

From: LISTS.ASU.EDU LISTSERV Server (16.0) [LISTSERV@asu.edu]
Sent: Saturday, May 28, 2011 6:10 PM
To: Shapard Wolf
Subject: File: "AAPORNET LOG0610"

Date: Mon, 2 Oct 2006 09:06:37 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: "Opinion Fatigue"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Consumers Rebel Against Marketers' Endless Surveys
30 Top Industry Execs Gather to Discuss 'Opinion Fatigue' Crisis
By Jack Neff=20

Published: October 02, 2006=20

CINCINNATI (AdAge.com) -- Market researchers want Rob Pairan, but he =
doesn't want them. The Cincinnati administrative assistant gets two to =
three market-research calls weekly at home, and he's fed up. Usually he =
ends the call quickly. "Sometimes, when I'm in the mood, I toy with them =
a little," he said. "I pretend I don't understand what product they're =
talking about."=20

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.=20

Opinion fatigue

He's part of a growing nightmare for marketers-consumers with opinion =
fatigue who reject almost all attempts at polling. It's a problem so big =
it brought 30 of the top executives in market research to Chicago on =
Sept. 28 for a roundtable at the Research Industry Summit for Improving =
Respondent Cooperation.=20

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.=20

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).=20

Response rates under 10%

Though no truly global figures are available, almost every researcher has seen participation erode in recent years, with rates under 10% increasingly common. Surveys tend to poll the same people over and over, often "professional respondents" who go hunting for research for dollars.=20

Just 0.25% of the population supplies 32% of responses to online surveys, said Simon Chadwick, former head of NOP Research in the U.K. and now principal of Cambiar, a Phoenix consultancy, citing research by ComScore Networks. More broadly, he said, 50% of all survey responses come from less than 5% of the population.=20

That leaves lingering suspicions that survey research may be getting less reliable. "We're perpetuating a fraud," Mr. Chadwick said.=20

Cost issue

Yet when ComScore presented its findings that only a thin slice of the population accounted for the majority of research, it couldn't sell marketers on paying more for a panel free of professional respondents, said Gian Fulgoni, chairman of ComScore.=20

"It's like the hole in the ozone layer," said Shari Morwood, VP-worldwide market research at IBM. "Everyone knows it's a growing problem. But they just ignore it and go on to the next project."=20

Not all marketers think it's a problem. "A low response doesn't necessarily lead to a biased response," said Michelle Salazar, VP-global brand and business research at McDonald's.=20

'We don't know'

"You may be right, but we don't know," said Jim Lochrie, general director-North American marketing research at GM. The automaker can consistently get the same results from two surveys, he said, but that doesn't mean both aren't biased the same way.=20

P&G can't always get even that much reliability, despite spreading \$200 million among 600 vendors who do its survey-related research. Kim Dedeker, VP-consumer and market knowledge at P&G, presented one example in which online and mail surveys on an instant-coffee concept came up with diametrical results.=20

"If I had only had the online result in this particular case, I would have taken a bad decision right to the top management," she said.=20

Different results

In another case, two surveys a week apart by the same online researcher yielded different recommendations. "We're having tremendous issues moving from concept to launch," Ms. Dedeker said. Research that qualifies projects for millions of dollars in advertising and capital investment sometimes is contradicted by other studies just before rollout.=20

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.=20

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.=20

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.=20

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.=20

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.=20

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.=20

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Date: Mon, 2 Oct 2006 07:22:34 -0700
Reply-To: Patrick Glaser <patrickglaser1@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Patrick Glaser <patrickglaser1@YAHOO.COM>
Subject: Re: "Opinion Fatigue"
Comments: To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>, AAPORNET@asu.edu
In-Reply-To: <008901c6e623\$98340e30\$994ee147@TulipBreathing>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

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

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Published: October 02, 2006

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Date: Mon, 2 Oct 2006 12:40:59 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Lenski on Exit Polls in the Coming Elections

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

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

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

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=====
Date: Mon, 2 Oct 2006 15:21:14 -0400

Reply-To: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU>

Subject: Re: Means on Labeled Scales

Comments: To: AAPORnet List server <aapornet@asu.edu>

Comments: cc: "Meekins, Brian" <meekins_b@bls.gov>,
"hubbard, ryan" <ryanhubbard@westat.com>

In-Reply-To: <516842062.1159389530@DJMV3P31.csrser.cooper.virginia.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Content-disposition: inline

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
>>

>> ORC Macro

>>
>>
>> -----
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>
>
>
>
> 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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Charlottesville, VA 22904-4767 Charlottesville, VA 22903
 e-mail: TomG@virginia.edu

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=====
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

Content-transfer-encoding: quoted-printable

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.=20

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"

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Date: Mon, 2 Oct 2006 13:54:12 -0700

Reply-To: Ron Riley <ron@CHANNELM2.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Ron Riley <ron@CHANNELM2.COM>

Subject: Re: Voice recognition software

Comments: To: "Featherston, Fran A." <ffeather@NSF.GOV>, AAPORNET@asu.edu

MIME-version: 1.0

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

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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> National Science Foundation

> 4201 Wilson Blvd.

> Arlington, VA 22230

> 703-292-4221

> ffeather@nsf.gov

>

>

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

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> Sent: Saturday, September 16, 2006 12:16 PM

> To: AAPORNET@asu.edu

> Subject: Re: [AAPORNET] tape recorders and transcription services

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Ron Riley, Principal
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Date: Tue, 3 Oct 2006 09:57:57 -0400
Reply-To: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>

Subject: Since we're on the topic of scales...
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Dear AAPOR members,

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

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www.pursuantresearch.com

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

Date: Tue, 3 Oct 2006 11:57:57 -0400
Reply-To: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steve, Kenneth" <Kenneth.Steve@NIELSENMEDIA.COM>
Subject: Re: Labeled scales
Comments: To: AAPORNET@asu.edu
In-Reply-To: <8DB7894E231DF141901A46F9ED9929A003825601@NYALA.win.uthscsa.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

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.=20

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.].=20

"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.=20

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.

Best Regards.
Ken Steve

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Date: Tue, 3 Oct 2006 11:29:19 -0700
Reply-To: Don Camburn <dcamburn@NC.RR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Don Camburn <dcamburn@NC.RR.COM>
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: Tue, 3 Oct 2006 12:27:41 -0700
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: To: Don Camburn <dcamburn@NC.RR.COM>, AAPORNET@asu.edu
In-Reply-To: <LISTSERV%200610031129191957.21EA@LISTS.ASU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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

-----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: 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](mailto: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:

> Dear AAPOR members,

>

>

>

> 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.

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> respondents wanted to rate some candidates as having absolutely no
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> 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

>

>

>

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Date: Tue, 3 Oct 2006 16:50:06 -0700
Reply-To: Mark David Richards <mark@MARKDAVIDRICHARDS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@MARKDAVIDRICHARDS.COM>
Subject: Job Opening - Research Director - Washington, DC
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=utf-8
Content-transfer-encoding: quoted-printable

Research Director
KRC Research
Washington, DC
www.krcresearch.com

=20
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.=20

=20
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.

=20
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.

=20
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.

=20
Qualifications:
=20

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 and analytic tools;
Strong verbal presentation and public speaking skills, including the ability to translate research terminology into plain 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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Date: Wed, 4 Oct 2006 08:29:29 -0400
Reply-To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michel Rochon <mrochon@SURVEYSAMPLER.COM>
Subject: Changing data collection company
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

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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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=
=20
applications for a full-time tenure-stream appointment at the Assistant=20
Professor level with primary interests in survey research, starting July 1,=
=20
2007. Secondary interests are open. A Ph.D. in Sociology or a closely=20
cognate field is required. Candidates must have an excellent research and=20
teaching record.

The appointment is at the University of Toronto at Mississauga (UTM), which=
=20
is a research-intensive institution having an interdisciplinary commitment,=
=20
a multicultural student body, and a modern and spacious campus. The=20
University of Toronto offers the opportunity to conduct research, teach and=
=20
live in one of the most diverse cities in the world. The University also=20
offers opportunities to work in a range of collaborative programs and=20
centres of research. The Hitachi Survey Research Centre (HSRC), which is=20
associated with the department of sociology provides assistance with and=20
access to a wide range of research services. The Centre has two primary=20
facilities: an instructional computer lab and a computer assisted=20

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 2^e cycle
<http://www.mapageweb.umontreal.ca/durandc>
Département de sociologie,
Université de Montréal
C.P. 6128, succ. Centre-ville,
Montréal, H3C 3J7

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Date: Wed, 4 Oct 2006 09:03:41 -0400
Reply-To: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>
Subject: Re: Since we're on the topic of scales...
Comments: To: Melissa Marcello <mmarcello@PURSUANTRESEARCH.COM>, AAPORNET@asu.edu
In-Reply-To: <001501c6e6f3\$eeb33080\$6601a8c0@Melissa06>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
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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
U.S. 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,

confidence, trustworthiness and reputation. =20

=20

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.

=20

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. =20

=20

Sincerely,

Melissa Marcello

=20

Melissa Marcello

President, Pursuant, Inc.

d: 202.887.0070, ext. 11

f: 800.567.1723

=20

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Date: Wed, 4 Oct 2006 09:30:53 -0500
Reply-To: Alisu@email.com

Sender: AAPORNET <AAPORNET@ASU.EDU>
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence was retained.
From: =?iso-8859-1?Q?Alis=FA_Schoua-Glusberg?= <Alisu@EMAIL.COM>
Organization: Research Support Services
Subject: Re: Changing data collection company
Comments: To: Michel Rochon <mrochon@SURVEYSAMPLER.COM>, AAPORNET@asu.edu
In-Reply-To: <0BA5A3ACC0EAB94E9BA0B59E5DB4B6CA36D906@exchangeasde.ASDE.local>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

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

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
Stratford, New Jersey 08084
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 >>>

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..

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Thanks in advance

Michel Rochon

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=====

Date: Thu, 5 Oct 2006 07:53:06 -0400
Reply-To: Rick Seltzer <rseltzer@HOWARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Seltzer <rseltzer@HOWARD.EDU>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <[002d01c6e721\\$fe3b3d30\\$2301a8c0@RetroPoll](mailto:002d01c6e721$fe3b3d30$2301a8c0@RetroPoll)>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

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
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>Executive Director
>Retro Poll
>www.retropoll.org

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>
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>-----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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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

In-Reply-To: <4524F222.3010200@howard.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

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Date: Thu, 5 Oct 2006 11:40:25 -0400
Reply-To: Rick Seltzer <rseltzer@HOWARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Seltzer <rseltzer@HOWARD.EDU>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45251AA8.90200@marketsharescorp.com>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 8BIT

Nick:

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 am envious of other research that I conduct that utilize telephone surveys.

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Date: Thu, 5 Oct 2006 12:09:58 -0400
Reply-To: POAPATRICKH@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "D. Patrick Hoey" <POAPATRICKH@AOL.COM>
Subject: Foley Scandal Poll Results
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

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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Date: Thu, 5 Oct 2006 10:34:36 -0500
Reply-To: "Carolyn S. White" <cswhite@UIUC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Carolyn S. White" <cswhite@UIUC.EDU>

Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: To: Nick Panagakis <mail@MARKETSHARESCORP.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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

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Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: Changes in respondents' providing race/ethnic identify

Comments: To: AAPORNET@asu.edu
In-Reply-To: <20061005103436.ACS88301@expms6.cites.uiuc.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

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 of 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.

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Date: Thu, 5 Oct 2006 12:15:35 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: AAPORNET@asu.edu
Comments: cc: "Sally.A.Brand" <Sally.A.Brand@orcmacro.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

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: =20

- * Provide technical assistance and training to counterpart organizations in the developing world, in the processing of demographic and health data.=20
- * Develop and implement data processing procedures for the Demographic and Health Surveys.=20
- * Program, install, and maintain computer applications for data entry, editing, imputation, and analysis for these surveys.=20
- * Identify and solve data processing problems independently as they arise. =20

Requirements for this position include:=20

- * 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.=20
 - * Good understanding of statistics and data structures.=20
 - * Experience or formal training in conducting household or similar types of surveys.
 - * Familiarity with DHS datasets would be a plus.=20
 - * Experience using SPSS, SAS, Stata, or similar packages.=20
 - * Experience in working or living in the developing world.=20
 - * A second language, such as Spanish, French, and/or Arabic.=20
- * Availability to travel internationally approximately 30% of the time.=20

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.=20

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=====

Date: Thu, 5 Oct 2006 13:24:12 -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
Comments: To: "Carolyn S. White" <cswwhite@uiuc.edu>, AAPORNET@asu.edu
In-Reply-To: <20061005103436.ACS88301@expms6.cites.uiuc.edu>
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: quoted-printable

Carolyn White:

FYI, the Federal Government has issued "proposed guidelines" requiring =
the so-called "two question format" in data collection about race and =
ethnicity 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_proposals_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

Room 6C103
Washington, DC 20202-0600

Dear Mr. Sherrill:

The Secretary is requesting comment on =E2=80=9CGuidance for Data on = Race and Ethnicity.=E2=80=9D 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 =E2=80=9Cone-question format=E2=80=9D rather = than the =E2=80=9Ctwo-question format=E2=80=9D for collecting data on = race and ethnicity.

Recommendation 2: Allow a =E2=80=9Cbridging strategy=E2=80=9D 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.=20
The =E2=80=9Ctwo-question format=E2=80=9D that is currently required in = the standards is a departure from prior government and institutional = practices and does not serve the needs of higher education nor the data = collection requirements in the Department of Education. =20

However, the opportunity for institutions of higher education to use an = institutional methodology for a so-called =E2=80=9Cbridging = strategy=E2=80=9D to compare current and historical data should also be = acceptable for IPEDS reporting.

RECOMMENDATION 1: USE THE =E2=80=9CONE-QUESTION FORMAT,=E2=80=9D RATHER = THAN THE =E2=80=9CTWO-QUESTION FORMAT,=E2=80=9D 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,=20

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 =E2=80=9Cone-question = format=E2=80=9D 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 = =E2=80=9Ctwo-question format =E2=80=9Cresults in more complete reporting = of Hispanic ethnicity.=E2=80=9D 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 =E2=80=9Ctwo-question = format=E2=80=9D produces =E2=80=9Cmore complete reporting.=E2=80=9D = 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 = =E2=80=9Cone or more=E2=80=9D 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 =E2=80=9Cother=E2=80=9D 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 =E2=80=9CHispanic=E2=80=9D 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 =E2=80=9Cone-question = format.=E2=80=9D Additionally, the =E2=80=9Cone-question = format=E2=80=9D and the =E2=80=9Ctwo-question format=E2=80=9D 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. =20

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 =E2=80=9Crecommending,=E2=80=9D 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. =20

7. 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. =20

RECOMMENDATION 2: ALLOW THE =E2=80=9CBRIDGING STRATEGY=E2=80=9D FOR = COMPARING CURRENT AND PRE-2000 DATA TO GOVERN THE IPEDS = 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 =E2=80=9Cmark = one or more=E2=80=9D 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:

COLLECTION response IPEDS REPORTING requirement COMMON REPORTING

Neither "yes" nor "no" to "Are you Hispanic" in a two-question format and the choice of a single race

	Other, unknown	The selected race
Black and Hispanic	Hispanic	Black
Black and White	Two or more	Black
Black and Asian	Two or more	Black
American Indian and Hispanic	Hispanic	American Indian
American Indian and white	Two or more	American Indian
Native Hawaiian and Asian	Two or more	Asian
Native Hawaiian and white	Two or more	Native Hawaiian

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:
>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> =20

>Subject: Re: Changes in respondents' providing race/ethnic identify =20

>To: AAPORNET@asu.edu

>

>Rick. If you are screening a potential jury pool and your purpose is=20

>known to respondents, you may be facing special challenges on race=20

>questions not present in sample surveys. If I am reading your post=20

>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=20

>over the years. No change

>

>Two years ago we did four neighboring swing states and got an overall =
2%=20

>refusal on the race question, 1% in Iowa and Minnesota. Polls in=20

>Chicago, a place you might think would be ground zero for racial=20

>sensitivity, got 2% refusal last May and 1% last December.

>

>There may be differences in how the questions are asked and what =
answers=20

>are offered.

>

>For example, is "mixed race" offered as an answer? That could lead to=20

>refusal if not offered. The choice of "European-American" might be a=20

>problem for many "whites". That term sounds more appropriate for 1906=20

>not 2006.

>

>Our question order is to ask "Hispanic decent or heritage" first. If=20

>"yes", they skip past the race question.

>

>The question series begins with "I have a couple of more questions to =
be=20

>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=20

>asking race/ethnicity questions. Less intrusive.

>

>Nick

>

>Rick Seltzer wrote:

>

>> I've conducted several jury composition challenges based upon race =

and=20

>> one common theme that prosecutors used was that the data I gathered=20

>> using jury qualification questionnaires was not reliable because, as=20
>> they alleged, blacks were more likely not to answer the race=20
>> question. Finally in one case in Caroline County, Maryland we=20
>> contacted all but 7 of the 315 jurors (or their neighbors) who had =
not=20
>> answered the race question (30.9%) in order to ascertain the race of=20
>> the non-respondent. Whites were somewhat more likely not to answer=20
>> the race question, although this was not statistically significant. =20
>> Of course, in the next case in which I presented this data the=20
>> prosecution said it came from another county so it could not apply.
>> see; Seltzer, et. al., Fair Cross-Section Challenges in Maryland: =
An=20
>> Analysis and Proposal. (Spring, 1996). University of Baltimore Law=20
>> Review 35:2, 127-167.
>>
>> I wonder whether Census has data from the ACE program on this issue=20
>> 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=20
>>> about questions asking them to identify their race and/or ethnicity? =
=20
>>> Given
>>> the very visible and highly charged public debate in the United=20
>>> States on immigration, illegal aliens, and related topics, I am=20

>>> curious whether people are becoming reluctant to reveal their=20
>>> 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 13:58:47 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: To: AAPORNET@asu.edu, "Carolyn S. White" <cswhite@UIUC.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

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

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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.
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>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
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>Rick Seltzer wrote:
>
>> I've conducted several jury composition challenges based upon race
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>> 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
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>> 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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>>>

>>>

>>

>> -----

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>> On your return send this: set aapornet mail

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>>

>

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Date: Thu, 5 Oct 2006 15:02:35 -0400

Reply-To: Chris Lee <clee@CMOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Chris Lee <clee@CMOR.ORG>

Subject: New Jersey - Follow Up

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

The New Jersey Division of Taxation published a clarification on =
taxation of
Information Services.=A0 Based on the examples provided, it appears =
survey
research is a taxable =93information service.=94=A0 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> =20

Tax Notes - Information Services (EXCERPT)=20

Effective October 1, 2006, information services are subject to New =
Jersey
sales and use tax. Information services are defined in the law as =93the
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.=94 (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 =93information services=94:=20

=95 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.

95 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's 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.

95 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.

A0
The following are examples of services that are not information services:

95 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.

95 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.

95 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.

=95 A company, professional organization or trade school offers =
educational
seminars, classes or courses attended by individuals =
seeking=A0continuing
education credits, required pre-licensing education, or to advance their
expertise in a particular profession.=A0 Written and published =
educational
material may or may not be distributed to participants attending these
educational programs.=A0 The educational seminar, class or course =
an
information service and is not subject to tax.
Updated: Friday, 09/29/2006=20

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On your return send this: set aapornet mail
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

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

From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Do Polls Still Work? - The Atlantic Monthly
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

The Atlantic Monthly | November 2006=20
<http://www.theatlantic.com/doc/prem/200611/green-polling>
=20
The Agenda=20
Washington=20

Do Polls Still Work?

The last two elections have left pollsters somewhat bloodied but unbowed

by Joshua Green=20

.....=20

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.=20

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.=20

The rest of this article is viewable only by Atlantic subscribers.=20

(Which I am not)
--=20

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

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

=====
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

Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@asu.edu
In-Reply-To: <s5250faa.086@smtpnpc.umdnj.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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 the 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

-----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 intervviewers 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
Stratford, New Jersey 08084
Telephone (direct): 856.566-6727
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

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>From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
>Subject: Re: Changes in respondents' providing race/ethnic identify
>To: AAPORNET@asu.edu

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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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It
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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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>>> Is anyone aware of recent changes in how survey respondents feel
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=====
Date: Thu, 5 Oct 2006 13:20:45 -0500
Reply-To: Robert Godfrey <holbein@CHARTER.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Godfrey <holbein@CHARTER.NET>
Subject: First Foley polling in - not good for Republicans
Comments: To: AAPORNET@asu.edu
In-Reply-To: <45252769.7070006@howard.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii" ; format="flowed"

<http://www.abcnews.go.com/Politics/wireStory?id=2531037>
Voters Say Scandals Will Affect Votes
Voters Polled by AP Say Scandals Will Affect Whom They Choose in
Midterm Elections

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.....

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=====
Date: Thu, 5 Oct 2006 16:40:47 -0500
Reply-To: Robert Godfrey <holbein@CHARTER.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Godfrey <holbein@CHARTER.NET>
Subject: Re: Foley Scandal Poll Results
Comments: To: AAPORNET@asu.edu

In-Reply-To: <20061005190850.84181.qmail@web61014.mail.yahoo.com>

MIME-version: 1.0

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

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 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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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
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42 East Laurel Road, UDP Suite 2300
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>>> "Carolyn S. White" <cswwhite@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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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
> <http://www.theatlantic.com/doc/prem/200611/green-polling>
>
> The Agenda
> 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 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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>

Ron Riley, Principal
Channel M2
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=====
Date: Thu, 5 Oct 2006 18:06:06 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Do Polls Still Work? - The Atlantic Monthly
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E52168457E241@exchange.local.artsience.com>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 8BIT

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,
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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.

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

> <http://www.theatlantic.com/doc/prem/200611/green-polling>

>

> The Agenda

> Washington

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> Do Polls Still Work?

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Date: Thu, 5 Oct 2006 19:45:30 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Foley Scandal Poll Results
Comments: To: POAPATRICKH@AOL.COM
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <276.102868ff.32568856@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

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
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>
> 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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Date: Fri, 6 Oct 2006 08:14:42 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Changes in respondents' providing race/ethnic identify
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

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

517-353-2639

-----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 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

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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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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

Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

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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Date: Fri, 6 Oct 2006 21:45:24 -0400
Reply-To: mccarty@TCNJ.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John McCarty <mccarty@TCNJ.EDU>
Subject: Re: Segmentation analysis
Comments: To: WCARTER@MCIC.ORG
Comments: cc: aapornet@asu.edu
In-Reply-To: <AA-584073B0630BE2D7E27DB1EA451C5F70-ZZ@fipprd25>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

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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Date: Fri, 6 Oct 2006 21:09:09 -0500
Reply-To: amccutch@UNLSERVE.UNL.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Allan L. McCutcheon" <amccutch@UNLSERVE.UNL.EDU>
Subject: Re: Segmentation analysis
Comments: To: WCARTER@MCIC.ORG, "Woody (Ellwood) Carter" <WCARTER@MCIC.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <AA-584073B0630BE2D7E27DB1EA451C5F70-ZZ@fipprd25>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: 8bit

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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--=20
No virus found in this incoming message.
Checked by AVG Free Edition.
Version: 7.1.407 / Virus Database: 268.13.0/465 - Release Date: =
10/6/2006
=20

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Date: Sat, 7 Oct 2006 17:42:10 -0400
Reply-To: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Subject: Re: Changes in respondents' providing race/ethnic identify

Comments: To: "Santos, Rob" <RSantos@UI.URBAN.ORG>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=utf-8
Content-transfer-encoding: base64

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LSANCkZyb20lEFBUE9STkVUIG9uIGJlaGFzZiBvZiBTYW50b3MsIFJvYiANCiNlbnQ6IFR0dSAx
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UmU6IENoYW5nZXMgaW4gcmVzG9uZGVudHMnlHByb3ZpZGluZyByYWNlL2V0aG5pYyBpZGVudGlm
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IGFyZSBYZWxhdG12ZWx5IHNtYWxsIGFuZCBpdCBpcyBiZXR0ZXIgdG8NCgltYWtlIHNvbWUgYXNz
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IFBhbmFnYWtpcyA8bWFpbEBNQVJLRVRTSEFSRVNDT1JQLkNPTT4gDQoJPIN1YmplY3Q6IFJlOiBD
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PIRvOiBBQVBPuk5FVEBhc3UuZWR1DQoJPg0KCT5SaWNRLiBJZiB5b3UgYXJlIHJemVlbnluZyBh
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cXVlc3Rpb25zIG5vdCBwcmVzZW50IGluIHNhbXBsZSBzdXJ2ZXlzLiBJZiBJIGFtIHJlYWRpbmcm
eW91ciBwb3N0DQoJPMNvenJlY3RseSwgMzAuOSUgd291bGQgYmUgYW4gYXN0b25pc2hpbmcmVm
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biBhbnN3ZXI/IFRoYXQgY291bGQgqGVhZCB0bw0KCQ0KCT5yZWZ1c2F5IGlmIG5vdCBvZmZlcmVk
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Z2lucyB3aXR0ICJlIGhhdMUGYsBjb3VwbGUg2YgbW9yZSBxdWVzdGlvbnMgdG8NCglZQ0KCT5z
dXJlIHdlIGhhdMUGaW5jbHVkZWQgYwxsIGdyb3VwcyBpbiB0aGlzIHN1cnZleSIuIFRoaxMgbWF5
IGJlIGNvbW1vbG0KCWluDQoJPM90aGVyIHBob25lIHN1cnZleXMuIEkgZG8gdGhpbmsgaXQgaGVs
cHMgdG8gZ2l2ZSBwZW9wbGUgYSByZWfzb24gZm9yDQoJPMfza2luZyByYWNlL2V0aG5pY2l0eSBx
dWVzdGlvbnMuIExl3MgaW50cnVzaXZlLg0KCT4NCgk+Tkljaw0KCT4NCgk+UmljayBTZWx0emVy
IHdyb3RlOg0KCT4NCgk+PiBJJ3ZlIGNvbmlR1Y3RlZCBzZXZlcmFslGplcnkgY29tcG9zaXRpb24g
Y2hhbGxlbmdleyBiYXNlZCB1cG9uIHJhY2UNCglhbmQNCgk+PiBvbmUgY29tbW9uIHRoZW1IHRo
YXQgcHJvc2VjdXRvenMgdXNlZCB3YXMGdGhhdCB0aGUgZGF0YSBjIGdhhdGhlemlvkdQoJDQoJPj4g
dXNpbmcmVyeSBxdWFsaWZpY2F0aW9uIHF1ZXN0aW9ubmFpcmVzIHdhcyBub3QgcmVsaWFibGUg
YmVjYXVzZSwgYXN0CgkNCgk+PiB0aGV5IGFsbGVnZWQsIGJsYWNrcyB3ZXJlIG1vemUgbGlrZWx5

Susan

>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."
>> http://www.asanet.org/galleries/default-file/asa_race_statement.pdf.
>> 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

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Susan Carol Losh, PhD
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=====

Date: Sun, 8 Oct 2006 07:46:06 -0700
 Reply-To: Megan Scott <mmscott310@YAHOO.COM>
 Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Megan Scott <mmscott310@YAHOO.COM>
Subject: Please Join NYAAPOR Doubleheader: All Day Workshop & Evening
Workshop
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

Please Confirm Your Plans to Join Us this Week....

Easy Sign up and Details Available at www.NYAAPOR.org

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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=====
Date: Mon, 9 Oct 2006 09:28:08 -0400
Reply-To: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Janice Ballou <JBallou@MATHEMATICA-MPR.COM>
Subject: 16th Annual Morris Hansen Lecture -November 6,2006
Comments: To: "AAPORNET (E-mail)" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="utf-8"
Content-transfer-encoding: base64

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Date: Mon, 9 Oct 2006 10:17:21 -0400
Reply-To: Amy Gershkoff <amy.gershkoff@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Amy Gershkoff <amy.gershkoff@GMAIL.COM>
Subject: Re: Foley Scandal Poll Results
Comments: To: AAPORNET@asu.edu
In-Reply-To: <p06230900c14b2b85468d@192.168.1.101>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

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:\n
Subject: [Democracy Corps] Iraq and Partisan Congress Shift the Plates

<<http://rs6.net/tn.jsp?t=io4n6ybab.0.7ucjf5aab.njbpg6aab.9739&ts=S0206&p=http%3A%2F%2Fwww.democracycorps.com%2F>>

<http://rs6.net/tn.jsp?t=io4n6ybab.0.vpqo6ybab.njbpg6aab.9739&ts=S0206&p=http%3A%2F%2Fdemocracycorps.com%2Fdl.php%3Ffile%3Dreports%2Fanalyses%2FDemocracy_Corps_October_6_2006_Memo.pdf>

*Iraq and Partisan Congress Shift the Plates

<http://rs6.net/tn.jsp?t=io4n6ybab.0.vpqo6ybab.njbpg6aab.9739&ts=S0206&p=http%3A%2F%2Fdemocracycorps.com%2Fdl.php%3Ffile%3Dreports%2Fanalyses%2FDemocracy_Corps_October_6_2006_Memo.pdf>

*

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=http%3A%2F%2Fwww.democracycorps.com%2Fdl.php%3Ffile%3Dreports%2Fanalyses%2FDemocracy_Corps_October_6_2006_Memo.pdf>

*

*Download the

Survey<http://rs6.net/tn.jsp?t=io4n6ybab.0.tpqo6ybab.njbpg6aab.9739&ts=S0206&p=http%3A%2F%2Fwww.democracycorps.com%2Fdl.php%3Ffile%3Dreports%2Fsurveys%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 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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=====
Date: Mon, 9 Oct 2006 16:55:13 -0400

Reply-To: "Edward P. Freeland" <efreelan@PRINCETON.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Edward P. Freeland" <efreelan@PRINCETON.EDU>

Subject: Percent of Active Phone numbers on Temporary Shutoff

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

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.=20

=20

=20

=20

=20

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

=20

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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:

<C406715AFC601147BC5F37521E2CACD558E54B@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

Paul

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

From: Edward P. Freeland [mailto:efreelan@PRINCETON.EDU]=20

Sent: Monday, October 09, 2006 4:55 PM

To: AAPORNET@asu.edu

Subject: Percent of Active Phone numbers on Temporary Shutoff

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.=20

=20

=20

=20

=20

Edward P. Freeland, Ph.D.

Associate Director

Survey Research Center

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169 Nassau St

Princeton NJ 08542-7007

Ph 609.258.1854

Fax 609.258.0549

=20

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=====
Date: Tue, 10 Oct 2006 09:27:12 -0500

Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Flanagan <MFlanagan@GOAMP.COM>

Subject: Job Opportunity

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Company: KEMA=20

Title: Data Collection Manager=20

Hours: Full Time=20
Location: Oakland, CA=20
Job Code: OAK-DCM-0906=20
=20

KEMA is an international company providing energy consulting, technology implementation and market knowledge expertise to 500 energy and utility clients in over 70 countries. With 700+ consultants dedicated to the global utility industry, KEMA professionals include leading authorities and innovators in energy and utility technologies and markets, and business and management processes.

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.=20

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.=20

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

For consideration, send your resume to recruitus@kema.com <<mailto:recruitus@kema.com>> , quoting OAK-DCM-0906 in the subject line. Candidates must be fully authorized to work in the U.S.

KEMA is an equal opportunity employer. Visit our website at www.kema.com <<http://www.kema.com>> .=20

=20

=20

=20

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

Date: Tue, 10 Oct 2006 13:01:25 -0400
Reply-To: Laura Burns <laura@EUREKAFACTS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Laura Burns <laura@EUREKAFACTS.COM>
Subject: Vietnamese, Chinese, Korean moderators in VA
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Hi,

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

Thanks,

Laura

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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=====
Date: Wed, 11 Oct 2006 07:51:59 -0400
Reply-To: Andrew A Beveridge <andrew.beveridge@QC.CUNY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <andrew.beveridge@QC.CUNY.EDU>
Subject: Social Explorer Previews Interactive Maps and Reports 1940-2000
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

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:

1. Seventy years of census data: 1940, 1950, 1960, 1970, 1980, 1990 and 2000 at the neighborhood (census tract), county, state and national levels, now easily accessible in the form of interactive data maps and reports. (click here <<http://www.socialexplorer.com/pub/maps/home.aspx>>)
2. An animated training guide with step by step instructions. (click here <<http://www.socialexplorer.com/pub/help/home.aspx>>)
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

abeveridge@socialexplorer.com, or Jordan Segall at
jsegall@socialexplorer.com.

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."

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On your return send this: set aapornet mail

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Date: Wed, 11 Oct 2006 08:01:02 -0700

Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: tv viewing statistics?

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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

Date: Thu, 12 Oct 2006 09:32:43 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Disputed study claims 655,000 Iraqi deaths
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

Disputed study claims 655,000 Iraqi deaths
<http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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.

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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Date: Thu, 12 Oct 2006 07:15:13 -0700
Reply-To: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>
Subject: Coding Software
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

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.

H.Stuart Elway
Elway Research, Inc.
206/264-1500 x14

www.elwayresearch.com

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=====

Date: Thu, 12 Oct 2006 14:21:16 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Re: Disputed study claims 655,000 Iraqi deaths
Comments: To: aapornet aapornet <AAPORNET@asu.edu>
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E52168457E479@exchange.local.artscience.com>
MIME-version: 1.0 (Apple Message framework v752.2)
Content-type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed
Content-transfer-encoding: 7bit

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

> Disputed study claims 655,000 Iraqi deaths
> [http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/
> index.html](http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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?

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA

<dhenwood@panix.com>
<<http://www.leftbusinessobserver.com>>

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<<http://www.wallstreetthebook.com>>

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=====
Date: Thu, 12 Oct 2006 12:35:12 -0700
Reply-To: Matt Berent <mkberent@earthlink.net>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Matt Berent <mkberent@EARTHLINK.NET>
Subject: Re: Coding Software
Comments: To: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: 7Bit

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.

>
>

>
>H.Stuart Elway
>Elway Research, Inc.
>206/264-1500 x14
>
>www.elwayresearch.com
>
>
>
>
>-----
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Date: Thu, 12 Oct 2006 19:47:40 +0000
Reply-To: ckreider@KREIDERRESEARCH.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Christine Kreider <ckreider@KREIDERRESEARCH.COM>
Subject: Survey introductions
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

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

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Date: Thu, 12 Oct 2006 15:29:19 -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: <20061012194740.a8vq8cwonjnogw8k@webmail.domain.com>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

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 --
>
> 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
>
> -----
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Unsubscribe? Send email to listserv@asu.edu with this text:
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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

Comments: To: AAPORNET@asu.edu
In-Reply-To: <452E5F4F.17973.83920E7@localhost>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

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.

Mary Losch

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

> hi --
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> decided to re-write our standard telephone introduction, and it now
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> I think I read (heard?) a paper on intros fairly recently. Can anyone
> point me to it/them?
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> Thanks.
>

> Christine Kreider
>
> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html> .
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=====
Date: Thu, 12 Oct 2006 14:41:30 -0700
Reply-To: Fred Solop <Fred.Solop@NAU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Fred Solop <Fred.Solop@NAU.EDU>
Subject: Majority Watch?
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

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.

<http://www.constituentsdynamics.com/mw/2006/index2.php>

Thanks,

Fred

--
Fred Solop, Ph.D.
Director, Social Research Laboratory
Professor, Department of Political Science
Northern Arizona University
PO Box 15306
Flagstaff, AZ 86011

(928) 523-3135 - office
(928) 607-0488 - cell

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet
Please ask authors before quoting outside AAPORNET.

Date: Thu, 12 Oct 2006 15:15:46 -0700
Reply-To: "Feliciano, Jaime@EDD" <JFelicia@EDD.CA.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Feliciano, Jaime@EDD" <JFelicia@EDD.CA.GOV>
Subject: Employment Opportunities with State of California
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
Comments: cc: "Melevin, Paul @EDD" <PMelevin@edd.ca.gov>
MIME-version: 1.0
Content-type: text/plain

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

You might want to note that there will be a special session at the AACCS 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 AACCS 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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Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet
Please ask authors before quoting outside AAPORNET.

Date: Thu, 12 Oct 2006 19:57:48 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Survey introductions
Comments: To: AAPORNET@asu.edu, Christine Kreider
<ckreider@KREIDERRESEARCH.COM>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

I would be interested in this too. We have IRB problems with informed consent. IRBs run by lawyers (as is ours) are insane. They think they

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

>>>

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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>

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

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Please ask authors before quoting outside AAPORNET.
Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Fri, 13 Oct 2006 09:10:48 -0500
Reply-To: "Smith, David W" <SmithD2@UTHSCSA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Smith, David W" <SmithD2@UTHSCSA.EDU>
Subject: deaths in Iraq
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <AAPORNET%200610122100014727.3389@LISTS.ASU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

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

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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

Disputed study claims 655,000 Iraqi deaths
<http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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.

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

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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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Date: Fri, 13 Oct 2006 10:18:13 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: 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

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.=20

"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."=20

Public Opinion Strategies' Web site lists six methodologies for its research, including "push polling."=20

"'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."=20

The Web site implies that push polling is one of its methods, but it never directly states whether the company uses that method.=20

SNIP

--=20

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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
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David, I agree, this was a well done study, accomplished with considerable = rigor under very dangerous conditions. The Chicago Tribune focused it's = coverage of this report on the opinions of several biostatisticians who = correctly pointed out the wide confidence intervals on the point estimate. = Interesting that the lower bound of these estimates (392,979) is still = more than 10 times the number of Iraqi war dead estimated by the White = House. Tim

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The Lancet, Oct 13, 2006

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=====

Date: Fri, 13 Oct 2006 10:08:30 -0500
Reply-To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>
Subject: Re: deaths in Iraq
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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.

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<http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/index.html=20>
or
<http://tinyurl.com/pe8c4>

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SNIP

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

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Date: Fri, 13 Oct 2006 08:27:51 -0700
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Rivers <doug@POLIMETRIX.COM>
Subject: Re: deaths in Iraq
Comments: To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>, aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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From: AAPORNET on behalf of Joseph, Craig
Sent: Fri 10/13/2006 8:08 AM
To: AAPORNET@asu.edu
Subject: Re: deaths in Iraq
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sample survey

Gilbert Burnham, Riyadh Lafta, Shannon Doocy, Les Roberts

The Lancet, Oct 13, 2006

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Date: Fri, 13 Oct 2006 10:29:34 -0500
Reply-To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>
Subject: Re: deaths in Iraq
Comments: To: Doug Rivers <doug@polimetrix.com>, aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

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>

Sender: AAPORNET <AAPORNET@ASU.EDU>
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence was retained.
From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Subject: Survey Methods Articles: Injury Prevention
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"; format=flowed
Content-transfer-encoding: quoted-printable

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

<http://www.sciencedirect.com/science?_ob=3DArticleURL&_udi=3DB6VHT-4M04DYK=-1&_user=3D4420&_handle=3DV-WA-A-W-AZ-MSAYVW-UUW-U-AAZBWUDUVDD-AAZUYCAWDD-AEC=ECBECB-AZ-U&_fmt=3Dsummary&_coverDate=3D11%2F30%2F2006&_rdoc=3D8&_orig=3Dbro=wse&_srch=3D%23toc%236075%232006%23999689994%23635234%21&_cdi=3D6075&_acct=3DC000059607&_version=3D1&_urlVersion=3D0&_userid=3D4420&md5=3D582f027dcc08=695a5e463feaa898888c>SummaryPlus=20

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(67 K)

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

Pages 411-418

Eleanor Singer and Robert M. Bossarte

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(87 K)

Sensitive Topics, Survey Nonresponse, and=20

Considerations for Interviewer Training =95 REVIEW ARTICLE

Pages 419-426

Eileen M. O=92Brien, Michele C. Black, Lisa R. Carley-Baxter and Thomas R.=

Simon

<http://www.sciencedirect.com/science?_ob=3DArticleURL&_udi=3DB6VHT-4KYY3S7=-2&_user=3D4420&_handle=3DV-WA-A-W-AZ-MsSAYVW-UUW-U-AAZBWDUVDD-AAZUYCAWDD-AEC=ECBECB-AZ-U&_fmt=3Dsummary&_coverDate=3D11%2F30%2F2006&_rdoc=3D10&_orig=3Dbr=owse&_srch=3D%23toc%236075%232006%23999689994%23635234%21&_cdi=3D6075&_acct=3DC000059607&_version=3D1&_urlVersion=3D0&_userid=3D4420&md5=3D378c2b5b7388=a72d839d9918a0804280>SummaryPlus=20

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(86 K)

Nonresponse Error in Injury-Risk Surveys =95 REVIEW ARTICLE

Pages 427-436

Timothy P. Johnson, Allyson L. Holbrook, Young Ik Cho and Robert M. Bossarte

<http://www.sciencedirect.com/science?_ob=3DArticleURL&_udi=3DB6VHT-4KYY3S7=-1&_user=3D4420&_handle=3DV-WA-A-W-AZ-MsSAYVW-UUW-U-AAZBWDUVDD-AAZUYCAWDD-AEC=ECBECB-AZ-U&_fmt=3Dsummary&_coverDate=3D11%2F30%2F2006&_rdoc=3D11&_orig=3Dbr=owse&_srch=3D%23toc%236075%232006%23999689994%23635234%21&_cdi=3D6075&_acct=3DC000059607&_version=3D1&_urlVersion=3D0&_userid=3D4420&md5=3D5a66a8c141d7=f5f8385ae4e92b613a8f>SummaryPlus=20

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(109 K)

Complementing Random-Digit-Dial Telephone Surveys=20
with Other Approaches to Collecting Sensitive Data =95 REVIEW ARTICLE
Pages 437-443

Mirta Galesic, Roger Tourangeau and Mick P. Couper

<http://www.sciencedirect.com/science?_ob=3DArticleURL&_udi=3DB6VHT-4M04DYK-2&_user=3D4420&_handle=3DV-WA-A-W-AZ-MSAYVW-UUW-U-AAZBWDUVDD-AAZUYCAWDD-AEC=ECBECB-AZ-U&_fmt=3Dsummary&_coverDate=3D11%2F30%2F2006&_rdoc=3D12&_orig=3Dbr=owse&_srch=3D%23toc%236075%232006%23999689994%23635234%21&_cdi=3D6075&_acct=3DC000059607&_version=3D1&_urlVersion=3D0&_userid=3D4420&md5=3Db7582f025be3=9ccadfb497756ede5246>SummaryPlus=20

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Text + Links | =20

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(106 K)

The Future of Random-Digit-Dial Surveys for=20
Injury Prevention and Violence Research =95 REVIEW ARTICLE
Pages 444-450

Michael W. Link and Marcie-jo Kresnow

<http://www.sciencedirect.com/science?_ob=3DArticleURL&_udi=3DB6VHT-4M3JHDN-7&_user=3D4420&_handle=3DV-WA-A-W-AZ-MSAYVW-UUW-U-AAZBWDUVDD-AAZUYCAWDD-AEC=ECBECB-AZ-U&_fmt=3Dsummary&_coverDate=3D11%2F30%2F2006&_rdoc=3D13&_orig=3Dbr=owse&_srch=3D%23toc%236075%232006%23999689994%23635234%21&_cdi=3D6075&_acct=3DC000059607&_version=3D1&_urlVersion=3D0&_userid=3D4420&md5=3D1fd3b4429f35=d8def24948da3d19871d>SummaryPlus=20

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Text + Links | =20

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(94 K)

Issue contents: <http://tinyurl.com/ykev8m> =20=

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Date: Fri, 13 Oct 2006 12:52:26 -0400
Reply-To: "Mark.W.Andrews" <Mark.W.Andrews@ORCMACRO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mark.W.Andrews" <Mark.W.Andrews@ORCMACRO.COM>
Subject: Re: deaths in Iraq
Comments: To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I too would love to see the details.=20

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?=20

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? =20

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 caf=E9 to fabricate results. Who could blame you?=20

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.=20

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

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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

=20

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>>> "Smith, David W" <SmithD2@UTHSCSA.EDU> 10/13 9:10 AM >>>

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The Lancet, Oct 13, 2006

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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
<http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/index.html>=20
or
<http://tinyurl.com/pe8c4>

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SNIP

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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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Date: Fri, 13 Oct 2006 14:09:21 -0400
Reply-To: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Sangster, Robie - BLS" <Sangster.Robie@BLS.GOV>
Subject: Ideas for speakers on Human Rights research for the Washington
Statistical Society (DC-AAPOR & AAAS)
Comments: To: AAPORNET@asu.edu
Comments: cc: "Wendy E. Rotz" <Wendy.Rotz@ey.com>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

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. =20
=20

Please send your ideas to me directly (Sangster_R@bls.gov) or give me a
call (202-691-7517). Thanks, Robie=20

Robie Sangster=20
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

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

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Date: Fri, 13 Oct 2006 14:18:27 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: deaths in Iraq
Comments: To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>,
AAPORNET@asu.edu
In-Reply-To: <A8B0513FC10AA848A8D96D57ACC8FA0F0C3243@CHIMX21.na.fti.local>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii

Content-transfer-encoding: quoted-printable

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.=20

-----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

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Date: Fri, 13 Oct 2006 17:44:56 -0400
Reply-To: "Ratledge, Edward" <ratledge@UDEL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ratledge, Edward" <ratledge@UDEL.EDU>
Subject: Re: deaths in Iraq
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain

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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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

<http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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.

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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Date: Fri, 13 Oct 2006 15:14:41 -0700

Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>

Subject: Fwd: Re: deaths in Iraq

Comments: To: AAPORNET@asu.edu, SRMSNET@LISTSERV.UMD.EDU

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

The methodology underlying the Burham, Lafta,=20
Doocy, Roberts (2006) study of mortality in Iraq=20
seems decent enough; however, it would be useful=20
to have more detail than appears in the paper=20
published in the Lancet. I can forward you a=20
copy of the published paper if you write me.

I thought it might be a useful exercise to try to=20
validate the data published by Burham et al.=20
(2006) using an external source of data. Burham=20
et al. (2006) reported 48 cancer deaths over the=20
entire 4 1/2 year period for their sample of=20
12,801 (approx.) individuals. This would yield a=20
crude cancer mortality rate of approximately 8.33=20
per 10,000 per year. Given a population of 27.1=20
million according to Burham et al. (2006), this=20
would translate into 22,574 cancer deaths per=20
year. According to the International Agency for=20
Cancer Research's Globalcan 2002 estimate, there=20
were 11,177 cancer deaths in Iraq in 2002 (J.=20
Ferlay, F. Bray, P. Pisani and D.M. Parkin.=20
GLOBOCAN 2002: Cancer Incidence, Mortality and=20
Prevalence Worldwide IARC CancerBase No. 5.=20
version 2.0, IARCPress, Lyon, 2004). Thus the=20
Burham et al (2006) estimate is about double the=20
number of annual cancer deaths as IARC reports (=20
<http://www-dep.iarc.fr/>). It's possible that=20
the 95% confidence intervals for these two=20
estimates overlap. As I cannot attest to the=20
quality of the IARC estimates, one should not=20

take this analysis too seriously. Perhaps some=20 other indicators are available that would enable=20 one to conduct an external validation study.

See the quotations below pertaining to potential=20 sources of non-response bias in the Burham et al=20 (2006) paper. I did not find response rate=20 information other than what appears=20 below. Several of the quotations are potentially problematic.

"The interview team were given the responsibility=20 and authority to change to an alternate location=20 if they perceived the level of insecurity or risk=20 to be unacceptable. In every cluster, the numbers=20 of households where no-one was at home or where=20 participation was refused were recorded. In every=20 cluster, queries were made about any household=20 that had been present during the survey period=20 that had ceased to exist because all members had=20 died or left. Empty houses or those that refused=20 to participate were passed over until 40=20 households had been interviewed in all locations." (p. 2)

"Only 47 of the sought 50 clusters were included=20 in this analysis. On two occasions,=20 miscommunication resulted in clusters not being=20 visited in Muthanna and Dahuk, and instead being=20 included in other Governorates. In Wassit,=20 insecurity caused the team to choose the next=20 nearest population area, in accordance with the=20 study protocol. Later it was discovered that this=20 second site was actually across the boundary in=20 Baghdad Governorate. These three misattributed=20 clusters were therefore excluded, leaving a final=20 sample of 1849 households in 47 randomly selected=20 clusters. In 16 (0=B79%) dwellings, residents were=20 absent; 15 (0=B78%) households refused to=20 participate. In the few apartment houses visited,=20 the team progressed to the nearest households within the building." (p. 4)

Households where all members were dead or had=20 gone away were reported in only one cluster in=20 Ninewa and these deaths are not included in this=20 report. The 1849 households that completed the=20 survey had 12 801 household members at the time=20 of the survey; thus, the mean household size was 6.9 people." (p.4)

"During the survey period there were 129=20 households (7%) that reported in-migration, and=20 152 households (8%) reported out-migration.=20 Survey teams asked for death certificates in 545=20 (87%) reported deaths and these were present in=20 501 cases. The pattern of deaths in households=20 without death certificates was no different from=20

those with certificates." (p. 4)

"calling back to households not available on the=20
initial visit was felt to be too dangerous." (p. 7)

"The population data used for cluster selection=20
were at least 2 years old, and if populations=20
subsequently migrated from areas of high=20
mortality to those with low mortality, the sample=20
might have over-represented the high-mortality=20
areas. The miscommunication that resulted in no=20
clusters being interviewed in Duhuk and Muthanna=20
resulted in our assuming that no excess deaths=20
occurred in those provinces (with 5% of the=20
population), which probably resulted in an under=20
estimate of total deaths." (p. 7)

"Although interviewers used a robust process for=20
identifying clusters, the potential exists for=20
interviewers to be drawn to especially affected=20
houses through conscious or unconscious=20
processes. Although evidence of this bias does=20
not exist, its potential cannot be dismissed." (p. 7)

>Date: Fri, 13 Oct 2006 12:52:26 -0400

>From: "Mark.W.Andrews" <Mark.W.Andrews@ORCMACRO.COM>

>Subject: Re: deaths in Iraq

>Sender: AAPORNET <AAPORNET@asu.edu>

>To: AAPORNET@asu.edu

>Reply-to: "Mark.W.Andrews" <Mark.W.Andrews@ORCMACRO.COM>

>Thread-Topic: deaths in Iraq

>Thread-Index: Acbu1Faky1+KYvu4QRWtJv5mjzIllAABA2QrAADUZIA=3D

>X-MS-Has-Attach:

>X-MS-TNEF-Correlator:

>X-Virus-Scanned: by amavisd-new

>Comments: To: "Joseph, Craig"=20

><Craig.Joseph@FTICONSULTING.COM>, AAPORNET@asu.edu

>X-OriginalArrivalTime: 13 Oct 2006 16:52:27.0006 (UTC)

> FILETIME=3D[F6AD81E0:01C6EEE7]

>X-Ucb-Scan-Signature: 2eda4af2ee8e9acb92f474b636f67272ffbcfe13

>X-Ucb-Spam: Gauge=3DIIIIII, Probability=3D7%, Report=3D'__CP_URI_IN_BODY=
0, __CT 0,

> __CTE 0, __CT_TEXT_PLAIN 0, __FRAUD_419_BADTHINGS 0,

> __FRAUD_419_REFNUM 0, __HAS_MSGID 0, __IMS_MSGID 0,

> __MIME_TEXT_ONLY 0, __MIME_VERSION 0, __SANE_MSGID 0'

>X-Ucb-Notice: This message has been processed by a spam tagging system.

> See <http://mailinfo.berkeley.edu/> for more information.

>

>I too would love to see the details.

>

>As someone who conducts research in the less=20

>than optimal environment of the developing world=20

>(almost always using a cluster sample), I=20

>continue to run into 3 problems previously not mentioned:

>
>1) It is very hard to draw samples and expand=20
>results to a national level if the data you have=20
>about the country is inaccurate or non-existent.=20
>This is certainly the case in Iraq where=20
>millions have been forced to flee their homes.=20
>How did they select clusters and calculate probability of selection?

>
>2) Conducting surveys in difficult environments=20
>often results in substantial non-sampling error.=20
>Did the interviewers really go where they told=20
>them to go? How detailed was the cluster=20
>selection and what was the process for selecting=20
>the starting point? Was this process followed in practice?

>
>If you were on the ground would you walk into a=20
>dangerous neighborhood in Iraq just to assure=20
>some American academic's sample is statistically=20
>sound? If you were really afraid for your lives,=20
>you may choose instead to just sit in a caf=E9 to=20
>fabricate results. Who could blame you?

>
>3) Door to door methodologies provide=20
>distortions. For instance, some people may be=20
>inaccessible because they live in walled=20
>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=20
>pretty vague compliments. No doubt the study=20
>was "accomplished with considerable rigor under=20
>very dangerous conditions," but what about the=20
>specifics of the research design, particularly=20
>the sample design? After all, a flawed design=20
>can be implemented with absolute rigor, but that wouldn't produce good=
>results.

>
>I haven't had a chance to read the Lancet=20
>article yet, but it seems to me that the crucial=20
>questions -- on which there is a wealth of=20
>experience and insight available among the=20
>members of this listserv -- are the validity of=20
>the cluster sampling method used in this study,=20
>the generalizability of findings to the country=20
>as a whole, and the details of the questionnaire=20
>used -- are being ignored by the media and by=20
>the partisans on both sides of the Iraq War=20

>issue. The Bushies (and the Iraqi government)=20
>say, predictably, dismiss the study out of hand=20
>because they don't like the numbers, while the=20
>anti-war camp will embrace the findings because=20
>they're useful to them. I'm not saying the=20
>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=20
>study and could lay out some of the=20
>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,=20
>accomplished with considerable rigor under very=20
>dangerous conditions. The Chicago Tribune=20
>focused it's coverage of this report on the=20
>opinions of several biostatisticians who=20
>correctly pointed out the wide confidence=20
>intervals on the point estimate. Interesting=20
>that the lower bound of these estimates=20
>(392,979) is still more than 10 times the number=20
>of Iraqi war dead estimated by the White House. Tim
>
>
> >>> "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,
>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
><http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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
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>
>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
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>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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Date: Fri, 13 Oct 2006 14:10:39 -0400
Reply-To: Eric Plutzer <exp12@PSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eric Plutzer <exp12@PSU.EDU>
Subject: Re: Disputed study claims 655,000 Iraqi deaths
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <AAPORNET%200610122100014727.3389@LISTS.ASU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

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

Penn State University  
Voice: 814/865-6576  
<http://polisci.la.psu.edu/faculty/plutzer/>

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Date: Sat, 14 Oct 2006 09:37:47 -0400  
Reply-To: Colleen Porter <[cporter@DENTAL.UFL.EDU](mailto:cporter@DENTAL.UFL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[cporter@DENTAL.UFL.EDU](mailto:cporter@DENTAL.UFL.EDU)>  
Subject: Re: Disputed study claims 655,000 Iraqi deaths  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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

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Date: Sat, 14 Oct 2006 07:54:57 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Subject: Retro Poll small sample study results released Oct 11.  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: Wellstone Dems <[WDRC@yahoogroups.com](mailto:WDRC@yahoogroups.com)>  
MIME-version: 1.0

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

## 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.

The skew is not only related to foreign policy. Although 76% of those who knew the facts about the nonexistent Iraq-Al Qaeda ties found the government's handling of the Hurricane Katrina situation in New Orleans to be negligent, 58% of those misinformed on the non-existent links thought the government's response to Katrina was reasonable. Likewise, 72% of those who knew about the Iraq-Al Qaeda deception favored a national health insurance program, compared with 43% of the misinformed.

"Some pundits will argue that these differences simply reflect core differences in ideology and allegiance. That may be somewhat true," Sapir asserted. "But the important point is how strongly these opinion differences are linked in our surveys to inaccurate understanding of established facts."

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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---

Date: Sat, 14 Oct 2006 08:21:45 -0700  
Reply-To: Mike Donatello <mike@DONATELLO.US>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Donatello <mike@DONATELLO.US>  
Subject: Re: Retro Poll small sample study results released Oct 11.  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <003a01c6efa0\$b7872110\$2301a8c0@RetroPoll>  
MIME-version: 1.0  
Content-type: text/plain; charset=windows-1250  
Content-transfer-encoding: quoted-printable

This is an interesting topic. But IMO your word choice leaves a bit to be desired (e.g., "ignorance"). Moreover, I'm at a loss to see how lack of knowledge about the Iraq war has any logical connection to opinions on Katrina.

--

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  
=20

Innovative Methodology Illuminates Widespread Misinformation (750 words)  
=20  
=20

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.

=20  
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.=20  
=20

"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. =20  
=20

"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." =20

=20

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. =20

=20

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.=20

=20

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). =20

=20

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. =20

=20

The skew is not only related to foreign policy. Although 76% of those who knew the facts about the nonexistent Iraq-Al Qaeda ties found the government's handling of the Hurricane Katrina situation in New Orleans to be negligent, 58% of those misinformed on the non-existent links thought the government's response to Katrina was reasonable. Likewise, 72% of those who knew about the Iraq-Al Qaeda deception favored a national health insurance program, compared with 43% of the misinformed.

=20

"Some pundits will argue that these differences simply reflect core

differences in ideology and allegiance. That may be somewhat true," Sapir asserted. "But the important point is how strongly these opinion differences are linked in our surveys to inaccurate understanding of established facts." =20

=20  
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. =20

=20  
=20  
Contact: Marc Sapir, MD, MPH  
Executive Director, Retro Poll  
marcsapir@comcast.net  
www.retropoll.org <<http://www.retropoll.org/>>=20

=20  
=20  
=20

---

Archives: <http://lists.asu.edu/archives/aapornet.html>  
Vacation hold? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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On your return send this: set aapornet mail  
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[aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

--=20  
No virus found in this incoming message.  
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Version: 7.1.408 / Virus Database: 268.13.4/475 - Release Date: =  
10/13/2006  
=20

--=20  
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Version: 7.1.408 / Virus Database: 268.13.4/475 - Release Date: =  
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=20

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---

Date: Sat, 14 Oct 2006 10:55:37 -0500  
Reply-To: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>



Subject: Minnesota Poll  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable  
Content-disposition: inline

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> .

If I've cluttered up your mailbox, please accept my apologies and hit your =  
delete button.=20

All best wishes,

Rob Daves, director  
The Minnesota Poll  
Star Tribune

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

Date: Sat, 14 Oct 2006 09:30:20 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Subject: Re: Retro Poll small sample study results released Oct 11.  
Comments: To: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<[3AD6B79E9FD9D14ABB2DB711FBFD49950512524F@snsheba107.4smartphone.snx](mailto:3AD6B79E9FD9D14ABB2DB711FBFD49950512524F@snsheba107.4smartphone.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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mike@donatello.us

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Contact: Marc Sapir, MD, MPH  
Executive Director, Retro Poll  
marcsapir@comcast.net  
www.retropoll.org <<http://www.retropoll.org/>>

-----  
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=====

Date: Sat, 14 Oct 2006 15:45:04 -0500  
Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>  
Subject: Re: Minnesota Poll  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: Rob Daves <[daves@STARTRIBUNE.COM](mailto:daves@STARTRIBUNE.COM)>  
In-Reply-To: <[s530c237.082@ngwgate3.startribune.com](mailto:s530c237.082@ngwgate3.startribune.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

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:  
<http://www.chicagotribune.com/news/local/chi-061015poll-story,1,4663469.story?coll=chi-news-hed>

Link to charts:  
<http://www.chicagotribune.com/news/local/chi-061014poll-graphic,1,2604290.graphic?coll=chi-news-hed&?track=sto-relcon>

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> .  
>  
>If I've cluttered up your mailbox, please accept my apologies and hit your delete button.  
>  
>All best wishes,  
>  
>Rob Daves, director  
>The Minnesota Poll  
>Star Tribune  
>





LiAgTW9yZW92ZXIsIEknBSBhdCBhIGxvc3MgdG8gc2VlIGhvdyBsYWNrIA0KCW9mIGtub3dsZWRn  
ZSBhYm91dCB0aGUgSXJhcSB3YXlgaGFzIGFueSBsb2dpY2FsIGNvbm5lY3Rpb24gdG8gb3Bpbmlv  
bnMgDQoJb24gS2F0cmlyYS4gDQoNCgkLSANCglNaWtIIERvbmF0ZWxsbyANCgk3MDMuNTgyLjU2  
ODAgDQoJbWlrZUBkb25hdGVsbG8udXMgDQoNCgkgDQoNCg==

---

Date: Mon, 16 Oct 2006 10:32:20 +0800  
Reply-To: Mahar Mangahas <mahar.mangahas@SWS.ORG.PH>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mahar Mangahas <mahar.mangahas@SWS.ORG.PH>  
Subject: Re: deaths in Iraq - size of clusters  
Comments: To: "Mark.W.Andrews" <Mark.W.Andrews@ORCMACRO.COM>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <B9FAE11CB6C5B0448D732007774A3579ECA3@calus91.orcmacro.orc.wan>  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"; format=flowed  
Content-transfer-encoding: quoted-printable

I note that the Iraq survey took as many as 40=20 households in each of the 50 clusters, to get n =3D=20 2,000. In our standard national surveys in the=20 Philippines we take only 5 households per=20 cluster, in 240 clusters, for n =3D 1,200.

Mahar Mangahas

At 12:52 AM 10/14/2006, Mark.W.Andrews wrote:

>I too would love to see the details.  
>  
>As someone who conducts research in the less=20  
>than optimal environment of the developing world=20  
>(almost always using a cluster sample), I=20  
>continue to run into 3 problems previously not mentioned:  
>  
>1) It is very hard to draw samples and expand=20  
>results to a national level if the data you have=20  
>about the country is inaccurate or non-existent.=20  
>This is certainly the case in Iraq where=20  
>millions have been forced to flee their homes.=20  
>How did they select clusters and calculate probability of selection?  
>  
>2) Conducting surveys in difficult environments=20  
>often results in substantial non-sampling error.=20  
>Did the interviewers really go where they told=20  
>them to go? How detailed was the cluster=20  
>selection and what was the process for selecting=20  
>the starting point? Was this process followed in practice?  
>  
>If you were on the ground would you walk into a=20  
>dangerous neighborhood in Iraq just to assure=20  
>some American academic's sample is statistically=20  
>sound? If you were really afraid for your lives,=20  
>you may choose instead to just sit in a caf=E9 to=20  
>fabricate results. Who could blame you?  
>



>3) Door to door methodologies provide=20  
>distortions. For instance, some people may be=20  
>inaccessible because they live in walled=20  
>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=20  
>pretty vague compliments. No doubt the study=20  
>was "accomplished with considerable rigor under=20  
>very dangerous conditions," but what about the=20  
>specifics of the research design, particularly=20  
>the sample design? After all, a flawed design=20  
>can be implemented with absolute rigor, but that wouldn't produce good=  
results.

>  
>I haven't had a chance to read the Lancet=20  
>article yet, but it seems to me that the crucial=20  
>questions -- on which there is a wealth of=20  
>experience and insight available among the=20  
>members of this listserv -- are the validity of=20  
>the cluster sampling method used in this study,=20  
>the generalizability of findings to the country=20  
>as a whole, and the details of the questionnaire=20  
>used -- are being ignored by the media and by=20  
>the partisans on both sides of the Iraq War=20  
>issue. The Bushies (and the Iraqi government)=20  
>say, predictably, dismiss the study out of hand=20  
>because they don't like the numbers, while the=20  
>anti-war camp will embrace the findings because=20  
>they're useful to them. I'm not saying the=20  
>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=20  
>study and could lay out some of the=20  
>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,=20

>accomplished with considerable rigor under very=20  
>dangerous conditions. The Chicago Tribune=20  
>focused it's coverage of this report on the=20  
>opinions of several biostatisticians who=20  
>correctly pointed out the wide confidence=20  
>intervals on the point estimate. Interesting=20  
>that the lower bound of these estimates=20  
>(392,979) is still more than 10 times the number=20  
>of Iraqi war dead estimated by the White House. Tim  
>  
>  
> >>> "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,  
>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  
><http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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.  
>  
>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

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

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Date: Sun, 15 Oct 2006 23:06:15 -0400  
Reply-To: "Santos, Rob" <[RSantos@UI.URBAN.ORG](mailto:RSantos@UI.URBAN.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Santos, Rob" <[RSantos@UI.URBAN.ORG](mailto:RSantos@UI.URBAN.ORG)>  
Subject: Re: deaths in Iraq - size of clusters  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

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 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  $n=3D5$  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). =20

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!!)=20

The other points (regarding nonsampling error) are well taken... =20

Rob Santos  
Urban Institute  
Washington, DC

---

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

I note that the Iraq survey took as many as 40 households in each of the 50 clusters, to get  $n=3D2,000$ . In our standard national surveys in the Philippines we take only 5 households per cluster, in 240 clusters, for  $n=3D1,200$ .

Mahar Mangahas

At 12:52 AM 10/14/2006, Mark.W.Andrews wrote:

>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 cafe 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

>  
>-----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  
>dangerous conditions. The Chicago Tribune  
>focused it's coverage of this report on the  
>opinions of several biostatisticians who  
>correctly pointed out the wide confidence  
>intervals on the point estimate. Interesting  
>that the lower bound of these estimates  
>(392,979) is still more than 10 times the number  
>of Iraqi war dead estimated by the White House. Tim

>  
>

> >>> "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,  
>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  
><http://www.cnn.com/2006/WORLD/meast/10/11/iraq.death.toll.ap/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.  
>  
>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  
>Leo G. Simonetta  
>Director of Research  
>Art & Science Group, LLC  
>6115 Falls Road, Suite 101  
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Date: Mon, 16 Oct 2006 10:05:22 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: October issue of Public Opinion Pros  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

Dear AAPOR members -=20

=20  
The October issue of Public Opinion Pros is now posted to our website at

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

=20

editor@publicopinionpros.com.

=20

We appreciate your interest!

=20

Best wishes -

=20

Lisa

=20

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros

www.PublicOpinionPros.com=20

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Date: Mon, 16 Oct 2006 16:56:55 -0400

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

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

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

Subject: UPDATE: Use of push polling alleged - Maryland

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Ehrlich opinion firm denies using 'push poll' tactics

[http://www.baltimoresun.com/news/local/politics/bal-md.pushpoll14oct14,0\\_2164222.story?coll=3Dbal-mdpolitics-headlines](http://www.baltimoresun.com/news/local/politics/bal-md.pushpoll14oct14,0_2164222.story?coll=3Dbal-mdpolitics-headlines)=20

Or

<http://tinyurl.com/yymyjk>

From the Baltimore Sun=20

October 14, 2006

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.=20

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.=20

SNIP

"Public Opinion Strategies does NOT engage in push polling," the Web site now reads.=20

"We've already changed [the Web site] in recognition that it lacked clarity," Bolger said.=20

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.=20

[Doug Donovan]=20

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--=20

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

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

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

> Sent: Friday, October 13, 2006 10:18 AM

> To: AAPORNET@asu.edu

> Subject: Use of push polling alleged - Maryland

>=20

> Use of push polling alleged

> Baltimore Sun=09

>=20

> <http://www.baltimoresun.com/news/local/bal-md.pushpoll13oct13>,

> 1,6217095,  
> print.story?coll=3Dbal-local-headlines  
> or  
> <http://tinyurl.com/yjmm6q>  
>=20  
>=20  
> To Sandy Summers, a resident of Baltimore's Homeland=20  
> neighborhood, the recent phone call to her home sounded like=20  
> a standard political poll.=20  
>=20  
> The caller asked Summers her age, race, income and for whom=20  
> she was going to vote on Nov. 7. "And so I thought nothing of=20  
> it," Summers said.  
>=20  
>=20  
> Until the questions started.=20  
>=20  
> The first, she said, "was something like: If you heard in a=20  
> TV ad that Martin O'Malley made grades worse for schools=20  
> would you be more likely, less likely or just as likely to=20  
> vote for him."=20  
>=20  
> She said the pollster went on for 20 questions that were more=20  
> like political statements portraying O'Malley, the Democratic=20  
> candidate for governor, as a failed leader on various topics.=20  
>=20  
> SNIP  
>=20  
> O'Malley aides have said that Ehrlich's pollster, Public=20  
> Opinion Strategies, is orchestrating the calls.=20  
> Representatives from the company did not return phone calls.=20  
>=20  
> "We use a variety of strategies to reach Maryland voters to=20  
> spread the word of Governor Ehrlich's accomplishments but=20  
> also to show the difference between the two candidates," said=20  
> Ehrlich spokesman Shareese N. DeLeaver. "Would we refer to it=20  
> as push polling? No."=20  
>=20  
> Public Opinion Strategies' Web site lists six methodologies=20  
> for its research, including "push polling."=20  
>=20  
> "'Push polling' is NOT polling at all - it is advocacy calls=20  
> under the guise of research," the site states. "Push-polls=20  
> contact thousands of people per hour with an objective of=20  
> reaching sometimes hundreds of thousands of households. ...=20  
> Push-polls are designed solely as a persuasion vehicle."=20  
>=20  
> The Web site implies that push polling is one of its methods,=20  
> but it never directly states whether the company uses that method.=20  
>=20  
> SNIP  
>=20  
> --  
> Leo G. Simonetta

> Director of Research  
> Art & Science Group, LLC  
> 6115 Falls Road, Suite 101  
> Baltimore MD 21209  
>=20

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Date: Mon, 16 Oct 2006 16:31:17 -0400  
Reply-To: lmanolakes@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Lucinda Manolakes <lmanolakes@AOL.COM>  
Subject: Research Firms in Honolulu?  
Comments: To: aapornet@asu.edu  
Comments: cc: richard.rizzo@generalgrowth.com  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

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.

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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.

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=====  
Date: Mon, 16 Oct 2006 17:30:28 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Iraqi Death Rate May Top Our Civil War -- But Will the Press Confirm It  
Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

## 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](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 debunk 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

--=20

Leo G. Simonetta  
Director of Research  
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Baltimore MD 21209

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Date: Mon, 16 Oct 2006 18:09:23 -0400

Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)

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

From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>

Organization: Jan Werner Data Processing

Subject: Re: UPDATE: Use of push polling alleged - Maryland

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

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

In-Reply-To:

<[3248A9B21DD5574785FE5E2C8E52168457E5AE@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E52168457E5AE@exchange.local.artscience.com)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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

>

> 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.

>

> SNIP

>

> "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.  
>  
>  
>  
> [Doug Donovan]  
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>  
>  
>

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Date: Mon, 16 Oct 2006 17:18:40 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Subject: Re: Iraqi Death Rate May Top Our Civil War -- But Will the Press  
Confirm It

Comments: To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E52168457E5B3@exchange.local.artsience.com](mailto:3248A9B21DD5574785FE5E2C8E52168457E5B3@exchange.local.artsience.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit

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](http://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\\_content\\_id=1003255073](http://www.mediainfo.com/eandp/columns/pressingissues_display.jsp?vnu_content_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.

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

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Date: Mon, 16 Oct 2006 18:19:13 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nancy Tienhaara <nancy@DASH.CA>  
Organization: DASH  
Subject: Re: Iraqi Death Rate May Top Our Civil War -- But Will the Press  
Confirm It  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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 party 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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so we see appearing the same kinds of denials that were rampant about global warming not so long ago.

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Date: Tue, 17 Oct 2006 14:15:09 -0700  
Reply-To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Subject: FW: Some Coverage of The Lancet's Iraq-Mortality Research  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

in depth bibliography of writing on the Lancet material.

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

-----Original Message-----  
From: [davidepet@comcast.net](mailto:davidepet@comcast.net) [<mailto:davidepet@comcast.net>]

Sent: Tuesday, October 17, 2006 9:39 AM  
To: [davidepet@comcast.net](mailto:davidepet@comcast.net)  
Subject: RE: Some Coverage of The Lancet's Iraq-Mortality Research

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](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. <http://blogs.zmag.org/node/2783> Military Invasion of Iraq," ZNet, October 11, 2006.)

Sincerely Yours,  
David Peterson  
Chicago, USA  
[davidepet@comcast.net](mailto:davidepet@comcast.net)

The Human Cost of the [http://web.mit.edu/CIS/pdf/Human\\_Cost\\_of\\_War.pdf](http://web.mit.edu/CIS/pdf/Human_Cost_of_War.pdf) War in Iraq: A Mortality Study, 2002-06, Gilbert Burnham et al., October, 2006 (as posted by the Center for International Studies, MIT)

"Updated

[http://www.jhsph.edu/publichealthnews/press\\_releases/2006/burnham\\_iraq\\_2006.html](http://www.jhsph.edu/publichealthnews/press_releases/2006/burnham_iraq_2006.html) Iraq Survey Affirms Earlier Mortality Estimates," Bloomberg School of Public Health, Johns Hopkins University, October 11, 2006

"Mortality <http://www.countthecasualties.org.uk/docs/robertsetal.pdf> before and after the 2003 invasion of Iraq: cluster sample survey," Les Roberts et al., The Lancet, posted online October 29, 2004

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[http://www.jhsph.edu/publichealthnews/press\\_releases/PR\\_2004/Burnham\\_Iraq.html](http://www.jhsph.edu/publichealthnews/press_releases/PR_2004/Burnham_Iraq.html) Civilian Deaths Increase Dramatically After Invasion," Bloomberg School of Public Health, Johns Hopkins University, October 28, 2004

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<http://www.thelancet.com/journals/lancet/article/PIIS0140673605718675/fulltext> in Iraq," Les Roberts et al., The Lancet, Vol. 365, No. 9465, March 26, 2005

Iraq <http://www.iraqbodycount.org/> Body Count (Homepage)

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"How Many Iraqis Have <http://www.counterpunch.org/andrew01092006.html> Died Since the U.S. Invasion in 2003?" Andrew Cockburn, CounterPunch, January 9, 2006

"Press <http://www.whitehouse.gov/news/releases/2006/10/20061011-5.html> Conference by the President," White House Office of the Press Secretary, October 11, 2006

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Comment Of Sen. Patrick

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"654,000

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"'Huge <[http://news.bbc.co.uk/1/hi/world/middle\\_east/6040054.stm?ls](http://news.bbc.co.uk/1/hi/world/middle_east/6040054.stm?ls)> rise' in Iraqi death tolls," BBC News Online, October 11, 2006

"Will

<[http://www.editorandpublisher.com/eandp/columns/pressingissues\\_display.jsp?vnu\\_content\\_id=1003251404](http://www.editorandpublisher.com/eandp/columns/pressingissues_display.jsp?vnu_content_id=1003251404)> Media Finally Count the Dead in Iraq?" Greg Mitchell, Editor and Publisher, October 11, 2006

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<[http://today.reuters.com/news/articlenews.aspx?type=topNews&storyID=2006-10-11T154006Z\\_01\\_L11717456\\_RTRUKOC\\_0\\_US-IRAQ-DEATHS.xml&WTmodLoc=NewsHome-C1-topNews-3](http://today.reuters.com/news/articlenews.aspx?type=topNews&storyID=2006-10-11T154006Z_01_L11717456_RTRUKOC_0_US-IRAQ-DEATHS.xml&WTmodLoc=NewsHome-C1-topNews-3)> Deaths Put at 655,000," Patricia Reaney, Reuters, October 11, 2006

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<[http://today.reuters.com/news/articlenews.aspx?type=topNews&storyID=2006-10-11T191432Z\\_01\\_L11717456\\_RTRUKOC\\_0\\_US-IRAQ-DEATHS.xml&WTmodLoc=NewsHome-C1-topNews-5](http://today.reuters.com/news/articlenews.aspx?type=topNews&storyID=2006-10-11T191432Z_01_L11717456_RTRUKOC_0_US-IRAQ-DEATHS.xml&WTmodLoc=NewsHome-C1-topNews-5)> sees 655,000 Iraqi war deaths; Bush disputes," Will Dunham, Reuters, October 11, 2006

"Bush Vows <<http://www.voanews.com/english/2006-10-11-voa41.cfm>> US Will Remain in Iraq, Dismisses Report on War Deaths," Voice of America English Service, October 11, 2006

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<[http://online.wsj.com/article\\_email/SB116052896787288831-lMyQjAxMDE2NjEwMDUxMjA4Wj.html](http://online.wsj.com/article_email/SB116052896787288831-lMyQjAxMDE2NjEwMDUxMjA4Wj.html)> Death Toll Exceeds 600,000, Study Estimates," Neil King Jr., Wall Street Journal, October 11, 2006

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"Howard

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"Bush

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<[http://www.boston.com/news/world/middleeast/articles/2006/10/12/disputed\\_study\\_says\\_600000\\_iraqis\\_killed\\_during\\_war/](http://www.boston.com/news/world/middleeast/articles/2006/10/12/disputed_study_says_600000_iraqis_killed_during_war/)> study says 600,000 Iraqis killed during war," Brian MacQuarrie, Boston Globe, October 12, 2006

"Bush

<<http://www.chicagotribune.com/news/nationworld/chi-0610120084oct12,1,2576545.story>> dismisses study estimating 650,000 Iraqi dead during war," Judith Graham, Chicago Tribune, October 12, 2006

"Mission

<<http://www.dailyfreepress.com/media/storage/paper87/news/2006/10/12/Opinion/Editorial.Mission.Accomplished-2347089.shtml?norewrite200610161928&sourcedomain=www.dailyfreepress.com>> accomplished?" Editorial, Daily Free Press (Boston University), October 12, 2006

"Iraq

<[http://www.dailymail.co.uk/pages/live/articles/news/news.html?in\\_article\\_id=409879&in\\_page\\_id=1770](http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=409879&in_page_id=1770)> death toll is 20-times Bush's estimate," David Williams, Daily Mail, October 12, 2006

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<<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2006/10/12/wiraq12.xml>> war has killed 650,000, says study," Nic Fleming, Daily Telegraph, October 12, 2006

"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>>

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"Aura <<http://www.guardian.co.uk/international/story/0,,1920009,00.html>> of fear and death stalks Iraq," Peter Beaumont, The Guardian, October 12, 2006

"Beckett <<http://www.guardian.co.uk/Iraq/Story/0,,1920986,00.html>> rejects Iraq death toll," 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

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<[http://comment.independent.co.uk/leading\\_articles/article1838335.ece](http://comment.independent.co.uk/leading_articles/article1838335.ece)>

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Independent, October 12, 2006

"Iraq: Invasion, <<http://www.ipsnews.net/news.asp?idnews=35073>>

Occupation May Have Killed 655,000, Study Says," Sanjay Suri, Inter

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<<http://www.latimes.com/news/nationworld/world/la-fg-iraq12oct12,0,41681>

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ge?user\_URL=http://www.theglobeandmail.com%2F servlet%2Fstory%2FLAC.20061

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October 13, 2006

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"A

<[http://comment.independent.co.uk/columnists\\_m\\_z/john\\_rentoul/article1873778.ece](http://comment.independent.co.uk/columnists_m_z/john_rentoul/article1873778.ece)>

<[http://comment.independent.co.uk/columnists\\_m\\_z/john\\_re%0d%0antoul/article1873778.ece](http://comment.independent.co.uk/columnists_m_z/john_re%0d%0antoul/article1873778.ece)> 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

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

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set aapornet nomail

On your return send this: set aapornet mail

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=====  
Date: Tue, 17 Oct 2006 18:28:58 -0400

Reply-To: [HOneill536@AOL.COM](mailto:HOneill536@AOL.COM)

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

From: Harry O'Neill <[HOneill536@AOL.COM](mailto:HOneill536@AOL.COM)>

Subject: POQ

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

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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

Harry O'Neill

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=====  
Date: Tue, 17 Oct 2006 17:01:28 -0400

Reply-To: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>

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

From: Nancy Belden <[nancybelden@BRSPOLL.COM](mailto:nancybelden@BRSPOLL.COM)>

Subject: AAPOR Communications Director position open for applications

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

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Dear AAPOR Netters,

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) <<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](mailto: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.CSUCHICO.EDU](mailto:pols331@ROCKO.LAB.CSUCHICO.EDU)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>  
Subject: Mail survey response rate  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

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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Date: Wed, 18 Oct 2006 11:21:59 -0400  
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jonathan Brill <brillje@UMDNJ.EDU>  
Subject: Re: Mail survey response rate  
Comments: To: AAPORNET@asu.edu, Jon Ebeling <pols331@ROCKO.LAB.CSUCHICO.EDU>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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  
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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>>> 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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Date: Wed, 18 Oct 2006 10:39:39 -0400  
Reply-To: Hugh Clark <[cji@COLUMBUS.RR.COM](mailto:cji@COLUMBUS.RR.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Hugh Clark <[cji@COLUMBUS.RR.COM](mailto:cji@COLUMBUS.RR.COM)>  
Subject: Re: Mail survey response rate  
Comments: To: Jon Ebeling <[pols331@ROCKO.LAB.CSUCHICO.EDU](mailto:pols331@ROCKO.LAB.CSUCHICO.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[45362BF4.7050909@rocko.csuchico.edu](mailto:45362BF4.7050909@rocko.csuchico.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"; format=flowed

Return rate varies greatly with the nature of the population under study. And in some cases rates appear to be declining. I have one client for whom I do an annual mailed survey of persons living in senior, subsidized housing. The response exceeds 50%. In another mailed survey, this one of physicians, the response rate in 2000 was 46%, and this year was 23%. I suspect survey overload is part of the cause of the decline, but there are other reasons as well. including declining perception that the surveys are in the self-interest of the respondent (in the case of my physician survey).

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.

At 09:28 AM 10/18/2006, Jon Ebeling wrote:

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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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=====  
Date: Wed, 18 Oct 2006 12:14:05 -0400  
Reply-To: Lawrence Luskin <[Lawrence.A.Luskin@ORCMACRO.COM](mailto:Lawrence.A.Luskin@ORCMACRO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Lawrence Luskin <Lawrence.A.Luskin@ORCMACRO.COM>  
Subject: Re: Mail survey response rate  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

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.=20

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". =20

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.

Then, review the methodology to determine if there is anything inherent in the survey that could skew results. Based on it being a windshield study though, not sure if this will tell you much.

Lastly, I have generally found that true honesty works well here. You fielded a survey, the response rate was a little lower than expected, you checked out the demographics and they tend to match, the process seems unbiased to the eye. I think that's exactly how you report it and communicate it (with the appropriate conveyance of response rate, sampling error, etc.).

Larry Luskin  
Director of Customer and Employee Research  
ORC Macro =20

-----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 study. And in some cases rates appear to be declining. I have one client for whom I do an annual mailed survey of persons living in senior, subsidized housing. The response exceeds 50%. In another mailed survey, this one of physicians, the response rate in 2000 was 46%, and this year was 23%. I suspect survey overload is part of the cause of the decline, but there are other reasons as well. including declining perception that the surveys are in the self-interest of the respondent (in the case of my physician survey).

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At 09:28 AM 10/18/2006, Jon Ebeling wrote:

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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=20

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Date: Wed, 18 Oct 2006 12:37:42 -0400  
Reply-To: "O'Brien, Eileen" <[Eileen.OBrien@EIA.DOE.GOV](mailto:Eileen.OBrien@EIA.DOE.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "O'Brien, Eileen" <[Eileen.OBrien@EIA.DOE.GOV](mailto:Eileen.OBrien@EIA.DOE.GOV)>  
Subject: DC-AAPOR STUDENT PAPER COMPETITION: Submission Deadline December

15

Comments: To: "[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)" <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain  
Content-transfer-encoding: 7bit

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> <<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](mailto: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](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Interesting stuff  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

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

<http://people-press.org/reports/display.php3?ReportID=3D292>

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

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Date: Wed, 18 Oct 2006 17:15:00 -0400  
Reply-To: Claire Durand <[Claire.Durand@UMONTREAL.CA](mailto:Claire.Durand@UMONTREAL.CA)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Claire Durand <[Claire.Durand@UMONTREAL.CA](mailto:Claire.Durand@UMONTREAL.CA)>  
Subject: Re: Mail survey response rate  
Comments: To: Lawrence Luskin <[Lawrence.A.Luskin@ORCMACRO.COM](mailto:Lawrence.A.Luskin@ORCMACRO.COM)>,  
[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[EAA73DCF5FF7F246B9D6009EBA476EC232BC75@calus91.orcmacro.orc.wan](mailto:EAA73DCF5FF7F246B9D6009EBA476EC232BC75@calus91.orcmacro.orc.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

means to use in order to achieve good response rates (call-backs, mailing=20 of a second questionnaire, etc.). Second, the principle still holds : the=20 =20 lower the proportion of non respondents, the lower the possible impact on=20 estimates if they differ from respondents. Hence, always better to have a=20 =20 good response rate! Finally, response rates may always be related with the=20 =20 topic of the survey. If it is a survey on satisfaction, there will always=20 =20 be somebody to say-- rightfully -- that maybe only the less satisfied=20 answered. So, why not work on getting good response rates? I conducted two=20 =20 surveys among faculty in the recent years and I can say that the high=20 response rates that I got (61% the first time and 51% the second time)=20 greatly helped establish the credibility of the results.

Best,

Le 12:14 2006-10-18, Lawrence Luskin =E9crit:

>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.  
>  
>Then, review the methodology to determine if there is anything inherent  
>in the survey that could skew results. Based on it being a windshield  
>study though, not sure if this will tell you much.  
>  
>Lastly, I have generally found that true honesty works well here. You  
>fielded a survey, the response rate was a little lower than expected,



>you checked out the demographics and they tend the match, the process  
>seems unbiased to the eye. I think that's exactly how you report it and  
>communicate it (with the appropriate conveyance of response rate,  
>sampling error, etc.).

>  
>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  
>study. And in some cases rates appear to be declining. I have one  
>client for whom I do an annual mailed survey of persons living in  
>senior, subsidized housing. The response exceeds 50%. In another  
>mailed survey, this one of physicians, the response rate in 2000 was  
>46%, and this year was 23%. I suspect survey overload is part of the  
>cause of the decline, but there are other reasons as well. including  
>declining perception that the surveys are in the self-interest of the  
>respondent (in the case of my physician survey).

>  
>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.

>  
>

>  
>  
>At 09:28 AM 10/18/2006, Jon Ebeling wrote:  
>>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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>  
>Hugh M. Clark, Ph.D.  
>President  
>CJI Research Corporation  
>180 South Ardmore Road  
>Columbus, Ohio 43209  
>614-338-1008  
>

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Claire Durand

professeur titulaire et directrice des =E9tudes de 2=E8me cycle  
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Date: Wed, 18 Oct 2006 17:15:34 -0400  
Reply-To: Morris Cohen <[cohenfogel@AOL.COM](mailto:cohenfogel@AOL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Morris Cohen <[cohenfogel@AOL.COM](mailto:cohenfogel@AOL.COM)>  
Subject: Newly Implemented NJ Tax Laws  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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  
\*\*\*\*\*

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PO Box 10  
Titusville, NJ 08560  
609.737.6678

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Date: Wed, 18 Oct 2006 14:58:06 -0700  
Reply-To: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Subject: Iraqi death toll withstands scrutiny  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=iso-8859-1; format=flowed  
Content-transfer-encoding: quoted-printable

Iraqi death toll withstands scrutiny

Jim Giles. Nature 443, 728-729 19 October 2006).

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=20 last week. Their result =AD a death rate that has=20 risen from 5.5 per thousand per year to 13.3 =AD=20 implies that since the invasion there have been=20 650,000 'excess' deaths, 2.5% of the population.=20 Predictably, the finding has met with criticism=20 from supporters of the war from the US president downwards.

If it holds, the study will be a key publication=20 in the growing field of conflict epidemiology.=20 Understanding who is dying, how and where in Iraq=20 is vital for efforts to rebuild the country. So=20 once the political criticisms are set aside, how=20 does the study stack up scientifically?

The uncertainty of figures relating to before the=20 war, and the present security situation, hamper=20 efforts to estimate the Iraqi death rate.

Estimates of deaths in Iraq all suggest that the=20 death rate has risen since the invasion. But they=20 have been much lower than the latest figure. Iraq=20 Body Count, a left-leaning website that compiles=20 deaths from media reports, quotes a maximum of=20 just under 49,000. US government officials have=20 given figures of 30,000=9650,000. And a household=20 survey, conducted in May 2004 by the United=20 Nations and published last year, concluded that=20 the war had caused at least 18,000=9629,000 deaths,=20 mostly from violent causes. The only previous=20 estimate of the same order of magnitude is a=20 figure of around 100,000 excess deaths in the=20 first 18 months of the conflict, published in=20 2004 by Gilbert Burnham and his colleagues at=20 Johns Hopkins University in Baltimore (L. Roberts=20 et al. *Lancet* 364, 1857=961864; 2004), the same=20 researchers who are behind the new work.

The authors say their estimate is so much higher=20 because their methodology is more comprehensive.=20 They organized detailed interviews, carried out=20 by Iraqi researchers from the Al Mustansiriya=20 University in Baghdad, in more than 1,800=20 households in 16 of Iraq's 18 administrative=20 regions. Using random sampling similar to that=20 used in political opinion polls, they documented=20 82 deaths in the period before the invasion, and=20 547 during the conflict. More than 90% of these=20 were confirmed by death certificates. They show a=20 95% probability that the death toll has been=20 between 390,000 and 940,000, most of which were=20 due to violence such as gunshots (G. Burnham et=20 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.

---

"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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Date: Wed, 18 Oct 2006 22:18:20 -0400  
Reply-To: Chris Lee <[clee@CMOR.ORG](mailto:clee@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Chris Lee <[clee@CMOR.ORG](mailto:clee@CMOR.ORG)>  
Subject: Re: Newly Implemented NJ Tax Laws  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[45369976.2000408@aol.com](mailto:45369976.2000408@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

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  
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Date: Wed, 18 Oct 2006 23:16:17 -0400  
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>  
Subject: Re: Newly Implemented NJ Tax Laws  
Comments: To: Chris Lee <clee@CMOR.ORG>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

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:=20

"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."=20

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.=20

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 idea =  
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  
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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

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>=20

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> 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.

>=20

> I encourage you to work with your attorney and accountant to determine =

when

> you are required to collect and file the taxes.

>=20

> Christopher Lee

> Director of Government Affairs and Counsel

> CMOR

> 7475 Wisconsin Ave.

> Suite 300

> Bethesda, MD 20814

> 301-654-6601

> clee@cmor.org

>=20

> 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.=20

>=20

>=20

>=20

> -----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

>=20

> I remember seeing a recent series of posts on AAPORNET about NJ =  
taxation=20

> of market research studies that was being implemented to increase=20

> revenues for the state. Can anyone comment on whether such taxation=20

> will apply to survey research? The examples given (I think by the  
> state) don't really fit my notion of survey research.

>=20

> Thanks,

> Morris Cohen

> \*\*\*\*\*

> Point Market Research, LLC

> PO Box 10

> Titusville, NJ 08560

> 609.737.6678

>=20

> -----

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> =

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signoff aapornet  
Please ask authors before quoting outside AAPORNET.

---

Date: Thu, 19 Oct 2006 16:14:27 +1300  
Reply-To: "Gendall, Philip" <[P.Gendall@MASSEY.AC.NZ](mailto:P.Gendall@MASSEY.AC.NZ)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Gendall, Philip" <[P.Gendall@MASSEY.AC.NZ](mailto:P.Gendall@MASSEY.AC.NZ)>  
Subject: Re: Mail survey response rate  
Comments: To: Jon Ebeling <[pols331@ROCKO.LAB.CSUCHICO.EDU](mailto:pols331@ROCKO.LAB.CSUCHICO.EDU)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

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.=20

=20  
Phil Gendall

Philip 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=20  
criteria for a high quality response rate in mail out surveys. In this=20  
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=20  
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=20  
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=20  
very much.

jon ebeling, Ph.D.  
Regional & Economic Sciences

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---

Date: Wed, 18 Oct 2006 21:10:45 -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: Political Sound Bites

Comments: To: aapornet <AAPORNET@asu.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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

-----  
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=====  
Date: Thu, 19 Oct 2006 01:24:44 -0400  
Reply-To: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>  
Subject: Re: Political Sound Bites  
Comments: To: Mike O'Neil <[mike.oneil@alumni.brown.edu](mailto:mike.oneil@alumni.brown.edu)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[4536FAC5.4040300@alumni.brown.edu](mailto:4536FAC5.4040300@alumni.brown.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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

Associate Director, Office of Institutional Research  
Phone: (518) 437-4791  
Cell: 541-579-6610  
E-mail: [jbloom@albany.edu](mailto:jbloom@albany.edu)  
Web: <http://www.albany.edu/ir>

On 10/19/06, Mike O'Neil <[mike.oneil@alumni.brown.edu](mailto:mike.oneil@alumni.brown.edu)> wrote:

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> Mike O'Neil  
> [www.oneilresearch.com](http://www.oneilresearch.com)  
>  
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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
Please ask authors before quoting outside AAPORNET.

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

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

FAITH=20EINERSON=20|=20Research=20Specialist  
Padilla=20Speer=20Beardsley=20=20|=20=201101=20West=20River=20Parkway=20=20=  
|=20=20Suite=20400=20=20|  
Minneapolis,=20MN=2055415  
p.=20(612)=20455-1738=20=20|=20=20f.=20(612)=20455-1060=20=20|=20=20m.=20(=  
612)=20251-7865  
feinerson@psbpr.com  
Minneapolis=20|=20New=20York=20|=20www.psbpr.com=20|=20=20www.psbblog.com  
Midsize=20Agency=20of=20the=20Year,=20Holmes=20Report=202004  
Top=2025=20Agencies=20to=20Work=20For,=20Holmes=20Report=202005  
Founding=20Partner,=20The=20Worldcom=20Public=20Relations=20Group

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This=20email=20has=20been=20scanned=20for=20viruses=20by=20the=20MessageLa=  
bs.

\*\*\*\*Confidentiality=20Statement\*\*\*\*

Information=20contained=20in=20this=20e-mail=20transmission=20may=20be=20c=  
onfidential=20and=20privileged.=20If=20you=20are=20not=20the=20intended=20=  
recipient,=20you=20should=20not=20read,=20distribute,=20or=20reproduce=20t=  
his=20transmission.=20If=20you=20have=20received=20this=20transmission=20i=  
n=20error,=20please=20notify=20the=20sender=20immediately=20of=20the=20err=  
or=20by=20return=20e-mail=20and=20delete=20the=20message=20from=20your=20s=  
ystem.

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---

Date: Thu, 19 Oct 2006 11:01:51 -0400  
Reply-To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Subject: Re: Newly Implemented NJ Tax Laws  
Comments: To: Morris Cohen <[cohenfogel@AOL.COM](mailto:cohenfogel@AOL.COM)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Comments: cc: Diane Bowers <[dbowers@casro.org](mailto:dbowers@casro.org)>,  
Sandra Bauman <[sandra@baumanresearch.com](mailto:sandra@baumanresearch.com)>, [gmartire@cmbinc.com](mailto:gmartire@cmbinc.com)  
In-Reply-To: <[45369976.2000408@aol.com](mailto:45369976.2000408@aol.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

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

=20  
Paul A. Braun, President  
Braun Research, Inc. (BRI)  
271 Wall Street  
Research Park  
Princeton, NJ 08540

=20  
Re: NJSA 54:32B-3(b)12  
Our File No. 7003

=20  
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.

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



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apply if the "information" provided by BRI is only the "raw" information  
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product.

As it is my understanding that the information provided by BRI is "raw" =  
in  
that it consists of research data that its customers use to prepare or  
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statute does not apply to BRI. =20

=20  
I regret that, for the reasons mentioned herein, I cannot provide BRI =  
with a  
more definitive response to its request.

Regards

Paul Braun  
President  
Braun Research

=20

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

From: Morris Cohen [mailto:cohenfogel@AOL.COM]=20  
Sent: Wednesday, October 18, 2006 5:16 PM  
To: AAPORNET@asu.edu  
Subject: Newly Implemented NJ Tax Laws

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Thanks,  
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\*\*\*\*\*

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

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=====  
Date: Thu, 19 Oct 2006 08:48:56 -0700  
Reply-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Subject: Re: Newly Implemented NJ Tax Laws  
Comments: To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[007701c6f38f8824bde05b00a8c0@BRICORP.com](mailto:007701c6f38f8824bde05b00a8c0@BRICORP.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

This is so much like the clarity we got when we researched the issue of Independent Contractors many years ago. (For that one, the IRS lists 20 "factors" they consider, but refuses to state any definitive rule or formula asserting that "each case is judged on its individual merits".)

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](http://www.oneilresearch.com)

Paul Braun wrote:

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> I regret that, for the reasons mentioned herein, I cannot provide BRI with a

> more definitive response to its request.

>

> Regards

>

> Paul Braun

> President

> Braun Research

>

>

>

>

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

> From: Morris Cohen [mailto:cohenfogel@AOL.COM]

> Sent: Wednesday, October 18, 2006 5:16 PM

> To: AAPORNET@asu.edu

> Subject: Newly Implemented NJ Tax Laws

>

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> Point Market Research, LLC

> PO Box 10

> Titusville, NJ 08560

> 609.737.6678

>

> -----

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=====  
Date: Thu, 19 Oct 2006 13:23:21 -0400

Reply-To: Morris Cohen <[cohenfogel@AOL.COM](mailto:cohenfogel@AOL.COM)>

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

From: Morris Cohen <[cohenfogel@AOL.COM](mailto:cohenfogel@AOL.COM)>

Subject: Re: Newly Implemented NJ Tax Laws  
Comments: To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <45379E68.5090904@alumni.brown.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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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:

>  
>> 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  
>> ultimate  
>> interpretation and applicability of newly enacted statutes is  
>> problematic as  
>> the ultimate interpretation must be made by the courts on a case-by-case  
>> basis.  
>>  
>> In any event, the extremely broad language of the statute (which  
>> purports to  
>> apply to "the furnishing of information of any kind" which is "provided  
>> through any means or method" to customers in New Jersey) would seem to  
>> include the research data/information compiled by BRI and furnished  
>> to its  
>> customers in New Jersey. However, the New Jersey Division of Taxation,  
>> which administers the statute, has stated on its website that various  
>> information services are exempt from the tax. For example, the tax  
>> does not  
>> apply if the "information" provided by BRI is only the "raw" information  
>> that the customer needs in order to prepare or compile its final  
>> product.  
>> As it is my understanding that the information provided by BRI is  
>> "raw" in

>> that it consists of research data that its customers use to prepare or  
>> compile its final product, a good faith argument can be made that the  
>> statute does not apply to BRI.  
>> I regret that, for the reasons mentioned herein, I cannot provide BRI  
>> with a  
>> more definitive response to its request.

>> Regards

>> Paul Braun  
>> President  
>> Braun Research

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

>> From: Morris Cohen [mailto:cohenfogel@AOL.COM] 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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>  
>

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Thanks to all for clearing this all up ... in my mind ... I think.  
Morris

-----  
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---

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

Does anybody know a reliable method of mitigating a self-reported bias  
in program evaluation surveys through observation-based interviewer's  
judgements?=20  
=20  
Many thanks,  
Eugene =20  
=20

---

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>

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---

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



Subject: spss syntax for zipcodes to states  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

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 00099 = '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 06390 = '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

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: Thu, 19 Oct 2006 22:22:37 -0400  
Reply-To: "Thomas M. Guterbock" <[tmglp@cms.mail.virginia.edu](mailto:tmglp@cms.mail.virginia.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Thomas M. Guterbock" <[tmglp@CMS.MAIL.VIRGINIA.EDU](mailto:tmglp@CMS.MAIL.VIRGINIA.EDU)>  
Subject: Literature on indirect questions about deviant behavior?  
Comments: To: AAPORnet List server <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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](mailto:TomG@virginia.edu)

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=====  
Date: Thu, 19 Oct 2006 21:29:16 -0500  
Reply-To: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Joseph, Craig" <Craig.Joseph@FTICONSULTING.COM>  
Subject: Re: Literature on indirect questions about deviant behavior?  
Comments: To: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

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

=20

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

From: Thomas M. Guterbock [mailto:tmglp@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=20 researchers asking about various questionable academic practices (for=20 example, slanting results in a research article to favor an industrial=20 sponsor of the research).

We thought researchers would be reluctant to report such behavior, so = we=20 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=20 approach we used . . . specifically, is there literature that shows = either=20 more accurate reporting, or higher rates of unit response, or higher = rates=20 of item response, when respondents are asked to report about deviance = that=20 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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=====  
Date: Fri, 20 Oct 2006 15:15:09 +0000  
Reply-To: mkshares@COMCAST.NET  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mkshares@COMCAST.NET>  
Subject: "The Stakes"  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: TEXT/PLAIN  
Content-transfer-encoding: 8BIT

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, should 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  
RNC's Ad "The Stakes" 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, "The Stakes," 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](http://www.gop.com)

60 second Advertisement (text)

"The Stakes"

ÒWhat is yet to come will be even greaterÓ  
-Osama Bin Laden, Al Jazeera, 12/26/01

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

[Text Fades: Òkill the AmericansÓ]

ÒThey will not come to their senses unless the attacks fall on their heads  
andÉuntil the battle has moved inside America.Ó -Osama Bin Laden (Interview,  
Al-Jazeera, 10/21/01)  
[Text Fades: Òinside America.Ó]

ÒWe sent our people to Moscow, to Tashkent, to other central Asian states, and  
they negotiated. And we purchased some suitcase bombs.Ó -Ayman Al-Zawahiri  
(ÒAl Qaeda: We Bought Nuke Cases,Ó [New York] Daily News, 3/22/04)

[Text Fades: Òsuitcase bombs.Ó]

ÒOur message is clearÑwhat 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.Ó -Ayman Al-Zawahiri (ÒAl Qaeda Threatens More UK, U.S.  
Attacks,Ó CNN.com, 8/4/05)

[Text Fades: Ònothing compared to what you will see next.Ó]

ÒWhat is yet to come will be even greaterÓ

These Are The Stakes. Vote November 7th.

www.GOP.com

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=====

Date: Fri, 20 Oct 2006 14:59:54 -0500

Reply-To: "Good, Meg" <[Margaret.Good@I3MAGNIFI.COM](mailto:Margaret.Good@I3MAGNIFI.COM)>

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

From: "Good, Meg" <[Margaret.Good@I3MAGNIFI.COM](mailto:Margaret.Good@I3MAGNIFI.COM)>

Subject: Job Opening - Lead Analyst/Data Manager

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

The Health Economics and Outcomes Division at i3 Innovus is hiring a Lead Analyst/Data Manager for our Eden Prairie, MN office.=20

=20

The Lead Analyst / Data Manager will work with multiple sources of data, particular work with 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

=20

The major job components include:

Programming for research studies (75%) =20

- 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

=20

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

\*\*Documentation and training (5%)

=20

=20

=20

## Qualifications

=20

A Bachelor's Degree in Biostatistics, Mathematics, Computer Science, Statistics, Information Systems, or technical certification in programming, data processing=20

\* 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) =20

\* Experience with managed care/health care/ pharmaceutical claims data desired =20

\* Demonstrated experience in managing primary data is required, preferably with survey data and/or medical chart data.=20

\* Must be able to execute multi-step data management tasks, recognize technical problems and solve with minimal supervision=20

\* Must be able to perform most tasks with minimal supervision=20

\* Must be detail-oriented=20

\* Must be able to communicate effectively with both technical and non-technical co-workers=20

\* Must be able to work in a fast-paced team-oriented environment=20

\* Must be able to provide mentoring and/or management of junior staff

=20

Diversity creates a healthier atmosphere: equal opportunity=20

=20

=20

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

=20

Meg Good, PhD

margaret.good@i3magnifi.com

=20

Meg Good, PhD

Researcher \* i3 Innovus

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





Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: An interesting Q&A with Johns Hopkins University professor  
Gilbert Burnham  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Jousting with the Lancet: Pajamas Media Interviews Professor Gilbert  
Burnham=20

[http://pajamasmedia.com/2006/10/joisting\\_with\\_the\\_lancet\\_the\\_p.php](http://pajamasmedia.com/2006/10/joisting_with_the_lancet_the_p.php)  
or  
<http://tinyurl.com/y2yh7e>

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 a  
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

-----  
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On your return send this: set aapornet mail  
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Date: Fri, 20 Oct 2006 16:37:50 -0700

Reply-To: John D Rogers <jdrogers@SFSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: John D Rogers <jdrogers@SFSU.EDU>  
Subject: Some thoughts and questions on push polling allegations  
Comments: To: AAPORNET@asu.edu  
In-Reply-To:  
<3248A9B21DD5574785FE5E2C8E52168457E5AE@exchange.local.artscience.com>  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"

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:  
[http://www.pacifictribune.com/localnews/ci\\_4511618](http://www.pacifictribune.com/localnews/ci_4511618).

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)

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Fred Kaplan on Lancet Iraq death estimate  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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

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Date: Fri, 20 Oct 2006 18:41:33 -0700  
Reply-To: "P. Moy" <[pmoy@U.WASHINGTON.EDU](mailto:pmoy@U.WASHINGTON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "P. Moy" <[pmoy@U.WASHINGTON.EDU](mailto:pmoy@U.WASHINGTON.EDU)>  
Subject: WAPOR seminar: Public opinion, social conflict,  
and political order  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0

Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

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

Market Researchers -www.saimo.org.ar - whose Congress will convene April 10th and 11th, 2007 in Buenos Aires).

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)

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

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

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(f) 1 206 543 9285

(e) pmoy@u.washington.edu

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

From: "P. Moy" <[pmoy@U.WASHINGTON.EDU](mailto:pmoy@U.WASHINGTON.EDU)>

Subject: WAPOR seminar: Public opinion, communication, and elections

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

MIME-version: 1.0

Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

WAPOR's second call for abstracts - for Israel, June 2007 - follows.

Queries should be directed to Yariv Tsfati at [ytsfati@com.haifa.ac.il](mailto: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@mssc.huji.ac.il; Lilach Nir - lnir@mssc.huji.ac.il

---

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

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(v) 1 206 543 9676  
(f) 1 206 543 9285  
(e) pmoy@u.washington.edu

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: martin plissner <[plissner@VERIZON.NET](mailto:plissner@VERIZON.NET)>  
Subject: soundbite  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

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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).

=20

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.

=20



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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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Junk reporting of poll results  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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

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Reply-To: Joel Bloom <[joelbloom@GMAIL.COM](mailto:joelbloom@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Bloom <[joelbloom@GMAIL.COM](mailto:joelbloom@GMAIL.COM)>  
Subject: Re: Junk reporting of poll results  
Comments: To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[453CD6E2.7030406@jwdp.com](mailto:453CD6E2.7030406@jwdp.com)>  
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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 (especial 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

--

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](mailto:jbloom@albany.edu)  
Web: <http://www.albany.edu/ir/>

On 10/23/06, Jan Werner <[jwerner@jwdp.com](mailto: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

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>

> So say the results of a CNN poll released Friday by Opinion  
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> preferred among potential 2008 presidential candidates. The  
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> Asked if they preferred Hillary Rodham Clinton to McCain,  
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> 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.  
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> Clinton's maiden name would help her in a matchup against  
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> The results are consistent with earlier testing that indicated  
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>  
> (...)  
>  
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> This is a perfect example of how a news service can, by concealing  
> essential information about how a poll was conducted, turn the results  
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>  
>  
> Jan Werner  
>  
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Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: data cleaning question  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: 7bit

Hi,

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](http://www.techsociety.com)  
Yahoo Messenger: [leora\\_lawton](mailto:leora_lawton)

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Date: Mon, 23 Oct 2006 13:00:50 -0500

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

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

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

Subject: Job Opportunity No. 1

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## CAREER AND INTERNSHIP OPPORTUNITIES FOR APPLIED SOCIOLOGISTS IN STATE GOVERNMENT

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Organizer: Paul T. Melevin, Ph.D., Research Program Specialist,  
Customer Survey Service Unit, Audit and Evaluation Division, State of  
California Employment Development Department

Panelists: Vanessa Jimenez, Recruitment Coordinator, Human Resource  
Services Division, State of California Employment Development Department

Kate Martin, Research Analyst, State of California  
Little Hoover Commission

Chris Gist, Examination Consultant, Human Resource  
Services Division, State of California Employment Development Department

=20

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

(<http://www.spb.ca.gov/employment/>), show you the various ways to complete and file an application for these jobs, and provide practical advice on what you should know in order to get through the application and interview process. While the panelists are from the State of California, much of their knowledge may be transferable to other state and federal civil service job application processes.=20

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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Date: Mon, 23 Oct 2006 13:02:04 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity No. 2  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

DEPARTMENTAL=20

OPEN FOR

EMPLOYMENT DEVELOPMENT DEPARTMENT (EDD)

CALIFORNIA WORKFORCE INVESTMENT BOARD (CalWIB)

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POSITIONS EXIST

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Positions exist in Sacramento only.

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### SALARY RANGES

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|                                            |                           |
|--------------------------------------------|---------------------------|
| RESEARCH PROGRAM SPECIALIST I (GENERAL)    | \$4516 - \$5489 per month |
| RESEARCH PROGRAM SPECIALIST I (ECONOMICS)  | \$4516 - \$5489 per month |
| RESEARCH PROGRAM SPECIALIST II (GENERAL)   | \$4960 - \$6028 per month |
| RESEARCH PROGRAM SPECIALIST II (ECONOMICS) | \$4960 - \$6028 per month |

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### EXAMINATION DATES

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Final Filing Date: November 3, 2006

It is anticipated that interviews will be held during November or December 2006.

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### WHO CAN APPLY

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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.

=20

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### HOW TO APPLY





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

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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.

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SPECIAL FILING INSTRUCTIONS

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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.

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Note to All Applicants=20  
Regarding Education

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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.

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POSITION=20

DESCRIPTION FOR

RESEARCH PROGRAM

SPECIALIST (GENERAL)

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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.

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Date: Mon, 23 Oct 2006 17:13:51 -0400  
Reply-To: jwerner@jwdp.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <jwerner@JWDP.COM>  
Organization: Jan Werner Data Processing  
Subject: Re: Junk reporting of poll results  
Comments: To: Joel Bloom <joeldbloom@GMAIL.COM>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <5712bbfc0610230834h3ba1c1ccg2be74be707497d01@mail.gmail.com>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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  
> 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 (especiall 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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=====  
Date: Mon, 23 Oct 2006 17:12:31 -0400  
Reply-To: Patricia Wamboldt <[pmw101@PSU.EDU](mailto:pmw101@PSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Patricia Wamboldt <[pmw101@PSU.EDU](mailto:pmw101@PSU.EDU)>  
Subject: Field Interviewers Assessment  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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

--

Patricia M. Wamboldt, Ph.D.  
Assistant Director  
Survey Research Center  
329 Pond Lab  
University Park, PA 16802  
Phone: 814-863-0169  
Fax: 814-863-3098  
Toll Free: 866-850-0271  
E-mail: pmw101@psu.edu

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=====

Date: Mon, 23 Oct 2006 14:51:11 -0700  
Reply-To: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Rivers <[doug@POLIMETRIX.COM](mailto:doug@POLIMETRIX.COM)>  
Subject: Re: Junk reporting of poll results  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[5712bbfc0610230834h3ba1c1ccg2be74be707497d01@mail.gmail.com](mailto:5712bbfc0610230834h3ba1c1ccg2be74be707497d01@mail.gmail.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

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

> -----Original Message-----  
> From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Joel Bloom  
> Sent: Monday, October 23, 2006 8:35 AM  
> To: AAPORNET@asu.edu  
> Subject: Re: Junk reporting of poll results  
>=20

> Jan,  
>=20  
> First of all, you just insulted a whole bunch of AAPOR=20  
> members. CNN's Keating Holland (quoted by name in the story)=20  
> is an AAPOR member and if you want to know the details of=20  
> their polling methodology, his name is in the AAPOR directory=20  
> and he answers his own phone.

>=20  
> Secondly, I think your expectations of how much detail can be=20  
> given about a poll in a media story (especiall TV) are=20  
> unrealistic and unreasonable. These are important questions=20  
> that you raise, but they are well beyond the abilities of CNN=20  
> to include in a TV story on a poll.

>=20  
> Does that mean they shouldn't have done the analysis they=20  
> did? Of course not! Keating can answer the question himself=20  
> if he likes, but I would say with probably 90% certainty=20  
> (that's a gut assessment off likelihood) that they probably=20  
> did a randomized split sample to determine who got one=20  
> version of the name and who got the other.

>=20  
> That raises another question, of course, and this is where I=20  
> have a gripe with the story you quote. Assuming I'm right and=20  
> there are just over 250 people in each subsample, the margin=20  
> of error is now 6.2%, not 4.5%. In fact, the 4.5% MOE should=20  
> not have been reported at all, since the numbers reported are=20  
> not from the full sample. Thus, the reported difference of 3%=20  
> between the two samples now is not only statistically=20  
> insignificant; it's only slightly higher than what you'd=20  
> expect due to random sampling error. (Median expected=20  
> sampling error is about one third the standard margin of=20  
> error that reflects 95% confidence.) I would have been=20  
> happier with the article if they had mentioned the margin of=20  
> error in the subsamples. (Unless, of course, the reporter got=20  
> it totally wrong and there were 503 in each subsample, which=20  
> would actually make sense given the typical size of a=20  
> national CNN poll.)

>=20  
> Best,

>=20  
> -- Joel

>=20  
> --  
> Joel David Bloom, Ph.D.  
> The University at Albany, SUNY

>=20  
> Research Assistant Professor, Dept. of Political Science=20  
> Associate Director, Office of Institutional Research  
> Phone: (518) 437-4791  
> Cell: 541-579-6610  
> E-mail: [jbloom@albany.edu](mailto:jbloom@albany.edu)

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

>=20

>=20

> On 10/23/06, Jan Werner <jwerner@jwdp.com> wrote:  
>>  
>> On Friday, CNN reported as follows on a poll conducted for=20  
> 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=20  
> whether they=20  
>> used a probability sample, although it does cite a "margin=20  
> of error."=20  
>> It does not say whether there were matched samples or=20  
> whether the same=20  
>> 506 individuals were asked these questions twice with=20  
> different wording.  
>>  
>> If obtained from a single sample, were the names rotated, and if so=20  
>> were there order differences? Were the questions asked in close=20  
>> proximity or as part of a longer sequence? How many other such=20  
>> pairings were there (at least one, since Clinton vs.=20  
> Giuliani is also mentioned)?  
>>  
>> If they were separate subsamples, were they separately weighted to=20  
>> match on demographics or other characteristics?  
>>  
>> This is a perfect example of how a news service can, by concealing=20  
>> essential information about how a poll was conducted, turn=20



> the results=20  
>> into little more than titillating junk. Of course, maybe they were=20  
>> junk to begin with, but I'd like to think that a once respectable=20  
>> outfit like ORC might not yet have sunk to the level of CNN.  
>>  
>>  
>> Jan Werner  
>>  
>> -----  
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Date: Mon, 23 Oct 2006 20:07:55 -0400  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: In defense of CNN  
Comments: To: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[453D308F.7050704@jwdp.com](mailto:453D308F.7050704@jwdp.com)>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

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

details when (and if) asked.

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.

---

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

---

On Mon, 23 Oct 2006, Jan Werner wrote:

> Date: Mon, 23 Oct 2006 17:13:51 -0400  
> From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
> To: [AAPORNET@asu.edu](mailto: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.  
>  
> 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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>> 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  
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>> 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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Date: Mon, 23 Oct 2006 23:37:01 -0400  
Reply-To: jwerner@jwdp.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <jwerner@JWDP.COM>  
Organization: Jan Werner Data Processing  
Subject: Re: In defense of CNN  
Comments: To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <Pine.A41.4.63+UNC.0610231943080.28840@login1.isis.unc.edu>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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 it does 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:

> 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 details when (and if) asked.

>  
> 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.

>  
> =====

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

> =====

>  
>  
> On Mon, 23 Oct 2006, Jan Werner wrote:

>  
>> Date: Mon, 23 Oct 2006 17:13:51 -0400  
>> From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
>> To: [AAPORNET@asu.edu](mailto: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.

>>  
>> 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  
>>> 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 (especiall 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  
>>>  
>>  
>> -----  
>> Archives: <http://lists.asu.edu/archives/aapornet.html>  
>> Vacation hold? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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>> On your return send this: set aapornet mail  
>> Please ask authors before quoting outside AAPORNET.  
>> Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)  
>>  
>  
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>

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---

Date: Tue, 24 Oct 2006 10:05:32 -0500  
Reply-To: Mario Callegaro <[mca@UNLSERVE.UNL.EDU](mailto:mca@UNLSERVE.UNL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mario Callegaro <[mca@UNLSERVE.UNL.EDU](mailto:mca@UNLSERVE.UNL.EDU)>  
Subject: Videophone interviewing references  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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

--

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](mailto:skull@PIPA.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steven Kull <[skull@PIPA.ORG](mailto:skull@PIPA.ORG)>  
Subject: Innovative poll on foreign policy budget  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=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 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?nid=&id=&ptn=262&lb=hmpg1](http://www.worldpublicopinion.org/pipa/articles/home_page/262.php?nid=&id=&ptn=262&lb=hmpg1)

Steven Kull

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---

Date: Tue, 24 Oct 2006 14:51:11 -0400





From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steven Kull  
Sent: Tuesday, October 24, 2006 11:19 AM  
To: AAPORNET@asu.edu  
Subject: Innovative poll on foreign policy budget

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 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.

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Steven Kull

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=====  
Date: Thu, 26 Oct 2006 12:36:55 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Poll: Most feel civil liberties not harmed by war on terror  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)

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

Poll: Most feel civil liberties not harmed by war on terror  
<http://www.cnn.com/2006/POLITICS/10/25/poll.bush/index.html>  
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

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

-----  
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Date: Thu, 26 Oct 2006 15:27:44 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Federal judge rules Indiana can block automated telephone push  
polls

Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

Federal judge rules Indiana can block automated telephone push polls  
Jurist

<http://jurist.law.pitt.edu/paperchase/2006/10/federal-judge-rules-indian-a-can-block.php>

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.

--=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 00:48:02 -0400  
Reply-To: [scheuren@AOL.COM](mailto:scheuren@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Fritz Scheuren <[scheuren@AOL.COM](mailto:scheuren@AOL.COM)>  
Subject: Upcoming US Election  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="utf-8"  
Content-transfer-encoding: quoted-printable

Dear Colleagues:

Posted below is an open letter from ASA President Sallie Keller-McNulty regarding the upcoming US Elections. Best of luck in your preparations, as both practitioners and objective professionals.

=20  
Love to hear about your approaches and suggestions, Fritz  
=20  
PS If you try to reach me by phone before Tuesday, use +1-202-320-3446. Am working in Tbilisi, Georgia

-----  
=20  
Statistical Issues in Elections  
=20

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 expect an exact between five to twenty federal elections and dozens of local elect

ions 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

---

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---

Date: Thu, 26 Oct 2006 22:14:52 -0700

Reply-To: John Nienstedt <john@CERC.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Nienstedt <john@CERC.NET>

Subject: Public Opinion Research Analyst Job Posting

Comments: To: AAPORNET@asu.edu

In-Reply-To: <8C8C79A3859741D-E00-455C@webmail-da16.sysops.aol.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

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  
Ability to attract client base  
Ability to draft responses to RFPs

Salary: DOE. We also offer a competitive package of health benefits, profit sharing, on-site parking, two weeks paid vacation and performance bonuses.

If you want to work for a growing research firm where you can see the results of your research as well as the Pacific Ocean, Competitive Edge could be for you. Please direct resumes to: [info@cerc.net](mailto:info@cerc.net)

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=====  
Date: Fri, 27 Oct 2006 01:11:18 -0400  
Reply-To: Erik C Nisbet <[ecn1@CORNELL.EDU](mailto:ecn1@CORNELL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Erik C Nisbet <[ecn1@CORNELL.EDU](mailto:ecn1@CORNELL.EDU)>  
Subject: Pew Research Report: Cell-Only Voters Not Very Different  
Comments: To: "AAPORNET@asu.edu" <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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."

--  
Erik C. Nisbet  
Media and Society Research Group  
Department of Communication  
Cornell University  
338 Kennedy Hall  
Ithaca, NY 14853  
ph: 607-280-7030  
fax: 607-254-1322

Research Associate  
Survey Research Institute  
391 Pine Tree Rd Rm. 118  
Ithaca, NY 14850-2820  
ph: 607-255-3786  
fax: 607-255-7118

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Date: Fri, 27 Oct 2006 07:31:07 -0400  
Reply-To: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Lavrakas, Paul" <[Paul.Lavrakas@NIELSENMEDIA.COM](mailto:Paul.Lavrakas@NIELSENMEDIA.COM)>  
Subject: FW: The Statistician's role in the upcoming election  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

=20

-----  
From: Survey Research Methods Section of the ASA  
[<mailto:SRMSNET@LISTSERV.UMD.EDU>] On Behalf Of [scheuren@AOL.COM](mailto:scheuren@AOL.COM)  
Sent: Friday, October 27, 2006 12:36 AM  
To: [SRMSNET@LISTSERV.UMD.EDU](mailto:SRMSNET@LISTSERV.UMD.EDU)  
Subject: The Statistician's role in the upcoming election

Dear Colleagues:

=20  
Below is an open letter from Sallie Keller-NcNulty, ASA President, on  
the upcoming US election. Please read and heed.  
=20



Best, Fritz=20

---

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.

=20  
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.=20

=20  
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! =20

=20  
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:

=20  
\* Only real recounts (cross-checking paper records against official tabulations), not just rereading machine totals, will resolve close elections.

=20  
\* 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.

=20  
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.

=20  
Sincerely,  
Sallie Keller-McNulty, PhD.  
President, American Statistical Association

=20  
=20

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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~~~~~=20

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Date: Fri, 27 Oct 2006 09:38:37 -0400

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

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

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

Subject: Poll: Middle class voters abandoning GOP

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

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Poll: Middle class voters abandoning GOP=20

[http://news.yahoo.com/s/ap/20061027/ap\\_on\\_el\\_ge/election\\_ap\\_poll](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

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](mailto:CPORTER@DENTAL.UFL.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Subject: Re: Poll: Middle class voters abandoning GOP  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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](http://news.yahoo.com/s/ap/20061027/ap_on_el_ge/election_ap_poll)

or

<http://tinyurl.com/y3pbj5>

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SNIP

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

From: Melissa Pittaoulis <[map1278@TEMPLE.EDU](mailto:map1278@TEMPLE.EDU)>

Subject: Web Survey Literature

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

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

I 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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Reply-To: Amanda Wilmot <[Amanda.Wilmot@ONS.GSI.GOV.UK](mailto:Amanda.Wilmot@ONS.GSI.GOV.UK)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Amanda Wilmot <[Amanda.Wilmot@ONS.GSI.GOV.UK](mailto:Amanda.Wilmot@ONS.GSI.GOV.UK)>  
Subject: Re: Web Survey Literature  
Comments: To: [map1278@TEMPLE.EDU](mailto:map1278@TEMPLE.EDU)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

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](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

map1278@TEMPLE.ED  
U To: AAPORNET@asu.edu  
Sent by: cc:  
AAPORNET@asu.edu Subject: Web Survey Literature

27/10/2006 17:32  
Please respond to  
map1278

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Thanks!

Melissa Pittaoulis  
Graduate Student  
Sociology Department  
Temple University

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: "How the Poll Was Conducted"  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: quoted-printable

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.<sup>20</sup>

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."

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 Mitosky 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](mailto:goldner@BESTWEB.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>



From: fred goldner <goldner@BESTWEB.NET>  
Subject: Re: "How the Poll Was Conducted"  
Comments: To: Allen Barton <allenbarton@mindspring.com>, AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-type=original  
Content-transfer-encoding: 7bit

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"

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Reply-To: Scott McBride <[smcbride@HCMRESEARCH.COM](mailto:smcbride@HCMRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Scott McBride <[smcbride@HCMRESEARCH.COM](mailto:smcbride@HCMRESEARCH.COM)>  
Subject: Re: Minority and Nonminority Financial Industry Research  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<[D32ECDFCB22DEF40BDE938EA4584FBC20A9B4E04@NMR001OLDMSX02.enterprisenet.org](mailto:D32ECDFCB22DEF40BDE938EA4584FBC20A9B4E04@NMR001OLDMSX02.enterprisenet.org)>  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
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AAPOR Members:

I have had great luck in the past asking questions to our group before and have a tough one. I have some findings for a customer that show different results between Caucasian and African American customers on satisfaction with several aspects of service. Is anyone aware of any Ethnic/demographic

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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Reply-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Subject: Re: Poll: Middle class voters abandoning GOP  
Comments: To: Colleen Porter <[CPORTER@DENTAL.UFL.EDU](mailto:CPORTER@DENTAL.UFL.EDU)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[s541dfc7.019@mail.dental.ufl.edu](mailto: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  
> Karl Rove by Robert Siegel that ran on NPR this past Tuesday, but it  
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>

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> (unintelligible). I like that. You're just making a comment.  
>  
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>  
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>  
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>  
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>  
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>  
> [SNIP examples]  
>  
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> 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](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,  
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>  
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>  
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Reply-To: Allen Barton <[allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: My comment on "How the Poll Was Conducted"  
Comments: To: "Steen,Bob" <[steenb@fleishman.com](mailto:steenb@fleishman.com)>  
Comments: cc: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=UTF-8  
Content-transfer-encoding: 7Bit

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 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 likelih!

ood 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](mailto:steenb@fleishman.com)>

>Sent: Oct 27, 2006 4:28 PM

>To: Allen Barton <[allenbarton@mindspring.com](mailto: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"

>  
>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."

>  
>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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Reply-To: "Thomas M. Guterbock" <[tmg1p@cms.mail.virginia.edu](mailto:tmg1p@cms.mail.virginia.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)>  
Subject: Re: Some thoughts and questions on push polling allegations  
Comments: To: John D Rogers <[jdrogers@SFSU.EDU](mailto:jdrogers@SFSU.EDU)>, AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[OF878BDA2A.814610A0-ON8825720D.007D9F19-8825720D.0081B829@sfsu.edu](mailto:OF878BDA2A.814610A0-ON8825720D.007D9F19-8825720D.0081B829@sfsu.edu)>

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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:  
> [http://www.pacifictribune.com/localnews/ci\\_4511618](http://www.pacifictribune.com/localnews/ci_4511618).  
>  
> 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.  
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University of Virginia    EXPRESS DELIVERY: 2400 Old Ivy Road  
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Reply-To:    Allen Barton <[allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)>  
Sender:      AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From:        Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject:     Re: Some thoughts and questions on push polling allegations  
Comments: To: "Thomas M. Guterbock" <[tmglp@cms.mail.virginia.edu](mailto:tmglp@cms.mail.virginia.edu)>,  
              [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit

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" <tmglp@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

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Date: Mon, 30 Oct 2006 09:30:29 -0500  
Reply-To: Sid Groeneman <sid@GROENEMAN.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Sid Groeneman <sid@GROENEMAN.COM>  
Subject: Response reliability/certainty linked to time it takes to answer  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
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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."

Sid Groeneman

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Bethesda, Maryland

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Reply-To: Liz Hamel <[LizH@KFF.ORG](mailto:LizH@KFF.ORG)>

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

From: Liz Hamel <[LizH@KFF.ORG](mailto:LizH@KFF.ORG)>

Subject: PAPOR Annual Conference Dec. 7-8 in San Francisco - Register now

and reserve by Nov. 16 to get discounted room rates

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

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Content-transfer-encoding: quoted-printable

Dear Colleague,

=20

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.

=20

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](http://www.papor.org)).

=20

## PROGRAM

=20

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.

=20

## SHORT COURSE

=20

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.

=20

## HOTEL

=20

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.

=20

=20

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You can register online for the conference and short course at [www.papor.org](http://www.papor.org).

=20

Hope to see you there!

=20

Liz Hamel

PAPOR President 2006

=20

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Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Tele-marketing under the guise of Polling  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: quoted-printable

MD/TN Calls: More From TPMMuckraker

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.=20

[http://www.pollster.com/mystery\\_pollster/mdtn\\_calls\\_more\\_from\\_tpmuckra.php](http://www.pollster.com/mystery_pollster/mdtn_calls_more_from_tpmuckra.php)  
or  
<http://tinyurl.com/ylpfjv>

Some background at

[http://www.pollster.com/mystery\\_pollster/push\\_polls\\_in\\_mdtn\\_freeeatscom.php](http://www.pollster.com/mystery_pollster/push_polls_in_mdtn_freeeatscom.php)  
or  
<http://tinyurl.com/ylys6ss>

--=20

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Director of Research  
Art & Science Group, LLC  
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Date: Tue, 31 Oct 2006 13:00:33 -0600  
Reply-To: [mkoger1@BIGRED.UNL.EDU](mailto:mkoger1@BIGRED.UNL.EDU)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: [mkoger1@BIGRED.UNL.EDU](mailto:mkoger1@BIGRED.UNL.EDU)  
Subject: satisfaction scales  
Comments: To: American Association for Public Opinion Research  
<[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: 8bit

I am seeking some general information about satisfaction scales and would appreciate any input that you have.

Michael Koger, Sr.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Albert H. Cantril" <[ascantril@MINDSPRING.COM](mailto:ascantril@MINDSPRING.COM)>  
Subject: A Jihadist Tet Offensive in Iraq?  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii; format=flowed  
Content-transfer-encoding: 7bit

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.

Albert H. Cantril

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Date: Tue, 31 Oct 2006 13:10:47 -0500  
Reply-To: Ward Kay <[wkay@ADIRONDACK-INC.COM](mailto:wkay@ADIRONDACK-INC.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ward Kay <[wkay@ADIRONDACK-INC.COM](mailto:wkay@ADIRONDACK-INC.COM)>  
Organization: Adirondack Communications  
Subject: MAPOR Conference -- Bigger and Better than Ever  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="iso-8859-1"  
Content-transfer-encoding: quoted-printable

The 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 =93The Current State of = Survey Research: Problems, Solutions and Technological Advances=94=20

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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.

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There are four panels =96 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=92s surveys and a special panel of longtime MAPOR leaders as = MAPOR enters its fourth decade of looking at public opinion with a Midwestern viewpoint. =20

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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.

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The early bird registration has to be postmarked by Nov. 1. The form can be downloaded at [www.mapor.org](http://www.mapor.org) <<http://www.mapor.org/>> =20

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And MAPOR members don't forget to vote by Nov. 3.

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Ward Kay

(Program below)

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## MAPOR PROGRAM

November 17 -18 2006

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### FRIDAY

=20

8:30 am - 5 pm                      Registration (coffee, tea, bakery, = fruit)

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10 am - 11:30 am                      International Opinion  
Symphony A

Moderator: Kristen Landreville, The Ohio State University

Riots and Democratic Consolidation in South Africa=94 Beth Harkavy, = Columbia University

=93Color Revolutions in Colored Lenses: A Comparative Study of U.S. & Russian Press Coverage of the Color Revolutions in Ukraine, Belarus & Uzbekistan=94  
Juyan Zhang, Monmouth University; Shahira Fahmy, Southern Illinois University; and Sarah Roedl, Southern Illinois University

=93Who Cares About Europe? Profiling the European News Seeker In Contrast To Social Geo-Identity Circles=94 Homero Gil de Z=FA=F1iga, University of Wisconsin=96  
Madison

=93Cross-National Harmonisation of Socio-Demographic Variables in the International Social Survey Programme (ISSP)=94 Ipek Bilgen, University of Nebraska-Lincoln/Gallup Research Center; and Evi Scholz, ZUMA, Mannheim, Germany

Discussant: Tudor Vlad, University of Georgia

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10 am =96 11:30 am Issues in Education  
Symphony B

Moderator: David Tewksbury, University of Illinois

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=93Values and Public Opinion about a Local Education Issue=94 Edward Frederick, University of Wisconsin-Eau Claire; and Kurt Neuwirth, University of Cincinnati

=93Can Policymakers Trust Teacher Survey Data? Factors Affecting the Validity of Teachers=92 Reports of Mathematics Instruction on Annual Surveys=94, = Seong Won Han, University of Wisconsin-Madison; and Eric M. Camburn, University of Wisconsin-Madison

=93Smart Creationism: How People are Speaking Out about Intelligent Design Being Taught in the Science Curriculum at Public Schools=94 Eul=E0lia = Puig Abril, University of Wisconsin-Madison

=93Source Influences on Framing the Intelligent Design Debate=94 Josh Grimm,

University of Iowa

Discussant: Matthew Courser, Pacific Institute for Research & Evaluation =

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10 am =96 11:30 am Political Discussion and Social Networks  
Symphony C

Moderator: Daekyung Kim, Idaho State University

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=93The Good Citizen and Network Diversity=94 Bruce W. Hardy, University =  
of  
Pennsylvania

=93Political Discussion Frequency, Network Size, and =93Heterogeneity=94 =  
of  
Discussion as Predictors of Political Knowledge and Participation=94 =  
William  
P. Eveland, Jr. and Myiah H. Hively, The Ohio State University

=93Communicating Policy Preferences through Political Discussion: A =  
Network  
Approach=94 Tiffany L. Thomson, The Ohio State University

=93Media, 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.

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10 am =96 11:30 am PANEL 1  
Lyric

Challenges and Recommendations in Surveys of Physicians and Medical  
Professionals

Session Organizer: Joe Murphy, RTI International

=93The Costs of Using Pre-Paid Incentives in a Physician Survey=94 Sean =  
O.  
Hogan, RTI International

=93Socioeconomic Surveys of Physicians Experiences and =  
Recommendations=94 Sara  
Thran, American Medical Association and Mindy Schneiderman, American =  
Medical  
Association=20

=93The Challenges of Maintaining Consistency in a Longitudinal Survey of  
Hospitals=94 Peter Kralovec, Health Forum/American Hospital Association

=93Methods and Experience in the American Dental Association=92s Survey =  
Center=94  
Karen Schaid-Wagner, American Dental Association

=93Response Rates Challenges in an Annual Survey of Physicians=94 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

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11:45 am =96 1:15 pm Luncheon (ticket required)

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Presiding: Dietram A. Scheufele, MAPOR  
President

Student Paper Chair: Richard M. Perloff, MAPOR Fellow

Speaker: Susan Pinkus, Los Angeles =

Times  
Poll

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1:30 PM =96 3:00 PM Questionnaire Design  
Symphony A

Moderator: Emilia Peytcheva, University of Michigan

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=93Different Types of Mismatch Answers in Survey Interviews=94 Yfke P. =  
Ongena,  
Gallup Research Center, Survey Research and Methodology Program

=93The Effect of Direction of Response Scales on Survey Responses=94 =  
Ting Yan,  
University of Michigan

=93Agreement Answer Scales and Their Impact on Response Styles across  
Cultures=94 Ana Villar, University of Nebraska-Lincoln

=93Employing Social Psychology to Improve Survey Responses=94 Andy =  
Peytchev,  
University of Michigan

=93Who Do You Trust? An Investigation of the Role of Trust in Civic =  
Life=94  
Ellen Kanervo. Austin Peay State University and Weiwu Zhang, Austin Peay  
State University

Discussant: Bob Belli, University of Nebraska-Lincoln

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1:30 PM =96 3:00 PM  
Symphony B

Frames

Moderator: Homero Gil de Z=FA=F1iga, University of Wisconsin =96 Madison

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=93Frames Affect Me; But You? Third Person Perceptions and Framing=94 =  
Hernando  
Rojas, Janice Liebhart, Bradford Lystra, Caroline Niemann, Vidal =  
Quevedo,  
Albert C. Gunther, University of Wisconsin =96 Madison

=93Framing Effects on Attitude Formation: Examining Cognitive =  
Processes=94  
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

=93Another Side of Framing Effects: How Different Frames Influence =  
Knowledge  
Structure Density=94 Fei =93Chris=94 Shen, Ivan Dylko, The Ohio State =  
University

=93The Framing Of Poverty: An Experiment on Gains, Losses, and Issue  
Responsiveness=94 Xiaoli Nan, Eulalia Puig Abril, Andrew Binder, Pamela =  
Nevar,  
Jodi Minzlaff. Jacqueline Hitchon, University of Wisconsin =96 Madison

Discussant: Dominique Brossard, University of Wisconsin-Madison

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1:30 PM =96 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

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=93NSDUH Data Collection Efforts in the Wake of Hurricanes Katrina, =  
Rita, and  
Wilma=94 Rebecca Thomson, Janelle Perkins, Wanda Nieves, Connie Lael and =  
Katie  
Morton, RTI

=93Impact of Gulf Hurricanes on the National Immunization Survey=94 Kirk =  
Wolter,  
National Opinion Research Center (NORC) at the University of Chicago

=93Katrina and the Waves: News Information Seeking at Times of Prolonged  
Disaster Coverage in College Populations=94 Benjamin J. Bates, Mark =  
Harmon,  
Scott Wells, Charlie Gee, University of Tennessee

=93Imperfect Storm: Ohio Public Opinion of Hurricane Katrina Coverage =  
and  
Government Performance=94 Jennifer Kowalewski, University of North =  
Carolina at  
Chapel Hill; and Stephen Siff, Ohio University

Discussant: Douglas Blanks Hindman, Washington State University

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1:30 PM =96 3:00 PM  
Lyric

PANEL 2

2006 ELECTION OVERVIEW

Session Organizer: Ward Kay, Adirondack Communications

Panelists:

Rob Daves =96 Minnesota Star Tribune

Nick Panagakis =96 Market Shares Corporation

Ann Selzer =96 Selzer & Company, Inc.

Chris Borick =96 Muhlenberg College

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3:15 pm =96 4:45 pm Survey Data Quality  
Symphony A

Moderator: Kristen Olsen, University of Michigan

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=93Data Quality in a Multi-Mode Survey Environment=94 Emilio Serrano, =  
University  
of Nebraska-Lincoln; Darby Miller Steiger, The Gallup Organization Julie  
Kohrell The Gallup Organization

=93The Development of a Multivariate Coding Scheme for Evaluation of =  
Event  
History Calendar and Standardized Interviews=94 Yfke P. Ongena, Rene =  
Bautista,  
Yelena V. Kruse and Javier Perez Berestycki, Gallup Research Center,  
University of Nebraska-Lincoln

=93Behavior Coding In Cognitive Interviews: A Comparison of Interviewer =  
and  
Coder Effects=94 Rachel M. Levenstein, University of Michigan

=93Supplemental Data Collection Strategies for Parent Respondents in a  
School-Based PAPI Study=94 Marietta Bowman, National Opinion Research =  
Center  
(NORC) at the University of Chicago

=93Assessment and Best Practice Models for Recruitment of Focus Group  
Participants: Implications and Consequences=94 William L. Rosenberg, =  
Drexel  
University

Discussant: Katherine Draughon, Draughon Research

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3:15 pm =96 4:45 pm The War in Iraq  
Symphony B

Moderator: Serena Carpenter, Michigan State University

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=93Who Really Thinks Saddam Was Personally Involved? Examining Changes =  
in  
Misperceptions about the Iraq War=94 Lee B. Becker, University of =

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

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3:15 pm =96 4:45 pm                      Political Engagement  
Symphony C

Moderator: Hernando Rojas, University of Wisconsin - Madison

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=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

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4:45 pm =96 6 pm Cocktail Hour and a Quarter

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4:45 pm =96 6 pm Poster Session  
Lyric and Intermezzo

=93The Caged Bird Sings: How Reliance on Al Jazeera Affects Views =  
Regarding  
Press Freedom in the Arab World=94 Shahira Fahmy, Southern Illinois =  
University  
and Thomas Johnson, Texas Tech University

=93A Content Analysis of U.S. Senators=92 Web Sites=94 Michele Elder, =  
Indiana  
University

=93Current Issues in the Cultural Effect of Age and Survey =  
Measurement=94 M.  
Mandy Sha, Joe Murphy, Kelley Holsinger, RTI International

=93Do you hear what I hear?: Verbal behavior coding of Event-History =  
Calendar  
and Conventional Interviews=94 Jamie Marincic, University of =  
Nebraska-Lincoln,  
Bob Belli, University of Nebraska-Lincoln

=93The Duration of Impact of Midcareer Training Programs for =  
Journalists=94  
Tudor Vlad, University of Georgia, and Lee B. Becker, University of =  
Georgia

=93The Effect of Online Sources on Newspaper Readers=92 Perceptions=94 =  
Xiaopeng  
Wang, Joan Price, David Schreindl, Renuka Suryanarayan, and Tiffani =  
Thomas,  
Ohio University

=93Fear Appeals in Political Communication: An Examination of Public =  
Opinion  
about Social Security Reform and Global Warming=94 Teresa Myers, The =  
Ohio  
State University, and Catherine Goodall, The Ohio State University

=93The Former Audience and the Future Public: The Relationship between =  
Media  
Use and Political Participation=94 Limor Peer, Northwestern University

=93The Impact of the Internet on Teenagers=92 Interpersonal =

Communication

Behaviors: The Relationship between Internet Use and Desire for =  
Face-To-Face

Communication=94 Young Soo Shim, Southern Illinois University Carbondale

=93Reasons for Searching Web News Sources: Uses and Gratifications for =  
Portal

News and Weblogs among College Students=94 Daekyung Kim, Idaho State  
University, and Hyunwoo Kim, Indiana State University

=93Re-conceptualizing =93Willingness to Speak Out=94 in the Spiral of =  
Silence:

Examining Verbal Expression Strategies in Offline and Online Contexts=94  
Shirley S. Ho, University of Wisconsin-Madison

=93The Relation of Attachment to Possessions to Object Symbolism and  
Commitment to Developmental Tasks=94 Rui Jiao, University of =

Nebraska=96Lincoln,  
and A. Dwayne Ball, University of Nebraska-Lincoln

=93Religion and Attitude toward Abortion: Buddhists, Protestants, and  
Catholics=94 Jibum Kim, National Opinion Research Center, Jaesok Son,

University of Chicago

=93Trust in Media as a Campaign Effect: Framing the Media=94 Gary =  
Petty,

Cleveland State University

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5:30 =96 6:30 pm

Pedagogy Hour

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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

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SATURDAY

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8:30 am =96 Noon Registration (coffee, tea, bakery, fruit)

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8:30 am =96 10 am Survey Accuracy and Standards  
Symphony A

Moderator: Joe Murphy, RTI International

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=93A Review of the New International Standards Organization=92s (ISO) =  
Standards  
for Market, Opinion, and Social Research=94 Tom W. Smith, =  
NORC/University of  
Chicago

=93An Application of the New Measure of Poll Accuracy (A) To the Italian  
Context: Published Poll Accuracy for the 2006 and 2001 Italian =  
Parliamentary  
Elections=94 Mario Callegaro, University of Nebraska, Lincoln and =  
Giancarlo  
Gasperoni, University of Bologna

=93Assessing the Impact of Refusals and Election Day Factors on Exit =  
Poll  
Estimates: Evidence from the 2006 Mexican Presidential Election=94 Rene  
Bautista, University of Nebraska-Lincoln; Mario Callegaro, University =  
of  
Nebraska-Lincoln and Jose Alberto Vera, Francisco Abundis, Parametr=EDa =  
SA de  
CV=20

=93Why Web Surveys Work: Insights from "Essay Surveys" Designed to =  
Reveal  
Rare Ideas Held by the Public=94 David Fan, University of Minnesota

Discussant: John Loft, RTI

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8:30 am =96 10 am Media and Politics  
Symphony B

Moderator: Shahira Fahmy, Southern Illinois University

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=93Informing the Voter: The Use of Sources and Coverage of Issues by  
Newspapers in the 2004 U.S. General Election=94 Hilde Breivik, =  
University of  
Wisconsin-Madison

=93Influence of Nightly News Coverage Imbalance on Candidate Support in =  
Daily  
Tracking Polls=94 Frederick Fico, Geri Alumit Zeldes, Arvind Diddi, =  
Serena  
Carpenter, Michigan State University

=93Globalization Protest and the Media: An Analysis of Broadcast Media  
Coverage of the Battle in Seattle=94 James K. Hertog, Lloyd Alan =  
Lowhorn,  
Timothy Buckingham, University of Kentucky

=93Framing, Sourcing and Story Topics Beyond the Iraqi Invasion: How =  
Elite and  
Non-elite Newspapers Portrayed Gulf War II=94 Serena Carpenter, Michigan =  
State  
University

Discussant: Patricia Moy, University of Washington=20

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8:30 am =96 10 am  
Symphony C

Agenda-setting

Moderator: Myiah Hutchens Hively, The Ohio State University

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=93Agenda-Setting and Priming Online: Examining the Relationships =  
Between  
Online and Offline Agendas and Evaluations of the President Leading Up =  
to  
the 2004 Election=94 Tsung-Jen Shih, University of Wisconsin-Madison and  
Dietram A. Scheufele, University of Wisconsin-Madison

=93Public Opinion Formation of a President: An Agenda Setting Study Of  
Newspaper Coverage of George W. Bush And How It Associated With Gallup =  
Poll=94  
Jennifer Kowalewski, University of North Carolina at Chapel Hill

=93Terrorism in Election Polls and Television News in the 2004 =  
Presidential  
Election=94 Kristen Landreville , The Ohio State University

=93Public Opinion and Stem Cell Research: Exploring Attitudinal Changes =  
during  
Presidential Election Times=94 Dominique Brossard, Shirley Ho, Dietram  
Scheufele, University of Wisconsin-Madison

Discussant: David Tewksbury, University of Illinois

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8:30 am =96 10 am  
Lyric

Religion

Moderator: Eulalia Puig Abril, University of Wisconsin-Madison

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=93Spiritual but not Religious: Insights from an Online Panel=94 Kumar Rao, University of Nebraska-Lincoln and Knowledge Networks Inc; Dwayne = Ball, University of Nebraska-Lincoln; and Ron Hampton, University of Nebraska-Lincoln

=93Who Plays, Prays and Pays? Tennessee Lottery Participation, Religion = and Demographics=94 Glenn Hubbard, A. Farina, C. Gee, and A. Kushniryk, = University of Tennessee

=93Evolution, Religion, and American Public Opinion: Change and = Stability=94 George F. Bishop, University of Cincinnati

=93Issue Framing and the Stem Cell Controversy: The Effects of Primed = Encoding and Reflection on Stem Cell Opinions=94 Melissa R. Gotlieb, Hyunseo = Hwang, Hilde Breivik, Douglas M. McLeod, University of Wisconsin-Madison

Discussant: Robert Wyatt, Middle Tennessee State University

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10:15 am =96 11:45 am  
Symphony A

Media Effects

Moderator: Andrea Hickerson, University of Washington

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=93Is There Truth Out There? Media Effects on Epistemic Efficacy=94 = Raymond J. Pingree, Douglas M. McLeod, and Dominique Brossard, University of Wisconsin-Madison

=93Questioning the Assumption of Uniform Effects of the News Media: The Moderating Role of Community and Newspaper Characteristics=94 William P. Eveland, Jr. & Ivan Dylko, The Ohio State University

=93The Impact of Newspaper Frames on Cognition=94 Michel M Haigh, The Pennsylvania State University

=93How News and Discussion Help Us Explain a Social Policy: The Influences of News and Discussion on Attributions=94 Tiffany L. Thomson, The Ohio State University and Young Mie Kim, The Ohio State University

=93Communicative Sources of Political Efficacy: The Roles of Traditional News Media and the Internet=94 Kyurim Kyoung, University of Wisconsin-Madison =

Discussant: Donna Rouner, Colorado State

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10:15 am =96 11:45 am Changing Opinion Climates: Using the Internet  
Symphony B

Moderator: Ben Bates, University of Tennessee

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=93Conducting Online Survey Research to Internet Users, Especially to Early Adopters of New Media: Strengths and Limitations of Online Survey Research=94 Seung-Hyun Lee, University of Wisconsin=96Madison

=93Fielding a Longitudinal Online Electronic Survey: Gaining Behavioral Insights or Collecting Questionable Data?=94 Fiona Chew and Nirali Bhagdev, Syracuse University

=93New Mediated Deliberation: Discussion of the Alito Nomination in the Blogosphere=94 Michael Xenos, University of Wisconsin-Madison and Nuri Kim, University of Wisconsin-Madison

=93Political Knowledge and Participation in 2004: Does Internet Use Bridge the Gap between High and Low Education Groups?=94 Kajsa E. Dalrymple, University of Wisconsin-Madison

Discussant: Kimberly Neuendorf, Cleveland State University

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10:15 am =96 11:45 am  
Symphony C

Opinion Formation

Moderator: Tiffany L. Thomson, The Ohio State University

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=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

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10:15 am =96 11:45 am  
Lyric

PANEL 3

Increasing Public Cooperation with Surveys

Session Organizer: Mitchell A. Pravatiner

Paul Lavrakas, Nielsen Media Research

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 =96 3:00 pm Nonresponse  
Symphony A

Moderator: Andy Peytchev, University of Michigan

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=93The Effects of First Class vs. Priority Mail Mailers on Mail Survey  
Response Rates=94 Paul J. Lavrakas, Norm Trussell, Justin Bailey, Jennie =  
Lai,  
and Millie Bennett, Nielsen Media Research=20

=93Are Indicators of At Home Patterns Related to the Likelihood of =  
Contact for  
Cell Phone Surveys?=94 Frost Hubbard, University of Michigan

=93A Study of Panel Member Attrition in the Gallup Panel=94 Harlan =  
Sayles,  
University of Nebraska-Lincoln and Zachary Arens, The Gallup =  
Organization

=93Real Answers When They=92re Easy: A Spiral of Silence Explanation for  
Opinions and Non-Opinions in Survey Response=94 Jason B. Reineke, The =  
Ohio  
State University

Discussant: Allan McCutcheon, University of Nebraska =96 Lincoln

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1:30 pm =96 3:00 pm Evaluating the Media  
Symphony B

Moderator: Lindsay Hoffman, Ohio State University

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=93Political Ideology and Public Trust in Local News Media=94 Paul R. =  
Brewer and  
David Pritchard, University of Wisconsin-Milwaukee

=93Sourcing Globalization: New York Times' Coverage of NAFTA=94 Brandon =  
Bosch  
and Patricia Moy, University of Washington

=93Location Matters: Newspaper Entry into Pittsburgh Monopoly Market =  
Fosters



Local Editorial Competition and Marketplace of Ideas=94 Steve Hallock,  
Southern Illinois University Carbondale

=93Citizen vis--E0-vis Traditional Journalism in New York City=94 =  
Victoria Biwan  
Hildebrandt and Eul=E0lia Puig Abril, University of Wisconsin- Madison

=93Attracting Younger Audiences: Examining how Access to Local News =  
Content  
Influences Younger Readers=94 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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=93The Use of Sources in Controversial Issues: The Case of Same-Sex =  
Marriage=94  
Joseph Schwartz, University of Iowa

=93Who 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

=93Who Are =93They=94? The Real Challenges of Mexican Immigration=94 =  
Maria Narayani  
Lasala Blanco, Columbia University

=93Can 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

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1:30 pm =96 3:00 pm Deliberation and Deliberative Polling  
Lyric

Moderator: Ipek Bilgen, University of Nebraska-Lincoln

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=93In Search of Informed Public Opinion: Deliberative Polls and the =

Framing of  
Information=94 Gerald M. Kosicki, The Ohio State University

=93To Understand or To Persuade? Cognitive Breadth, Motivation to Talk, =  
and  
Deliberative Participation=94 Emily K. Vraga, Nam-Jin Lee and Lucy =  
Atkinson,  
University of Wisconsin-Madison

=93Online Vs. Face-To-Face Deliberation: Comparing the Effects of Online =  
and  
Face-To-Face Deliberation on Issue Knowledge, Political Efficacy, and  
Political Participation=94 Seong-jae Min, Ohio State University

=93Using a Simulated Discussion to Isolate Effects of Oppositional =  
Message  
Characteristics: Interactions with Opinion Strength on Attitudes about =  
the  
Other Side=94 Hyunseo Hwang, Rosanne Scholl, Ray Pingree, University of  
Wisconsin-Madison

Discussant: Woody Carter, Metro Chicago Information Center

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3:15 pm =96 4:45 pm Nonresponse Bias  
Symphony A

Moderator: Mario Callegaro, University of Nebraska-Lincoln

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=93Differences in Nonresponse Bias between Demographic and Substantive  
Variables in a Meta-analytic Study=94 Emilia Peytcheva and Robert M. =  
Groves,  
University of Michigan

=93Adjusting For Multiple-Cause Attrition Bias in Longitudinal Sample =  
Surveys=94  
Moh Yin Chang, University of Nebraska-Lincoln

=93Nonresponse Bias and Advance Letters in an Environmental =  
Contamination  
Survey=94 Kristen Olson, Jennifer Sinibaldi, and Jim Lepkowski, =  
University of  
Michigan

=93Satisficing in Early Versus Late Responses to a Mail Survey=94 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=20

=20

3:15 pm =96 4:45 pm Attitudes about Science and Technology  
Symphony B

Moderator: Xiaoli Nan, University of Wisconsin

=20

=93Exploring Moderating or Mediating Role of Communication Process =  
Variables  
in Predicting Scientific Knowledge=94 Eunhyung Kim and Dietram =  
Scheufele,  
University of Wisconsin-Madison

=93The Convergence of News Frames and Audience Value-Predispositions: =  
The  
Conditioned Effects of Pro-Science News on Attitudes toward Stem Cell  
Research=94 Melissa R. Gotlieb, Dominique Brossard, Emily E. Acosta and =  
Lucy  
Atkinson, University of Wisconsin-Madison

=93Voter Confidence in the New Generation of Election Technology=94 Fred =  
Conrad,  
University of Michigan; Michael J. Hanmer, Georgetown University; and  
Michael W. Traugott, University of Michigan

=93Prime Time Science: How Value Predispositions and Scientific =  
Omniscience in  
Entertainment Television Influence Attitudes toward Science=94 Anthony =  
D.  
Dudo, University of Wisconsin-Madison

Discussant: Julie Andsager, University of Iowa

=20

3:15 pm =96 4:45 pm Third Person Effects  
Symphony C

Moderator: Andy Binder, University of Wisconsin-Madison

=20

=93Defining Social Reality While Becoming Persuaded: The Third-Person =  
Effect  
and Coorientation=94 H. Allen White, Murray State University

=93How Anti-Drug Campaigns Understand the Self: Third Person Effect and  
Behavioral Change=94 Ian Turnipseed, University of Alabama

=93Cognitive Underpinning of the Third-person Perception=94 Ye Sun, =

Zhongdang  
Pan, and Hyunseo Hwang, University of Wisconsin-Madison

=93 Presumed Contention: How Presumed Influence Interacts With Perceived =  
Strife  
over a Public Issue=94 Ken Blake, Shana Hammaker, Robert O. Wyatt, =  
Middle  
Tennessee State University

Discussant: Dianne Rucinski, University of Illinois - Chicago

=20

=20

3:15 pm =96 4:45 pm  
Lyric

Panel 4

MAPOR: Looking Back and Forward in Public Opinion Theory and Research

Session Organizer: Weiwu Zhang, Austin Peay State University

Panelists:=20

Lee Becker, University of Georgia

Doris Graber, University of Illinois =96 Chicago

Leo Jeffres, Cleveland State University

Allan McCutcheon, University of Nebraska =96 Lincoln

K. Viswanath, Harvard University

David Weaver, Indiana University

=20

5:00 pm =96 5:30 pm Annual Meeting =96 Symphony C

5:30 pm =96 6:30 pm Social Hour =96 Intermezzo

=20

=20

=20

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Date: Tue, 31 Oct 2006 15:28:32 -0500  
Reply-To: "Burkom, Diane R" <[burkom@BATTELLE.ORG](mailto:burkom@BATTELLE.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Burkom, Diane R" <[burkom@BATTELLE.ORG](mailto:burkom@BATTELLE.ORG)>  
Subject: Employer Survey Help  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="us-ascii"  
Content-transfer-encoding: quoted-printable

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.  
=20

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.

=20

Thanks,  
Diane

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Date: Tue, 31 Oct 2006 16:20:25 -0500  
Reply-To: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>  
Subject: Re: satisfaction scales  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu), [mkoger1@BIGRED.UNL.EDU](mailto:mkoger1@BIGRED.UNL.EDU)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7bit  
Content-disposition: inline

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:

Teas, R. Kenneth (October 1993), "Expectations, Performance Evaluation, and Consumers' Perceptions of Quality." *Journal of Marketing* 57 (4), pp. 18-34.

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

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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>>> <[mkoger1@BIGRED.UNL.EDU](mailto: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.

Michael Koger, Sr.

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Date: Tue, 31 Oct 2006 18:16:34 -0500  
Reply-To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>  
Subject: Analysis of "key precincts"  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset="US-ASCII"  
Content-transfer-encoding: 7bit

I'm 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

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[JASelzer@SelzerCo.com](mailto:JASelzer@SelzerCo.com)

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: [mkoger1@BIGRED.UNL.EDU](mailto:mkoger1@BIGRED.UNL.EDU)  
Subject: satisfaction scales  
Comments: To: American Association for Public Opinion Research  
<[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1  
Content-transfer-encoding: 8bit

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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Date: Tue, 31 Oct 2006 21:48:53 -0500  
Reply-To: Allen Barton <[allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: Analysis of "key precincts"  
Comments: To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM), [aapornet@asu.edu](mailto: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](mailto:JAnnSelzer@AOL.COM)>  
>Sent: Oct 31, 2006 6:16 PM  
>To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
>Subject: Analysis of "key precincts"  
>  
>



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

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Date: Tue, 31 Oct 2006 21:08:07 -0700  
Reply-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Subject: All Mail Elections in Oregon  
Comments: To: [aapornet <aapornet@asu.edu>](mailto:aapornet@asu.edu)  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7bit

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](http://www.oneilresearch.com)

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