

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 LOG0702"

Date: Thu, 1 Feb 2007 11:32:06 -0500
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: Public Opinion Quarterly Publishes Special Issue on Nonresponse
Comments: To: AAPORNET@asu.edu
Comments: cc: Erin.Ganley@oxfordjournals.org
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

On behalf of POQ:

Nonresponse has preoccupied survey researchers for at least 15 years. This issue of POQ, which presents the most up-to-date theory and research relevant to the topic, is essential for survey practitioners and survey methodologists.

For more information and FREE ACCESS to this issue, please visit

<http://www.oxfordjournals.org/page/2586/1>

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

Date: Thu, 1 Feb 2007 14:37:12 -0500
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Law would stop automated election calls
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Illinois

Law would stop automated election calls=20
BY NATE HOEKSTRA
Daily Herald Staff Writer
Posted Tuesday, January 30, 2007=20
<http://www.dailyherald.com/story.asp?id=3D275030>

or
<http://tinyurl.com/295kyb>

SPRINGFIELD - Automated telemarketing calls long have been a source of aggravation, but exceptions for politicians and pollsters have allowed them to continue and multiply during election season.

But state Rep. Jack Franks, a Woodstock Democrat, is working on a new law that would prevent now-exempt organizations from making so-called "robo-calls." He argues politicians cared enough to pass a "do not call" list for telemarketers, so they should care enough to subject themselves to the same rules.

SNIP

Another goal of the proposed law is to prevent misleading recorded calls from reaching citizens, especially around election season. U.S. Sen. Barack Obama, a Chicago Democrat, introduced similar legislation at the federal level last November. That legislation was drafted in response to instances in which such calls made inaccurate implications about candidates.

If Franks' plan can get through the Illinois House, Senate and the governor, it will carry steep penalties for violators. The fine for one call is \$500, but the plan would tack on \$1,000 for each additional call. With automated dialers being able to crank out hundreds of calls, fines could quickly add up.

nhoekstra@dailyherald.com
=20

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

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

Date: Thu, 1 Feb 2007 14:36:34 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Residential addresses
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Dear AAPORnet Colleagues,

=20

Thank you to all those who responded to our query regarding the=20
problem of what "name" to use in a residential address on outgoing=20
mail survey materials when the sample unit for the survey is the=20
address and not a particular family or person at that residential=20
address.

=20

We received several responses to our query. All who responded seemed=20
to agree that generic salutations such as, Dear Resident, Dear=20
Household, or Current Resident were not as good as personalizing the=20
mail piece with a name. Still others offered evidence that, Dear
(State) Neighbor, or Current Resident could be used without=20
significantly lowering response rates. Two other salutations offered=20
were, To the (Last Name) Household, and To (Name) or current resident.

=20

Thanks again to those who offered their input.

=20

Best Regards,

Kenneth Steve

Research Methodologist

Nielsen Media Research

(813)366-4378

=20

=20

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

Date: Thu, 1 Feb 2007 14:41:34 -0600
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

JOB TITLE: PERSONNEL RESEARCH PSYCHOLOGIST (GS-0180-11/12)

SALARY RANGE: \$52,912 to \$82,446

JOB LOCATION: Millington, TN

APPLICATION DEADLINE: March 1st, 2007=20

=20

ORGANIZATION: Navy Personnel Research, Studies, & Technology (NPRST/PERS-1) is a research and development activity which addresses important human resource issues for the Navy, Marine Corps, and other Defense Department customers. See our website at: www.nprst.navy.mil <<http://www.nprst.navy.mil/>> .=20

=20

QUALIFICATIONS: U.S. Citizenship required. M.A. or Ph.D. in psychology, or closely related field. Ph.D. preferred. Knowledge pertinent to concepts/methods of survey research, analysis and practice, individual difference, I/O, engineering human factors, experimental, mathematical-quantitative, or program evaluation. Ability to prepare and communicate research findings and recommendations verbally and in comprehensive written form suitable for publication.

=20

JOB DESCRIPTION:=20

=20

A civilian federal government position that uses new concepts/methods of survey research and practice. Conducts surveys throughout the Department of the Navy. The incumbent investigates the potential application of new approaches to overcome continuing problems in, for example, attitude and opinion measurement, organizational climate and quality of life assessments, and program evaluation. Develops research proposals identifying the scope and extent of a project, design the research endeavor, data collection, data management, data analyses and reporting requirements on a practical timeline. Incumbent will be responsible for data validation, conducting univariate and multivariate analyses, interpreting and integrating the results. Incumbent will

present findings verbally and in comprehensive written reports that are suitable for publication. Included here are briefings to technical, non-technical, and military audiences, and formal presentations at professional meeting, on topics research plans, progress, and results with interpretations. Incumbent will be responsible for developing, writing, formatting, and presenting the materials. Additionally, researcher will produce lengthy written notes, technical reports, short professional papers, and longer journal articles and book chapters. All products must be well written, nicely formatted, and in accordance with professional standards. Incumbent will be required to work with sponsors and customers to insure projects address needs, technical and scientific approach is adequate to answer critical questions, and that transition plans are clear. Is responsible for budget execution on their research projects. May be required to initiate, monitor, and evaluate work conducted through a contractor.

=20

APPLICATION PROCEDURES: Visit <http://www.usajobs.opm.gov> <<http://www.usajobs.opm.gov/>> and see announcement number SE7-0180-12-MI566744-DE. Follow the application instructions on this announcement. Relocation Expenses are authorized. If questions, contact Mr. Tim Young at (901) 874-2109.

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=====

Date: Thu, 1 Feb 2007 16:03:54 -0500
Reply-To: LaToya Rembert-Lang <lrembert@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: LaToya Rembert-Lang <lrembert@CMOR.ORG>
Subject: Re: Law would stop automated election calls
Comments: To: AAPORNET@asu.edu
In-Reply-To: <3248A9B21DD5574785FE5E2C8E521684674DAC@exchange.local.artscience.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

This legislation is not new to CMOR. In fact, CMOR has been monitoring and actively challenging this legislation behind the scenes since its introduction in early January. Though CMOR understands that it is important to act on this issue on behalf of the survey research profession, we want to make sure that we cultivate the best full-scale approach possible.

To review the bill in its entirety, click here:

<http://www.ilga.gov/legislation/fulltext.asp?DocName=&SessionId=51&GA=95&DocTypeId=HB&DocNum=249&GAID=9&LegID=26986&SpecSess=&Session=>

The first step CMOR has taken has been to determine the history of the Illinois legislation, the background of the sponsor, and the likelihood of passage. Here is what information is available thus far. The bill was introduced in the Rules Committee and has since advanced to the Elections and Campaign Reform Committee. At this time there is no additional information as to who is available on that committee and CMOR is in daily contact with the Illinois Assembly seeking to obtain this information. CMOR has also learned that Representative Franks has added a Co-Sponsor to the bill, Representative JoAnn D. Osmond (R-61st District); CMOR is reviewing her background and her likelihood of assisting in passage as well.

CMOR has already been in contact with Representative Franks and his staffers. We have provided him with some understanding of survey research and the efficient use of autodialers. Moreover, we have sought a personal dialogue to discuss the intent with Representative Franks and work on drafting language that would spare the survey research profession and still achieve his goals.

This issue is a high priority for CMOR. At this present time, though we do not know the full likelihood of passage, CMOR has been able to determine that the Primary sponsor is a Democrat, a member of the majority party and has been in office since 1999. Though committee assignments have not been provided, it is possible that Rep. Franks could be high enough in leadership to force some action on this bill. As a result, CMOR is working with its committees on additional methods of combating this problem. CMOR is reaching out to other survey research associations and major companies to combat this issue. CMOR would like to obtain a list of members in Illinois and collaborate with other companies to act collectively in response to this legislation.

CMOR has been proactive in regards to this legislation and will continue to work in order to make certain that the survey research profession is shielded from negative legislation like this bill in Illinois. Please contact CMOR's State Legislative Director, LaToya Rembert- Lang at lrembert@cmor.org.

LaToya D. Rembert-Lang, Esq.
State Legislative Director
CMOR...Shielding the Profession
7475 Wisconsin Avenue, Suite 200
Bethesda, Maryland 20814
Contact Phone: 301.654.6602
Fax: 240.465.0318

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta
Sent: Thursday, February 01, 2007 2:37 PM
To: AAPORNET@asu.edu

Subject: Law would stop automated election calls

Illinois

Law would stop automated election calls

BY NATE HOEKSTRA

Daily Herald Staff Writer

Posted Tuesday, January 30, 2007

<http://www.dailyherald.com/story.asp?id=275030>

or

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nhoekstra@dailyherald.com

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Leo G. Simonetta

Director of Research

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Date: Thu, 1 Feb 2007 15:31:36 -0600
Reply-To: amccutch@UNLSERVE.UNL.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Allan L. McCutcheon" <amccutch@UNLSERVE.UNL.EDU>
Subject: Faculty Position in Survey Methodology
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: 8bit

Assistant Professor
in Survey Research Methods
at the University of Nebraska-Lincoln

The University of Nebraska-Lincoln Survey Research and Methodology (SRAM) Program is seeking applications for a tenure-track assistant professor appointment beginning August 2007. The SRAM Program offers M.S. and Ph.D. degrees that are cross-disciplinary. Applicants should demonstrate competence in survey research and methodology and knowledge of cross-cultural aspects of research. Responsibilities include graduate teaching, graduate mentoring, and research. The successful applicant will be expected to teach a range of core survey methods courses; these could include data collection methods, survey sampling, data analysis, total survey error, and survey management.

Applicants are required to have a doctorate in survey methodology, sociology, psychology, statistics, educational psychology, or a related field. The successful candidate will be eligible for a joint appointment in the UNL SRAM Program (<http://sram.unl.edu/>) and in a department related to his/her area of expertise. Reviews for the position begin March 30, 2007 and will continue until the position is filled. Please send a letter of application, a full curriculum vitae, three letters of reference, and samples of scholarly writing (e.g., pre-/reprints of publications) to:

Dr. Janet Harkness
UNL-Gallup Research Center
University of Nebraska-Lincoln
200 North 11th Street
Lincoln NE 68588-0241

jharkness2@unl.edu
Telephone 402-458-2035 (office)

To be considered for the position, applicants must also complete the Faculty/Academic Administrative Information form at <http://employment.unl.edu>, enter requisition number 070037. The University of Nebraska is committed to a pluralistic campus community through affirmative action and equal opportunity, and is responsive to the needs of dual-career couples. We assure reasonable accommodation under the Americans with Disabilities Act; contact Janet Harkness at (402) 458-2035 for assistance.

Donald O. Clifton Chair of Survey Science
Professor of Statistics and
Survey Research and Methodology

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

Date: Thu, 1 Feb 2007 14:53:20 -0700
Reply-To: lawton@TECHSOCIETY.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: lawton@TECHSOCIETY.COM
Subject: charity calls (was: Law would stop automated election calls)
Comments: To: AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E521684674DAC@exchange.local.artscience.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

This email reminded me of a annoyance and concern that I've had =20
lately, and just want to share.

I give to several charities and now I've apparently gotten on some big =20
charity list. I get anywhere from 1 to 6 calls *each day* from =20
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concerned it will create a general reaction and possibly affect survey =20
research's exemption from the Do Not Call list.

Do others have this experience or did I just give to the wrong group?

-leora lawton

Quoting Leo Simonetta <Simonetta@ARTSCI.COM>:

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> BY NATE HOEKSTRA
> Daily Herald Staff Writer
> Posted Tuesday, January 30, 2007
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> or
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> nhoekstra@dailyherald.com

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Date: Fri, 2 Feb 2007 04:35:45 -0700
Reply-To: "Andrew A. Beveridge" <aabeveridge@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Andrew A. Beveridge" <aabeveridge@GMAIL.COM>
Subject: New Release of Social Explorer
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1

Content-transfer-encoding: quoted-printable

Some may find this of interest--

New Release of Social Explorer Now Available

January 25, 2007 New York City, NY =20

This week, we launched a new version of Social Explorer, available now at <http://www.socialexplorer.com>. We've been working hard over the last several=

weeks to add new features, respond to use input, and fix minor bugs to improve the Social Explorer user experience.

Social Explorer provides easy access to historical census data for the United States through the use of interactive maps and reports. 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:

- =B7 Interactive thematic maps of historical census data
- =B7 Customized reports for any chosen area or areas (including aggreg=
- ates)
- =B7 Complete coverage of the United States, down to neighborhoods and=

streets

- =B7 Simple navigation buttons and a find tool make it easy and efficient to study neighborhoods

What=92s New:=20

The first change you will notice is that all our maps have been consolidated=

into a single interface. Rather than selecting maps for individual census years, users can browse multiple years in a single session by using a new drop-down menu. This makes historical comparisons simple--if you're zoomed in on Chicago, you can switch between Chicago in 1950 and Chicago in 2000 with a single click.

The new Social Explorer also includes major updates to the slide show feature. Time-series slide shows are possible, now that all the census years=

are in a single map. Subscribers can save and retrieve slide shows they have=

made, and can even share them with other users! Social Explorer will automatically generate permanent URL links to slideshows, which can be emailed or posted on the web.

The Social Explorer interface has been substantially overhauled. Buttons are=

now larger and more intuitive. Drop down menus and slide show controls are easier to navigate.

The new release offers institutional users and other subscribers important new features. Institutional users can now open sub-accounts and save their work on our servers for easy storage and retrieval. New tools help subscribers monitor and manage their accounts.=20

These are just some of the most notable upgrades in the new release. Users will find the new Social Explorer even smoother and easier to use, and the process of historical demographic research more efficient than ever.

Thank you for your continued interest in Social Explorer, and for the feedback that has helped us continue to make improvements to the software. If you have any questions or comments, please contact us at info@socialexplorer.com.

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

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

Date: Fri, 2 Feb 2007 10:32:26 -0500

Reply-To: Diane Bowers <dbowers@CASRO.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Diane Bowers <dbowers@CASRO.ORG>

Subject: Re: charity calls (was: Law would stop automated election calls)

Comments: To: lawton@TECHSOCIETY.COM, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

Leora: As you know telemarketers are the "covered entity" of the National DNC Registry, with charities and political fundraising given a "pass" via specific exemption. Since research is not telemarketing, research calls are not "covered" or "exempted" by the DNC Registry.

You are correct that some states are zeroing in on the "exemptions" to the DNC and are considering and/or proposing taking away the exemptions for political and charitable fundraising. Perhaps your experience--being bombarded by calls from charities--is not unique.

It's somewhat comforting to know that "research calls" are not receiving quite as much state regulatory attention as these DNC "exemptions." Since the research industry is not included in the DNC, we are not as obvious a target for those state legislators who want to expand the DNC registry.

Diane

Diane Bowers

President

CASRO

Council of American Survey Research Organizations

170 North Country Road, Suite 4

Port Jefferson, New York 11777

631.928.6954

631.928.6041 fax
www.casro.org

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

From: <lawton@TECHSOCIETY.COM>

To: <AAPORNET@asu.edu>

Sent: Thursday, February 01, 2007 4:53 PM

Subject: charity calls (was: Law would stop automated election calls)

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Do others have this experience or did I just give to the wrong group?

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> nhoekstra@dailyherald.com

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> Leo G. Simonetta
> Director of Research
> Art & Science Group, LLC
> 6115 Falls Road, Suite 101
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set aapornet nomail
On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Fri, 2 Feb 2007 11:58:59 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: charity calls
Comments: To: Diane Bowers <dbowers@CASRO.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <016e01c746df58e7dc303401a8c0@DIANE>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Telemarketing is a controversial topic in professional philanthropy

circles for many reasons, among them the great potential for outright fraud and that, even when legitimate, it is less efficient than other fund-raising methods, meaning that relatively fewer of one's contributed dollars actually make it to the nominal beneficiaries.

With the possible exceptions of small local organizations that you know personally, or alumni appeals, I would suggest telling telemarketers who claim to represent charitable causes that you will not contribute based on telemarketing calls and, if they represent a cause you might already support, that you will stop doing so if you get more calls from them.

Jan Werner

Diane Bowers wrote:

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> to the DNC and are considering and/or proposing taking away the
> exemptions for political and charitable fundraising. Perhaps your
> experience--being bombarded by calls from charities--is not unique.
> It's somewhat comforting to know that "research calls" are not
> receiving quite as much state regulatory attention as these DNC
> "exemptions." Since the research industry is not included in the DNC,
> we are not as obvious a target for those state legislators who want to
> expand the DNC registry.

> Diane

>

> Diane Bowers

> President

> CASRO

> Council of American Survey Research Organizations

> 170 North Country Road, Suite 4

> Port Jefferson, New York 11777

> 631.928.6954

> 631.928.6041 fax

> www.casro.org

>

> ----- Original Message ----- From: <lawton@TECHSOCIETY.COM>

> To: <AAPORNET@asu.edu>

> Sent: Thursday, February 01, 2007 4:53 PM

> Subject: charity calls (was: Law would stop automated election calls)

>

>

> This email reminded me of a annoyance and concern that I've had

> lately, and just want to share.

>

> I give to several charities and now I've apparently gotten on some big

> charity list. I get anywhere from 1 to 6 calls *each day* from

> different charity organizations, and it's getting worse. These calls

> are personally annoying (I now tell people that I get bombarded with

> calls, and if they want they can mail me something and I'll add it to

> the pile of requests). But more than the annoyance is that I'm
> concerned it will create a general reaction and possibly affect survey
> research's exemption from the Do Not Call list.

> Do others have this experience or did I just give to the wrong group?

> -leora lawton

> Quoting Leo Simonetta <Simonetta@ARTSCI.COM>:

>> Illinois

>> Law would stop automated election calls

>> BY NATE HOEKSTRA

>> Daily Herald Staff Writer

>> Posted Tuesday, January 30, 2007

>> <http://www.dailyherald.com/story.asp?id=275030>

>> or

>> <http://tinyurl.com/295kyb>

>> SPRINGFIELD - Automated telemarketing calls long have been a source of
>> aggravation, but exceptions for politicians and pollsters have allowed
>> them to continue and multiply during election season.

>> But state Rep. Jack Franks, a Woodstock Democrat, is working on a new
>> law that would prevent now-exempt organizations from making so-called
>> "robo-calls." He argues politicians cared enough to pass a "do not call"
>> list for telemarketers, so they should care enough to subject themselves
>> to the same rules.

>> SNIP

>> Another goal of the proposed law is to prevent misleading recorded calls
>> from reaching citizens, especially around election season. U.S. Sen.
>> Barack Obama, a Chicago Democrat, introduced similar legislation at the
>> federal level last November. That legislation was drafted in response to
>> instances in which such calls made inaccurate implications about
>> candidates.

>> If Franks' plan can get through the Illinois House, Senate and the
>> governor, it will carry steep penalties for violators. The fine for one
>> call is \$500, but the plan would tack on \$1,000 for each additional
>> call. With automated dialers being able to crank out hundreds of calls,
>> fines could quickly add up.

>> nhoekstra@dailyherald.com

>> Leo G. Simonetta

>> Director of Research

>> Art & Science Group, LLC

>> 6115 Falls Road, Suite 101

>> Baltimore MD 21209

>>
>> -----
>> Archives: <http://lists.asu.edu/archives/aapornet.html> .
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> On your return send this: set aapornet mail
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>

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=====
Date: Fri, 2 Feb 2007 13:05:46 -0500
Reply-To: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Subject: Scales for low probability - high consequence events
Comments: To: AAPORNET@asu.edu
In-Reply-To: <5647BFA1A58A3449B66CAFBB28A4510F066A6E21@cerium.goAMP.com>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

I think I joined this list about 5 years ago just so I could get help with this question now.

We are doing a survey of individuals and institutional decision makers about disaster planning. In it we need to understand what disasters are on their minds, so we need to ask questions about low probability, high consequence events, major fires, earth quakes, floods, disease outbreaks, etc. For example, we are asking individuals how likely they view each as happening in their area in the next 2 years.

I am looking for some help with the scale. We have thought through a numeric scale and are fairly sure that will not do. We do not believe respondents can put a percentage likelihood on these risks and the true likelihood may be a fraction of one percent for many of the items we want to test.

This could lead us to:

- One in 10
- One in 100
- One in 1000
- One in 10,000
- One in 100,000
- One in 1,000,000 etc.

We still think we prefer words. None of the respondents are in any way experts.

We have used this scale in somewhat similar surveys with some success:

- Major risk
- Sizable risk
- Moderate risk
- Rare risk

but do not think it is the best we can do here.

We are leaning toward something like this:

- Very likely
- Somewhat likely
- Substantial chance
- Fairly small chance
- Very small chance
- Extremely small chance
- Almost no chance

Does anyone have any experience with this type of scale and know something that might work for us.

We do not have a library here so a citation in the literature will only help if we can get it on-line or you can snip the scale for us. :)

Thanks so much for any assistance you can offer,

Allan Rivlin

Allan Rivlin
Partner, Peter D. Hart Research
1724 Connecticut Avenue NW
Washington DC, 20009
(202) 234-5570

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

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set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

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

Date: Fri, 2 Feb 2007 14:31:22 -0500

Reply-To: Peter Mitchell <pmitchell@M4CHANGE.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Peter Mitchell <pmitchell@M4CHANGE.COM>

Subject: Re: Scales for low probability - high consequence events

Comments: To: Allan Rivlin <arivlin@HARTRESEARCH.COM>

Comments: cc: Tait Martin <tmartin@m4change.com>, AAPORNET@asu.edu

In-Reply-To: <044b01c746f4\$3d35500\$8400000a@allan>

MIME-version: 1.0 (Apple Message framework v624)

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

Content-transfer-encoding: 7bit

Not sure how helpful this is, but we do a lot of work with risk perception -- car crashes, dying of cancer, having your child kidnapped, etc. We like to ask how likely X would be to happen in your neighborhood, city, etc. and then use a typical likelihood scale. We think this gets more at how people assess these kind of risks. Not exactly what you're looking for, but you might ask about how likely X is to happen in their city.

Bottom line is, in my experience, if you're low on the likelihood scale with a question like that, it's not a risk that'll motivate behavior. In fact, even when you do get some decent perception of risk, it may not be much of a behavioral determinant. Risk is a seriously competitive category. There's a whole lot of risk out there, and most of them we don't have to face that immediately.

On Feb 2, 2007, at 1:05 PM, Allan Rivlin wrote:

> I think I joined this list about 5 years ago just so I could get help
> with
> this question now.
>
> We are doing a survey of individuals and institutional decision makers
> about
> disaster planning. In it we need to understand what disasters are on
> their
> minds, so we need to ask questions about low probability, high
> consequence events, major fires, earth quakes, floods, disease
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> numeric scale and are fairly sure that will not do. We do not believe
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> This could lead us to:
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> We still think we prefer words. None of the respondents are in any way
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> We have used this scale in somewhat similar surveys with some success:
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> Major risk
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> only help
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> Thanks so much for any assistance you can offer,
>
> Allan Rivlin
>
>
>
> Allan Rivlin
> Partner, Peter D. Hart Research

> 1724 Connecticut Avenue NW
> Washington DC, 20009
> (202) 234-5570
>
> -----
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Date: Fri, 2 Feb 2007 14:28:32 -0500
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Re: Scales for low probability - high consequence events
Comments: To: Allan Rivlin <arivlin@HARTRESEARCH.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

Two years is a very small timeframe and that by itself is causing the difficulty of constructing the scale. Why not consider the reciprocal? The notion of a 100-year flood is widely understood. Instead of having respondents choose among tiny probabilities for a two-year window, ask them how long, on average, one would expect to wait to see something like this occur. Here you even get (pseudo) interval scale measures that can be converted to expectations for the two-year window.

If these are not exclusively natural disasters, then you must also consider economic or political determinants, which really complicates things.

James P. Murphy, Ph.D.
J.P. MURPHY & COMPANY
Post Office Box 150
Princeton, NJ 08542
(610) 408-8800
www.jpmmurphy.com
jpmurphy@jpmmurphy.com

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

From: "Allan Rivlin" <arivlin@HARTRESEARCH.COM>
To: <AAPORNET@asu.edu>
Sent: Friday, February 02, 2007 1:05 PM

Subject: Scales for low probability - high consequence events

- > I think I joined this list about 5 years ago just so I could get help with
- > this question now.
- >
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> Thanks so much for any assistance you can offer,
>
> Allan Rivlin
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>
>
> Allan Rivlin
> Partner, Peter D. Hart Research
> 1724 Connecticut Avenue NW
> Washington DC, 20009
> (202) 234-5570
>
> -----
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Date: Fri, 2 Feb 2007 15:14:04 -0500
Reply-To: MMichaels@MichaelsResearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Maureen Michaels <mmichaels@MICHAELSRESEARCH.COM>
Organization: Michaels Opinion Research, Inc.
Subject: Re: Scales for low probability - high consequence events
Comments: To: Allan Rivlin <arivlin@HARTRESEARCH.COM>, AAPORNET@asu.edu
In-Reply-To: <044b01c746f4\$c3d35500\$8400000a@allan>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

I'm a big fan of using the definitely-to-definitely not scale. =
(Definitely,
probably, probably not, definitely not.) We find it very easy for
respondents to use this scale to make a projection based on current =
thinking
and over the years we have found the two extremes very predictive of =

future
behavior. I'd also add, however, that asking someone to predict =
disasters
is akin to asking what is the likelihood you will call 911 this year. =20

--Maureen Michaels
Michaels Opinion Research, Inc.
350 West 31st Street
Suite 505
New York, NY 10001
=20
Tel: 212-226-6251
Cell: 631-495-6902
mmichaels@michaelsresearch.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Allan Rivlin
Sent: Friday, February 02, 2007 1:06 PM
To: AAPORNET@asu.edu
Subject: Scales for low probability - high consequence events

I think I joined this list about 5 years ago just so I could get help =
with
this question now.

We are doing a survey of individuals and institutional decision makers =
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We do not have a library here so a citation in the literature will only = help if we can get it on-line or you can snip the scale for us. :)

Thanks so much for any assistance you can offer,

Allan Rivlin

Allan Rivlin
Partner, Peter D. Hart Research
1724 Connecticut Avenue NW
Washington DC, 20009
(202) 234-5570

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Date: Fri, 2 Feb 2007 15:24:57 -0500
Reply-To: Diane Bowers <dbowers@CASRO.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Subject: Fw: New Jersey: New Sales Tax Law
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=UTF-8
Content-transfer-encoding: quoted-printable

New Jersey: New Sales Tax LawTo AAPORnetters:

As CASRO expected, NJ Division of Taxation has confirmed that the =
sales and use tax law expanded to include some information services does =
not cover custom research because custom research is personal or =
individual information, "which is not incorporated into reports =
furnished to other people." =20

CASRO is seeking clarification from the Div of Taxation on the =
question of whether the fees attached to external (subcontracted) data =
collection for custom research projects are subject to NJ sales and use =
tax. =20

Syndicated research continues to be subject to NJ sales and use tax. =
See CASRO Legal Update below for more details.

NOTE: NJ Sales and Use Tax law affects NJ-based Buyers of syndicated =
research services that are delivered to NJ*. [*If the syndicated =
research service is not delivered to NJ, then NJ sales and use tax is =
not applicable.] If the Buyer of the syndicated research service is =
located in New Jersey and the Seller is also in New Jersey, then the =
Seller must assess NJ sales tax and the Buyer must pay it. If the Buyer =
of the syndicated research service is in New Jersey, but the Seller is =
not in New Jersey, then the Buyer must pay to New Jersey a use tax =
equivalent to the sales tax. If the Buyer is not located in New Jersey, =
then NJ sales and use tax is not applicable, regardless of where the =
Seller is located.

Hope this is helpful. Let me know if you have any questions. Diane

Diane Bowers
President, CASRO=20
Council of American Survey Research Organizations=20
170 North Country Road, Suite 4=20
Port Jefferson, New York 11777=20
631.928.6954 =20
631.928.6041 fax =20
www.casro.org

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February 1, 2007 =20

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New Jersey Declares Custom Research=
Not Subject to New Sales Tax Law

Syndicated Research Remains Taxable, =
Clarification Sought Regarding Data Collection Services=20

TO: CASRO Members=20
FROM: Duane Berlin, Esq., CASRO General =

Counsel=20

On July 8, 2006, New Jersey Governor =
John Corzine signed into law a compromise bill designed to eliminate New =
Jersey's budget shortfall. The bill raised the state's sales tax from =
six percent to seven percent, and expanded the scope of the sales and =
use tax to include services and goods that were not taxable under the =
currently existing law, including a category of services referred to as =
"information services." Information services are defined 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." (New Jersey =
Statutes Annotated 54:32B-2(yy)) The increase in the sales tax rate went =
into effect on July 15, 2006, while the expanded scope of taxable goods =
and services became effective on October 1, 2006.=20

The passage of this law raised questions =
among the survey researchers about its effect on their industry. On =
January 2, 2007, the New Jersey Division of Taxation (the "Division") =
issued the following guidance explaining that custom research services =
meet the definition of "information services" that are exempt from =
taxation under the new law:=20

A business is involved in producing =
custom market research reports to assist their customers in making =
marketing decisions. The business develops a questionnaire specific to =
their customer's needs, interviews random respondents, tabulates and =
analyzes the data and communicates the findings to the customer in a =
report. The business is prohibited from disclosing and [sic] part of the =
project to anyone else. This service is an information service, however, =
the information is personal or individual to each customer, it is not =
provided to others, and thus, the charge is not subject to tax (emphasis =
in original).=20

While this guidance confirms that custom =
research services are not subject to sales tax, the Division has not =

issued any public guidance with respect to whether data collection =
services are taxable under the new law. CASRO, however, is aware of =
private guidance issued by the Division, indicating that the Division =
may believe that subcontracted survey research data collection should be =
subject to the sales tax. CASRO is currently discussing this issue with =
the Division in hopes of receiving clarification of this issue. It =
should be noted that this change in the tax law does not affect =
syndicated research services, which were previously, and continue to be, =
taxable.=20

If you have any questions, please =
contact us. =20

=20

=20

=20

=20

CASRO Government & Public Affairs (GPA)

This legal update is provided as a =
membership service from CASRO. Visit our website for more legal updates =
and other GPA resources.=20

Larry Ponemon, GPA Director=20
(Ponemon Institute)=20

Duane L. Berlin, Esquire=20
CASRO General Counsel=20
(Lev & Berlin, P.C.)=20

Eileen A. Campbell, CASRO Board Chair=20
(Millward Brown, Inc.)=20

Chet Zalesky, CASRO Board Chair-Elect=20
(CMI)=20

Diane K. Bowers, President=20
(CASRO)=20

GPA Committee:=20
Eric S. Darmofal, Esquire=20
(Lev & Berlin, P.C.)=20

Richard Day=20
(Richard Day Research)=20

Ed Matricardi=20
(DCI Group)=20

Peter Milla=20
(Survey Sampling International, L.L.C.)=20

Bob Moore=20
(Moore Information)=20

Stuart Pardau=20
(J.D. Power & Associates)=20

John P. Rupp, Esquire=20
(Covington & Burling)=20

Paul A. Talmey=20
(Talmey-Drake Research & Strategy) =20
=20

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Organizations

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Jefferson, NY 11777 USA

Phone: (631) 928-6954 | Fax: (631) =

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Date: Fri, 2 Feb 2007 15:40:28 -0500

Reply-To: John Healy <jhealy@NYSUTMAIL.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Healy <jhealy@NYSUTMAIL.ORG>

Subject: Re: Scales for low probability - high consequence events

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 just entering into this list within the last few days and received this one. Working for an educational labor organization we find it difficult to even have our members, when interviewed about planning/classroom/time management for examples, pin down values based on percentages. Too vague, too calculative in an over-the-phone interview. Words are what respondents "see" better during a questionnaire; descriptive categorical choices, rather than numerical categories. Numbers can be visual for those so inclined, not everyone is so inclined.

I do not have experience in the risk assessment types of research. I note, however, that your current scale in progress shifts from a likelihood scale to a series of degrees of chance within the same field of choices. From a script programming point of view it does not quite "feel" natural. The event(s) in question(s) is/are the statement(s), so you seem to be of two minds as to what you want to present as options for each event. "Extremely small chance" and "Almost no chance" strike me as fine-tuning on the level of "fraction of one percent", only with words. Of course, what can be "seen" in hearing a, for example, focus group question can be different that what can be "seen" in a, for example, phone interview.

John Healy
Manager, Polling Center
NYSUT
800 Troy-Schenectady Road
Latham, NY 12110-2455
(518) 213-6000
x.6680
jhealy@nysutmail.org

>>> "Allan Rivlin" <arivlin@HARTRESEARCH.COM> 02/02/07 1:05 PM >>>

I think I joined this list about 5 years ago just so I could get help with this question now.

We are doing a survey of individuals and institutional decision makers about disaster planning. In it we need to understand what disasters are on their minds, so we need to ask questions about low probability, high consequence events, major fires, earth quakes, floods, disease outbreaks, etc. For example, we are asking individuals how likely they view each as happening in their area in the next 2 years.

I am looking for some help with the scale. We have thought through a numeric scale and are fairly sure that will not do. We do not believe

respondents can put a percentage likelihood on these risks and the true likelihood may be a fraction of one percent for many of the items we want to test.

This could lead us to:

- One in 10
- One in 100
- One in 1000
- One in 10,000
- One in 100,000
- One in 1,000,000 etc.

We still think we prefer words. None of the respondents are in any way experts.

We have used this scale in somewhat similar surveys with some success:

- Major risk
- Sizable risk
- Moderate risk
- Rare risk

but do not think it is the best we can do here.

We are leaning toward something like this:

- Very likely
- Somewhat likely
- Substantial chance
- Fairly small chance
- Very small chance
- Extremely small chance
- Almost no chance

Does anyone have any experience with this type of scale and know something that might work for us.

We do not have a library here so a citation in the literature will only help if we can get it on-line or you can snip the scale for us. :)

Thanks so much for any assistance you can offer,

Allan Rivlin

Allan Rivlin
Partner, Peter D. Hart Research

1724 Connecticut Avenue NW
Washington DC, 20009
(202) 234-5570

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Date: Fri, 2 Feb 2007 16:07:25 -0500
Reply-To: John Healy <jhealy@NYSUTMAIL.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Healy <jhealy@NYSUTMAIL.ORG>
Subject: Cluster Sampling
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit
Content-disposition: inline

Since we now have the capability I am looking into the viability of using the technique. The problem of ensuring exactly one completion from a set of clusters is not difficult to program once the right tool is at hand. But I am working backwards. I can't get all the way back to the start which is the preparation of a phone sample for fielding.

I have an example of a list which really represents a pretty standard voter list. At the end are four additional variables - region, case_id, cluster and cluster position. Variable region contains seven different values and some regions (of a state) are larger/smaller than others. Case_id is just a unique value per record and has to sorted after region, cluster and cluster position are determined - at least it seems that way to me.

So, in this example there is need for a 500 sample. A state is divided into the 7 regions, as mentioned. In this case there are 37,002 records, 500 clusters, 74 records per cluster, 74 unique positions per. The sorting order is perfectly clear but what determines constructing such a list in the first place? How does one set about modifying a standard voter list to come out as I have described?

I am throwing this out there in hopes of sounding reasonably

intelligent in my lack of understanding on this matter. Thank you.

John Healy
Manager, Polling Center
NYSUT
800 Troy-Schenectady Road
Latham, NY 12110-2455
(518) 213-6000
x.6680
jhealy@nysutmail.org

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Date: Fri, 2 Feb 2007 17:54:53 -0500
Reply-To: Larry Brownell <larry.brownell@MRA-NET.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Larry Brownell <larry.brownell@MRA-NET.ORG>
Subject: Re: New Jersey: New Sales Tax Law
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

This is a great confirmation of CMOR's posting and efforts two months ago!

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Diane Bowers
Sent: Friday, February 02, 2007 3:25 PM
To: AAPORNET@asu.edu
Subject: Fw: New Jersey: New Sales Tax Law

New Jersey: New Sales Tax LawTo AAPORnetters:

As CASRO expected, NJ Division of Taxation has confirmed that the sales and use tax law expanded to include some information services does not cover custom research because custom research is personal or individual information, "which is not incorporated into reports furnished to other people." =20

CASRO is seeking clarification from the Div of Taxation on the question of whether the fees attached to external (subcontracted) data collection for custom research projects are subject to NJ sales and use tax. =20

Syndicated research continues to be subject to NJ sales and use tax. See CASRO Legal Update below for more details.

NOTE: NJ Sales and Use Tax law affects NJ-based Buyers of syndicated research services that are delivered to NJ*. [*If the syndicated research service is not delivered to NJ, then NJ sales and use tax is not applicable.] If the Buyer of the syndicated research service is

located in New Jersey and the Seller is also in New Jersey, then the Seller must assess NJ sales tax and the Buyer must pay it. If the Buyer of the syndicated research service is in New Jersey, but the Seller is not in New Jersey, then the Buyer must pay to New Jersey a use tax equivalent to the sales tax. If the Buyer is not located in New Jersey, then NJ sales and use tax is not applicable, regardless of where the Seller is located.

Hope this is helpful. Let me know if you have any questions. Diane

Diane Bowers
President, CASRO=20
Council of American Survey Research Organizations=20
170 North Country Road, Suite 4=20
Port Jefferson, New York 11777=20
631.928.6954 =20
631.928.6041 fax =20
www.casro.org

View this message in a browser.=20
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February 1, 2007 =20

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New Jersey Declares Custom Research=20
Not Subject to New Sales Tax Law

Syndicated Research Remains Taxable,
Clarification Sought Regarding Data Collection Services=20

TO: CASRO Members=20

FROM: Duane Berlin, Esq., CASRO General

Counsel=20

On July 8, 2006, New Jersey Governor John Corzine signed into law a compromise bill designed to eliminate New Jersey's budget shortfall. The bill raised the state's sales tax from six percent to seven percent, and expanded the scope of the sales and use tax to include services and goods that were not taxable under the currently existing law, including a category of services referred to as "information services." Information services are defined 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." (New Jersey Statutes Annotated 54:32B-2(yy)) The increase in the sales tax rate went into effect on July 15, 2006, while the expanded scope of taxable goods

and services became effective on October 1, 2006.=20

The passage of this law raised questions among the survey researchers about its effect on their industry. On January 2, 2007, the New Jersey Division of Taxation (the "Division") issued the following guidance explaining that custom research services meet the definition of "information services" that are exempt from taxation under the new law:=20

A business is involved in producing custom market research reports to assist their customers in making marketing decisions. The business develops a questionnaire specific to their customer's needs, interviews random respondents, tabulates and analyzes the data and communicates the findings to the customer in a report. The business is prohibited from disclosing and [sic] part of the project to anyone else. This service is an information service, however, the information is personal or individual to each customer, it is not provided to others, and thus, the charge is not subject to tax (emphasis in original).=20

While this guidance confirms that custom research services are not subject to sales tax, the Division has not issued any public guidance with respect to whether data collection services are taxable under the new law. CASRO, however, is aware of private guidance issued by the Division, indicating that the Division may believe that subcontracted survey research data collection should be subject to the sales tax. CASRO is currently discussing this issue with the Division in hopes of receiving clarification of this issue. It should be noted that this change in the tax law does not affect syndicated research services, which were previously, and continue to be, taxable.=20

If you have any questions, please contact us. =20

=20

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CASRO Government & Public Affairs (GPA)

This legal update is provided as a membership service from CASRO. Visit our website for more legal updates and other GPA resources.=20

Larry Ponemon, GPA Director=20
(Ponemon Institute)=20

Duane L. Berlin, Esquire=20
CASRO General Counsel=20
(Lev & Berlin, P.C.)=20

Eileen A. Campbell, CASRO Board Chair=20
(Millward Brown, Inc.)=20

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Date: Fri, 2 Feb 2007 17:38:21 -0700
Reply-To: David Coletto <dcoletto@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Coletto <dcoletto@GMAIL.COM>
Subject: Evaluating Health and Dental Plans
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I was wondering whether anyone has any experience developing surveys to evaluate members' satisfaction with their Health and Dental Plan.

If you could please forward any questionnaires, it would be much appreciated.

Cheers,
David Coletto
VP Finance, Graduate Student Association at the University of Calgary
PhD Candidate, Political Science

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Date: Sun, 4 Feb 2007 16:01:50 +0100
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Dillman course on innovations in survey design

Comments: To: AAPORNET@asu.edu, SRMSNET@LISTSERV.UMD.EDU, WAPOR@UNL.EDU,
nosmo@nic.surfnet.nl, bms@iresco.fr, vanmeter@iresco.fr

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Apologies for Cross-posting

Innovations in Survey Data Collection: Mixed Mode, Web Surveys, and Visual=20
Design

A two-day course on innovations in survey methodology will be given on=20
April 26 and 27 at the University of Utrecht, the Netherlands. Lecturers=20
are Prof. Dr. Don A. Dillman (Washington State University) and Dr. Edith=20
D. de Leeuw (Utrecht University). The course will focus on the implications=
=20
of modern technology and changes in society on survey design and=20
methodology. This includes mixed mode surveys, web surveys and visual=20
design of questionnaires.

The fee for the course is =80 250 (academic) and =80 300 (non academic). For=
=20
information and registration see <http://www.fss.uu.nl/ms> under =91Survey=20
Design=92. The direct link is=20
[http://www.uu.nl/uupublish/defaculteit/organisatie/disciplinegroep/methoden=
techniek/methodentechniek/surveydesign/44933main.html](http://www.uu.nl/uupublish/defaculteit/organisatie/disciplinegroep/methoden=techniek/methodentechniek/surveydesign/44933main.html)

Dr. Edith D. de Leeuw
Department of Methodology and Statistics
Faculty of Social and Behavioural Sciences
Utrecht University

e-mail edithl@xs4all.nl

=20=

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Date: Mon, 5 Feb 2007 07:11:45 -0800
Reply-To: "P. Moy" <pmoy@U.WASHINGTON.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "P. Moy" <pmoy@U.WASHINGTON.EDU>
Subject: Reminder: WAPOR conference submission deadline 1 March
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_6S0rZ+FBIIKTVKuPZTUvYA)"

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

--Boundary_(ID_6S0rZ+FBIYKTVKuPZTUvYA)
Content-id: <Pine.LNX.4.64.0702050711231.10013@homer23.u.washington.edu>
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Content-transfer-encoding: QUOTED-PRINTABLE

ANNOUNCEMENT:

60TH ANNUAL CONFERENCE

Public Opinion and the Challenges of the 21st Century

Berlin, Germany

Wednesday, September 19 to Friday, September 21, 2007

Wissenschaftszentrum Berlin (WZB)

Social Science Research Center Berlin

The World Association for Public Opinion Research (WAPOR) will hold its annual conference in September 2007 in Berlin, Germany. We will start with an ESOMAR/WAPOR Joint Session on the afternoon of September 19th. During the following 1.5 days we will be discussing =93Public Opinion and the Challenges of the 21st Century.=94 Along with other topics of interest we would like to focus on:

- * Learning from History: What Historians tell us about the Relevance of Polling
- * New Problems =96 New Methods
- * The Understanding and Relevance of Public Opinion in Theoretical Perspective
- * Public Opinion and Civil Society
- * Survey Research, Peace Building and Conflict Resolution
- * Public Opinion and Democracy
- * Survey Research and Gender Gap
- * Survey Impact among Voters and Politicians
- * Media, Polling and Public Opinion

WAPOR seeks to bring together scholars with a historical, sociological, political science or communications science background who would present original research papers at this conference.

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) for each co-author or participant on a separate sheet. The abstract should not exceed three double-spaced pages or 750 words.

Deadlines:

Deadline for Abstracts: 1 March 2007

Deadline for Papers: 1 July 2007

Closing Registration: 1 September 2007

Registration and Hotel Information:

Details to follow later this week, please watch your email for further information.

Contact:

Richard Hilmer

Managing Director

Infratest dimap

Gesellschaft für FCr Trend- und

Wahlforschung mbH

Moosdorfstr. 7-9

D-12435 Berlin

Tel +49 (0)30 533 22-113

Fax +49 (0)30 533 22-122

wapor@infratest-dimap.de

Patricia Moy

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

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

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

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Date: Mon, 5 Feb 2007 14:03:38 -0500
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: On Race and the Census: Struggling With Categories That No
Longer

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

Editorial Observer
On Race and the Census: Struggling With Categories That No Longer Apply=20
New York Times

http://www.nytimes.com/2007/02/05/opinion/05mon4.html?_r=3D1&n=3DTop%2fOp=ini
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on%2fEditorials%20and%20Op%2dEd%2fEditorials&oref=3Dslogin
or
<http://tinyurl.com/2fxgno>

=20
By BRENT STAPLES
Published: February 5, 2007

Imagine the Census Bureau announcing that it would end the practice of asking people to identify themselves by race beginning in 2010. Black elected officials and their allies in the civil rights community would fight the proposal tooth and nail by arguing that racial statistics were

necessary for enforcing civil rights laws - especially the Voting Rights Act - and that dropping race from the census would dilute black political strength. Enemies of affirmative action would jump for joy, believing that they had finally won.=20

SNIP

With an eye out for what the government saw as racial abomination, census wardens went house to house, eyeballing ostensibly white people for traces of creeping "blackness." This period marked the rise of the so-called "one-drop rule" - which defined as black anyone with any African heritage at all. That often meant banishment from jobs, housing and public schools set aside for whites. The "one-drop rule" has been stripped of its worst penalties. But it is still evident in the census, as Kim Williams of Harvard points out in her recent book, "Mark One or More: Civil Rights in Multiracial America." For example, people who checked both "white" and one minority race in 2000 were counted in a single-race minority group.

The system of racial classification used in this country will never be scrubbed clean of its racist origins. Indeed, the seemingly innocuous act of assigning people to "races" still sets them sociologically and biologically apart in a way that scientists and anthropologists have long since rejected. The Americans who checked more than one box in 2000 seem to reject this fixed, "one drop" formulation of race.

Many people now see race as a facet of personal identity that changes from time to time or even from place to place. In a follow-up survey just a year after the initial 2000 census, for example, about 4 of 10 people who had listed more than one race decided to change their responses. Kenneth Prewitt, a Columbia University professor and former census director, wrote in the journal *Daedalus* in 2005 that these people seem to see race not as a fixed demographic fact, but as "something closer to an attitude toward oneself."=20

The 2000 census suggests that we are gradually moving away from the rigid, racist system of classification that has long dominated this country and toward a system that sees racial identity as more fluid. Even historians and demographers who sympathize with the civil rights struggle and who recognize the need to document discrimination now see that the "one-drop rule" will not be sustainable in the new, multiracial America. We may be stuck with the old formulation for the moment. But it's no longer a matter of if it will fall away. It's a matter of when.

--=20

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

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Reply-To: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Subject: Thank You RE: Scales for low probability - high consequence events
Comments: To: AAPORNET@asu.edu
In-Reply-To: <s5c35b7d.032@nysutmail.org>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

I just want to thank everyone who responded on-list or off-list to my inquiry about a scale for a likelihood measure of possible disasters.

There were many helpful responses and a few requests to share what I learned. Hence:

Several people suggested related questions to my inquiry, and these will be helpful as we assemble the broader survey. For example, that assessments of risk should include at least 2 dimensions 1) how likely an event is and 2) how important or consequential it would be if it occurred. Others suggested that we ask for what events the respondent has made preparations.

Several people suggested I contact risk survey experts, particularly Baruch Fishoff at Carnegie Mellon, someone I have worked with although I have never actually seen his wording for this question type. Perhaps I may yet wrangle that out of him.

Several people suggested that we flip the question to measure time expectations rather than probability over a specified period of time -- the example being a "hundred year flood" as a natural way (at least for people who live in the flood plain) of characterizing low probability, or perhaps low frequency, events.

The suggestion we will employ came from a few quarters with special appreciation to Nat Ehrlich for darn near sending me the question language and withholding the literature citation, just as I requested. After inquiring and learning that the survey would be administered by Internet, he suggested labeled end points and an otherwise unlabeled 9-point scale - nine buttons like this:

very unlikely o o o o o o o o very likely

and that is what we are very likely to use.

Nat, if you want to send citations, I may have time to read them, eventually, and others on the list might be interested as well.

Thanks to all,

Allan

Allan Rivlin
Partner, Peter D. Hart Research
1724 Connecticut Avenue NW
Washington DC, 20009
(202) 234-5570

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Date: Tue, 6 Feb 2007 11:58:38 -0600
Reply-To: Joseph Wislar <joseph.wislar@JAMA-ARCHIVES.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joseph Wislar <joseph.wislar@JAMA-ARCHIVES.ORG>
Subject: Internet Survey books
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Can anyone recommend a good book (or other sources) on designing and conducting email and other internet-based surveys? I've read Dillman's "Mail and Internet Surveys (2000)" and it was not very useful for internet-based surveys. From the reviews it sounds like little has changed in the new 2007 edition.

=20
Thanks,
Joe
=20

Confidentiality Note: This communication, including any attachments, is solely for the use of the addressee, may contain privileged, confidential or proprietary information, and may not be redistributed in any way without the sender's consent. Thank you.
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Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cathy Cirina <ccirina@MAIL.SDSU.EDU>
Subject: Re: Internet Survey books
Comments: To: Joseph Wislar <joseph.wislar@JAMA-ARCHIVES.ORG>, AAPORNET@asu.edu
In-Reply-To: <8CA529DA9C276A48A0B275C8613618860456D9F9@EXV1.ad.ama-assn.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Two that come to mind:

Conducting Research Surveys via E-Mail and the Web, by Shonlau, Fricker and Elliott
Internet Research Methods, by Hewson, Yule, Laurent, and Vogel

Cathy Cirina, MA MPH
Social Science Research Laboratory
San Diego State University

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph Wislar
Sent: Tuesday, February 06, 2007 9:59 AM
To: AAPORNET@asu.edu
Subject: Internet Survey books

Can anyone recommend a good book (or other sources) on designing and conducting email and other internet-based surveys? I've read Dillman's "Mail and Internet Surveys (2000)" and it was not very useful for internet-based surveys. From the reviews it sounds like little has changed in the new 2007 edition.

Thanks,
Joe

Confidentiality Note: This communication, including any attachments, is solely for the use of the addressee, may contain privileged, confidential or proprietary information, and may not be redistributed in any way without the sender's consent. Thank you.

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Date: Tue, 6 Feb 2007 13:47:55 -0500
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <joeldbloom@GMAIL.COM>
Subject: Internet/paper Survey Software
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

As long as we're on the topic of web surveys, we do a lot of web surveys using a combination of our own klunky asp/SQL/access system or SurveyMonkey, and paper surveys, which we send to a vendor for scanning (hideous '70s-era Scantron stuff). It's not pretty.

I am in the process of looking into software packages that can help us with bi-modal web/paper surveys. Can anyone recommend a vendor for this? I am impressed with a product called "SNAP", which lets you take the same survey into either web-based, paper-based (or even CATI!) format, and has its own scanning software. Importantly, it allows you to import your data into any of several formats while retaining variable and value labels, which of course SurveyMonkey does not.

Does anyone have either a positive or negative experience with SNAP or other similar packages that they'd be willing to discuss?

Thanks!

-- Joel

--

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

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

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Date: Tue, 6 Feb 2007 14:16:55 -0500
Reply-To: Info <info@POLLINGCOMPANY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Info <info@POLLINGCOMPANY.COM>

Subject: Cell Phones in RDD
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

Good afternoon. I know there has been a lot of literature about the =
impact of people who have only cell phones (no landlines) on survey =
research. I had always been told that, with respect to survey research =
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interviewed on their cell phones - including, I believe, the Pew study =
that addressed just this issue. I would appreciate any and all =
information on this topic.

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You can reply to me off-list if you like and I will summarize relevant =
responses for the group. Thank you.

=20
Shelley West
Project Director
the polling company, inc.
swest@pollingcompany.com

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Date: Tue, 6 Feb 2007 14:52:15 -0500
Reply-To: Vanessa Benzinger <vbenzinger@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Vanessa Benzinger <vbenzinger@GMAIL.COM>
Subject: Re: Internet/paper Survey Software
Comments: To: Joel Bloom <joeldbloom@gmail.com>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <5712bbfc0702061047x74dd656bv7fcbdc8ecb2495b4@mail.gmail.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

Joel,

I have used Snap survey software in a university setting. Some positive

impressions I had were that they had wonderful technical support, via email and phone. The look of the software is nice and once you learn the design system, it makes sense and is easy to use.

Their email surveys were a huge improvement from our "klunky" system, especially the easy data import and export. I didn't play around with their charts and graphs too much.

The paper surveys, however, slowly grew into a nightmare. Since printers often have pre-set margins, it was very hard to get two printers to print exactly the same document. This proved to be quite a nuisance when using an outside printing company for printing our surveys. The paper document that is sent out to students has to have the exact same margins as the document you used to calibrate the survey or else nothing will scan properly...as we unfortunately learned the hard way. When the paper surveys did scan properly, I was impressed by the software's data recognition between the correct response and the scratched-out response. The open-ended data recognition was not as I had hoped it would be. Until human handwriting is as neat as a computer's, however, I doubt there will be a resolution to that issue.

Perhaps any issues I had with the software have been resolved, since it was over 6 months ago where I was dealing with these problems at different institution. You might also consider using Remark survey software. I have been pleased with their paper survey package, but do not have any experience with their email surveys. They are much cheaper than Snap, but technical support is an additional cost.

Best of luck!

Vanessa

Vanessa Benzinger
Research Associate
Office of Assessment, Planning and Research
Union County College
908.709.7042

On 2/6/07, Joel Bloom <joeldbloom@gmail.com> wrote:

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- > using a combination of our own klunky asp/SQL/access system or
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> The University at Albany, SUNY
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> 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
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>
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=====
Date: Tue, 6 Feb 2007 15:22:14 -0500
Reply-To: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Keeter <skeeter@PEWRESEARCH.ORG>
Subject: Re: Cell Phones in RDD
Comments: To: Info <info@POLLINGCOMPANY.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Cell phone numbers are not routinely included in RDD samples. They are in separate exchanges and blocks, which can be sampled in much the same way as the landline exchanges and blocks.

It is not illegal to call cell phones for research purposes. The reason for confusion about this is that it IS illegal to use an auto-dialer to call cell phones, and much of survey research practice makes use of auto-dialers.

You can do RDD surveys of cell phones... it's just slower and more expensive, and you are likely to have a lower response rate than with conventional landline RDD surveys.

We've done five surveys with a cell phone component over the past year. See these links for descriptions of some of the findings:

The Cell Phone Challenge to Survey Research

<http://people-press.org/reports/display.php3?ReportID=3D276>

Cell-Only Voters Not Very Different

<http://pewresearch.org/pubs/80/cell-only-voters-not-very-different>

News Consumption among Cell-Only Respondents

<http://people-press.org/reports/display.php3?PageID=3D1070>

Scott Keeter

Pew Research Center for the People & the Press

1615 L St., NW, Suite 700

Washington, DC 20036

Voice 202 419 4362

Personal fax 206 600 5448

E-mail skeeter@pewresearch.org

Web site <http://pollcats.net>

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

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

Sent: Tuesday, February 06, 2007 2:17 PM

To: AAPORNET@asu.edu

Subject: Cell Phones in RDD

Good afternoon. I know there has been a lot of literature about the impact of people who have only cell phones (no landlines) on survey research. I had always been told that, with respect to survey research done with Random Digit Dial methodology, that cell-only users would be included because cell phone exchanges would simply be included in the list of all possible numbers.

=20

However, something recently sparked me to investigate this further and I was informed by a source I generally consider to be reputable, that cell phone are standardly NOT included in RDD lists - only landlines and that further, it was ILLEGAL to make unsolicited calls to cell phones even for research purposes. Is this true?

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I am positive I have seen surveys in which some or all respondents are interviewed on their cell phones - including, I believe, the Pew study that addressed just this issue. I would appreciate any and all information on this topic.

=20

You can reply to me off-list if you like and I will summarize relevant responses for the group. Thank you.

=20

Shelley West
Project Director
the polling company, inc.
swest@pollingcompany.com

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Please ask authors before quoting outside AAPORNET.

Date: Tue, 6 Feb 2007 15:29:45 -0500
Reply-To: Diane Bowers <dbowers@CASRO.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Diane Bowers <dbowers@CASRO.ORG>
Subject: Re: Cell Phones in RDD
Comments: To: Info <info@POLLINGCOMPANY.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

Shelley: Federal law re calling cell phones says that you can't use an autodialer to dial a cell number--however, you can manually dial a cell number for research purposes. The only exception is: you can autodial a cell number if you are calling on behalf of the specific cellular provider (e.g., calling Verizon cell phones on behalf of Verizon). [There are a number of resources/services that can tell you which numbers are cells, which are landlines, which numbers have been ported.]

The larger issues are: Is cell phone research viable beyond cellular customer satisfaction research? If so, what accommodations should be made in the survey interview when it's conducted via cell phone? What industry data are there re attitudes regarding cell phone surveys, response/refusal rates, satisfaction, etc.?

CASRO has had a number of complaints from consumers who were contacted for surveys on their cell phones. It seems that (1) cell phones are considered to be more personal and private than landlines and (2) that there is a different "etiquette" when communicating by cell phone. For example, when researchers call landlines, most of the time they do not leave a message, when there is no answer and the call goes to voicemail. Sometimes the researcher will call that same landline several times at different times of the day to try and reach the party. On a cell phone, however, the cell phone user often returns a "missed" call from an unknown number to find out who called. These cell phone users have complained that when they call the unknown number, they reach a recording (rather than a live person) that simply says "the caller is ABC research company and they will call again."

So, cell phone "etiquette" says that researchers calling cell phones should leave a message, providing info about the purpose of the call and a

call-back number that will reach a live person. No doubt, there are other adjustments AAPORnetters are making, if they conduct research on a cell phone. Clearly, there will be more consumer "feedback" on this issue.

Comments?

Regards, Diane

Diane Bowers, President
CASRO
Council of American Survey Research Organizations
170 North Country Road, Suite 4
Port Jefferson, New York 11777
631.928.6954
631.928.6041 fax
www.casro.org

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

From: "Info" <info@POLLINGCOMPANY.COM>

To: <AAPORNET@asu.edu>

Sent: Tuesday, February 06, 2007 2:16 PM

Subject: Cell Phones in RDD

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Date: Tue, 6 Feb 2007 15:20:18 -0600
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: Cell Phones in RDD
Comments: To: AAPORNET@asu.edu
In-Reply-To: <[01f401c74a2d\\$8af11e70\\$3401a8c0@DIANE](mailto:01f401c74a2d$8af11e70$3401a8c0@DIANE)>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Does anyone know how many cell phone only users never had a landline phone? In other words, how many would never have been included in RDD samples.

Nick

Diane Bowers wrote:

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> 631.928.6041 fax
> www.casro.org
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> To: <AAPORNET@asu.edu>
> Sent: Tuesday, February 06, 2007 2:16 PM
> Subject: Cell Phones in RDD
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> Shelley West
> Project Director
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> swest@pollingcompany.com
>
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Date: Tue, 6 Feb 2007 16:32:09 -0500
Reply-To: LaToya Rembert-Lang <lrembert@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: LaToya Rembert-Lang <lrembert@CMOR.ORG>
Subject: Re: Cell Phones in RDD
Comments: To: Info <info@POLLINGCOMPANY.COM>, AAPORNET@asu.edu
In-Reply-To:
<E32A603247BB684BB0CC3696E3285FCF43EB9E@ihebe01.ihostexchange.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

In only limited circumstances, is it legal to call cell phones for survey research purposes.

Under the federal Telemarketing Consumer Protection Act of 1991 (TCPA), which is enforced by the Federal Communications Commission (FCC) auto-dialers cannot be used to contact a cellular phone without the user's express prior consent -- a content-neutral requirement that includes survey research calls.

According to the TCPA, "It shall be unlawful for any person within the United States-(A) to make any call (other than a call made with the prior express consent of the called party) using any automatic telephone dialing system or an artificial or prerecorded voice-(iii) to any cellular telephone service or any service for which the called party is charged for the call."

"Automatic telephone dialing systems" (determined by the FCC in 2003 to include predictive dialers) cannot be used to call a 911 line, an emergency line of a hospital, a doctor's office, a health care facility, a poison control center, a fire department, a law enforcement agency, a paging service, a cellular telephone service where the called party is charged for the call or in such a way that two or more telephone lines of a multi-line business are engaged simultaneously.

As a result, auto-dialers and predictive dialers are banned from conducting cell phone calls, under this framework. Based on the current scope of the law, cell phone calls are not outright prohibited. If researcher is not using the automatic telephone dialing device OR has consent from the called

party to call his/her cell phone, they are outside the scope of the law's restrictions. Please note that TCPA applies to both intra-state calls (calls made and originating from within the same state), as well as interstate calls (calls from one state to another).

Unfortunately, it is becoming increasingly difficult to contact cell phones. Although NeuStar has an excellent service for recognizing wireless numbers, their methods may not be a perfect solution to the problem and sampling companies in the profession have been made aware of this law. Survey researchers should be mindful of the limitations CMOR has identified whenever using auto-dialers.

There are also restrictions on sending email messages to cell phones in another FCC-enforced law, the CAN-SPAM Act. While such restrictions apply only to commercial or sales-related messages outside of a "transactional or relationship" context, those kind of messages are banned similar to regular email "spam."

If anyone has further questions or comments, please contact CMOR's State Legislative Director, LaToya Rembert-Lang at lrembert@cmor.org, or CMOR's Director of Government Affairs, Howard Fienberg at hfienberg@cmor.org.

Sincerely,
LaToya D. Rembert-Lang (CMOR State Legislative Coordinator) And Howard Fienberg (CMOR Director of Government Affairs)

LaToya D. Rembert-Lang, Esq.
State Legislative Director
CMOR...Shielding the Profession
7475 Wisconsin Avenue, Suite 200
Bethesda, Maryland 20814
Contact Phone: 301.654.6602
Fax: 240.465.0318

Howard Fienberg
Director of Government Affairs
CMOR
7475 Wisconsin Avenue, Suite 200
Bethesda, Maryland 20814
hfienberg@cmor.org
Phone: (301) 654-6601
Fax: 240.465.0318
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=====
Date: Tue, 6 Feb 2007 16:59:34 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Cell Phones in RDD
Comments: To: Diane Bowers <dbowers@CASRO.ORG>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <[01f401c74a2d\\$8af11e70\\$3401a8c0@DIANE](mailto:01f401c74a2d$8af11e70$3401a8c0@DIANE)>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I find it rather remarkable that no-one seems to have mentioned the fact that people are charged for most calls received on their cell phones.

Most researchers would seriously question the results of any mail survey that asked respondents to pay the postage to return the questionnaire

(this is almost invariably an indication of suggesting or frugging), so why should cell phone users be expected to pay to answer surveys?

Jan Werner

Diane Bowers wrote:

> Shelley: Federal law re calling cell phones says that you can't use an
> autodialer to dial a cell number--however, you can manually dial a cell
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> Regards, Diane
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> Diane Bowers, President
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> Council of American Survey Research Organizations
> 170 North Country Road, Suite 4
> Port Jefferson, New York 11777
> 631.928.6954
> 631.928.6041 fax
> www.casro.org
>
>
> ----- Original Message ----- From: "Info" <info@POLLINGCOMPANY.COM>
> To: <AAPORNET@asu.edu>
> Sent: Tuesday, February 06, 2007 2:16 PM
> Subject: Cell Phones in RDD

>
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> Good afternoon. I know there has been a lot of literature about the
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> information on this topic.

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> You can reply to me off-list if you like and I will summarize relevant
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> Shelley West
> Project Director
> the polling company, inc.
> swest@pollingcompany.com

>
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Date: Tue, 6 Feb 2007 17:11:21 -0500
Reply-To: "Nelson, Brittne" <BNelson@AARP.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Nelson, Brittne" <BNelson@AARP.ORG>
Subject: Re: Cell Phones in RDD
Comments: To: Nick Panagakis <mail@MARKETSHARESCORP.COM>, AAPORNET@asu.edu

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

This may be of interest. One out of eight Americans do not have a landline.=20

<http://www.cdc.gov/nchs/products/pubs/pubd/hestats/wireless2006/wireless2006.htm>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis
Sent: Tuesday, February 06, 2007 4:20 PM
To: AAPORNET@asu.edu
Subject: Re: Cell Phones in RDD

Does anyone know how many cell phone only users never had a landline=20 phone? In other words, how many would never have been included in RDD=20 samples.

Nick

Diane Bowers wrote:

- > Shelley: Federal law re calling cell phones says that you can't use=20
- > an autodialer to dial a cell number--however, you can manually dial a=20
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Date: Tue, 6 Feb 2007 15:58:49 -0700
Reply-To: Vincent DeRobertis <vderobertis@E-REWARDS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Vincent DeRobertis <vderobertis@E-REWARDS.COM>
Subject: Re: Cell Phones in RDD

I think it is also interesting at how text messaging studies or invitaions has become a hot spot in research today. Similarly to the cell phone charges for a phone call - text messages are charged for receiving as well as sending.

Vin DeRobertis

e-Rewards, Inc.
Market Research Sales Manager

vderobertis@e-rewards.com
Direct: 212.382.4612
Fax: 212.382.4609
1001 Avenue of the Americas
11th Floor
New York, NY 10018

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Date: Tue, 6 Feb 2007 16:35:33 -0700
Reply-To: Ed Ledek <eledek@WESTERNWATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ed Ledek <eledek@WESTERNWATS.COM>
Subject: Re: Cell Phones in RDD
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Jan is spot on with her post. In this era of declining response rates, real or perceived abuses of potential respondents and increasing misperceptions regarding true research, it boggles the mind to not see the concern she raised as the number one concern raised by this group.

Ed Ledek
VP, Business Development
www.westernwats.com
801-379-4000 direct
801-592-1943 cell

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jan Werner
Sent: Tuesday, February 06, 2007 3:00 PM
To: AAPORNET@asu.edu
Subject: Re: Cell Phones in RDD

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Jan Werner

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> ----- Original Message ----- From: "Info" <info@POLLINGCOMPANY.COM>
> To: <AAPORNET@asu.edu>

> Sent: Tuesday, February 06, 2007 2:16 PM

> Subject: Cell Phones in RDD

>=20

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> Project Director

> the polling company, inc.

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=====
Date: Tue, 6 Feb 2007 16:47:37 -0700
Reply-To: Ed Ledek <eledek@WESTERNWATS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ed Ledek <eledek@WESTERNWATS.COM>
Subject: Re: Cell Phones in RDD
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

My apologies to all (and especially Jan) for referring to him as "she" not once but twice. My ignorance should hopefully not detract from his point nor my supporting post.

Regards,

Ed

Ed Ledek
VP, Business Development
www.westernwats.com
801-379-4000 direct
801-592-1943 cell

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jan Werner
Sent: Tuesday, February 06, 2007 3:00 PM
To: AAPORNET@asu.edu
Subject: Re: Cell Phones in RDD

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Jan Werner

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> Subject: Cell Phones in RDD

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Date: Wed, 7 Feb 2007 12:29:15 +0100
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Re: Cell Phones in RDD
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
In-Reply-To: <45C8FA46.9080704@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Jan,

Good point. This is one of the points raised in international discussions. It depends on where you are if you are charged or not. In Europe if you are within your own country, the caller and not the receiver pays. One of the reasons why cell phones are being used for National surveys for instance in Scandinavia (other reason is that they have had cell phones for a rather long time already:P).

The situation is different when a European is abroad (out of own country), than the receiver pays the extra charge for the international part of the call. Reasoning is that the caller does not know where the receiver is, so teh caller should not be charged extra for international calling.

In other parts of the world things are quite different again. A couple of years ago I heard an interesting talk from someone from Hong Kong. They routinely do cell phone surveys, no cost for receiver hardly for caller and everyone has a cell phone.

A similar discussion about cost arose in teh early days of Internet surveys, before fast Internet connections when we used telephone modems. Here in Holland the telephone modem connection was rated by the minute, like a long distance phone call, so a longer session could be quite costly. Research agencies followed the same reasoning as you do re cell phones, and they reimbursed respondents

Greetings from overseas

Edith

At 04:59 PM 2/6/2007 -0500, Jan Werner wrote:

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>>Shelley West

>>Project Director

>>the polling company, inc.

>>swest@pollingcompany.com

>>-----

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Dr. Edith D. de Leeuw, Methodika

Plantage Doklaan 40, NL-1018 CN Amsterdam

tel + 31 20 622 34 38 fax + 31 20 330 25 97

e-mail edithl@xs4all.nl

God do you still have a blue print of my cat?

J.B. Charles (Willem Hendrik Nagel 1910-1982)

<http://www.xs4all.nl/~majicou/page5.html>

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

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=====
Date: Wed, 7 Feb 2007 06:34:24 -0500

Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSEN.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSEN.COM>

Subject: Re: Cell Phones in RDD

Comments: To: Info <info@POLLINGCOMPANY.COM>, AAPORNET@asu.edu

Comments: cc: SRMSNET@LISTSERV.UMD.EDU

In-Reply-To:

<E32A603247BB684BB0CC3696E3285FCF43EB9E@ihebe01.ihostexchange.com>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

If you are unaware, please note that there will be three days (Wed-Fri) of sessions on Cell Phone Surveying at the 2007 AAPOR conference in May 2007. This "mini-conference" of coordinated sessions will begin with a half-day short course on Wed. May 15, providing a comprehensive and family detailed explanation of a range of issues: including coverage, sampling, weighting, operational, and ethical. Then starting Thursday morning, there will be six consecutive paper sessions which will include more than 20 presentations and a final (seventh) expert panel wrap-up session on the myriad of topics concerning on how the Cell Phone frame can be included into scientific surveys in the USA, as well as many ethical, legal, and practical aspects of contacting sampled respondents on cell phones to gather survey data in the USA.=20

Also please note the information available from the 2005 Cell Phone Sampling Summit at:=20

<http://www.nielsenmedia.com/cellphonesummit/cellphone.html>

PJL=20

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

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

Sent: Tuesday, February 06, 2007 2:17 PM

To: AAPORNET@asu.edu

Subject: Cell Phones in RDD

Good afternoon. I know there has been a lot of literature about the impact of people who have only cell phones (no landlines) on survey research. I had always been told that, with respect to survey research done with Random Digit Dial methodology, that cell-only users would be included because cell phone exchanges would simply be included in the list of all possible numbers.

=20

However, something recently sparked me to investigate this further and I was informed by a source I generally consider to be reputable, that cell phone are standardly NOT included in RDD lists - only landlines and that further, it was ILLEGAL to make unsolicited calls to cell phones even for research purposes. Is this true?

=20

I am positive I have seen surveys in which some or all respondents are interviewed on their cell phones - including, I believe, the Pew study that addressed just this issue. I would appreciate any and all information on this topic.

=20

You can reply to me off-list if you like and I will summarize relevant responses for the group. Thank you.

=20

Shelley West
Project Director
the polling company, inc.
swest@pollingcompany.com

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=====
Date: Wed, 7 Feb 2007 06:37:53 -0500

Reply-To: "Lavrakas, Paul" <Paul.Lavrakas@NIELSEN.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Lavrakas, Paul" <Paul.Lavrakas@NIELSEN.COM>

Subject: Re: Cell Phones in RDD

Comments: To: Info <info@POLLINGCOMPANY.COM>, AAPORNET@asu.edu

Comments: cc: SRMSNET@LISTSERV.UMD.EDU

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

sorry, meant Wednesday May 16.

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

From: Lavrakas, Paul=20

Sent: Wednesday, February 07, 2007 6:34 AM

To: 'Info'; AAPORNET@asu.edu

Cc: 'SRMSNET@LISTSERV.UMD.EDU'

Subject: RE: Cell Phones in RDD

If you are unaware, please note that there will be three days (Wed-Fri) of sessions on Cell Phone Surveying at the 2007 AAPOR conference in May 2007. This "mini-conference" of coordinated sessions will begin with a

half-day short course on Wed. May 15, providing a comprehensive and family detailed explanation of a range of issues: including coverage, sampling, weighting, operational, and ethical. Then starting Thursday morning, there will be six consecutive paper sessions which will include more than 20 presentations and a final (seventh) expert panel wrap-up session on the myriad of topics concerning on how the Cell Phone frame can be included into scientific surveys in the USA, as well as many ethical, legal, and practical aspects of contacting sampled respondents on cell phones to gather survey data in the USA.=20

Also please note the information available from the 2005 Cell Phone Sampling Summit at:=20

<http://www.nielsenmedia.com/cellphonesummit/cellphone.html>

PJL=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Info
Sent: Tuesday, February 06, 2007 2:17 PM
To: AAPORNET@asu.edu
Subject: Cell Phones in RDD

Good afternoon. I know there has been a lot of literature about the impact of people who have only cell phones (no landlines) on survey research. I had always been told that, with respect to survey research done with Random Digit Dial methodology, that cell-only users would be included because cell phone exchanges would simply be included in the list of all possible numbers.

=20
However, something recently sparked me to investigate this further and I was informed by a source I generally consider to be reputable, that cell phone are standardly NOT included in RDD lists - only landlines and that further, it was ILLEGAL to make unsolicited calls to cell phones even for research purposes. Is this true?

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=20
You can reply to me off-list if you like and I will summarize relevant responses for the group. Thank you.

=20
Shelley West
Project Director
the polling company, inc.
swest@pollingcompany.com

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Date: Wed, 7 Feb 2007 12:26:16 -0500
Reply-To: Anna Greenberg <agreenberg@GQRR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Anna Greenberg <agreenberg@GQRR.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

ASSOCIATE VICE PRESIDENT FOR CORPORATE PROJECTS

This is a newly created senior position in one of the world's leading elite/boutique opinion research and political/strategic consulting firms. The position will be responsible for significantly expanding and managing the firm's portfolio of US and global corporate clients. Successful applicants will possess all or most of the following: experience designing, analyzing, and/or applying the results of sophisticated opinion research; experience advising CEOs and other high-level corporate or other clients in strategy on brand, positioning, policy, and/or communications; extensive contacts in the US and/or global corporate world that can provide the basis for marketing and expanding the firm's corporate services; strong, demonstrated leadership skills. While survey research experience is a plus, applicants must at least have skills that would enable them to develop and present strategic recommendations based on surveys and focus groups, working closely with top opinion research professionals. Graduate degree and/or experience in political campaigns also a plus. The position reports directly to one of the company's four partners, and provides strong compensation, commensurate with experience, with the ability to earn additional performance-based compensation. This is a tremendous platform for someone with the experience, skills, and initiative to grow a world-class practice providing data-driven strategic advice to corporate clients around the world. Submit cover letter, resume, and salary requirements to jobs@greenbergresearch.com or fax to 202-289-8648.=20

=20

=20

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Date: Wed, 7 Feb 2007 13:30:46 -0500

Reply-To: steehc@BELLSOUTH.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Charlotte G. Steeh" <steehc@BELLSOUTH.NET>
Subject: Cell Phones in RDD
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: 7bit

I would like to clarify some of the comments that have been made about the costs to respondents of accepting cell phone calls from survey organizations. As Edith described so well, practices vary from country to country, but I wanted especially to point out that even in the United States there are many possibilities. Some providers offer free incoming calls regardless of provider. Additionally, more and more providers are offering free calls between their own subscribers. It may make sense in the future for survey labs to have contracts with major cell phone providers so that they can use cell phones to call potential respondents for free since the company name for each number in a cell phone sample can be obtained. Furthermore, the calling plans that are now in effect for most providers cushion the costs for many potential respondents. For example, someone with a very generous plan and lots of anytime minutes may not experience any extra cost. For those with limited p!

lans, using up their anytime minutes and thus incurring large per minute costs is a real possibility. This differential has biased pure cell phone surveys so that respondents are more likely to be heavy cell phone users than nonrespondents. Finally, again as Edith points out, there is the simple expedient of offering an incentive designed to cover any costs to the respondent. Furthermore, this may require presenting the incentive during the introduction as a reimbursement rather than a token of appreciation. The participants in the 2005 Cell Phone Summit felt that offering this kind of incentive is a necessity when calling cell phones in a survey.

I also want to give an out of date answer to Nick Panagakis' question. In 2003 11% of respondents to a national cell phone survey did not currently have a landline telephone in their household. This percent overestimates the cell phone only share of the adult population. Of this 11%, eleven percent had not had a landline telephone in their household since age 18. This works out to be a little over 1% of the full set of respondents. Again these percentages have not been extrapolated to the full adult population. A majority of these respondents who have never had a landline as an adult were under 30 years old.

Charlotte Steeh

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Wed, 7 Feb 2007 12:51:03 -0600
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: "Shepard, Lisa" <leshepar@email.uncc.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Director of Community Research and Services

Position #8202

=20

The UNC Charlotte Urban Institute is seeking a director for the Institute's community research, survey and outreach activities.

The responsibilities of this professional research and administrative management position include the development of alternative research designs to meet contract needs, preparation of proposals and budgets, survey and sampling design, statistical data analysis, report writing, staff supervision, client contact, group facilitation and training activities. Necessary qualifications are strong interpersonal and supervisory skills; a high degree of professionalism and independent management ability; the ability to develop project plans, organize and carry out multiple projects within budget and schedule; experience in oral and written communication, including group process techniques, written research reports and public presentations; survey research experience, including questionnaire design and sampling, and knowledge of computers for data analysis, including the use of SPSS (for Windows and mainframe), Excel and Access software packages. Occasional extended-day and weekend work is required.

=20

This position requires a master's degree in a social science discipline or related field with at least four years of experience in conducting research and/or development and management of survey and general research project, two of which must have been supervisory in nature. Experience in telephone survey operations preferred. Salary will be in the range of \$45,000 to \$50,000. Please apply electronically at <https://jobs.uncc.edu>. Please attach a letter of interest and a resume or c.v. with your electronic application. Only electronic submissions will be accepted. Review of applications will begin on February 12, 2007 and will continue until the position is filled. AA/EOE/subject to criminal background check.

=20

=20

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Date: Thu, 8 Feb 2007 09:31:39 -0500
Reply-To: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Roger Tourangeau <rtourangeau@SURVEY.UMD.EDU>
Subject: JPSM Distinguished Lecture
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

JPSM is sponsoring a Distinguished Lecture by Roderick J. Little on Friday, April 13. The title is "Wait! Should We Use the Survey Weights to Weight?" The talk will begin at 3:30 pm at 2205 Lefrak Hall on the University of Maryland, College Park Campus. There will be a reception immediately afterwards. The lecture will discuss the use of weights in survey inference. A fundamental idea in survey sampling is to weight cases by the inverse of their probabilities of inclusion, when deriving survey inferences. The weight indicates the number of population units the included case represents, and thus can be seen as a fundamental feature of the design-based survey inference. Modelers, on the other hand, seem more ambivalent about weighting, and argue that (at least in some settings) weighting is unnecessary. Dr. Little will discuss various perspectives and myths about survey weights. He will argue that, from a robust Bayesian perspective, weights are a key feature of the data that cannot be ignored, but weighting may not be the best way to use them.

Dr. Little is Richard D. Remington Collegiate Professor and Chair of the Department of Biostatistics at the University of Michigan, where he is also Professor of Statistics and Research Professor in the Institute for Social Research. Prior to that, he held faculty appointments at the University of California at Los Angeles and University of Chicago, an ASA/Census/NSF research fellowship at the U.S. Bureau of the Census, and non-academic positions at the United States Environmental Protection Agency and the World Fertility Survey. He was Coordinating and Applications Editor of the Journal of the American Statistical Association from 1992-1994. Actively interested in federal statistical issues such as census undercount, he has served as a member of the Committee on National Statistics and a number of other National Research Council committees. In 2005, he was awarded the American Statistical Association's Wilks Medal, and gave the President's Invited Address at the Joint Statistical Meetings. He has over 150 publications, notably on methods for the analysis of data with missing values and model-based survey inference, and the application of statistics to diverse scientific areas, including medicine, demography, economics, psychiatry, aging, and the environment.

There will be two discussants-John Eltinge from the Bureau of Labor Statistics and Richard Valliant from the JPSM faculty. Please join us on the 13th. The talk is open to the public, but please let us know you are coming by sending a note to Rupa Jethwa Eapen at RJEapen@survey.umd.edu.

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On your return send this: set aapornet mail

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Date: Thu, 8 Feb 2007 10:27:46 -0500

Reply-To: "Frincke, Jessica" <jfrincke@SHRM.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Frincke, Jessica" <jfrincke@SHRM.ORG>

Subject: Re: Internet/paper Survey Software

Comments: To: AAPORNET@asu.edu

In-Reply-To: <2508eddb07020611521289bb586kb0f7ec6082476014@mail.gmail.com>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Hi Joel,=20

The company that I previously worked for purchased the SNAP survey software, and we were disappointed with the software. Of course off the shelf survey software programs will have its limitations; but it may meet most of your needs. I also haven't used the product in the last 6 months so there may have been some fixes to the problems below.

SNAP was previously designed to collect responses in the form of an email message which would then be automatically pulled into a database. The newer versions now allow you to collect the responses in a text file (either each day or one big text file). When I tried importing my text files into one database it wasn't pulling in all of the data. Also, when you import the text files, it changes the extension of the file (for the import, it only allows certain extensions). I was never able to get a straight answer about this. But it seems that to get around this issue you will want the script to write the data to one text file versus text files for each day.=20

A couple of things to keep in mind - you are unable to modify the values/codes (e.g., to fit a pre-existing coding scheme), it's based on the order in which the values are entered. The first item will always be coded "1", the second code "2", and so on. Also, the program doesn't allow for a login page with username and password, rather the URL contains a unique ID. We found this particularly problematic when respondents were asked to enter the url, and the system would accept any unique ID (even if it didn't exist in the database).

I haven't had much experience with the SNAP paper component, but have also found Remark software to be a great tool. With SNAP, it was rather challenging to modify the question layout and formatting in general. For example, depending on the option that you choose in the first drop down menu, it then produces dropdown menus with different options. It really takes some time to understand the ins and outs to the program.

My best piece of advice would be to see if you can obtain a trial version, get a demo of the software in person and asks lots of questions. We use Perseus (not sure about the paper component) and it is a far superior product in comparison to SNAP. You may also want to look into SPSS, but beware of the big price tag.

Feel free to email me directly if you have any questions.

Jessica

Jessica Frincke
SHRM Survey Research Specialist
jfrincke@shrm.org=20
703-535-6461
www.shrm.org/surveys=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Vanessa Benzinger
Sent: Tuesday, February 06, 2007 2:52 PM
To: AAPORNET@asu.edu
Subject: Re: Internet/paper Survey Software

Joel,

I have used Snap survey software in a university setting. Some positive impressions I had were that they had wonderful technical support, via email and phone. The look of the software is nice and once you learn the design system, it makes sense and is easy to use.

Their email surveys were a huge improvement from our "klunky" system, especially the easy data import and export. I didn't play around with their charts and graphs too much.

The paper surveys, however, slowly grew into a nightmare. Since printers often have pre-set margins, it was very hard to get two printers to print exactly the same document. This proved to be quite a nuisance when using an outside printing company for printing our surveys. The paper document that is sent out to students has to have the exact same margins as the document you used to calibrate the survey or else nothing will scan properly...as we unfortunately learned the hard way. When the paper surveys did scan properly, I was impressed by the software's data recognition between the correct response and the scratched-out response. The open-ended data

recognition was not as I had hoped it would be. Until human handwriting is as neat as a computer's, however, I doubt there will be a resolution to that issue.

Perhaps any issues I had with the software have been resolved, since it was over 6 months ago where I was dealing with these problems at different institution. You might also consider using Remark survey software. I have been pleased with their paper survey package, but do not have any experience with their email surveys. They are much cheaper than Snap, but technical support is an additional cost.

Best of luck!

Vanessa

Vanessa Benzinger
Research Associate
Office of Assessment, Planning and Research
Union County College
908.709.7042

On 2/6/07, Joel Bloom <joeldbloom@gmail.com> wrote:

- > As long as we're on the topic of web surveys, we do a lot of web surveys
- > using a combination of our own klunky asp/SQL/access system or
- > SurveyMonkey,
- > and paper surveys, which we send to a vendor for scanning (hideous
- > '70s-era
- > Scantron stuff). It's not pretty.
- >
- > I am in the process of looking into software packages that can help us
- > with
- > bi-modal web/paper surveys. Can anyone recommend a vendor for this? I
- am
- > impressed with a product called "SNAP", which lets you take the same
- > survey
- > into either web-based, paper-based (or even CATI!) format, and has its
- own
- > scanning software. Importantly, it allows you to import your data into
- any
- > of several formats while retaining variable and value labels, which of
- > course SurveyMonkey does not.
- >
- > Does anyone have either a positive or negative experience with SNAP or
- > other
- > similar packages that they'd be willing to discuss?
- >

> Thanks!
>
> -- Joel
>
> --
> Joel David Bloom, Ph.D.
> The University at Albany, SUNY
>
> Research Assistant Professor, Dept. of Political Science
> Associate Director, Office of Institutional Research
> Phone: (518) 437-4791
> Cell: 541-579-6610
> E-mail: jbloom@albany.edu
> Web: <http://www.albany.edu/ir/>
>
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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, 8 Feb 2007 09:31:22 -0700
Reply-To: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Subject: Environmental Research
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I was wondering if anyone can recommend a good survey research firm that specializes in environmental research.

Thanks.

Ellen Jacobs
Senior Analyst
Strategy & Evaluation

SRP=20
602-236--6512=20

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to 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

Date: Thu, 8 Feb 2007 12:19:04 -0500
Reply-To: Scott McBride <smcbride@HCMRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott McBride <smcbride@HCMRESEARCH.COM>
Subject: Re: Statistical Technique
Comments: To: AAPORNET@asu.edu
In-Reply-To: <E5D69368133D54409AF6F01345D99ED0054EC3A3@exch3k1.shrm.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

APPOR:
Can anyone give me a referral to a statistician that works with Structural Equation Modeling (SEM)? It is a type of Path analysis using betas and I understand not all statisticians have this specialty.
Scott

Scott McBride
HCM Marketing Research
22 West Road, Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 Fax
www.hcmresearch.com

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Date: Thu, 8 Feb 2007 17:03:30 -0600
Reply-To: Rob Daves <daves@STARTRIBUNE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Daves <daves@STARTRIBUNE.COM>
Subject: The passing of Nelson Polsby
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

Content-disposition: inline

Colleagues...

Susan Pincus alerted me to these notices of the passing of Nelson W. =
Polsby, a political scientist who illuminated the relationship between =
Congress and the president, among many other issues.

The service will be held this Sunday, February 11, at 1 p.m. at Congregatio=
n Netivot Shalom, located at
1316 University Avenue, Berkeley CA 94702-1711.

Additionally, here is a link to Nelson's obituary in the Times of London, =
which just appeared on the Web. It wonderfully captures his spirit as well =
as detailing his many accomplishments. <[http://www.timesonline.co.uk/tol/c=
omment/obituaries/article1350297.ece](http://www.timesonline.co.uk/tol/comment/obituaries/article1350297.ece)>=20
<http://www.timesonline.co.uk/tol/comment/obituaries/article1350297.ece>=20

Also here is a link to Nelson's Obituary in the Washington Post.

Nelson <[http://www.washingtonpost.com/wp-dyn/content/article/2007/02/07/AR=
2007020702182.html?referrer=3Demailarticle](http://www.washingtonpost.com/wp-dyn/content/article/2007/02/07/AR=2007020702182.html?referrer=3Demailarticle)> W. Polsby, 72; Explained =
Change in Political Institutions

Rob

Robert P. Daves
Director - The Minnesota Poll and Star Tribune Strategic Research
President - The American Association for Public Opinion Research

Star Tribune
425 Portland Av. S.
Minneapolis MN 55488
V: 612-673-7278
F: 612-673-4359
daves@startribune.com

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

Date: Thu, 8 Feb 2007 19:20:32 -0700
Reply-To: Ryan Hubbard <RyanHubbard@WESTAT.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ryan Hubbard <RyanHubbard@WESTAT.COM>
Subject: DC-AAPOR Workshop on Nonresponse
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1

Content-transfer-encoding: quoted-printable

DC-AAPOR would like to announce the DC-AAPOR Workshop on Nonresponse Bias in Household Surveys, to be held on Friday, March 30 from 9:00am-5:00pm, at the Kaiser Family Foundation in Washington, DC.

The principal goal of this workshop is to address questions such as:

- Do lower response rates inevitably lead to nonresponse bias?
- Given increasing survey costs and increasing nonresponse rates, are probability samples becoming obsolete?
- Who are the respondents who are missed by today's surveys, how much does it matter, and what should we do about it?

The workshop is based on the special issue of Public Opinion Quarterly, published in January 2007. The special issue of POQ, edited by Eleanor Singer, focuses on issues that are currently occupying center stage among survey researchers. As response rates to surveys continue to decline, questions about the impact of such a decline on survey estimates assume increasing importance. Contributing authors from the special issue of POQ will summarize findings from the articles and present up-to-date information on their research in these areas.

Click on the link below or paste it into your browser to view the workshop agenda and a list of the presenters:

<http://www.dc-aapor.org/nrworkshop.php>

Workshop Registration

Online workshop registration will be available on the DC-AAPOR website (<http://www.dc-aapor.org>) in late February. An announcement will be made when workshop registration opens.

Workshop organizing committee:

Jennifer Beck (Census), John Boyle (SRBI), Ryan Hubbard (Westat), Jennifer Hunter Childs (Census), Aaron Maitland (NCHS), Adam Safir (RTI), Paul Schroeder (SRBI)

If you have any questions about the workshop, please contact:

Ryan Hubbard, Workshop Chair
Email: RyanHubbard@westat.com

Archives: <http://lists.asu.edu/archives/aapornet.html>
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Date: Thu, 8 Feb 2007 21:34:42 -0500
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: The passing of Nelson Polsby
Comments: To: Rob Daves <daves@STARTRIBUNE.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <s5cb57f6.000@ngwgate3.startribune.com>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

A big loss. Journalists who interacted with him through various programs of the American Political Science Association knew him as "the Jonathan Winters of political science." I have to confess that I have stolen some of his jokes and passed them off as my own.

Despite associating with journalists, Nelson, in the years I knew him, never drank. "I am immune," he explained, "from social pressure."

Each of the election books that he did with Wildavsky had a nice surprise. There is one with a chapter summarizing all the ways that had been used up that to point to project results on election night. I don't have a complete collection, but they were wonderful sources for any reporter covering a national election.

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

On Thu, 8 Feb 2007, Rob Daves wrote:

> Date: Thu, 08 Feb 2007 17:03:30 -0600
> From: Rob Daves <daves@STARTRIBUNE.COM>
> To: AAPORNET@asu.edu
> Subject: The passing of Nelson Polsby
>
> Colleagues...
>
> Susan Pincus alerted me to these notices of the passing of Nelson W. Polsby, a political scientist who illuminated the relationship between Congress and the president, among many other issues.
>
> The service will be held this Sunday, February 11, at 1 p.m. at Congregation Netivot Shalom, located at
> 1316 University Avenue, Berkeley CA 94702-1711.
>
> Additionally, here is a link to Nelson's obituary in the Times of London, which just appeared on the Web. It wonderfully captures his spirit as well as detailing his many accomplishments.

<<http://www.timesonline.co.uk/tol/comment/obituaries/article1350297.ece>>
> <http://www.timesonline.co.uk/tol/comment/obituaries/article1350297.ece>
>
> Also here is a link to Nelson's Obituary in the Washington Post.
>
> Nelson <<http://www.washingtonpost.com/wp-dyn/content/article/2007/02/07/AR2007020702182.html?referrer=emailarticle>> W. Polsby, 72; Explained Change in Political Institutions
>
> Rob
>
>
>
> Robert P. Daves
> Director - The Minnesota Poll and Star Tribune Strategic Research
> President - The American Association for Public Opinion Research
>
> Star Tribune
> 425 Portland Av. S.
> Minneapolis MN 55488
> V: 612-673-7278
> F: 612-673-4359
> daves@startribune.com

> -----
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> Vacation hold? Send email to listserv@asu.edu with this text:
> set aapornet nomail
> On your return send this: set aapornet mail
> Please ask authors before quoting outside AAPORNET.
> Problems?-don't reply to this message, write to: aapornet-request@asu.edu
>

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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, 8 Feb 2007 23:18:33 -0500
Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Subject: Public Opinion Seminars at Harvard
Comments: To: AAPORNET@asu.edu
In-Reply-To: <[01f401c74a2d\\$8af11e70\\$3401a8c0@DIANE](mailto:01f401c74a2d$8af11e70$3401a8c0@DIANE)>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

AAPORNET Subscribers:

The Harvard Program on Survey Research wants to make sure interested AAPOR and NEAPOR members know they are welcome at panels presented by the Harvard Workshop on Political Psychology and Political Behavior. Panels are held in Cambridge on various Fridays throughout the year, from 12:00 noon until 1:30 p.m. Guests are welcome, and lunch is served.

The Harvard Program on Survey Research is also sponsoring a 1/2 day conference on Survey Research in Multi-Ethnic America on May 11. AAPOR and NEAPOR members are particularly encouraged to attend that conference.

I am attaching the tentative schedule of dates below. If anyone is interested in further information on these panels, please contact me directly at CHarrison@gov.harvard.edu. I can send additional information as topics are finalized. Reservations are not required, but might be useful so we don't run out of food and can help with parking if needed.

Harvard Political Psychology and Political behavior Workshop Spring 2007 Schedule:

February 16th: Andrea Campbell, MIT
March 2nd: Todd Rogers, Harvard Business School
March 16th: Gabriel Lenz, MIT
March 23rd: John Zaller, UCLA
April 6th: Brian Duff, University of New England
April 20th: Debbie Schildkraut, Tufts University
May 4th: Michael Herron, Dartmouth College

All of the meetings take place at Friday lunchtimes, from 12 until 1.30pm. Location:

Workshops held at:
Center for Government and International Studies -- North;
1737 Cambridge St.
Room N-401
Cambridge, MA 02138

Special Panel:

Survey Research in Multi-Ethnic America

May 11, 12:00 - 5:30
Harvard Program on Survey Research
Cambridge, MA
Specific location and details of panel to be announced.

Chase H. Harrison

Preceptor in Survey Research
Department of Government
Harvard University
1737 Cambridge St.
Cambridge, MA 02138

(617) 384-7251
(617) 495-0438 [FAX]

charrison@gov.harvard.edu

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Vacation hold? Send email to 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

Date: Fri, 9 Feb 2007 08:42:26 -0600
Reply-To: "D'Elia,Lisa" <LDElia@SCARBOROUGH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "D'Elia,Lisa" <LDElia@SCARBOROUGH.COM>
Subject: Cogniitve Interviewing- recommendations
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

=20

APPOR:

Can anyone recommend a good vendor that specializes in Cognitive Interviewing?

Thanks.

=20

=20

Lisa D'Elia=20
Sr. Research Analyst=20
Scarborough Research=20
770 Broadway, 13th Floor=20
New York, NY 10003 =20

=20

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Fri, 9 Feb 2007 10:09:02 -0500
Reply-To: Scott McBride <smcbride@HCMRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott McBride <smcbride@HCMRESEARCH.COM>
Subject: Re: SEM
Comments: To: AAPORNET@asu.edu
In-Reply-To: <E5D69368133D54409AF6F01345D99ED0054EC3A3@exch3k1.shrm.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Thanks to all for the many postings on Structural Equation Modeling. This network has never let me down and is a very valuable tool.

Scott McBride
HCM Marketing Research

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Date: Fri, 9 Feb 2007 16:55:10 +0000
Reply-To: N.Allum@SURREY.AC.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Allum <N.Allum@SURREY.AC.UK>
Subject: non-response in student surveys
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Thanks to all who responded to my query on this topic last week. I got several references:

Porter, S. R., & Whitcomb, M. E. (2005). Non-response in student surveys: The role of demographics, engagement, and personality. *Research in Higher Education*, 46, 127-152.

Sax, L. J., Gilmartin, S. K., & Bryant, A. N. (2003). Assessing response rates and nonresponse bias in Web and paper surveys. *Research in Higher Education*, 44, 409-432.

"Examination of the Relationship between Nonresponse and Measurement Error in a Validation Study of Alumni" (presented at AAPOR 2006)

Kristen Olsen, University of Michigan
Courtney Kennedy, University of Maryland

Someone suggested I look at:

AIRWEB (www.airweb.org for work on establishment or organisational surveys in general. There were several other useful bits of advice posted to me.

Thanks all!

Nick

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Date: Fri, 9 Feb 2007 17:20:30 -0500
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: work & success, international comparisons
Comments: To: aapornet aapornet <aapornet@asu.edu>
MIME-version: 1.0 (Apple Message framework v752.2)
Content-type: text/plain; charset=US-ASCII; delp=yes; format=flowed
Content-transfer-encoding: 7bit

I know I've seen international comparisons of attitudes towards hard work & success - questions like "success in life is mostly the result of 1) hard work, or 2) luck." Now I can't remember where. Can anyone point me to some?

Doug Henwood
Left Business Observer
38 Greene St - 4th fl.
New York NY 10013-2505 USA
<dhenwood@panix.com>
<<http://www.leftbusinessobserver.com>>

voice +1-212-219-0010
cell +1-917-865-2813

producer, Behind the News
Thursdays, 5-6 PM, WBAI, New York 99.5 FM
<<http://www.leftbusinessobserver.com/Radio.html>>
podcast: <<http://shout.lbo-talk.org/lbo/radio-feed.php>>

download my book Wall Street (for free!) at
<<http://www.wallstreetthebook.com>>

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Date: Fri, 9 Feb 2007 17:04:08 -0500
Reply-To: "Albert H. Cantril & Susan Davis Cantril"
<ascantril@MINDSPRING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Albert H. Cantril & Susan Davis Cantril"
<ascantril@MINDSPRING.COM>
Subject: Nelson Polsby
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed
Content-transfer-encoding: 7bit

An appreciation of Nelson Polsby appears in today's NYT:
www.nytimes.com/2007/02/09/obituaries/09polsby.html.

Nelson was a spontaneously generous human being who leaves an extraordinary mark especially when it comes to our understanding of the our governing institutions, parties, and practical politics.

He will be remembered for his discriminating use of polling data -- always in tandem with nonquantitative sources of information -- to come up with keen, inventive and unencumbered insights into what makes things tick in the corridors of power. He had a priceless way of cutting to the quick and seeing connections.

AAPOR members may recall his participation in the 1983 Plenary at Buck Hill Falls on "The Impact of the Polls on the Political Parties."

Nelson loved what he did and genuinely enjoyed free-wheeling discussion. He will be greatly missed.

Albert H. Cantril
Susan Davis Cantril

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Date: Fri, 9 Feb 2007 14:58:00 -0800
Reply-To: "Pinkus, Susan" <Susan.Pinkus@LATIMES.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pinkus, Susan" <Susan.Pinkus@LATIMES.COM>
Subject: FW: Memorial Webpage for Professor Nelson Polsby
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"

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

From: Janeen Jackson [mailto:janeenj@berkeley.edu]
Sent: Friday, February 09, 2007 1:58 PM
To: IGS Events; Emily Polsby
Subject: Memorial Webpage for Professor Nelson Polsby

We have posted a special webpage in honor of the late Professor Nelson Polsby, former director of IGS and long-time mentor to the IGS community. The webpage contains an obituary and links to several other major-media obituaries and memorials, as well as links to memorials that have been posted all week long on the weblogs of political scientists and others who either knew Professor Polsby or were deeply influenced and affected by him. The page will be updated with memorials and other links as they become available. Announcements will be made about memorial services when details become available.

The memorial webpage may be viewed at:
<<http://www.igs.berkeley.edu/announcements/polsby>>
<http://www.igs.berkeley.edu/announcements/polsby>

--

Janeen M. Jackson

Program Coordinator

Institute of Governmental Studies

University of California, Berkeley

103 Moses Hall # 2370

Berkeley, CA 94720-2370

phone: 510-642-4608

fax: 510-642-3020

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Date: Sun, 11 Feb 2007 22:00:53 -0800
Reply-To: ellis.godard@csun.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ellis Godard <ellis.godard@CSUN.EDU>
Subject: Igo - The Averaged American
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I've only just become aware of what looks to be a provocative read (see below), an apparent mix of historical account and epistemological = critique, and am curious for reactions from any of ye who've read it. Is the historical account accurate? If there is a critique, is it evidenced or prejudicial? Any noteworthy implications for who we (individually and/or collectively) are and/or do?

Regards,
Ellis Godard, Ph.D.
Assistant Professor
Sociology Department
Cal State Northridge=20
www.csun.edu/~egodard

The Averaged American: Surveys, Citizens, and the Making of a Mass = Public
Sarah E. Igo
<http://www.hup.harvard.edu/catalog/IGOAME.html>

"Americans today "know" that a majority of the population supports the = death penalty, that half of all marriages end in divorce, and that four out of five prefer a particular brand of toothpaste. Through statistics like = these, we feel that we understand our fellow citizens. But remarkably, such data--now woven into our social fabric--became common currency only in = the last century. Sarah Igo tells the story, for the first time, of how = opinion polls, man-in-the-street interviews, sex surveys, community studies, and consumer research transformed the United States public.

"Igo argues that modern surveys, from the Middletown studies to the = Gallup Poll and the Kinsey Reports, projected new visions of the nation: authoritative accounts of majorities and minorities, the mainstream and = the marginal. They also infiltrated the lives of those who opened their = doors to pollsters, or measured their habits and beliefs against statistics = culled from strangers. Survey data underwrote categories as abstract as "the average American" and as intimate as the sexual self.

"With a bold and sophisticated analysis, Igo demonstrates the power of scientific surveys to shape Americans' sense of themselves as = individuals, members of communities, and citizens of a nation. Tracing how ordinary people argued about and adapted to a public awash in aggregate data, she

reveals how survey techniques and findings became the vocabulary of mass society--and essential to understanding who we, as modern Americans, = think we are."

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=====
Date: Mon, 12 Feb 2007 09:58:47 -0600
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Public Opinion Pros
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Dear AAPOR members -

=20

The February issue of Public Opinion Pros is now posted to the web at=20

=20

www.PublicOpinionPros.com <<http://www.publicopinionpros.com/>>=20

=20

This month's main focus is on terrorism and the media. Access to the magazine, including all back issues, is now free to all. We hope you will pay us a visit.

=20

We are now booking content for the next three or four months. If you have on hand an article or a paper that could form the basis for an article or would like to submit a proposal, please contact me directly at

=20

editor@PublicOpinionPros.com

=20

I look forward to hearing from you.

=20

Thanks and best wishes -

=20

Lisa

=20

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

=20

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=====
Date: Mon, 12 Feb 2007 12:05:44 -0500
Reply-To: Dave Howell <dahowell@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Howell <dahowell@ISR.UMICH.EDU>
Subject: Job Posting: American National Election Studies
Comments: To: AAPORNET@asu.edu
In-Reply-To: <57FB79AC7A8713428736C8FA2BD20C64022ACB0A@isr-mail1.ad.isr.umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

The American National Election Studies (ANES) is seeking an experienced professional staff member to join its team. I have provided a copy of the job posting below my signature in this email. The job is to be located at the University of Michigan in Ann Arbor, Michigan, United States. =20

Please forward this email to anyone you know that might be interested.

I'm happy to answer any questions about the posting. However, interested persons must apply at the University of Michigan website, at the following location, or their application cannot be considered:

<http://www.umich.edu/~jobs/>
The job posting number is 6749.

Thanks, and best regards,
-Dave

David Howell
Director of Studies
American National Election Studies (ANES)
dahowell@umich.edu

Research Computer Specialist
Regular employee
100% FTE (40 hours/week)
=20
Market Title: Research Computer Specialist=20
Department: Center for Political Studies, Institute for Social Research
FLSA: Exempt
Salary Range: \$55,000-\$65,000, depending on qualifications and
experience
Hours/Week: 40 hours
Shift/Hours/Days: Day/8AM-5PM/M-F
Posting Begins: February 12, 2007
Posting Ends: March 12, 2007

=20
DUTIES:
=20

To provide research, data management, and technology support for the American National Election Studies (<http://www.electionstudies.org>), a large-scale survey research project that has been in existence since 1948. The study offers challenging work and opportunities for professional and personal growth. The selected candidate will: =20

- =20
- Create and maintain large, complex relational datasets and concordances. =20
- Perform consistency checking, logic analysis, complex merges, and cleaning on study data files. =20
- Create summary variables and derivative files. =20
- Write code to parse and tag information in existing electronic documents.
- Create and maintain codebooks, questionnaires, errata, reports, and other study-specific documentation. =20
- Provide and review data analyses to be included in externally-distributed products, including respondent reports, technical reports, publications, and web pages.
- Write and test programming for data collection applications.
- Review data as it is being collected to identify problems.
- Identify issues and inefficiencies that would benefit from technology-based solutions.
- Formulate, develop, implement, and maintain computer systems and procedures for processing, distributing, and archiving study processes, datasets, and materials.
- Make recommendations regarding dataset structures, documentation, coding, processing, distribution, and survey research procedures and standards.
- Ensure that study standards and conventions are met.
- Provide technical and research advice to users, study staff, internal researchers, external advisory committees, and dataset users.

- Maintain a current knowledge of modern systems design, research, and technology.

- Develop timing schedules, feasibility studies, and resource estimates for project management.=20
=20

DEPARTMENT QUALIFICATIONS:

Bachelor's degree or equivalent combination of education and experience. Strong technology skills. Expert level knowledge of SAS and extensive SAS programming experience. Multiple years of experience in survey research, including instrument programming and testing, data collection and quality control, data management, documentation, dissemination, and archiving. Trained in the use of computer-assisted interviewing software packages for instrument development, programming, testing, and data out. Experience designing and managing complex relational databases and data structures in a variety of formats. Able to program complex applications using standalone programming languages, macros, and SQL or equivalent. Critical thinking ability. A history of being organized, resourceful, motivated, and attentive to detail.

Desired: Familiarity with SPSS and STATA.=20

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Date: Mon, 12 Feb 2007 13:32:49 -0500
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Remember all those press reports about the majority of American Women not being married . . .=20

Can a 15-Year-Old Be a 'Woman Without a Spouse'?

THE opening paragraph of the article sounded like grown-up stuff: "For what experts say is probably the first time, more American women are living without a husband than with one, according to a New York Times analysis of census results."

SNIP

http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2fO=pinion%2fThe%20Public%20Editor&oref=3Dslogin

Or

<http://tinyurl.com/ywqwlo>

--=20

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

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

=====
Date: Mon, 12 Feb 2007 13:33:42 -0600
Reply-To: "Yates, Heather E" <hey@KU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Yates, Heather E" <hey@KU.EDU>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@asu.edu
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E5216846BCB23@exchange.local.artscience.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I don't see why not; MTV or VH1 airs "Engaged and Underage" about young, underage women taking husbands--so I say yes.

HY

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Monday, February 12, 2007 12:33 PM
To: AAPORNET@asu.edu
Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

Remember all those press reports about the majority of American Women not being married . . .=20

Can a 15-Year-Old Be a 'Woman Without a Spouse'?

THE opening paragraph of the article sounded like grown-up stuff: "For what experts say is probably the first time, more American women are living without a husband than with one, according to a New York Times analysis of census results."

SNIP

http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2fO=pinion%2fThe%20Public%20Editor&oref=3Dslogin

Or

<http://tinyurl.com/ywqwlo>

--=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, 12 Feb 2007 14:51:11 -0500
Reply-To: Jim Whaley <jwhaley@GAZELLEGLOBAL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Whaley <jwhaley@GAZELLEGLOBAL.COM>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: "Yates, Heather E" <hey@KU.EDU>, AAPORNET@asu.edu
In-Reply-To:
<473205CD4E7B5B418D0E589F0CB06B2C027E9984@MAILBOXTHREE.home.ku.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

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I should think not.=20

JRW

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Yates, Heather E
Sent: Monday, February 12, 2007 2:34 PM
To: AAPORNET@asu.edu
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Date: Mon, 12 Feb 2007 13:47:58 -0800
Reply-To: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: AAPORNET@asu.edu
In-Reply-To: A

<ECB1ED24A77A69459A23DB497AE5BF497E57A4@GAZELLEEXCH.gazelleglobal.local>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
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Lance M. Pollack, PhD
University of California, San Francisco
Center for AIDS Prevention Studies (CAPS)
50 Beale Street, Suite 1300
San Francisco, CA 94105
tel: 415-597-9302
fax: 415-597-9213
email: Lance.Pollack@ucsf.edu

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From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Jim Whaley
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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Tue, 13 Feb 2007 00:56:26 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: TEXT/PLAIN
Content-transfer-encoding: 8BIT

I agree with the NY Times Public Editor criticism of the story regarding age.
See his link further below.

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>
> Or
>
> <http://tinyurl.com/ywqwlo>
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Date: Mon, 12 Feb 2007 19:50:09 -0600
Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<021320070056.6609.45D10CBA000961AE000019D122007601809C0A9D0E089C0503@comcast.net>
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_P0EQIPVhDebY1W9JtxgyZw)"

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

--Boundary_(ID_P0EQIPVhDebY1W9JtxgyZw)
Content-type: TEXT/PLAIN; charset=X-UNKNOWN; format=flowed
Content-transfer-encoding: QUOTED-PRINTABLE

I agree that the New York Times article is pretty meaningless, both because it included young girls in the base and because it included widows. The latter have increased as a proportion of all adult women and will increase even more as the baby boomers become elderly and the men die off more rapidly than the women. However, the data for women in the age ranges in which the percentage married is the highest (say 35 through 54) do show a substantial decline in that percentage over the past few decades (though the change over the last decade hasn't been very great, if I remember correctly). If I get some extra time (which I may not), I'll put together some trend data on those age ranges and send them to the list.

Norval D. Glenn
Stiles Professor in American Studies

Department of Sociology
University of Texas at Austin

On Tue, 13 Feb 2007, mail@marketsharescorp.com wrote:

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--Boundary_(ID_P0EQIPVhDebY1W9JtxgyZw)--

Date: Mon, 12 Feb 2007 21:34:23 -0600
Reply-To: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Subject: FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

The % of women who are widows declined from 2% in 1950 to 1% in 2000.

Andy Beveridge=20

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of=20

> mail@marketsharescorp.com

> Sent: Monday, February 12, 2007 6:56 PM

> To: AAPORNET@ASU.EDU

> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

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>> living without a husband than with one, according to a New
> York Times
>> analysis of census results."

> >=20
> > SNIP
> >=20
> >=20
> =
http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2fO=

p
> > in ion%2fThe%20Public%20Editor&oref=3Dslogin

> >=20
> > Or
> >=20
> > http://tinyurl.com/ywqwlo

> >=20
> >=20
> > --

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

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> > Send email to listserv@asu.edu with this text: signoff
> aapornet Please
> > ask authors before quoting outside AAPORNET.

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Please ask authors before quoting outside AAPORNET.

Date: Mon, 12 Feb 2007 21:46:15 -0600
Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Subject: Re: FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <001501c74f1f\$daf1d210\$1c01470a@SOCLaptopAndy>
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_iqqE8J/u7sjMEVZ9tarSCQ)"

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

--Boundary_(ID_iqqE8J/u7sjMEVZ9tarSCQ)
Content-type: TEXT/PLAIN; charset=iso-8859-1; format=flowed
Content-transfer-encoding: QUOTED-PRINTABLE

Andy,

According to the Decennial Census data, the percentage of women ages 18=20 and older who were widowed in 2000 was 11.3. That is up only from 10.8 in=20 1980, but there has been a slight increase in recent years. I'm not sure=20 what base you are using for your percentages. Is it all females of any=20 age?

Norval D. Glenn
Stiles Professor in American Studies
Department of Sociology
University of Texas at Austin

On Mon, 12 Feb 2007, Andrew A Beveridge wrote:

> The % of women who are widows declined from 2% in 1950 to 1% in 2000.

>

> Andy Beveridge

>

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of

>> mail@marketsharescorp.com

>> Sent: Monday, February 12, 2007 6:56 PM

>> To: AAPORNET@ASU.EDU

>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>

>> I agree with the NY Times Public Editor criticism of the story

>> regarding age. See his link further below.

>>

>> "For what experts say is probably the first time, more American women

>> are living without a husband than with one, according to a New York

>> Times analysis of census results.=C0.

>>
>> But after considering that widows were also included in the base of
>> women for the 51% percentage, this seems like meaningless statistic
>> that resulted in a a meaningless story.

>>
>> Nick Panagakis

>>
>> ----- Original message -----

>> From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>

>>> For the purposes of historical comparison, it is only
>>> important that

>>> the operation definition of the denominator remains the same. This
>>> kind of Census data is publicly available. Instead of
>> complaining, get

>>> the appropriate data for the last few Census rounds, operationally
>>> define the denominator the way you like, look at the trend,
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>>> your own paper. It would not surprise me in the least if you found
>>> that no matter how you operationally define the denominator (within
>>> reason), the same trend obtains since it was always pretty uncommon
>>> that very young women got married, generally speaking. However,
>>> because of the baby boom and the accompanying mini-boom
>> (children of

>>> baby boomers), it would be wise to look at marriage rates
>> within age
>>> groups to avoid effects due to changes in relative sizes of
>> age groups.

>>>
>>> Lance M. Pollack, PhD
>>> University of California, San Francisco Center for AIDS Prevention
>>> Studies (CAPS) 50 Beale Street, Suite 1300 San Francisco, CA 94105
>>> tel: 415-597-9302
>>> fax: 415-597-9213
>>> email: Lance.Pollack@ucsf.edu

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

>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Whaley

>>> Sent: Monday, February 12, 2007 11:51 AM

>>> To: AAPORNET@ASU.EDU

>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>> Are all people 18 or older, or 21 for that matter adults?

>>>
>>> This issue seems to have the potential to go off on many tangents.

>>>
>>> The question is not whether any given 15 year old (male or
>> female), is
>>> an adult or not.

>>>
>>> The question is....

>>>
>>> Should the census bureau or those that extrapolate and
>> interpret their

>>> data be classifying them as adults.

>>>

>>> I should think not.

>>>

>>> JRW

>>>

>>>

>>>

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

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

>> Yates, Heather E

>>> Sent: Monday, February 12, 2007 2:34 PM

>>> To: AAPORNET@asu.edu

>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>

>>> I don't see why not; MTV or VH1 airs "Engaged and Underage" about

>>> young, underage women taking husbands--so I say yes.

>>>

>>> HY

>>>

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

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

>>> Sent: Monday, February 12, 2007 12:33 PM

>>> To: AAPORNET@asu.edu

>>> Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>

>>>

>>> Remember all those press reports about the majority of

>> American Women

>>> not being married . . .

>>>

>>> Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>

>>> THE opening paragraph of the article sounded like grown-up

>> stuff: "For

>>> what experts say is probably the first time, more American

>> women are

>>> living without a husband than with one, according to a New

>> York Times

>>> analysis of census results."

>>>

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>> http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2f=

Op

>>> in ion%2fThe%20Public%20Editor&oref=3Dslogin

>>>

>>> Or

>>>

>>> <http://tinyurl.com/ywqwlo>

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>>> Please ask authors before quoting outside AAPORNET.

--Boundary_(ID_iqqE8J/u7sjMEVZ9tarSCQ)--

Date: Mon, 12 Feb 2007 22:01:55 -0600
Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<021320070056.6609.45D10CBA000961AE000019D122007601809C0A9D0E089C0503@comcast.net>
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_nkYeOnYxMTews3KBqBQvXg)"

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

--Boundary_(ID_nkYeOnYxMTews3KBqBQvXg)
Content-type: TEXT/PLAIN; charset=X-UNKNOWN; format=flowed
Content-transfer-encoding: QUOTED-PRINTABLE

I haven't had time to compile the data myself, but I did find a published source that gives data on the percentage of females (in the U. S.) who were married in the age range of 34 through 44. There was a steep decline from 1970 to 1990, from 86.9 percent to 73.0 percent, and a less steep decline from 1990 to 2005, down to 66.2 percent. These are Current Population Survey data.

Norval D. Glenn
Stiles Professor in American Studies
Department of Sociology
University of Texas at Austin

On Tue, 13 Feb 2007, mail@marketsharescorp.com wrote:

> I agree with the NY Times Public Editor criticism of the story regarding age. See his link further below.

>
> "For what experts say is probably the first time, more American women are living without a husband than with one, according to a New York Times analysis of census results.

>
> But after considering that widows were also included in the base of women for the 51% percentage, this seems like meaningless statistic that resulted in a a meaningless story.

>
> Nick Panagakis

>
> ----- Original message -----

> From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>

>> For the purposes of historical comparison, it is only important that the operation definition of the denominator remains the same. This kind of Census data is publicly available. Instead of complaining, get the appropriate data for the last few Census rounds, operationally define the denominator the way you like, look at the trend, and write your own

>> paper. It would not surprise me in the least if you found that no matter
>> how you operationally define the denominator (within reason), the same
>> trend obtains since it was always pretty uncommon that very young women
>> got married, generally speaking. However, because of the baby boom and
>> the accompanying mini-boom (children of baby boomers), it would be wise
>> to look at marriage rates within age groups to avoid effects due to
>> changes in relative sizes of age groups.

>>
>> Lance M. Pollack, PhD
>> University of California, San Francisco
>> Center for AIDS Prevention Studies (CAPS)
>> 50 Beale Street, Suite 1300
>> San Francisco, CA 94105
>> tel: 415-597-9302
>> fax: 415-597-9213
>> email: Lance.Pollack@ucsf.edu

>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Whaley
>> Sent: Monday, February 12, 2007 11:51 AM
>> To: AAPORNET@ASU.EDU
>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>
>> Are all people 18 or older, or 21 for that matter adults?

>>
>> This issue seems to have the potential to go off on many tangents.

>>
>> The question is not whether any given 15 year old (male or female), is
>> an adult or not.

>>
>> The question is....

>>
>> Should the census bureau or those that extrapolate and interpret their
>> data be classifying them as adults.

>>
>> I should think not.

>>
>> JRW

>>
>>
>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Yates, Heather E
>> Sent: Monday, February 12, 2007 2:34 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>
>> I don't see why not; MTV or VH1 airs "Engaged and Underage" about young,
>> underage women taking husbands--so I say yes.

>>
>> HY

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

>> Sent: Monday, February 12, 2007 12:33 PM
>> To: AAPORNET@asu.edu
>> Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
>>
>>
>> Remember all those press reports about the majority of American Women
>> not being married . . .
>>
>> Can a 15-Year-Old Be a 'Woman Without a Spouse'?
>>
>> THE opening paragraph of the article sounded like grown-up stuff: "For
>> what experts say is probably the first time, more American women are
>> living without a husband than with one, according to a New York Times
>> analysis of census results."
>>
>> SNIP
>>
>> [http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2f=Opin](http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2f=Opinion%2fThe%20Public%20Editor&oref=3Dslogin)
>> ion%2fThe%20Public%20Editor&oref=3Dslogin
>>
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>> --
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--Boundary_(ID_nkYeOnYxMTews3KBqBQvXg)--

=====
Date: Mon, 12 Feb 2007 20:17:30 -0800

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: Re: FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

Comments: To: AAPORNET@asu.edu

In-Reply-To: <[001501c74f1f\\$daf1d210\\$1c01470a@SOCLaptopAndy](mailto:001501c74f1f$daf1d210$1c01470a@SOCLaptopAndy)>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

There are some different ways to look at these results.=20

First, the reason why it's about 15 year olds is that's how demographers measure nuptiality and fertility. It is not about trying to inflate = numbers

or mislead people. =20

Second, why not look at males, too? I can tell you why...because for = some

bizarre reason people talk about marriage rates like only females are involved in the decision. Males are totally exogenous to the model.

Frankly, I think this focus on only females is a way for people to point fingers at women for having economic opportunities in addition to = marriage.

See "Absent and Problematic Men: Demographic Accounts of Male = Reproductive

Roles, by Margaret E. Greene, Ann E. Biddlecom, Population and = Development

Review, Vol. 26, No. 1 (Mar., 2000), pp. 81-115

And if you look at males what you find is that just 53% of males 15+ are =

--

'married with spouse'!!! I don't have time to look at the comparable historical chart, but the chart I found easily of all married (with,

without, and separated) shows that men's percentage was 56.7 in 2005,

compared to women's 53.8. Moreover, the decline from 1950 to 2005 is =

almost
11% points (from 67.5) for male and 12% for women (from 65.8%). I fail =
to
see that women are leading the trend here or strutting out on their own. =
=20

If you really want to get all riled up, then why don't you look at the =
rates
for Black men and women? In 1950, the percent in marriages for males =
and
females was 64% and 62%, respectively. In 2005 the rates have declined =
to
41.6 and 40.0. Contributors for these differentials include (but this =
is
not exhaustive) mass incarceration (see a book by David Garland (ed)
entitled "Mass Imprisonment"), higher mortality rates for men, and =
higher
education rates for women compared to men. =20

-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

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

From: Andrew A Beveridge [mailto:aabeveridge@GMAIL.COM]=20
Sent: Monday, February 12, 2007 7:34 PM
To: AAPORNET@asu.edu
Subject: [AAPORNET] FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

The % of women who are widows declined from 2% in 1950 to 1% in 2000.

Andy Beveridge=20

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of=20
> mail@marketsharescorp.com
> Sent: Monday, February 12, 2007 6:56 PM
> To: AAPORNET@ASU.EDU
> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
>=20

> I agree with the NY Times Public Editor criticism of the story=20
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> From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>

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>> Lance M. Pollack, PhD

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

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Date: Tue, 13 Feb 2007 04:18:43 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: Andrew A Beveridge <aabeveridge@GMAIL.COM>, AAPORNET@asu.edu
Comments: cc: ".nick" <nick@marketsharescorp.com>

MIME-version: 1.0
Content-type: TEXT/PLAIN
Content-transfer-encoding: 8BIT

10% widowed in 2003

<http://www.census.gov/acs/www/Products/Profiles/Chg/2003/ACS/Tabular/010/01000US2.htm>

>> "For what experts say is probably the first time, more
>> American women are living without a husband than with one,
>> according to a New York Times analysis of census results.

Nick

----- Original message -----

From: Andrew A Beveridge <aabeveridge@GMAIL.COM>
> The % of women who are widows declined from 2% in 1950 to 1% in 2000.

>
> Andy Beveridge

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of
>> mail@marketsharescorp.com
>> Sent: Monday, February 12, 2007 6:56 PM
>> To: AAPORNET@ASU.EDU
>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>
>> I agree with the NY Times Public Editor criticism of the story
>> regarding age. See his link further below.

>>
>> "For what experts say is probably the first time, more American women
>> are living without a husband than with one, according to a New York
>> Times analysis of census results.À.

>>
>> But after considering that widows were also included in the base of
>> women for the 51% percentage, this seems like meaningless statistic
>> that resultied in a a meaningless story.

>> Nick Panagakis

>> ----- Original message -----

>> From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>
>>> For the purposes of historical comparison, it is only
>>> important that
>>> the operation definition of the denominator remains the same. This
>>> kind of Census data is publicly available. Instead of
>>> complaining, get
>>> the appropriate data for the last few Census rounds, operationally
>>> define the denominator the way you like, look at the trend,
>>> and write
>>> your own paper. It would not surprise me in the least if you found
>>> that no matter how you operationally define the denominator (within

>>> reason), the same trend obtains since it was always pretty uncommon
>>> that very young women got married, generally speaking. However,
>>> because of the baby boom and the accompanying mini-boom
>> (children of
>>> baby boomers), it would be wise to look at marriage rates
>> within age
>>> groups to avoid effects due to changes in relative sizes of
>> age groups.

>>>
>>> Lance M. Pollack, PhD
>>> University of California, San Francisco Center for AIDS Prevention
>>> Studies (CAPS) 50 Beale Street, Suite 1300 San Francisco, CA 94105
>>> tel: 415-597-9302
>>> fax: 415-597-9213
>>> email: Lance.Pollack@ucsf.edu

>>>
>>> -----Original Message-----
>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Whaley
>>> Sent: Monday, February 12, 2007 11:51 AM
>>> To: AAPORNET@ASU.EDU
>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>> Are all people 18 or older, or 21 for that matter adults?

>>>
>>> This issue seems to have the potential to go off on many tangents.

>>>
>>> The question is not whether any given 15 year old (male or
>> female), is
>>> an adult or not.

>>>
>>> The question is....

>>>
>>> Should the census bureau or those that extrapolate and
>> interpret their
>>> data be classifying them as adults.

>>>
>>> I should think not.

>>>
>>> JRW

>>>
>>>
>>>
>>> -----Original Message-----
>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
>> Yates, Heather E
>>> Sent: Monday, February 12, 2007 2:34 PM
>>> To: AAPORNET@asu.edu
>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>> I don't see why not; MTV or VH1 airs "Engaged and Underage" about
>>> young, underage women taking husbands--so I say yes.

>>>
>>> HY

>>>

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

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

>>> Sent: Monday, February 12, 2007 12:33 PM

>>> To: AAPORNET@asu.edu

>>> Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>

>>>

>>> Remember all those press reports about the majority of

>> American Women

>>> not being married . . .

>>>

>>> Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>

>>> THE opening paragraph of the article sounded like grown-up

>> stuff: "For

>>> what experts say is probably the first time, more American

>> women are

>>> living without a husband than with one, according to a New

>> York Times

>>> analysis of census results."

>>>

>>> SNIP

>>>

>>>

>> http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=1&n=Top%2fOp

>>> in ion%2fThe%20Public%20Editor&oref=slogin

>>>

>>> Or

>>>

>>> <http://tinyurl.com/ywqwlo>

>>>

>>>

>>> --

>>> Leo G. Simonetta

>>> Director of Research

>>> Art & Science Group, LLC

>>> 6115 Falls Road, Suite 101

>>> Baltimore MD 21209

>>>

>>> -----

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

>>> Send email to listserv@asu.edu with this text: signoff

>> aapornet Please

>>> ask authors before quoting outside AAPORNET.

>>>

>>> -----

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

=====
Date: Mon, 12 Feb 2007 23:04:01 -0600
Reply-To: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Norval D. Glenn" <ndglenn@MAIL.LA.UTEXAS.EDU>
Subject: Re: FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: Leora Lawton <lawton@TECHSOCIETY.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <200702130418.11D4HXqr006483@post1.inre.asu.edu>
MIME-version: 1.0
Content-type: multipart/mixed; boundary="Boundary_(ID_855x3mrC1Vq3Yv3sYcaWJg)"

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

--Boundary_(ID_855x3mrC1Vq3Yv3sYcaWJg)
Content-type: TEXT/PLAIN; charset=iso-8859-1; format=flowed
Content-transfer-encoding: QUOTED-PRINTABLE

Leora makes a good point, especially since there is considerable evidence=
=20
that the percentage of women married is driven considerably by the=20
availability of men to marry and by the willingness of the available men=20
to marry. In the case of African Americans, the dearth of available men to=
=20
marry (due to incarceration, etc.) drives down the willingness to marry of=
=20
those who are available, for obvious reasons.

Norval D. Glenn
Stiles Professor in American Studies
Department of Sociology
University of Texas at Austin

On Mon, 12 Feb 2007, Leora Lawton wrote:

> There are some different ways to look at these results.
>
> First, the reason why it's about 15 year olds is that's how demographers
> measure nuptuality and fertility. It is not about trying to inflate numbe=
rs
> or mislead people.
>
> Second, why not look at males, too? I can tell you why...because for som=
e
> bizarre reason people talk about marriage rates like only females are
> involved in the decision. Males are totally exogenous to the model.
> Frankly, I think this focus on only females is a way for people to point
> fingers at women for having economic opportunities in addition to marriag=
e.
> See "Absent and Problematic Men: Demographic Accounts of Male Reproductiv=
e
> Roles, by Margaret E. Greene, Ann E. Biddlecom, Population and Developmen=
t
> Review, Vol. 26, No. 1 (Mar., 2000), pp. 81-115
>
> And if you look at males what you find is that just 53% of males 15+ are =
--
> 'married with spouse'!!! I don't have time to look at the comparable
> historical chart, but the chart I found easily of all married (with,
> without, and separated) shows that men's percentage was 56.7 in 2005,
> compared to women's 53.8. Moreover, the decline from 1950 to 2005 is alm=
ost
> 11% points (from 67.5) for male and 12% for women (from 65.8%). I fail t=
o
> see that women are leading the trend here or strutting out on their own.
>
> If you really want to get all riled up, then why don't you look at the ra=
tes
> for Black men and women? In 1950, the percent in marriages for males and
> females was 64% and 62%, respectively. In 2005 the rates have declined t=
o
> 41.6 and 40.0. Contributors for these differentials include (but this is
> not exhaustive) mass incarceration (see a book by David Garland (ed)
> entitled "Mass Imprisonment"), higher mortality rates for men, and higher
> education rates for women compared to men.
>
> -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

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

> From: Andrew A Beveridge [mailto:aabeveridge@GMAIL.COM]
> Sent: Monday, February 12, 2007 7:34 PM
> To: AAPORNET@asu.edu
> Subject: [AAPORNET] FW: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

> The % of women who are widows declined from 2% in 1950 to 1% in 2000.

> Andy Beveridge

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of
>> mail@marketsharescorp.com
>> Sent: Monday, February 12, 2007 6:56 PM
>> To: AAPORNET@ASU.EDU
>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>> I agree with the NY Times Public Editor criticism of the story
>> regarding age. See his link further below.

>> "For what experts say is probably the first time, more American women
>> are living without a husband than with one, according to a New York
>> Times analysis of census results.=C0.

>> But after considering that widows were also included in the base of
>> women for the 51% percentage, this seems like meaningless statistic
>> that resultied in a a meaningless story.

>> Nick Panagakis

>> ----- Original message -----

>> From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>

>>> For the purposes of historical comparison, it is only
>> important that

>>> the operation definition of the denominator remains the same. This
>>> kind of Census data is publicly available. Instead of
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>>> your own paper. It would not surprise me in the least if you found
>>> that no matter how you operationally define the denominator (within
>>> reason), the same trend obtains since it was always pretty uncommon
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>>> because of the baby boom and the accompanying mini-boom
>> (children of
>>> baby boomers), it would be wise to look at marriage rates

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>> age groups.

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>>> Lance M. Pollack, PhD
>>> University of California, San Francisco Center for AIDS Prevention
>>> Studies (CAPS) 50 Beale Street, Suite 1300 San Francisco, CA 94105
>>> tel: 415-597-9302
>>> fax: 415-597-9213
>>> email: Lance.Pollack@ucsf.edu

>>> -----Original Message-----
>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Jim Whaley
>>> Sent: Monday, February 12, 2007 11:51 AM
>>> To: AAPORNET@ASU.EDU
>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>> Are all people 18 or older, or 21 for that matter adults?
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>>> This issue seems to have the potential to go off on many tangents.

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>>> The question is not whether any given 15 year old (male or
>> female), is
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>>> The question is....
>>>
>>> Should the census bureau or those that extrapolate and
>> interpret their
>>> data be classifying them as adults.

>>>
>>> I should think not.

>>>
>>> JRW

>>>
>>>
>>> -----Original Message-----
>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
>> Yates, Heather E
>>> Sent: Monday, February 12, 2007 2:34 PM
>>> To: AAPORNET@asu.edu
>>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>> I don't see why not; MTV or VH1 airs "Engaged and Underage" about
>>> young, underage women taking husbands--so I say yes.

>>>
>>> HY

>>> -----Original Message-----
>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
>>> Sent: Monday, February 12, 2007 12:33 PM
>>> To: AAPORNET@asu.edu
>>> Subject: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>>
>>>
>>> Remember all those press reports about the majority of
>> American Women
>>> not being married . . .
>>>
>>> Can a 15-Year-Old Be a 'Woman Without a Spouse'?
>>>
>>> THE opening paragraph of the article sounded like grown-up
>> stuff: "For
>>> what experts say is probably the first time, more American
>> women are
>>> living without a husband than with one, according to a New
>> York Times
>>> analysis of census results."
>>>
>>> SNIP
>>>
>>>
>> http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTop%2f=Op
>>> in ion%2fThe%20Public%20Editor&oref=3Dslogin
>>>
>>> Or
>>>
>>> <http://tinyurl.com/ywqwlo>
>>>
>>>
>>> --
>>> Leo G. Simonetta
>>> Director of Research
>>> Art & Science Group, LLC
>>> 6115 Falls Road, Suite 101
>>> Baltimore MD 21209
>>>
>>> -----
>>> Archives: <http://lists.asu.edu/archives/aapornet.html> . Unsubscribe?
>>> Send email to listserv@asu.edu with this text: signoff
>> aapornet Please
>>> ask authors before quoting outside AAPORNET.
>>>
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>=
>

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

--Boundary_(ID_855x3mrC1Vq3Yv3sYcaWJg)--

=====
Date: Tue, 13 Feb 2007 02:07:00 -0600
Reply-To: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit

You are right about widowed, I misspoke, but it has not increased it declined from 12% in 1950 to 9% in 2005.

Andy Beveridge

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

Date: Tue, 13 Feb 2007 10:50:57 +0000
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

In=20this=20debate=20do=20your=20definitions=20of=20'married'=20include=20= those=20who=20are=20'living=20as=20married'=20i.e.=20with=20a=20partner=20= and=20'widowed'=20those=20who=20were=20formerly=20living=20with=20a=20part= ner=20(but=20not=20actually=20formally=20married=20to=20them)=20who=20has=20= died?=20You=20can=20see=20why=20this=20might=20be=20important=20to=20asses= sing=20trend=20rates=20over=20time.

'If=20we=20take=20matrimony=20at=20its=20lowest=20we=20see=20it=20as=20a=20= sort=20of=20friendship=20recognised=20by=20the=20police'=20Robert=20Louis=20= Stevenson.

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

Strategic=20Analysis:=20RM=201=20(YCS=20and=20Next=20Steps=20Study),=20
W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180=20

For=20information=20about=20the=20Next=20Steps=20Study=20go=20to=20www.dfe= .gov.uk/research=20or=20http://www.esds.ac.uk/longitudinal/access/lstype/=20=

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

>From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Norval=20= D.=20Glenn

>Sent:=202013=20February=202007=2004:02

>To:=20AAPORNET@asu.edu

>Subject:=20Re:=20Can=20a=2015-Year-Old=20Be=20a=20'Woman=20Without=20a=20= Spouse'?

>

>I=20haven't=20had=20time=20to=20compile=20the=20data=20myself,=20but=20I=20= did=20find=20a=20published

>source=20that=20gives=20data=20on=20the=20percentage=20of=20females=20(in= =20the=20U.=20S.)=20who

>were=20married=20in=20the=20age=20range=20of=202034=20through=202044.=20There= =20was=20a=20steep=20decline

>from=20201970=20to=20201990,=20from=202086.9=20percent=20to=202073.0=20percent,=20= and=20a=20less=20steep

>decline=20from=20201990=20to=20202005,=20down=20to=202066.2=20percent.=20These=20= are=20Current

>Population=20Survey=20data.

>

>

>Norval=20D.=20Glenn

>Stiles=20Professor=20in=20American=20Studies

>Department=20of=20Sociology

>University=20of=20Texas=20at=20Austin

>
>On=20Tue,=2013=20Feb=202007,=20mail@marketsharescorp.com=20wrote:
>
>>=20I=20agree=20with=20the=20NY=20Times=20Public=20Editor=20criticism=20o=
f=20the=20story=20regarding=20age.=20See=20his=20link
>further=20below.
>>
>>=20"For=20what=20experts=20say=20is=20probably=20the=20first=20time,=20m=
ore=20American=20women=20are=20living=20without
>a=20husband=20than=20with=20one,=20according=20to=20a=20New=20York=20Time=
s=20analysis=20of=20census=20results.=D3.
>>
>>=20But=20after=20considering=20that=20widows=20were=20also=20included=20=
in=20the=20base=20of=20women=20for=20the=2051%
>percentage,=20this=20seems=20like=20meaningless=20statistic=20=20that=20r=
esulted=20in=20a=20a=20meaningless=20story.
>>
>>=20Nick=20Panagakis
>>
>>=20-----=20Original=20message=20-----
>>=20From:=20"Pollack,=20Lance"=20<Lance.Pollack@UCSF.EDU>
>>>=20For=20the=20purposes=20of=20historical=20comparison,=20it=20is=20onl=
y=20important=20that=20the
>>>=20operation=20definition=20of=20the=20denominator=20remains=20the=20sa=
me.=20This=20kind=20of
>>>=20Census=20data=20is=20publicly=20available.=20Instead=20of=20complain=
ing,=20get=20the
>>>=20appropriate=20data=20for=20the=20last=20few=20Census=20rounds,=20ope=
rationally=20define
>>>=20the=20denominator=20the=20way=20you=20like,=20look=20at=20the=20tren=
d,=20and=20write=20your=20own
>>>=20paper.=20It=20would=20not=20surprise=20me=20in=20the=20least=20if=20=
you=20found=20that=20no=20matter
>>>=20how=20you=20operationally=20define=20the=20denominator=20(within=20r=
eason),=20the=20same
>>>=20trend=20obtains=20since=20it=20was=20always=20pretty=20uncommon=20th=
at=20very=20young=20women
>>>=20got=20married,=20generally=20speaking.=20However,=20because=20of=20t=
he=20baby=20boom=20and
>>>=20the=20accompanying=20mini-boom=20(children=20of=20baby=20boomers),=20=
it=20would=20be=20wise
>>>=20to=20look=20at=20marriage=20rates=20within=20age=20groups=20to=20avo=
id=20effects=20due=20to
>>>=20changes=20in=20relative=20sizes=20of=20age=20groups.
>>>
>>>=20Lance=20M.=20Pollack,=20PhD
>>>=20University=20of=20California,=20San=20Francisco
>>>=20Center=20for=20AIDS=20Prevention=20Studies=20(CAPS)
>>>=2050=20Beale=20Street,=20Suite=201300
>>>=20San=20Francisco,=20CA=2094105
>>>=20tel:=2020415-597-9302
>>>=20fax:=20415-597-9213
>>>=20email:=20Lance.Pollack@ucsf.edu
>>>

>>>=20-----Original=20Message-----
>>>=20From:=20AAPORNET=20[mailto:AAPORNET@ASU.EDU]=20On=20Behalf=20Of=20Jim=20Whaley
>>>=20Sent:=20Monday,=20February=202012,=202007=2011:51=20AM
>>>=20To:=20AAPORNET@ASU.EDU
>>>=20Subject:=20Re:=20Can=20a=2015-Year-Old=20Be=20a=20'Woman=20Without=20a=20Spouse'?

>>>
>>>=20Are=20all=20people=2018=20or=20older,=20or=2021=20for=20that=20matter=20adults?

>>>
>>>=20This=20issue=20seems=20to=20have=20the=20potential=20to=20go=20off=20on=20many=20tangents.

>>>
>>>=20The=20question=20is=20not=20whether=20any=20given=2015=20year=20old=20(male=20or=20female),=20is
>>>=20an=20adult=20or=20not.

>>>
>>>=20The=20question=20is....

>>>
>>>=20Should=20the=20census=20bureau=20or=20those=20that=20extrapolate=20and=20interpret=20their
>>>=20data=20be=20classifying=20them=20as=20adults.

>>>
>>>=20I=20should=20think=20not.

>>>
>>>=20JRW

>>>
>>>
>>>

>>>=20-----Original=20Message-----
>>>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Yates,=20Heather=20E
>>>=20Sent:=20Monday,=20February=202012,=202007=2022:34=20PM
>>>=20To:=20AAPORNET@asu.edu
>>>=20Subject:=20Re:=20Can=20a=2015-Year-Old=20Be=20a=20'Woman=20Without=20a=20Spouse'?

>>>
>>>=20I=20don't=20see=20why=20not;=20MTV=20or=20VH1=20airs=20"Engaged=20and=20Underage"=20about=20young,
>>>=20underage=20women=20taking=20husbands--so=20I=20say=20yes.

>>>
>>>=20HY

>>>=20-----Original=20Message-----
>>>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Leo=20Simonetta
>>>=20Sent:=20Monday,=20February=202012,=202007=2012:33=20PM
>>>=20To:=20AAPORNET@asu.edu
>>>=20Subject:=20Can=20a=2015-Year-Old=20Be=20a=20'Woman=20Without=20a=20Spouse'?

>>>
>>>
>>>=20Remember=20all=20those=20press=20reports=20about=20the=20majority=20

of=20American=20Women
>>>=20not=20being=20married=20.=20.=20.
>>>
>>>=20Can=20a=2015-Year-Old=20Be=20a=20'Woman=20Without=20a=20Spouse'?
>>>
>>>=20THE=20opening=20paragraph=20of=20the=20article=20sounded=20like=20gr=
own-up=20stuff:=20"For
>>>=20what=20experts=20say=20is=20probably=20the=20first=20time,=20more=20=
American=20women=20are
>>>=20living=20without=20a=20husband=20than=20with=20one,=20according=20to=
=20a=20New=20York=20Times
>>>=20analysis=20of=20census=20results."
>>>
>>>=20SNIP
>>>
>>>=20http://www.nytimes.com/2007/02/11/opinion/11pubed.html?_r=3D1&n=3DTo=
p%2fOpin
>>>=20ion%2fThe%20Public%20Editor&oref=3Dslogin
>>>
>>>=20Or
>>>
>>>=20http://tinyurl.com/ywqwlo
>>>
>>>
>>>=20--
>>>=20Leo=20G.=20Simonetta
>>>=20Director=20of=20Research
>>>=20Art=20&=20Science=20Group,=20LLC
>>>=206115=20Falls=20Road,=20Suite=20101
>>>=20Baltimore=20MD=20=2021209
>>>
>>>=20-----
>>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.=20Unsubs=
cribe?
>>>=20Send=20email=20to=20listserv@asu.edu=20with=20this=20text:=20signoff=
=20aapornet=20Please
>>>=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>>>
>>>=20-----
>>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20=
text:
>>>=20signoff=20aapornet
>>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>>>
>>>=20-----
>>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20=
text:
>>>=20signoff=20aapornet
>>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>>>
>>>=20-----
>>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.

>>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20=
text:

>>>=20signoff=20aapornet

>>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>>

>>=20-----

>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.

>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20t=
ext:

>>=20signoff=20aapornet

>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>>

>-----

>Archives:=20http://lists.asu.edu/archives/aapornet.html=20.

>Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20text:=

>signoff=20aapornet

>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>

>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=
TERNET.

>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=
=20by=20the=20Government=20Secure=20Intranet

>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Cable=20=
&=20Wireless=20in=20partnership=20with

>MessageLabs.

>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20=
Helpdesk.

>The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA

>Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007),=20=
the=20UK=20Government=20quality

>mark=20initiative=20for=20information=20security=20products=20and=20servi=
ces.=20=20For=20more=20information=20about

>this=20please=20visit=20www.cctmark.gov.uk

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
Government=20Secure=20Intranet=20(GSI)=20=20virus=20scanning=20service=20s=
upplied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=
h=20MessageLabs.

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

The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=
tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=
k=20initiative=20for=20information=20security=20products=20and=20services.=

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

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

Please ask authors before quoting outside AAPORNET.

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

=====
Date: Tue, 13 Feb 2007 07:44:57 -0500

Reply-To: RFunk787@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "G. Ray Funkhouser" <RFunk787@AOL.COM>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

The New York Times would make an excellent example in the next edition of How To Lie With Statistics (Darrell Huff)

Ray Funkhouser

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

=====
Date: Tue, 13 Feb 2007 14:28:42 -0500
Reply-To: Janel Kasper-Wolfe <j_kasper-wolfe@ACS.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Janel Kasper-Wolfe <j_kasper-wolfe@ACS.ORG>
Subject: questionnaire about globalization and scientific workforce
Comments: To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>,
AAPORNET@asu.edu
In-Reply-To: A

<021320070056.6609.45D10CBA000961AE000019D122007601809C0A9D0E089C0503@comcast.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I'm looking for sample questions focusing on globalization and the scientific workforce. In 2008 the American Chemical Society is adding a series of questions (one time only) to our annual employment and salary survey focusing on globalization and the chemistry workforce.

Thanks,

Janel

Janel Kasper-Wolfe
Research Analyst
Dept. of Member Research and Technology
American Chemical Society
1155 16th Street, NW
Washington, DC 20036
202-872-6120
j_kasper-wolfe@acs.org
=20

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

Date: Tue, 13 Feb 2007 13:29:58 -0600
Reply-To: hgordon@grfild.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Gordon <hgordon@GRFILTD.COM>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: RFunk787@AOL.COM, AAPORNET@asu.edu
In-Reply-To: <cee.922c41b.33030cc9@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 7bit

The Huff book (How to Lie...) went out of print probably 35 years ago or more. Did it not? Is someone ready to write a new edition?

Howard Gordon

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>]On Behalf Of G. Ray Funkhouser
Sent: Tuesday, February 13, 2007 6:45 AM
To: AAPORNET@asu.edu
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

The New York Times would make an excellent example in the next edition of
How
To Lie With Statistics (Darrell Huff)

Ray Funkhouser

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

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

Date: Tue, 13 Feb 2007 14:45:55 -0500
Reply-To: "Carlson, Lynda T" <lcarlson@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Carlson, Lynda T" <lcarlson@NSF.GOV>
Subject: Re: questionnaire about globalization and scientific workforce
Comments: To: Janel Kasper-Wolfe <j_kasper-wolfe@ACS.ORG>, AAPORNET@asu.edu
In-Reply-To: <16579EFD24A08A4CBCA317F9878CEBE541678A@washnt57.acs.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

For S&E workforce questions please look at the NSF/Division of Science Resources Statistics battery of questions in the SESTAT surveys--the National Survey of College Graduates, the National Survey of Recent College Graduates and the Survey of Doctorate Recipients. You may find the questionnaires at: <http://www.nsf.gov/statistics/question.cfm#6>

Lynda Carlson
Lynda T. Carlson, Ph.D.=20
Director, Division of Science Resources Statistics=20
National Science Foundation=20
4201 Wilson Boulevard, Suite 965=20
Arlington, VA 22230=20
Tel: 703-292-7766=20
Fax: 703-292-9092=20
All SRS products are available at=20
<<http://www.nsf.gov/statistics/>>=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Janel Kasper-Wolfe
Sent: Tuesday, February 13, 2007 2:29 PM
To: AAPORNET@asu.edu
Subject: questionnaire about globalization and scientific workforce

I'm looking for sample questions focusing on globalization and the scientific workforce. In 2008 the American Chemical Society is adding a series of questions (one time only) to our annual employment and salary survey focusing on globalization and the chemistry workforce.

Thanks,

Janel

Janel Kasper-Wolfe
Research Analyst
Dept. of Member Research and Technology
American Chemical Society
1155 16th Street, NW
Washington, DC 20036
202-872-6120
j_kasper-wolfe@acs.org
=20

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

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

Date: Tue, 13 Feb 2007 15:55:43 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: hgordon@grfild.com
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <NFBBIHALEDJAPNDAMGKGKEOCFKAA.hgordon@grfild.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I don't know if "How To Lie With Statistics" ever went out of print, but it is certainly available today in paperback. It is just as relevant today as it was when it was published over 50 years ago.

Jan Werner

Howard Gordon wrote:

> The Huff book (How to Lie...) went out of print probably 35 years ago or
> more. Did it not? Is someone ready to write a new edition?
>
> Howard Gordon
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of G. Ray Funkhouser
> Sent: Tuesday, February 13, 2007 6:45 AM
> To: AAPORNET@asu.edu
> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>
>
> The New York Times would make an excellent example in the next edition of
> How
> To Lie With Statistics (Darrell Huff)

> Ray Funkhouser

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

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

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

Please ask authors before quoting outside AAPORNET.

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

Date: Tue, 13 Feb 2007 16:27:52 -0500
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
Comments: To: Jan Werner <jwerner@JWDP.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45D225CF.8090200@jwdp.com>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

It's still in print: Publisher W. W. Norton reissued it in 1993. It has a four-figure ranking and a price < \$10 at Amazon.com.

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

On Tue, 13 Feb 2007, Jan Werner wrote:

> Date: Tue, 13 Feb 2007 15:55:43 -0500
> From: Jan Werner <jwerner@JWDP.COM>
> To: AAPORNET@asu.edu
> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?
>
> I don't know if "How To Lie With Statistics" ever went out of print, but it
> is certainly available today in paperback. It is just as relevant today as
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> was when it was published over 50 years ago.

> Jan Werner

> _____

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>> more. Did it not? Is someone ready to write a new edition?

>> Howard Gordon

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of G. Ray Funkhouser

>> Sent: Tuesday, February 13, 2007 6:45 AM

>> To: AAPORNET@asu.edu

>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>

>>

>> The New York Times would make an excellent example in the next edition of
>> How
>> To Lie With Statistics (Darrell Huff)
>>
>> Ray Funkhouser
>>
>> -----
>> Archives: <http://lists.asu.edu/archives/aapornet.html> .
>> Please ask authors before quoting outside AAPORNET.
>> Unsubscribe?-don't reply to this message, write to:
>> aapornet-request@asu.edu
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>
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> Please ask authors before quoting outside AAPORNET.
> Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
>

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

Date: Tue, 13 Feb 2007 17:20:49 -0500
Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Organization: Harvard University
Subject: In Person Interviewing Trainers Sought
Comments: To: 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 people who might be qualified and available to conduct training for in-person (face-to-face) standardized survey interviews. I have colleagues working on a variety of projects, and am eager to hear if any AAPOR members either have recommendations or have experience offering such training.

Thank you!

Chase Harrison

--

Chase H. Harrison, Ph.D.

Preceptor in Survey Research

Department of Government
Harvard University

1737 Cambridge St.

Cambridge, MA 02138

(617) 384-7251 [Voice]

(617) 495-0438 [FAX]

Email: CHarrison@gov.harvard.edu <mailto:CHarrison@gov.harvard.edu>

Web : <http://www.gov.harvard.edu/faculty/charrison/>

Harvard Program on Survey Research

<http://www.iq.harvard.edu/psr/>

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

Please ask authors before quoting outside AAPORNET.

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

=====
Date: Tue, 13 Feb 2007 17:11:15 -0500

Reply-To: "Craighill, Peyton M" <Peyton.M.Craighill@ABC.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Craighill, Peyton M" <Peyton.M.Craighill@ABC.COM>

Subject: Recent examples of how the media misinterprets scientific data

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

In light of the current discussion, this new article by Gary may be of interest to the group.

> is certainly available today in paperback. It is just as relevant today as it=20

> was when it was published over 50 years ago.

>

> Jan Werner

>

>

>

> Howard Gordon wrote:

>> The Huff book (How to Lie...) went out of print probably 35 years ago or

>> more. Did it not? Is someone ready to write a new edition?

>>=20

>> Howard Gordon

>>=20

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu]On Behalf Of G. Ray Funkhouser

>> Sent: Tuesday, February 13, 2007 6:45 AM

>> To: AAPORNET@asu.edu

>> Subject: Re: Can a 15-Year-Old Be a 'Woman Without a Spouse'?

>>=20

>>=20

>> The New York Times would make an excellent example in the next edition of

>> How

>> To Lie With Statistics (Darrell Huff)

>>=20

>> Ray Funkhouser

>>=20

>> -----

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

>> Please ask authors before quoting outside AAPORNET.

>> Unsubscribe?-don't reply to this message, write to:=20

>> aapornet-request@asu.edu

>>=20

>> -----

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

>> Please ask authors before quoting outside AAPORNET.

>> Unsubscribe?-don't reply to this message, write to:=20

>> aapornet-request@asu.edu

>>=20

>>=20

>

> -----

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

> Please ask authors before quoting outside AAPORNET.

> Unsubscribe?-don't reply to this message, write to:

aapornet-request@asu.edu

>

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

Please ask authors before quoting outside AAPORNET.

Regards,
Ellis Godard, Ph.D.
Assistant Professor
Sociology Department
Cal State Northridge=20
www.csun.edu/~egodard

The Averaged American: Surveys, Citizens, and the Making of a Mass Public
Sarah E. Igo
<http://www.hup.harvard.edu/catalog/IGOAME.html>

<snip>

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

=====
Date: Tue, 13 Feb 2007 19:45:01 -0800
Reply-To: Linda Bourque <lbourque@UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Bourque <lbourque@UCLA.EDU>
Subject: Re: Igo - The Averaged American
Comments: To: "Patricia A. Gwartney" <pgwartney@GMAIL.COM>, AAPORNET@asu.edu
In-Reply-To: <35ee4f00702131937w5a09ceb9u3cfe1a7565ffa942@mail.gmail.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

I would like to see better reference to, and acknowledgement of the history and personnel in survey research, like Patricia Gwartney.
Linda Bourque

At 07:37 PM 2/13/2007, Patricia A. Gwartney wrote:

>Ellis,

>

>I have skimmed the first two chapters of the book in preparation for Sarah
>Igo's visit to the Univ of Oregon campus March 8-9 and my first hit was that
>the material looked a lot like my survey lecture notes. It also reminds me
>of the PBS video entitled "The First Measured Century," which I show in my
>undergraduate methods and demography classes. In other words, the historical
>material in those first chapters would not be new to a reasonably well-read
>survey researcher. The volume appears aimed at an educated popular
>audience. I expect that later chapters develop the author's themes more. I
>can say that those first chapters were exceptionally well written. I would
>like to hear Igo present her thesis at a future AAPOR conference.

>

>Patty

>
>Patricia A. Gwartney, Ph.D.
>Professor and Associate Head, Department of Sociology
>University of Oregon
>Eugene OR 97403-1291
>tel. 541 346 5007
>pgwartney@gmail.com
><http://sociology.uoregon.edu/faculty/gwartney.php>

>
>Date: Sun, 11 Feb 2007 22:00:53 -0800
>From: Ellis Godard <ellis.godard@CSUN.EDU>
>Subject: Igo - The Averaged American

>
>I've only just become aware of what looks to be a provocative read (see
>below), an apparent mix of historical account and epistemological critique,
>and am curious for reactions from any of ye who've read it. Is the
>historical account accurate? If there is a critique, is it evidenced or
>prejudicial? Any noteworthy implications for who we (individually and/or
>collectively) are and/or do?

>
>Regards,
>Ellis Godard, Ph.D.
>Assistant Professor
>Sociology Department
>Cal State Northridge=20
>www.csun.edu/~egodard

>
>
>
>-----
>
>The Averaged American: Surveys, Citizens, and the Making of a Mass Public
>Sarah E. Igo
><http://www.hup.harvard.edu/catalog/IGOAME.html>

>
>
>
><snip>

>
>-----
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Date: Tue, 13 Feb 2007 21:23:58 -0800
Reply-To: John Nienstedt <john@CERC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Nienstedt <john@CERC.NET>
Subject: Re: Igo - The Averaged American

Comments: To: Linda Bourque <lbourque@UCLA.EDU>, AAPORNET@asu.edu
In-Reply-To: <7.0.1.0.2.20070213194243.022d1d80@ucla.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Here is Igo's commentary which appeared in the LA Times on Sunday.

LA TIMES

MEASURING AMERICA

Who are we? Ask a poll

How polls and surveys created the 'typical' American.

By Sarah E. Igo, SARAH E. IGO is a professor of history at the University of Pennsylvania and the author of "The Averaged American: Surveys, Citizens, and the Making of a Mass Public."
February 11, 2007

IF YOU BLINKED, you might have missed it: the week or two between the 2006 midterm elections and the start of the 2008 presidential season, a brief hiatus when poll data didn't lead the national news.

But it's over now. In the weeks and months ahead, rest assured that pollsters will measure every twist and turn, whether major or minuscule, in the upcoming race. We'll be buffeted by percentages comparing Clinton to Obama, McCain to Giuliani, red states to blue states, "values" voters to the "pocketbook" variety, and so on. And accompanying these polls, of course, will be all manner of survey results purporting to describe the citizenry to itself - from our collective "consumer confidence" to our views on the so-called war on terror, from our habits of worship to our preferred television programs.

How did we arrive at this strange state of affairs, in which we look first to polling data to figure out who we are and where we stand? In which a flood of quantitative reportage drowns out other kinds of information and analysis? When - and why - did we become a survey-obsessed society?

Population surveys, whether for the purpose of levying taxes or raising militaries, date back as far as William the Conqueror's Domesday Book of 1086. Modern nation-states have for centuries collected census data in order to track everything from public health to population growth to economic progress.

In the 19th century, American newspapers began running straw polls of readers during election seasons. Around the same time, early insurance and marketing agencies found profits in statistical tabulations of life spans and buying patterns. Reformers and philanthropists, motivated by the power of empirical data to clarify social problems, canvassed immigrant neighborhoods and factory laborers.

It was not until after World War I, however, that popular polls and surveys

began to infiltrate ordinary Americans' lives in earnest. By 1948, a reporter would remark: "This is the great age of confession. We are required now to tell everything.. We tell Dr. Gallup how we are going to vote.. Our psychiatrist delves into our sex dreams and Dr. Kinsey into our actual performance along those lines." Mused another a few years later, "Today, unless you can say 'According to the Poop-A-Doop survey, umpty-ump percent of the people chew gum while they read Hot Shot News!' you fail to make an impression."

A number of developments ushered in this new era. One was the rise of the professional social sciences - sociology, economics and political science - which firmly established themselves in the first decades of the 20th century through claims to special expertise and objectivity in investigating social life. Another was the invention and refinement of new statistical techniques, including, most notably, scientific sampling, a mathematical tool that allows researchers to gauge the attitudes of the entire society by querying as few as 1,000 people.

Equally important were the actions of the surveyors themselves, those who perceived a demand, and sometimes a market, for statistics about "ourselves." Unlike their 19th century predecessors - who had focused on social problems and those they considered degenerates, delinquents and defectives - 20th century public opinion pollsters, commercial researchers and sex surveyors turned to investigating (and one might argue, creating) new social entities: "average" or "typical" American habits, attitudes and beliefs.

A torrent of social data conveyed through charts, graphs and statistics began to inundate newspaper and broadcasting networks. By 1940, for example, an estimated 8 million people were receiving tri-weekly reports of "What America Thinks," George Gallup's syndicated opinion polls.

The audience for these statistics was ready made. In an era of rapid urbanization and industrialization, and the seeming breakdown of older mores and communities, Americans were eager to know what bound a diverse and contentious population together. Surveyors were happy to oblige, measuring everything from what citizens bought to what they believed to what they did in the privacy of their homes.

One of the earliest surveys to gain national attention was "Middletown," Robert and Helen Merrell Lynd's 1929 investigation of an anonymous "representative community" (Muncie, Ind.). The study tabulated seemingly mundane trends, such as the movie-watching habits, house sizes and religious beliefs of "typical" citizens. The result was the first-ever sociological bestseller, surprising its publisher, booksellers and the surveyors themselves. What was it that fascinated readers in the Lynds' lengthy, empirical study? Many regarded it as a mirror of modern America, the first scientific account to reveal, in one journalist's words, "the truth about ourselves."

Others would soon join the Lynds in what amounted to an exhaustive cataloging of American life. Among the most influential were "scientific pollers" such as Gallup and Elmo Roper. Rather than survey a single community, they questioned a small national cross-section of respondents to

derive a representative sample of the population.

The pollsters had great ambitions for their new instrument. Gallup himself announced that it could "provide a continuous chart of the opinions of the man in the street." Polls on topics from war plans to working women, tax policy to term limits, swiftly became public knowledge, prompting one writer in 1941 to claim that "America has had a firsthand opportunity to become acquainted with its own mind."

It was the pollsters' efforts to locate the majority, a fixed data point amid all the chaos of viewpoints and variability in the population, that made their techniques so appealing to politicians and citizens alike. As with the Lynds' survey, opinion polls were in the business of forging, not simply investigating, "the American public."

In the case of both "Middletown" and the Gallup Poll, some citizens wondered whether such quantitative knowledge about the nation - and the way it was obtained - was beneficial. One resident of Muncie complained, for example, that decent people would not "permit this peeping into the deepest recesses of their lives." Many Americans worried that continuous access to poll results would distort political discourse or create a population overly attuned to (and swayed by) the statistical majority.

These fears were thrown in sharp relief by perhaps the most controversial social scientific study of the century, Alfred Kinsey's "Sexual Behavior" surveys of 1948 and 1953. Kinsey, through in-depth interviews, claimed to uncover how average citizens really behaved in their most private lives. The surveyor's shocking findings - that 37% of American men experienced some kind of "homosexual contact" and that nearly half of American women engaged in premarital sex, to give just two examples - spread like wildfire across the country.

Some commentators praised Kinsey's findings as "the greatest mass survey of normal sex activity in our society." But legions of others challenged the accuracy of his figures, the truthfulness of his subjects and the very notion of transforming a complex human activity into statistics about who was doing what with whom and how often.

More intriguingly, some citizens bewailed the release of facts about masturbation and extramarital affairs into the public sphere, worrying that individuals would begin to measure themselves against scientifically generated norms. They knew that, in a society constantly seeking information about itself, data about "typical Americans" could act as a powerful social force, shaping citizens' views about normality, morality and even their own actions.

What is striking about the early history of modern polls and surveys is how regularly their consumers challenged and engaged with them. Can we say the same today? In the thoroughly surveyed culture of the 21st century, we don't usually stop to think about the role that bell curves and pie charts play in forming our perceptions of that elusive entity, the "American public," or the matter-of-fact way that statistics have come to color our understandings of social reality.

When a poorly conducted exit poll from the 2004 election trumpeted the finding that 22% of Americans cast their votes based on "moral values" rather than the war in Iraq or the state of the economy, we ought to have been suspicious. How was the question asked? What do "moral values" mean in the context of politics anyway? Instead, that single number fed simplistic media narratives about red states and blue states, a polarized nation and an ongoing culture war.

There is no going back to a world without polls and surveys. Statistical claims about "who we are" are clearly here to stay. But we might learn something from those Americans who first encountered the sex surveyor and the opinion pollster: They recognized that quantitative data created a new - but only a partial - way of seeing the nation, and they were skeptical that surveys could tell us the whole story about ourselves.

John Nienstedt, Sr
619-702-2372
john@cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Linda Bourque
Sent: Tuesday, February 13, 2007 7:45 PM
To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

I would like to see better reference to, and acknowledgement of the history and personnel in survey research, like Patricia Gwartney.
Linda Bourque

At 07:37 PM 2/13/2007, Patricia A. Gwartney wrote:

>Ellis,

>

>I have skimmed the first two chapters of the book in preparation for Sarah

>Igo's visit to the Univ of Oregon campus March 8-9 and my first hit was that

>the material looked a lot like my survey lecture notes. It also reminds me
>of the PBS video entitled "The First Measured Century," which I show in my
>undergraduate methods and demography classes. In other words, the historical

>material in those first chapters would not be new to a reasonably well-read

>survey researcher. The volume appears aimed at an educated popular

>audience. I expect that later chapters develop the author's themes more. I

>can say that those first chapters were exceptionally well written. I would

>like to hear Igo present her thesis at a future AAPOR conference.

>

>Patty

>

>Patricia A. Gwartney, Ph.D.

>Professor and Associate Head, Department of Sociology

>University of Oregon

>Eugene OR 97403-1291

>tel. 541 346 5007

>pgwartney@gmail.com

><http://sociology.uoregon.edu/faculty/gwartney.php>

>
>Date: Sun, 11 Feb 2007 22:00:53 -0800
>From: Ellis Godard <ellis.godard@CSUN.EDU>
>Subject: Igo - The Averaged American

>
>I've only just become aware of what looks to be a provocative read (see
>below), an apparent mix of historical account and epistemological critique,
>and am curious for reactions from any of ye who've read it. Is the
>historical account accurate? If there is a critique, is it evidenced or
>prejudicial? Any noteworthy implications for who we (individually and/or
>collectively) are and/or do?

>
>Regards,
>Ellis Godard, Ph.D.
>Assistant Professor
>Sociology Department
>Cal State Northridge=20
>www.csun.edu/~egodard

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>
>The Averaged American: Surveys, Citizens, and the Making of a Mass Public
>Sarah E. Igo
><http://www.hup.harvard.edu/catalog/IGOAME.html>

><snip>

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Date: Wed, 14 Feb 2007 09:04:03 -0500
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: Igo - The Averaged American
Comments: To: aapornet@asu.edu
MIME-version: 1.0

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

And here is a review from the Baltimore Sun:

=20

Inventing a 'norm': Sociologists, sexologists and pollsters painting =
America by numbers

<http://www.baltimoresun.com/features/booksmags/bal-id.bk.average28jan28,0=,6108981.story?coll=3Dbal-artslife-books>

From: AAPORNET on behalf of John Nienstedt
Sent: Wed 2/14/2007 12:23 AM
To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

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It was not until after World War I, however, that popular polls and =
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John Nienstedt, Sr
619-702-2372
john@cerc.net

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

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Sent: Tuesday, February 13, 2007 7:45 PM
To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

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>audience. I expect that later chapters develop the author's themes =
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>
>Patty
>
>Patricia A. Gwartney, Ph.D.
>Professor and Associate Head, Department of Sociology
>University of Oregon
>Eugene OR 97403-1291
>tel. 541 346 5007
>pgwartney@gmail.com
><http://sociology.uoregon.edu/faculty/gwartney.php>
>
>Date: Sun, 11 Feb 2007 22:00:53 -0800
>From: Ellis Godard <ellis.godard@CSUN.EDU>
>Subject: Igo - The Averaged American
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>Regards,

>Ellis Godard, Ph.D.
>Assistant Professor
>Sociology Department
>Cal State Northridge=3D20
>www.csun.edu/~egodard
>
>
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>
>The Averaged American: Surveys, Citizens, and the Making of a Mass =
Public
>Sarah E. Igo
><http://www.hup.harvard.edu/catalog/IGOAME.html>
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><snip>
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Date: Wed, 14 Feb 2007 09:17:08 -0500
Reply-To: Anna Greenberg <agreenberg@GQRR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Anna Greenberg <agreenberg@GQRR.COM>
Subject: FW: Analyst position available in San Francisco
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0

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

ANALYST

Greenberg Quinlan Rosner Research is an internationally recognized survey research firm specializing in polls and focus groups for political campaigns and parties, public interest organizations and foundations as well as corporate crisis management and positioning. You can learn more about GQR at greenbergresearch.com. Analyst responsibilities include working with all aspects of the survey research process: drafting questionnaires and focus group guidelines, candidate and issue research, writing memos, proofing documents and preparing graphic presentations. The ideal candidate is a problem solver with a career interest in public opinion research or campaign management, detail-oriented, with good communication, writing and project management skills, a team player and a motivated self-starter. Position requires two years experience in survey research and campaigns with appropriate education background. Experience with quantitative research and analysis highly desirable. Position located in San Francisco. =20

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=====
Date: Wed, 14 Feb 2007 09:28:07 -0500
Reply-To: howard schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: howard schuman <hschuman@UMICH.EDU>
Subject: Re: Igo - The Averaged American]
Comments: To: aapor <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I had read a couple of chapters several weeks ago and was somewhat disappointed. Mostly a series of anecdotal reports, well documented as historians do. Also focus on "averages," without recognition that surveys are more meaningful when reporting trends and other analytic results.

But perhaps other chapters are better.

Leo Simonetta wrote:

> And here is a review from the Baltimore Sun:

>

>

>

> Inventing a 'norm': Sociologists, sexologists and pollsters painting America by numbers

>

> <http://www.baltimoresun.com/features/booksmags/bal-id.bk.average28jan28,0,6108981.story?coll=bal-artslife-books>

>

>

>

>

> From: AAPORNET on behalf of John Nienstedt

> Sent: Wed 2/14/2007 12:23 AM

> To: AAPORNET@asu.edu

> Subject: Re: Igo - The Averaged American

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> How did we arrive at this strange state of affairs, in which we look first
> to polling data to figure out who we are and where we stand? In which a
> flood of quantitative reportage drowns out other kinds of information and
> analysis? When - and why - did we become a survey-obsessed society?
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> Population surveys, whether for the purpose of levying taxes or raising
> militaries, date back as far as William the Conqueror's Domesday Book of
> 1086. Modern nation-states have for centuries collected census data in order
> to track everything from public health to population growth to economic
> progress.
>
> In the 19th century, American newspapers began running straw polls of
> readers during election seasons. Around the same time, early insurance and
> marketing agencies found profits in statistical tabulations of life spans
> and buying patterns. Reformers and philanthropists, motivated by the power
> of empirical data to clarify social problems, canvassed immigrant
> neighborhoods and factory laborers.
>
> It was not until after World War I, however, that popular polls and surveys
> began to infiltrate ordinary Americans' lives in earnest. By 1948, a
> reporter would remark: "This is the great age of confession. We are required
> now to tell everything.. We tell Dr. Gallup how we are going to vote.. Our
> psychiatrist delves into our sex dreams and Dr. Kinsey into our actual
> performance along those lines." Mused another a few years later, "Today,
> unless you can say 'According to the Poop-A-Doop survey, umpty-ump percent
> of the people chew gum while they read Hot Shot News!' you fail to make an
> impression."
>
> A number of developments ushered in this new era. One was the rise of the
> professional social sciences - sociology, economics and political science -
> which firmly established themselves in the first decades of the 20th century
> through claims to special expertise and objectivity in investigating social
> life. Another was the invention and refinement of new statistical
> techniques, including, most notably, scientific sampling, a mathematical
> tool that allows researchers to gauge the attitudes of the entire society by
> querying as few as 1,000 people.
>
> Equally important were the actions of the surveyors themselves, those who
> perceived a demand, and sometimes a market, for statistics about
> "ourselves." Unlike their 19th century predecessors - who had focused on
> social problems and those they considered degenerates, delinquents and
> defectives - 20th century public opinion pollsters, commercial researchers
> and sex surveyors turned to investigating (and one might argue, creating)
> new social entities: "average" or "typical" American habits, attitudes and
> beliefs.
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> A torrent of social data conveyed through charts, graphs and statistics
> began to inundate newspaper and broadcasting networks. By 1940, for example,
> an estimated 8 million people were receiving tri-weekly reports of "What
> America Thinks," George Gallup's syndicated opinion polls.
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> The audience for these statistics was ready made. In an era of rapid
> urbanization and industrialization, and the seeming breakdown of older mores
> and communities, Americans were eager to know what bound a diverse and
> contentious population together. Surveyors were happy to oblige, measuring
> everything from what citizens bought to what they believed to what they did
> in the privacy of their homes.

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> One of the earliest surveys to gain national attention was "Middletown,"
> Robert and Helen Merrell Lynd's 1929 investigation of an anonymous
> "representative community" (Muncie, Ind.). The study tabulated seemingly
> mundane trends, such as the movie-watching habits, house sizes and religious
> beliefs of "typical" citizens. The result was the first-ever sociological
> bestseller, surprising its publisher, booksellers and the surveyors
> themselves. What was it that fascinated readers in the Lynds' lengthy,
> empirical study? Many regarded it as a mirror of modern America, the first
> scientific account to reveal, in one journalist's words, "the truth about
> ourselves."

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> Others would soon join the Lynds in what amounted to an exhaustive
> cataloging of American life. Among the most influential were "scientific
> pollers" such as Gallup and Elmo Roper. Rather than survey a single
> community, they questioned a small national cross-section of respondents to
> derive a representative sample of the population.

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> The pollsters had great ambitions for their new instrument. Gallup himself
> announced that it could "provide a continuous chart of the opinions of the
> man in the street." Polls on topics from war plans to working women, tax
> policy to term limits, swiftly became public knowledge, prompting one writer
> in 1941 to claim that "America has had a firsthand opportunity to become
> acquainted with its own mind."

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> It was the pollsters' efforts to locate the majority, a fixed data point
> amid all the chaos of viewpoints and variability in the population, that
> made their techniques so appealing to politicians and citizens alike. As
> with the Lynds' survey, opinion polls were in the business of forging, not
> simply investigating, "the American public."

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> In the case of both "Middletown" and the Gallup Poll, some citizens wondered
> whether such quantitative knowledge about the nation - and the way it was
> obtained - was beneficial. One resident of Muncie complained, for example,
> that decent people would not "permit this peeping into the deepest recesses
> of their lives." Many Americans worried that continuous access to poll
> results would distort political discourse or create a population overly
> attuned to (and swayed by) the statistical majority.

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> These fears were thrown in sharp relief by perhaps the most controversial
> social scientific study of the century, Alfred Kinsey's "Sexual Behavior"
> surveys of 1948 and 1953. Kinsey, through in-depth interviews, claimed to
> uncover how average citizens really behaved in their most private lives. The
> surveyor's shocking findings - that 37% of American men experienced some
> kind of "homosexual contact" and that nearly half of American women engaged
> in premarital sex, to give just two examples - spread like wildfire across
> the country.

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> Some commentators praised Kinsey's findings as "the greatest mass survey of
> normal sex activity in our society." But legions of others challenged the
> accuracy of his figures, the truthfulness of his subjects and the very
> notion of transforming a complex human activity into statistics about who
> was doing what with whom and how often.

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> More intriguingly, some citizens bewailed the release of facts about
> masturbation and extramarital affairs into the public sphere, worrying that
> individuals would begin to measure themselves against scientifically
> generated norms. They knew that, in a society constantly seeking information
> about itself, data about "typical Americans" could act as a powerful social
> force, shaping citizens' views about normality, morality and even their own
> actions.

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> What is striking about the early history of modern polls and surveys is how
> regularly their consumers challenged and engaged with them. Can we say the
> same today? In the thoroughly surveyed culture of the 21st century, we don't
> usually stop to think about the role that bell curves and pie charts play in
> forming our perceptions of that elusive entity, the "American public," or
> the matter-of-fact way that statistics have come to color our understandings
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> finding that 22% of Americans cast their votes based on "moral values"
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> the context of politics anyway? Instead, that single number fed simplistic
> media narratives about red states and blue states, a polarized nation and an
> ongoing culture war.

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> There is no going back to a world without polls and surveys. Statistical
> claims about "who we are" are clearly here to stay. But we might learn
> something from those Americans who first encountered the sex surveyor and
> the opinion pollster: They recognized that quantitative data created a new -
> but only a partial - way of seeing the nation, and they were skeptical that
> surveys could tell us the whole story about ourselves.

>
>
> John Nienstedt, Sr
> 619-702-2372
> john@cerc.net
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Linda Bourque
> Sent: Tuesday, February 13, 2007 7:45 PM
> To: AAPORNET@asu.edu
> Subject: Re: Igo - The Averaged American

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> Linda Bourque

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> At 07:37 PM 2/13/2007, Patricia A. Gwartney wrote:
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>> undergraduate methods and demography classes. In other words, the
> historical
>> material in those first chapters would not be new to a reasonably well-read
>> survey researcher. The volume appears aimed at an educated popular
>> audience. I expect that later chapters develop the author's themes more. I
>> can say that those first chapters were exceptionally well written. I would
>> like to hear Igo present her thesis at a future AAPOR conference.

>>
>> Patty
>>
>> Patricia A. Gwartney, Ph.D.
>> Professor and Associate Head, Department of Sociology
>> University of Oregon
>> Eugene OR 97403-1291
>> tel. 541 346 5007
>> pgwartney@gmail.com
>> <http://sociology.uoregon.edu/faculty/gwartney.php>

>>
>> Date: Sun, 11 Feb 2007 22:00:53 -0800
>> From: Ellis Godard <ellis.godard@CSUN.EDU>
>> Subject: Igo - The Averaged American

>>
>> I've only just become aware of what looks to be a provocative read (see
>> below), an apparent mix of historical account and epistemological critique,
>> and am curious for reactions from any of ye who've read it. Is the
>> historical account accurate? If there is a critique, is it evidenced or
>> prejudicial? Any noteworthy implications for who we (individually and/or
>> collectively) are and/or do?

>>
>> Regards,
>> Ellis Godard, Ph.D.
>> Assistant Professor
>> Sociology Department
>> Cal State Northridge=20
>> www.csun.edu/~egodard

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>>
>>
>> -----

>>
>> The Averaged American: Surveys, Citizens, and the Making of a Mass Public
>> Sarah E. Igo
>> <http://www.hup.harvard.edu/catalog/IGOAME.html>

>>
>>
>>
>> <snip>

>>
>> -----

>> Archives: <http://lists.asu.edu/archives/aapornet.html> .
>> Please ask authors before quoting outside AAPORNET.
>> Unsubscribe?-don't reply to this message, write to:
> aapornet-request@asu.edu
>
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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 14 Feb 2007 09:52:19 -0500
Reply-To: Eric Plutzer <exp12@PSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence was retained.
From: Eric Plutzer <exp12@PSU.EDU>
Subject: Copyrighted psychological inventories
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Dear colleagues,

I am hoping that one or more of you have some experience and expert knowledge on the following -- or could point me in the right direction of finding a cogent treatment.

In both the journalistic and academic wings of opinion research, question wordings are in the public domain. Indeed, we want frequent

borrowing of well-worded questions to provide comparability of surveys across time, place, and sponsoring organization.

In contrast, psychological tests seem to be copyrighted. Schools administering achievement or intelligence tests by kits, one per student, from test publishers who reap a royalty from each administration. Academic articles using such tests never provide complete question wordings -- often giving only the gist of a small portion of items.

This practice runs counter to the norms of most of us, would prohibit publication in POQ, and would run afoul of expectations of any research funded by the sociology and political science directorates of NSF. Nevertheless, this seems to be the way things are among psychologists who always seem shocked that I would publish my complete questionnaire along with any statistical research.

This raises a challenge for anyone who wishes to embed a scale of occupational stress, for example, into a survey with an N of 1000 or more. Individual subject "kits" run anywhere from \$25 - \$100, it seems. My question is about the practice of borrowing from these tests and embedding items in sample surveys. Does anyone know the legal ramifications? Is unlicensed borrowing nevertheless done commonly in some fields? Do test copyright holders waive or discount fees for large N surveys?

Thanks!
Eric

Eric Plutzer
Department of Political Science
Penn State University
Voice: 814/865-6576
<http://www.personal.psu.edu/exp12/>

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

Date: Wed, 14 Feb 2007 11:36:47 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Igo - The Averaged American]
Comments: To: howard.schuman@UMICH.EDU

Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45D31C77.4080106@umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

A couple of weeks ago, while driving to Boston with my wife, we happened to catch part of a call-in talk show on WBUR-FM featuring Ms. Igo and Frank Newport of Gallup. We were not impressed with what we heard and found ourselves talking mostly about why so many authors on book tours seem to fall into predictable patterns (such as slipping from past to present tense while describing an event) and wondering if they are all coached by the same PR people.

Nonetheless, I ordered the book, which arrived yesterday. Based on a cursory examination, my initial impressions are not favorable.

For one thing, Ms. Igo clearly does not appear to have a good grasp of statistics, sampling or opinion surveys. Thus she writes "...many Americans demonstrate a persistent desire to voice their opinions in patently unscientific and unrepresentative Internet surveys and other so-called SLOPs (selected listener opinion polls)." She seems to have no inkling that it is *SELF* selection that is the problem with those kinds of polls, even leaving that word out of her explanation of the acronym, although a quick check on the Internet might have corrected the error.

Her sloppy command of her subject is also apparent in the article from the LA Times posted on AAPORNET earlier today. For example, she writes "When a poorly conducted exit poll from the 2004 election trumpeted the finding that 22% of Americans cast their votes based on "moral values" rather than the war in Iraq..." but what she is referring to is the poor (in some people's opinion, anyway) wording of one question and how that was reported in the media, not how the exit poll itself was conducted.

Nonetheless, I will attempt to read the book, even though this may be an arduous task, since Ms. Igo also seems never to have read Strunk and White: "When explicating their craft in radio broadcasts and newspaper columns, Gallup and Roper presented the "people's voice" as transparent and wholly unmediated by their method of calling it into being." One never knows, perhaps there is some gold amid the dross.

Jan Werner

howard schuman wrote:

> I had read a couple of chapters several weeks ago and was somewhat
> disappointed. Mostly a series of anecdotal reports, well documented as
> historians do. Also focus on "averages," without recognition that
> surveys are more meaningful when reporting trends and other analytic
> results.

> But perhaps other chapters are better.

>

> Leo Simonetta wrote:

>> And here is a review from the Baltimore Sun:

>>
>>
>>
>> Inventing a 'norm': Sociologists, sexologists and pollsters painting
>> America by numbers

>>
>> <http://www.baltimoresun.com/features/booksmags/bal-id.bk.average28jan28,0,6108981.story?coll=bal-artslife-books>

>>
>>
>>
>> _____
>>
>> From: AAPORNET on behalf of John Nienstedt
>> Sent: Wed 2/14/2007 12:23 AM
>> To: AAPORNET@asu.edu
>> Subject: Re: Igo - The Averaged American

>>
>>
>>
>> Here is Igo's commentary which appeared in the LA Times on Sunday.

>>
>> LA TIMES

>>
>> MEASURING AMERICA

>>
>> Who are we? Ask a poll

>>
>> How polls and surveys created the 'typical' American.

>>
>> By Sarah E. Igo, SARAH E. IGO is a professor of history at the
>> University of
>> Pennsylvania and the author of "The Averaged American: Surveys, Citizens,
>> and the Making of a Mass Public."
>> February 11, 2007

>>
>> IF YOU BLINKED, you might have missed it: the week or two between the
>> 2006
>> midterm elections and the start of the 2008 presidential season, a brief
>> hiatus when poll data didn't lead the national news.

>>
>> But it's over now. In the weeks and months ahead, rest assured that
>> pollsters will measure every twist and turn, whether major or
>> minuscule, in
>> the upcoming race. We'll be buffeted by percentages comparing Clinton to
>> Obama, McCain to Giuliani, red states to blue states, "values" voters
>> to the
>> "pocketbook" variety, and so on. And accompanying these polls, of course,
>> will be all manner of survey results purporting to describe the
>> citizenry to
>> itself - from our collective "consumer confidence" to our views on the
>> so-called war on terror, from our habits of worship to our preferred
>> television programs.

>>

>> How did we arrive at this strange state of affairs, in which we look
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>>> Patty
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>>> Patricia A. Gwartney, Ph.D.
>>> Professor and Associate Head, Department of Sociology
>>> University of Oregon
>>> Eugene OR 97403-1291
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>>> pgwartney@gmail.com
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>>> Regards,
>>> Ellis Godard, Ph.D.
>>> Assistant Professor
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>>> The Averaged American: Surveys, Citizens, and the Making of a Mass
>>> Public
>>> Sarah E. Igo
>>> <http://www.hup.harvard.edu/catalog/IGOAME.html>

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>>> <snip>

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Date: Wed, 14 Feb 2007 09:53:50 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: Igo - The Averaged American
Comments: To: John Nienstedt <john@CERC.NET>, AAPORNET@asu.edu
In-Reply-To: <[00a001c74ff8\\$55019800\\$c100a8c0@owner](mailto:00a001c74ff8$55019800$c100a8c0@owner)>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

Content-transfer-encoding: 7bit

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Executive Director
Retro Poll
www.retropoll.org

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

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Sent: Tuesday, February 13, 2007 9:24 PM
To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

Here is Igo's commentary which appeared in the LA Times on Sunday.

LA TIMES

MEASURING AMERICA

Who are we? Ask a poll

How polls and surveys created the 'typical' American.

By Sarah E. Igo, SARAH E. IGO is a professor of history at the University of Pennsylvania and the author of "The Averaged American: Surveys, Citizens, and the Making of a Mass Public."
February 11, 2007

IF YOU BLINKED, you might have missed it: the week or two between the 2006 midterm elections and the start of the 2008 presidential season, a brief hiatus when poll data didn't lead the national news.

But it's over now. In the weeks and months ahead, rest assured that pollsters will measure every twist and turn, whether major or minuscule, in the upcoming race. We'll be buffeted by percentages comparing Clinton to Obama, McCain to Giuliani, red states to blue states, "values" voters to the "pocketbook" variety, and so on. And accompanying these polls, of course, will be all manner of survey results purporting to describe the citizenry to itself - from our collective "consumer confidence" to our views on the so-called war on terror, from our habits of worship to our preferred television programs.

How did we arrive at this strange state of affairs, in which we look first to polling data to figure out who we are and where we stand? In which a flood of quantitative reportage drowns out other kinds of information and analysis? When - and why - did we become a survey-obsessed society?

Population surveys, whether for the purpose of levying taxes or raising militaries, date back as far as William the Conqueror's Domesday Book of 1086. Modern nation-states have for centuries collected census data in order to track everything from public health to population growth to economic progress.

In the 19th century, American newspapers began running straw polls of readers during election seasons. Around the same time, early insurance and marketing agencies found profits in statistical tabulations of life spans and buying patterns. Reformers and philanthropists, motivated by the power of empirical data to clarify social problems, canvassed immigrant neighborhoods and factory laborers.

It was not until after World War I, however, that popular polls and surveys began to infiltrate ordinary Americans' lives in earnest. By 1948, a reporter would remark: "This is the great age of confession. We are required now to tell everything.. We tell Dr. Gallup how we are going to vote.. Our psychiatrist delves into our sex dreams and Dr. Kinsey into our actual performance along those lines." Mused another a few years later, "Today, unless you can say 'According to the Poop-A-Doop survey, umpty-ump percent of the people chew gum while they read Hot Shot News!' you fail to make an impression."

A number of developments ushered in this new era. One was the rise of the professional social sciences - sociology, economics and political science - which firmly established themselves in the first decades of the 20th century through claims to special expertise and objectivity in investigating social life. Another was the invention and refinement of new statistical techniques, including, most notably, scientific sampling, a mathematical tool that allows researchers to gauge the attitudes of the entire society by querying as few as 1,000 people.

Equally important were the actions of the surveyors themselves, those who perceived a demand, and sometimes a market, for statistics about "ourselves." Unlike their 19th century predecessors - who had focused on social problems and those they considered degenerates, delinquents and defectives - 20th century public opinion pollsters, commercial researchers and sex surveyors turned to investigating (and one might argue, creating) new social entities: "average" or "typical" American habits, attitudes and beliefs.

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began to inundate newspaper and broadcasting networks. By 1940, for example, an estimated 8 million people were receiving tri-weekly reports of "What America Thinks," George Gallup's syndicated opinion polls.

The audience for these statistics was ready made. In an era of rapid urbanization and industrialization, and the seeming breakdown of older mores and communities, Americans were eager to know what bound a diverse and contentious population together. Surveyors were happy to oblige, measuring everything from what citizens bought to what they believed to what they did in the privacy of their homes.

One of the earliest surveys to gain national attention was "Middletown," Robert and Helen Merrell Lynd's 1929 investigation of an anonymous "representative community" (Muncie, Ind.). The study tabulated seemingly mundane trends, such as the movie-watching habits, house sizes and religious beliefs of "typical" citizens. The result was the first-ever sociological bestseller, surprising its publisher, booksellers and the surveyors themselves. What was it that fascinated readers in the Lynds' lengthy, empirical study? Many regarded it as a mirror of modern America, the first scientific account to reveal, in one journalist's words, "the truth about ourselves."

Others would soon join the Lynds in what amounted to an exhaustive cataloging of American life. Among the most influential were "scientific pollsters" such as Gallup and Elmo Roper. Rather than survey a single community, they questioned a small national cross-section of respondents to derive a representative sample of the population.

The pollsters had great ambitions for their new instrument. Gallup himself announced that it could "provide a continuous chart of the opinions of the man in the street." Polls on topics from war plans to working women, tax policy to term limits, swiftly became public knowledge, prompting one writer in 1941 to claim that "America has had a firsthand opportunity to become acquainted with its own mind."

It was the pollsters' efforts to locate the majority, a fixed data point amid all the chaos of viewpoints and variability in the population, that made their techniques so appealing to politicians and citizens alike. As with the Lynds' survey, opinion polls were in the business of forging, not simply investigating, "the American public."

In the case of both "Middletown" and the Gallup Poll, some citizens wondered whether such quantitative knowledge about the nation - and the way it was obtained - was beneficial. One resident of Muncie complained, for example, that decent people would not "permit this peeping into the deepest recesses of their lives." Many Americans worried that continuous access to poll results would distort political discourse or create a population overly attuned to (and swayed by) the statistical majority.

These fears were thrown in sharp relief by perhaps the most controversial social scientific study of the century, Alfred Kinsey's "Sexual Behavior" surveys of 1948 and 1953. Kinsey, through in-depth interviews, claimed to uncover how average citizens really behaved in their most private lives. The surveyor's shocking findings - that 37% of American men experienced some kind of "homosexual contact" and that nearly half of American women engaged in premarital sex, to give just two examples - spread like wildfire across the country.

Some commentators praised Kinsey's findings as "the greatest mass survey of normal sex activity in our society." But legions of others challenged the accuracy of his figures, the truthfulness of his subjects and the very notion of transforming a complex human activity into statistics about who was doing what with whom and how often.

More intriguingly, some citizens bewailed the release of facts about masturbation and extramarital affairs into the public sphere, worrying that individuals would begin to measure themselves against scientifically generated norms. They knew that, in a society constantly seeking information about itself, data about "typical Americans" could act as a powerful social force, shaping citizens' views about normality, morality and even their own actions.

What is striking about the early history of modern polls and surveys is how regularly their consumers challenged and engaged with them. Can we say the same today? In the thoroughly surveyed culture of the 21st century, we don't

usually stop to think about the role that bell curves and pie charts play in forming our perceptions of that elusive entity, the "American public," or the matter-of-fact way that statistics have come to color our understandings of social reality.

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There is no going back to a world without polls and surveys. Statistical claims about "who we are" are clearly here to stay. But we might learn something from those Americans who first encountered the sex surveyor and the opinion pollster: They recognized that quantitative data created a new - but only a partial - way of seeing the nation, and they were skeptical that surveys could tell us the whole story about ourselves.

John Nienstedt, Sr
619-702-2372
john@cerc.net

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Linda Bourque
Sent: Tuesday, February 13, 2007 7:45 PM
To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

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Linda Bourque

At 07:37 PM 2/13/2007, Patricia A. Gwartney wrote:

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historical
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well-read
>survey researcher. The volume appears aimed at an educated popular
>audience. I expect that later chapters develop the author's themes
more. I
>can say that those first chapters were exceptionally well written. I
would
>like to hear Igo present her thesis at a future AAPOR conference.

>
>Patty
>
>Patricia A. Gwartney, Ph.D.
>Professor and Associate Head, Department of Sociology
>University of Oregon
>Eugene OR 97403-1291
>tel. 541 346 5007
>pgwartney@gmail.com
><http://sociology.uoregon.edu/faculty/gwartney.php>

>
>Date: Sun, 11 Feb 2007 22:00:53 -0800
>From: Ellis Godard <ellis.godard@CSUN.EDU>
>Subject: Igo - The Averaged American

>
>I've only just become aware of what looks to be a provocative read (see
>below), an apparent mix of historical account and epistemological
critique,
>and am curious for reactions from any of ye who've read it. Is the
>historical account accurate? If there is a critique, is it evidenced or
>prejudicial? Any noteworthy implications for who we (individually
and/or
>collectively) are and/or do?

>
>Regards,
>Ellis Godard, Ph.D.
>Assistant Professor
>Sociology Department
>Cal State Northridge=20
>www.csun.edu/~egodard

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Date: Wed, 14 Feb 2007 13:43:48 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Igo - The Averaged American
Comments: To: Marc Sapir <marcsapir@COMCAST.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Very well put, Marc...

Perhaps someone could put together a roundtable discussion on the book
at AAPOR. Or invite Igo to speak...

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University=20
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-353-2639

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Marc Sapir
Sent: Wednesday, February 14, 2007 12:54 PM

To: AAPORNET@asu.edu
Subject: Re: Igo - The Averaged American

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>Patricia A. Gwartney, Ph.D.
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>Date: Sun, 11 Feb 2007 22:00:53 -0800
>From: Ellis Godard <ellis.godard@CSUN.EDU>
>Subject: Igo - The Averaged American

>
>I've only just become aware of what looks to be a provocative read (see
>below), an apparent mix of historical account and epistemological
critique,
>and am curious for reactions from any of ye who've read it. Is the
>historical account accurate? If there is a critique, is it evidenced or
>prejudicial? Any noteworthy implications for who we (individually
and/or
>collectively) are and/or do?

>
>Regards,
>Ellis Godard, Ph.D.
>Assistant Professor
>Sociology Department
>Cal State Northridge=3D20
>www.csun.edu/~egodard

>
>-----
>
>The Averaged American: Surveys, Citizens, and the Making of a Mass
Public

>Sarah E. Igo
><http://www.hup.harvard.edu/catalog/IGOAME.html>

>
>
>

><snip>

>

>-----

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=====

Date: Wed, 14 Feb 2007 15:02:40 -0500
Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Subject: Re: Igo - The Averaged American
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

When I read the New York Times review last month, my first thought was =
that this might be a good text for an academic course on public opinion, =
especially in terms of the reification of poll numbers, etc. While I =
have gleaned from the current thread that there may be issues with Igo's =
work that irk practioners, I'm curious if anyone who has read the entire =
text thinks it's worthwhile to use in a university classroom setting =
(does the good outweigh the bad in this context)?

Patrick Murray
Director of Polling Institute
Monmouth University
West Long Branch, NJ 07764-1898
732-263-5858
pdmurray@monmouth.edu

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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 14 Feb 2007 16:11:02 -0500
Reply-To: joanne.pascale@CENSUS.GOV
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joanne Pascale <joanne.pascale@CENSUS.GOV>
Subject: Re: Igo - The Averaged American
Comments: To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <646CCA15396FD24586392DB998CCF02105390664@WLB-EXCH-VS-01.monmouth.edu>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

i read the book and i'm sympathetic to some of the criticisms. for example, i was dissappointed that there wasn't a more rigorous treatment of what "counts" as evidence and truth, then and now. but that was not the aim of the book. her central argument is that these new methods shaped how americans think about themselves, and american as a whole, and epistemology is kind of a side-issue in that argument.

with regard to the point she is trying to make, my biggest concern was why she chose to focus only on the middletown studies, the gallup and roper polls and the kinsey reports, leaving out many domains of social science practice. however, the examples she does focus on provide a solid context for discussion, and she brings to light some very important issues which could raise some good questions in an academic setting, particularly if the book is treated not as a comprehensive history of social science methods in the 20th century but as a supplement.

Joanne Pascale
Center for Survey Methods Research
Statistical Research Division, FB4-3000
Census Bureau
Washington D.C. 20233
301-763-4920

"Murray, Patrick"
<pdmurray@MONMOUTH
H.EDU> To
Sent by: AAPORNET AAPORNET@asu.edu
<AAPORNET@asu.edu cc
>
Subject
Re: Igo - The Averaged American
02/14/2007 03:02
PM

Please respond to
"Murray, Patrick"
<pdmurray@MONMOUTH
H.EDU>

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Date: Thu, 15 Feb 2007 16:27:20 +0000

Reply-To: jpmurphy@JPMURPHY.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: James Murphy <jpmurphy@JPMURPHY.COM>

Subject: Re: Copyrighted psychological inventories

Comments: To: Eric Plutzer <exp12@PSU.EDU>, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

I raised the same question here some months ago and apologize for not relaying the feedback sooner. Our interest concerned potential use of the Roach Values inventory, which is copyrighted. The result was:

- opinion research professionals almost unanimously stated that such material is in the public domain and can be used without obtaining special permissions;

- the copyright holder, understandably, insisted on their rights. But we did find them to be open to a reduced fee arrangement since we did not need to purchase their booklets. They were responsive and seemed to want to find a win-win solution;

- legal counsel for the client said using the material without permission of the copyright holder was forbidden. That immediately ended our consideration of that route.

I think the lessons were: (1) negotiate with the copyright holder; they might be open to a compromise; and (2) avoid involving lawyers; even when their opinions are the least informed, they seem to carry the most weight.

James P. Murphy, Ph.D.

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

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

Sent: Wednesday, February 14, 2007 09:52 AM

To: AAPORNET@asu.edu

Subject: Copyrighted psychological inventories

Dear colleagues,

I am hoping that one or more of you have some experience and expert knowledge on the following -- or could point me in the right direction of finding a cogent treatment.

In both the journalistic and academic wings of opinion research, question wordings are in the public domain. Indeed, we want frequent borrowing of well-worded questions to provide comparability of surveys across time, place, and sponsoring organization.

In contrast, psychological tests seem to be copyrighted. Schools

administering achievement or intelligence tests by kits, one per student, from test publishers who reap a royalty from each administration. Academic articles using such tests never provide complete question wordings -- often giving only the gist of a small portion of items.

This practice runs counter to the norms of most of us, would prohibit publication in POQ, and would run afoul of expectations of any research funded by the sociology and political science directorates of NSF. Nevertheless, this seems to be the way things are among psychologists who always seem shocked that I would publish my complete questionnaire along with any statistical research.

This raises a challenge for anyone who wishes to embed a scale of occupational stress, for example, into a survey with an N of 1000 or more. Individual subject "kits" run anywhere from \$25 - \$100, it seems. My question is about the practice of borrowing from these tests and embedding items in sample surveys. Does anyone know the legal ramifications? Is unlicensed borrowing nevertheless done commonly in some fields? Do test copyright holders waive or discount fees for large N surveys?

Thanks!
Eric

Eric Plutzer
Department of Political Science
Penn State University
Voice: 814/865-6576
<http://www.personal.psu.edu/exp12/>

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Date: Thu, 15 Feb 2007 14:18:30 -0500
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Milton R. Goldsamt" <miltgold@COMCAST.NET>
Subject: Re: Copyrighted psychological inventories
Comments: To: AAPORNET@asu.edu
In-Reply-To: <W5677922587215121171556840@webmail11>
MIME-version: 1.0 (Apple Message framework v752.3)
Content-type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed
Content-transfer-encoding: 7bit

Luckily there was a compromise available, of a reduced rate arrangement through the copyright holder. I have seen that before, of working out some arrangement such as written permission, or your being allowed to publish selected items for illustrative purposes, especially if your purpose is nonprofit.

However, legally, if there is a copyright, and moreover if it is registered, the copyright, assigned to all items in the inventory, prevails. For more information, those needing to do so can contact the Library of Congress' Copyright Office and if necessary, speak to a Copyright Specialist. I just checked and their very comprehensive web site is <http://www.copyright.gov/>

Also, put yourself in the copyright holder's position: why have they chosen to obtain a copyright? Usually because it's unique and they wish to protect their creation from uses other than what they've intended. (I've recently gone the route of helping my son's artistic creations and my wife's musical compositions be copyrighted, and have run up against these rules.)

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltgold@comcast.net

On Feb 15, 2007, at 11:27 AM, James Murphy wrote:

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- > not relaying the feedback sooner. Our interest concerned potential
- > use of the Rokeach Values inventory, which is copyrighted. The
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=====
Date: Thu, 15 Feb 2007 20:12:37 +0000
Reply-To: jpmurphy@JPMURPHY.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: James Murphy <jpmurphy@JPMURPHY.COM>
Subject: Re: Copyrighted psychological inventories
Comments: To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

I do not disagree with what you are saying but, just to argue a little . =

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What if the Gallup Organization decided to copyright something like, "In general, how satisfied or dissatisfied are you with the way things are going in the United States today?" and called it the Gallup Citizen Satisfaction Index, and submitted it for copyright? In fact (if I have the wording correct) Gallup has been asking this question for decades and compiles and shares (under certain conditions) the answers. Does this mean Joe Blow cannot ask that question without obtaining permission from Gallup? I think there is a continuum of questions (scales) beginning with very simple items (Which is more important to you -- the economy or our nation's defense? for example) all the way up to lengthy inventories with theoretical underpinnings (MMPI, for example) that we would probably all agree should have some ownership rights. The problem is that the items likely to be of most value to those on this list are in the gray, in-between area and Rokeach Values is a good example. It's merely a rank ordering of 18 (= ?) values (states, conditions) in two general areas. Each value is expressed as a single, commonly used word or short phrase. Where do you draw the line?

James P. Murphy, Ph.D.

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

From: Milton R. Goldsamt [<mailto:miltrgold@COMCAST.NET>]
Sent: Thursday, February 15, 2007 02:18 PM
To: AAPORNET@asu.edu
Subject: Re: Copyrighted psychological inventories

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However, legally, if there is a copyright, and moreover if it is

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Date: Thu, 15 Feb 2007 15:34:52 -0500
Reply-To: Elena Caudle <ecaudle@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Elena Caudle <ecaudle@GMAIL.COM>
Subject: Research Analyst Position Arlington, VA
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=WINDOWS-1252; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

The Consumer Electronics Association has an exciting opportunity for a Research Analyst. This position will assume the role of project manager for assigned research projects, focusing primarily on CEA event research and internal research projects. Survey results will be used to produce quality content from quantitative and qualitative research projects. Requires understanding the survey research process, ability to develop research plans, and experience managing survey projects and preparing concise reports.

Critical Duties and Responsibilities:

=B7 Support internal strategic decision-making process through the use of B2B surveys.

=B7 Work with CEA staff to collect and summarize B2B survey data to assist in the internal strategic decision making process, e.g., a survey of International CES attendees.

=B7 Develop and manage multiple research survey projects.

=B7 Recommend methodologies and compose survey questionnaires.

=B7 Be responsible for the survey fielding process.

=B7 Analyzing survey results, draft executive summaries, prepare and edit data files for final reports.

=B7 Works with internal departments and external vendors (when necessary), maintain various databases, and program online surveys as needed.

=B7 Communicate with CEA member companies as needed. This may entail soliciting input for consumer research surveys, writing blurbs for email updates, meeting with CEA members at conferences, or responding to member inquiries.

=B7 Maintains technical knowledge by attending educational workshops; reviewing publications; etc.

=B7 Other duties as assigned.

***Work Experience:**

*At least 2-3 years related experience working in a research capacity, preferably with independent project management experience. Experience should also include writing, designing, conducting and analyzing survey research.

***Education/Training:**

*Four year college degree in related field.

Skills/Capabilities/Technical:

=B7 Strong written and oral communication skills.

=B7 Strong organizational / project management skills.

=B7 Must be comfortable with the technical aspects of research, including running topline and crosstab results.

=B7 Must also be comfortable using and learning software applications. Microsoft Office applications will be used heavily, as well as WinCross, SPSS, SQL, and the proprietary eBrain application, surveyGuru (an HTML based program).

=B7 Ability to think creatively and analytically.

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of businesses and strategic relationships. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer Channels. Combined, CEA's members account for more than \$125 billion in annual sales. CEA also produces and manages the International CES, the world's largest consumer technology tradeshow held in Las Vegas each January.

CEA was voted as one of the top 50 companies to work for by the Washingtonian Magazine. CEA offers unique and excellent benefits including leading edge PPO health insurance, six percent match on 401k, pension plan, 10 percent incentive bonuses, 35 hour work week, onsite bootcamp, yoga, weight training, excellent training programs, and much more. Find out more about our unique employee culture at <http://www.CE.org/> <<http://www.ce.org/>>

.

*Please send cover letter, resume and salary req to: CEA, Attn: HR, 2500
Wilson Blvd., Arlington, VA 22201. Email: ceajobs@CE.org. *

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Date: Thu, 15 Feb 2007 14:09:28 -0700
Reply-To: lawton@TECHSOCIETY.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: lawton@TECHSOCIETY.COM
Subject: Sage publications access free online till feb 28
Comments: To: AAPORNET@asu.edu
In-Reply-To: <W5677922587215121171556840@webmail11>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

Now you know:

FYI, Sage journals are currently free on line, until Feb 28
<http://www.sagepublications.com/sjfreeaccess/>

Leora Lawton
TechSociety Research
www.techsociety.com

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Date: Thu, 15 Feb 2007 19:08:46 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Copyrighted psychological inventories
Comments: To: jpmurphy@JPMURPHY.COM
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <W695132616118351171570357@webmail10>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Copyright law does not prevent you from using any one or more questions
from a copyrighted test battery. What it does prevent you from doing is
using the test battery itself, meaning the combination of the specific
sequence of questions and wording, along with the scoring system used to

derive a measurement from them.

Jan Werner

James Murphy wrote:

- > I do not disagree with what you are saying but, just to argue a little . . .
- > What if the Gallup Organization decided to copyright something like, "In general, how satisfied or dissatisfied are you with the way things are going in the United States today?" and called it the Gallup Citizen Satisfaction Index, and submitted it for copyright? In fact (if I have the wording correct) Gallup has been asking this question for decades and compiles and shares (under certain conditions) the answers. Does this mean Joe Blow cannot ask that question without obtaining permission from Gallup?
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- > James P. Murphy, Ph.D.
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- > -----Original Message-----
- > From: Milton R. Goldsamt [mailto:miltrgold@COMCAST.NET]
- > Sent: Thursday, February 15, 2007 02:18 PM
- > To: AAPORNET@asu.edu
- > Subject: Re: Copyrighted psychological inventories
- >
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- >
- > Milton R. Goldsamt, Ph.D.
- > Consulting Research Psychologist & Statistician
- > Silver Spring, MD

> miltrgold@comcast.net

>

> *****

>

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=====
Date: Thu, 15 Feb 2007 20:52:15 -0500

Reply-To: howard schuman <hschuman@UMICH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: howard schuman <hschuman@UMICH.EDU>

Subject: "The Averaged American": Clarifying an Earlier Comment

Comments: To: aapor <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=windows-1252; format=flowed
Content-transfer-encoding: 8BIT

After reading additional pages of “The Averaged American,” I’d like to clarify an earlier and too quick response I made to someone’s query on aapornet.

The book asks a quite interesting and important question: how has the proliferation of results from public polls and surveys influenced the very public that has been surveyed? The main limitation I found in the book is that it has nothing especially informative or insightful to say in answer to the question.

A large part of the book is a familiar history of milestones such as the Literary Digest debacle and 1948 Election mis-predictions; accounts of how Gallup and other pioneers got into polling in the first place, and Kinsey into surveying sex experiences; discussions of the problems of interviewing, quota sampling, and the like. A reader will certainly see that polls and surveys have developed into an increasingly important and pervasive feature of American life. However, most of this (and much else also) is covered in more depth in Jean Converse’s classic “Survey Research in the United States: Roots & Emergence,” which in fact the present author draws on a good bit. Other past treatments of survey methods and issues are also covered and referenced in “The Averaged American,” and in that sense it may be a useful book for those relatively new to the field or to those in other disciplines. The text is clearly written, and the Notes, largely bibliographic, run some 75 pages.

When the author does attempt to look at how the public has been shaped by and responds to poll results, it is by quoting from occasional letters that Kinsey and others received, or commentary by editorial writers, reporters, and other observers. Some of these quotes are interesting, but qualitative self-selection has the same problems as numbers based on self-selected call-in polls, so we do not really learn how the larger public has been transformed by exposure to survey data. We may even be misled by the few who chose to speak publicly. Learning how the public has responded survey results would take a different type of study, whether qualitative or quantitative or ideally both.

Of course, one outcome from polls we can count on even more than an “average” is a great deal of variation. Thus other readers of the book may well have a different reaction than I did.

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: Fri, 16 Feb 2007 11:15:13 +0000
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Copyrighted psychological inventories
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Over the past 20 years or so I've seen the Beck Depression Inventory (BDI) turn up in all sorts of places, from doctors' offices to large scale national surveys (not least because it's an extremely useful instrument) and I bet Aaron Beck didn't get his dollar for every person who answered it like he's supposed to.

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

Strategic Analysis: RM (YCS and Next Steps Study), W606, Moorfoot, Sheffield, S1 4PQ. 0114 20259 201180
For information about the Next Steps Study go to
www.dfes.gov.uk/research
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>Sent: 16 February 2007 00:09

>To: AAPORNET@asu.edu

>Subject: Re: Copyrighted psychological inventories

>

> Copyright law does not prevent you from using any one or more questions

> from a copyrighted test battery. What it does prevent you from doing is

> using the test battery itself, meaning the combination of the specific

> sequence of questions and wording, along with the scoring system used

> to

> derive a measurement from them.

>

> Jan Werner

>

>

> James Murphy wrote:

>> I do not disagree with what you are saying but, just

>> to argue a

>> little = 20. = 20.

>>=20What=20if=20the=20Gallup=20Organization=20decided=20to=20copyright=20something=20like,
"In=20general,=20how
>satisfied=20or=20dissatisfied=20are=20you=20with=20the=20way=20things=20are=20going=20in=20the
United=20States=20today?"
>and=20called=20it=20the=20Gallup=20Citizen=20Satisfaction=20Index,=20and=20submitted=20it
for=20copyright?=20In=20fact=20(if=20I
>have=20the=20wording=20correct)=20Gallup=20has=20been=20asking=20this=20question=20for
decades=20and=20compiles=20and
>shares=20(under=20certain=20conditions)=20the=20answers.=20Does=20this=20mean=20Joe=20Blow
cannot=20ask=20that
>question=20without=20obtaining=20permission=20from=20Gallup?
>>=20I=20think=20there=20is=20a=20continuum=20of=20questions=20(scales)=20beginning=20with
very=20simple=20items=20(Which
>is=20more=20important=20to=20you=20--=20the=20economy=20or=20our=20nation='s=20defense?=20for
example)=20all=20the=20way=20up
>to=20lengthy=20inventories=20with=20theoretical=20underpinnings=20(MMPI,=20for
example)=20that=20we=20would
>probably=20all=20agree=20should=20have=20some=20ownership=20rights.=20The=20problem=20is
that=20the=20items=20likely=20to
>be=20of=20most=20value=20to=20those=20on=20this=20list=20are=20in=20the=20gray,=20in-between=20area
and=20Rokeach=20Values=20is=20a
>good=20example.=20It's=20merely=20a=20rank=20ordering=20of=2018=20(?)=20values=20(states,
conditions)=20in=20two=20general
>areas.=20Each=20value=20is=20expressed=20as=20a=20single,=20commonly=20used=20word=20or=20short
phrase.=20Where=20do
>you=20draw=20the=20line?
>>=20James=20P.=20Murphy,=20Ph.D.
>>
>>=20-----Original=20Message-----
>>=20From:=20Milton=20R.=20Goldsamt=20[mailto:miltrgold@COMCAST.NET]
>>=20Sent:=20Thursday,=20February=2015,=202007=2002:18=20PM
>>=20To:=20AAPORNET@asu.edu
>>=20Subject:=20Re:=20Copyrighted=20psychological=20inventories
>>
>>=20Luckily=20there=20was=20a=20compromise=20available,=20of=20a=20reduced=20rate
>>=20arrangement=20through=20the=20copyright=20holder.=20I=20have=20seen=20that=20before,
>>=20of=20working=20out=20some=20arrangement=20such=20as=20written=20permission,=20or=20your
>>=20being=20allowed=20to=20publish=20selected=20items=20for=20illustrative=20purposes,

>>=20especially=20if=20your=20purpose=20is=20nonprofit.
>>
>>=20However,=20legally,=20if=20there=20is=20a=20copyright,=20and=20moreov=
er=20if=20it=20is
>>=20registered,=20the=20copyright,=20assigned=20to=20all=20items=20in=20t=
he=20inventory,
>>=20prevails.=20For=20more=20information,=20those=20needing=20to=20do=20s=
o=20can=20contact
>>=20the=20Library=20of=20Congress'=20Copyright=20Office=20and=20if=20nece=
ssary,=20speak=20to
>>=20a=20Copyright=20Specialist.=20I=20just=20checked=20and=20their=20very=
=20comprehensive
>>=20web=20site=20is=20http://www.copyright.gov/
>>
>>=20Also,=20put=20yourself=20in=20the=20copyright=20holder's=20position:=20=
why=20have=20they
>>=20chosen=20to=20obtain=20a=20copyright?=20Usually=20because=20it's=20un=
ique=20and=20they
>>=20wish=20to=20protect=20their=20creation=20from=20uses=20other=20than=20=
what=20they've
>>=20intended.=20(I've=20recently=20gone=20the=20route=20of=20helping=20my=
=20son's=20artistic
>>=20creations=20and=20my=20wife's=20musical=20compositions=20be=20copyrig=
hted,=20and=20have
>>=20run=20up=20against=20these=20rules.)
>>
>>=20Milton=20R.=20Goldsamt,=20Ph.D.
>>=20Consulting=20Research=20Psychologist=20&=20Statistician
>>=20Silver=20Spring,=20MD
>>=20miltgold@comcast.net
>>
>>=20*****
>>
>>=20On=20Feb=202015,=202007,=20at=2011:27=20AM,=20James=20Murphy=20wrote:
>>
>>>=20I=20raised=20the=20same=20question=20here=20some=20months=20ago=20an=
d=20apologize=20for
>>>=20not=20relaying=20the=20feedback=20sooner.=20Our=20interest=20concern=
ed=20potential
>>>=20use=20of=20the=20Rokeach=20Values=20inventory,=20which=20is=20copyri=
ghted.=20The
>>>=20result=20was:
>>>=20--=20opinion=20research=20professionals=20almost=20unanimously=20stat=
ed=20that
>>>=20such=20material=20is=20in=20the=20public=20domain=20and=20can=20be=20=
used=20without
>>>=20obtaining=20special=20permissions;
>>>=20--=20the=20copyright=20holder,=20understandably,=20insisted=20on=20th=
eir=20rights.
>>>=20But=20we=20did=20find=20them=20to=20be=20open=20to=20a=20reduced=20f=
ee=20arrangement=20since
>>>=20we=20did=20not=20need=20to=20purchase=20their=20booklets.=20They=20w=
ere=20responsive
>>>=20and=20seemed=20to=20want=20to=20find=20a=20win-win=20solution;

>>>=20=20legal=20counsel=20for=20the=20client=20said=20using=20the=20mate=
rial=20without
>>>=20permission=20of=20the=20copyright=20holder=20was=20forbidden.=20That=
=20immediately
>>>=20ended=20our=20consideration=20of=20that=20route.
>>>=20I=20think=20the=20lessons=20were:=20(1)=20negotiate=20with=20the=20c=
opyright=20holder;
>>>=20they=20might=20be=20open=20to=20a=20compromise;=20and=20(2)=20avoid=20=
involving
>>>=20lawyers;=20even=20when=20their=20opinions=20are=20the=20least=20info=
rmed,=20they=20seem
>>>=20to=20carry=20the=20most=20weight.
>>>=20James=20P.=20Murphy,=20Ph.D.
>>>=20.

>>
>>=20-----
>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20t=
ext:
>>=20signoff=20aapornet
>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>>
>>
>>
>>=20-----
>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>=20Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20t=
ext:
>>=20signoff=20aapornet
>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>>
>
>-----
>Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>Unsubscribe?=20Send=20email=20to=20listserv@asu.edu=20with=20this=20text:=

>signoff=20aapornet
>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>
>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=
TERNET.
>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=
=20by=20the
Government=20Secure=20Intranet
>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Cable=20=
&=20Wireless
in=20partnership=20with
>MessageLabs.
>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20=
Helpdesk.
>The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to
achieve=20the=20CSIA

>Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007),=20=
the=20UK
Government=20quality
>mark=20initiative=20for=20information=20security=20products=20and=20servi=
ces.=20=20For
more=20information=20about
>this=20please=20visit=20www.cctmark.gov.uk

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
Government=20Secure=20Intranet=20(GSI)=20=20virus=20scanning=20service=20s=
upplied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=
h=20MessageLabs.
On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus=20free.
The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=
tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=
k=20initiative=20for=20information=20security=20products=20and=20services.=
=20=20For=20more=20information=20about=20this=20please=20visit=20www.cctma=
rk.gov.uk

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

=====
Date: Fri, 16 Feb 2007 08:41:15 -0500
Reply-To: Peter Mitchell <pmitchell@M4CHANGE.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Peter Mitchell <pmitchell@M4CHANGE.COM>
Subject: Quick Book Recommendation
Comments: To: AAPORNET@asu.edu
Comments: cc: Jeff Mitchell <jeff@proteus-international.com>
MIME-version: 1.0 (Apple Message framework v624)
Content-type: text/plain; charset=US-ASCII; format=flowed
Content-transfer-encoding: 7bit

Sorry -- I need a recommendation. I'm not offering one.

A client of a client of mine asked him to recommend a good book specifically about writing survey questions. This would have to be something geared for someone who is far from an expert in the field. I figured the folks on this list would be full of suggestions. I'm thinking the best idea would be a chapter in a more general book. Any ideas?

Peter Mitchell
Marketing for Change

Washington, DC 202.462.1208
Tallahassee, FL 850.205.0026
Fax 202.558.4469

pmitchell@m4change.com

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

Date: Fri, 16 Feb 2007 13:56:23 +0000
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Quick Book Recommendation
Comments: To: pmitchell@M4CHANGE.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I'm=20afraid=20my=20rather=20negative=20response=20to=20your=20client=20of=
=20a=20client=20would
be=20that=20this=20activity=20is=20something=20that=20is=20best=20done=20b=
y=20an=20experienced
professional=20and=20can't=20be=20learned=20from=20books.=20Would=20he/she=
=20recommend=20a
chapter=20in=20a=20book=20on=20how=20to=20do=20his/her=20job?

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

Strategic=20Analysis:=20RM=201=20(YCS=20and=20Next=20Steps=20Study),=20
W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180=20
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
www.dfes.gov.uk/research=20or
<http://www.esds.ac.uk/longitudinal/access/lsype/>=20

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

>From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Peter=20=
Mitchell

>Sent:=2016=20February=202007=2013:41

>To:=20AAPORNET@asu.edu

>Subject:=20Quick=20Book=20Recommendation

>

>Sorry=20--=20I=20need=20a=20recommendation.=20I'm=20not=20offering=20one.=

>

>A=20client=20of=20a=20client=20of=20mine=20asked=20him=20to=20recommend=20=
a=20good=20book

>specifically=20about=20writing=20survey=20questions.=20This=20would=20hav=
e=20to=20be

>something=20geared=20for=20someone=20who=20is=20far=20from=20an=20expert=20=
in=20the=20field.=20=20I

>=20=20figured=20the=20folks=20on=20this=20list=20would=20be=20full=20of=20=

suggestions.=20I'm
>thinking=20the=20best=20idea=20would=20be=20a=20chapter=20in=20a=20more=20=
general=20book.=20Any
>ideas?

>

>

>-----

>Peter=20Mitchell

>Marketing=20for=20Change

>

>Washington,=20DC=20=20202.462.1208

>Tallahassee,=20FL=20=20=20850.205.0026

>Fax=20=09=20=09=20=20=09=20=20=20202.558.4469

>

>pmitchell@m4change.com

>

>-----

>Archives:=20http://lists.asu.edu/archives/aapornet.html=20.

>Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.

>Unsubscribe?-don't=20reply=20to=20this=20message,=20write=20to:

aapornet-request@asu.edu

>

>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=
TERNET.

>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=
=20by=20the

Government=20Secure=20Intranet

>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Cable=20=
&=20Wireless

in=20partnership=20with

>MessageLabs.

>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20=
Helpdesk.

>The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to

achieve=20the=20CSIA

>Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007),=20=
the=20UK

Government=20quality

>mark=20initiative=20for=20information=20security=20products=20and=20servi=
ces.=20=20For

more=20information=20about

>this=20please=20visit=20www.cctmark.gov.uk

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
Government=20Secure=20Intranet=20(GSI)=20=20virus=20scanning=20service=20s=
upplied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=
h=20MessageLabs.

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

The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=
tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=
k=20initiative=20for=20information=20security=20products=20and=20services.=
=20=20For=20more=20information=20about=20this=20please=20visit=20www.cctma=

I'm afraid my rather negative response to your client of a client would be that this activity is something that is best done by an experienced professional and can't be learned from books. Would he/she recommend a chapter in a book on how to do his/her job?

Iain Noble
Department for Education and Skills
Creating opportunity, releasing potential, achieving excellence
Strategic Analysis: RM 1 (YCS and Next Steps Study),
W606, Moorfoot, Sheffield, S1 4PQ.
0114 259 1180
For information about the Next Steps Study go to
www.dfes.gov.uk/research or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell
>Sent: 16 February 2007 13:41
>To: AAPORNET@asu.edu
>Subject: Quick Book Recommendation

>
>Sorry -- I need a recommendation. I'm not offering one.

>
>A client of a client of mine asked him to recommend a good book
>specifically about writing survey questions. This would have to be
>something geared for someone who is far from an expert in the field. I
> figured the folks on this list would be full of suggestions. I'm
>thinking the best idea would be a chapter in a more general book. Any
>ideas?

>
>
>-----
>Peter Mitchell
>Marketing for Change
>
>Washington, DC 202.462.1208
>Tallahassee, FL 850.205.0026
>Fax 202.558.4469
>
>pmitchell@m4change.com

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

>
>PLEASE NOTE: THE ABOVE MESSAGE WAS RECEIVED FROM THE INTERNET.
>On entering the GSI, this email was scanned for viruses by the
Government Secure Intranet
>(GSI) virus scanning service supplied exclusively by Cable & Wireless
in partnership with
>MessageLabs.

>In case of problems, please call your organisational IT Helpdesk.
>The MessageLabs Anti Virus Service is the first managed service to achieve the CSIA
>Claims Tested Mark (CCTM Certificate Number 2006/04/0007), the UK Government quality
>mark initiative for information security products and services. For more information about
>this please visit www.cctmark.gov.uk

The original of this email was scanned for viruses by Government Secure Intranet (GSI) virus scanning service supplied exclusively by Cable & Wireless in partnership with MessageLabs.

On leaving the GSI this email was certified virus free.

The MessageLabs Anti Virus Service is the first managed service to achieve the CSIA Claims Tested Mark (CCTM Certificate Number 2006/04/0007), the UK Government quality mark initiative for information security products and services. For more information about this please visit www.cctmark.gov.uk

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

Date: Fri, 16 Feb 2007 09:32:20 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Quick Book Recommendation
Comments: To: Iain.NOBLE@DFES.GSI.GOV.UK
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <8CD5D9A623A40E4BAB9DD7531EBDEDBB04659866@MFEXC01.AD.HQ.DEPT>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

While this response is certainly correct in the abstract, it may not be appropriate or relevant to the question asked.

I would not recommend learning heart surgery from a book, but I would recommend that anyone contemplating heart surgery read up about the procedure before making any decisions on how to proceed.

Jan Werner

Iain Noble wrote:

> I'm afraid my rather negative response to your client of a client would
> be that this activity is something that is best done by an experienced
> professional and can't be learned from books. Would he/she recommend a
> chapter in a book on how to do his/her job?
>
> Iain Noble
> Department for Education and Skills

> Creating opportunity, releasing potential, achieving excellence
> Strategic Analysis: RM 1 (YCS and Next Steps Study),
> W606, Moorfoot, Sheffield, S1 4PQ.
> 0114 259 1180
> For information about the Next Steps Study go to
> www.dfes.gov.uk/research or
> <http://www.esds.ac.uk/longitudinal/access/lsype/>
>
>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell
>> Sent: 16 February 2007 13:41
>> To: AAPORNET@asu.edu
>> Subject: Quick Book Recommendation
>>
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>> thinking the best idea would be a chapter in a more general book. Any
>> ideas?
>>
>>
>> -----
>> Peter Mitchell
>> Marketing for Change
>>
>> Washington, DC 202.462.1208
>> Tallahassee, FL 850.205.0026
>> Fax 202.558.4469
>>
>> pmitchell@m4change.com
>>
>> -----
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>> Government quality
>> mark initiative for information security products and services. For
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>
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>

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

Date: Fri, 16 Feb 2007 14:43:33 +0000
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Quick Book Recommendation
Comments: To: jwerner@jwdp.com
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Yes,=20but=20the=20advice=20given=20in=20a=20book=20called=20'So=20you're=20=
thinking=20about
having=20heart=20surgery?'=20would=20be=20rather=20different=20to=20that=20=
in=20'How=20to
learn=20to=20do=20heart=20surgery'.=20Perhaps=20Chapter=201=20of=20the=20s=
econd=20book=20would
begin=20with=20a=20variant=20of=20Escoffier's=20famous=20dictum=20about=20=
how=20all=20cooking
begins=20with=20a=20sharp=20knife.

Perhaps=20we=20could=20recommend=20a=20chapter=20on=20'Knowing=20if=20your=
=20questionnaire
is=20a=20good=20one'=20rather=20than=20'How=20to=20write=20one'.=20Won't=20=
leave=20us=20with=20much
choice,=20I=20fear,=20even=20though=20it=20might=20be=20better=20if=20clie=
nts=20read=20that=20sort
of=20book=20rather=20than=20a=20'How=20to'.

My=20experience=20working=20in=20an=20organisation=20which=20commissions=20=
a=20lot=20of
survey=20research=20but=20where=20most=20of=20the=20project=20managers=20h=

ave=20little=20or=20no
experience=20of=20actually=20doing=20this=20sort=20of=20work=20themselves,=
=20rather=20than
hiring=20others=20to=20do=20it,=20is=20that=20the=20experienced=20independ=
ent=20professional
who=20has=20actually=20done=20it=20picks=20up=20far=20more=20in=20the=20wa=
y=20of=20flaws=20than=20they
do.=20=20I=20have=20seen=20some=20appalling=20questionnaires=20in=20my=20t=
ime=20here,=20some=20of
them=20not=20even=20my=20own.=20That's=20why=20expert=20panels=20and=20cir=
culating=20drafts
for=20comment=20are=20invaluable.

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

Strategic=20Analysis:=20RM=201=20(YCS=20and=20Next=20Steps=20Study),=20
W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180=20
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
www.dfes.gov.uk/research=20or
<http://www.esds.ac.uk/longitudinal/access/lstype/>=20

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

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

>Sent:=2016=20February=202007=2014:32

>To:=20NOBLE,=20Iain

>Cc:=20AAPORNET@asu.edu

>Subject:=20Re:=20Quick=20Book=20Recommendation

>

>While=20this=20response=20is=20certainly=20correct=20in=20the=20abstract,=
=20it=20may=20not=20be

>appropriate=20or=20relevant=20to=20the=20question=20asked.

>

>I=20would=20not=20recommend=20learning=20heart=20surgery=20from=20a=20boo=
k,=20but=20I=20would

>recommend=20that=20anyone=20contemplating=20heart=20surgery=20read=20up=20=
about=20the

>procedure=20before=20making=20any=20decisions=20on=20how=20to=20proceed.

>

>Jan=20Werner

>

>

>Iain=20Noble=20wrote:

>>=20I'm=20afraid=20my=20rather=20negative=20response=20to=20your=20client=
=20of=20a=20client

would

>>=20be=20that=20this=20activity=20is=20something=20that=20is=20best=20don=
e=20by=20an

experienced

>>=20professional=20and=20can't=20be=20learned=20from=20books.=20Would=20h=
e/she=20recommend

a
>>=20chapter=20in=20a=20book=20on=20how=20to=20do=20his/her=20job?
>>
>>=20Iain=20Noble
>>=20Department=20for=20Education=20and=20Skills
>>=20Creating=20opportunity,=20releasing=20potential,=20achieving=20excellence
>>=20Strategic=20Analysis:=20RM=201=20(YCS=20and=20Next=20Steps=20Study),
>>=20W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.
>>=200114=20259=201180
>>=20For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
>>=20www.dfes.gov.uk/research=20or
>>=20http://www.esds.ac.uk/longitudinal/access/lstype/
>>
>>
>>>=20-----Original=20Message-----
>>>=20From:=20AAPORNET=20[mailto:AAPORNET@asu.edu]=20On=20Behalf=20Of=20Peter=20Mitchell
>>>=20Sent:=2016=20February=202007=2013:41
>>>=20To:=20AAPORNET@asu.edu
>>>=20Subject:=20Quick=20Book=20Recommendation
>>>
>>>=20Sorry=20--=20I=20need=20a=20recommendation.=20I'm=20not=20offering=20one.
>>>
>>>=20A=20client=20of=20a=20client=20of=20mine=20asked=20him=20to=20recommend=20a=20good=20book
>>>=20specifically=20about=20writing=20survey=20questions.=20This=20would=20have=20to=20be
>>>=20something=20geared=20for=20someone=20who=20is=20far=20from=20an=20expert=20in=20the=20field.
I
>>>=20=20figured=20the=20folks=20on=20this=20list=20would=20be=20full=20of=20suggestions.=20I'm
>>>=20thinking=20the=20best=20idea=20would=20be=20a=20chapter=20in=20a=20more=20general=20book.
Any
>>>=20ideas?
>>>
>>>
>>>=20-----
>>>=20Peter=20Mitchell
>>>=20Marketing=20for=20Change
>>>
>>>=20Washington,=20DC=20=20202.462.1208
>>>=20Tallahassee,=20FL=20=2020850.205.0026
>>>=20Fax=20=2009=20=2009=20=2009=20=2020202.558.4469
>>>
>>>=20pmitchell@m4change.com
>>>
>>>=20-----
>>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>>>=20Unsubscribe?-don't=20reply=20to=20this=20message,=20write=20to:

>>=20aapornet-request@asu.edu
>>>=20PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=
=20INTERNET.
>>>=20On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20vi=
ruses=20by=20the
>>=20Government=20Secure=20Intranet
>>>=20(GSi)=20virus=20scanning=20service=20supplied=20exclusively=20by=20C=
able=20&
Wireless
>>=20in=20partnership=20with
>>>=20MessageLabs.
>>>=20In=20case=20of=20problems,=20please=20call=20your=20organisational=20=
IT=20Helpdesk.
>>>=20The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20mana=
ged=20service=20to
>>=20achieve=20the=20CSIA
>>>=20Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007=
)=20the=20UK
>>=20Government=20quality
>>>=20mark=20initiative=20for=20information=20security=20products=20and=20=
services.=20=20For
>>=20more=20information=20about
>>>=20this=20please=20visit=20www.cctmark.gov.uk
>>
>>=20The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20=
by=20Government
Secure=20Intranet=20(GSi)
>virus=20scanning=20service=20supplied=20exclusively=20by=20Cable=20&=20Wi=
reless=20in
partnership=20with
>MessageLabs.
>>=20On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus=20f=
ree.
>>=20The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20manag=
ed=20service=20to
achieve=20the=20CSIA
>Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007),=20=
the=20UK
Government=20quality
>mark=20initiative=20for=20information=20security=20products=20and=20servi=
ces.=20=20For
more=20information=20about
>this=20please=20visit=20www.cctmark.gov.uk
>>
>>=20-----
>>=20Archives:=20http://lists.asu.edu/archives/aapornet.html=20.
>>=20Please=20ask=20authors=20before=20quoting=20outside=20AAPORNET.
>>=20Unsubscribe?-don't=20reply=20to=20this=20message,=20write=20to:
aapornet-request@asu.edu
>>
>>
>
>PLEASE=20NOTE:=20THE=20ABOVE=20MESSAGE=20WAS=20RECEIVED=20FROM=20THE=20IN=
TERNET.

>On=20entering=20the=20GSI,=20this=20email=20was=20scanned=20for=20viruses=
=20by=20the
Government=20Secure=20Intranet
>(GSI)=20virus=20scanning=20service=20supplied=20exclusively=20by=20Cable=20=
&=20Wireless
in=20partnership=20with
>MessageLabs.
>In=20case=20of=20problems,=20please=20call=20your=20organisational=20IT=20=
Helpdesk.
>The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to
achieve=20the=20CSIA
>Claims=20Tested=20Mark=20(CCTM=20Certificate=20Number=202006/04/0007),=20=
the=20UK
Government=20quality
>mark=20initiative=20for=20information=20security=20products=20and=20servi=
ces.=20=20For
more=20information=20about
>this=20please=20visit=20www.cctmark.gov.uk

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
Government=20Secure=20Intranet=20(GSI)=20=20virus=20scanning=20service=20s=
upplied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=
h=20MessageLabs.
On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus=20free.
The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=
tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=
k=20initiative=20for=20information=20security=20products=20and=20services.=
=20=20For=20more=20information=20about=20this=20please=20visit=20www.cctma=
rk.gov.uk

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=====
Date: Fri, 16 Feb 2007 09:49:00 -0500
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <joeldbloom@GMAIL.COM>
Subject: Re: Quick Book Recommendation
Comments: To: Peter Mitchell <pmitchell@m4change.com>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <815c8f7a0e70938780746ba256483257@m4change.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

While I agree with the skepticism expressed by others (and have been very frustrated to see what is put out there as "surveys" on my campus) the fact is, people are going to do it, so they might as well have some information. It's a very good sign that Peter's client of a client knew to ask!

In that spirit I have two recommendations:

- *How to Conduct Your Own Survey, *by Priscilla Salant and Don Dillman (Wiley, 1994). This is an inexpensive paperback and is a great primer.
- *Survey Questions,* by Jean Converse and Stanley Presser (Sage Monograph # 63 in the quantitative series).

There are obviously more recent publications, but these would be a great place to start. Good luck!

-- Joel

--

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

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

On 2/16/07, Peter Mitchell <pmitchell@m4change.com> wrote:

- >
- > Sorry -- I need a recommendation. I'm not offering one.
- >
- > A client of a client of mine asked him to recommend a good book
- > specifically about writing survey questions. This would have to be
- > something geared for someone who is far from an expert in the field. I
- > figured the folks on this list would be full of suggestions. I'm
- > thinking the best idea would be a chapter in a more general book. Any
- > ideas?

>

>

> -----

> Peter Mitchell
> Marketing for Change
>

> Washington, DC 202.462.1208
> Tallahassee, FL 850.205.0026
> Fax 202.558.4469
>

> pmitchell@m4change.com

>

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>

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=====

Date: Fri, 16 Feb 2007 09:52:28 -0500
Reply-To: Jim Ellis <jmellis@VCU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Ellis <jmellis@VCU.EDU>
Subject: Re: Quick Book Recommendation
Comments: To: AAPORNET@asu.edu
In-Reply-To:
<!~!UENERkVCMDkAAQACAAAAAAAAAAAAAAAAAAAAABgAAAAAAAAAXrsiPqnURkGQGgiQigqSQU8KAAA
AQAA
AASRFEYBwG8UaQ+Qn6KM2dSwEAAAAA@terrorfreetomorrow.org>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

For this purpose, I might recommend:
Schwarz, Norbert. Questionnaire Design: The Rocky Road From Concepts to
Answers. This is chapter 1 in Survey Measurement and Process Quality, Lyberg
et al. (eds.), 1997, John Wiley and Sons. I think this is relatively easy
reading, has very good references, covers a lot of practical considerations,
and introduces the importance of cognitive theory in questionnaire design.
Jim Ellis
Virginia Commonwealth University

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Kenneth Ballen
Sent: Friday, February 16, 2007 9:16 AM
To: AAPORNET@ASU.EDU
Subject: Re: Quick Book Recommendation

A well-informed client is best client.

-----Original Message-----
From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell
Sent: Friday, February 16, 2007 9:01 AM
To: AAPORNET@asu.edu
Subject: Re: Quick Book Recommendation

It's more about her iunderstanding what we're doing for our clkient (which
she is paying for), but your point is well taken.
Sent via BlackBerry from T-Mobile

-----Original Message-----
From: <Iain.NOBLE@dfes.gsi.gov.uk>
Date: Fri, 16 Feb 2007 13:56:23
To: <pmitchell@M4CHANGE.COM>, <AAPORNET@asu.edu>
Subject: RE: Quick Book Recommendation

I'm afraid my rather negative response to your client of a client would

be that this activity is something that is best done by an experienced professional and can't be learned from books. Would he/she recommend a chapter in a book on how to do his/her job?

Iain Noble

Department for Education and Skills

Creating opportunity, releasing potential, achieving excellence

Strategic Analysis: RM 1 (YCS and Next Steps Study),

W606, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to

www.dfes.gov.uk/research or

<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell

>Sent: 16 February 2007 13:41

>To: AAPORNET@asu.edu

>Subject: Quick Book Recommendation

>

>Sorry -- I need a recommendation. I'm not offering one.

>

>A client of a client of mine asked him to recommend a good book

>specifically about writing survey questions. This would have to be

>something geared for someone who is far from an expert in the field. I

> figured the folks on this list would be full of suggestions. I'm

>thinking the best idea would be a chapter in a more general book. Any

>ideas?

>

>

>-----

>Peter Mitchell

>Marketing for Change

>

>Washington, DC 202.462.1208

>Tallahassee, FL 850.205.0026

>Fax 202.558.4469

>

>pmitchell@m4change.com

>

>-----

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>Claims Tested Mark (CCTM Certificate Number 2006/04/0007), the UK Government quality
>mark initiative for information security products and services. For more information about
>this please visit www.cctmark.gov.uk

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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, 16 Feb 2007 09:56:03 -0500
Reply-To: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Subject: Re: Quick Book Recommendation
Comments: To: kballen@terrorfreetomorrow.org, AAPORNET@asu.edu
Comments: cc: "Naples, Nancy" <nancy.naples@uconn.edu>
MIME-version: 1.0
Content-type: text/plain; charset=Windows-1252
Content-transfer-encoding: quoted-printable

There's a third way to look at this request. Some sociologists, =
psychologists, and anthropologists are deeply involving the end-users of =
their data in the design of their studies. Sometimes this is called =
"participatory action research." The basic idea is that the people who =
need the data can contribute more than just the wording of a contract; =
they can also tell survey professionals a lot about what questions =
should be asked and even how they should be asked. They may be =
particularly astute on response categories. They can also help on sample =
design, coding, and editing. Analysis and interpretation, too. =
On-the-ground knowledge is often essential in doing a survey right.

Obviously, if the end-users are better informed about survey research, =
they'll do a better job of this. The idea has something in common with =
the advice routinely given to patients: find out enough to be able to =
talk intelligently with your physician. It is a bit of a =
counter-reaction to the old image of the professional as distant and =

above questioning. =20

I saw this method used to fashion and analyze a survey of the =
inhabitants of the northernmost island in Germany, which is eroding. =
The issue was how to salvage the homes and the jobs without savaging the =
environment. It seemed to work well. It is also extensively used in =
studies of power structures in organizations. There, the survey =
professional often has no clue as to what the issues are. See Dorothy =
E. Smith and Institutional Ethnography. See also my colleague's =
Feminism and Method: Ethnography, Discourse Analysis, and Activist =
Research by Nancy A. Naples.

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

From: AAPORNET on behalf of Kenneth Ballen
Sent: Fri 2/16/2007 9:16 AM
To: AAPORNET@asu.edu
Cc:=09
Subject: Re: Quick Book Recommendation

A well-informed client is best client.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell
Sent: Friday, February 16, 2007 9:01 AM
To: AAPORNET@asu.edu
Subject: Re: Quick Book Recommendation

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

From: <Iain.NOBLE@dfes.gsi.gov.uk>
Date: Fri, 16 Feb 2007 13:56:23=20
To: <pmitchell@M4CHANGE.COM>, <AAPORNET@asu.edu>
Subject: RE: Quick Book Recommendation

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professional and can't be learned from books. Would he/she recommend a
chapter in a book on how to do his/her job?

Iain Noble=20

Department for Education and Skills=20

Creating opportunity, releasing potential, achieving excellence=20

Strategic Analysis: RM 1 (YCS and Next Steps Study),=20

W606, Moorfoot, Sheffield, S1 4PQ.=20

0114 259 1180=20

For information about the Next Steps Study go to

www.dfes.gov.uk/research or

<http://www.esds.ac.uk/longitudinal/access/lstype/>=20

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

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>Sent: 16 February 2007 13:41

>To: AAPORNET@asu.edu

>Subject: Quick Book Recommendation

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>Peter Mitchell

>Marketing for Change

>

>Washington, DC 202.462.1208

>Tallahassee, FL 850.205.0026

>Fax 202.558.4469

>

>pmitchell@m4change.com

>

>-----

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=====
Date: Fri, 16 Feb 2007 09:56:10 -0500
Reply-To: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Subject: Re: Quick Book Recommendation
Comments: To: AAPORNET@asu.edu
In-Reply-To: <815c8f7a0e70938780746ba256483257@m4change.com>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

For your purposes, I highly recommend Don Dillman's MAIL AND INTERNET
SURVEYS (2000). The chapter on "Writing Questions" includes examples
that are clear and easy to follow, and the text offers explanations in
language that most educated folks could understand.

I think it gives the reader a healthy appreciation of how tricky the
business of questionnaire design can be, so that they will want an
expert to do it for them:)

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

>>> Peter Mitchell <pmitchell@M4CHANGE.COM> 2/16/2007 8:41 AM >>>
Sorry -- I need a recommendation. I'm not offering one.

A client of a client of mine asked him to recommend a good book specifically about writing survey questions. This would have to be something geared for someone who is far from an expert in the field. I

figured the folks on this list would be full of suggestions. I'm thinking the best idea would be a chapter in a more general book. Any ideas?

Peter Mitchell
Marketing for Change

Washington, DC 202.462.1208
Tallahassee, FL 850.205.0026
Fax 202.558.4469

pmitchell@m4change.com

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Date: Fri, 16 Feb 2007 09:13:57 -0800
Reply-To: Patrick Glaser <patrickglaser1@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Patrick Glaser <patrickglaser1@YAHOO.COM>
Subject: Re: Quick Book Recommendation
Comments: To: pmitchell@m4change.com, AAPORNET@asu.edu
In-Reply-To: <345543019-1171634533-cardhu_blackberry.rim.net-1010199948-@bwe011-cell00.bisx.prod.on.blackberry>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8bit

If you're looking for a general book with a chapter explaining questionnaire design- how about "The Basics of Social Research" by Earl Babbie?

Patrick Glaser
CMOR

Peter Mitchell <pmitchell@M4CHANGE.COM> wrote:

It's more about her iunderstanding what we're doing for our clkient (which she is paying for), but your point is well taken.
Sent via BlackBerry from T-Mobile

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

From:

Date: Fri, 16 Feb 2007 13:56:23

To:

Subject: RE: Quick Book Recommendation

I'm afraid my rather negative response to your client of a client would be that this activity is something that is best done by an experienced professional and can't be learned from books. Would he/she recommend a chapter in a book on how to do his/her job?

Iain Noble

Department for Education and Skills

Creating opportunity, releasing potential, achieving excellence

Strategic Analysis: RM 1 (YCS and Next Steps Study),

W606, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to

www.dfes.gov.uk/research or

<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Peter Mitchell

>Sent: 16 February 2007 13:41

>To: AAPORNET@asu.edu

>Subject: Quick Book Recommendation

>

>Sorry -- I need a recommendation. I'm not offering one.

>

>A client of a client of mine asked him to recommend a good book

>specifically about writing survey questions. This would have to be

>something geared for someone who is far from an expert in the field. I

>figured the folks on this list would be full of suggestions. I'm

>thinking the best idea would be a chapter in a more general book. Any

>ideas?

>

>

>-----

>Peter Mitchell

>Marketing for Change

>

>Washington, DC 202.462.1208

>Tallahassee, FL 850.205.0026

>Fax 202.558.4469

>

>pmitchell@m4change.com

>

>-----

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Date: Fri, 16 Feb 2007 09:53:19 -0800
Reply-To: lbourque@UCLA.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Bourque <lbourque@UCLA.EDU>
Subject: Re: Quick Book Recommendation
Comments: To: Joel Bloom <joeldbloom@GMAIL.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <5712bbfc0702160649h106a3e31p8f9a48f43d7c8ea@mail.gmail.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Also, the Survey Kit by Sage, with a series of books.

Quoting Joel Bloom <joeldbloom@GMAIL.COM>:

> While I agree with the skepticism expressed by others (and have been very

> frustrated to see what is put out there as "surveys" on my campus) the fact
> is, people are going to do it, so they might as well have some information=
> .
> It's a very good sign that Peter's client of a client knew to ask!
>
> In that spirit I have two recommendations:
>
> - *How to Conduct Your Own Survey, *by Priscilla Salant and Don
> Dillman (Wiley, 1994). This is an inexpensive paperback and is a great
> primer.
> - *Survey Questions,* by Jean Converse and Stanley Presser (Sage
> Monograph # 63 in the quantitative series).
>
> There are obviously more recent publications, but these would be a great
> place to start. Good luck!
>
> -- Joel
>
> --=20
> Joel David Bloom, Ph.D.
> The University at Albany, SUNY
>
> Research Assistant Professor, Dept. of Political Science
> Associate Director, Office of Institutional Research
> Phone: (518) 437-4791
> Cell: 541-579-6610
> E-mail: jbloom@albany.edu
> Web: <http://www.albany.edu/ir/>
>
>
> On 2/16/07, Peter Mitchell <pmitchell@m4change.com> wrote:
>>
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>>
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>>
>> -----
>> Peter Mitchell
>> Marketing for Change
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>> Washington, DC 202.462.1208
>> Tallahassee, FL 850.205.0026
>> Fax 202.558.4469
>>
>> pmitchell@m4change.com
>>
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=====
Date: Fri, 16 Feb 2007 19:08:37 +0000
Reply-To: Iain.NOBLE@DFES.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DFES.GSI.GOV.UK>
Subject: Re: Quick Book Recommendation
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I=20certainly=20agree=20about=20the=20importance=20of=20involving=20client=20s=20in=20the=20questionnaire=20design=20process,=20especially=20so=20that=20one=20can=20t=20ap=20their=20specialist=20knowledge=20of=20relevant=20conditions.=20I=20don't=20know,=20can't=20know,=20about=20the=20minutiae=20of=20education=20and=20training=20policy=20and=20practice=20in=20the=20UK=20(partly=20because=20they=20change=20it=20so=20often)=20but=20details=20of=20this=20are=20essential=20for=20correct=20framing=20of=20questions=20and=20codes=20on=20the=20surveys=20I=20run.

They,=20however,=20have=20got=20to=20trust=20me=20on=20my=20knowledge=20and=20experience,=20and=20that=20of=20the=20contractor=20agencies=20I=20work=20with,=20of=20HOW=20to=20ask=20questions=20and=20I=20think=20it=20can=20be=20a=20sign=20of=20trouble=20when=20a=20client=20wants=20to=20make=20judgements=20on=20the=20latter.=20It's=20a=20fine=20line=20between=20'Trust=20me=20I'm=20a=20doctor'=20and=20'A=20little=20learning=20is=20a=20dangerous=20thing'.

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

Strategic=20Analysis:=20RM=201=20(YCS=20and=20Next=20Steps=20Study),=20
W606,=20Moorfoot,=20Sheffield,=20S1=204PQ.=20
0114=20259=201180=20
For=20information=20about=20the=20Next=20Steps=20Study=20go=20to
www.dfes.gov.uk/research=20or
http://www.esds.ac.uk/longitudinal/access/lstype/=20

The=20original=20of=20this=20email=20was=20scanned=20for=20viruses=20by=20=
Government=20Secure=20Intranet=20(GSi)=20=20virus=20scanning=20service=20s=
applied=20exclusively=20by=20Cable=20&=20Wireless=20in=20partnership=20wit=
h=20MessageLabs.
On=20leaving=20the=20GSI=20this=20email=20was=20certified=20virus=20free.
The=20MessageLabs=20Anti=20Virus=20Service=20is=20the=20first=20managed=20=
service=20to=20achieve=20the=20CSIA=20Claims=20Tested=20Mark=20(CCTM=20Cer=
tificate=20Number=202006/04/0007),=20the=20UK=20Government=20quality=20mar=
k=20initiative=20for=20information=20security=20products=20and=20services.=
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rk.gov.uk

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=====
Date: Fri, 16 Feb 2007 15:11:55 -0500
Reply-To: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Re: Quick Book Recommendation
Comments: To: Colleen Porter <CPORTER@DENTAL.UFL.EDU>
Comments: cc: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <45D57FB7.2ADE.0036.0@dental.ufl.edu>
MIME-version: 1.0
Content-type: TEXT/PLAIN; charset=US-ASCII; format=flowed

Aren't we forgetting the classics? I purchased my copy of Stanley Payne, "The Art of Asking Questions" (1951) at the local library's housecleaning sale for \$2. Just checked on Amazon, and there is only one used copy on the market. Asking price: \$215.03. Some enterprising university press ought to bring it out again.

=====
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
=====

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

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Date: Fri, 16 Feb 2007 21:13:43 +0100

Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Edith de Leeuw <edithl@XS4ALL.NL>

Subject: Re: Quick Book Recommendation

Comments: To: Joel Bloom <joeldbloom@GMAIL.COM>, AAPORNET@asu.edu

In-Reply-To: <5712bbfc0702160649h106a3e31p8f9a48f43d7c8ea@mail.gmail.com>

MIME-version: 1.0

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

I would add to these excellent suggestion: Fowler's book on Improving Survey questions (sage applied research methods) a lot of good information about writing and testing questions

Another goodie is Czaja & Blair Designing surveys. (also Sage) As the title sugegsts more general, and in teh sense of question writing with less information than the fowler book, but a good introduction.

Take care and good luck

Edith

At 09:49 AM 2/16/2007 -0500, Joel Bloom wrote:

>While I agree with the skepticism expressed by others (and have been very
>frustrated to see what is put out there as "surveys" on my campus) the fact
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>There are obviously more recent publications, but these would be a great
>place to start. Good luck!

>
>-- Joel

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

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

>

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>>
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>>Peter Mitchell
>>Marketing for Change
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>>Washington, DC 202.462.1208
>>Tallahassee, FL 850.205.0026
>>Fax 202.558.4469
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>>pmitchell@m4change.com
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Date: Fri, 16 Feb 2007 11:43:25 -0800
Reply-To: Jennifer Franz <jdfranz@JDFRANZ.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jennifer Franz <jdfranz@JDFRANZ.COM>
Subject: Banner Point Software Summary
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="Windows-1252"
Content-transfer-encoding: 7bit

A while back, I posted an inquiry to the listserv about banner point software that is easy to use and can import data from SPSS. Several people then asked for a summary, which is provided below for anyone who is interested. I didn't get much back, but what I did get may be of use.

SPSS

As our firm has discovered, SPSS is "just about hopeless" for this task. Some sort of supplemental software is indicated for those of us who use SPSS for tabulation and analysis.

WinCross

Two people swear by WinCross, although one of these asserts it is not all that easy to use until you become familiar with it. The others calls it "fairly easy." A third, however, says it is "horrible - very cumbersome."

Quanvert

According to one source, this banner point software is easy to use and powerful, can import data from SPSS, and is readily exported into Excel or Word. It is owned by SPSS, which this source says is "trying to kill it off" in favor of their own Tables product.

UNCLE

Two sources are fond of UNCLE, which apparently has been around for decades. One says this software is fairly expensive.

Microtab

One source says Microtab, while not easy to use, is easier than WinCross and also "fairly intuitive."

I hope this helps those of you who are interested.

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

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Date: Sat, 17 Feb 2007 12:07:55 -0800
Reply-To: Jon Krosnick <krosnick@STANFORD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jon Krosnick <krosnick@STANFORD.EDU>
Subject: Announcing the Summer Institute in Political Psychology 2007
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

ANNOUNCING THE

2007 SUMMER INSTITUTE IN POLITICAL PSYCHOLOGY

at Stanford University

July 8-27, 2007

Stanford University is very pleased to announce that it will host the 2007 Summer Institute in Political Psychology, reviving a tradition that was created by Margaret Hermann and carried out at Ohio State University each summer from 1991 through 2002.

This year's Institute is sponsored by the National Science Foundation's Program in Social Psychology and will be hosted by Stanford Institute for Research in the Social Sciences (IRiSS).

The Summer Institute this year will offer 3 weeks of training in political psychology to up to 60 participants, including graduate students, faculty, professionals, and advanced undergraduates. The activity schedule will include lectures by world-class faculty, discussion groups, research/interest group meetings, group projects, and an array of social activities.

Political psychology is an exciting and thriving subdisciplinary specialty that explores the origins of political behavior and the causes of political events, with a special focus on the psychological mechanisms at work. The principal contributors to the field include social psychologists, political scientists, sociologists, psychiatrists, and other researchers who cross bridges between disciplines in efforts to enrich their scholarship.

A wide range of topics are explored by political psychologists, including terrorism, the causes and dynamics of war, the determinants of election outcomes, public perceptions of the legitimacy of their governments, the influence of the news media on political affairs, processes of individual and collective decision-making by political elites, bargaining and negotiation between and within nations, the impact of leaders' personalities on their actions, and much more.

The faculty offering lectures throughout the 3 weeks will include faculty from Stanford, as well as faculty from nearby west-coast universities and faculty from other universities across the country.

Stanford University was home of one of the founders of the field of political psychology, Professor Alexander George, and currently includes to a large group of faculty experts studying political psychology, including Shanto Iyengar (political cognition and news media influence), James Fishkin (deliberative democracy), Paul Sniderman (political attitude formation and change, racial attitudes), Jon Krosnick (public opinion, voting behavior), Robert Zajonc (genocide), Hazel Markus (cultural influences on political attitudes), Lee Ross (conflict and dispute resolution), Albert Bandura (moral disengagement), Phil Zimbardo (terrorism), Douglas McAdam (social movements and protest), Karen Cook (social exchange and trust), Deborah Gruenfeld (political organizations,

bargaining and negotiation), Jon Bendor (political decision-making under uncertainty), Rod Kramer (collective identity, leadership), and others as well.

Applications from interested participants will be accepted beginning on February 15, 2007, and no applications will be accepted after April 16, 2007. A first round of admissions decisions will be made on March 16 for applications received on or before March 12, 2007. If there any slots remain to be filled after that, a second round of admissions decisions will be announced on April 20, 2007.

For the best chance of admission and getting your most preferred housing choice, apply as soon as you possible can, because housing options will be made available to people on a first-applied, first offered basis.

For more information on the 2007 Summer Institute and to apply, please visit

<<http://www.stanford.edu/group/sipp>><http://www.stanford.edu/group/sipp> or email <<mailto:sipp2007@psych.stanford.edu>>sipp2007@psych.stanford.edu

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

Vacation hold? Send email to listserv@asu.edu with this text:

set aapornet nomail

On your return send this: set aapornet mail

Please ask authors before quoting outside AAPORNET.

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

=====
Date: Mon, 19 Feb 2007 19:44:35 -0700

Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Subject: Re: Copyrighted psychological inventories

Comments: To: jwerner@jwdp.com

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <45D4F60E.1000409@jwdp.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Does this mean that you can use the entire battery is you do not use their scoring system?

In a related observation, we have encountered entire questionnaires that asserted copyright. For public agencies that wanted time series data (which would require the re-administration of the entire questionnaire without changing a word). Typically there was nothing special about such questionnaires (ordinary unremarkable ordinary question wording). Does the assertion of copyright (I am virtually certain that there was no legal work done beyond the (c)Copyright notice in the footer) afford the author any rights that would keep someone from using it in its entire to replicate?

Mike O'Neil

Jan Werner wrote:

> Copyright law does not prevent you from using any one or more
> questions from a copyrighted test battery. What it does prevent you
> from doing is using the test battery itself, meaning the combination
> of the specific sequence of questions and wording, along with the
> scoring system used to derive a measurement from them.

>
> Jan Werner

> _____

>
> James Murphy wrote:

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>> something like, "In general, how satisfied or dissatisfied are you
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>> asking this question for decades and compiles and shares (under
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>> that question without obtaining permission from Gallup? I think there
>> is a continuum of questions (scales) beginning with very simple items
>> (Which is more important to you -- the economy or our nation's
>> defense? for example) all the way up to lengthy inventories with
>> theoretical underpinnings (MMPI, for example) that we would probably
>> all agree should have some ownership rights. The problem is that the
>> items likely to be of most value to those on this list are in the
>> gray, in-between area and Rokeach Values is a good example. It's
>> merely a rank ordering of 18 (?) values (states, conditions) in two
>> general areas. Each value is expressed as a single, commonly used
>> word or short phrase. Where do you draw the line?

>> James P. Murphy, Ph.D.

>>

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

>> From: Milton R. Goldsamt [mailto:miltrgold@COMCAST.NET]

>> Sent: Thursday, February 15, 2007 02:18 PM

>> To: AAPORNET@asu.edu

>> Subject: Re: Copyrighted psychological inventories

>>

>> Luckily there was a compromise available, of a reduced rate
>> arrangement through the copyright holder. I have seen that before, of
>> working out some arrangement such as written permission, or your
>> being allowed to publish selected items for illustrative purposes,
>> especially if your purpose is nonprofit.

>>

>> However, legally, if there is a copyright, and moreover if it is
>> registered, the copyright, assigned to all items in the inventory,
>> prevails. For more information, those needing to do so can contact
>> the Library of Congress' Copyright Office and if necessary, speak to
>> a Copyright Specialist. I just checked and their very comprehensive
>> web site is <http://www.copyright.gov/>

>>

>> Also, put yourself in the copyright holder's position: why have they
>> chosen to obtain a copyright? Usually because it's unique and they
>> wish to protect their creation from uses other than what they've
>> intended. (I've recently gone the route of helping my son's artistic
>> creations and my wife's musical compositions be copyrighted, and have
>> run up against these rules.)

>>
>> Milton R. Goldsamt, Ph.D.
>> Consulting Research Psychologist & Statistician
>> Silver Spring, MD
>> miltrgold@comcast.net

>>
>> *****

>>
>> On Feb 15, 2007, at 11:27 AM, James Murphy wrote:

>>
>>> I raised the same question here some months ago and apologize for
>>> not relaying the feedback sooner. Our interest concerned potential
>>> use of the Rokeach Values inventory, which is copyrighted. The
>>> result was:
>>> - opinion research professionals almost unanimously stated that such
>>> material is in the public domain and can be used without obtaining
>>> special permissions;
>>> - the copyright holder, understandably, insisted on their rights.
>>> But we did find them to be open to a reduced fee arrangement since
>>> we did not need to purchase their booklets. They were responsive and
>>> seemed to want to find a win-win solution;
>>> - legal counsel for the client said using the material without
>>> permission of the copyright holder was forbidden. That immediately
>>> ended our consideration of that route.
>>> I think the lessons were: (1) negotiate with the copyright holder;
>>> they might be open to a compromise; and (2) avoid involving lawyers;
>>> even when their opinions are the least informed, they seem to carry
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>>> .
>>
>> -----
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Date: Tue, 20 Feb 2007 08:44:44 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Copyrighted psychological inventories
Comments: To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45DA6093.2080908@alumni.brown.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

My understanding is that individual questions are not covered by copyright and that you can use any number of them, as long as you are producing an original work that is clearly different from the source of the questions. But if you copy an entire battery of questions for any purpose similar to that of the original authors, you can hardly claim to be creating an original work.

What I know of this subject comes from having worked on projects where these issues came up and the clients' legal departments (which included intellectual property lawyers) investigated them. But I am not a lawyer, so if you are planning to copy an entire battery, or large sections of one, I would suggest you talk to an intellectual property lawyer before doing anything else.

Jan Werner

Mike O'Neil wrote:

> Does this mean that you can use the entire battery if you do not use
> their scoring system?
>
> In a related observation, we have encountered entire questionnaires that
> asserted copyright. For public agencies that wanted time series data
> (which would require the re-administration of the entire questionnaire
> without changing a word). Typically there was nothing special about
> such questionnaires (ordinary unremarkable ordinary question wording).
> Does the assertion of copyright (I am virtually certain that there was
> no legal work done beyond the (c)Copyright notice in the footer) afford
> the author any rights that would keep someone from using it in its

> entire to replicate?

>

> Mike O'Neil

> www.oneilresearch.com

>

>

> Jan Werner wrote:

>> Copyright law does not prevent you from using any one or more
>> questions from a copyrighted test battery. What it does prevent you
>> from doing is using the test battery itself, meaning the combination
>> of the specific sequence of questions and wording, along with the
>> scoring system used to derive a measurement from them.

>>

>> Jan Werner

>>

>>

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>>> I do not disagree with what you are saying but, just to argue a
>>> little . . . What if the Gallup Organization decided to copyright
>>> something like, "In general, how satisfied or dissatisfied are you
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>>> James P. Murphy, Ph.D.

>>>

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

>>> From: Milton R. Goldsamt [mailto:miltrgold@COMCAST.NET]

>>> Sent: Thursday, February 15, 2007 02:18 PM

>>> To: AAPORNET@asu.edu

>>> Subject: Re: Copyrighted psychological inventories

>>>

>>> Luckily there was a compromise available, of a reduced rate
>>> arrangement through the copyright holder. I have seen that before, of
>>> working out some arrangement such as written permission, or your
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>>> However, legally, if there is a copyright, and moreover if it is
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>>> run up against these rules.)

>>> Milton R. Goldsamt, Ph.D.
>>> Consulting Research Psychologist & Statistician
>>> Silver Spring, MD
>>> miltrgold@comcast.net

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>>>>

>>> -----

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

>

>

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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: Tue, 20 Feb 2007 09:36:28 -0500
Reply-To: nancy.a.bates@CENSUS.GOV
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Bates <nancy.a.bates@CENSUS.GOV>
Subject: REMINDER: 2007 FCSM Research Conference - Call for Papers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

The 2007 Federal Committee on Statistical Methodology Research conference will be held November 5-7, 2007 in Arlington, Virginia. The conference provides a forum for experts from around the world to discuss and exchange current research and methodological topics relevant to Federal government statistical programs. Possible session topics include, but are not limited to:

- Questionnaire design issues
- Treatment of missing data
- Web data collection issues
- Development of economic indicators
- Bayesian methods
- Variance estimation
- Analysis of complex surveys
- Sample design and estimation methods
- Nonsampling error
- Nonresponse research and coverage issues
- Statistical uses of administrative records
- Design and analysis of longitudinal surveys

Confidentiality, disclosure and privacy issues
Statistical modeling

Abstracts are due March 8, 2007 . For more information please visit the
Federal Committee on Statistical Methodology website at:
<http://www.fcsml.gov/events>

Abstracts may be submitted on-line at:

<http://www.fcsml.gov/cgi-bin/conference/submissions>

Nancy Bates
U.S. Census Bureau
Chair, 2007 FCSM Research Conference

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Date: Tue, 20 Feb 2007 15:03:59 -0500
Reply-To: Janel Kasper-Wolfe <j_kasper-wolfe@ACS.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Janel Kasper-Wolfe <j_kasper-wolfe@ACS.ORG>
Subject: Online focus groups
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Hi everyone,

=20

My organization is going to be conducting some online focus groups with
international scientists/chemists. We have a really fast turnaround for
this project. Has anyone done online focus groups recently and be let
me know what company they used?

=20

Thanks,

=20

Janel Kasper-Wolfe

Research Analyst

Dept. of Member Research and Technology

American Chemical Society

1155 16th Street, NW

Washington, DC 20036

202-872-6120

j_kasper-wolfe@acs.org

=20

=20

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set aapornet nomail

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: Tue, 20 Feb 2007 15:29:06 -0500

Reply-To: Colleen Porter <CPORTER@DENTAL.UFL.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <CPORTER@DENTAL.UFL.EDU>

Subject: Re: Quick Book Recommendation

Comments: To: AAPORNET@asu.edu

In-Reply-To: <Pine.A41.4.63+UNC.0702161507500.55170@login8.isis.unc.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Content-disposition: inline

Thinking about last week's conversation regarding questionnaire design, I might admit that it is possible to worry too much about those issues. A few years back, when I'd been to the wonderful QDET conference, and then to Roger Tourangeau's short course at the AAPOR conference, I was so obsessed with doing questionnaire design "right" that I was nearly frozen into inaction.

When I had to ask a question on a topic that I don't typically cover, I looked in the usual places, asked on AAPORNET, but ultimately had to write the question myself (Gasp!). Like most projects, I didn't have an adequate budget for extensive cognitive interviewing. But I ran it by a few colleagues, pretested it with folks of similar education level to the target audience, and it seemed to work. It didn't have a huge sample size, nor was it providing a baseline that we'd be living with for years to come. It was good enough.

Nowadays, when I do guest lectures on survey design in college classes, I close with that item. I give them principles and examples of

questionnaire design, provide them with a bibliography that includes many of the books that were mentioned last week, but in the end encourage them to do the best they can.

I totally agree with everything that was said about the science of questionnaire design, but when you have to come up with something, however not-quite-perfect, it's time to yell "Airborne!" and jump.

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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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: Tue, 20 Feb 2007 13:28:34 -0800
Reply-To: ellis.godard@csun.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ellis Godard <ellis.godard@CSUN.EDU>
Subject: Re: Copyrighted psychological inventories
Comments: To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

The footer assertion isn't necessary for a claim of copyright. But any claim, whether based on preemptory assertion or solely post hoc, could = of course be subject to dispute. (As an extreme example, I could put = "Copyright 2007 Godard" on the bottom of someone else's instrument.) The assertion therefore doesn't afford rights - nor, of course, would any rights = afforded prevent someone from violating them.

-eg

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil
> Sent: Monday, February 19, 2007 6:45 PM
> To: AAPORNET@asu.edu
> Subject: Re: Copyrighted psychological inventories
>=20
>=20
> Does this mean that you can use the entire battery if you do not use
> their scoring system?
>=20
> In a related observation, we have encountered entire
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> www.oneilresearch.com

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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: Tue, 20 Feb 2007 18:56:27 -0500
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: The Copyright Office and Copyrighted Psychological Inventories
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0 (Apple Message framework v752.3)
Content-type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed
Content-transfer-encoding: 7bit

A number of the points made on this topic certainly valid, including the ease of misrepresenting creation of a document.

However, may I expand on my posted message of about a week ago: the most valid source of information on copyrights can be obtained from the organization that issues them: the Library of Congress' U. S. Copyright Office. if necessary, speak to a Copyright Specialist. They can be reached at:

U.S. Copyright Office
101 Independence Ave. S.E.
Washington, D.C. 20559-6000
(202) 707-3000

The Office's very comprehensive web site, also includes their hours, and their future move to Crystal City, Arlington, VA is at <http://www.copyright.gov/>

Their link for registering various types of documents can be found at--- <http://www.copyright.gov/register/>

A relevant document they've issued is that of "Circular 1--- Copyright Basics" found online at <http://palimpsest.stanford.edu/bytopic/intprop/circ1.html>

So, why not put this topic to bed a little and FIRST check with the Copyright Office? (Where I have no connections so I don't get a "finder's fee") That sounds more fruitful than even contacting an intellectual property lawyer (and yes, I work with lawyers. I find them to usually know their stuff quite well and able to cite legal precedents, etc.)

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltrgold@comcast.net

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

=====
Date: Wed, 21 Feb 2007 10:52:05 -0500
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Telephone poll stirs up dirty-politics accusations
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

=20
Telephone poll stirs up dirty-politics accusations
CRISTINA SILVA

Published February 21, 2007

http://www.sptimes.com/2007/02/21/Neighborhoodtimes/Telephone_poll_stirs_.shtml

or

<http://tinyurl.com/24pudu>

A mysterious telephone survey has candidates and residents wondering who is behind what appears to be the latest case of mud slinging in this often divided community.

People surveyed describe it as between 10 and 30 minutes in length, with questions on building heights, the upcoming election, and Citizens for Responsible Growth, an antidevelopment group that was founded in part by candidates Linda Chaney and Harry Metz.

Candidates in the District 4 City Commission race agreed that the survey seemed to be slanted against Metz and aimed toward getting voters to support future development proposals.

But Metz's opponent, Melinda Pletcher, also was unhappy with the poll, saying it made her look like she was up to dirty tricks.=20

"It makes me look like the bad guy," said Pletcher. "It's like someone is trying to discredit my candidacy."

SNIP

It was unclear Tuesday who was behind the survey.

Robert Maccabee, a manager at Western Wats, the Orem, Utah- based data collection firm that conducted the survey, said the buyer of the service had asked that no name be released to the public.

Maccabee would not say how many voters Western Wats was told to call or repeat the questions that were asked.

"Western Wats does not formulate the questions; that is all I can tell you," he said.

Cristina Silva can be reached at 727 893-8846 or csilva@sptimes.com.

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--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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=====

Date: Wed, 21 Feb 2007 08:33:48 -0800
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: calculating sample size
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Hi,

I often get asked about sample size requirements for data collection, but I don't always feel like I know the most cost-efficient number. Sample size calculators assume you only need to test a Univariate parameter, so for a 95% confidence level +/- 5% you get n=384 for a proportion of 50%. N=384 seems to work well for most bivariate results, too, within the same sample (e.g., males/females by yes/no). Guidelines for other purposes are often cryptic, just saying things like "you need a larger sample for more complex analyses." So, for example, if I need to run regressions, I like to have at least 500 to 750 depending on the number of variables, but books like Tabachnick & Fidell tell you the guideline is $N > 50 + 8m$, where m is the number of independent variables. This seems quite small to me. Graham Kalton's Introduction to Survey Sampling (Sage#35 - green book) doesn't talk about subgroup calculations, and Gary Henry's Practical Sampling does, but doesn't spell out the methodology and just gives an example.

Can anyone recommend a relatively straightforward reference for calculating sample size for other kinds of analyses?

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

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

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=====

Date: Wed, 21 Feb 2007 11:32:48 -0600

Reply-To: "Smith, David W" <SmithD2@UTHSCSA.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Smith, David W" <SmithD2@UTHSCSA.EDU>

Subject: Re: Copyright of psychological inventories or questionnaires

Comments: To: AAPORNET <AAPORNET@asu.edu>

In-Reply-To: <AAPORNET%200702202100028748.6CB0@LISTS.ASU.EDU>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

I found the Stanford site to be quite informative.

One questionnaire that I know of that has a copyright associated with it is the SF-36, a set of questions about health status. My understanding is that the questionnaire is in the public domain but a particular method of scoring the questionnaire is copyrighted. There is also an alternative method of scoring that is in the public domain. The latter is relatively simple as I recall, just adding up several items to get scores. The copyright of this could be checked. Also, it seems to me that the scoring system is merely an algorithm or system, which can't be copyrighted.

There are two kinds of things that seem to me like questionnaires: collections of recipes and games. Neither of these can be copyrighted, as such. Only "'original works of authorship' that are fixed in a tangible form (a copy)" can be copyrighted.

"'Original' means merely that the author produced the work by his own intellectual effort, as distinguished from copying an existing work." In other words, you can't copyright something that you copied from someone else. You can (I think) copyright a cookbook, even if the recipes are copied from somewhere else. But that doesn't give you a copyright on the recipes themselves, only on the original way that you put them together through your own intellectual effort. Putting the same recipes together in a different way would not be a copyright violation and would qualify for its own copyright.

In particular, about games, see below, "Once a game has been made public, nothing in the copyright law prevents others from developing another game based on similar principles."

This sounds like developing another questionnaire based on similar

principles. You just can't call it Monopoly, since that name is protected by the different mechanism of a trademark.

A questionnaire may be thought of as very much like a cookbook which can be copyrighted, though the individual recipes, or at least lists of ingredients, cannot be copyrighted.=20

I recall a conversation where I learned from someone that the rules of a game could not be copyrighted, only the particular expression of the rules. In other words, rewrite the rules to avoid infringement, usually in a different sequence. This sounds like rewriting the rules of a scoring system, but scoring systems seem to be copyrightable.=20

It seems that the copyright on a questionnaire may only apply to the specific, concrete sequence of items and wording. Rewrite the sequence or rewrite the questions or responses or add some new questions or delete some questions and you have a new, potentially copyrightable questionnaire.=20

I once wrote a questionnaire where we changed all the Don't Know/ Not Sure categories to Undecided since it was a survey of surgeons. Oddly, every single person reviewing the questionnaire, including the surgeons in the group, decided that this was exactly the right thing to do within about three minutes, a record time for that group. Does this constitute a copyrightable change? I never cared before, but I think not. It didn't take much intellectual effort to do this. Even so, others could make the same change with other questions and it seems to me that those changes are clearly not an infringement on our questionnaire, since it is a general procedure or principle and not fixed in a tangible form until someone else writes it down for different questions.

An archive of questions with dates of use might be extremely useful in deciding how much of a questionnaire is copyrighted. I would say usually not the questions, only the questionnaire as a whole.

David Smith

David W. Smith, Ph.D., M.P.H.
Biostatistics Division
San Antonio Campus
University of Texas School of Public Health
smithd2@uthscsa.edu
(210) 562-5512

The Copyright Office web site has this to say about each, recipes and games.

Recipes: <http://www.copyright.gov/fls/fl122.html>

Mere listings of ingredients as in recipes, formulas, compounds or prescriptions are not subject to copyright protection. However, where a recipe or formula is accompanied by substantial literary expression in the form of an explanation or directions, or when there is a combination of recipes, as in a cookbook, there may be a basis for copyright protection.

Protection under the copyright law (title 17 of the United States Code, section 102) extends only to "original works of authorship" that are fixed in a tangible form (a copy). "Original" means merely that the author produced the work by his own intellectual effort, as distinguished from copying an existing work. Copyright protection may extend to a description, explanation, or illustration, assuming that the requirements of the copyright law are met.

Copyright protects only the particular manner of an author's expression in literary, artistic, or musical form. Copyright protection does not extend to names, titles, short phrases, ideas, systems, or methods.

Games: <http://www.copyright.gov/fls/fl108.html>

The idea for a game is not protected by copyright. The same is true of the name or title given to the game and of the method or methods for playing it.

Copyright protects only the particular manner of an author's expression in literary, artistic, or musical form. Copyright protection does not extend to any idea, system, method, device, or trademark material involved in the development, merchandising, or playing of a game. Once a game has been made public, nothing in the copyright law prevents others from developing another game based on similar principles.

Some material prepared in connection with a game may be subject to copyright if it contains a sufficient amount of literary or pictorial expression. For example, the text matter describing the rules of the game, or the pictorial matter appearing on the gameboard or container, may be registrable.

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Date: Wed, 21 Feb 2007 19:23:21 +0000
Reply-To: N.Allum@SURREY.AC.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Allum <N.Allum@SURREY.AC.UK>
Subject: Re: calculating sample size
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Leora,=20

This article provides a great introduction to the general issues around statistical power in relation to effect sizes of many kinds. Worth a read.

Cohen, J. (1992). A power primer. Psychological Bulletin, 112, 155-159.

Nick

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leora Lawton

Sent: 21 February 2007 16:34

To: AAPORNET@asu.edu

Subject: calculating sample size

Hi,

=20

I often get asked about sample size requirements for data collection, but I don't always feel like I know the most cost-efficient number. Sample size calculators assume you only need to test a Univariate parameter, so for a 95% confidence level +/- 5% you get $n=3D384$ for a proportion of 50%. $N=3D384$

seems to work well for most bivariate results, too, within the same sample

(e.g., males/females by yes/no). Guidelines for other purposes are often

cryptic, just saying things like "you need a larger sample for more complex

analyses." So, for example, if I need to run regressions, I like to have at

least 500 to 750 depending on the number of variables, but books like Tabachnick & Fidell tell you the guideline is $N > 50 + 8m$, where m is

the number of independent variables. This seems quite small to me. Graham Kalton's Introduction to Survey Sampling (Sage#35 - green book) doesn't

talk about subgroup calculations, and Gary Henry's Practical Sampling does, but

doesn't spell out the methodology and just gives an example.=20

=20

Can anyone recommend a relatively straightforward reference for calculating

sample size for other kinds of analyses?=20

=20

Thanks

Leora

=20

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

=20

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Date: Wed, 21 Feb 2007 22:39:58 -0500
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: POS Poll demographics
Comments: To: AAPORNET <aapornet@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

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The press release, predictably, highlights responses that appear to support the President's position on Iraq, but that is to be expected, given the source. At the same time, many of the other results are just about as negative about the current state of affairs as other, more neutral, polls I have seen recently.

However, there are some demographics that seem to me completely out of proportion in this poll: The published data show 49% aged 55 or older, whereas I believe that the current proportion (among adults 18+) should be around 30%. Likewise, the poll shows 42% college grads or more,

whereas I believe that should be no more than about 28% of adults (including 2-year college degrees).

Do any of the people conducting regular polls on these kinds of topics have comments on these apparent disparities and whether and how they might skew the results of the POS poll?

Jan Werner

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Date: Thu, 22 Feb 2007 01:02:55 -0500
Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Subject: Re: POS Poll demographics
Comments: To: Jan Werner <jwerner@JWDP.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45DD108E.1090200@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; DelSp=Yes; format=flowed
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Jan,

This was a three-day poll. The demographic numbers aren't out of line with the unweighted results of other short-time-frame polls. The real question is whether the results, as reported, were weighted to account for these demographic differences. Based on what was reported, I can't tell whether the substantive results were adjusted.

Based on data recently archived with the Roper Center:

A two-day Time Magazine poll conducted by SRBI Jan 22 and 23 of this year obtained 41% of respondents age 55 or older, and 33% college grad or more. [Roper Center Study# USSRBI2007-4048]

A five day NBC News/WSJ poll conducted by Hart/McInturff December 8 - 12 finds about 40% of respondents college grad or more, with about 37% age 55+. [Roper Center Study# USNBCWSJ2006-6069]

A CNN/Gallup Poll conducted December 8 - 10, 2006 has 46% College Grad with about 60% age 50+. [Roper Center Study# USAIPOUSA2006-51]

Of course, the exact methodologies, respondent selection methods, questions, etc., are all slightly different between these studies, and the data are based on my rounding of the unweighted marginal frequencies from variables as coded or recoded in the archived datasets.

The publicly reported substantive results of the archived studies, as near as I can tell, were all adjusted (weighted) to account for the observed demographic differences. And I'd like to note the generosity and promptness of these organizations in making their data so publicly and promptly available.

Perhaps POS will, in the near future, do the same with the results of this poll.

Chase H. Harrison
Preceptor in Survey Research
Department of Government
Harvard University
1737 Cambridge St.
Cambridge, MA 02138

(617) 384-7251
(617) 495-0438 [FAX]

charrison@gov.harvard.edu
<http://www.gov.harvard.edu/faculty/charrison/>

Date: Wed, 21 Feb 2007 22:39:58 -0500
Subject: POS Poll demographics
From: Jan Werner <jwerner@JWDP.COM>
To: AAPORNET@asu.edu

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Jan Werner

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Date: Wed, 21 Feb 2007 22:45:50 -0800
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Sapir <marcsapir@COMCAST.NET>
Subject: Re: POS Poll demographics
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
In-Reply-To: <45DD108E.1090200@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Jan,

Leaving aside your demographic questions, I think the salient point in their report is that they surveyed "voters." They knew in advance that would skew the results to the right, so that is why they did it. It was a way to fix the outcome. Yet they can also defend it with the claim that they did it because it's voters who will chose the next Congress and who Congress should pay attention to. Except when dealing with the election horseraces, don't these kinds of polls more typically select a random sample (RDD) from the population at large (as we do)? Perhaps the biggest problem with American electoral democracy has been the effort, mainly by Republicans, but sometimes by Democrats also to lower the public's participation in elections through raising the negative ante to a roar. Thus it's quite cynical for a Party backed organization to include only voters and act as if the results are comparable to general population surveys. Of course it's also pretty cynical to define winning as winning the war on terrorism in Iraq where we have created a nightmare of terrorism where none had existed. Even if there is as little 45% of the population that believes that U.S occupations of other countries--to say nothing of torture and indeterminate detentions--can achieve a long range lessening of terrorism against the U.S. that would be enough to make one cringe. Which is, I suppose, their intent.

Marc

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jan Werner
Sent: Wednesday, February 21, 2007 7:40 PM
To: AAPORNET@asu.edu
Subject: POS Poll demographics

Public Opinion Strategies, a leading Republican polling firm, has released a poll purporting to show that "Americans want to win in Iraq" that has been widely picked up on by the conservative press.

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Jan Werner

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Date: Thu, 22 Feb 2007 07:37:22 -0500
Reply-To: "Z. Joan Wang" <zjoanwang@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Z. Joan Wang" <zjoanwang@GMAIL.COM>
Subject: Re: POS Poll demographics
Comments: To: Marc Sapir <marcsapir@comcast.net>
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <000f01c7564d\$17372930\$2301a8c0@RetroPoll>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit
Content-disposition: inline

Jan,

I might have missed the methodology section of the poll. Do you have any idea about the distribution of the respondents in terms of their party affiliation (i.e., which party did they register for)?

Joan

On 2/22/07, Marc Sapir <marcsapir@comcast.net> wrote:

>
> Jan,
>
> Leaving aside your demographic questions, I think the salient point in
> their report is that they surveyed "voters." They knew in advance that
> would skew the results to the right, so that is why they did it. It was
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> Marc

>

> Marc Sapir MD, MPH

> Executive Director

> Retro Poll

> www.retropoll.org

>

>

>

>

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

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

> Sent: Wednesday, February 21, 2007 7:40 PM

> To: AAPORNET@asu.edu

> Subject: POS Poll demographics

>

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>

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>

> Jan Werner

>

> -----

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>

--

Z. Joan Wang, Ph.D.
Avar Consulting, Inc.
17093 Briardale Road
Suite 101
Rockville, MD 20855
Tel: 301-977-6553
Fax: 301-977-0953
Cell: 240-328-9659
E-mail:joanwang@avarconsulting.com
www.avarconsulting.com

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Date: Thu, 22 Feb 2007 08:18:06 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: POS Poll demographics
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
In-Reply-To: <45DD108E.1090200@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I think the sample size and demographics are important, but not the whole story, given the wording of the questions.
How many people, of whatever political stripe, are going to say "I don't really care what happens in Iraq after the U.S. leaves, I just want the troops brought home."=20

In the state of the union speech, the president said that "No one voted for defeat". As if there was a vote on the issue "would you rather win or lose?" I believe the proper technical term for this is "reframing."

Nat Ehrlich, Ph.D.
Research Specialist
Michigan State University=20
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-353-2639

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jan Werner
Sent: Wednesday, February 21, 2007 10:40 PM
To: AAPORNET@asu.edu
Subject: POS Poll demographics

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Jan Werner

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Date: Thu, 22 Feb 2007 09:22:34 -0500
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: POS Poll demographics
Comments: To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>, AAPORNET@asu.edu
In-Reply-To: <20070222010255.mhiv9179ws44kg0s@webmail.gov.harvard.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

A fuller discussion of the poll, including a skillful parsing of the question wording, can be found here.
http://www.talkingpointsmemo.com/horsemouth/2007/02/gop_pollster_sa.php

Here's the meat of the article, including a comment from POS...

Now let's look at the actual questions. They're here.

The first finding -- that 57 % support "finishing the job" -- is based on asking respondents whether they agree or disagree with the following statement: "I support finishing the job in Iraq, that is, keeping the troops there until the Iraqi government can maintain control and provide security for its people." What does Johnson, the pollster I spoke to, think about this question?=20

"It's designed to elicit a positive response by putting respondents in the position of saying that they don't support 'finishing a job,'" Johnson says. "It's not a straightforward wording at all. It's also put in the first person to personalize it. In polling when you use the first person you generally get a more positive response."

The next finding -- that Americans think victory is "possible" by 53%-43% -- is based on asking whether respondents agree or disagree with this: "Victory in Iraq, that is creating a young but stable democracy in Iraq and reducing the threat of terrorism at home, is no longer possible for the U.S." Pretty tricky, eh? Note that this question is framed as a negative -- forcing people to disagree with a negative. And it asks whether people think it's "no longer possible" to reduce the threat of terrorism at home -- something that's clearly worded that way because fewer would agree with it.=20

"This wording is completely unprofessional," Johnson says. "It's designed to confuse the respondent. People are being asked whether two different things can be accomplished -- establishing democracy in Iraq and reducing the threat of terrorism at home -- and [the question] doesn't clarify which one people are talking about."

Finally, let's look at the finding that only 25% agree with the statement, "I don't really care what happens in Iraq after the U.S. leaves, I just want the troops brought home."

"That's a leading question," Johnson says. "It's forcing people who want the troops brought home to say they disagree, because it's forcing them to say they don't care what happens if they're pulled out. Most Americans don't want the troops there but they're also concerned about what will happen if they're pulled out." Asked if he was merely badmouthing a competitor, Johnson said that they were "not often" in competition because his firm does state polls while Public Opinion Strategies focuses on national ones.

So what's the response of the author of this poll to all this? I called Public Opinion Strategies' partner and co-founder Neil Newhouse, and he got back to me. While declining to get into specifics, he said: "He's entitled to his opinion. So he's got a problem with the way the questions are worded? At least we laid them all out there for everyone to see. This shows a much more nuanced view of how voters are looking at the war. This is a significantly different way to look at attitudes."

Nat Ehrlich, Ph.D.
Research Specialist

Michigan State University=20
Institute for Public Policy and Social Research
Office for Social Research
321 Berkey Hall
East Lansing, MI 48824
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Chase H. Harrison
Sent: Thursday, February 22, 2007 1:03 AM
To: AAPORNET@asu.edu
Subject: Re: POS Poll demographics

Jan,

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Perhaps POS will, in the near future, do the same with the results of =20 this poll.

Chase H. Harrison
Preceptor in Survey Research
Department of Government
Harvard University

1737 Cambridge St.
Cambridge, MA 02138

(617) 384-7251
(617) 495-0438 [FAX]

charrison@gov.harvard.edu
<http://www.gov.harvard.edu/faculty/charrison/>

Date: Wed, 21 Feb 2007 22:39:58 -0500
Subject: POS Poll demographics
From: Jan Werner <jwerner@JWDP.COM>
To: AAPORNET@asu.edu

Public Opinion Strategies, a leading Republican polling firm, has released a poll purporting to show that "Americans want to win in Iraq" that has been widely picked up on by the conservative press.

The press release is at: <http://www.pos.org/inthenews/20070220.cfm>

and the full poll results are available at:
<http://www.moriahgroup.com/downloads/IRAQNATIONALPOLLDATA.pdf>

The press release, predictably, highlights responses that support the President's position on Iraq, but that is to be expected, given the source. At the same time, many of the other results are just about as negative about the current state of affairs as other, more neutral, polls I have seen recently.

However, there are some demographics that seem to me completely out of proportion in this poll: The published data show 49% aged 55 or older, whereas I believe that the current proportion (among adults 18+) should be around 30%. Likewise, the poll shows 42% college grads or more, whereas I believe that should be no more than about 28% of adults (including 2-year college degrees).

Do any of the people conducting regular polls on these kinds of topics have comments on these apparent disparities and whether and how they might skew the results of the POS poll?

Jan Werner

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=====
Date: Thu, 22 Feb 2007 11:10:05 -0500

Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>

Subject: Re: POS Poll demographics

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

I really like question 4:

4. Which one of the following statements regarding the US involvement in Iraq do you MOST agree with...

17% The US should immediately withdraw its troops from Iraq.

32% Whether Iraq is stable or not, the US should set and hold to set a strict timetable for withdrawing troops

23% While I don't agree that the US should be in the war, our troops should stay there and do whatever it takes to restore order until the Iraqis can govern and provide security to their country.

27% The Iraq War is the front line in the battle against terrorism and our troops should stay there and do whatever it takes to restore order until the Iraqis can govern and provide security to their country.

In case you missed response option 3, let's repeat it as option 4 !!!!

Patrick Murray

Director

Polling Institute

Monmouth University

West Long Branch, NJ 07764-1898

ph: (732) 263-5858

fx: (732) 263-5859

www.monmouth.edu/polling=20

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

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=====
Date: Thu, 22 Feb 2007 12:21:08 -0800

Reply-To: Doug Rivers <doug@POLIMETRIX.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Doug Rivers <doug@POLIMETRIX.COM>
 Subject: Re: POS Poll demographics
 Comments: To: aapornet@asu.edu
 In-Reply-To: <20070222010255.mhiv9179ws44kg0s@webmail.gov.harvard.edu>
 MIME-version: 1.0
 Content-type: text/plain; charset=us-ascii
 Content-transfer-encoding: quoted-printable

Of course, the important point is not that the sample demographics of this particular survey are off, but that it is common for telephone samples to be unrepresentative and require quite a bit of weighting.

The Time/SRBI survey that you mention is available from Roper and here are its demographics (both weighted and unweighted, compared to the Census estimates in the 2004 ACS).

	Unweighted	Weighted	Census
Age	=09		
18-24	6%	11%	12%
25-29	5%	7%	8%
30-34	7%	10%	9%
35-39	9%	10%	9%
40-44	10%	10%	11%
45-54	22%	20%	19%
55-64	18%	14%	14%
65 or older	23%	17%	16%
Sex	=09		
Male	50%	48%	48%
Female	50%	52%	52%
Education	=09		
8th Grade or Less	1%	1%	6%
Some High School	5%	6%	11%
High School Graduate	26%	26%	30%
Some College	24%	25%	29%
College Graduate	28%	28%	16%
Postgraduate Study	15%	13%	9%
Race	=09		
White	81%	73%	70%
Black	9%	11%	11%
Asian	1%	2%	4%
Hispanic	6%	10%	12%
Other	3%	4%	2%

Before weighting, only gender is close to being on target (and they ask for the "youngest male" and only ask for a female if no male is present--so it's one of those samples with unknown probability of selection).

I cite this not to criticize SRBI, which is a high quality survey organization, but to point out the difficulties faced in using a telephone sampling frame these days.=20

Doug Rivers

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

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

> H. Harrison

> Sent: Wednesday, February 21, 2007 10:03 PM

> To: AAPORNET@asu.edu

> Subject: Re: POS Poll demographics

>=20

> Jan,

>=20

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> out of line with the unweighted results of other=20

> short-time-frame polls. The real question is whether the=20

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>=20
> charrison@gov.harvard.edu
> <http://www.gov.harvard.edu/faculty/charrison/>
>=20
>=20
> Date: Wed, 21 Feb 2007 22:39:58 -0500
> Subject: POS Poll demographics
> From: Jan Werner <jwerner@JWDP.COM>
> To: AAPORNET@asu.edu
>=20
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Date: Thu, 22 Feb 2007 16:14:14 -0500

Reply-To: jwerner@jwdp.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jan Werner <jwerner@JWDP.COM>

Organization: Jan Werner Data Processing

Subject: Re: POS Poll demographics

Comments: To: Doug Rivers <doug@POLIMETRIX.COM>

Comments: cc: AAPORNET@asu.edu

In-Reply-To:

<016D23FB66B59D45A107C4741789271A01513DC7@washington.polimetrix.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Clearly some of the figures in your post are not correct (Census age groups add to 351%, for example), but more to the point, it would appear that education was not adjusted in the weighting process by SRBI. Given how far off education is from the Census data and its importance as a factor in opinion formation, this makes me wonder about trusting the results of this survey unless additional weighting were applied.

But with respect to the POS survey, the numbers quoted in the press release match those in the complete results posted online, yet there is no indication as to whether these were weighted. The great discrepancy with Census data on age would seem to indicate that they were not.

Quite apart from whether the wording of the survey was chosen to get the desired results, this makes me question whether the survey results as published by POS have any claim to be representative in the first place.

Jan Werner

Doug Rivers wrote:

> Of course, the important point is not that the sample demographics of

> this particular survey are off, but that it is common for telephone

> samples to be unrepresentative and require quite a bit of weighting.

>

> The Time/SRBI survey that you mention is available from Roper and here

> are its demographics (both weighted and unweighted, compared to the

> Census estimates in the 2004 ACS).

>

> Unweighted/Weighted/Census

> Age

> 18-24 6% 11% 12%

> 25-29 5% 7% 88%

> 30-34 7% 10% 94%
> 35-39 9% 10% 97%
> 40-44 10% 10% 11%
> 45-54 22% 20% 19%
> 55-64 18% 14% 14%
> 65 or older 23% 17% 16%

>
> Sex
> Male 50% 48% 48%
> Female 50% 52% 52%

>
> Education
> 8th Grade or Less 1% 1% 6%
> Some High School 5% 6% 11%
> High School Graduate 26% 26% 30%
> Some College 24% 25% 29%
> College Graduate 28% 28% 16%
> Postgraduate Study 15% 13% 9%

>
> Race
> White 81% 73% 70%
> Black 9% 11% 11%
> Asian 1% 2% 4%
> Hispanic 6% 10% 12%
> Other 3% 4% 2%

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> for the "youngest male" and only ask for a female if no male is
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>
> Doug Rivers

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Chase
>> H. Harrison
>> Sent: Wednesday, February 21, 2007 10:03 PM
>> To: AAPORNET@asu.edu
>> Subject: Re: POS Poll demographics

>>
>> Jan,
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>> charrison@gov.harvard.edu
>> http://www.gov.harvard.edu/faculty/charrison/
>>
>>
>> Date: Wed, 21 Feb 2007 22:39:58 -0500
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>> From: Jan Werner <jwerner@JWDP.COM>
>> To: AAPORNET@asu.edu
>>
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Date: Thu, 22 Feb 2007 13:43:51 -0800
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Rivers <doug@POLIMETRIX.COM>
Subject: Re: POS Poll demographics

Comments: To: jwerner@jwdp.com
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <45DE07A6.9090802@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

=20

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

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

> Sent: Thursday, February 22, 2007 1:14 PM

> To: Doug Rivers

> Cc: AAPORNET@asu.edu

> Subject: Re: POS Poll demographics

>=20

> Clearly some of the figures in your post are not correct=20

> (Census age groups add to 351%, for example)

The last column is missing some decimal points. Here is the corrected table.

	Unweighted/Weighted/Census		
Age	=09		
18-24	6%	11%	12%
25-29	5%	7%	8.8%
30-34	7%	10%	9.4%
35-39	9%	10%	9.7%
40-44	10%	10%	11%
45-54	22%	20%	19%
55-64	18%	14%	14%
65 or older	23%	17%	16%
Sex	=09		
Male	50%	48%	48%
Female	50%	52%	52%
Education	=09		
8th Grade or Less	1%	1%	6%
Some High School	5%	6%	11%
High School Graduate	26%	26%	30%
Some College	24%	25%	29%
College Graduate	28%	28%	16%
Postgraduate Study	15%	13%	9%
Race	=09		
White	81%	73%	70%
Black	9%	11%	11%
Asian	1%	2%	4%
Hispanic	6%	10%	12%
Other	3%	4%	2%

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Date: Sat, 24 Feb 2007 15:38:14 -0500
Reply-To: dick halpern <dhalpern@BELLSOUTH.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: dick halpern <dhalpern@BELLSOUTH.NET>
Subject: Census 2010 Plays Six Not-So-Easy Questions
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Census 2010 Plays Six Not-So-Easy Questions

By JUNE KRONHOLZ
WSJ, February 23, 2007; Page B1

Who knew that asking people their age, gender and how they're related to the folks they live with could be so complicated?

Three years before the next census -- just around the corner by the deliberate pace of the U.S. Census Bureau -- the nation's enumerators have come up with the six seemingly simple questions they want to ask everyone in the country on April 1, 2010.

Simple, it seems, is quite hard. The bureau has spent years developing and field testing questions to make them so user-friendly that everyone understands them -- and answers.

"You only get one chance with the census," says Preston Waite, the associate director of the decennial census. "If the wording isn't right, it's 10 more years before you can ask that question again. You only get one chance at bat."

The old long-form census questionnaire, with its queries about house size, commutes to work and other details about daily life is out -- spun off in 2000 to the new American Community Survey, which questions 3 million households a year. For the 2010 census, every member of the country's 120 million households will get a one-page form asking for information that Congress has said it wants to know. (The final form of the questions is subject to congressional review.)

Question No. 1 is simple enough: name, which the Census Bureau will use if it needs to call for clarification about the other five questions. Census workers will make an estimated 11.5 million call-backs in 2010, the bureau estimates. But question No. 2 -- "How is this person related" to the head of household -- gets quickly complicated.

Respondents can choose among 14 possible answers, but to the dismay of some child advocates, a 15th answer -- foster child -- has been deleted since the 2000 census counted 335,000. William O'Hare of the Annie E. Casey Foundation, which helps disadvantaged children, says researchers were counting on the question to tell them more about the size, composition and relative wealth of the families caring for

foster children, who frequently have been taken away from abusive parents by the government.

But that extra line made the question so long that it extended into the page fold, and tripped up the optical scanners that read the answers. "Real estate is always a big problem," Mr. Waite says.

The remaining relationships include spouses, in-laws, housemates and biological, adopted, step children and two choices for "other," related and nonrelated. The 2000 census asked about "natural-born" instead of biological children, but in a 2005 test that sent alternative questions to 250,000 households, the Census Bureau reported, some people took that to exclude children born by Caesarean section, under anesthetic or out of wedlock.

Question No. 3 asks gender, with the admonition to "Mark ONE box" -- male or female. Whether the Census Bureau included that instruction or left it out in the 2005 field test, the results were the same. Either way, 0.05% of those asked -- that would mean 150,000 in a population of 300 million -- still checked both. But the instruction made the question longer and more visible, and fewer people skipped it.

Question No. 4 asks age -- and for a computer double-check, date of birth -- because so many people seem to get it wrong. Adding instructions to "report babies as age 0" when they're less than a year old, offends some people, census research suggests. But in the 2005 trial it improved the response rate among people who otherwise couldn't decide how to answer for a six-month old.

The national headcount -- required by the Constitution once a decade to apportion congressional seats and redraw congressional districts -- has become hugely important to government agencies that distribute taxpayer funds, businesses trying to identify markets and policy planners with an eye on the future.

For example, the government uses age data to determine how many eligible voters are in each precinct. But policy makers use it too, and if respondents round up to take account of an upcoming birthday they could throw off school-construction planning, actuarial tables, Social Security and health-care projections and more, says Terri Anne Lowenthal, who publishes a census newsletter. Rounding throws things off "not a few months, but a full year," she says.

Questions No. 5 and No. 6 are about Hispanic origin and race, and are typically politically touchy. Congress requires both, in large part to assure that congressional districts aren't gerrymandered to prevent blacks and Hispanics from winning public office. But businesses and social-service providers also want a detailed picture of the country's ethnic makeup.

So Question No. 5 asks if the respondent is Hispanic and, if so, to check off Mexican, Puerto Rican or Cuban, or to fill in a line for any other Latino ethnicity -- "Salvadoran, Spaniard and so on," the instructions read.

Question No. 6 asks respondents to check off one or more races: white, black, American Indian -- plus any of six Asian and three Pacific Islander ethnicities, and a fill-in line for any other Asian nationality. Hmong, Pakistanis and Tongans are among the others suggested for the fill-in line.

Arturo Vargas, a Los Angeles activist who sat on an advisory committee that reviewed the census questions, says it's important to know where immigrants are from because their experiences differ. Mexicans tend to come from rural areas and may need intense schooling; Central Americans may have fled civil wars and could need counseling, he suggests.

But in trial tests, the Census Bureau also found that Asian and Hispanic immigrants could be baffled when asked to lump themselves with other nationality groups. "The whole concept of being Latino is a very American construct," says Mr. Vargas. "People might not know what's being asked of them."

Under a 2005 order from Congress, question No. 6 also allows people to call themselves "some other race" and identify that race on a fill-in line. In census tests, respondents declared themselves Creole, Aryan, rainbow and cosmopolitan, among others.

Other federal data users, like Social Security and the federal Education Department, don't recognize those races, though. So in data that the Census Bureau will send to those departments, the bureau will impute a race. "Maybe I get it right and maybe I get it wrong. It's not something I like to do," says Mr. Waite.

Finally, there are three questions that will be asked of heads of households. Only one is written so far: Do you own the home "free and clear," hold a mortgage or home-equity loan, rent or live rent free? That question gives data users some idea of a family's wealth and is a broad survey of national housing patterns.

But because renters -- and especially young, single male renters -- are less likely to return the census than are homeowners, the question also tells the bureau where to focus its follow-up resources. About 40 million households won't answer the form on Census Day; census workers will pay them a home visit to get the information.

There's plenty the census isn't asking -- U.S. citizenship, for one thing, because the Constitution requires a count of all "free Persons," not citizens. Even so, bills floating around Congress would require the census not to count illegal immigrants.

The 2010 form also doesn't ask national origin of anyone except Hispanics and Asians. In part, that's because of space, but field trials also determined that in a polyglot society, many people didn't fill in the blank when asked their heritage. "Either they couldn't figure out what they were or it wasn't important to them" says Mr. Waite. "Their ancestry is United States."

Write to June Kronholz at <mailto:june.kronholz@wsj.com>june.kronholz@wsj.com1

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Date: Sat, 24 Feb 2007 21:56:15 -0800

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: Re: calculating sample size

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

HI,

Last week I asked a question about sample size calculators for subgroup analysis. Two people (Mack Shelley and Nick Allum) provided references, but most just had comments.

Jonathan Brill and Rob Santos both said to do what I and many others do, which is think about the nature of the population, analytical needs, tolerance for error, try to have enough in each cell for power, the budget, etc. etc., and give it your best shot. It's obvious there is no such simple calculator as there is for a simple proportion or mean.

Anyhow, below is the 'discussion'. And a big thanks to everyone who responded.

Leora

My question

I often get asked about sample size requirements for data collection, but I don't always feel like I know the most cost-efficient number. Sample size

calculators assume you only need to test a Univariate parameter, so for a 95% confidence level +/- 5% you get $n=384$ for a proportion of 50%. $N=384$ seems to work well for most bivariate results, too, within the same sample (e.g., males/females by yes/no). Guidelines for other purposes are often cryptic, just saying things like "you need a larger sample for more complex analyses." So, for example, if I need to run regressions, I like to have at least 500 to 750 depending on the number of variables, but books like Tabachnick & Fidell tell you the guideline is $N > 50 + 8m$, where m is the number of independent variables. This seems quite small to me. Graham Kalton's Introduction to Survey Sampling (Sage#35 - green book) doesn't talk about subgroup calculations, and Gary Henry's Practical Sampling does, but doesn't spell out the methodology and just gives an example.

Can anyone recommend a relatively straightforward reference for calculating sample size for other kinds of analyses?

From Mack Shelley:

I've found the book, Statistical Power Analysis: A Simple and General Model for Traditional and Modern Hypothesis Tests (second edition), by Kevin R. Murphy and Brett Myers (Lawrence Erlbaum, 2004), to be about the most readable and reasonably thorough source.

The tables in the latter part of the book are especially helpful for more complex designs (see pp. 150-151 in particular).

From Nick Allum:

This article provides a great introduction to the general issues around statistical power in relation to effect sizes of many kinds. Worth a read.

Cohen, J. (1992). A power primer. Psychological Bulletin, 112, 155-159.

From Jonathan Brill:

And Lawler says you need $N \geq 50 + n(n+1)/2$ where n is the number of

observed variable in the analysis while Bentler & Chou say all you need is $5n$ (if you are doing general linear modeling such as AMOS, EQS, or

LISREL) and so on and so forth and yada yada yada ...

The reality is that all these guidelines are just that - guidelines, not rules or requirements. Guidelines do not indicate or prescribe what level of uncertainty you are (or should be) willing to accept in your analyses. And, as you have noted, we all know that larger sampling sizes are better in that they offer more alternatives/flexibility.

Why not just decide on your analysis plan, do the appropriate power calculations that reflect the minimum degree of statistical confidence you are willing to accept, and then take that result as your answer and run with it?

From Rob Santos:

Just because something is written in a book doesn't mean it is correct for a given situation. That is why I cannot recommend a book or journal article to you. The question of sample size has presented itself to consultants innumerable times. The bottom line is that sample sizes depend on three things: (1) the research questions/objectives; (2) the sampling design; and (3) available resources. Period.

Now (1) is tricky because clients/colleagues never seem to want to nail down their objectives. The pragmatic approach I have taken over the years is that of challenging the PI to think about the smallest subgroup for which a specific statistical test (with specific power RRR to detect XXXX difference at alpha level YYY) is desired, or a minimum threshold precision (margin of error, ie half-width confidence interval of size LLL at QQQ level of confidence) is desired. That will typically dictate the overall sample size by working backwards from the smallest subgroup (depending on whether a proportionate stratified sample is desired or a disproportionate sample is warranted). And if the sample design strays from "simple random sampling" (eg employs clustering), then we need to talk Design Effects, Effective Sample Sizes, and so on. The complexity of the sample size determination problem increases from there...

As you can see, from my humble perspective there is no straight answer

because there are so many factors that need to be taken into account, and (in my view) there isn't supposed to be one simple approach. It all depends on what the research objectives are, what the research design/approach is, and the level of available resources. And if resources are limited, then research objectives (and even the research design) sometimes need to be compromised & revised accordingly.

From Milton Goldsamt:

You've asked a great question, but please remember some other facts you probably know but didn't list in your question:

--- The representativeness of the sample matters: bias in the sample could mean unreliable and misleading results. (100 college students hardly represent non-college students, older individuals, etc.)

-- $N > 50 + 8 * \text{the number of independent variables}$ is probably described as a minimum so that you ensure more cases than variables, and enough cases per variable to allow for RELIABLE beta coefficients, factor loadings, etc. (The rule I learned was use AT LEAST five cases per independent variable). Notice they've kind of stated--- use 8 per variable.

-- I've heard of using 20-30 per cell, to ensure reliable means in a given stratum, and especially so when you're making comparisons across strata or subgroups of interest; the smaller the cell size, the less reliable or chance of idiosyncratic results, and therefore less likely (in a statistical power sense) to reject the null hypothesis. I usually like 50-100 per cell, but recently had to use five, or else I would sizably reduce the number of first stage sampling units. So with my concern of greater breadth across those units (and more generalizability of results), I dropped the cell size but only reluctantly! I knew each cell mean was now shakier than if I had used 25.

--- The 384 level applies to drawing a random sample from an assumed as infinite or almost so population, such as the USA; a finite population may need a smaller size to estimate its parameters well (such as residents of a neighborhood's relatively few blocks)

From Nat Ehrlich:

All scales can be converted into a scale of 0-1. If the true value is .5, that will require the 384 cases; if the true value that you're trying to estimate is greater or less than .5, FEWER cases will be required, because variance is maximal at .5.

That said, a statement of confidence interval is appropriate if and only if the engine that drives the data produces a normal distribution. So if you're talking about coinflips, yes, go ahead and work out confidence intervals. If you're trying to estimate how the average worker's arrival time on the job compares with the stated arrival time, then the distribution is nothing like normal.

As a person who started in statistics back in the slide-rule days, I marvel at what we can learn with modern desktop or laptop computers and software like Microsoft excel. My statistical research confirms that the law of large numbers is indeed a law; even if you have a rectangular distribution (say, random digits) of infinite size, you'll be able to estimate the true value of the mean pretty accurately with quite small sample.

Sample size	50	100	150	200	250	300	350
	400	450	500				
Average error	5%	3%	3%	3%	4%	3%	3%
	2%	3%	1%				

What this little exercise represents is the following. I generated a sample of 1,000 random numbers, and calculated the average ABSOLUTE error over 10 different samples of size 1,000 (the absolute error is the maximum error estimate, since simple average error would allow an error of +5% to be cancelled out by an error of -5%). So, in ten tries, the average error with a subsample of 50 was 5% (I simply took the first 50 numbers out of the 1,000 generated, ten different times). Taking the first 100, the error was reduced to 3% - which, incidentally, was also the average error with 150, 200, 300, 350, and 450 in the sample.

Rule of thumb: get 200 cases, and you're close enough for survey research.

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

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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=====
Date: Sun, 25 Feb 2007 11:43:46 -0500
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: Re: calculating sample size
Comments: To: AAPORNET@asu.edu
Comments: cc: Leora Lawton <lawton@TECHSOCIETY.COM>
In-Reply-To: <200702250557.11P5vuwt026560@post7.inre.asu.edu>
MIME-version: 1.0 (Apple Message framework v752.3)
Content-type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed
Content-transfer-encoding: 7bit

Glad to contribute to this very important discussion, and now let me be counted among those providing references, one I just came across:

"Statistical Rules of Thumb, " by Gerald van Belle, a Wiley paperback (2002) has as its Chapter 2, about 25 pages of various tips, including those on computing sample size, using finite population corrections, effect sizes, sample sizes for binomial distributions, costs of using different sample sizes, and the point that sample size calculations are determined by the analysis.

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltrgold@comcast.net

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

Date: Sun, 25 Feb 2007 13:49:54 -0600
Reply-To: "Newport, Frank" <Frank_Newport@GALLUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Newport, Frank" <Frank_Newport@GALLUP.COM>
Subject: Re: POS Poll demographics
Comments: To: Doug Rivers <doug@POLIMETRIX.COM>, AAPORNET@asu.edu
In-Reply-To: <016D23FB66B59D45A107C4741789271A01513DC7@washington.polimetrix.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

AAPORnet members may be interested in the post on this survey on my blog
at:
=20
http://blogs.usatoday.com/gallup/2007/02/moriah_group_su.html#more=20

The post was not intended to be a comprehensive review of the survey,
but to alert lay readers as to some key issues.=20

Frank Newport
Gallup

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Doug Rivers
Sent: Thursday, February 22, 2007 3:21 PM
To: AAPORNET@asu.edu
Subject: Re: POS Poll demographics

Of course, the important point is not that the sample demographics of
this particular survey are off, but that it is common for telephone
samples to be unrepresentative and require quite a bit of weighting.

The Time/SRBI survey that you mention is available from Roper and here
are its demographics (both weighted and unweighted, compared to the
Census estimates in the 2004 ACS).

	Unweighted/Weighted/Census		
Age	=09		
18-24	6%	11%	12%
25-29	5%	7%	8%
30-34	7%	10%	9%
35-39	9%	10%	9%
40-44	10%	10%	11%
45-54	22%	20%	19%
55-64	18%	14%	14%
65 or older	23%	17%	16%

=09

Sex	=09			
Male	50%	48%	48%	
Female	50%	52%	52%	
	=09			
Education	=09			
8th Grade or Less	1%	1%	6%	
Some High School	5%	6%	11%	
High School Graduate	26%	26%	30%	
Some College	24%	25%	29%	
College Graduate	28%	28%	16%	
Postgraduate Study	15%	13%	9%	
	=09			
Race	=09			
White	81%	73%	70%	
Black	9%	11%	11%	
Asian	1%	2%	4%	
Hispanic	6%	10%	12%	
Other	3%	4%	2%	

Before weighting, only gender is close to being on target (and they ask for the "youngest male" and only ask for a female if no male is present--so it's one of those samples with unknown probability of selection).

I cite this not to criticize SRBI, which is a high quality survey organization, but to point out the difficulties faced in using a telephone sampling frame these days.=20

Doug Rivers

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Chase H.=20

> Harrison

> Sent: Wednesday, February 21, 2007 10:03 PM

> To: AAPORNET@asu.edu

> Subject: Re: POS Poll demographics

>=20

> Jan,

>=20

> This was a three-day poll. The demographic numbers aren't out of line

> with the unweighted results of other short-time-frame polls. The real

> question is whether the results, as reported, were weighted to account

> for these demographic differences. Based on what was reported, I can't

> tell whether the substantive results were adjusted.

>=20

> Based on data recently archived with the Roper Center:

>=20

> A two-day Time Magazine poll conducted by SRBI Jan 22 and 23 of this=20
> year obtained 41% of respondents age 55 or older, and 33% college grad

> or more. [Roper Center Study# USSRBI2007-4048]]
>=20
> A five day NBC News/WSJ poll conducted by Hart/McInturff December 8 -
> 12 finds about 40% of respondents college grad or more, with about 37%

> age 55+. [Roper Center Study# USNBCWSJ2006-6069]
>=20
> A CNN/Gallup Poll conducted December 8 - 10, 2006 has 46% College Grad

> with about 60% age 50+. [Roper Center Study# USAIPOUSA2006-51]
>=20
> Of course, the exact methodologies, respondent selection methods,=20
> questions, etc., are all slightly different between these studies, and

> the data are based on my rounding of the unweighted marginal=20
> frequencies from variables as coded or recoded in the archived=20
> datasets.
>=20
> The publicly reported substantive results of the archived studies, as=20
> near as I can tell, were all adjusted (weighted) to account for the=20
> observed demographic differences. And I'd like to note the generosity

> and promptness of these organizations in making their data so publicly

> and promptly available.
>=20
> Perhaps POS will, in the near future, do the same with the results of=20
> this poll.
>=20
>=20
>=20
> Chase H. Harrison
> Preceptor in Survey Research
> Department of Government
> Harvard University
> 1737 Cambridge St.
> Cambridge, MA 02138
>=20
> (617) 384-7251
> (617) 495-0438 [FAX]
>=20
> charrison@gov.harvard.edu
> http://www.gov.harvard.edu/faculty/charrison/
>=20
>=20
> Date: Wed, 21 Feb 2007 22:39:58 -0500
> Subject: POS Poll demographics
> From: Jan Werner <jwerner@JWDP.COM>
> To: AAPORNET@asu.edu
>=20
>=20

> Public Opinion Strategies, a leading Republican polling firm, has=20
> released a poll purporting to show that "Americans want to win in=20
> Iraq" that has been widely picked up on by the conservative press.
>=20
> The press release is at: <http://www.pos.org/inthenews/20070220.cfm>
>=20
> and the full poll results are available at:
> <http://www.moriahgroup.com/downloads/IRAQNATIONALPOLLDATA.pdf>
>=20
> The press release, predictably, highlights responses that appear to=20
> support the President's position on Iraq, but that is to be expected,=20
> given the source. At the same time, many of the other results are just

> about as negative about the current state of affairs as other, more=20
> neutral, polls I have seen recently.
>=20
> However, there are some demographics that seem to me completely out of

> proportion in this
> poll: The published data show 49% aged 55 or older, whereas I believe=20
> that the current proportion (among adults 18+) should be around 30%.=20
> Likewise, the poll shows 42% college grads or more, whereas I believe=20
> that should be no more than about 28% of adults (including 2-year=20
> college degrees).
>=20
> Do any of the people conducting regular polls on these kinds of topics

> have comments on these apparent disparities and whether and how they=20
> might skew the results of the POS poll?
>=20
> Jan Werner
>=20
> -----
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> signoff aapornet
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Date: Sun, 25 Feb 2007 22:09:16 +0100
Reply-To: director@zuma-mannheim.de
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Peter Mohler <mohler@ZUMA-MANNHEIM.DE>

Organization: ZUMA

Subject: Reminder Call for Invited Papers International Conference on
Survey Methods in Multinational... ,

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

Content-type: text/plain; charset=ISO-8859-15; format=flowed

Content-transfer-encoding: 7bit

Dear colleagues,

A reminder that the deadline to submit abstracts for invited papers for the International Conference on Survey Methods in Multinational Multiregional and Multicultural Contexts (3MC) described below is coming soon.

Abstracts should be between 700- 1000 words. The deadline for submitting abstracts is Friday, 2 March, 2007. They can be submitted at the CSDI * website (<http://www.csdi-workshop.org> <<http://www.csdi-workshop.org/>>); there you will find a link to the 2008 3MC conference under EVENTS.

MARCH 2, 2007.

CALL FOR INVITED PAPERS

International Conference on Survey Methods in Multinational,

Multiregional and Multicultural Contexts (3MC)

June 25 - 29, 2008

Berlin, Germany

As part of an ongoing effort to promote quality in multipopulation surveys and to raise the level of methodological expertise in various applied fields of comparative survey research, an International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts will be held June 25 - 29, 2008 in Berlin, Germany.

This conference will bring together researchers and survey practitioners concerned with survey methodology and practice in comparative contexts. It will provide a unique opportunity to discuss and present research that contributes to our understanding of survey needs and methods in cross-cultural and cross-national contexts. Conference contributions will help document current best practices and stimulate new ideas for further research and development.

We invite all interested researchers and practitioners to submit abstracts to be considered for Invited Papers. An accompanying edited volume presenting state-of-the-art research and practice will be published with John Wiley & Sons. The expectation is that Invited Papers

become chapters in the edited volume.

Abstracts should be between 700- 1000 words. The deadline for submitting abstracts is Friday, 2 March, 2007. They can be submitted at the CSDI * website (<http://www.csdi-workshop.org> <<http://www.csdi-workshop.org/>>); there you will find a link to the 2008 3MC conference under EVENTS.

If you have questions related to submitting an abstract, please contact Janet Harkness at the University of Nebraska-Lincoln, jharkness2@unl.edu and copy to eu-centre@zuma-mannheim.de.

Unless advised otherwise, we will pass on abstracts which cannot be accepted as Invited Papers to have them considered as Contributed Papers at the conference. The first individual call for Contributed Papers at the conference will follow in late spring, 2007.

*CSDI is the acronym for the International Workshop for Comparative Survey Design and Implementation, which heads the initiative for this conference. CSDI meets every year for an annual workshop. More information is available on the CSDI website (see above).

PRELIMINARY OUTLINE OF CONFERENCE SESSIONS

The following is a list of possible topics under large headings planned for the conference sessions and the monograph. These may be expanded and re-organized, depending on submissions. Some overlap of sub-themes at this preliminary stage is intentional. Those submitting abstracts are not required to indicate where they think their abstract might "fit".

Theory and Methodology for Comparative Studies

- * Theories of comparability
- * Evidence-based approaches to comparability

Models of Study Designs, Organizations, and Goals

- * social surveys: values, opinions, behaviors
- * establishment surveys
- * cohort studies and panels
- * labor force surveys
- * short term economic indicators
- * marketing surveys
- * social indicators
- * aggregation of regional data
- * human capital and competencies
- * health surveys
- * cognition, education and personality instruments
- * international web studies
- * mandatory surveys

Multilingual, Multicultural Issues

- * global measurement and local cultures
- * institutions, gatekeepers, respondents

- * communication across and between cultures
- * language and measurement
- * instrument comparability
- * written and oral forms of instrument translation
- * developing and testing multilingual instruments
- * forms of instrument adaptation
- * monitoring translation quality
- * official version approval

Instrument Design

- * instrument design models
- * instrument development and pretesting strategies
- * accommodating language and culture in questionnaire design
 - * question content and format,
 - * question meaning and context
 - * response processes; response, disclosure and culture
 - * data collection modes and design
 - * visualization, navigation and presentation

Study Implementation, Quality and Improvement

- * quality assurance and quality control
- * survey operations and error structures (process data)
- * infrastructures and management issues
- * external and internal design tensions
- * standardization and local realizations (what can vary and what cannot)
- * input and output harmonization procedures
- * assessing survey measurement capability
- * sampling
- * expertise and standards
- * applications of ISO standard on market opinion and social research
- * resources and funding (studies, monitoring, and methods)
- * data capture and data processing
 - * coding
 - * estimation and weighting
 - * editing and imputation

Knowledge Management and Dissemination

- * knowledge management in surveys
- * documentation as design and process quality tool
- * classifications
- * survey process data
- * metadata, paradata, context data
- * archives and databases
 - * dissemination
 - * public use data files

Analysis and Validation

- * measurement strategies
- * measurement difficulties
- * measurement models
- * units of analysis
- * bias and error
- * house effects (countries and houses)
- * response conversion
- * secondary analysis and analysts
- * meta-analysis

Data Collection in Complex Comparative Contexts

- * organizing and building fielding structures
- * ethics
- * recruiting, assigning, and training interviewers
- * sample management
- * collecting data
 - * nomadic populations
 - * rural populations
 - * undocumented populations and accommodations
 - * conflict-torn and fragile states
 - * ethnic minority populations
 - * populations on reservations, in refugee camps, etc.

Data Collection Programs and Surveys and Data Access in Developing Countries

- * data access
- * capacity-building
- * educational indicators
- * health indicators
- * economic indicators
- * social indicators
- * epidemiological studies
- * governance indicators
- * political indicators
- * attitudinal indicators
- * price comparison indicators
- * using informational databases

CONFERENCE ORGANIZING COMMITTEE

Siobhan Carey
Lars Lyberg

Department for International Development
Sweden

Statistics

London, UK

Stockholm, Sweden

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Westat, Inc.
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Rockville, USA
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Beth-Ellen Pennell

University of Nebraska-Lincoln, Lincoln, USA
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University of

and ZUMA, Mannheim, Germany
USA

Ann Arbor,
USA

Timothy Johnson
Tom W. Smith

Survey Research Laboratory, University of
Opinion Research Center at

National

Illinois at Chicago
the University of Chicago

Chicago, USA
Chicago, USA

Denise Lievesley
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Health and Social Care Information Centre
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=====

Date: Sun, 25 Feb 2007 17:19:26 -0500
Reply-To: Joseph.Bauer@CANCER.ORG
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Joseph E. Bauer" <Joseph.Bauer@CANCER.ORG>
Subject: Re: calculating sample size
Comments: To: Leora Lawton <lawton@TECHSOCIETY.COM>

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <200702250557.11P5vuwt026560@post7.inre.asu.edu>

MIME-version: 1.0

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

Leora (and others),

I think Jonathan Brill's suggestions are pretty solid, however - the following are my recommendations/thoughts concerning your original questions. With respect to prediction - apriori design, hypothesis, power and levels of confidence set the stage for estimating the N size you will need for your study. For several years, I have utilized PASS (2002) (Power and Sample Size software (which is a standalone OR works with NCSS (Number Cruncher Statistical System) (reference www.ncss.com). NOTE: PASS (2005) is now available. This software was easy for me to learn and you could use it in conjunction with any other statistical software (i.e. SAS, SPSS, STATA, etc.) It can help the user walk through the thinking involved in setting parameters and in figuring out what you are asking the program to calculate for you (i.e. the user does not want to just call up the template for a given procedure and plug in numbers without contemplating and understanding what all the parameters and assumptions mean). (My per peeve - is that many people run (bio)statistical analyses without thinking/ignoring assumptions/ ignoring parameterization of problems all the time. So, that is my caution. Having a statistical/ biostatistical consultant in on study design from the start is a 'Best Practice' that I would encourage everyone to have). (My rant for the day. : -)) The program PASS will calculate sample sizes and power for many different statistical procedures.

Below is an example of a print-out for a multiple regression problem where the researcher wants to determine an N size (apriori) that satisfies the following parameters (Alpha = .05/ Beta = .10 (Power = 90%)/ there are 5 control variables (where you are controlling for known sources of variance (of 5 Independent Variables) on the Dependent Variable - which I have set at 0.25 (explained variation = 25%)/ I have an interest in a separate Independent Variable (I am interested in the independent effect of this additional X variable. If I am interested in being able to detect (at alpha .05 and power at 90%) an increase of R Squared of .03 (3%) - then I need to have an N size of 255 (note: after you account for any study mortality - meaning, this is the N size I need to have when I run my statistical tests at the conclusion of the study) (Note: there are other considerations besides this calculation - (i.e. - response rate/ non-response bias, etc.), but this is the basic set-up.

This example is calculating 'an' N size needed to satisfy my apriori parameters/assumptions/tolerances. This is an example report printed out. (Note: Changing assumptions will allow for a smaller (or larger) N size needed).

I hope this helps.

Joe

Joseph E. Bauer, Ph.D.

Director - Survey Research
Statistics & Evaluation Center (SEC)
American Cancer Society - National Home Office
1599 Clifton Road NE
Atlanta, Georgia 30329-4251
(404) 929-6905 (Office)
(404) 321-4669 (Fax)

Multiple Regression Power

Analysis

Page/Date/Time 1 2/25/2007 3:54:56 PM

Numeric Results

Ind. Variables

Ind. Variables

Power	N	Alpha	Tested		Controlled		
			Beta	Cnt	R2	Cnt	R2
0.90095	255	0.05000	0.09905	1	0.03000	5	0.25000

Report Definitions

Power is the probability of rejecting a false null hypothesis.

N is the number of observations on which the multiple regression is computed.

Alpha is the probability of rejecting a true null hypothesis. It should be small.

Beta is the probability of accepting a false null hypothesis. It should be small.

Cnt refers to the number of independent variables in that category.

R2 is the amount that is added to the overall R-Squared value by these variables.

Ind. Variables Tested are those variables whose regression coefficients are tested against zero.

Ind. Variables Controlled are those variables whose influence is removed from experimental error.

Summary Statements

A sample size of 255 achieves 90% power to detect an R-Squared of 0.03000 attributed to 1

independent variable(s) using an F-Test with a significance level (alpha) of 0.05000. The

variables tested are adjusted for an additional 5 independent variable(s) with an R-Squared of

0.25000.

Chart Section

(Embedded image moved to file: pic00041.jpg)

Leora Lawton
<lawton@TECHSOCIE

TY.COM>
Sent by: AAPORNET To
<AAPORNET@asu.edu AAPORNET@asu.edu
> cc

Subject
Re: calculating sample size

02/25/2007 12:56
AM

Please respond to
Leora Lawton
<lawton@TECHSOCIE
TY.COM>

HI,

Last week I asked a question about sample size calculators for subgroup analysis. Two people (Mack Shelley and Nick Allum) provided references, but most just had comments.

Jonathan Brill and Rob Santos both said to do what I and many others do, which is think about the nature of the population, analytical needs, tolerance for error, try to have enough in each cell for power, the budget, etc. etc., and give it your best shot. It's obvious there is no such simple calculator as there is for a simple proportion or mean.

Anyhow, below is the 'discussion'. And a big thanks to everyone who responded.

Leora

My question

I often get asked about sample size requirements for data collection, but I don't always feel like I know the most cost-efficient number. Sample size calculators assume you only need to test a Univariate parameter, so for a 95% confidence level +/- 5% you get $n=384$ for a proportion of 50%. $N=384$ seems to work well for most bivariate results, too, within the same sample (e.g., males/females by yes/no). Guidelines for other purposes are often cryptic, just saying things like "you need a larger sample for more complex analyses." So, for example, if I need to run regressions, I like to have at least 500 to 750 depending on the number of variables, but books like Tabachnick & Fidell tell you the guideline is $N > 50 + 8m$, where m is the number of independent variables. This seems quite small to me. Graham Kalton's *Introduction to Survey Sampling* (Sage#35 - green book) doesn't talk about subgroup calculations, and Gary Henry's *Practical Sampling* does, but doesn't spell out the methodology and just gives an example.

Can anyone recommend a relatively straightforward reference for calculating sample size for other kinds of analyses?

From Mack Shelley:

I've found the book, *Statistical Power Analysis: A Simple and General Model for Traditional and Modern Hypothesis Tests* (second edition), by Kevin R. Murphy and Brett Myers (Lawrence Erlbaum, 2004), to be about the most readable and reasonably thorough source.

The tables in the latter part of the book are especially helpful for more complex designs (see pp. 150-151 in particular).

From Nick Allum:

This article provides a great introduction to the general issues around statistical power in relation to effect sizes of many kinds. Worth a read.

Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112, 155-159.

From Jonathan Brill:

And Lawler says you need $N \geq 50 + n(n+1)/2$ where n is the number of observed variable in the analysis while Bentler & Chou say all you need is $5n$ (if you are doing general linear modeling such as AMOS, EQS, or

LISREL) and so on and so forth and yada yada yada ...

The reality is that it all these guidelines are just that - guidelines, not rules or requirements. Guidelines do not indicate or prescribe what level of uncertainty you are (or should be) willing to accept in your analyses. And, as you have noted, we all know that larger sampling sizes are better in that they offer more alternatives/flexibility.

Why not just decide on your analysis plan, do the appropriate power calculations that reflect the minimum degree of statistical confidence you are willing to accept, and then take that result as your answer and run with it?

From Rob Santos:

Just because something is written in a book doesn't mean it is correct for a given situation. That is why I cannot recommend a book or journal article to you. The question of sample size has presented itself to consultants innumerable times. The bottom line is that sample sizes depend on three things: (1) the research questions/objectives; (2) the sampling design; and (3) available resources. Period.

Now (1) is tricky because clients/colleagues never seem to want to nail down their objectives. The pragmatic approach I have taken over the years is that of challenging the PI to think about the smallest subgroup for which a specific statistical test (with specific power RRR to detect XXXX difference at alpha level YYY) is desired, or a minimum threshold precision (margin of error, ie half-width confidence interval of size LLL at QQQ level of confidence) is desired. That will typically dictate the overall sample

size
by working backwards from the smallest subgroup (depending on whether a proportionate stratified sample is desired or a disproportionate sample is warranted). And if the sample design strays from "simple random sampling" (eg employs clustering), then we need to talk Design Effects, Effective Sample Sizes, and so on. The complexity of the sample size determination problem increases from there...

As you can see, from my humble perspective there is no straight answer because there are so many factors that need to be taken into account, and (in my view) there isn't supposed to be one simple approach. It all depends on what the research objectives are, what the research design/approach is, and the level of available resources. And if resources are limited, then research objectives (and even the research design) sometimes need to be compromised & revised accordingly.

From Milton Goldsamt:

You've asked a great question, but please remember some other facts you probably know but didn't list in your question:

--- The representativeness of the sample matters: bias in the sample could mean unreliable and misleading results. (100 college students hardly represent non-college students, older individuals, etc.)

-- $N > 50 + 8 * \text{the number of independent variables}$ is probably described as a minimum so that you ensure more cases than variables, and enough cases per variable to allow for RELIABLE beta coefficients, factor loadings, etc. (The rule I learned was use AT LEAST five cases per independent variable). Notice they've kind of stated--- use 8 per variable.

-- I've heard of using 20-30 per cell, to ensure reliable means in a given stratum, and especially so when you're making comparisons across strata or subgroups of interest; the smaller the cell size, the less reliable or chance of idiosyncratic results, and therefore less likely (in a statistical power sense) to reject the null hypothesis. I usually like 50-100 per cell,

but recently had to use five, or else I would sizably reduce the number of first stage sampling units. So with my concern of greater breadth across those units (and more generalizability of results), I dropped the cell size but only reluctantly! I knew each cell mean was now shakier than if I had used 25.

--- The 384 level applies to drawing a random sample from an assumed as infinite or almost so population, such as the USA; a finite population may need a smaller size to estimate its parameters well (such as residents of a neighborhood's relatively few blocks)

From Nat Ehrlich:

All scales can be converted into a scale of 0-1. If the true value is .5, that will require the 384 cases; if the true value that you're trying to estimate is greater or less than .5, FEWER cases will be required, because variance is maximal at .5.

That said, a statement of confidence interval is appropriate if and only if the engine that drives the data produces a normal distribution. So if you're talking about coinflips, yes, go ahead and work out confidence intervals. If you're trying to estimate how the average worker's arrival time on the job compares with the stated arrival time, then the distribution is nothing like normal.

As a person who started in statistics back in the slide-rule days, I marvel at what we can learn with modern desktop or laptop computers and software like Microsoft excel. My statistical research confirms that the law of large numbers is indeed a law; even if you have a rectangular distribution (say, random digits) of infinite size, you'll be able to estimate the true value of the mean pretty accurately with quite small sample.

Sample size 50 100 150 200 250 300 350

400 450 500

Average error 5% 3% 3% 3% 4% 3% 3%

2% 3% 1%

What this little exercise represents is the following. I generated a sample of 1,000 random numbers, and calculated the average ABSOLUTE error over 10 different samples of size 1,000 (the absolute error is the maximum error estimate, since simple average error would allow an error of +5% to be cancelled out by an error of -5%). So, in ten tries, the average error with a subsample of 50 was 5% (I simply took the first 50 numbers out of the 1,000 generated, ten different times). Taking the first 100, the error was reduced to 3% - which, incidentally, was also the average error with 150, 200, 300, 350, and 450 in the sample.

Rule of thumb: get 200 cases, and you're close enough for survey research.

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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Dear colleagues,

the detailed program of the 9th international conference General Online Research (GOR07) is available. The conference will take place March 26-28, 2007 in the wonderful city & University of Leipzig, Germany. It is organized on behalf of the German Society for Online Research (DGOF).

The program includes about 140 oral and poster presentations on topics such as the digital divide & digital inequality, e-commerce, e-democracy, e-learning, blogs etc.

As traditionally, there is a continuing stream of sessions focusing on methodological questions concerning issues of online data collection and web surveys. Also there is a stream of sessions on online communities and social networks.

On Monday, March 26, we offer a tutorial workshop program that covers key topics of the field of internet research. Also, on March 26, there will be the Early Bird Meeting of internet researchers. You can find the program, information about registration, and many more details at the following url:

<http://www.gor.de/>

Hope to see you in Leipzig, Uwe Matzat

Uwe Matzat
Sociology Section
Department of Technology Management
Eindhoven University of Technology
P.O. Box 513, 5600 MB Eindhoven
The Netherlands

phone: + 31 40 247-8392
email: u.matzat "at" tm.tue.nl
<http://www.tue-tm-soc.nl/~matzat/>

Gorpaper07 mailing list
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<http://dgof.de/mailman/listinfo/gorpaper07>

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Subject: Policy Impact Award nominations
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I want to remind members that nominations for the 2007 AAPOR Impact Award are due by the end of the month.

Please send any nominations directly to me at zukin@rci.rutgers.edu. And feel free to circulate this reminder.

Thanks for your attention.

Cliff Zukin

Professor of Public Policy and Political Science.

Edward J. Bloustein School, Rutgers University

Past President,

American Association for Public Opinion Research

732 932 2499 x712 zukin@rci.rutgers.edu

Public Policy, 2nd Floor, Bloustein School

33 Livingston Ave, New Brunswick, NJ 08901

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Comments: To: AAPORNET@asu.edu
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> There is a very interesting new Dear Colleague letter on the NSF
> website on Research and Data Confidentiality. Information can be
> found at: <http://www.nsf.gov/pubs/2006/nsf06040/nsf06040.jsp>
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> Lynda T. Carlson, Ph.D.=20
> Director, Division of Science Resources Statistics=20
> National Science Foundation=20
> 4201 Wilson Boulevard, Suite 965=20
> Arlington, VA 22230=20
> Tel: 703-292-7766=20
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OPEN FOR REGISTRATION:=20
=20
DC-AAPOR Workshop on Nonresponse Bias in Household Surveys

To be held on Friday, March 30 from 9:00am-5:00pm.

The workshop will be located at:
Kaiser Family Foundation
1330 G Street, NW
Washington, DC 20005

The principal goal of this workshop is to address questions such as:

- Do lower response rates inevitably lead to nonresponse bias?
- Given increasing survey costs and increasing nonresponse rates, are probability samples becoming obsolete?
- Who are the respondents who are missed by today's surveys, how much does it matter, and what should we do about it?

The workshop is based on the special issue of Public Opinion Quarterly, published in January 2007. The special issue of POQ, edited by Eleanor Singer, focuses on issues that are currently occupying center stage among survey researchers. As response rates to surveys continue to decline, questions about the impact of such a decline on survey estimates assume increasing importance. Contributing authors from the special issue of POQ will summarize findings from the articles and present up-to-date information on their research in these areas.

Click on the link below or paste it into your browser to view the workshop agenda and registration information:

<http://www.dc-aapor.org/nrworkshop.php>

Workshop Registration

The registration fee for the workshop is \$65. There are a limited number of student registrations available to full-time students. Please contact Ryan Hubbard at RyanHubbard@westat.com for more information. The workshop is limited to 150 attendees. The deadline for registration and payment is Friday, March 23.

To register for the conference, please:

1. Complete the registration form on the DC-AAPOR website (<http://www.dc-aapor.org/rsvpform.php>), and
2. Submit payment by check or credit card (<http://www.dc-aapor.org/nrworkshop.php>).

Checks can be made payable to DC-AAPOR and sent to the attention of Aaron Maitland at University of Maryland, 1218 Lefrak Hall, College Park, MD 20742.

If you are submitting a payment for someone other than yourself, please email Aaron Maitland at aaron.maitland@hotmail.com. Provide the name of the person planning to attend the workshop and the name of the person or organization paying the registration fee.

Workshop Organizing Committee

Jennifer Beck (Census), John Boyle (SRBI), Ryan Hubbard (Westat), Jennifer=20
Hunter Childs (Census), Aaron Maitland (NCHS), Adam Safir (RTI), Paul=20
Schroeder (SRBI)=20

Workshop Sponsorship=20
=20

Generous workshop sponsorship provided by SRBI, Westat, and the Washington=20
Statistical Society (WSS).

If you have any questions about the workshop, please contact:

Ryan Hubbard, Workshop Chair
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Reference: 511225

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Responsibilities

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

Qualifications

Required Qualifications:

- College degree, with preferred major in marketing, economics, statistics, business, computer science/engineering, sociology or psychology
- 5+ years experience in one or more of following areas: marketing research, marketing consulting, marketing strategy, active user of marketing research, or equivalent
- Strong analytic skills, including the ability to analyze and interpret large data sets, identify insights, and synthesize how these insights impact the business (so what? and now what?) and strategy
- Strong writing and presentation skills, including the ability to present and defend both research plans, recommendations and conclusions based on research findings, analysis, and insights
- Demonstrated ability to operate independently with multiple constituents with tight timelines and changing priorities
- Ability to lead internal and vendor teams in executing large scale research and analytic projects, as well as the ability to manage multiple in-process studies simultaneously
- Ability to travel between Richmond/Northern Virginia and within North America (10-20%)

Preferred Qualifications:

- Advanced degree, such as an MBA or an MS (statistics, economics, marketing research, consumer psychology, or related field)
- Experience on either the supplier side or the client side within the marketing research profession
- Experience at a Fortune 500 company or a company well-known for marketing discipline
- Experience in planning, execution, and analysis of market research across wide range of survey techniques with knowledge of sampling and statistical

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The deadline for submission of abstracts has been extended. The =
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consider attending and presenting. You can submit your proposal to the =
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Richard Hilmer
Managing Director
Infratest dimap
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Wahlforschung mbH
Moosdorfstr. 7-9
D-12435 Berlin
Tel +49 (0)30 533 22-113
Fax +49 (0)30 533 22-122
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Fax +49 (0)30 533 22-122
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Mike Traugott
WAPOR President

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Tue, 27 Feb 2007 22:26:46 -0500
Reply-To: "Traugott, Michael" <mtrau@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Traugott, Michael" <mtrau@UMICH.EDU>
Subject: Re: Call for Papers for the WAPOR Conference in Berlin in
September
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

I am resending this email with an inserted URL rather than with an =
attachment.

AAPOR Members - The following URL contains the call for papers for the =
2007 WAPOR annual conference, to be held in Berlin from September 19 to =
21. =20

[http://www.unl.edu/wapor/Upcoming%20Conferences/Berlin/WAPOR%20Annual%20C=
onference%202007.doc=20](http://www.unl.edu/wapor/Upcoming%20Conferences/Berlin/WAPOR%20Annual%20C=onference%202007.doc=20)

The deadline for submission of abstracts has been extended. The =
conference is being organized around a number of topics that suit the =
research interests of many AAPOR members, and I encourage you to =
consider attending and presenting. You can submit your proposal to the =
head of the confernece committee at:

Richard Hilmer
Managing Director
Infratest dimap
Gesellschaft f=FCr Trend- und

Wahlforschung mbH
Moosdorfstr. 7-9
D-12435 Berlin
Tel +49 (0)30 533 22-113
Fax +49 (0)30 533 22-122
wapor@infratest-dimap.de

Mike Traugott
WAPOR President

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Wed, 28 Feb 2007 08:49:12 -0500
Reply-To: Patricia Wamboldt <pmw101@PSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Patricia Wamboldt <pmw101@PSU.EDU>
Subject: using PDA's
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

Good morning,

I am hoping that someone may have had experience with data collection using PDA's. I have explored the usual channels and found that using companies who specialize in writing/ licensing software for PDA's tend to be very expensive and do not really offer a sustainable model. Has anyone had any other experience in using PDA's, writing their own programs, or hiring someone to write programs? I would be very interested in hearing about other peoples experiences, and more than happy to receive information that could point us in alternative directions. You may respond off-line.

Thanks for your attention to this

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

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

Date: Wed, 28 Feb 2007 10:49:06 -0500
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Re: using PDA's
Comments: To: Patricia Wamboldt <pmw101@PSU.EDU>, AAPORNET@asu.edu
In-Reply-To: <45E58858.6090902@psu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Patricia,

The vast majority of PDA's/handhelds these days come with an Internet browser. This means a PDA owner can easily take a survey using their web browser (like they would if they were to use Internet Explorer or Firefox on a regular computer). The only difference is because of screen size the online web survey would have to be very simple (i.e. - no big fonts, colors, aesthetics, images, etc.)

Otherwise, there are companies that write their own proprietary survey software for PDA's but as you noted below these can be cumbersome and expensive. Plus... with the PDA market already saturated with built in web browsers there really is no need to get proprietary survey software for a PDA.

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surveys. (WML is just a form of XML - which as you know, our whole = system is built on XML). But this WAP technology is used somewhat rarely in = the U.S. because of PDA's/handhelds already using a standard web browser.

I hope this helps.

Paul Braun

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

From: Patricia Wamboldt [mailto:pmw101@PSU.EDU]=20

Sent: Wednesday, February 28, 2007 8:49 AM

To: AAPORNET@asu.edu

Subject: using PDA's

Good morning,

I am hoping that someone may have had experience with data collection=20 using PDA's. I have explored the usual channels and found that using=20 companies who specialize in writing/ licensing software for PDA's tend=20 to be very expensive and do not really offer a sustainable model. Has=20 anyone had any other experience in using PDA's, writing their own=20 programs, or hiring someone to write programs? I would be very=20 interested in hearing about other peoples experiences, and more than=20 happy to receive information that could point us in alternative=20 directions. You may respond off-line.

Thanks for your attention to this
Patricia

--=20

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

Please ask authors before quoting outside AAPORNET.

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

Date: Wed, 28 Feb 2007 09:00:05 -0700
Reply-To: Anastasia Mirzoyants <anastasia.mirzoyants@UTOLEDO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Anastasia Mirzoyants <anastasia.mirzoyants@UTOLEDO.EDU>
Subject: Re: Establishing a new Survey Research Lab

Thank you for all the advice!

And I have to apologize for not being clear enough in the previous posting. I did not mean to sound as if we were starting from a scratch. We've done a lot of research of functioning of successful survey research centers and labs. I personally read more than 50 strategic plans. We have an experience in doing simple phone surveys once or twice a year. We are also partnering with the Survey Research Lab from the Wright State University, which is proved to be very productive. And we are doing a lot of visiting, conference calling, and meetings.

My concern was not the general outline for such establishment but rather for some experiences with the road-bricks, which you would not know about until you take the road.

For example, our partners at WSU are working with WinCATI, whereas our university is leaning towards SNAP. We would not know the difference until we have worked on both. But, maybe, some of you have already done so and knows which one fits the best.

My question was on some specific details that we have to be cautious about in advance.

Thank you,
Anastasia

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Date: Wed, 28 Feb 2007 11:46:04 -0500
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: using PDA's
Comments: To: AAPORNET@asu.edu, Patricia Wamboldt <pmw101@PSU.EDU>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

If I were in your shoes, I would not use any software application that is platform dependent. Platform dependent apps require stringent standardization of equipment to be reliable.

A better solution is to web enable your survey on a secure, password protected website and have the interviewers access the internet via their wireless PDA (handheld) using the PDA's browser, effectively using the web survey and internet enabled handheld computers as a CATI

system.

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
www.oranjbowl.info

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>>> Patricia Wamboldt <pmw101@PSU.EDU> 02/28/07 8:49 AM >>>
Good morning,

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to be very expensive and do not really offer a sustainable model. Has anyone had any other experience in using PDA's, writing their own programs, or hiring someone to write programs? I would be very interested in hearing about other peoples experiences, and more than happy to receive information that could point us in alternative directions. You may respond off-line.

Thanks for your attention to this
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: Wed, 28 Feb 2007 09:34:18 -0800
Reply-To: Mark Cameron <mcameron@TECHNEOS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark Cameron <mcameron@TECHNEOS.COM>
Subject: Re: using PDA's
Comments: To: Paul Braun <pbraun@BRAUNRESEARCH.COM>, AAPORNET@asu.edu
In-Reply-To: <000101c75b58\$46512080\$1401a8c0@Techneos.local>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Hi Paul,

I was debating whether to weigh in on this discussion, but I feel that your message requires a reply. I state with full disclosure that I run one of those companies that develops software for PDA-based research, but it is not my intent to pitch in any way.

I passionately dispute the notion that web surveys render proprietary survey software for PDAs unnecessary. While I am as optimistic as anyone about the future of mobile web surveys, I challenge your comments based on three fundamental issues:

1. The current state of mobile browsing is not conducive to survey research. While I have seen examples of successful browser-based surveys, they have been limited to basic surveys in a controlled environment. Even the highest speed mobile data networks still have connectivity problems, and there is little browser standardization at this time between mobile devices.
2. Designing sophisticated questionnaires for a small form factor is no trivial task, and in my opinion the user interface challenge is greater for small screens than large ones. This is further exacerbated by the limited control over look-and-feel that is available in most visual web browsers.
3. I actually challenge the fundamental server-centric way that most web survey software works, especially in a mobile environment. Whereas most software applications are used to provide remote access to a centralized database (e.g. inventory or customer data), the primary role of

computer-assisted survey tools is to gather data from the field into a central database. So running a server-centric browser-based solution for this purpose seems counter-intuitive, and essentially diminishes the client computer to a "dumb terminal" that relies on a lot of back-and-forth communication with a server. In a desktop world this is not a major problem, and modern web technologies like Ajax do a good job of balancing the workload between client and server. But mobile browsers are not that advanced yet, and wireless data networks are still slow and expensive relative to wired connections. Add "radio latency" into the mix, which is a connection delay that is unrelated to data bandwidth, and the result is a pretty limited research environment.

I believe the future of mobile survey computing will leverage the strengths of browser proliferation with the advantages of "offline" software. Even current tools are doing that to some degree, but admittedly require the capitalization of specific hardware.

I'll stop there. I'd be happy to take this discussion offline or to continue it here...

Cheers,

-Mark

Mark Cameron | President & CEO | Mobile: +1.778.837.8156
Techneos Systems Inc. | www.techneos.com | mcameron@techneos.com
=20

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul Braun
Sent: Wednesday, February 28, 2007 8:48 AM
To: AAPORNET@asu.edu
Subject: Re: using PDA's

Patricia,

The vast majority of PDA's/handhelds these days come with an Internet browser. This means a PDA owner can easily take a survey using their web browser (like they would if they were to use Internet Explorer or Firefox on a regular computer). The only difference is because of screen size the online web survey would have to be very simple (i.e. - no big fonts, colors, aesthetics, images, etc.)

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I hope this helps.

Paul Braun

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

From: Patricia Wamboldt [mailto:pmw101@PSU.EDU]=20
Sent: Wednesday, February 28, 2007 8:49 AM
To: AAPORNET@asu.edu
Subject: using PDA's

Good morning,

I am hoping that someone may have had experience with data collection using PDA's. I have explored the usual channels and found that using companies who specialize in writing/ licensing software for PDA's tend to be very expensive and do not really offer a sustainable model. Has anyone had any other experience in using PDA's, writing their own programs, or hiring someone to write programs? I would be very interested in hearing about other peoples experiences, and more than happy to receive information that could point us in alternative directions. You may respond off-line.

Thanks for your attention to this
Patricia

--=20

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: Wed, 28 Feb 2007 12:25:48 -0600
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

Assistant Professor and Director of the Survey Research Center

=20

The University of New Orleans invites applications for a tenure track position at the rank of Assistant Professor with specializations in public opinion and research methods. The position also entails directing the UNO Survey Research Center, which has conducted local and statewide surveys since 1986. Candidates should have Ph.D. in hand or close to completion, experience in survey research, and be willing to teach both undergraduate and graduate courses. Evidence of potential for research productivity and grant writing skills should be provided. The teaching load is two courses per semester, with a one course reduction each semester for the directorship of the SRC. For full consideration all materials should be received by April 9, 2007.

=20

The University of New Orleans, an AA/EEO employer, is the urban campus of the Louisiana State University System, and has 11,000 students. The Department offers the B.A., M.A., M.P.A., and Ph.D. degrees. Interested persons should send their CV, three letters of recommendation, graduate transcripts, teaching evaluations, and a writing sample to: Search Committee Chair, Department of Political Science, University of New Orleans, 2000 Lakeshore Drive, New Orleans, LA 70148-2340. =20

=20

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=20

=20

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

Date: Wed, 28 Feb 2007 14:07:01 -0500
Reply-To: David Palmer <dpalmer@MARKETRX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Palmer <dpalmer@MARKETRX.COM>
Subject: Re: [SPAM] - AAPORNET Digest - 26 Feb 2007 to 27 Feb 2007
(#2007-44) - Email found in subject
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Hi all,

Attached are positions available at marketRx - a pharmaceutical market research company (and sales force alignment, etc.). The company was recently named to the Inc. 500 list of "Fastest-Growing Private Companies." (www.marketrx.com). There are over 300 employees in the US and over 300 employees in the India based office.

They are currently hiring Analyst/Senior Analyst, Project Lead, Directors and Associate Directors. Most positions are in their New Jersey headquarters; however, they are often hiring in Phoenix Arizona as well. They have expanding offices in Chicago and the UK but positions there are much less frequent. =20

Please contact me if you are interested in a position. I can personally say they are great to work for.

=20

~David Palmer

=20

Senior Analyst

marketRx Inc.

7585 E Redfield, Suite 207

Scottsdale, AZ 85260

Tel: 480 656 3855

Fax:480 588 7579

mail: dpalmer@marketrx.com

=20

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

Date: Wed, 28 Feb 2007 11:03:47 -0800
Reply-To: Hank Zucker <hank@SURVEYSYSTEM.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hank Zucker <hank@SURVEYSYSTEM.COM>
Subject: Re: using PDA's
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; format=flowed; charset=iso-8859-1; reply-
type=original
Content-transfer-encoding: 7bit

Hi Patricia,

Using PDAs' Web browsers can be an excellent and cost-effective solution,
provided:

- a) Your PDAs will have a live Web connection where you interview (people often use PDAs on the street or at other locations that do not have wireless).
- b) You already have Web survey software or are familiar with hand-coding surveys and want to spend the time to hand-code. If you are using Web survey software, it should be capable of creating compact pages for the small PDA screens. Surveys designed for normal PCs usually have too much white space and other features (as Paul mentions) that do not work well on small screens.
- c) If you will be hand coding, your surveys must be simple. Trying to hand code branching, piping, question or answer choice order randomizations, conditional inclusion of answer choice options and other logic would usually take more time than is cost-effective.

If you can't answer all of the above affirmatively, then PDA survey software is probably the way to go. There are a number of packages out there with

different prices, features and levels of integration with a comprehensive survey solution.

One other consideration is how many different surveys you plan to do in the next year or two. The more you plan to do, the more likely purchasing software will represent a savings over hand-coding.

Good luck with your research.

Regards,
Hank

Hank Zucker
Creative Research Systems
www.surveysystem.com
(707) 765-1001

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

From: "Paul Braun" <pbraun@BRAUNRESEARCH.COM>
To: <AAPORNET@asu.edu>
Sent: Wednesday, February 28, 2007 7:49 AM
Subject: Re: using PDA's

Patricia,

The vast majority of PDA's/handhelds these days come with an Internet browser. This means a PDA owner can easily take a survey using their web browser (like they would if they were to use Internet Explorer or Firefox on a regular computer). The only difference is because of screen size the online web survey would have to be very simple (i.e. - no big fonts, colors, aesthetics, images, etc.)

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I hope this helps.

Paul Braun

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

From: Patricia Wamboldt [mailto:pmw101@PSU.EDU]

Sent: Wednesday, February 28, 2007 8:49 AM
To: AAPORNET@asu.edu
Subject: using PDA's

Good morning,

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Patricia

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Assistant Director
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University Park, PA 16802
Phone: 814-863-0169
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Archives: <http://lists.asu.edu/archives/aapornet.html> .
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=====
Date: Wed, 28 Feb 2007 11:10:35 -0800
Reply-To: John D Rogers <jdrovers@SFSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John D Rogers <jdrovers@SFSU.EDU>
Subject: Re: using PDA's
Comments: To: AAPORNET@asu.edu
Comments: cc: Mark Cameron <mcameron@TECHNEOS.COM>
In-Reply-To: <51ED9EA87981074B8384119DA9F97A1D24B711@tsi.Techneos.local>

MIME-version: 1.0

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

We have used Techneos' Entryware with very good results on the AlphaSmart Dana platform (a palm-based PDA with wide screen and full keyboard). I recommend considering Entryware before adopting a browser-based system.

John Rogers

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)

Mark Cameron <mcameron@TECHNEOS.COM>
Sent by: AAPORNET <AAPORNET@asu.edu>
02/28/2007 09:34 AM
Please respond to
Mark Cameron <mcameron@TECHNEOS.COM>

To
AAPORNET@asu.edu
cc

Subject
Re: using PDA's

Hi Paul,

I was debating whether to weigh in on this discussion, but I feel that your message requires a reply. I state with full disclosure that I run one of those companies that develops software for PDA-based research, but it is not my intent to pitch in any way.

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1. The current state of mobile browsing is not conducive to survey research. While I have seen examples of successful browser-based surveys, they have been limited to basic surveys in a controlled environment. Even the highest speed mobile data networks still have connectivity problems, and there is little browser standardization at this time between mobile devices.

2. Designing sophisticated questionnaires for a small form factor is no trivial task, and in my opinion the user interface challenge is greater for small screens than large ones. This is further exacerbated by the limited control over look-and-feel that is available in most visual web browsers.

3. I actually challenge the fundamental server-centric way that most web survey software works, especially in a mobile environment. Whereas most software applications are used to provide remote access to a centralized database (e.g. inventory or customer data), the primary role of computer-assisted survey tools is to gather data from the field into a central database. So running a server-centric browser-based solution for this purpose seems counter-intuitive, and essentially diminishes the client computer to a "dumb terminal" that relies on a lot of back-and-forth communication with a server. In a desktop world this is not a major problem, and modern web technologies like Ajax do a good job of balancing the workload between client and server. But mobile browsers are not that advanced yet, and wireless data networks are still slow and expensive relative to wired connections. Add "radio latency" into the mix, which is a connection delay that is unrelated to data bandwidth, and the result is a pretty limited research environment.

I believe the future of mobile survey computing will leverage the strengths of browser proliferation with the advantages of "offline" software. Even current tools are doing that to some degree, but admittedly require the capitalization of specific hardware.

I'll stop there. I'd be happy to take this discussion offline or to continue it here...

Cheers,

-Mark

Mark Cameron | President & CEO | Mobile: +1.778.837.8156
Techneos Systems Inc. | www.techneos.com | mcameron@techneos.com

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul Braun

Sent: Wednesday, February 28, 2007 8:48 AM

To: AAPORNET@asu.edu

Subject: Re: using PDA's

Patricia,

The vast majority of PDA's/handhelds these days come with an Internet browser. This means a PDA owner can easily take a survey using their web browser (like they would if they were to use Internet Explorer or Firefox on a regular computer). The only difference is because of screen size the online web survey would have to be very simple (i.e. - no big fonts, colors, aesthetics, images, etc.)

Otherwise, there are companies that write their own proprietary survey software for PDA's but as you noted below these can be cumbersome and expensive. Plus... with the PDA market already saturated with built in web browsers there really is no need to get proprietary survey software for a PDA.

One other note is that there is an older cellphone-type technology called WAP which uses a markup language called WML in which you can author surveys in. We actually do have the capability of outputting WML for our web surveys. (WML is just a form of XML - which as you know, our whole system is built on XML). But this WAP technology is used somewhat rarely in the U.S. because of PDA's/handhelds already using a standard web browser.

I hope this helps.

Paul Braun

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

From: Patricia Wamboldt [mailto:pmw101@PSU.EDU]

Sent: Wednesday, February 28, 2007 8:49 AM

To: AAPORNET@asu.edu

Subject: using PDA's

Good morning,

I am hoping that someone may have had experience with data collection using PDA's. I have explored the usual channels and found that using companies who specialize in writing/ licensing software for PDA's tend to be very expensive and do not really offer a sustainable model. Has anyone had any other experience in using PDA's, writing their own programs, or hiring someone to write programs? I would be very interested in hearing about other peoples experiences, and more than happy to receive information that could point us in alternative directions. You may respond off-line.

Thanks for your attention to this
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: Wed, 28 Feb 2007 14:15:38 -0800
Reply-To: Patrick Glaser <patrickglaser1@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Patrick Glaser <patrickglaser1@YAHOO.COM>
Subject: CMOR Workshop: Call for Papers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: 8BIT

Dear Colleagues,

CMOR will be hosting its annual workshop in Atlanta this October 22-24. This workshop is geared towards presenting and exploring "real solutions" to respondent cooperation- in terms of boosting response rates (and promoting validity & ethics), addressing new research challenges/issues, and bringing

together diverse groups of practitioners/stakeholders to discuss experiences.

Abstracts are welcome and encouraged from all AAPOR members & colleagues. The deadline for submissions is April 15th.

Thank you, please find the CfP below:

CMOR - Call for Papers

Providing Real Solutions To
Improving
Respondent Cooperation

For The 6th Annual
CMOR Respondent Cooperation Workshop
October 22-24, 2007
Atlanta, Georgia

Has your organization discovered new and innovative methods for boosting respondent cooperation?

CMOR is looking for presenters to discuss solutions and studies that have positively affected respondent cooperation, response rates, and/or data quality.

Some topics and areas of concentration for the 2007 workshop will include:

- ü Interviewer & supervisor training in combating refusals
- ü Advances in mixed mode methodology
- ü Gaining cooperation in research under duress (e.g. unusually long survey lengths)
- ü Use of address-based sample to improve response rates
- ü New problems in research (e.g. Professional respondents, the public's expectation of pay/compensation for participation, etc.)
- ü Online focus groups
- ü New ways to recruit/win cooperation in qualitative research
- ü Cell phone update

If you would like to speak on one of the above topics, please send a brief summary (1-2 paragraphs) of your presentation. Please email your presentation proposal to pglaser@cmor.org by April 15, 2007

Presenters receive a free admission to the three day workshop and a chance to network with research professionals who work with cooperation issues every day.

Questions? Contact Patrick Glaser at pglaser@cmor.org, or call 860-657-1881

The 6th annual CMOR Respondent Cooperation Workshop – info can be found at www.cmor.org

Everyone is raving about the all-new Yahoo! Mail beta.

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