not a body count, is that about 600,000 died from violence, mostly gunfire. They also found a small increase in deaths from other causes like heart disease and cancer.

SNIP

For Burnham's study, researchers gathered data from a sample of 1,849 Iraqi households with a total of 12,801 residents from late May to early July. That sample was used to extrapolate the total figure. The estimate deals with deaths up to July.

The survey participants attributed about 31 percent of violent deaths to coalition forces.

SNIP

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

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=========================================================================
On Oct 12, 2006, at 9:32 AM, Leo Simonetta wrote:

> Disputed study claims 655,000 Iraqi deaths
> index.html
> or
> http://tinyurl.com/pe8c4
> NEW YORK (AP) -- A controversial new study contends nearly 655,000
> Iraqis have died because of the war, suggesting a far higher death
> toll
> than other estimates.

I love the way journalists use the word "controversial" - it declares something radioactive without getting into too many details. Is it that the results are unpleasant but true, or that the techniques are suspect?

So, public opinion experts - is the methodology sensible?
SPSS has released Text Analysis 2.0. My experience is that the program requires some customization to make it a viable tool for a specific field. For example, Medicare was not in the tool's database. It recognized Medicare as mediocre, and thus treated each "Medicare" reference as "bad". It takes a while to "train" the software to recognize the words or phrases that may be unique to a particular domain.

Matt Berent
Staff Survey Researcher
Intuit Corp.

-----Original Message-----
>From: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>
>Sent: Oct 12, 2006 7:15 AM
>To: AAPORNET@asu.edu
>Subject: Coding Software
>
>Has anyone had a good experience lately with software to code or categorize verbatim responses? I recall seeing some discussion about this a while back. With all the on-line surveys now, it seems like there should be some advances in this area.
>

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hi --

I'm hoping collective memory is much better than mine. An IRB has decided to re-write our standard telephone introduction, and it now reads like the opening paragraph of a legal document. We already have problems catching and holding the contact's attention, and don't need help in getting hung up on.

I think I read (heard?) a paper on intros fairly recently. Can anyone point me to it/them?

Thanks.

Christine Kreider
Christine,
I was going to direct you to the IRB Statement and example Intros that used to be on the AAPOR website. It appears the website has been redesigned and I see none of the former information links. Perhaps someone involved in the redesign could provide some information.

Mary Losch

On 12 Oct 2006 at 19:47, Christine Kreider wrote:

> hi --
> 
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> 
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> 
> Thanks.
> 
> Christine Kreider

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-------------------------------------------------------------------------
Date: Thu, 12 Oct 2006 17:22:57 -0400
Reply-To: Steve Everett <see@EVERETTGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Everett <see@EVERETTGROUP.COM>
Subject: Re: Survey introductions
Mary and Christine,

The person involved in the redesign (i.e., me) thinks he has fixed the problem now.

I'm showing my amateur status as a Web programmer, I fear...

Thanks for your patience, and please do let me know if you find any other bad links or other issues with the new site.

Best,

Steve

Steve Everett
Publications & Information Chair, AAPOR
see@everettgroup.com

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mary Losch
Sent: Thursday, October 12, 2006 4:29 PM
To: AAPORNET@asu.edu
Subject: Re: Survey introductions

Christine,
I was going to direct you to the IRB Statement and example Intros that used to be on the AAPOR website. It appears the website has been redesigned and I see none of the former information links. Perhaps someone involved in the redesign could provide some information.

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> >
> > I think I read (heard?) a paper on intros fairly recently. Can anyone point me to it/them?
> >
> > Thanks.
> >
Is anyone familiar with Majority Watch, a project out of Constituent Dynamics? They're conducting telephone surveys in competitive congressional districts using interactive voice recognition technology. I'd like to know more about their reputation within the community of survey professionals.


Thanks,

Fred

--
Fred Solop, Ph.D.
Director, Social Research Laboratory
Professor, Department of Political Science
Northern Arizona University
PO Box 15306
Flagstaff, AZ  86011
PLEASE POST AND SHARE THIS INFORMATION WITH COLLEAGUES AND STUDENTS:

The State of California Employment Development Department has just published an Exam Announcement for Research Program Specialist I & II (General) and Research Program Specialist I & II (Economics). I have attached the announcement. These positions require experience and if someone has a Master's Degree or a Ph.D. degree, they can substitute this education for some of the required experience. The closing date for applications is November 3, 2006.

The direct link to these announcements is:

http://www.edd.ca.gov/hrsoe06-43.pdf

You might want to note that there will be a special session at the AACS Annual Meeting entitled, "CAREER AND INTERNSHIP OPPORTUNITIES FOR APPLIED SOCIOLOGISTS IN STATE GOVERNMENT" to be held at 11:15 AM on Friday, October 27, 2006 at the Crowne Plaza Hotel in San Jose, CA. Representatives from the EDD Human Resources Division will be on the panel and will be able to address questions by those who might have an interest in applying for these positions. I have attached a description of this specific session.

Anyone attending the AACS Meeting who is interested in applying for any of...
these positions should begin working on their application materials and bring them with them to the Annual Meeting. Applicants can complete the application online at the following Web-Site.

http://www.spb.ca.gov/employment/employment_app2.htm
<http://www.spb.ca.gov/employment/employment_app2.htm>

As a final note, the salaries listed do not include the most recent 3.5% salary increase that took effect on July 1, 2006. Just multiply the listed salaries by 1.035 and the result will more accurately reflect the current salaries for these positions. For example the top salary for Research Program Specialist II is now $6,239.00 per month ($6,028.00 * 1.035 = $6,238.98, so round to the nearest dollar).

Paul T. Melevin, Ph.D.
Research Program Specialist II
Customer Survey Services Unit
Audit & Evaluation Division
Employment Development Department
800 Capitol Mall
Sacramento, CA 95814

TELEPHONE: (916) 654-9472
              FAX: (916) 653-7171

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-------------------------------------------------------------------------
need ironclad protection for minimal risk research like a telephone survey. They ignore AAPOR and the world. In fact, my IRB Director told me flat out that my survey research project is riskier than medical research and demands more stringent, stronger protections!!!! (What world is he living on anyway?)

Remember the old joke ... what do you call 1000 dead lawyers? Answer: A good start. Could not be more true when it comes to IRBs and survey research.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
NEW JERSEY INSTITUTE FOR SUCCESSFUL AGING
School of Osteopathic Medicine
University of Medicine and Dentistry of New Jersey
42 East Laurel Road, UDP Suite 2300
Stratford, New Jersey 08084
Telephone (direct): 856.566-6727
Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu

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>>> Christine Kreider <ckreider@KREIDERRESEARCH.COM> 10/12/06 3:47 PM
>>> hi --

I'm hoping collective memory is much better than mine. An IRB has decided to re-write our standard telephone introduction, and it now reads like the opening paragraph of a legal document. We already have problems catching and holding the contact's attention, and don't need help in getting hung up on.

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Date:         Fri, 13 Oct 2006 06:58:55 -0500
Reply-To:     Mary.Losch@uni.edu
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Mary Losch <mary.losch@UNI.EDU>
Subject:      Re: Survey introductions
Comments: To: AAPORNET@asu.edu
In-Reply-To:  <000101c6ee44$96d228a0$6600a8c0@stevedell>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Christine,

Steve has now resurrected the links (thanks, Steve!) and you will find example
intro/consent documents under Survey Methods/Intitutional Review
Boards/Example Consent Documents and Forms. I hope these are helpful to you.
Best, Mary Losch

On 12 Oct 2006 at 17:22, Steve Everett wrote:

Date sent:       Thu, 12 Oct 2006 17:22:57 -0400
From:            Steve Everett <see@EVERETTGROUP.com>
Subject:         Re: Survey introductions
To:              AAPORNET@asu.edu
Send reply to:   Steve Everett <see@EVERETTGROUP.com>

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> Christine Kreider
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Reference:
Mortality after the 2003 invasion of Iraq: a cross-sectional cluster sample survey
Gilbert Burnham, Riyadh Lafta, Shannon Doocy, Les Roberts
The Lancet, Oct 13, 2006

This article was posted on the The Lancet, a British medical journal, web site, http://www.thelancet.com/, sometime early Wednesday morning. You can get a copy through either the web site for The Lancet or ScienceDirect if your organization subscribes.

In his news conference Wednesday morning President Bush described the methodology as discredited. (Comment: too much, too fast. Seems like someone hit a nerve.) This was all over the news on Wednesday. At about 3:00pm CDT NPR was explaining confidence intervals over the radio. I missed it myself but one of my students heard it. No one regards The Lancet as a journal with a political agenda. (See Simonetta e-mail quotation below.)

This study was a followup to an earlier one done by the same people that covered a shorter time interval (though I have not checked the earlier one).

The methods were standard for the estimation of births, migration, and deaths in countries where vital record systems are poor. In brief, they sampled 50 clusters, identified physical locations in each cluster, and interviewed 40 households in each location.

They obtained information on births, migration, and deaths. At the end, they requested to see the death certificates for each claimed death. 92% of the claimed deaths had a death certificate.

They skipped houses that had nobody in them, including those where everyone was dead. This suggests their estimate is biased downward.

The interviewers were local. One author is in Iraq. The lead author is at the Johns Hopkins Bloomberg School of Public Health.
The basic results from the Abstract:
"Pre-invasion mortality rates were 5*5 per 1000 people per year (95% CI 4*3-7*1), compared with 13*3 per 1000 people per year (10*9-16*1) in the 40 months post-invasion. We estimate that as of July, 2006, there have been 654,965 (392,979-942,636) excess Iraqi deaths as a consequence of the war, which corresponds to 2*5% of the population in the study area. Of post-invasion deaths, 601,027 (426,369-793,663) were due to violence, the most common cause being gunfire."

This was a good study. The methods were careful.

David Smith
Biostatistics Division
San Antonio Campus
University of Texas School of Public Health

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

Date: Thu, 12 Oct 2006 09:32:43 -0400
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Disputed study claims 655,000 Iraqi deaths

Disputed study claims 655,000 Iraqi deaths

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SNIP

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Use of push polling alleged

Baltimore Sun=09

http://www.baltimoresun.com/news/local/bal-md.pushpoll13oct13,1,6217095,
print.story?coll=3Dbal-local-headlines
or
http://tinyurl.com/yjmm6q

To Sandy Summers, a resident of Baltimore's Homeland neighborhood, the recent phone call to her home sounded like a standard political poll.=20

The caller asked Summers her age, race, income and for whom she was going to vote on Nov. 7. "And so I thought nothing of it," Summers said.

Until the questions started.=20

The first, she said, "was something like: If you heard in a TV ad that Martin O'Malley made grades worse for schools would you be more likely, less likely or just as likely to vote for him."=20

She said the pollster went on for 20 questions that were more like political statements portraying O'Malley, the Democratic candidate for governor, as a failed leader on various topics.=20

SNIP

O'Malley aides have said that Ehrlich's pollster, Public Opinion
Strategies, is orchestrating the calls. Representatives from the company did not return phone calls.

"We use a variety of strategies to reach Maryland voters to spread the word of Governor Ehrlich's accomplishments but also to show the difference between the two candidates," said Ehrlich spokesman Shareese N. DeLeaver. "Would we refer to it as push polling? No."

Public Opinion Strategies' Web site lists six methodologies for its research, including "push polling."

"'Push polling' is NOT polling at all - it is advocacy calls under the guise of research," the site states. "Push-polls contact thousands of people per hour with an objective of reaching sometimes hundreds of thousands of households. ... Push-polls are designed solely as a persuasion vehicle."

The Web site implies that push polling is one of its methods, but it never directly states whether the company uses that method.

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

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

Date: Fri, 13 Oct 2006 09:27:00 -0500
Reply-To: Timothy Johnson <tjohnson@SRL.UIC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Timothy Johnson <tjohnson@SRL.UIC.EDU>
Subject: Re: deaths in Iraq
Comments: To: AAPORNET@asu.edu, SmithD2@UTHSCSA.EDU
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable
Content-disposition: inline

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The death certificates thing is very interesting -- if so many of the sampled households could produce them, then why are the "official" estimates of deaths and the Lancet estimate so far apart, since it's the govt that's providing the death certificates?

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Date: Fri, 13 Oct 2006 09:21:22 -0700  
Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Survey Methods Articles: Injury Prevention

American Journal of Preventive Medicine, 31(5). November 2006

Can We Talk?: Importance of Random-Digit-Dial=20
Surveys for Injury Prevention Research =95 REVIEW ARTICLE
Pages 406-410

Thomas R. Simon, James A. Mercy and Lawrence Barker

Incentives for Survey Participation: When Are They =93Coercive=94? =95=
REVIEW ARTICLE
Pages 411-418

Eleanor Singer and Robert M. Bossarte
Complementing Random-Digit-Dial Telephone Surveys with Other Approaches to Collecting Sensitive Data

Mirta Galesic, Roger Tourangeau and Mick P. Couper

The Future of Random-Digit-Dial Surveys for Injury Prevention and Violence Research

Michael W. Link and Marcie-jo Kresnow

Issue contents: http://tinyurl.com/ykev8m
I too would love to see the details.

As someone who conducts research in the less than optimal environment of the developing world (almost always using a cluster sample), I continue to run into 3 problems previously not mentioned:

1) It is very hard to draw samples and expand results to a national level if the data you have about the country is inaccurate or non-existent. This is certainly the case in Iraq where millions have been forced to flee their homes. How did they select clusters and calculate probability of selection?

2) Conducting surveys in difficult environments often results in substantial non-sampling error. Did the interviewers really go where they told them to go? How detailed was the cluster selection and what was the process for selecting the starting point? Was this process followed in practice?

If you were on the ground would you walk into a dangerous neighborhood in Iraq just to assure some American academic's sample is statistically sound? If you were really afraid for your lives, you may choose instead to just sit in a café to fabricate results. Who could blame you?

3) Door to door methodologies provide distortions. For instance, some people may be inaccessible because they live in walled compounds or are protected by layers of security.

Mark Andrews

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>>> "Smith, David W" <SmithD2@UTHSCSA.EDU> 10/13 9:10 AM >>>
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aapornet-request@asu.edu

Hi all,

I am co-program chair of the Human Right's seminars for the Washington Statistical Society (WSS). Wendy Rotz at Ernst and Young is my co-chair. We are looking for speakers on topics related to Human Rights research that would generate an interesting statistical/methodological discussion. If you are local, or will be coming to DC anytime soon, would you consider making time to include presenting a seminar for the WSS? We co-sponsor these sessions with DC-AAPOR and AAAS.

Please send your ideas to me directly (Sangster_R@bls.gov) or give me a call (202-691-7517). Thanks, Robie

Robie Sangster
Bureau of Labor Statistics
Office of Survey Methods Research
2 Mass. Ave. NE, Rm 1950
Washington DC 20212
Phone 202-691-7517
FAX 202-691-7426

From: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Subject: Ideas for speakers on Human Rights research for the Washington Statistical Society (DC-AAPOR & AAAS)
Burnham et al. discuss Iraqi death certificates starting on p. 5 of Appendix A (under the rubric "Ministry of Health"). They suggest the problem is with tabulation. They adduce data from before the war that indicate only one third of deaths were tabulated, in spite of almost all deaths being recorded.

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph, Craig
Sent: Friday, October 13, 2006 11:30 AM
To: AAPORNET@asu.edu
Subject: Re: deaths in Iraq

The death certificates thing is very interesting -- if so many of the sampled households could produce them, then why are the "official" estimates of deaths and the Lancet estimate so far apart, since it's the govt that's providing the death certificates?

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To: Joseph, Craig; aapornet@asu.edu
Subject: RE: deaths in Iraq

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The main item that caught my eye is that they stated that 92% of the households were able to produce death certificates when asked. Thus, if the estimate is accurate, it should be fairly straightforward to confirm whether the order of magnitude is correct by obtaining a count of the number of death certificates issued.

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I haven't had a chance to read the Lancet article yet, but it seems to me that the crucial questions -- on which there is a wealth of experience and insight available among the members of this listserv -- are the validity of the cluster sampling method used in this study, the generalizability of findings to the country as a whole, and the details of the questionnaire used -- are being ignored by the media and by the partisans on both sides of the Iraq War issue. The Bushies (and the Iraqi government) say, predictably, dismiss the study out of hand because they don't like the numbers, while the anti-war camp will embrace the findings because they're useful to them. I'm not saying the study is a bad one, just that there hasn't been much critical analysis of it.

I would love to hear from someone who's read the study and could lay out some of the methodological and statistical issues involved.

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This was a good study. The methods were careful.

David Smith
Biostatistics Division
San Antonio Campus
University of Texas School of Public Health

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

Date: Thu, 12 Oct 2006 09:32:43 -0400
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Disputed study claims 655,000 Iraqi deaths

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or
http://tinyurl.com/pe8c4

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In the new study, researchers attempt to calculate how many more Iraqis have died since March 2003 than one would expect without the war. Their conclusion, based on interviews of households and not a body count, is that about 600,000 died from violence, mostly gunfire. They also found a small increase in deaths from other causes like heart disease and cancer.

SNIP

For Burnham's study, researchers gathered data from a sample of 1,849 Iraqi households with a total of 12,801 residents from late May to early July. That sample was used to extrapolate the total figure. The estimate deals with deaths up to July.

The survey participants attributed about 31 percent of violent deaths to coalition forces.

SNIP

---3D20
Leo G. Simonetta
Director of Research
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD  21209

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I would have to see background on the definition of a cluster, the universe of clusters from which the sample was drawn, the variance within and between the clusters, and some measure of exposure to violence in the universe of clusters. In short, we need more design specs in order to offer an informed opinion about the validity of the study.

Ed Ratledge
University of Delaware

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The methodology underlying the Burham, Lafta, Doocy, Roberts (2006) study of mortality in Iraq seems decent enough; however, it would be useful to have more detail than appears in the paper published in the Lancet. I can forward you a copy of the published paper if you write me.

I thought it might be a useful exercise to try to validate the data published by Burham et al. (2006) using an external source of data. Burham et al. (2006) reported 48 cancer deaths over the entire 4 1/2 year period for their sample of 12,801 (approx.) individuals. This would yield a crude cancer mortality rate of approximately 8.33 per 10,000 per year. Given a population of 27.1 million according to Burham et al. (2006), this would translate into 22,574 cancer deaths per year. According to the International Agency for Research on Cancer's Globalcan 2002 estimate, there were 11,177 cancer deaths in Iraq in 2002 (J. Ferlay, F. Bray, P. Pisani and D.M. Parkin. GLOBOCAN 2002: Cancer Incidence, Mortality and Prevalence Worldwide IARC CancerBase No. 5. version 2.0, IARCPress, Lyon, 2004). Thus the Burham et al (2006) estimate is about double the number of annual cancer deaths as IARC reports (http://www-dep.iarc.fr/). It's possible that the 95% confidence intervals for these two estimates overlap. As I cannot attest to the quality of the IARC estimates, one should not
take this analysis too seriously. Perhaps some other indicators are available that would enable one to conduct an external validation study.

See the quotations below pertaining to potential sources of non-response bias in the Burham et al (2006) paper. I did not find response rate information other than what appears below. Several of the quotations are potentially problematic.

"The interview team were given the responsibility and authority to change to an alternate location if they perceived the level of insecurity or risk to be unacceptable. In every cluster, the numbers of households where no-one was at home or where participation was refused were recorded. In every cluster, queries were made about any household that had been present during the survey period that had ceased to exist because all members had died or left. Empty houses or those that refused to participate were passed over until 40 households had been interviewed in all locations." (p. 2)

"Only 47 of the sought 50 clusters were included in this analysis. On two occasions, miscommunication resulted in clusters not being visited in Muthanna and Dahuk, and instead being included in other Governorates. In Wassit, insecurity caused the team to choose the next nearest population area, in accordance with the study protocol. Later it was discovered that this second site was actually across the boundary in Baghdad Governorate. These three misattributed clusters were therefore excluded, leaving a final sample of 1849 households in 47 randomly selected clusters. In 16 (0.79%) dwellings, residents were absent; 15 (0.78%) households refused to participate. In the few apartment houses visited, the team progressed to the nearest households within the building." (p. 4)

Households where all members were dead or had gone away were reported in only one cluster in Ninewa and these deaths are not included in this report. The 1849 households that completed the survey had 12,801 household members at the time of the survey; thus, the mean household size was 6.9 people." (p.4)

"During the survey period there were 129 households (7%) that reported in-migration, and 152 households (8%) reported out-migration. Survey teams asked for death certificates in 545 (87%) reported deaths and these were present in 501 cases. The pattern of deaths in households without death certificates was no different from..."
those with certificates." (p. 4)

"calling back to households not available on the initial visit was felt to be too dangerous." (p. 7)

"The population data used for cluster selection were at least 2 years old, and if populations subsequently migrated from areas of high mortality to those with low mortality, the sample might have over-represented the high-mortality areas. The miscommunication that resulted in no clusters being interviewed in Duhuk and Muthanna resulted in our assuming that no excess deaths occurred in those provinces (with 5% of the population), which probably resulted in an under estimate of total deaths." (p. 7)

"Although interviewers used a robust process for identifying clusters, the potential exists for interviewers to be drawn to especially affected houses through conscious or unconscious processes. Although evidence of this bias does not exist, its potential cannot be dismissed." (p. 7)

I too would love to see the details.

As someone who conducts research in the less than optimal environment of the developing world, I continue to run into 3 problems previously not mentioned:
1) It is very hard to draw samples and expand results to a national level if the data you have about the country is inaccurate or non-existent. This is certainly the case in Iraq where millions have been forced to flee their homes. How did they select clusters and calculate probability of selection?

2) Conducting surveys in difficult environments often results in substantial non-sampling error. Did the interviewers really go where they told them to go? How detailed was the cluster selection and what was the process for selecting the starting point? Was this process followed in practice?

If you were on the ground would you walk into a dangerous neighborhood in Iraq just to assure some American academic's sample is statistically sound? If you were really afraid for your lives, you may choose instead to just sit in a café to fabricate results. Who could blame you?

3) Door to door methodologies provide distortions. For instance, some people may be inaccessible because they live in walled compounds or are protected by layers of security.

Mark Andrews

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SNIP

--=3D20
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Director of Research
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6115 Falls Road, Suite 101
Baltimore MD 21209
At 12:00 AM 10/13/2006, Doug Henwood wrote:
>I love the way journalists use the word "controversial" - it
>declares something radioactive without getting into too many details. Is it
>that the results are unpleasant but true, or that the techniques are suspect?
>
>So, public opinion experts - is the methodology sensible?

I just read the entire article from start to finish and it appears to
be a model of scientific work. The methodology is sophisticated and
they include a detailed section identifying possible biases. They
also report confidence intervals throughout the paper -- something
many of us could learn from. Taking the lower bound in their
confidence interval would reduce their estimate by about 18%,
yielding a lower bound estimate of 537,000 excess deaths.

One of the more compelling arguments made by the authors is that
their estimate of a pre-invasion crude mortality rate of 5.5 per 1000
jibes with other estimates, including the estimate appearing in the
CIA Factbook (which estimates it at 5.84 per 1000). This seems to be
a very strong validation of their methodology in general.

Whether or not their point estimate is "True" is of course impossible
to assess. But I would say that absent any evidence of outright
fraud, there is every reason to believe that their estimates are
closer to the truth than other published estimates based on media
accounts (such as
<http://www.iraqbodycount.net/>http://www.iraqbodycount.net/).

The article, "Mortality after the 2003 invasion of Iraq: a
cross-sectional cluster sample survey," is easily located at
www.thelancet.com (you need to register, but it is free). It's
brief, well written, and the sampling and household enumeration
methods are described in detail. I commend it to all of you.

Eric

Eric Plutzer
Department of Political Science
Gosh, y'all....this has been a fascinating discussion, and I am much appreciative of your expertise and analysis and references.

This has been at least the third time in recent weeks that I have been in awe at what an incredible resource AAPORNET is.

(As a practical matter, my husband has been home sick, and all day Friday I kept calling him with the latest installments. He's a biologist with solid statistical training, and it was so fun, because I would sometimes start to read, and he would catch on to the logic and say, "So then..." and finish with the point someone was making. So thanks for the entertainment value, too.)

Colleen Porter
Retro Poll Report Shows Ignorance Linked to Opinion Patterns

Innovative Methodology Illuminates Widespread Misinformation (750 words)

Berkeley, CA - Americans who scored poorly on factual questions about major news events tended to display markedly different opinions from the better-informed on opinion questions ranging from the Iraq war to the U.S. government's response to Hurricane Katrina and the death penalty, results from a recently completed Retro Poll indicate.

Retro Poll's method of asking both factual and opinion questions - and comparing the opinion responses of those demonstrating accurate and inaccurate comprehension - points to the grave danger widespread ignorance poses for a powerful nation that may easily be led astray by false claims, said Dr. Marc Sapir, executive director of Retro Poll.

"What people think they know-if it is consistently wrong--can endanger our nation in a world environment of war, crisis and US dominance," said Sapir, whose group surveys national random samples by phone. Because Retro Poll compares responses within the survey, it doesn't require the large samples commonly used by major polls.

"We don't claim that the opinion proportions we find tightly reflect the general public's," said Mickey Huff, another Retro Poll director. "In looking at comparisons within the group surveyed, we believe Retro Poll can provide more useful information about public opinion than the media-promoted groups like Gallup and Harris do mirroring peoples' misinformed opinions back to them."

In a phone survey that ended October 5, fifty Bay Area college students contacted 151 Americans in 40 states, finding that, for example, only 53 of 151 (35%) knew there were no Iraqis among the 19 Al Qaeda members implicated in the 9/11 attack on the U.S. They also found that only half knew that Saddam Hussein had no ties to Al Qaeda and Osama bin Laden (23% said he had ties, 28% didn't know). Only 44% knew the International Red Cross has accused the US of systematic torture at Guantanamo. Just 40% knew that the US has been engaging in "extraordinary rendition" of prisoners to countries that torture, and less than 15% knew that over 120 people on death row in the US have been released due to evidence they were innocent.

Retro Poll's Sapir acknowledges he does not know how close the poll's percentages are to the general public's - a problem he says even larger sample sizes face, given the removal from consideration of the large majority of people who typically refuse to participate in any kind of poll -- but that is not the data Retro Poll seeks. Its focus instead addresses how opinions on war, torture, the death penalty, and other important issues vary in relation to the knowledge that poll respondents demonstrate on factual questions.
For instance, 86% of people who think Saddam and Al Qaeda worked together agreed that prisoners held at Guantanamo without trials must all be guilty simply for being picked up, while two thirds (67%) of those who knew the truth about Saddam and Al Qaeda reject blanket assumptions about prisoners' guilt. Three quarters (75%) of those who have not heard about the "renditions" in which prisoners have been secretly transferred between nations say they think that all the prisoners at Guantanamo are guilty, compared to just 39% of those who did answer the rendition question accurately. Statistically such differences were highly unlikely to occur by chance (far less than 1% chance).

Moreover, 77.4% of those polled who misperceived a collaboration between Saddam Hussein and Osama bin Laden oppose US military withdrawal from Iraq in contrast with 55.4% favoring immediate withdrawal among those who knew there is not evidence of such a relationship.

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In the current Retro Poll, 64% identified television as their main source of news. Of these almost half mentioned Fox and, or CNN. Thirteen percent mentioned NBC or MSNBC. Twenty percent identified newspapers.

Contact: Marc Sapir, MD, MPH
Executive Director, Retro Poll
marcsapir@comcast.net
www.retropoll.org <http://www.retropoll.org/>
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--
Mike Donatello
703.582.5680
mike@donatello.us

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Marc Sapir
Sent: Saturday, 14 October, 2006 10:55
To: AAPORNET@asu.edu
Subject: [AAPORNET] Retro Poll small sample study results released Oct 11.

Retro Poll Report Shows Ignorance Linked to Opinion Patterns

Innovative Methodology Illuminates Widespread Misinformation (750 words)

Berkeley, CA - Americans who scored poorly on factual questions about major news events tended to display markedly different opinions from the better-informed on opinion questions ranging from the Iraq war to the U.S. government's response to Hurricane Katrina and the death penalty, results from a recently completed Retro Poll indicate.

Retro Poll's method of asking both factual and opinion questions - and comparing the opinion responses of those demonstrating accurate and inaccurate comprehension - points to the grave danger widespread ignorance poses for a powerful nation that may easily be led astray by false claims, said Dr. Marc Sapir, executive director of Retro Poll.

"What people think they know--if it is consistently wrong--can endanger our nation in a world environment of war, crisis and US dominance," said Sapir, whose group surveys national random samples by phone. Because Retro Poll compares responses within the survey, it doesn't require the large samples commonly used by major polls.

"We don't claim that the opinion proportions we find tightly reflect the
general public's," said Mickey Huff, another Retro Poll director. "In looking at comparisons within the group surveyed, we believe Retro Poll can provide more useful information about public opinion than the media-promoted groups like Gallup and Harris do mirroring peoples' misinformed opinions back to them."

In a phone survey that ended October 5, fifty Bay Area college students contacted 151 Americans in 40 states, finding that, for example, only 53 of 151 (35%) knew there were no Iraqis among the 19 Al Qaeda members implicated in the 9/11 attack on the U.S. They also found that only half knew that Saddam Hussein had no ties to Al Qaeda and Osama bin Laden (23% said he had ties, 28% didn't know). Only 44% knew the International Red Cross has accused the US of systematic torture at Guantanamo. Just 40% knew that the US has been engaging in "extraordinary rendition" of prisoners to countries that torture, and less than 15% knew that over 120 people on death row in the US have been released due to evidence they were innocent.

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the latest Minnesota Poll on the gubernatorial race last night at =

If I've cluttered up your mailbox, please accept my apologies and hit your =
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All best wishes,

Rob Daves, director
The Minnesota Poll
Star Tribune

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Date: Sat, 14 Oct 2006 09:30:20 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Retro Poll small sample study results released Oct 11.
Comments: To: Mike Donatello <mike@DONATELLO.US>, AAPORNET@asu.edu
In-Reply-To:
<3AD6B79E9FD9D14ABB2DB711FBFD49950512524F@snnshea107.4smartphone.snx>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Mike,

A worthy point. We can only get so many cross tabs into a press
release. We are working on a scale for the factual questions and will
use that also in the future. We assigned points to the factual
questions totally 24. Granted with a few of the questions most people
can't be expected to know the answers so we graded those down. The
average point score in this particular small sample was 8.5 . One of
the interesting findings--though I'm not prepared to say anything about
it--is that in some of the opinion questions people who tend to say
don't know (honestly) in the fact section answer some opinion questions
like those who knew the correct answers and others opinion questions
almost exactly like those who chose the wrong answers. It's really a striking dichotomy I'm interested in.

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

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike Donatello
Sent: Saturday, October 14, 2006 7:22 AM
To: AAPORNET@asu.edu
Subject: Re: Retro Poll small sample study results released Oct 11.

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Please ask authors before quoting outside AAPORNET.
After viewing Rob's Minnesota poll, some may have interest in our current Chicago Tribune/WGN-TV poll conducted Oct. 8-11 of Illinois likely voters.

Link to story:

Link to charts:

Nick Panagakis

Rob Daves wrote:

> AAPOR colleagues...
> 
> For those of you who have some interest in Minnesota politics, we released the latest Minnesota Poll on the gubernatorial race last night at http://www.startribune.com .
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> If I've cluttered up your mailbox, please accept my apologies and hit your delete button.
> 
> All best wishes,
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> Rob Daves, director
> The Minnesota Poll
> Star Tribune

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Mahar Mangahas

At 12:52 AM 10/14/2006, Mark.W.Andrews wrote:
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> 1) It is very hard to draw samples and expand=20
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>3) Door to door methodologies provide distortions. For instance, some people may be inaccessible because they live in walled compounds or are protected by layers of security.

>Mark Andrews

>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph, Craig
>Sent: Friday, October 13, 2006 11:09 AM
>To: AAPORNET@asu.edu
>Subject: Re: deaths in Iraq

>So far the comments on this study have been pretty vague compliments. No doubt the study was "accomplished with considerable rigor under very dangerous conditions," but what about the specifics of the research design, particularly the sample design? After all, a flawed design can be implemented with absolute rigor, but that wouldn't produce good results.

>I haven't had a chance to read the Lancet article yet, but it seems to me that the crucial questions -- on which there is a wealth of experience and insight available among the members of this listserv -- are the validity of the cluster sampling method used in this study, the generalizability of findings to the country as a whole, and the details of the questionnaire used -- are being ignored by the media and by the partisans on both sides of the Iraq War issue. The Bushies (and the Iraqi government) say, predictably, dismiss the study out of hand because they don't like the numbers, while the anti-war camp will embrace the findings because they're useful to them. I'm not saying the study is a bad one, just that there hasn't been much critical analysis of it.

>I would love to hear from someone who's read the study and could lay out some of the methodological and statistical issues involved.

>-----Original Message-----
>From: AAPORNET on behalf of Timothy Johnson
>Sent: Fri 10/13/2006 9:27 AM
>To: AAPORNET@asu.edu
>Subject: Re: deaths in Iraq

>David, I agree, this was a well done study,
accomplished with considerable rigor under very
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(392,979) is still more than 10 times the number=
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> >>> "Smith, David W" <SmithD2@UTHSCSA.EDU> 10/13 9:10 AM >>>
> Reference:
> Mortality after the 2003 invasion of Iraq: a cross-sectional cluster
> sample survey
> Gilbert Burnham, Riyadh Lafta, Shannon Doocy, Les Roberts
> The Lancet, Oct 13, 2006
>
> This article was posted on the The Lancet, a British medical journal,
> You can get a copy through either the web site for The Lancet or
> ScienceDirect if your organization subscribes.
>
> In his news conference Wednesday morning President Bush described the
> methodology as discredited. (Comment: too much, too fast. Seems like
> someone hit a nerve.) This was all over the news on Wednesday. At about
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> they requested to see the death certificates for each claimed death. 92%
> of the claimed deaths had a death certificate.
>
> They skipped houses that had nobody in them, including those where
> everyone was dead. This suggests their estimate is biased downward.
>
> The interviewers were local. One author is in Iraq. The lead author is
> at the Johns Hopkins Bloomberg School of Public Health.
>
> The basic results from the Abstract:
> "Pre-invasion mortality rates were 5*5 per 1000 people per year (95% CI
> 4*3-7*1), compared with 13*3 per
> 1000 people per year (10*9-16*1) in the 40 months post-invasion. We
estimate that as of July, 2006, there have been
654,965 (392,979-942,636) excess Iraqi deaths as a consequence of the
war, which corresponds to 2*5% of the
population in the study area. Of post-invasion deaths, 601,027
(426,369-793,663) were due to violence, the most
common cause being gunfire."

This was a good study. The methods were careful.

David Smith
Biostatistics Division
San Antonio Campus
University of Texas School of Public Health

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

Date: Thu, 12 Oct 2006 09:32:43 -0400
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Disputed study claims 655,000 Iraqi deaths

Disputed study claims 655,000 Iraqi deaths
or
http://tinyurl.com/pe8c4

NEW YORK (AP) -- A controversial new study contends nearly 655,000
Iraqis have died because of the war, suggesting a far higher death toll
than other estimates.

The timing of the survey's release, just a few weeks before the U.S.
congressional elections, led one expert to call it "politics."

In the new study, researchers attempt to calculate how many more Iraqis
have died since March 2003 than one would expect without the war. Their
conclusion, based on interviews of households and not a body count, is
that about 600,000 died from violence, mostly gunfire. They also found a
small increase in deaths from other causes like heart disease and
cancer.

SNIP

For Burnham's study, researchers gathered data from a sample of 1,849
Iraqi households with a total of 12,801 residents from late May to early
July. That sample was used to extrapolate the total figure. The estimate
deals with deaths up to July.

The survey participants attributed about 31 percent of violent deaths to
coalition forces.

SNIP

---3D20
Samples of n=3D40 per Primary Sampling Unit (PSU) are not terrible (of course, the lower the better) in a multistage sample design involving personal interviewing. In the 'old days' of the ten-year national sample, most survey firms maintained a 50 PSU national design for sample surveys of n=3D1000 to n=3D2500 or so. But PSUs for such designs were large geographic units, consisting of individual cities or groups of
rural counties. Samples of n=35 per cluster are typical for the penultimate cluster (eg, first select a sample of PSUs, then draw a sample of blocks or tracts, then sample 5 HHs within the block/tract).

Also, referring to an earlier email, there are creative yet rigorous (from a probability sampling perspective) ways of conducting probability = samples when little or no census-like geographic info is available. Interested parties can take the UMich ISR Summer Institute which (I believe) still offers a workshop on survey sampling (aside from the credit course). The sessions used to cover sample designs from across the world, challenging the student with different levels of info available for each sampling problem. (DK if the course still features this, but I found it invaluable for teaching me the creative/art side of designing samples ... though I admit I took the courses & workshop in the late 1970s!!)

The other points (regarding nonsampling error) are well taken...

Rob Santos
Urban Institute
Washington, DC

From: AAPORNEN on behalf of Mahar Mangahas
Sent: Sun 10/15/2006 10:32 PM
To: AAPORNEN@asu.edu
Subject: Re: deaths in Iraq - size of clusters

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> file:///C/...OR%20STAFF/Marketing%20and%20Communications/Website/2022%20Redesign/aapornet%20history/2006/LOG_2006_10.txt[12/7/2023 11:16:54 AM]
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The Lancet, Oct 13, 2006

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The interviewers were local. One author is in Iraq. The lead author is at the Johns Hopkins Bloomberg School of Public Health.

The basic results from the Abstract:
"Pre-invasion mortality rates were 5*5 per 1000 people per year (95% CI 4*3-7*1), compared with 13*3 per 1000 people per year (10*9-16*1) in the 40 months post-invasion. We estimate that as of July, 2006, there have been 654,965 (392,979-942,636) excess Iraqi deaths as a consequence of the war, which corresponds to 2*5% of the population in the study area. Of post-invasion deaths, 601,027 (426,369-793,663) were due to violence, the most common cause being gunfire."

This was a good study. The methods were careful.

David Smith
Biostatistics Division
San Antonio Campus
University of Texas School of Public Health

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

Date: Thu, 12 Oct 2006 09:32:43 -0400
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Disputed study claims 655,000 Iraqi deaths

Disputed study claims 655,000 Iraqi deaths
or http://tinyurl.com/pe8c4

NEW YORK (AP) -- A controversial new study contends nearly 655,000 Iraqis have died because of the war, suggesting a far higher death toll than other estimates.

The timing of the survey's release, just a few weeks before the U.S. congressional elections, led one expert to call it "politics."

In the new study, researchers attempt to calculate how many more Iraqis have died since March 2003 than one would expect without the war. Their conclusion, based on interviews of households and not a body count, is that about 600,000 died from violence, mostly gunfire. They also found = a
small increase in deaths from other causes like heart disease and cancer.

> SNIP

> For Burnham's study, researchers gathered data from a sample of 1,849 Iraqi households with a total of 12,801 residents from late May to early July. That sample was used to extrapolate the total figure. The estimate deals with deaths up to July.

> The survey participants attributed about 31 percent of violent deaths to coalition forces.

> SNIP

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

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Date: Mon, 16 Oct 2006 10:05:22 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: October issue of Public Opinion Pros
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Dear AAPOR members -=20

=20

The October issue of Public Opinion Pros is now posted to our website at

=20

www.PublicOpinionPros.com

=20

This month our focus is on fieldwork conducted under some of the most unusual and challenging conditions ever faced in the history of U.S. survey research: the aftermath of Hurricane Katrina. In one article, the authors recount the experiences of pollsters interviewing hurricane victims; in another, the victims are the pollsters themselves.=20

=20

Also featured are a look at the upcoming gubernatorial election in California, a special data presentation on opinion toward Iran, and an excerpt from a new book on what Americans want from our leaders (but don't get). We hope you will check them out.

=20

We are currently looking for article submissions for our November, January, and December issues. Please contact the editor directly with your manuscripts or proposals at
editor@publicopinionpros.com.

We appreciate your interest!

Best wishes -

Lisa

Lisa Ferraro Parmelee, Ph.D.
Manager, LFP Editorial Enterprises, LLC
Editor, Public Opinion Pros

www.PublicOpinionPros.com

----------------------------------------
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Date: Mon, 16 Oct 2006 16:56:55 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: UPDATE: Use of push polling alleged - Maryland
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

Ehrlich opinion firm denies using 'push poll' tactics


Or
A partner at the polling firm for Gov. Robert L. Ehrlich Jr.'s re-election campaign said yesterday that his company has not conducted any phone surveys disguised as polls to spread negative information about Mayor Martin O'Malley.

Glen Bolger, a partner at the Virginia office of Public Opinion Strategies, a Republican polling firm, said his company has never used the tactic known as "push polling." Push polls are phone calls that appear to be standard polls but which ask questions slanted against a candidate.

"Public Opinion Strategies does NOT engage in push polling," the Web site now reads.

"We've already changed [the Web site] in recognition that it lacked clarity," Bolger said.

A spokeswoman has said that the Ehrlich campaign was using a "variety of strategies" to highlight differences with O'Malley. "Would we refer to it as push polling? No," said spokeswoman Shareese N. DeLeaver.

---
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: Friday, October 13, 2006 10:18 AM
> To: AAPORNET@asu.edu
> Subject: Use of push polling alleged - Maryland
> 
> Use of push polling alleged
> Baltimore Sun=09
> 
> http://www.baltimoresun.com/news/local/bal-md.pushpoll13oct13,
To Sandy Summers, a resident of Baltimore's Homeland neighborhood, the recent phone call to her home sounded like a standard political poll.

The caller asked Summers her age, race, income and for whom she was going to vote on Nov. 7. "And so I thought nothing of it," Summers said.

Until the questions started.

The first, she said, "was something like: If you heard in a TV ad that Martin O'Malley made grades worse for schools would you be more likely, less likely or just as likely to vote for him." She said the pollster went on for 20 questions that were more like political statements portraying O'Malley, the Democratic candidate for governor, as a failed leader on various topics.

O'Malley aides have said that Ehrlich's pollster, Public Opinion Strategies, is orchestrating the calls.

"We use a variety of strategies to reach Maryland voters to spread the word of Governor Ehrlich's accomplishments but also to show the difference between the two candidates," said Ehrlich spokesman Shareese N. DeLeaver. "Would we refer to it as push polling? No."

Public Opinion Strategies' Web site lists six methodologies for its research, including "push polling."

"'Push polling' is NOT polling at all - it is advocacy calls under the guise of research," the site states. "Push-polls contact thousands of people per hour with an objective of reaching sometimes hundreds of thousands of households. ... Push-polls are designed solely as a persuasion vehicle."

The Web site implies that push polling is one of its methods, but it never directly states whether the company uses that method.
Can anyone recommend a research firm that could conduct focus group interviews in the Honolulu area with a moderator who is fluent in both English and Japanese? Please forward names/contact information to richard.rizzo@generalgrowth.com rather than replying to the entire list. Thank you in advance for the assistance.

Signed,
Lucinda Hudson
General Growth Management, Inc.

Check out the new AOL. Most comprehensive set of free safety and security tools, free access to millions of high-quality videos from across the web, free AOL Mail and more.
Part II: Iraqi Death Rate May Top Our Civil War -- But Will the Press 
Confirm It?

Editor & Publisher

http://www.mediainfo.com/eandp/columns/pressingissues_display.jsp?vnu_content_id=3D1003255073
Or=20
http://tinyurl.com/y7s5ym

The press, after its initial coverage, has turned away from the shocking 
Johns Hopkins study which estimated 400,000 to 800,000 deaths in the 
Iraq war since 2003. One of the authors of the study has issued a 
challenge: Check out their findings in the field -- and then confirm or 
debug it.=20

By Greg Mitchell

(October 16, 2006) -- With mass killings occurring every day in Iraq, 
and Americans falling at one of the highest daily rates of the entire 
war, it's no wonder that support for the conflict in the U.S. continues 
to slip. What the American press, public and political figures have yet 
to grasp or acknowledge, however, is the true human catastrophe in Iraq, 
a 21st century holocaust, if I may put it that way. This inconvenient 
truth -- suggested, if not proven, by the Johns Hopkins study released 
last week -- seems to be too horrible for many to face, considering the 
mild or negative reaction to the report in the days following the broad 
attention it did receive at first.

Would it surprise you to learn that if the Johns Hopkins estimates of 
400,000 to 800,000 deaths are correct -- and many experts in the survey 
field seem to suggest they probably are -- that the supposedly 
not-yet-civil-war in Iraq has already cost more lives, per capita, than 
our own Civil War (one in 40 of all Iraqis alive in 2003)? And that 
these losses are comparable to what some European nations suffered in 
World War II? You'd never know it from mainstream press coverage in the 
U.S.

SNIP

Do the study's numbers seem that far out? Many experts on such work, in 
fact, seem to support the methods used by the surveyors, and their work 
was peer-reviewed up the wazoo. Les Roberts, one of the co-authors of 
the study, has even challenged newspapers to send reporters to far-flung 
Iraqi provinces to check on local mortuaries and confirm or contest the 
findings. The Washington Post and Los Angeles Times, and possibly 
others, have checked with one or more mortuaries in the past, but 
someone ought to now answer the wider challenge.

SNIP
Washington Post columnist Eugene Robinson commented a few days ago: "If the study's findings are flawed, then its critics should demonstrate how and why. But no one should dismiss these shocking numbers without fully examining them. No one should want to." No one should want to, but many seem to be doing just that.

The same John Hopkins group had asked for an independent study of its similar survey in 2004, which also came in with a death toll well above other estimates. It never happened.

SNIP

Ronald Waldman, an epidemiologist at Columbia University who worked at the Centers for Disease Control and Prevention for many years, told the Washington Post the survey method was "tried and true." He said that "this is the best estimate of mortality we have." Frank Harrell Jr., chairman of the biostatistics department at Vanderbilt University, told the Associated Press the study incorporated "rigorous, well-justified analysis" of the data. Other death counts have been based on media or government reports, not door-to-door surveys.

"I loved when President Bush said 'their methodology has been pretty well discredited,'" Richard Garfield, a public health professor at Columbia University who works closely with a number of the authors of the report, told the Christian Science Monitor. "That's exactly wrong. There is no discrediting of this methodology. I don't think there's anyone who's been involved in mortality research who thinks there's a better way to do it in unsecured areas. I have never heard of any argument in this field that says there's a better way to do it."

SNIP

Critics of the survey -- from the president all the way down to National Review Online -- have continually cited the much lower number numbers gathered from press accounts and mortuaries, which is known as "passive surveillance." The Johns Hopkins study notes: "Aside from Bosnia, we can find no conflict situation where passive surveillance recorded more than 20% of the deaths measured by population-based methods. In several outbreaks, disease and death recorded by facility-based methods underestimated events by a factor of ten or more when compared with population-based estimates. Between 1960 and 1990, newspaper accounts of political deaths in Guatemala correctly reported over 50% of deaths in years of low violence but less than 5% in years of highest violence."

SNIP

---
Leo G. Simonetta  
Director of Research  
Art & Science Group, LLC  
6115 Falls Road, Suite 101  
Baltimore MD 21209
I wonder how many AAPOR members can honestly say that they have never conducted any "phone surveys disguised as polls?"

Jan Werner

Leo Simonetta wrote:
> Ehrlich opinion firm denies using 'push poll' tactics
> >
> > http://www.baltimoresun.com/news/local/politics/bal-md.pushpoll14oct14,0
> > ,2164222.story?coll=bal-mdpolitics-headlines
> >
> or
> > http://tinyurl.com/yymyjk
> >
> >>From the Baltimore Sun
> >
> > October 14, 2006
> >
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> > re-election campaign said yesterday that his company has not conducted
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> >
> > Glen Bolger, a partner at the Virginia office of Public Opinion
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> > candidate.
> >
> > SNIP
>
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Retro Poll's consistent findings of a link between high levels of support for questionable government policies--such as war and occupation of Iraq, support of the Administration response to Katrina etc.-- and poor background information in no way proves that ignorance or misinformation is the cause of such opinions. But media distortion is one plausible explanation for both. The contentiousness of the response to the Johns Hopkins report on civilian deaths in Iraq (led by the President himself), suggests Retro Poll's approach is of particular value. In showing how misinformation/ disinformation is linked to--and may precede--public passivity and expressed support for such bad policies, we think we may be helping to explain how U.S. government policies become deranged or disengaged from rational planning and national discourse.

Perhaps most educated Americans believe that in this country we are provided by our giant corporate media outlets with access to a broad and full range of facts and opinions on major events--perhaps better than in most other nations. Even that belief itself might tend to cause people to be less skeptical about the possibility that they are being lied to and color their opinions about policy options. Yet, as the article Leo forwarded argues with some cogency, Americans are effectively kept in
the dark as the result of general media subordination to government's major political agendas--regardless of which Party is in power. (There is, after all, a Harvard Public Health study suggesting a half million excess deaths resulting from the US imposed pre-war, pre-George W. sanctions, embargo and constant infrastructure bombing of Iraq). Even people who pay a lot of attention to Iraq and opposed this war (such as myself), have a hard time grasping that we may have unleashed a war causing over 600,000 or more civilian deaths in a few short years. And so we see appearing the same kinds of denials that were rampant about global warming not so long ago.

No one can argue that such denials deserve no media coverage. The President deserves to have all his words in print. But when the most powerful forces in our society are on the side of denial the media tend to throw fact checking and in depth journalistic investigation to the wind and come forth with the "balanced reporting" mantra, giving credence to less than credible challenges in a way that they would never do were the originators of such ideas people outside the halls of power or wealth.

Regarding Iraqi casualties, we all have seen and heard that about 100 bodies a day of dead torture victims have been found in and around Baghdad for some months now, but that terrible toll only just begins to account for such a high death toll as this Lancet report. Even if the study were off by a factor of 2 the results suggest that US occupation has led to a holocaust in Iraq, which is worsening day by day. What then is the responsibility of survey researchers in exposing the public's poor grasp of facts rather than just mirroring back the public's opinions in the media, and supporting an environment that is largely driven by market forces rather than social values?

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

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Monday, October 16, 2006 1:30 PM
To: AAPORNET@asu.edu
Subject: Iraqi Death Rate May Top Our Civil War -- But Will the Press Confirm It

Part II: Iraqi Death Rate May Top Our Civil War -- But Will the Press Confirm It?
Editor & Publisher

http://www.mediainfo.com/eandp/columns/pressingissues_display.jsp?vnu_co ntent_id=1003255073
Or
http://tinyurl.com/y7s5ym
The press, after its initial coverage, has turned away from the shocking Johns Hopkins study which estimated 400,000 to 800,000 deaths in the Iraq war since 2003. One of the authors of the study has issued a challenge: Check out their findings in the field -- and then confirm or debunk it.

By Greg Mitchell

(October 16, 2006) -- With mass killings occurring every day in Iraq, and Americans falling at one of the highest daily rates of the entire war, it's no wonder that support for the conflict in the U.S. continues to slip. What the American press, public and political figures have yet to grasp or acknowledge, however, is the true human catastrophe in Iraq, a 21st century holocaust, if I may put it that way. This inconvenient truth -- suggested, if not proven, by the Johns Hopkins study released last week -- seems to be too horrible for many to face, considering the mild or negative reaction to the report in the days following the broad attention it did receive at first.

Would it surprise you to learn that if the Johns Hopkins estimates of 400,000 to 800,000 deaths are correct -- and many experts in the survey field seem to suggest they probably are -- that the supposedly not-yet-civil-war in Iraq has already cost more lives, per capita, than our own Civil War (one in 40 of all Iraqis alive in 2003)? And that these losses are comparable to what some European nations suffered in World War II? You'd never know it from mainstream press coverage in the U.S.

SNIP

Do the study's numbers seem that far out? Many experts on such work, in fact, seem to support the methods used by the surveyors, and their work was peer-reviewed up the wazoo. Les Roberts, one of the co-authors of the study, has even challenged newspapers to send reporters to far-flung Iraqi provinces to check on local mortuaries and confirm or contest the findings. The Washington Post and Los Angeles Times, and possibly others, have checked with one or more mortuaries in the past, but someone ought to now answer the wider challenge.

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SNIP

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

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

I said I would stop sending you the discussion emails but can't resist the temptation to send this one on.

AAPOR is actually quite a politically aware group, and one that is definitely not on the Bush side of the fence. I find it interesting that this guy is suggesting some social responsibility on the part of the industry. This is a radical suggestion in a rabidly capitalist country, but hopefully indicative of the stirrings of dissent.

Nancy

Retro Poll's consistent findings of a link between high levels of support for questionable government policies--such as war and occupation of Iraq, support of the Administration response to Katrina etc.-- and poor background information in no way proves that ignorance or misinformation is the cause of such opinions. But media distortion is one plausible explanation for both. The contentiousness of the response to the Johns Hopkins report on civilian deaths in Iraq (led by the President himself), suggests Retro Poll's approach is of particular value. In showing how misinformation/ disinformation is linked to--and may precede--public passivity and expressed support for such bad policies, we think we may be helping to explain how U.S. government policies become deranged or disengaged from rational planning and national discourse.

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

-----Original Message-----
From: davidepet@comcast.net [mailto:davidepet@comcast.net]
Dear Friends:

FYA: For hyperlinks to some recent material that discusses the research by <http://web.mit.edu/CIS/pdf/Human_Cost_of_War.pdf> Gilbert Burnham et al., into the mortality rate inside Iraq after the start of the Americans' war, see below. (Though some or most of them are temps, I fear. So get them while the getting's good.)

(Also see "Mortality After the March 2003 U.S. Military Invasion of Iraq," ZNet, October 11, 2006.)

Sincerely Yours,
David Peterson
Chicago, USA
davidepet@comcast.net

"Updated
"Iraqi
"Morality
Iraq <http://www.iraqbodycount.org/> Body Count (Homepage)
Iraq Coalition Casualty Count <http://icasualties.org/oif/> (Homepage)
"US
Department of State, October 13, 2006
Comment Of Sen. Patrick
Leahy On The Study Of Iraqi Deaths, October 11, 2006
"654,000 Deaths Tied to Iraq War," Jonathan Bor, Baltimore Sun, October 11, 2006
"Huge rise' in Iraqi death tolls," BBC News Online, October 11, 2006
"Will Media Finally Count the Dead in Iraq?" Greg Mitchell, Editor and Publisher, October 11, 2006
"655,000 Dead in Iraq since Bush Invasion," Juan Cole, Informed Comment, October 11, 2006
"Study Puts War's Iraqi Death Tally at More Than 600,000," Julian E. Barnes, Los Angeles Times, October 11, 2006
"Iraqi Dead May Total 600,000, Study Says," Sabrina Tavernise and Donald G. McNeil, New York Times, October 11, 2006
"Iraq Deaths Put at 655,000," Patricia Reaney, Reuters, October 11, 2006
"Study sees 655,000 Iraqi war deaths; Bush disputes," Will Dunham, Reuters, October 11, 2006
"Iraq Death Toll Exceeds 600,000, Study Estimates," Neil King Jr., Wall Street Journal, October 11, 2006
"Study Claims Iraq's 'Excess' Death Toll Has Reached 655,000," David Brown, Washington Post, October 11, 2006
Press, October 12, 2006
"Howard
<http://www.theaustralian.news.com.au/story/0,20867,20571335-1%0d%0a702,00.html> doesn't believe Iraq deaths figure," AAP Newsfeed, October 12, 2006

"Bush

"Prove

"Disputed
<http://www.boston.com/news/world/middleeast/articles/2006/10/12/dispute_d_study_says_600000_iraqis_killed_during_war/> study says 600,000 Iraqis killed during war," Brian MacQuarrie, Boston Globe, October 12, 2006

"Bush

"Mission

"Iraq

"Iraq

"Co-Author <http://www.democracynow.org/article.pl?sid=06/10/12/145222> of Medical Study Estimating 650,000 Iraqi Deaths Defends Research in the Face of White House Dismissal," Democracy Now!, October 12, 2006

"Survey says 600,000 have died in Iraq war," Clive Cookson and Steve Negus, Financial Times, October 12, 2006

"One <http://www.guardian.co.uk/international/story/0,,1920132,00.html> in 40 Iraqis 'killed since invasion'," Sarah Boseley, The Guardian, October 12, 2006


"This <http://www.guardian.co.uk/comment/story/0,,1919977,00.html> terrible misadventure has killed one in 40 Iraqis," Richard Horton, The Guardian, October 12, 2006

" <http://news.independent.co.uk/world/politics/article1842559.ece> Survey suggests death rate in Iraq is now running at one killed every three minutes," Andrew Buncombe and Ben Russell, The Independent,
October 12, 2006
"This shocking figure reveals the true cost of the war," Editorial, The Independent, October 12, 2006
"Iraq: Invasion, Occupation May Have Killed 655,000, Study Says," Sanjay Suri, Inter Press Service, October 12, 2006
"Iraq Invasion, Occupation May Have Killed 655,000, Study Says," Sanjay Suri, Inter Press Service, October 12, 2006
"Critics say 600,000 Iraqi dead doesn't tally," Anna Badkhen, San Francisco Chronicle, October 12, 2006
"New study estimating number of dead in Iraq hotly contested," Estanislao Oziewicz, Toronto Globe and Mail, October 12, 2006
"The Iraqi toll," Editorial, Toronto Globe and Mail, October 12, 2006
"600,000 Questions," Editorial, Bangor Daily News, October 13, 2006
"Invasion of Iraq takes its own toll," Editorial, Canberra Times, October 13, 2006
"Dead Zone for Iraqi Civilians," Editorial, Pittsburgh Post-Gazette, October 13, 2006
"How
many have died?" Editorial, Cleveland Plain Dealer, October 14, 2006

"Lancet probes allegations of bias," Marina Jimenez, Toronto Globe and Mail, October 14, 2006 [Note that this article focuses on The Lancet's September 2 report on human rights abuses in post-Aristide Haiti.]

"A civilian took us to war in Iraq. And it may take an honest soldier to get us out," John Rentoul, The Independent, October 15, 2006

"Bush's rube ruse just won't cut it," Les Payne, Newsday, October 15, 2006

"It's time to say sorry for Iraq's agony," Mary Riddell, The Observer, October 15, 2006

"Methodology in madness," Editorial, St. Louis Post-Dispatch, October 15, 2006


"Huge gaps in Iraq death estimates," Paul Reynolds, BBC News Online, October 16, 2006

"Genocide in Iraq," Kim Petersen, Dissident Voice, October 16, 2006

"Part II: Iraqi Death Rate May Top Our Civil War -- But Will the Press Confirm It?" Greg Mitchell, Editor and Publisher, October 16, 2006

"More Deadly Than Saddam," Gwynne Dyer, Japan Times, October 16, 2006


"New death tolls make a grim picture even grimmer," Cesar Chelala, Daily Star, October 17, 2006

"In
Iraq, the worst is still to come," Simon Tisdall, The Guardian, October 17, 2006

I have not received my copy of POQ for some time. What's up?

Harry O'Neill

Many of you may recall that over the last few years, some of us have been
working to improve AAPOR's ability to communicate effectively with the public and with key audiences. We have for example, under Cliff Zukin's leadership, instituted a program of training for journalists on vetting and writing about polling. And communications is a central part of our new strategic plan. We have found we miss too many opportunities to speak out for good research, to respond to problems in the public view, and advocate for an environment in which survey and opinion research thrives.

Now, the Council has authorized hiring a Communications Director - a position that can delve into areas heretofore falling on the shoulders of Council Members - and do a far more thorough and creative job as a full time paid staffer.

The job has been posted on our website www.AAPOR.org <http://www.aapor.org/> . Please help spread the word about the position, which requires solid communications skills. Resumes and letters should go to MFlanagan@goAMP.com. AMP continues to provide AAPOR with much valuable administrative help from Lenexa, Kansas, but decisions have not been made about where the new Communications Director will be located.

This is a very exciting development and I for one am looking forward to great things. - Nancy Jane Belden

Nancy Belden
Belden Russonello & Stewart
1320 19th Street NW, Suite 700, Washington, DC 20036
202.822.6090

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Date:       Wed, 18 Oct 2006 06:28:20 -0700
Reply-To:  Jon Ebeling <pols331@ROCKO.LAB.CSUUCHICO.EDU>
What do you professional survey researchers consider to be the minimum criteria for a high quality response rate in mail out surveys. In this instance the windshield survey was sent back by 37.5% of the respondents requested. I consider that to be very poor quality, and it should have been an improved survey method to track the respondents in some manner.

I've read Dillman and he lists in his book Mail and Telephone Surveys at Table 1.1 that none of the surveys he reviewed were below 50%. If anyone on the AAPOR list has some thoughts on this issue I would appreciate it very much.

jon ebeling, Ph.D.
Regional & Economic Sciences

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Jon:
I have great respect for Don Dillman and think his 1978 book "Mail & Telephone Surveys: The Total Design Method" is a classic, one of the most cherished volumes in my personal library. However, the standards for response rate that Dillman reports are unrealistic and misleading for the vast majority of mail surveys. Almost all, if not all, of the studies you refer to from Dillman's book were conducted under the masthead/auspices of Washington State University among State of Washington residents about issues of high salience to them. But, in reality, most mail surveys are fielded in environments in which the stars are far from being so favorably aligned.

The achievement of a response rate similar to the one you have experienced is far more typical of a high quality effort, particularly
when budgets are not unlimited. (And times have changed in the past 30 to 40 years; today, people are generally less cooperative regarding survey participation than they were years ago.)

With that said, I would urge you not to focus on response rate as the sole (or even most salient) criterion indicator of quality. Much more important is the assessment of the extent to which the respondent sample achieved mirrors the sample population under study. If you can make the case that your sample is closely representative of the sample population, and you have evidence that you have done a good job with your measures, then you have quality data.

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
General Manager, ORANJ BOWL(sm) Panel Research Program
Associate Director, Database & Panel Research
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>>> Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU> 10/18/06 9:28 AM >>>
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jon ebeling, Ph.D.
Regional & Economic Sciences

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Reply-To: Hugh Clark <cji@COLUMBUS.RR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hugh Clark <cji@COLUMBUS.RR.COM>
Subject: Re: Mail survey response rate
Comments: To: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>, AAPORNET@asu.edu
In-Reply-To: <45362BF4.7050909@rocko.csuchico.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

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As to the adequacy of these responses for research purposes, that is always a question. The returns from a mailed survey are certainly not "random" regardless of whether they achieve some threshold percent response since response requires effort on the part of the respondent. The question then obviously becomes whether they are representative of the population. That is not so much a matter of percentage return as it is of skewness of return. To some extent you can usually check skew by matching known demographics (age, gender, etc) if you know those characteristics in a population. That helps if those characteristics are germane to the subject of the survey.

The answer also depends on what you are trying to learn. In general if you are just trying to determine the direction rather than the precise extent of a relationship (older v younger, men v women, etc) then precision in representation doesn't matter as much, as long as
you can be sure that the subject matter or the mailing techniques did not tap into some extreme group in the population on one side of your question or another.

For my part, when I am concerned about the adequacy of the sample, I try to supplement it with an alternative technique for non-responders. We have used in-person and telephone methods for this. Costly, but, it depends on what your purpose is, what the stakes are in the decision, and, frankly, how much precision can be afforded under budget constraints. You should also realize that phone response rates also present challenges because of answering machines, caller ID, cell-phones as primary lines, etc.

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>
> jon ebeling, Ph.D.
> Regional & Economic Sciences
>
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Hugh M. Clark, Ph.D.
President
CJI Research Corporation
180 South Ardmore Road
Columbus, Ohio 43209
614-338-1008

-----------------------------------------------------------------
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I'll also add a few things to the discussion, since I'm sure many of us have been in exactly your situation-- you field a survey, you receive a low-to-moderate response rate, and then either a) someone tries to discredit the study or b) you live in fear that someone will try to discredit the study.

First, I'll throw the response rate mantra out there... a relatively low response rate does not necessarily mean that there is non-response bias, it just means that there is the *potential* for non-response bias. A study might have a 4% response rate and be perfectly representative of the target population in every way (suggesting no non-response bias), or it could be horribly skewed.

Second, others may differ with me, but I always have refrained from arbitrary cut-offs (e.g., you need a 50%, 70%, or whatever response rate to be "valid"). To me, all I can say is a 60% is incrementally better than a 50% which is incrementally better than a 40%... and so on. That being said, I have presented for many people who have a pre-set percentage in their head of what they heard is a "statistically valid" percentage and thus anything that doesn't meet that is "invalid".

OK, ranting aside, now the practical (assuming there is no money to do a non-response study). My suggestion would be to do exactly as Hugh said. Test the demographics. See if the known demographics match up. If they do, that will help your cause, although it will still leave open the possibility that a behavioral or attitudinal bias is there.

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Larry Luskin
Director of Customer and Employee Research
ORC Macro
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Please encourage your student colleagues to submit entries to the 2006 DC-AAPOR Student Paper Competition. Note the increase in award over previous years, generously sponsored by SRBI.
--Eileen

DC-AAPOR STUDENT PAPER COMPETITION
Sponsored by SRBI

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

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

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

AWARD
The author(s) of the winning paper will be awarded a cash prize of $1,000. For multiple student authors on a winning paper, the award will be divided among the eligible authors. Additionally, the author(s) of the winning paper will be awarded a guaranteed spot on the Conference Program to present their paper at the Annual Conference in Anaheim.

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

PAPER SUBMISSION
To be considered for the award, please send an electronic copy of your paper to Eileen O'Brien at eileen.obrien@eia.doe.gov by December 15, 2006. Include your name, academic affiliation, mailing address, telephone number, and e-mail
address. You will receive confirmation that your paper has been received. The winning paper will be announced on or before January 22, 2007.

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Date: Wed, 18 Oct 2006 17:12:51 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Interesting stuff
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

Who Votes, Who Doesn't, and Why=20
Regular Voters, Intermittent Voters, and Those Who Don't
Pew Research Center for the People & the Press


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

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Date: Wed, 18 Oct 2006 17:15:00 -0400
Reply-To: Claire Durand <Claire.Durand@UMONTREAL.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Subject: Re: Mail survey response rate
Comments: To: Lawrence Luskin <Lawrence.A.Luskin@ORCMACRO.COM>, AAPORNET@asu.edu
In-Reply-To: <EAA73DCF5FF7F246B9D6009EBA476EC232BC75@calus91.orcmacro.or c.wan>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1; format=flowed
Content-transfer-encoding: quoted-printable

My problem with this discussion is that we speak as if response rates are=20
not something you can work on. Particularly in mail surveys, there are=20

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means to use in order to achieve good response rates (call-backs, mailing of a second questionnaire, etc.). Second, the principle still holds: the lower the proportion of non-respondents, the lower the possible impact on estimates if they differ from respondents. Hence, always better to have a good response rate! Finally, response rates may always be related with the topic of the survey. If it is a survey on satisfaction, there will always be somebody to say—rightfully—that maybe only the less satisfied answered. So, why not work on getting good response rates? I conducted two surveys among faculty in the recent years and I can say that the high response rates that I got (61% the first time and 51% the second time) greatly helped establish the credibility of the results.

Best,

Le 12:14 2006-10-18, Lawrence Luskin:

I'll also add a few things to the discussion, since I'm sure many of us have been in exactly your situation— you field a survey, you receive a low-to-moderate response rate, and then either a) someone tries to discredit the study or b) you live in fear that someone will try to discredit the study.

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>Larry Luskin
>Director of Customer and Employee Research
>ORC Macro
>
>-----Original Message-----
>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Hugh Clark
>Sent: Wednesday, October 18, 2006 10:40 AM
>To: AAPORNET@asu.edu
>Subject: Re: Mail survey response rate
>
>Return rate varies greatly with the nature of the population under
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> Regional & Economic Sciences
>
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>
> Hugh M. Clark, Ph.D.
> President
> CJI Research Corporation
> 180 South Ardmore Road
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> 614-338-1008
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Claire Durand
professeur titulaire et directrice des Études de 2e cycle
http://www.mapageweb.umontreal.ca/durandc
Département de sociologie,
Université de Montréal
C.P. 6128, succ. Centre-ville,
Montréal, H3C 3J7, Canada

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I remember seeing a recent series of posts on AAPORNET about NJ taxation of market research studies that was being implemented to increase revenues for the state. Can anyone comment on whether such taxation will apply to survey research? The examples given (I think by the state) don't really fit my notion of survey research.

Thanks,
Morris Cohen

Point Market Research, LLC
PO Box 10
Titusville, NJ 08560
609.737.6678

Iraqi death toll withstands scrutiny


Conflict epidemiology study counts the cost of war.

It is one of the most politically charged=20 questions that any researcher can tackle: how=20 many people have died in Iraq since the US-led invasion?
Four public-health experts provided an answer last week. Their result — a death rate that has risen from 5.5 per thousand per year to 13.3 — implies that since the invasion there have been 650,000 'excess' deaths, 2.5% of the population. Predictably, the finding has met with criticism from supporters of the war from the US president downwards.

If it holds, the study will be a key publication in the growing field of conflict epidemiology. Understanding who is dying, how and where in Iraq is vital for efforts to rebuild the country. So once the political criticisms are set aside, how does the study stack up scientifically?

The uncertainty of figures relating to before the war, and the present security situation, hamper efforts to estimate the Iraqi death rate.

Estimates of deaths in Iraq all suggest that the death rate has risen since the invasion. But they have been much lower than the latest figure. Iraq Body Count, a left-leaning website that compiles deaths from media reports, quotes a maximum of just under 49,000. US government officials have given figures of 30,000-9650,000. And a household survey, conducted in May 2004 by the United Nations and published last year, concluded that the war had caused at least 18,000-9629,000 deaths, mostly from violent causes. The only previous estimate of the same order of magnitude is a figure of around 100,000 excess deaths in the first 18 months of the conflict, published in 2004 by Gilbert Burnham and his colleagues at Johns Hopkins University in Baltimore (L. Roberts et al. Lancet 364, 1857-961864; 2004), the same researchers who are behind the new work.

The authors say their estimate is so much higher because their methodology is more comprehensive. They organized detailed interviews, carried out by Iraqi researchers from the Al Mustansiriya University in Baghdad, in more than 1,800 households in 16 of Iraq's 18 administrative regions. Using random sampling similar to that used in political opinion polls, they documented 82 deaths in the period before the invasion, and 547 during the conflict. More than 90% of these were confirmed by death certificates. They show a 95% probability that the death toll has been between 390,000 and 940,000, most of which were due to violence such as gunshots (G. Burnham et al. Lancet doi:10.1016/S0140-6736(06)69491-9; 2006).
Data from other conflicts show that such sampling is much more accurate than media reports, which usually account for no more than 20% of deaths. "Random counts force you to go to places that aren't convenient," says Jana Asher, a researcher with the Science and Human Rights Program of the American Association for the Advancement of Science in Washington DC. "The media don't wander off to distant locations. It's a very different type of data collection."

Death tolls from Iraqi health officials, the source of US government figures, are also suspect. The Johns Hopkins team says that the process for issuing death certificates still works well in Iraq, but the system for monitoring the number of certificates issued does not. Even before the war, note the researchers, the government's surveillance system captured only one-third of all deaths.

Yet despite the weakness of other measurements, the new figure has still surprised researchers. Perhaps the most significant concern is the baseline rate for pre-invasion death rates used in the new study. The latest survey, which included questions about the situation before the invasion, put this at 5.5 deaths per 1,000 people per year, in line with figures on Iraq from the US Census Bureau. Iran, which has a well-run health system, has a similar rate, but Iraq was at the time suffering from years of sanctions. Some sources, including the United Nations Population Division, list a pre-invasion figure of 9.7.

The discrepancy does not invalidate the new result, and if the researchers underestimated the pre-war death rate, it's possible that they may have also underestimated the post-war rate. But some researchers say the paper should have addressed the issue. "There should have been more introspection," says Beth Osborne Daponte, a demographer at Carnegie Mellon University in Pittsburgh, Pennsylvania. "That increased my discomfort."

Other researchers share that discomfort. Debarati Guha-Sapir is director of the Centre for Research on the Epidemiology of Disasters in Brussels. She has some methodological concerns about the paper, including the use of local people who might have opposed the occupation as interviewers. She also points out that the result does not fit with any she has recorded in 15 years of studying conflict zones. Even in Darfur, where armed groups have wiped out whole villages, she says that researchers have not recorded the 500
predominately violent deaths per day that the=20
Johns Hopkins team estimates are occurring in Iraq.

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"Random counts force you to go to places that=20
aren't convenient. The media don't wander off to distant locations."

http://www.nature.com/nature/journal/v443/n7113/full/443728a.html

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Morris,

The New Jersey Division of Taxation has had to publish three clarification
updates to the taxation of "information services" in less than three weeks.

The most recent update was published today, October 18, 2006, and can be
found at:

http://www.state.nj.us/treasury/taxation/infoservices.htm

Effective October 1, 2006, information services are subject to New Jersey
sales and use tax. Information services are defined in the law 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." (See N.J.S.A. 54:32B-3(b)(12).) The tax
applies to the sale of information services delivered to customers in New
Jersey.

The clarifications do not specifically mention survey research. But the
examples provided appear to require survey researchers collect taxes from
customers in New Jersey for information services delivered.

Some researchers that gather data on individuals and provide that data, with
permission from respondents, directly to the client, without aggregation or
analysis, believe this service falls outside the taxation requirements.

The New Jersey Division of Taxation needs to provide additional
clarification regarding survey research. The Taxation Division recommends during the interim, taxes be collected and filed. If the Taxation Division later determines the service you are providing is not taxable, the taxes will be refunded.

I encourage you to work with your attorney and accountant to determine when you are required to collect and file the taxes.

Christopher Lee
Director of Government Affairs and Counsel
CMOR
7475 Wisconsin Ave.
Suite 300
Bethesda, MD 20814
301-654-6601
clee@cmor.org

DISCLAIMER: The information provided is for general guidance on matters of interest only. As such, it should not be used as a substitute for consultation with professional accounting, tax, legal or other competent advisers.

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Morris Cohen
Sent: Wednesday, October 18, 2006 5:16 PM
To: AAPORNET@asu.edu
Subject: Newly Implemented NJ Tax Laws

I remember seeing a recent series of posts on AAPORNET about NJ taxation of market research studies that was being implemented to increase revenues for the state. Can anyone comment on whether such taxation will apply to survey research? The examples given (I think by the state) don't really fit my notion of survey research.

Thanks,
Morris Cohen
**************************
Point Market Research, LLC
PO Box 10
Titusville, NJ 08560
609.737.6678

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N.J. does not define "information" expansively. In their examples of non-taxed services there are several that involve compiled information of some type. For example:

"A business sells consulting services to advise clients on their hardware and/or software needs. These services include interviewing staff to gather information and presenting a written report on findings and recommendations. The consulting service is not an information service and is not subject to tax."

In the examples that are taxable, they seem to describe compiled information as a primary deliverable -- for example, credit reports, mailing lists, product movement data.

Full-service market research practitioners are rarely asked for "information" (as narrowly defined in these examples) by clients. Instead, they are asked for guidance on business decisions -- which TV commercial concept will be more persuasive, does this product appeal to category users, does our level of customer service foster loyalty. While the vendor may in fact compile structured information as a means of producing answers to those questions, clients could care less about the data as a deliverable, since the recommendations and supporting rationale are what they want. (Most of them never look at tabulated data these days.) Arguably, when compiled information is only a means to producing the management recommendation deliverable, the tax would not apply. But it might be deemed applicable for subcontractors like call centers or mall interviewing facilities not engaged in delivering recommendations. A research company with its own data collection facilities might have to partition the study components into taxable and non-taxable under this interpretation. But, under this theory, one engaged solely in consulting or management decision support would be exempt.

James P. Murphy, Ph.D.
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Post Office Box 80484
Valley Forge, PA 19484-0484
(610) 408-8800
www.jpmurphy.com
jpmurphy@jpmurphy.com
----- Original Message -----=20
From: "Chris Lee" <clee@CMOR.ORG>
To: <AAPORNET@asu.edu>
Sent: Wednesday, October 18, 2006 10:18 PM
Subject: Re: Newly Implemented NJ Tax Laws

> Morris,
> >=20
> The New Jersey Division of Taxation has had to publish three =
clarification
> updates to the taxation of "information services" in less than three =
weeks.
> >=20
> The most recent update was published today, October 18, 2006, and can =
be
> found at:
> >=20
> http://www.state.nj.us/treasury/taxation/infoservices.htm
> Effective October 1, 2006, information services are subject to New =
Jersey
> sales and use tax. Information services are defined in the law 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." (See N.J.S.A. 54:32B-3(b)(12).) =
The tax
> applies to the sale of information services delivered to customers in =
New
> Jersey.
> >=20
> The clarifications do not specifically mention survey research. But =
the
> examples provided appear to require survey researchers collect taxes =
from
> customers in New Jersey for information services delivered.
> >=20
> Some researchers that gather data on individuals and provide that =
data, with
> permission from respondents, directly to the client, without =
aggregation or
> analysis, believe this service falls outside the taxation =
requirements.
> >=20
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> clarification regarding survey research. The Taxation Division =
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Christopher Lee
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signoff aapornet
Please ask authors before quoting outside AAPORNET.
The Reference Manual on Scientific Evidence published by the US Federal Judicial Center in 1994 has the following advice for judges considering survey evidence in court cases, based on guidelines issued by the former US Office of Statistical Standards.

"Response rates of 90% or more are reliable and generally can be treated as random samples of the overall population. Response rates between 75% and 90% usually yield reliable results, but the researcher should conduct some check on the representativeness of the sample. Potential bias should receive greater scrutiny when the response rate drops below 75%. If the response rate drops below 50%, the survey should be regarded with significant caution as a basis for precise quantitative statements about the population from which the sample was drawn."

I doubt whether anybody gets response rates above 75% for mail surveys of the general public anymore. In New Zealand we have fielded the International Social Survey Programme surveys by mail for 15 years. In the early 90s we were getting response rates around 70%; this year our response rate was 60% and somewhere between 55% and 60% has been the norm for the last few years. But we are a university and New Zealand is a small country with a cooperative population.

Some work we have done shows that 50% is a good "rule of thumb" for an acceptable response rate for surveys in New Zealand. Above this, the values of many variables don't change much even if you increase the response rate to 90%. Below a 50% response rate the values of some variables can be unstable (i.e., they can change as response rate increases).

However, as Lawrence has already mentioned, a low response rate doesn't automatically mean you have non-response bias, just as a 50% response rate (or higher) doesn't mean you don't have to worry about non-response bias. Having said this, there is something comforting about getting responses from at least half of your sample (though this comfort may, of course, be misplaced). Sometimes you can predict the direction of non-response bias even if you have no idea of its magnitude, and interpret your results with this in mind.
Phil Gendall

Phil Gendall
Professor of Marketing
Massey University
PN 361
Private Bag 11-222
Palmerston North
New Zealand

Ph:   +64 6 350-5582
Fax:  +64 6 350-2260

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jon Ebeling
Sent: Thursday, 19 October 2006 2:28 a.m.
To: AAPORNET@asu.edu
Subject: Mail survey response rate

What do you professional survey researchers consider to be the minimum criteria for a high quality response rate in mail out surveys. In this instance the windshield survey was sent back by 37.5% of the respondents requested. I consider that to be very poor quality, and it should have been an improved survey method to track the respondents in some manner.

I've read Dillman and he lists in his book Mail and Telepone Surveys at Table 1.1 that none of the surveys he reviewed were below 50%. If anyone on the AAPOR list has some thoughts on this issue I would appreciate it very much.

jon ebeling, Ph.D.
Regional & Economic Sciences

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A few years ago, I remember reading an article about the proverbial "30 second sound bite" on which voters were supposed to base their vote.

The authors had counted the actual size of these sound bites, I believe for a Presidential election. To the best of my recall, the actual size of these sound bites on network newscasts was SEVEN SECONDS.

Does anyone recognize the source of this factoid and, if true, could you verify or correct my recall as to the length of the average sound bite?

Many thanks,

Mike O'Neil
www.oneilresearch.com

---

Mike,

I don't know if this is the original source, but Tom Patterson's "Out of Order" has that chart and most media and politics texts repeat it. The average uninterrupted quote on air from a presidential candidate went from 42 seconds in 1968 to 8 seconds by 1988 and has remained stable since then (it can't go down much from there!). Best,

-- Joel

---

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

Research Assistant Professor, Dept. of Political Science
On 10/19/06, Mike O'Neil <mike.oneil@alumni.brown.edu> wrote:

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> The authors had counted the actual size of these sound bites, I believe for a Presidential election. To the best of my recall, the actual size of these sound bites on network newscasts was SEVEN SECONDS.

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Date: Thu, 19 Oct 2006 08:40:49 -0500
Reply-To: "Einerson, Faith" <FEinerson@PSBPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Einerson, Faith" <FEinerson@PSBPR.COM>
Subject: Re: Retention of paper surveys
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

What=20is=20the=20standard=20retention=20time=20for=20paper=20surveys?=20=20
Does=20anyone=20have
experience=20with=20needing=20to=20resurrect=20them=20for=20some=20reason=20?
Morris,

Good morning. I believe I was the one who started this when my accountant brought the NJ statute to my attention. Since then, I have received =
many pieces of helpful information. Further, Chris Lee of CMOR and Diane Bowers of CASRO have been working very hard at trying to develop an opinion and strategy. The letter that follows is one I promised them.

To be clear, my firm is essentially a field and tab house. We work for several full service firms here in New Jersey and of course, elsewhere. So the opinion that follows was specifically written for me, by my attorney (which I am sharing with the group).

From my read, any one of us can interpret this in any number of ways. Many accountants of the firms I work for read it in a variety of ways. Some have said the law applies to firms like mine and not to those who take the data and analyze it, while others say it is the opposite. Some of my clients here in NJ do charge sales tax when providing data to their clients in the forms of reports and other finalize materials. My attorney also read the clarifying points and concluded that we can in good faith consider this not-applicable to me. I hope he is correct. I know he based this in part on the definitions the state has for "customers" and other definitions he researched. (I guess he did his own information gathering). In any event, here is the opinion that he wrote me:

October 17, 2006

Paul A. Braun, President
Braun Research, Inc. (BRI)
271 Wall Street
Research Park
Princeton, NJ 08540

Re: NJSA 54:32B-3(b)12
Our File No. 7003

As per your request, I have reviewed NJSA 54:32B-3(b) (12), effective October 1, 2006, to determine whether or not it applies to BRI. This statute, by its terms, levies a tax on certain "information services" which are delivered to customers in New Jersey.

At the outset, it should be noted that predicting the future = interpretation and applicability of newly enacted statutes is problematic as the =
interpretation and applicability of newly enacted statutes is =
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basis.

In any event, the extremely broad language of the statute (which =
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As it is my understanding that the information provided by BRI is "raw" =
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I regret that, for the reasons mentioned herein, I cannot provide BRI =
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Regards

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Braun Research

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From: Morris Cohen [mailto:cohenfogel@AOL.COM]
Sent: Wednesday, October 18, 2006 5:16 PM
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Seems like the answer is "maybe". Plus or minus 1 response category.

----And thanks to the several helpful and immediate responses to my inquiry about sound bite length. Apparently the answer is Eight Seconds. So the public is 14% better informed than I had thought.

Mike O'Neil
www.oneilresearch.com

Paul Braun wrote:
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Braun Research

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609.737.6678

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authors before quoting outside AAPORNET.

Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to:
aapornet-request@asu.edu
Thanks to all for clearing this all up ... in my mind ... I think.
Morris

---

--Eugene Kritski, Ph.D.
Director, Methodology & Analysis
GlobeScan Incorporated | Global Public Opinion and Stakeholder Research
65 St. Clair Avenue East, Suite 900 Toronto Ontario Canada M4T 2Y3
Toronto | London | Washington
direct line: +1 416 969 3084
http://www.globescan.com

---

Date: Thu, 19 Oct 2006 16:28:13 -0400
Reply-To: Eugene Kritski <eugene.kritski@GLOBESCAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eugene Kritski <eugene.kritski@GLOBESCAN.COM>
Subject: Re: mitigating self-reporting bias
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

Does anybody know a reliable method of mitigating a self-reported bias in program evaluation surveys through observation-based interviewer's judgements?

Many thanks,
Eugene

---

Date: Thu, 19 Oct 2006 14:53:37 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>

Does anybody know a reliable method of mitigating a self-reported bias in program evaluation surveys through observation-based interviewer's judgements?

Many thanks,
Eugene
Just in case anyone wants it: I had looked for it then finally decided it would take me less time to just write it than keep searching.

COMMENT the original ZIPCODE variable must be a numeric variable and you must create a string variable called, e.g., STATE before you run this syntax.

recode ZIPCODE

(00000 thru 00999 = 'PR') (01001 thru 02791 = 'MA') (02801 thru 02940 = 'RI') (03031 thru 03897 = 'NH') (03901 thru 04992 = 'ME') (05001 thru 05495 = 'VT') (05501 thru 05544 = 'MA') (05601 thru 05907 = 'VT') (06001 thru 06389 = 'CT') (06390 thru 06939 = 'NY') (06401 thru 06928 = 'CT') (07001 thru 08989 = 'NJ') (10001 thru 14975 = 'NY') (15001 thru 19640 = 'PA') (19701 thru 19980 = 'DE') (20001 thru 20039 = 'DC') (20040 thru 20041 = 'VA') (20040 thru 20167 = 'VA') (20042 thru 20599 = 'DC') (20042 thru 20042 = 'VA') (20331 thru 20331 = 'MD') (20335 thru 20797 = 'MD') (20799 thru 20799 = 'DC') (20812 thru 21930 = 'MD') (22001 thru 24658 = 'VA') (24701 thru 26886 = 'WV') (27006 thru 28909 = 'NC') (29001 thru 29948 = 'SC') (30001 thru 31999 = 'GA') (32004 thru 34997 = 'FL') (35004 thru 36925 = 'AL') (37010 thru 38589 = 'TN') (38601 thru 39776 = 'MS') (39901 thru 39901 = 'GA') (40003 thru 42788 = 'KY') (43001 thru 45999 = 'OH') (46001 thru 47997 = 'IN') (48001 thru 49971 = 'MI') (50001 thru 52809 = 'IA') (53001 thru 54990 = 'WI') (55001 thru 56763 = 'MN') (57001 thru 57799 = 'SD') (58001 thru 58856 = 'ND') (59001 thru 59937 = 'MT') (60001 thru 62999 = 'IL') (63001 thru 65899 = 'MO') (66002 thru 67954 = 'KS') (68001 thru 68118 = 'NE') (68119 thru 68120 = 'IA') (68122 thru 69367 = 'NE') (70001 thru 71232 = 'LA') (71233 thru 71233 = 'MS') (71234 thru 71497 = 'LA') (71601 thru 72959 = 'AR') (73001 thru 73199 = 'OK') (73301 thru 73301 = 'TX') (73401 thru 74966 = 'OK') (75001 thru 75501 = 'TX') (75502 thru 75502 = 'AR') (75503 thru 79999 = 'TX') (80001 thru 81658 = 'CO') (82001 thru 83128 = 'WY') (83201 thru 83876 = 'ID') (84001 thru 84784 = 'UT') (85001 thru 86556 = 'AZ') (87001 thru 88441 = 'NM') (88510 thru 88589 = 'TX') (88901 thru 89883 = 'NV') (90001 thru 96162 = 'CA') (96701 thru 96898 = 'HI') (97001 thru 97920 = 'OR') (98001 thru 99403 = 'WA') (99501 thru 99950 = 'AK')

into STATE.

execute.

Dr. Leora Lawton
Colleagues:
We recently completed a mailed-out, anonymous survey of medical researchers asking about various questionable academic practices (for example, slanting results in a research article to favor an industrial sponsor of the research).

We thought researchers would be reluctant to report such behavior, so we asked them if they possessed 'first hand knowledge' of such events among people in their department or unit.

Now, we are wondering if there is any literature that supports the approach we used . . . specifically, is there literature that shows either more accurate reporting, or higher rates of unit response, or higher rates of item response, when respondents are asked to report about deviance that they know about, rather than about their own acts?

TIA, Tom

Thomas M. Guterbock                        Voice: (434)243-5223
Director                         CSR Main Number: (434)243-5222
Center for Survey Research                   FAX: (434)243-5233
University of Virginia                   EXPRESS DELIVERY: 2400 Old Ivy Road
P. O. Box 400767                                      Suite 223
Charlottesville, VA 22904-4767            Charlottesville, VA 22903
                    e-mail: TomG@virginia.edu

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Tom,

You might want to look into the literature on "randomized response" techniques for asking sensitive questions about behavior. In addition to being a very useful method, the literature would probably point you to articles on the reliability of other methods.

Craig

-----Original Message-----
From: Thomas M. Guterbock [mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU]
Sent: Thursday, October 19, 2006 10:26 PM Eastern Standard Time
To: AAPORNET@asu.edu
Subject: Literature on indirect questions about deviant behavior?

Colleagues:
We recently completed a mailed-out, anonymous survey of medical researchers asking about various questionable academic practices (for example, slanting results in a research article to favor an industrial sponsor of the research).
We thought researchers would be reluctant to report such behavior, so we asked them if they possessed 'first hand knowledge' of such events among people in their department or unit.
Now, we are wondering if there is any literature that supports the approach we used . . . specifically, is there literature that shows either more accurate reporting, or higher rates of unit response, or higher rates of item response, when respondents are asked to report about deviance that they know about, rather than about their own acts?

TIA, Tom

Thomas M. Guterbock
Director
Center for Survey Research
University of Virginia
Voice: (434)243-5223
CSR Main Number: (434)243-5222
FAX: (434)243-5233
EXPRESSION DELIVERY: 2400 Old Ivy Road
Wanted to pass this along.

Remember Johnson's "Mushroom Cloud" TV ad at about this time in 1964? That ad was said to have played only ran once but was played thousand of times in news shows and became quite controversial.

Might cause quite a stir. If so, shoud be poll questions next week.

If you want to view the ad, go to http://www.gop.com/. You may have to "join".
Any name and address will do.

Nick

(Press Release) Friday, October 20, 2006
RNCØs Ad ÔThe StakesÔ To Be Aired On National Cable News Stations
WASHINGTON, DC – Due to the popularity of the Republican National Committee’s (RNC) new web ad entitled, ÔThe Stakes,Ô the RNC announced that it has purchased advertising time on national cable news outlets to air the ad on television on Sunday, October 22. The ad, which was originally released Thursday for web use, underscores the high stakes America faces in the global War on Terror by using the words of the terrorists themselves as they describe their intention towards the United States. The ad is also available for viewing on www.gop.com

60 second Advertisement (text)

ÔThe StakesÔ
What is yet to come will be even greater
-Osama Bin Laden, Al Jazeera, 12/26/01

With God's permission we call on everyone who believes in God to comply with His will to kill the Americans.
-Osama Bin Laden (The World Islamic Front, Fatwa, 2/23/98)

[Text Fades: Kill the Americans]

They will not come to their senses unless the attacks fall on their heads and until the battle has moved inside America.
-Osama Bin Laden (Interview, Al-Jazeera, 10/21/01)

[Text Fades: Inside America]

We sent our people to Moscow, to Tashkent, to other central Asian states, and they negotiated. And we purchased some suitcase bombs.

[Text Fades: Suitcase bombs]

Our message is clear.

-Our message is clear. What you saw in New York and Washington and what you are seeing in Afghanistan and Iraq, all these are nothing compared to what you will see next.

-Ayman Al-Zawahiri (Al Qaeda Threatens More UK, U.S. Attacks, CNN.com, 8/4/05)

[Text Fades: Nothing compared to what you will see next]

What is yet to come will be even greater.

These Are The Stakes. Vote November 7th.

www.GOP.com

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On your return send this: set aapornet mail
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Date: Fri, 20 Oct 2006 14:59:54 -0500
Reply-To: "Good, Meg" <Margaret.Good@I3MAGNIFI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Good, Meg" <Margaret.Good@I3MAGNIFI.COM>
Subject: Job Opening - Lead Analyst/Data Manager
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable
The Health Economics and Outcomes Division at i3 Innovus is hiring a Lead Analyst/Data Manager for our Eden Prairie, MN office.

The Lead Analyst / Data Manager will work with multiple sources of data, particularly prospectively collected patient data, medical chart data, claims data, and other sources of retrospective and prospective data. The Lead Analyst / Data Manager is responsible for data cleaning, merging data from multiple files, applying project-specific inclusion/exclusion criteria, coding project-specific variables, and producing subject-level datasets for researchers to analyze further. The Lead Analyst / Data Manager also participates in research infrastructure projects and testing of new data and software, and acts as a data consultant for the researchers.

The major job components include:

Programming for research studies (75%)

- Design of technical specifications for survey data collection vendors
- Strong SAS, data manipulation, data cleaning, organizational, and client relation skills
- Responsibility for data validation, monitoring data quality and integrity, and data dictionary set-up and administration
- Creation of statistical analysis plans for analysis of prospectively collected data
- Ongoing evaluation and reporting of data collection process
- Management and documentation of relational databases
- Investigation and application of new SAS programming methods/techniques to enhance current systems and standard programming procedures
- Assist with data repository design
- Creating analytic datasets and data dictionaries
- Prepare, manage and analyze survey research data

**Working on infrastructure projects (20%)**

**Documentation and training (5%)**
Qualifications

A Bachelor's Degree in Biostatistics, Mathematics, Computer Science, Statistics, Information Systems, or technical certification in programming, data processing.

* A minimum of 5 years of SAS programming experience in a UNIX and PC SAS environment, and an understanding of complex database structures.

* A minimum of 3 years experience with prospectively collected patient data (e.g., survey research, clinical trials).
* Experience with managed care/health care/ pharmaceutical claims data desired.
* Demonstrated experience in managing primary data is required, preferably with survey data and/or medical chart data.
* Must be able to execute multi-step data management tasks, recognize technical problems and solve with minimal supervision.
* Must be able to perform most tasks with minimal supervision.
* Must be detail-oriented.
* Must be able to communicate effectively with both technical and non-technical co-workers.
* Must be able to work in a fast-paced team-oriented environment.
* Must be able to provide mentoring and/or management of junior staff.

Diversity creates a healthier atmosphere: equal opportunity.

To apply, please send a resume and cover letter to:

Meg Good, PhD
margaret.good@i3magnifi.com

Meg Good, PhD
Researcher * i3 Innovus
Direct: (952) 833 6711 * Main: (952) 833 7100 * Fax: (952) 833 6045
I'm a bit late on this but the original article on shrinking sound bites in presidential election coverage is Daniel Hallin, "Sound Bite News: Television Coverage of Elections," JOURNAL OF COMMUNICATION 43 (Spring 1992).

Bruce Altschuler
SUNY Oswego

---

Date: Fri, 20 Oct 2006 17:47:20 -0400
Reply-To: Bruce Altschuler <altschul@OSWEGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bruce Altschuler <altschul@OSWEGO.EDU>
Subject: Shrinking Sound Bites
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7BIT

I'm a bit late on this but the original article on shrinking sound bites in presidential election coverage is Daniel Hallin, "Sound Bite News: Television Coverage of Elections," JOURNAL OF COMMUNICATION 43 (Spring 1992).

Bruce Altschuler
SUNY Oswego

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By estimating that there are some 655,000 "excess deaths" due to the Iraq war, Johns Hopkins University professor Gilbert Burnham touched off a firestorm of criticism across the blogosphere.

While opinions rocketed back and forth, no one tracked down the Lancet study's principal author and asked about counter-arguments and methodological niggles. So I did.

In the course of several cordial e-mail exchanges, I put a series of questions to Burnham based on the comments made by Pajamas Media readers, in the comments section of a recent article by Iraq the Model. Read carefully and see if you can find your own comment embedded in a question or two.

Most online objections fall into one of three categories: timing of publication (or motivation), methodology, and results. I asked him about the last two, in the course of reporting for another publication.

SNIP

---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: Fri, 20 Oct 2006 16:37:50 -0700
In the town where I live, there is a controversial development project being debated. A local election is required in order for the developer to include residential housing on his property, and he is pulling out all the stops to win his case. Recently a survey conducted by the developer's consultants has led to accusations of push polling:


Upon review of available information it seems clear that the survey in question may not really be a push poll as defined by groups like NNCP and AAPOR, but it is equally clear that many people who received the calls are deeply offended and don't really care how the pollsters define what is and isn't a push poll (I did not take the survey and have not yet seen a transcript).

I've had some discussion about the issues with the local paper, as I wanted to make sure they understood what a push poll is and isn't. But as I thought about it, I started to wonder. The developer defended the poll as a survey of 400 respondents, which is not of course a hallmark of a push poll. But in a typical fast turnaround poll in California, you'd probably need a fairly large sample even to reach 400 respondents - I'm guessing on the order of 4000 numbers or maybe even more. Given that there are only about 14000 households in the community, that potentially represents a substantial proportion of the population. So you get something close to the scale of a push poll while being able to say it was not a push poll.

Of course there are other key factors as well, like were the negative statements blatantly false, were they actually collecting data or not, did the company identify themselves (they did), and so forth. But it seems to me that in a local election in a small community, the campaign strategist can get a lot of the "benefit" of push polling and still be able to justifiably claim that their survey is not a push poll.

Is there any published literature on the positioning or message testing methods that so often get labeled this way, any evidence to show that these methods (with a negative focus) actually provide useful information resulting in more effective campaign strategies? Aside from the ethical issues, I'm just wondering whether it works as intended. Perhaps more importantly, is it really worth the cost to the sponsor's credibility when the inevitable accusations of push polling come out? And what of the cost to the credibility of survey researchers in general?

-------------------------------------------

John D. Rogers, Ph.D.
Fred Kaplan has published a new critique of the Lancet/Johns Hopkins study in Slate (Friday, Oct. 20) describing two sources of bias that could have greatly inflated the estimate of 655,000 deaths in Iraq.

The article is at: http://www.slate.com/id/2151926/

Jan Werner
Dear AAPORnet,

WAPOR is pleased to announce two 2007 regional seminars - one in Latin America in April and the other in Israel in June. The call for abstracts for Latin America follows. Please direct all queries to Maria Braun at maria.braun@fibertel.com.ar.

Many thanks,
Patricia Moy

-----------------------------------------------

Call for Abstracts
WAPOR Latin American Seminar
"Public opinion, social conflict and political order"

Colonia de Sacramento, Uruguay, April 12-14, 2007

Why a Latin American Regional WAPOR Congress?

First of all, professions linked to public opinion research have grown considerably in our countries. Thus this is an appropriate time to meet here to exchange ideas and experiences.

Second, Latin America has experienced a recent set of events that makes the region a hotbed for public opinion research. A year of strong election activity is ending and important and distinct countries as Chile, Brazil, Mexico, Venezuela, Peru, Colombia and Bolivia have gone through relevant election processes. A new stage is beginning in which most of the countries in the South Cone - Argentina, Paraguay and Uruguay - are approaching decisive election processes. Meanwhile, we find ourselves in an important position in terms of international politics, in general, and inter-American relations, in particular; and great changes have been made regarding the participation of indigenous peoples in the rise of new political movements. The current situation in Latin America adds to this growth in the field as the basis for a regional meeting.

Why Colonia de Sacramento?

Located on the Uruguayan seaside, an hour from Buenos Aires, Colonia is a little town of 15,000 inhabitants declared a World Heritage site by UNESCO. It provides a truly fitting setting for a WAPOR regional seminar, which will be held at the Casa de la Cultura, in the midst of a tourist center and very close to a wide range of hotels that fit different styles and budgets.

Preliminary program

The regional seminar will begin the afternoon of April 12th with a get-together, and the sessions will be held the following days, the 13th and 14th of April. Prior to that, on April 11th a joint session will be held with SAIMO (in Spanish, Argentine Association of Public Opinion and

The members of the organizing committee of this regional congress are Cesar Aguiar (EQUIPOS MORI Uruguay, caguiar@equiposmori.com.uy) Maria Braun (EQUIPOS MORI Argentina, mariabraun@equiposmori.com.ar), and Manuel Mora y Araujo (IPSOS -Mora y Araujo, MMorayAraujo@morayaraujoci.com.ar)

Representatives of major Latin American countries have also committed their collaboration on the organization of this congress: Fabian Echegaray (Brazil), Alfredo Torres (Peru), Francisco Abundis (Mexico), Agustin Canzani (Uruguay), Jaime Duran and Santiago Nieto (Ecuador).

Seminar sessions will focus on:
1. Polls and elections in democratic societies
2. Democracy and political leadership in Latin America
3. Local governments
4. Gender and politics
5. Peace and integration in Latin America
6. Methodological advances in public opinion research
7. Political campaigns and media

Proposals

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) and affiliation for each co-author or participant. The abstract should not exceed three double-spaced pages or 750 words.

Deadlines

Deadline for abstracts: November 20th, 2006
Deadline for papers: February 28th, 2007

Contact

Maria Braun (maria.braun@fibertel.com.ar)
WAPOR's second call for abstracts - for Israel, June 2007 - follows. Queries should be directed to Yariv Tsfati at ytsfati@com.haifa.ac.il.

Many thanks,
Patricia Moy

Call for Abstracts
WAPOR Regional Seminar
"Public Opinion, Communication, and Elections"

Jerusalem and Haifa, Israel, June 26-29, 2007

Since Lazarsfeld, Berelson and Gaudet published their seminal 1940 Erie study, elections have been a central research topic, connecting political science, sociology, communication, and public opinion research. As Elihu Katz and Yael Warshel note, this is probably because "election studies are good for science". Elections offer us an opportunity to explore, in a heightened context, questions relating to individual and public choice, media effects, political parties, public opinion dynamics and more. Together with possible insights on such processes, election studies offer societies the opportunity to understand specific elections and their results. We love to conduct and read election research, but we still lack a clear understanding of the answers to lingering questions such as what decides an election? What issues will dominate an election campaign? Do campaigns matter? Why do journalists cover elections the way they do? Does this coverage help voters make up their minds? How should pollsters minimize errors in election predictions? Does publication of polls impact public opinion, campaign contributors, opinion leaders or journalists? And do election results actually matter for public policy?

More than 70 countries worldwide are expected to hold national elections in 2007, and many more have held national and local elections in 2006 (including Canada, Israel, Italy, the Palestinian Territories, Mexico and...
more). The US will be holding a midterm legislative elections in November. All of these offer us the opportunity to advance our understanding of the interaction between public opinion, communication and elections, and as a result, to better prepare for designing election research in the future (with an eye towards the 2008 US presidential elections and the 2009 European elections).

WAPOR seeks to bring together scholars with a historical, sociological, political science or communications science background, using a variety of quantitative and qualitative research methodologies, who will present original research papers at the seminar.

And what better place to hold an elections seminar than in Israel - a politically charged society? In the past 10 years Israelis have gone to the polls five times for national elections. Furthermore, Jerusalem is a focal point for one more polity - the Palestinian National Authority. Indeed, in 2006 Jerusalem was the only city in the world in which two separate national elections were held -- Israeli and Palestinian. The seminar will convene 26-29 June 2007, beginning in Jerusalem and ending in Haifa. Seminar participants will have pre-arranged ground transportation from Ben Gurion airport in Tel Aviv to Jerusalem, from Jerusalem to Haifa, and from Haifa back to the airport. The seminar is co-sponsored by WAPOR and the Israeli Communication Association.

Proposals should include a general description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) and affiliation for each co-author or participant on a separate sheet. The extended abstract should not exceed three double-spaced pages or 750 words.

Deadlines: Deadline for proposals: January 31st 2007; Deadline for full papers: May 20th 2007

Contact and electronic submission: Yariv Tsfati - ytsfati@com.haifa.ac.il; Tamir Sheafer - msstamir@mscc.huji.ac.il; Lilach Nir - lnir@mscc.huji.ac.il

Patricia Moy, Ph.D.
Christy Cressey Associate Professor
& Graduate Program Coordinator

Department of Communication
Adjunct Faculty, Political Science
University of Washington, Box 353740
Seattle, WA 98195-3740 U.S.A.

(v) 1 206 543 9676
(f) 1 206 543 9285
(e) pmoy@u.washington.edu
For the record, the "ten second soundbite" became a war cry for critics of the shallowness and shamelessness of network television news in 1990 largely through the enterprise of Kiku Adatto, who was then a graduate student at Harvard's Shorenstein Center and is currently on the faculty of the Kennedy School of Government. Her paper, "Soundbite Democracy: Network Evening News Presidential Campaign Coverage, 1968 and 1988" can be found in the KSG archives on Harvard's website. It's dated June 1990 and has a 1990 copyright. In her paper Adatto clocked the average excerpt on evening news broadcasts from a Bush or Dukakis speech at 9.8 seconds (compared to 42.6 seconds for Nixon and Humphrey).

With more than a little help from the New York Times and the New Republic (which, in May of 1990 published "The Incredible Shrinking Soundbite," also by Adatto) and aggressive flacking by Marvin Kalb, the Shorenstein director, Adatto's findings got a huge response at academic media centers as well as from political consultants -- who happily cited it as proof their clients were being cheating out of their just entitlement.
The article by Dan Hallin two years later in the Journal of Communication, reflects a far more thorough and thoughtful study of the same subject and is a much more useful source today, but, to answer the question originally posed by Mike O'Neil, Adatto appears to have the best claim to having made miniscule soundbites the "proverbial" thing they remain today.

=20

Martin Plissner =20

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On Friday, CNN reported as follows on a poll conducted for them by ORC: (http://www.cnn.com/2006/POLITICS/10/20/poll.08/index.html)

(CNN) -- If presidential elections were held today, Sen. Hillary Rodham Clinton would likely have a comfortable edge over Sen. John McCain, but take away her maiden name and McCain has a better shot of landing in the Oval Office.

So say the results of a CNN poll released Friday by Opinion Research Corp., which asked 506 adult Americans whom they preferred among potential 2008 presidential candidates. The margin of error for the survey is plus or minus 4.5 percent.

Asked if they preferred Hillary Rodham Clinton to McCain, respondents gave the Democratic New York senator and former first lady a 51 percent to 44 percent advantage over the Republican Senator from Arizona. Remove "Rodham" and McCain had a 1 percentage point advantage, 48 percent to 47 percent.

The results fall within the sample's margin of error, so there is a "good chance, but not a statistical certainty" that Clinton's maiden name would help her in a matchup against McCain, said Keating Holland, CNN's polling director.
The results are consistent with earlier testing that indicated Clinton's favorability rose when her maiden name was included in the question, Holland said.

(...)

This report doesn't state the interviewing method or even whether they used a probability sample, although it does cite a "margin of error." It does not say whether there were matched samples or whether the same 506 individuals were asked these questions twice with different wording.

If obtained from a single sample, were the names rotated, and if so were there order differences? Were the questions asked in close proximity or as part of a longer sequence? How many other such pairings were there (at least one, since Clinton vs. Giuliani is also mentioned)?

If they were separate subsamples, were they separately weighted to match on demographics or other characteristics?

This is a perfect example of how a news service can, by concealing essential information about how a poll was conducted, turn the results into little more than titillating junk. Of course, maybe they were junk to begin with, but I'd like to think that a once respectable outfit like ORC might not yet have sunk to the level of CNN.

Jan Werner

Jan, first of all, you just insulted a whole bunch of AAPOR members. CNN's Keating Holland (quoted by name in the story) is an AAPOR member and if you...
want to know the details of their polling methodology, his name is in the AAPOR directory and he answers his own phone.

Secondly, I think your expectations of how much detail can be given about a poll in a media story (especially TV) are unrealistic and unreasonable. These are important questions that you raise, but they are well beyond the abilities of CNN to include in a TV story on a poll.

Does that mean they shouldn't have done the analysis they did? Of course not! Keating can answer the question himself if he likes, but I would say with probably 90% certainty (that's a gut assessment of likelihood) that they probably did a randomized split sample to determine who got one version of the name and who got the other.

That raises another question, of course, and this is where I have a gripe with the story you quote. Assuming I'm right and there are just over 250 people in each subsample, the margin of error is now 6.2%, not 4.5%. In fact, the 4.5% MOE should not have been reported at all, since the numbers reported are not from the full sample. Thus, the reported difference of 3% between the two samples now is not only statistically insignificant; it's only slightly higher than what you'd expect due to random sampling error. (Median expected sampling error is about one third the standard margin of error that reflects 95% confidence.) I would have been happier with the article if they had mentioned the margin of error in the subsamples. (Unless, of course, the reporter got it totally wrong and there were 503 in each subsample, which would actually make sense given the typical size of a national CNN poll.)

Best,

-- Joel

--

Joel David Bloom, Ph.D.
The University at Albany, SUNY
Research Assistant Professor, Dept. of Political Science
Associate Director, Office of Institutional Research
Phone: (518) 437-4791
Cell: 541-579-6610
E-mail: jbloom@albany.edu
Web: http://www.albany.edu/ir/

On 10/23/06, Jan Werner <jwerner@jwdp.com> wrote:
> On Friday, CNN reported as follows on a poll conducted for them by ORC:
> (http://www.cnn.com/2006/POLITICS/10/20/poll.08/index.html)
> (CNN) -- If presidential elections were held today, Sen.
>  Hillary Rodham Clinton would likely have a comfortable edge over
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> So say the results of a CNN poll released Friday by Opinion Research Corp., which asked 506 adult Americans whom they preferred among potential 2008 presidential candidates. The margin of error for the survey is plus or minus 4.5 percent.
>
> Asked if they preferred Hillary Rodham Clinton to McCain, respondents gave the Democratic New York senator and former first lady a 51 percent to 44 percent advantage over the Republican Senator from Arizona. Remove "Rodham" and McCain had a 1 percentage point advantage, 48 percent to 47 percent.
>
> The results fall within the sample's margin of error, so there is a "good chance, but not a statistical certainty" that Clinton's maiden name would help her in a matchup against McCain, said Keating Holland, CNN's polling director.
>
> The results are consistent with earlier testing that indicated Clinton's favorability rose when her maiden name was included in the question, Holland said.
>
> (...) 
>
> This report doesn't state the interviewing method or even whether they used a probability sample, although it does cite a "margin of error." It does not say whether there were matched samples or whether the same 506 individuals were asked these questions twice with different wording.
>
> If obtained from a single sample, were the names rotated, and if so were there order differences? Were the questions asked in close proximity or as part of a longer sequence? How many other such pairings were there (at least one, since Clinton vs. Giuliani is also mentioned)?
>
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>
> Jan Werner
>
> -----------------------------------------------
> Archives: http://lists.asu.edu/archives/aapornet.html
> Vacation hold? Send email to listserv@asu.edu with this text: set aapornet nomail
> On your return send this: set aapornet mail
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Hi,

One of my clients uses a web-based survey tool that has a flaw such that a small handful of people don't get skipped correctly through the survey. In cleaning the data, they typically throw out all the cases that went through incorrect skips. I was trained to save as many cases as possible by removing their responses to individual questions, or recoding when reconciled with another question somewhere else when possible. Certainly if cases are a premium, then holding onto any you get is worthwhile. On the other hand, if someone goes through the wrong track and then gets back on the right track, is there too much error introduced by factors such as respondent burn-out, etc.? I'm curious to know whether people here feel one way or the other.

So if you can take a moment and share your thoughts, I'd be grateful. If this seems of interest to many, I will summarize and post back to the list.

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
CAREER AND INTERNSHIP OPPORTUNITIES FOR APPLIED SOCIOLOGISTS IN STATE GOVERNMENT

Are you interested in pursuing a career as an Applied Sociologist? Do you need to locate a place for your students to conduct their internships? Have you considered employment with a state government agency?

Panelists from the State of California are here to inform you of employment opportunities that are currently available with the Employment Development Department and the Little Hoover Commission as well as discuss potential employment opportunities for Applied Sociologists in other California state agencies. This panel will provide information about current exam announcements, discuss how California's Civil Service process works, demonstrate how to access the State Personnel Board's website to locate potential jobs.
In addition to discussing employment opportunities, this panel will provide guidance to Applied Sociology Program Participants, Faculty, and Administrators on the potential opportunities for getting an internship with an agency or department of California State Government. Anyone who has an interest in enhancing their undergraduate or graduate program in Applied Sociology by broadening the internship opportunities for their program is encouraged to attend.

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EXAMINATION DATES

Final Filing Date: November 3, 2006

It is anticipated that interviews will be held during November or December 2006.

WHO CAN APPLY

Persons who meet the minimum qualifications as stated on this bulletin should apply. This is an open examination. Applications will not be accepted on a promotional basis.

HOW TO APPLY
To apply for this examination, submit a completed Examination Application (STD 678) POSTMARKED no later than the final filing date. Applications received postmarked after the final filing date will not be accepted for any reason. Applications not sent through the U.S. Postal Service (i.e., hand carried to the Human Resource Services Division) must be RECEIVED BY 5:00 P.M. ON THE FINAL FILING DATE. Use of EDD metered mail, including interoffice mail (e.g., red or gold bag), and faxed applications are prohibited. Submit applications directly to:

MAILING ADDRESS:

Employment Development Department
Human Resource Services Division, MIC 54

Attention: RPS Series Exam

P.O. Box 826880

Sacramento, CA  94280-0001

=20

DO NOT SUBMIT APPLICATIONS TO THE STATE PERSONNEL BOARD

=20

Note: All applications must include "from" and "to" dates (month/day/year), time base, civil service class titles, and range. Applications received without this information may be rejected because of incomplete information.

=20

SPECIAL FILING INSTRUCTIONS

=20

Applicants who meet the minimum qualifications and wish to participate in all four examinations may file one Examination Application (STD 678) for all examinations; however, the application must include the class title for each examination for which the applicant is applying in the space provided on the application where it states, "Examination(s) For Which You Are Applying." =20

=20

REASONABLE ACCOMMODATIONS

If you need an accessible test location, an interpreter, or other special testing arrangements because of a disabling condition or your religious belief, please complete question 2 and/or 3 on page 1 of the Examination Application (STD 678). You will be contacted and necessary arrangements will be made.

=20

=20
Note to All Applicants

Regarding Education

All applicants must list on the Examination Application (STD 678) the statistics courses completed. Applicants with a college major other than a "research related field" must identify the field in which they completed "extensive course work" and list courses completed.

POSITION

DESCRIPTION FOR

RESEARCH PROGRAM

SPECIALIST (GENERAL)

RESEARCH PROGRAM SPECIALIST I (GENERAL) independently plans, organizes, and conducts complex studies in a variety of areas related to the Department's services for employers, employees, job seekers, and researchers. Incumbents provide knowledge, skills, and abilities as the most experienced practitioner for studies that affect programs or systems development within the State. Under general direction, incumbents independently develop and use research methodology and techniques in areas where precedents are lacking or a sparse body of knowledge or experience in the area exists. Incumbents provide expert consultation on the feasibility, impact, or potential of a variety of State operations, projects or proposals to interested parties. Incumbents author or assist in preparing publications, and formal and informal reports. They advise management, departmental staff, legislative bodies, governmental entities, commissions, and agencies on the methods used to conduct research and results obtained related to the assigned area of research. Incumbents work independently and with team members, usually having primary responsibility for designing and directing a complex research or evaluation project.
Even if CNN could not take the time to mention methodology on the air, there can be no excuse for their not posting more complete information on their web site, which is where I found the article that was linked to in my message.

You seem to have taken offense, but I don't see that I have insulted any AAPOR members, or anyone other than CNN and the editors of its web site.

Certainly, as an AAPOR member, I would think that Keating Holland would welcome this opportunity to point out to people at CNN that posting results like this without any substantiation whatsoever not only damages the network's reputation, but is also a flagrant violation of AAPOR's guidelines for disclosure, which he presumably supports, since the only condition for membership is agreeing to follow the AAPOR Code.

If you would like to pursue this discussion further, let's do so off-list.

Jan Werner

________________________

Joel Bloom wrote:
> Jan,
> >
> > First of all, you just insulted a whole bunch of AAPOR members. CNN's
> > Keating Holland (quoted by name in the story) is an AAPOR member and if you
> > want to know the details of their polling methodology, his name is in the
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> > Secondly, I think your expectations of how much detail can be given about a
> > poll in a media story (especially TV) are unrealistic and unreasonable.
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> > are important questions that you raise, but they are well beyond the
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> with probably 90% certainty (that's a gut assessment off likelihood) that
> they probably did a randomized split sample to determine who got one
> version
> of the name and who got the other.
> 
> That raises another question, of course, and this is where I have a gripe
> with the story you quote. Assuming I'm right and there are just over 250
> people in each subsample, the margin of error is now 6.2%, not 4.5%. In
> fact, the 4.5% MOE should not have been reported at all, since the
> numbers reported are not from the full sample. Thus, the reported
> difference
> of 3% between the two samples now is not only statistically insignificant;
> it's only slightly higher than what you'd expect due to random sampling
> error. (Median expected sampling error is about one third the standard
> margin of error that reflects 95% confidence.) I would have been happier
> with the article if they had mentioned the margin of error in the
> subsamples. (Unless, of course, the reporter got it totally wrong and there
> were 503 in each subsample, which would actually make sense given the
> typical size of a national CNN poll.)
> 
> Best,
> 
> -- Joel
> 
> ----------------------------------------------------
> Archives: http://lists.asu.edu/archives/aapornet.html
> Vacation hold? Send email to listserv@asu.edu with this text:
> set aapornet nomail
> On your return send this: set aapornet mail
> Please ask authors before quoting outside AAPORNET.
> Problems?-don't reply to this message, write to: aapornet-request@asu.edu
> ----------------------------------------------------

I am looking for any information/standardized assessments that have been
used successfully for field interviewers. We are trying to establish a
standardized approach to hiring/training and I would appreciate any
feedback or comments on what has worked for others. Please feel free to
reply offline.

Thanks very much
Patricia
Actually, the margin of error for a difference of proportions is about 1.5x the margin of error for a single proportion, so the evidence is even weaker than Joel says.

However, the introduction of M.O.E.'s here is just confusing the issue. Keating's statement should be interpreted as the posterior probability that the proportion of persons favoring Hilary Rodham Clinton over McCain is greater than the proportion favoring Hilary Clinton over McCain. With a diffuse prior over this difference, the posterior probability is approximately the normal cdf evaluated at 3/4.6, which is approximately 75%. Pretty weak evidence, but not as weak as Joel seems to suggest.

Doug Rivers
Jan,

First of all, you just insulted a whole bunch of AAPOR members. CNN's Keating Holland (quoted by name in the story) is an AAPOR member and if you want to know the details of their polling methodology, his name is in the AAPOR directory and he answers his own phone.

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Best,

-- Joel

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

Research Assistant Professor, Dept. of Political Science
Associate Director, Office of Institutional Research
Phone: (518) 437-4791
Cell: 541-579-6610
E-mail: jbloom@albany.edu
Web: http://www.albany.edu/ir/
On 10/23/06, Jan Werner <jwerner@jwdp.com> wrote:

On Friday, CNN reported as follows on a poll conducted for them by ORC:
(http://www.cnn.com/2006/POLITICS/10/20/poll.08/index.html)

(CNN) -- If presidential elections were held today, Sen. Hillary Rodham Clinton would likely have a comfortable edge over Sen. John McCain, but take away her maiden name and McCain has a better shot of landing in the Oval Office.

So say the results of a CNN poll released Friday by Opinion Research Corp., which asked 506 adult Americans whom they preferred among potential 2008 presidential candidates. The margin of error for the survey is plus or minus 4.5 percent.

Asked if they preferred Hillary Rodham Clinton to McCain, respondents gave the Democratic New York senator and former first lady a 51 percent to 44 percent advantage over the Republican Senator from Arizona. Remove "Rodham" and McCain had a 1 percentage point advantage, 48 percent to 47 percent.

The results fall within the sample's margin of error, so there is a "good chance, but not a statistical certainty" that Clinton's maiden name would help her in a matchup against McCain, said Keating Holland, CNN's polling director.

The results are consistent with earlier testing that indicated Clinton's favorability rose when her maiden name was included in the question, Holland said.

This report doesn't state the interviewing method or even whether they used a probability sample, although it does cite a "margin of error." It does not say whether there were matched samples or whether the same 506 individuals were asked these questions twice with different wording.

If obtained from a single sample, were the names rotated, and if so were there order differences? Were the questions asked in close proximity or as part of a longer sequence? How many other such pairings were there (at least one, since Clinton vs. Giuliani is also mentioned)?

If they were separate subsamples, were they separately weighted to match on demographics or other characteristics?

This is a perfect example of how a news service can, by concealing essential information about how a poll was conducted, turn...
A flagrant violation? Not really. The code was never intended (I was present at the creation) to require disclosure of all eight items in the standards in every report of a poll. For print media, this would have required footnotes longer than the story, and, for TV, more air time than would ever be possible. The code requires only that the essential information be "available." And that has been taken to mean providing the
There has been at least one case decided against a pollster who refused to provide methodological information to a journalist. There is no indication in the present discussion that CNN has even been asked to provide more detail than was originally published.

Of course, these rules were written before the Internet, which now makes possible the routine posting of full methodological detail. Perhaps AAPOR will want to revise its rules to require such posting.

As currently found on the AAPOR web site, the standards are the 1985 version except for the updating of item 5 to refer to the Standard Definitions for response rate.

On Mon, 23 Oct 2006, Jan Werner wrote:

> Date: Mon, 23 Oct 2006 17:13:51 -0400
> From: Jan Werner <jwerner@JWDP.COM>
> To: AAPORNET@asu.edu
> Subject: Re: Junk reporting of poll results
>
> Even if CNN could not take the time to mention methodology on the air, there
> can be no excuse for their not posting more complete information on their
> web
> site, which is where I found the article that was linked to in my message.
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> like this without any substantiation whatsoever not only damages the
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> If you would like to pursue this discussion further, let's do so off-list.
>
> Jan Werner
>
> Joel Bloom wrote:
> >> Jan,
> >>
First of all, you just insulted a whole bunch of AAPOR members. CNN's Keating Holland (quoted by name in the story) is an AAPOR member and if you want to know the details of their polling methodology, his name is in the AAPOR directory and he answers his own phone.

Secondly, I think your expectations of how much detail can be given about a poll in a media story (especially TV) are unrealistic and unreasonable. These are important questions that you raise, but they are well beyond the abilities of CNN to include in a TV story on a poll.

Does that mean they shouldn't have done the analysis they did? Of course not! Keating can answer the question himself if he likes, but I would say with probably 90% certainty (that's a gut assessment off likelihood) that they probably did a randomized split sample to determine who got one version of the name and who got the other.

That raises another question, of course, and this is where I have a gripe with the story you quote. Assuming I'm right and there are just over 250 people in each subsample, the margin of error is now 6.2%, not 4.5%. In fact, the 4.5% MOE should not have been reported at all, since the numbers reported are not from the full sample. Thus, the reported difference of 3% between the two samples now is not only statistically insignificant; it's only slightly higher than what you'd expect due to random sampling error. (Median expected sampling error is about one third the standard margin of error that reflects 95% confidence.) I would have been happier with the article if they had mentioned the margin of error in the subsamples. (Unless, of course, the reporter got it totally wrong and there were 503 in each subsample, which would actually make sense given the typical size of a national CNN poll.)

Best,

-- Joel

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Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu
I'm not going to argue that all 8 items listed in the AAPOR standards for minimal disclosure be fully laid out in every mention of a survey report because they are really meant to allow a researcher's peers to judge the validity of the results of a survey.

But I would argue that any release of survey results to the general public MUST provide enough information to have at least some idea of the credibility of those results. At a minimum, this would have to include: 1) the sample size, 2) the method of data collection, 3) the nature of the sample.

This information can easily be provided in a few words, even in a TV sound bite ("a telephone survey of 506 randomly selected adults found that...") so there is no valid excuse for not making at least such a minimal disclosure in any story that specifically addresses or describes the results of a survey.

In this case, CNN has disclosed only the sample size, and even that is in doubt, since it is not clear whether the items questions reported were asked of the full sample or paired subsamples. There was no disclosure as to whether this was a telephone or Internet survey, or whether a probability, panel or a self-selected sample was used.

Beyond that, any responsible news organization that posts survey results on a web site nowadays should also provide the wording of the questions used. Once again, CNN did not do so.

So whether or not CNN has complied with the letter of the AAPOR Code, it certainly has not complied with the intent, in my opinion. Perhaps more important for CNN, the lack of even this minimal amount of disclosure can only cast doubt in the public eye on the integrity of the reporting, and by extension, on that of the reporting organization.

Maybe AAPOR needs to come up with a more realistic approach to standards for survey reporting. But whether or not, news organizations that fail to observe minimal standards of survey disclosure deserve to be called to account on that, and I make no apologies for doing so.

Jan Werner
Philip Meyer wrote:
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> present at the creation) to require disclosure of all eight items in the
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> Philip Meyer, Knight Chair in Journalism
> University of North Carolina at Chapel Hill
> Voice: 919 962-4085    Fax: 919 962-1549
> Cell: 919 906-3425     URL: www.unc.edu/~pmeyer
>
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Best,
Dear colleagues,

I am looking for information and references about videophone interviewing.
I anybody using this technology?
I did a search of major databases but could not find anything survey related.

Sincerely

Apologies for cross posting

--

Date: Tue, 24 Oct 2006 10:05:32 -0500
Reply-To: Mario Callegaro <mca@UNLSERVE.UNL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mario Callegaro <mca@UNLSERVE.UNL.EDU>
Subject: Videophone interviewing references
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Mario Callegaro
Program in Survey Research and Methodology
University of Nebraska, Lincoln
200 N 11th Street, 4th floor
Lincoln, NE 68508
Personal web page: http://sram.unl.edu/people/showphd.asp?pid=2006

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Date: Tue, 24 Oct 2006 11:18:48 -0400
Reply-To: Steven Kull <skull@PIPA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@PIPA.ORG>
Subject: Innovative poll on foreign policy budget
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flopped; charset=iso-8859-1; reply-type=response
Content-transfer-encoding: 7bit

A new PIPA/Knowledge Network poll used an innovative method for exploring
Americans' attitudes on the foreign policy budget. The poll was
administered to the KN's probability-based panel over the internet.
Respondents were presented a spreadsheet of the 15 major areas of the
budget related to foreign policy, denominated in terms of a total of $900,
and given the opportunity to redistribute it at will. Respondents were
quite active and made some major changes, especially cutting defense in
favor of other budget items related to security, even economic assistance.

What is interesting is that given information about the distribution of the
budget they made changes that were quite a bit different from what they
express as their preferences when simply asked, in other polls, whether they
want to increase, decrease, or maintain spending on a specific item. This
raises an interesting question about which response is what we would call
public opinion.

You can see more details in the larger report on "What Kind of Foreign
Policy Americans Want" at
=262&lb=hmpg1

Steven Kull

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signoff aapornet
Please ask authors before quoting outside AAPORNET.
This was also the finding from the Comparative States Election project, a study of the Presidential campaign of 1968. James W. Prothro and David Kovenock, both now passed on, used tokens in slots set up to represent the actual allocations in the Federal budget by major categories (DoD, HEW, etc). Think of the contraption that bus conductors used to wear on their belts. Respondents could draw money from a pile on the side, which meant raising taxes, or they could withdraw money from one or more of the slots and return it to the pile on the side, which meant lowering taxes, as well as move tokens around among the slots, which meant simply reallocating a fixed level of expenditures. Their interviews were face-to-face. I have been waiting for the technique to be tried on the Web, to which it is ideally suited.

One could even refine the method. Say that a respondent takes $100 million from the DoD budget. The software could then estimate the impact of that cut on the DoD: "either XXX soldiers or 0.4% of a nuclear submarine or...." This could lead some respondents to change their minds. The response could be experimentally generated, leading to an even deeper understanding of how respondents think about budgets. In that way, this technique can become a form of deliberative polling.

Without providing such information to the respondents, there is every reason to question whether any respondent except for some few staffers on the Hill can give an informed response to the question, "Do you favor decreasing the Federal budget for the Department of Education by %10 million?" Think of Everett Dirksen and what he would say about $10 million -- this is within the margin of rounding error for a Federal department, but few respondents will know that.

Richard C. ROCKWELL
Professor of Sociology &
Associate Head
Department of Sociology
University of Connecticut
344 Mansfield Rd.
Storrs, CT 06269-2068
U.S.A.
richard.rockwell@uconn.edu
Office: +1.860.486.0086
Office fax: +1.860.486.6356
A new PIPA/Knowledge Network poll used an innovative method for exploring Americans' attitudes on the foreign policy budget. The poll was administered to the KN's probability-based panel over the internet. Respondents were presented a spread sheet of the 15 major areas of the budget related to foreign policy, denominated in terms of a total of $900, and given the opportunity to redistribute it at will. Respondents were quite active and made some major changes, especially cutting defense in favor of other budget items related to security, even economic assistance.

What is interesting is that given information about the distribution of the budget they made changes that were quite a bit different from what they express as their preferences when simply asked, in other polls, whether they want to increase, decrease, or maintain spending on a specific item. This raises an interesting question about which response is what we would call public opinion.

You can see more details in the larger report on "What Kind of Foreign Policy Americans Want" at http://www.worldpublicopinion.org/pipa/articles/home_page/262.php

Steven Kull

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Please ask authors before quoting outside AAPORNET.

Date:     Thu, 26 Oct 2006 12:36:55 -0400
Reply-To:  Leo Simonetta <Simonetta@ARTSCI.COM>
Sender:   AAPORNET <AAPORNET@ASU.EDU>
From:     Leo Simonetta <Simonetta@ARTSCI.COM>
Subject:  Poll: Most feel civil liberties not harmed by war on terror
Comments: To: AAPORNET@asu.edu
Poll: Most feel civil liberties not harmed by war on terror
or
http://tinyurl.com/y7x5ul

(CNN) -- Most Americans do not believe the Bush administration has gone too far in restricting civil liberties as part of the war on terror, a new CNN poll released Thursday suggests.

While 39 percent of the 1,013 poll respondents said the Bush administration has gone too far, 34 percent said they believe the administration has been about right on the restrictions, according to the Opinion Research Corp. survey. Another 25 percent said the administration has not gone far enough.

SNIP

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

or
http://tinyurl.com/y532ky

A federal judge in Indiana ruled Wednesday that Indiana correctly
enforced its statute governing prerecorded messages when it chose to
prohibit the Republican-backed Economic Freedom Fund (EFF) from
conducting automated attack push polls in the state during the lead-up
to the November elections.

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

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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

Dear Colleagues:

Posted below is an open letter from ASA President Sallie Keller-McNulty rega-
arding the upcoming US Elections. Best of luck in your preparations, as both p=
artisans and objective professionals.

Love to hear about your approaches and suggestions, Fritz

PS If you try to reach me by phone before Tuesday, use +1-202-320-3446. Am w=
orking in Tbilisi, Georgia

Statistical Issues in Elections
Between races for the U.S. House of Representatives, Senate and governorship=
s there will be over 500 major elections this fall, and thousands more local=
and state races. On November 8th, many Americans will wake up not knowing w=
hether a candidate they voted for won. Projecting from past experience, we c=
an expect between five to twenty federal elections and dozens of local elect=

file:///C/...OR%20STAFF/Marketing%20and%20Communications/Website/2022%20Redesign/aapornet%20history/2006/LOG_2006_10.txt[12/7/2023 11:16:54 AM]
ions to be within plus or minus 2% =E2=80=93 too close to call given current technology. Procedures for resolving the uncertainty should be thought about now, before partisans start arguing for methods that seem likely to benefit them. Statisticians can help develop credible procedures.

Trustworthy elections require transparent processes with limited opportunity for error or abuse. Elections entail many steps, from determining voting eligibility, to casting, recording, tallying and reporting the vote. To improve the quality of complex processes, America has often called on statisticians such as Walter Shewhart in the 1920s or W. Edwards Deming in the 1970s and 1980s.

The starting point to thinking statistically is to identify all the steps, especially those most susceptible to problems. As we complete our third Federal election cycle since the difficulties of the 2000 elections, we know there are some big problems. For example, a team funded by the National Science Foundation tested the 5 commercially-dominant voting systems and a University of Maryland prototype, asking each of 1,540 participants to "vote" for an assigned candidate. No system got better than 98.5% correct votes, leaving a 1.5% margin of error!

In this brief letter, I address only the accuracy of the votes to be cast next month, although for the future, improvements to other parts of the process may matter more. Here are two things, neither easy, but largely doable, and important, to work on for this November:

- Only real recounts (cross-checking paper records against official tabulations), not just rereading machine totals, will resolve close elections.
- Conducting random audits in all localities will help maintain honesty, enable a factual description of this election’s accuracy, and provide the data needed for doing better in 2008.

For more information related to improving the process of an election please contact former ASA President Dr. Fritz Scheuren at 202-320-3446 or our ASA Science and Public Affairs Advisory Committee Chair Dr. David Marker at 301-251-4398.

Sincerely,
Sallie Keller-McNulty, PhD.
President, American Statistical Association

-----------------------------
Check out the new AOL. Most comprehensive set of free safety and security tools, free access to millions of high-quality videos from across the web, free AOL Mail and more.

Archives: http://lists.asu.edu/archives/aapornet.html
Vacation hold? Send email to listserv@asu.edu with this text: set aapornet nomail
On your return send this: set aapornet mail
Competitive Edge Research & Communication, Inc. -- where we have been polling on things that matter since 1987 -- seeks a qualified, talented and motivated research analyst for work in San Diego, California beginning immediately. As the firm's name implies, we provide our clients custom-designed, accurate and timely public opinion research (political, public affairs, civic, customer satisfaction, etc.) and strategic advice.

Dealing with quantitative survey research data, this position is for experienced analysts with excellent writing skills, a solid understanding of relevant statistics and the ability to translate the data into cogent findings. Travel is minimal. The analyst will work closely with the principal of our close-knit, GOP-oriented firm. Core responsibilities include:

- Determining research objectives for each study
- Assisting in research design, sample acquisition, questionnaire design
- Setting up specs for data processor
- Performing statistical analysis using regression, ANOVA, factor and other advanced statistical techniques
- Conducting some research based on secondary sources
- Writing reports and tailoring PowerPoint presentations for clients
- Assisting in developing procedures and standards for future studies
- Contributing value-added benefits and building strong relationships

Qualified candidates will:

- Possess at least a bachelor's degree in political science or a related field
- Have at least three years of work experience in the field and understand probability sampling, research methods, targeting (market segmentation) and relevant statistics
- Be keenly analytic, curious and possess strong report writing skills
- Be highly motivated to enhance their research ability and add to their knowledge base
- Handle multiple tasks and projects while being extremely detail-oriented
- Meet deadlines
- Work well as part of a team
- Take direction when necessary
- Be proficient with SPSS and Microsoft Word or WordPerfect

Also helpful:
Political campaign or public affairs experience
Extensive knowledge of California politics
Proficiency in Spanish
CATI programming and/or interviewing experience
Advanced degree
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Thought this would be interest to this list

Cell-Only Voters Not Very Different
Fewer Registered, More First-time Voters

http://pewresearch.org/obdeck/?ObDeckID=80

Snippet
"Political pollsters continue to cast a wary eye on the growing number of Americans who only have a cell phone and no landline. The Pew Research Center estimates that this group now constitutes one-in-ten adults, and its demographic characteristics are very different from the landline population. But three Pew surveys of cell-only Americans this year, including a political poll earlier this month, have found that the absence of the "cell-only" population from telephone surveys is not creating a measurable bias in the overall findings."
Dear Colleagues:

Below is an open letter from Sallie Keller-NcNulty, ASA President, on the upcoming US election. Please read and heed.

--

From: Survey Research Methods Section of the ASA
[mailto:SRMSNET@LISTSERV.UMD.EDU] On Behalf Of scheuren@AOL.COM
Sent: Friday, October 27, 2006 12:36 AM
To: SRMSNET@LISTSERV.UMD.EDU
Subject: The Statistician's role in the upcoming election

Dear Colleagues:

Below is an open letter from Sallie Keller-NcNulty, ASA President, on the upcoming US election. Please read and heed.
Between races for the U.S. House of Representatives, Senate and
governorships there will be over 500 major elections this fall, and
thousands more local and state races. On November 8th, many Americans
will wake up not knowing whether a candidate they voted for won.
Projecting from past experience, we can expect between five to twenty
federal elections and dozens of local elections to be within plus or
minus 2% - too close to call given current technology. Procedures for
resolving the uncertainty should be thought about now, before partisans
start arguing for methods that seem likely to benefit them.
Statisticians can help develop credible procedures.

Trustworthy elections require transparent processes with limited
opportunity for error or abuse. Elections entail many steps, from
determining voting eligibility, to casting, recording, tallying and
reporting the vote. To improve the quality of complex processes, America
has often called on statisticians such as Walter Shewhart in the 1920s
or W. Edwards Deming in the 1970s and 1980s.

The starting point to thinking statistically is to identify all the
steps, especially those most susceptible to problems. As we complete
our third Federal election cycle since the difficulties of the 2000
elections, we know there are some big problems. For example, a team
funded by the National Science Foundation tested the 5
commercially-dominant voting systems and a University of Maryland
prototype, asking each of 1,540 participants to "vote" for an assigned
candidate. No system got better than 98.5% correct votes, leaving a 1.5%
margin of error!

In this brief letter, I address only the accuracy of the votes to be
cast next month, although for the future, improvements to other parts of
the process may matter more. Here are two things, neither easy, but
largely doable, and important, to work on for this November:

* Only real recounts (cross-checking paper records against
  official tabulations), not just rereading machine totals, will resolve
close elections.

* Conducting random audits in all localities will help maintain
  honesty, enable a factual description of this election's accuracy, and
  provide the data needed for doing better in 2008.

For more information related to improving the process of an election
please contact former ASA President Dr. Fritz Scheuren at 202-320-3446
or our ASA Science and Public Affairs Advisory Committee Chair Dr. David
Marker at 301-251-4398.

Sincerely,
Sallie Keller-McNulty, PhD.
President, American Statistical Association
Check out the new AOL
<http://pr.atwola.com/promoclk/1615326657x4311227241x4298082137/aol?redi
r=3Dhttp%3A%2F%2Fwww%2Eaol%2Ecom%2Fnewaol> . Most comprehensive set of
free safety and security tools, free access to millions of high-quality
videos from across the web, free AOL Mail and more.

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&T=3D1=20
SRMS website: http://www.amstat.org/sections/srms/

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Poll: Middle class voters abandoning GOP
http://news.yahoo.com/s/ap/20061027/ap_on_el_ge/election_ap_poll
or
http://tinyurl.com/y3pbj5

The 2006 election is shaping up to be a repeat of 1994. This time,
Democrats are favored to sweep Republicans from power in the House after
a dozen years of GOP rule.

Less than two weeks before the Nov. 7 election, the latest Associated
Press-AOL News poll found that likely voters overwhelmingly prefer
Democrats over Republicans. They are angry at President Bush and the
Republican-controlled Congress, and say Iraq and the economy are their
top issues.

The AP-AOL News telephone poll of 2,000 adults, 970 of whom are likely
voters, was conducted by Ipsos from Oct. 20-25.

In it, 56 percent of likely voters said they would vote to send a
Democrat to the House and 37 percent said they would vote Republican - a
19-point difference. Democrats had a 10-point edge in early October.

SNIP

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

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Date:         Fri, 27 Oct 2006 10:30:16 -0400
Reply-To:     Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Subject:      Re: Poll: Middle class voters abandoning GOP
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

But then, these results are from a mere "public poll."

I don't know if anyone caught the interview of Republican strategist Karl Rove by Robert Siegel that ran on NPR this past Tuesday, but it called into question the notion of the private polling conducted by campaigns and party apparati, versus polls like Leo just posted. It will be interesting to see which ends up being more accurate on election day--whose "math" was right.

Here's the bit I found interesting (although I'm not sure the plaintext quite captures the frustration that eventually emerged in Siegel's voice, which is generally so unerringly neutral):

SIEGEL: We're in the home stretch, though, and many would consider you on the optimistic end of realism about -

Mr. ROVE: Not that you would be exhibiting a bias or a (unintelligible). I like that. You're just making a comment.

SIEGEL: I'm looking at all the same polls that you're looking at every day.

Mr. ROVE: No, you're not. No, you're not.

SIEGEL: No, I'm not.
Mr. ROVE: No, you're not. You're not. I'm looking at 68 polls a week. You may be looking at four or five public polls a week that talk about attitudes nationally but that do not impact the outcome of -

SIEGEL: I'm looking at main races between - certainly Senate races.

[SNIP examples]

Mr. ROVE: Yeah, I'm looking at all these, Robert, and adding them up, and I add up to a Republican Senate and Republican House. You may end up with a different math, but you're entitled to your math, I'm entitled to the math.

>>> Leo Simonetta <Simonetta@ARTSCI.COM> 10/27/06 9:38 AM >>>
Poll: Middle class voters abandoning GOP
http://news.yahoo.com/s/ap/20061027/ap_on_el_ge/election_ap_poll
or
http://tinyurl.com/y3pbj5

The 2006 election is shaping up to be a repeat of 1994. This time, Democrats are favored to sweep Republicans from power in the House after a dozen years of GOP rule.

Less than two weeks before the Nov. 7 election, the latest Associated Press-AOL News poll found that likely voters overwhelmingly prefer Democrats over Republicans. They are angry at President Bush and the Republican-controlled Congress, and say Iraq and the economy are their top issues.

SNIP

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I am searching for literature that compares the results from Web surveys with results from other survey methods (RDD telephone, mall intercept, mail). In particular, I am looking for any differences that have been observed in attitudes, opinions, behaviors, preferences, etc. I'd appreciate any help list members can provide.
Thanks!

Melissa Pittaoulis  
Graduate Student  
Sociology Department  
Temple University

----------------------------------------------------

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Date: Fri, 27 Oct 2006 18:27:55 +0100  
Reply-To: Amanda Wilmot <Amanda.Wilmot@ONS.GSI.GOV.UK>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Amanda Wilmot <Amanda.Wilmot@ONS.GSI.GOV.UK>  
Subject: Re: Web Survey Literature  
Comments: To: map1278@TEMPLE.EDU  
Comments: cc: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

Melissa

We have just completed a project looking at possible mode effects between interviewer administered and self-administered surveys.

We found large differences in particular relating to the use of scalar questions and the use of 'check all that apply'.

Here is a link to our report - see SMB 58 if you'd like to read more.

Kind regards

Amanda

http://www.statistics.gov.uk/about/services/dcm/reports_publications.asp

Data Collection Methodology (London)  
Office for National Statistics  
D2/08  
1 Drummond Gate  
LONDON SW1V 2QQ

Tel: 020 7533 5321  
Fax: 020 7533 5499
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Thanks!

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Graduate Student
Sociology Department
Temple University

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For the latest data on the economy and society consult National Statistics at http://www.statistics.gov.uk
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It is true that experience shows that in spite of this problem the polls are very close to the total population most of the time, although Warren Mitovsky believed that differential cooperation was the cause of some erroneous calls of the exit poll results in 2004 in close races. But the problem should be acknowledged rather than blurred over. The "How the Poll Was Conducted" box takes up several lines explaining random digit dialing, and several more explaining the meaning of the stated confidence limits. Surely it can clearly state the nature of the population to which these confidence limits apply, and if the journalists want to offset worries that this cooperating population is different from the total population, they could say something like "experience shows that the population cooperating in a telephone survey conducted over several days, with X callbacks to reach those not available on the first call, is usually very close to the total population." And would it be too much to ask for the percent of working residential phone numbers called which actually resulted in interviews?

How close cannot be estimated from any statistical confidence limits formula, but only from past experience projected to the present situation by the researcher's judgment, and this should be admitted before some situation arises where we have a "Dewey beats Truman" blowup again. In 1948 Paul Lazarsfeld gave a lecture on election day that they might as well not hold the election since Dewey was so sure to win; I had to bring him the bad news the next morning. That evening he gave another lecture thoughtfully exploring all the reasons the polls might have been wrong - but it was a day late, and his face decorated a one-column wide cartoon running down the whole page of the local (Oslo) newspaper entitled "The Longest Face of the Week." Does Michael Kagay want to find himself similarly portrayed some day?

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

----------------------------------------------------
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Date:         Fri, 27 Oct 2006 16:11:29 -0400
Reply-To:     fred goldner <goldner@BESTWEB.NET>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
Allen is right. Also would someone please explain why mail surveys contain a response rate and phone surveys do not. The recent discussion about what is or is not a legitimate response rate in mail surveys ignores the fact that the same reasons that mail surveys are not returned apply to phone numbers that do not answer, or rejections or hang ups etc. And yet I have no idea how many responses in the cited NYTimes survey were "no answers" or "refusals" etc.

----- Original Message -----
From: "Allen Barton" <allenbarton@MINDSPRING.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, October 27, 2006 2:34 PM
Subject: "How the Poll Was Conducted"

Everyone agrees that poll reports in the press should include information allowing the reader to make some judgment of the quality of the data. The New York Times includes a box on "How the Poll Was Conducted" in each major story reporting on public opinion. This describes the "target sample" and the methods used to reach it, notes the statistical sampling error with the usual 95% confidence range, and notes that "in addition, the practical difficulties of conducting any public opinion survey may introduce other sources of error into the poll," mentioning question wording and order of questions as sources of variation. A current example is the October 27 report on the New Jersey Senate race.

But there is a major omission in the Times' report on the confidence limits: what was the population actually interviewed? The Times box elaborately obscures this, when it says:"In 19 cases out of 20 the results based on such samples [telephone interviews using random digit dialing of a sample of exchanges] will differ by no more than three percentage points in either direction from what would have been obtained by seeking out all adult residents of New Jersey." The reader is likely to assume from this that the plus or minus three percent applies to "all adult residents of New Jersey," but it actually applies to the population of all adult residents of New Jersey who would have cooperated with telephone interviews had they been "sought out" by that method. The box gives no hint of the possibility that differential cooperation with the survey by those with different opinions or vote intentions might cause the figures to deviate from the opinions of "all adult residents of New Jersey."

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Allen H. Barton, 118 Wolf's Trail, Chapel Hill, NC 27516
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research regarding the quality of service in the Retail or financial industry (Banks or Consumer Finance) that address the differences found in the quality of customers service (real or perceived) between minorities vs. non-minorities.

Thanks,

Scott McBride
HCM Marketing Research
22 West Road, Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 Fax
www.hcmresearch.com

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Date: Fri, 27 Oct 2006 17:56:52 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Re: Poll: Middle class voters abandoning GOP
Comments: To: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <s541dfc7.019@mail.dental.ufl.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

This is all spin. Rove knows better.

Mike O'Neil

Colleen Porter wrote:
> But then, these results are from a mere "public poll."
> 
> I don't know if anyone caught the interview of Republican strategist
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[SNIP examples]

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>>> Leo Simonetta <Simonetta@ARTSCI.COM> 10/27/06 9:38 AM >>>

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SNIP

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Please ask authors before quoting outside AAPORNET.
What the "How the Poll Was Conducted" box says is that 95% of the time the results "based on such samples" will fall within plus or minus three percent of "what would have been obtained by seeking out all adult residents of New Jersey." What would have been obtained by doing this would of course have been the total population of "those who would cooperate if asked," not the "sampling frame" of all landline telephone households in New Jersey. It is precisely my point that the "confidence limits" as stated don't show how close the sample is likely to be to the population of (landline telephone) households in New Jersey but to a poorly defined population of households which would cooperate in such surveys if they were called. The problem is not that "the non-sampling error is not included in the computation of the sampling error," but that the sampling error does not express the likelihood that the sample matches the "sampling frame" of the poll, but rather the likelihood that it matches the "population of potentially cooperative people." The fact that the non-sampling error is "difficult to calculate" does not mean that the possibility of such error doesn't deserve mention in reporting the poll.

Allen Barton

-----Original Message-----
>From: "Steen, Bob" <steenb@fleishman.com>
>Sent: Oct 27, 2006 4:28 PM
>To: Allen Barton <allenbarton@mindspring.com>
>Subject: RE: "How the Poll Was Conducted"
>
>Please correct me if I am in error, but the sampling frame is (landline)
telephone households in NJ, not those who would have cooperated if asked.
>
>Those who don't cooperate may interfere with the accuracy of the poll,
>but they represent a form of non-sampling error, specifically non-response error. The "error" attributable to non-response error is difficult to calculate since we don't know the opinions or behavior of these who don't respond.
The non-sampling error is not included in the computation of the sampling error.

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 Allen Barton
Sent: Friday, October 27, 2006 1:34 PM
To: AAPORNET@asu.edu
Subject: "How the Poll Was Conducted"

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> Phone/fax: 919 933 4003 allenbarton@mindspring.com

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Phone/fax: 919 933 4003 allenbarton@mindspring.com

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John:

Your points and your questions are well taken. As Standards Chair for AAPOR, I have set it as a priority to look into these very issues. I am currently in the early stages of a process that will, I hope, ultimately lead to some kind of "best practices" statement that will address the ethical, data quality, and public relations issues that surround political message testing surveys. For the present, however, we are left with only the current "push poll" statement and a lot of qualms about polls like the one that you describe.

Tom Guterbock

--On Friday, October 20, 2006 4:37 PM -0700 John D Rogers <jdrogers@SFSU.EDU> wrote:

> In the town where I live, there is a controversial development project
> being debated. A local election is required in order for the developer
> to include residential housing on his property, and he is pulling out
> all the stops to win his case. Recently a survey conducted by the
> developer's consultants has led to accusations of push polling:
>
> Upon review of available information it seems clear that the survey in
> question may not really be a push poll as defined by groups like NNCP and
> AAPOR, but it is equally clear that many people who received the calls
> are deeply offended and don't really care how the pollsters define what
> is and isn't a push poll (I did not take the survey and have not yet
> seen a transcript).
>
> I've had some discussion about the issues with the local paper, as I
> wanted to make sure they understood what a push poll is and isn't. But
> as I thought about it, I started to wonder. The developer defended the
> poll as a survey of 400 respondents, which is not of course a hallmark
> of a push poll. But in a typical fast turnaround poll in California,
> you'd probably need a fairly large sample even to reach 400 respondents
> - I'm guessing on the order of 4000 numbers or maybe even more. Given
> that there are only about 14000 households in the community, that
> potentially represents a substantial proportion of the population. So
> you get something close to the scale of a push poll while being able to
> say it was not a push poll.
>
> Of course there are other key factors as well, like were the negative
> statements blatantly false, were they actually collecting data or not,
> did the company identify themselves (they did), and so forth. But it
> seems to me that in a local election in a small community, the campaign
> strategist can get a lot of the "benefit" of push polling and still be
> able to justifiably claim that their survey is not a push poll.
>
> Is there any published literature on the positioning or message testing
> methods that so often get labeled this way, any evidence to show that
> these methods (with a negative focus) actually provide useful information
> resulting in more effective campaign strategies? Aside from the ethical
> issues, I'm just wondering whether it works as intended. Perhaps more
> importantly, is it really worth the cost to the sponsor's credibility
> when the inevitable accusations of push polling come out? And what of
> the cost to the credibility of survey researchers in general?
>
> -------------------------------------------
> John D. Rogers, Ph.D.
> Associate Director
> Public Research Institute
> San Francisco State University
> 1600 Holloway Avenue
> San Francisco, CA 94132
> jdrogers@sfsu.edu
> (415) 405-3800 (voice)
> (415) 338-6099 (fax)
>
> -------------------------------------------
> Archives: http://lists.asu.edu/archives/aapornet.html
> Vacation hold? Send email to listserv@asu.edu with this text:
> set aapornet nomail
> On your return send this: set aapornet mail
> Please ask authors before quoting outside AAPORNET.
> Problems?-don't reply to this message, write to: aapornet-request@asu.edu
There is a 1945 thriller in which push-polling plays a major part: Darwin L. Teilhet's "The Fear Makers" (Appleton 1945; movie version 1957.) Our hero returns from World War II to the polling agency where he had worked. He is consigned to an office with little to do and can't find out much about what the agency is doing. It turns out that they are selling their sample to forces of evil who use the interviews to spread rumors and hate-mongering, for a hefty fee. He steals the IBM cards of the master address file, and is pursued through the countryside trying to figure out how to destroy several thousand IBM cards and frustrate the evil schemes.

Teilhet, according to his internet biography, served in intelligence in WW II; as a teenager he had worked as a juggler in a French circus, obviously good training for an intelligence agent; after writing a number of thrillers he became assistant to the president of Dole Pineapple in Hawaii.

-----Original Message-----
>From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
>Sent: Oct 28, 2006 12:47 PM
>To: AAPORNET@asu.edu
>Subject: Re: Some thoughts and questions on push polling allegations
>
Allen H. Barton, 118 Wolf's Trail, Chapel Hill, NC 27516
Phone/fax: 919 933 4003   allenbarton@mindspring.com

Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

Although the findings are not new, this article in today's Washington Post might be of interest to pollsters and forecasters: http://tinyurl.com/t2bu8

SNIP: "For every second longer they take to respond about who they are going to vote for, the probability they are going to turn out and cast a vote for that party drops by 8 percent," said John Bassili, a psychologist who has studied how [survey] response time predicts voting behavior."
Dear Colleague,

We warmly invite you to join a distinguished, interesting group of researchers at the 2006 PAPOR Annual Conference December 7-8 in San Francisco. This year's conference promises a fascinating inside look at 2006 elections. As always, the two-day gathering will examine controversial political topics and offer insights into key topics in research methodology.

Site for the conference is the Sir Francis Drake Hotel near historic Union Square. For the third consecutive year, the annual two-day PAPOR meeting will be in the scenic heart of the Bay Area of northern California. Registration for the annual conference includes a one-year membership in PAPOR (register at www.papor.org).
PROGRAM

Elections will be a major focus at the 2006 PAPOR meeting, which will feature thoughtful analyses of current issues in public opinion research. This year, three pollsters from Mexico will join U.S. discussants in analyzing the controversial Mexican election. Results of the California and national U.S. elections will be explored by panelists from research and news organizations. In addition, survey methodology presentations will include cell phone research, sampling and computer interviewing, and response bias in political surveys.

SHORT COURSE

William G. Jacoby of Michigan State University will present an afternoon short course about multidimensional scaling, a research tool ideally suited for data obtained from public opinion surveys. Registration for the short course is discounted with conference registration.

HOTEL

The Sir Francis Drake Hotel has been a San Francisco landmark near Union Square since 1928. Hotel reservations for PAPOR 2006 can be made by contacting the hotel at 800-227-5480 before November 16, 2006. To obtain the contracted rate of $139 per night (single or double occupancy, plus taxes), attendees should mention the PAPOR Annual Conference. The room rate should be available for several nights just prior to and following the conference. The hotel provides complimentary wireless high-speed Internet access in all rooms.

You can register online for the conference and short course course at www.papor.org.

Hope to see you there!
One last update (for tonight at least) on the "Push Poll" story we have been following today. TPMMuckraker's Justin Rood reports tonight on an interview with Zeke Smith of Common Sense Ohio, "the man responsible" for the calls into Maryland and Tennessee, and similar efforts in Montana and Ohio. In the interview, Smith confirmed that "his group uses a firm called ccAdvertising to make his calls," and offers a defense of their tactic.

http://www.pollster.com/mystery_pollster/mdtn_calls_more_from_tpmmuckraker.php
or
http://tinyurl.com/ylpfjv

Some background at

http://www.pollster.com/mystery_pollster/push_polls_in_mdt_freeeatscom.php
or
http://tinyurl.com/yls6ss

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Leo G. Simonetta
Director of Research
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209
I am seeking some general information about satisfaction scales and would appreciate any input that you have.

Michael Koger, Sr.

Thomas Friedman recently suggested the spike in violence in Iraq might be a "jihadist equivalent of the Tet offensive" in Vietnam ("Barney and Baghdad," New York Times, 10/18/06). President Bush picked up on the idea a few days later on ABC's This Week which generated further speculation about how events in Iraq might move voters in the closing days of the campaign.

This rendition of the turn of events in 1968 reflects a prevailing misunderstanding of how Tet affected public opinion on Vietnam and the '68 election. As a polling veteran who happened to be working in the East Asian Bureau of the State Department during Tet, I thought a few comments would be useful.

Mr. Bush has much to worry about when it comes to American public opinion about the war, but there are important limits to the Tet parallel. Ironically it is the limits of the Tet parallel that make the potential impact of Iraq on the upcoming elections so great.
North Vietnam's unexpected offensive on January 30, 1968 was brazen -- simultaneous attacks on seven major South Vietnamese cities, dozens of towns, and several military installations. Even the first floor of the U.S. Embassy in Saigon was overrun by the Viet Cong.

As devastating a blow as Tet would become to public support for the war, the immediate reaction of the American people was to rally around the flag. The Gallup Poll reported a six percentage point increase in public support for the war in the week after Tet. It took more than two months for doubts about the war to deepen as the reality set in that the U.S. had further to go in Vietnam than the public had been led to believe.

Iraq is markedly different. Public doubts about the war took hold more than two years ago. Long before the recent increase in violence, solid majorities were telling pollsters that the U.S. made a mistake sending troops to Iraq. The burden of opinion by mid-2004 was that U.S. actions in Iraq were making the world more dangerous, creating more terrorists, diminishing respect for the U.S. around the world, and failing to bring stability to Iraq. More than half the public then also thought the Bush administration had intentionally exaggerated its evidence of WMD in Iraq and questioned whether George Bush had a "clear plan for handling the situation in Iraq."

Iraq also differs from Tet because Vietnam was overshadowed by other concerns as voters went to the polls in 1968. As divided as Americans were about the war in Vietnam, studies have shown that voters' choices then were driven more by party loyalty and issues such as jobs, race, and crime. This was in part because differences between Richard Nixon and Hubert Humphrey on Vietnam were not sharply drawn in voters' minds.

Again, Iraq is markedly different. The war is now the dominant concern of voters, including many who have been loyal supporters of Mr. Bush up to this point. There is also a growing sense in public opinion that the Democrats would do a better job than the Republicans on both Iraq and terrorism.

What makes 2006 worse than a replay of 1968 for Mr. Bush and the Republicans is that misgivings about the Administration's handling of Iraq don't need to coalesce in the closing days of the campaign. Doubts about going into Iraq and concerns about persisting instability there are firmly established in public opinion. Even occasional good news from Iraq has done little to dislodge those doubts. And it is not just that things are going badly on the ground. Underlying public doubts is a sense President Bush is not on top of the situation.

A sudden Tet-like event in Iraq and/or new threat from Osama would not be likely to have significant impact on public opinion as a whole. It might boost turnout in some tight races, but that could cut both ways as those supporting and opposed to the war come to the polls. In short, most of Iraq's impact on the election has already been felt. The public's reaction to late-breaking developments would only build on trends in opinion that have long been at work.
The MAPOR conference will be held at the Radisson Hotel and Suites in Chicago on November 17 and 18. The program is packed with great sessions. Two of the highlights will be Susan Pinkus of the Los Angeles Times giving the luncheon address and John Stevenson from the University of Wisconsin Research Center at the pedagogy hour presenting "The Current State of Survey Research: Problems, Solutions and Technological Advances".

There is a methodological session during every breakout period. There are topical issues such as the War in Iraq, Katrina, Stem Cells and Science, Education and Intelligent Design. There are a variety of theoretical sessions of opinion-formation, frames and agenda setting. And there are sessions that focus on the media.

There are four panels including a panel of on increasing public cooperation with surveys with the experts in the field; an post-election panel of pollsters telling us what their studies showed; a panel on physician surveys and a special panel of longtime MAPOR leaders as MAPOR enters its fourth decade of looking at public opinion with a Midwestern viewpoint.
Midwest is a state of mind as once again MAPOR has participants from Washington DC to Washington state. Georgia and Texas to Cornell, NY. There’s a reason why people still come to MAPOR even after they leave the Midwest. It is a student-friendly conference that still offers a lot to the professional and tenured.

The early bird registration has to be postmarked by Nov. 1. The form can be downloaded at www.mapor.org <http://www.mapor.org/>

And MAPOR members don’t forget to vote by Nov. 3.

Ward Kay

(Program below)

MAPOR PROGRAM
November 17 -18 2006
FRIDAY
8:30 am -96 5 pm Registration (coffee, tea, bakery, fruit)
10 am -96 11:30 am International Opinion
Symphony A
Moderator: Kristen Landreville, The Ohio State University
=Riots and Democratic Consolidation in South Africa= Beth Harkavy, Columbia University
Juyan Zhang, Monmouth University; Shahira Fahmy, Southern Illinois University; and Sarah Roedl, Southern Illinois University

Who Cares About Europe? Profiling the European News Seeker In Contrast To Social Geo-Identity Circles
Homero Gil de Zárate, University of Wisconsin-Madison

Cross-National Harmonisation of Socio-Demographic Variables in the International Social Survey Programme (ISSP)
Ipek Bilgen, University of Nebraska-Lincoln/Gallup Research Center; and Evi Scholz, ZUMA, Mannheim, Germany

Discussant: Tudor Vlad, University of Georgia

10 am 11:30 am Issues in Education Symphony B

Values and Public Opinion about a Local Education Issue
Edward Frederick, University of Wisconsin-Eau Claire; and Kurt Neuwirth, University of Cincinnati

Can Policymakers Trust Teacher Survey Data? Factors Affecting the Validity of Teachers' Reports of Mathematics Instruction on Annual Surveys
Seong Won Han, University of Wisconsin-Madison; and Eric M. Camburn, University of Wisconsin-Madison

Smart Creationism: How People are Speaking Out about Intelligent Design Being Taught in the Science Curriculum at Public Schools
Eulalia Puig Abril, University of Wisconsin-Madison

Source Influences on Framing the Intelligent Design Debate
Josh Grimm,
University of Iowa

Discussant: Matthew Courser, Pacific Institute for Research & Evaluation

10 am – 11:30 am          Political Discussion and Social Networks
Symphony C

Moderator: Daekyung Kim, Idaho State University

10:00 The Good Citizen and Network Diversity=94 Bruce W. Hardy, University of Pennsylvania

10:15 Political Discussion Frequency, Network Size, and Heterogeneity=94 William P. Eveland, Jr. and Myiah H. Hively, The Ohio State University

10:30 Communicating Policy Preferences through Political Discussion: A Network Approach=94 Tiffany L. Thomson, The Ohio State University

10:45 Media, Political Communication Networks & Socialization: Does Community Environment Matter?=94 Leo W. Jeffres, Edward Horowitz, Cheryl Bracken, Sukki Yoon, and Guowei Jian, Cleveland State University

Discussant: Cecilie Gaziano, Research Solutions, Inc.

10 am – 11:30 am                                    PANEL 1
Lyric

Challenges and Recommendations in Surveys of Physicians and Medical Professionals

Session Organizer: Joe Murphy, RTI International

10:00 The Costs of Using Pre-Paid Incentives in a Physician Survey=94 Sean O. Hogan, RTI International
Socioeconomic Surveys of Physicians’ Experiences and Recommendations
Sara Thran, American Medical Association and Mindy Schneiderman, American Medical Association

The Challenges of Maintaining Consistency in a Longitudinal Survey of Hospitals
Peter Kralovec, Health Forum/American Hospital Association

Methods and Experience in the American Dental Association’s Survey Center
Karen Schaid-Wagner, American Dental Association

Response Rates Challenges in an Annual Survey of Physicians
Joe Murphy, RTI International; Emily McFarlane, RTI International; Murrey Olmsted, RTI International; and Katharine Abraham, Joint Program for Survey Methodology/University of Maryland

Discussant: Timothy Johnson, University of Illinois at Chicago Survey Research Laboratory

11:45 am – 1:15 pm
Luncheon (ticket required)

Presiding: Dietram A. Scheufele, MAPOR President

Student Paper Chair: Richard M. Perloff, MAPOR Fellow

Speaker: Susan Pinkus, Los Angeles Times Poll

1:30 PM – 3:00 PM
Questionnaire Design
Symphony A

Moderator: Emilia Peytcheva, University of Michigan

Different Types of Mismatch Answers in Survey Interviews
Yfke P. Ongena, Gallup Research Center, Survey Research and Methodology Program
The Effect of Direction of Response Scales on Survey Responses
Ting Yan, University of Michigan

Agreement Answer Scales and Their Impact on Response Styles across Cultures
Ana Villar, University of Nebraska-Lincoln

Employing Social Psychology to Improve Survey Responses
Andy Peytchev, University of Michigan

Who Do You Trust? An Investigation of the Role of Trust in Civic Life
Ellen Kanervo, Austin Peay State University and Weiwu Zhang, Austin Peay State University
Discussant: Bob Belli, University of Nebraska-Lincoln

1:30 PM – 3:00 PM Frames
Symphony B

Frames Affect Me; But You? Third Person Perceptions and Framing
Hernando Rojas, Janice Liebhart, Bradford Lystra, Caroline Niemann, Vidal Quevedo, Albert C. Gunther, University of Wisconsin-Madison

Framing Effects on Attitude Formation: Examining Cognitive Processes
Hyunseo Hwang, University of Wisconsin-Madison; Dhavan Shah, University of Wisconsin-Madison; Douglas M. McLeod, University of Wisconsin-Madison and Jaeho Cho, University of California-Davis

Another Side of Framing Effects: How Different Frames Influence Knowledge Structure Density
Fei Shen, Ivan Dylko, The Ohio State University

The Framing Of Poverty: An Experiment on Gains, Loses, and Issue Responsiveness
Xiaoli Nan, Eulalia Puig Abril, Andrew Binder, Pamela Nevar, Jodi Minzlaff. Jacqueline Hitchon, University of Wisconsin-Madison
1:30 PM – 3:00 PM  Changing Opinion Climates: Hurricane Katrina
Symphony C

Co-sponsored by the Communication, Theory and Methodology Division
(Professional Freedom and Responsibility) of AEJMC and MAPOR

Moderator: Cory Armstrong, University of Florida

Discussant: Douglas Blanks Hindman, Washington State University

1:30 PM – 3:00 PM  PANEL 2

Lyric

2006 ELECTION OVERVIEW

Session Organizer: Ward Kay, Adirondack Communications

Panelists:

Rob Daves = 96 Minnesota Star Tribune

Nick Panagakis = 96 Market Shares Corporation
3:15 pm – 4:45 pm                      Survey Data Quality
Symphony A

Moderator: Kristen Olsen, University of Michigan

Data Quality in a Multi-Mode Survey Environment
Emilio Serrano, University of Nebraska-Lincoln; Darby Miller Steiger, The Gallup Organization
Julie Kohrell, The Gallup Organization

The Development of a Multivariate Coding Scheme for Evaluation of Event History Calendar and Standardized Interviews
Yfke P. Ongena, Rene Bautista, Yelena V. Kruse, and Javier Perez Berestycki, Gallup Research Center, University of Nebraska-Lincoln

Behavior Coding In Cognitive Interviews: A Comparison of Interviewer and Coder Effects
Rachel M. Levenstein, University of Michigan

Supplemental Data Collection Strategies for Parent Respondents in a School-Based PAPI Study
Marietta Bowman, National Opinion Research Center (NORC) at the University of Chicago

Assessment and Best Practice Models for Recruitment of Focus Group Participants: Implications and Consequences
William L. Rosenberg, Drexel University

Discussant: Katherine Draughon, Draughon Research

3:15 pm – 4:45 pm                      The War in Iraq
Symphony B

Moderator: Serena Carpenter, Michigan State University

Who Really Thinks Saddam Was Personally Involved? Examining Changes in Misperceptions about the Iraq War
Lee B. Becker, University of Michigan
Georgia,
Allan L McCutcheon, University of Nebraska, Lincoln, Tudor Vlad, =
University
of Georgia

=93The Influence of News Frames on Public Opinion about the Iraq War=94 =
Margot
Hoyt, University of Michigan=20

=93Testing the Casualties Hypothesis: Re-Examining the Impact of Troop =
Loss on
Public Support for Military Action=94 Matthew Nisbet, American =
University,
Andrew F. Hayes, The Ohio State University, Teresa Myers, The Ohio State
University

=93A Political Economy of War Support=94 Terri L. Towner, Purdue =
University

=93Wag the War: Late Night Comedy & Osama Bin Laden=94 Joshua Compton, =
Southwest
Baptist University; Brian Kaylor, University of Missouri; Edward M.
Horowitz, Cleveland State University; and Ariane Mitchum, Cleveland =
State
University

Discussant: Steve Everett, Everett Group

=20

3:15 pm =96 4:45 pm                        Political Engagement
Symphony C

Moderator: Hernando Rojas, University of Wisconsin - Madison

=20

=93Determinants of Voter Turnout in a Local Referendum: The Roles of =
Perceived
Control and Communication Behaviors in Predicting the Vote=94 Lindsay H.
Hoffman, The Ohio State University

=93Navigating Liminality: Media, Civic and Political Engagement in the
Diaspora=94 Andrea Hickerson, University of Washington

=93Mobilizing To Solve Community Problems: Adult vs. Youth Assessments =
of
Local Resources=94 Douglas Blanks Hindman, Washington State University

=93An Exploration of Political Disaffection in Two Samples: Statewide =
Compared
to Students=94 Myiah Hutchens Hively, Bruce E. Pinkleton, Rebecca Van de =
Vord
and Erica Weintraub Austin, The Ohio State University
Discussant: K. Vish Viswanath, Harvard University

4:45 pm – 6 pm                        Cocktail Hour and a Quarter

4:45 pm – 6 pm                                   Poster Session
Lyric and Intermezzo

The Caged Bird Sings: How Reliance on Al Jazeera Affects Views Regarding Press Freedom in the Arab World – Shahira Fahmy, Southern Illinois University and Thomas Johnson, Texas Tech University

A Content Analysis of U.S. Senators’ Web Sites – Michele Elder, Indiana University

Current Issues in the Cultural Effect of Age and Survey Measurement – Mandy Sha, Joe Murphy, Kelley Holsinger, RTI International

Do you hear what I hear?: Verbal behavior coding of Event-History Calendar and Conventional Interviews – Jamie Marincic, University of Nebraska-Lincoln, Bob Belli, University of Nebraska-Lincoln

The Duration of Impact of Midcareer Training Programs for Journalists – Tudor Vlad, University of Georgia, and Lee B. Becker, University of Georgia

The Effect of Online Sources on Newspaper Readers’ Perceptions – Xiaopeng Wang, Joan Price, David Schreindl, Renuka Suryanarayan, and Tiffani Thomas, Ohio University

Fear Appeals in Political Communication: An Examination of Public Opinion about Social Security Reform and Global Warming – Teresa Myers, The Ohio State University, and Catherine Goodall, The Ohio State University

The Former Audience and the Future Public: The Relationship between Media Use and Political Participation – Limor Peer, Northwestern University

The Impact of the Internet on Teenagers – Interpersonal =
Communication
Behaviors: The Relationship between Internet Use and Desire for Face-To-Face Communication
Young Soo Shim, Southern Illinois University Carbondale

Reasons for Searching Web News Sources: Uses and Gratifications for Portal News and Weblogs among College Students
Daekyung Kim, Idaho State University, and Hyunwoo Kim, Indiana State University

Re-conceptualizing Willingness to Speak Out in the Spiral of Silence: Examining Verbal Expression Strategies in Offline and Online Contexts
Shirley S. Ho, University of Wisconsin-Madison

The Relation of Attachment to Possessions to Object Symbolism and Commitment to Developmental Tasks
Rui Jiao, University of Nebraska, and A. Dwayne Ball, University of Nebraska-Lincoln

Religion and Attitude toward Abortion: Buddhists, Protestants, and Catholics
Jibum Kim, National Opinion Research Center, Jaesok Son, University of Chicago

Trust in Media as a Campaign Effect: Framing the Media
Gary Pettrey, Cleveland State University

5:30 - 6:30 pm Pedagogy Hour

Presiding: Dietram A. Scheufele, MAPOR President
Speaker: John Stevenson
Associate Director of the University of Wisconsin Survey Center
Topic: The Current State of Survey Research: Problems, Solutions and Technological Advances

SATURDAY
8:30 am – 9:00 Noon               Registration (coffee, tea, bakery, fruit)

8:30 am – 9:10 am                Survey Accuracy and Standards
Symphony A

Moderator: Joe Murphy, RTI International

9:30 a.m. – 10:00 a.m.
A Review of the New International Standards Organization’s (ISO) Standards for Market, Opinion, and Social Research by Tom W. Smith, NORC/University of Chicago

An Application of the New Measure of Poll Accuracy (A) To the Italian Context: Published Poll Accuracy for the 2006 and 2001 Italian Parliamentary Elections by Mario Callegaro, University of Nebraska-Lincoln and Giancarlo Gasperoni, University of Bologna

Assessing the Impact of Refusals and Election Day Factors on Exit Poll Estimates: Evidence from the 2006 Mexican Presidential Election by Rene Bautista, University of Nebraska-Lincoln; Mario Callegaro, University of Nebraska-Lincoln and Jose Alberto Vera, Francisco Abundis, Parametrica SA de CV

Why Web Surveys Work: Insights from "Essay Surveys" Designed to Reveal Rare Ideas Held by the Public by David Fan, University of Minnesota

Discussant: John Loft, RTI

10:00 a.m. – 10:30 a.m.

Media and Politics
Symphony B

Moderator: Shahira Fahmy, Southern Illinois University

Informing the Voter: The Use of Sources and Coverage of Issues by Newspapers in the 2004 U.S. General Election by Hilde Breivik, University of Wisconsin-Madison
Influence of Nightly News Coverage Imbalance on Candidate Support in Daily Tracking Polls
Frederick Fico, Geri Alumit Zeldes, Arvind Diddi, Serena Carpenter, Michigan State University

Globalization Protest and the Media: An Analysis of Broadcast Media Coverage of the Battle in Seattle
James K. Hertog, Lloyd Alan Lowhorn, Timothy Buckingham, University of Kentucky

Framing, Sourcing and Story Topics Beyond the Iraqi Invasion: How Elite and Non-elite Newspapers Portrayed Gulf War II
Serena Carpenter, Michigan State University

Discussant: Patricia Moy, University of Washington

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8:30 am – 10 am
Agenda-setting
Symphony C

Moderator: Myiah Hutchens Hively, The Ohio State University

Agenda-Setting and Priming Online: Examining the Relationships Between Online and Offline Agendas and Evaluations of the President Leading Up to the 2004 Election
Tsung-Jen Shih, University of Wisconsin-Madison and Dietram A. Scheufele, University of Wisconsin-Madison

Public Opinion Formation of a President: An Agenda Setting Study Of Newspaper Coverage of George W. Bush And How It Associated With Gallup Poll
Jennifer Kowalewski, University of North Carolina at Chapel Hill

Terrorism in Election Polls and Television News in the 2004 Presidential Election
Kristen Landreville, The Ohio State University

Public Opinion and Stem Cell Research: Exploring Attitudinal Changes during Presidential Election Times
Dominique Brossard, Shirley Ho, Dietram Scheufele, University of Wisconsin-Madison

Discussant: David Tewksbury, University of Illinois
8:30 am - 10 am                    Religion
Lyric

Moderator: Eulalia Puig Abril, University of Wisconsin-Madison

Spiritual but not Religious: Insights from an Online Panel - Kumar Rao, University of Nebraska-Lincoln and Knowledge Networks Inc; Dwayne Ball, University of Nebraska-Lincoln; and Ron Hampton, University of Nebraska-Lincoln

Who Plays, Prays and Pays? Tennessee Lottery Participation, Religion and Demographics - Glenn Hubbard, A. Farina, C. Gee, and A. Kushniryk, University of Tennessee

Evolution, Religion, and American Public Opinion: Change and Stability - George F. Bishop, University of Cincinnati

Issue Framing and the Stem Cell Controversy: The Effects of Primed Encoding and Reflection on Stem Cell Opinions - Melissa R. Gotlieb, Hyunseo Hwang, Hilde Breivik, Douglas M. McLeod, University of Wisconsin-Madison

Discussant: Robert Wyatt, Middle Tennessee State University

10:15 am - 11:45 am               Media Effects
Symphony A

Moderator: Andrea Hickerson, University of Washington

Is There Truth Out There? Media Effects on Epistemic Efficacy - Raymond J. Pingree, Douglas M. McLeod, and Dominique Brossard, University of Wisconsin-Madison

Questioning the Assumption of Uniform Effects of the News Media: The Moderating Role of Community and Newspaper Characteristics - William P. Eveland, Jr. & Ivan Dylko, The Ohio State University
The Impact of Newspaper Frames on Cognition
Michel M Haigh, The Pennsylvania State University

How News and Discussion Help Us Explain a Social Policy: The Influences of News and Discussion on Attributions
Tiffany L. Thomson, The Ohio State University and Young Mie Kim, The Ohio State University

Communicative Sources of Political Efficacy: The Roles of Traditional News Media and the Internet
Kyurim Kyoung, University of Wisconsin-Madison

Discussant: Donna Rouner, Colorado State

10:15 am - 11:45 am Changing Opinion Climates: Using the Internet
Symphony B

Conducting Online Survey Research to Internet Users, Especially to Early Adopters of New Media: Strengths and Limitations of Online Survey Research
Seung-Hyun Lee, University of Wisconsin-Madison

Fielding a Longitudinal Online Electronic Survey: Gaining Behavioral Insights or Collecting Questionable Data?
Fiona Chew and Nirali Bhagdev, Syracuse University

New Mediated Deliberation: Discussion of the Alito Nomination in the Blogosphere
Michael Xenos, University of Wisconsin-Madison and Nuri Kim, University of Wisconsin-Madison

Political Knowledge and Participation in 2004: Does Internet Use Bridge the Gap between High and Low Education Groups?
Kajsa E. Dalrymple, University of Wisconsin-Madison

Discussant: Kimberly Neuendorf, Cleveland State University
10:15 am – 11:45 am
Symphony C

Moderator: Tiffany L. Thomson, The Ohio State University

10:15 am – 11:45 am
Opinion Formation

Moderator: Tiffany L. Thomson, The Ohio State University

=93Issue Salience and Foreign Policy Ideology in Survey Research=94 =
Aaron S.
Veenstra, University of Wisconsin-Madison

=93Are Americans Displacing =91Freedom=92 With =91Fear=92?=94 Anup =
Kumar, University of
Iowa

=93Self-Reported Media Exposure and Political Opinions: Findings from =
the 2004
American National Election Study=94 Harlan R. Sayles, University of
Nebraska-Lincoln

=93How People Form Their Opinions about Stem Cell Research: How Media =
Use and
Interpersonal Discussion Moderate the Effect of Value Predispositions=94
Tsung-Jen Shih, University of Wisconsin-Madison

Discussant: Weiwu Zhang, Austin Peay State University

=20

10:15 am = 96 11:45 am
PANEL 3
Lyric

Increasing Public Cooperation with Surveys

Session Organizer: Mitchell A. Pravatiner

Paul Lavrakas, Nielsen Media Reaearch

Tom W. Smith, NORC/University of Chicago

Robert Groves, University of Michigan

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11:45 =96 1:30   LUNCH ON YOUR OWN

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1:30 pm – 3:00 pm
Nonresponse

Symphony A

Moderator: Andy Peytchev, University of Michigan

The Effects of First Class vs. Priority Mail Mailers on Mail Survey Response Rates
Paul J. Lavrakas, Norm Trussell, Justin Bailey, Jennie Lai, and Millie Bennett, Nielsen Media Research

Are Indicators of At Home Patterns Related to the Likelihood of Contact for Cell Phone Surveys?
Frost Hubbard, University of Michigan

A Study of Panel Member Attrition in the Gallup Panel
Harlan Sayles, University of Nebraska-Lincoln and Zachary Arens, The Gallup Organization

Real Answers When They’re Easy: A Spiral of Silence Explanation for Opinions and Non-Opinions in Survey Response
Jason B. Reineke, The Ohio State University

Discussant: Allan McCutcheon, University of Nebraska – Lincoln

1:30 pm – 3:00 pm
Evaluating the Media

Symphony B

Moderator: Lindsay Hoffman, Ohio State University

Political Ideology and Public Trust in Local News Media
Paul R. Brewer and David Pritchard, University of Wisconsin-Milwaukee

Brandon Bosch and Patricia Moy, University of Washington

Location Matters: Newspaper Entry into Pittsburgh Monopoly Market
Fosters
Local Editorial Competition and Marketplace of Ideas=

=94 Steve Hallock,
=94 Southern Illinois University Carbondale

=94 Citizen vis-à-vis Traditional Journalism in New York City=
=94 Victoria Biwan
Hildebrandt and Eulalia Puig Abril, University of Wisconsin-Madison

=94 Attracting Younger Audiences: Examining how Access to Local News =
Content Influences Younger Readers=
Cory L. Armstrong, University of Florida =
and
Steve J. Collins, University of Central Florida

Discussant: Edward Horowitz, Cleveland State University

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1:30 pm =96 3:00 pm                          Political Issues
Symphony C

Moderator: Shana Hammaker, Middle Tennessee State University

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=93 The Use of Sources in Controversial Issues: The Case of Same-Sex =
Marriage=94
Joseph Schwartz, University of Iowa

=93 Who is the bad guy?: Framing of North Korea and the United States in =
Chosun Ilbo after the 2002 U.S. State of the Union Address=94 Yeon Kyeong Kim,
University of Iowa

=93 Who Are =93 They=94? The Real Challenges of Mexican Immigration=94 =
Maria Narayani Lasala Blanco, Columbia University

=93 Can Music Rock the Vote? An Analysis of the Potential Relationship =
Between War-time Music and Public Opinion=94 Heather L. LaMarre and Jessica A.
Flanders, The Ohio State University

Discussant: Dietram A. Scheufele, University of Wisconsin-Madison

=20

1:30 pm =96 3:00 pm                          Deliberation and Deliberative Polling
Lyric

Moderator: Ipek Bilgen, University of Nebraska-Lincoln

=20

=93 In Search of Informed Public Opinion: Deliberative Polls and the =
Framing of Information
Gerald M. Kosicki, The Ohio State University

= To Understand or To Persuade? Cognitive Breadth, Motivation to Talk, and Deliberative Participation
Emily K. Vraga, Nam-Jin Lee and Lucy Atkinson, University of Wisconsin-Madison

Online Vs. Face-To-Face Deliberation: Comparing the Effects of Online and Face-To-Face Deliberation on Issue Knowledge, Political Efficacy, and Political Participation
Seong-jae Min, Ohio State University

Using a Simulated Discussion to Isolate Effects of Oppositional Message Characteristics: Interactions with Opinion Strength on Attitudes about the Other Side
Hyunseo Hwang, Rosanne Scholl, Ray Pingree, University of Wisconsin-Madison

Discussant: Woody Carter, Metro Chicago Information Center

3:15 pm – 4:45 pm
Nonresponse Bias
Symphony A

Differences in Nonresponse Bias between Demographic and Substantive Variables in a Meta-analytic Study
Emilia Peytcheva and Robert M. Groves, University of Michigan

Adjusting For Multiple-Cause Attrition Bias in Longitudinal Sample Surveys
Moh Yin Chang, University of Nebraska-Lincoln

Nonresponse Bias and Advance Letters in an Environmental Contamination Survey
Kristen Olson, Jennifer Sinibaldi, and Jim Lepkowski, University of Michigan

Satisficing in Early Versus Late Responses to a Mail Survey
Olena Kaminska, University of Nebraska-Lincoln; Bart Goeminne, K.U.Leuven, Belgium; and Marc Swyngedouw, K.U.Leuven, Belgium
Discussant: Colm O'Muircheartaigh, NORC/University of Chicago

3:15 pm - 4:45 pm  Attitudes about Science and Technology
Symphony B

Moderator: Xiaoli Nan, University of Wisconsin

Exploring Moderating or Mediating Role of Communication Process Variables in Predicting Scientific Knowledge = Eunkyung Kim and Dietram Scheufele, University of Wisconsin-Madison


Voter Confidence in the New Generation of Election Technology = Fred Conrad, University of Michigan; Michael J. Hanmer, Georgetown University; and Michael W. Traugott, University of Michigan

Prime Time Science: How Value Predispositions and Scientific Omniscience in Entertainment Television Influence Attitudes toward Science = Anthony D. Dudo, University of Wisconsin-Madison

Discussant: Julie Andsager, University of Iowa

3:15 pm - 4:45 pm  Third Person Effects
Symphony C

Moderator: Andy Binder, University of Wisconsin-Madison

Defining Social Reality While Becoming Persuaded: The Third-Person Effect and Coorientation = H. Allen White, Murray State University

How Anti-Drug Campaigns Understand the Self: Third Person Effect and Behavioral Change = Ian Turnipseed, University of Alabama

Cognitive Underpinning of the Third-person Perception = Ye Sun, =
Zhongdang Pan, and Hyunseo Hwang, University of Wisconsin-Madison

Presumed Contention: How Presumed Influence Interacts With Perceived Strife over a Public Issue
Ken Blake, Shana Hammaker, Robert O. Wyatt, Middle Tennessee State University

Discussant: Dianne Rucinski, University of Illinois - Chicago

3:15 pm - 4:45 pm Panel 4

Lyric MAPOR: Looking Back and Forward in Public Opinion Theory and Research
Session Organizer: Weiwu Zhang, Austin Peay State University

Panelists:
Lee Becker, University of Georgia
Doris Graber, University of Illinois - Chicago
Leo Jeffres, Cleveland State University
Allan McCutcheon, University of Nebraska - Lincoln
K. Viswanath, Harvard University
David Weaver, Indiana University

5:00 pm - 5:30 pm Annual Meeting - Symphony C
5:30 pm - 6:30 pm Social Hour - Intermezzo
A colleague asked a question that I cannot answer as I rarely conduct surveys of employers. Please send all answers to me and I will forward.

Can you answer or point me to the following: what is the best way to ask a question of employers if you want to project employment or demand for an occupation (e.g., plumbers). The goal is a short-term (about 3 to 5 years) projection of employers' need for persons with the particular occupational skill. Do you just say: How many plumbers do you expect to hire in the next three years? Or is it better to ask How likely is it you will hire plumbers in the next three years? And give options like highly likely, likely, ... Any help will be greatly appreciated.

Thanks,
Diane

I am not sure what kind of input you are looking for, but I think it is always best to begin conceptually.

Basically, there are two major conceptual views of satisfaction out there in the literature:

1. The expectancy disconfirmation paradigm. In this view, the individual is seen to have preconceived expectations about a
product/service and his/her satisfaction derives from his/her judgments based on how well the product meets these preconceived expectations. This construction of satisfaction seems similar if not identical to the construct of perceived quality (in my mind, anyway).

2. The affective response paradigm. In this view, the individual merely responds affectively to a product or service.

The mainstream view, reflected in scales like SERVQUAL, seems to be #1. However, I have been persuaded that #2 is the superior view in that it is conceptually distinct and can be completely unrelated to quality perceptions. Indeed, I would urge you to consider reading the following publication which seems rarely noted and all too often forgotten or ignored:


Measurement-wise, the second view is much easier to operationalize. The first view would involve some kind of difference scoring mechanism, so it requires more items and entails greater potential for measurement error.

Regards,
Jonathan

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>>> <mkoger1@BIGRED.UNL.EDU> 10/31/06 2:00 PM >>>
I am seeking some general information about satisfaction scales and would appreciate any input that you have.
I'm looking for information about election-day analysis of returns from "key precincts." While this is not public opinion, I thought members of this list might have some experience with this. Reply off-list if you like. JAS

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

Use this e-mail address for purposes of this list; for other business, use JASelzer@SelzerCo.com

Visit our website at: www.SelzerCo.com

Date:   Tue, 31 Oct 2006 19:16:46 -0600
Reply-To:   mkoger1@BIGRED.UNL.EDU
Sender:     AAPORNET <AAPORNET@ASU.EDU>
From:      mkoger1@BIGRED.UNL.EDU
Subject:  satisfaction scales
Comments:  To: American Association for Public Opinion Research <AAPORNET@asu.edu>
Concerning my previous posting today, I am interested in cross-cultural aspects of response scales using satisfaction/dissatisfaction labels.

Michael Koger, Sr.

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Archives: http://lists.asu.edu/archives/aapornet.html . Please ask authors before quoting outside AAPORNET. Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu

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Date:         Tue, 31 Oct 2006 21:48:53 -0500
Reply-To:     Allen Barton <allenbarton@mindspring.com>
Sender:       AAPORNET <AAPORNET@ASU.EDU>
From:         Allen Barton <allenbarton@MINDSPRING.COM>
Subject:      Re: Analysis of "key precincts"
Comments: To: JAnnSelzer@AOL.COM, aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Ann - this isn't the use of "key precincts" on election day, but the journalist Sam Lubell used to visit his own list of "key precincts" during the campaign and just talk to people in them, to assess how things were going. He used many of the same precincts year after year, and kept track of how they voted over the years. He wrote insightful articles for Colliers magazine and two good books, The Future of American Politics, and (1956) The Revolt of the Moderates, combining analysis of district trends over the years, portraits of candidate behavior, and key locality interviews. In the latter, see his analysis of Grand Chute, Wisconsin entitled "From LaFollette to McCarthy" (64-74) as an example. Lazarsfeld used to have him lecture to his class on Public Opinion as an example of combining small-area statistics with qualitative interviews to obtain understanding of the reasons underlying voter trends.

A favorite anecdote he told was asking a local politician in an Ohio city why the two Italian neighborhoods in the city always voted exactly opposite. The politician answered, "Well, it all goes back to the Guelphs and the Ghibillines." And he was probably right - Italian immigrants clustered according to where they came from, and some towns in Italy were solidly for the Emperor and others for the Pope in their medieval conflicts, creating political traditions which survived and adapted to politics ever after.

Allen Barton

-----Original Message-----
>From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
>Sent: Oct 31, 2006 6:16 PM
>To: AAPORNET@asu.edu
>Subject: Analysis of "key precincts"
>
Does anyone know what the impact of Oregon's mail-only election system has had on

1. turnout rates
2. differential turnout by party

Most measures to make it easier to vote tend to favor greater participation by low SES Democrats. Instinctively, this may NOT be the case for mail only voting.

Have there been any studies in Oregon since their system changed?

Mike O'Neil
www.oneilresearch.com