

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 LOG0706"

Date: Fri, 1 Jun 2007 11:39:50 +0100
Reply-To: N.Allum@SURREY.AC.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Allum <N.Allum@SURREY.AC.UK>
Subject: Re: D=?iso-8859-1?Q?=E9j=E0?= vu all over again
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

Doug, your exposition is excellent, and no doubt correct (I'll = definitely go back to those papers you mention), but ... what is the = practical point of having a confidence interval around an estimate = derived from a population that is a self selected panel?=20

The problem with presenting such intervals in newspaper articles is that = they will be interpreted as intervals that bracket another population = parameter - e.g. all British adults, all US voters or whatever the = target population of real interest is.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Rivers
Sent: 01 June 2007 05:47
To: AAPORNET@asu.edu
Subject: Re: D=E9j=E0 vu all over again

Jan,

Yes, I did say that the standard errors for samples from non-random = panels are similar to those for phone surveys (and different from those = for cluster samples, though, not surprisingly, this didn't make it into = the Times story). There is a misconception that standard errors are = something that can't be calculated or are meaningless for = non-probability samples, such as observational studies, time-series, = opt-in panels, etc. This is not true. In fact, it is possible to = estimate standard errors under very weak assumptions about how the data = were generated. Since the celebrated papers of Huber and Eicker in the = Fifth Berkeley Symposium, there has been 40 years of research on robust = inference when the data generating process is unknown, though little of = this seems to have permeated the world of survey sampling.

The key idea is that a subsample from a panel (no matter how it was = selected) or from a phone survey (regardless of its level of = non-response) generates approximately independent observations. This = does not imply that estimates based off of these samples are unbiased = (which would be true if the selection mechanism were ignorable), but = standard errors **never** tell you anything about bias. The standard error =

is just a standard deviation of estimates obtained by repeated sampling = following the same procedure.

Here's how the argument goes for either a weighted RDD sample or a = sample from a Web opt-in panel. The only assumption, aside from some = pretty innocuous regularity conditions, is independence of the draws, = which is hard to dispute. Consider an estimator of the form

$$\hat{\theta} = \frac{\sum_i w_i y_i}{\sum_i w_i}$$

The observations y_i and the weights w_i are independent, but possibly = not identically distributed. Under weak conditions

$$\text{plim } \frac{\sum_i w_i}{n} = c > 0$$

Let $\theta^* = \frac{\text{plim } \sum_i w_i y_i}{c}$. (For this part, it's enough = that the observations and weights have uniformly bounded moments.) It = follows (again, subject to weak regularity conditions) that

$\sqrt{n} (\hat{\theta} - \theta^*)$ converges in distribution to a $N(0, s^2)$ = random variable

where s^2 is a standard "sandwich estimator" of the form

$$s^2 = c^{-2} \lim_{n \rightarrow \infty} \frac{1}{n} \sum_i E[w_i^2 (y_i - \theta^*)^2]$$

which can be consistently estimated by

$$\hat{s}^2 = \frac{1}{n} \sum_i w_i^2 (y_i - \hat{\theta})^2 / \left(\frac{\sum_i w_i}{n} \right)^2.$$

There's nothing very deep about this result. (Only the weighting makes = it ugly--it's trivial if the sample is not weighted.) But this = calculation is equally valid for any kind of survey with independent = draws. It doesn't make any difference if it's a true probability sample, = a low response rate RDD sample, or a subsample from a convenience sample = (which is what the reporter asked me about).

This does not, however, imply that the estimates are any good or that = the confidence intervals (margins of error) have the stated coverage of = the population parameter, since the parameter that is being estimated is = θ^* , which could be quite different from the population parameter of = interest. But please don't tell me that this isn't a valid estimate of = the sampling variability, which it is.

A different (and probably more relevant) question is what is the mean = square error of the estimates, since this incorporates both sampling = variability and bias. For non-probability samples, it's difficult to say = much theoretically about the bias since the ignorability assumption is = usually not testable. We know that the potential for bias is large for = any non-probability sample (which includes any survey with significant = non-response). I believe that it's possible to get usable estimates with = modest amounts of bias by improved statistical methods, such as = calibration estimators, matching, and hierarchical modelling. But that's =

a topic for another day.

Doug

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

From: AAPORNET on behalf of Jan Werner

Sent: Thu 5/31/2007 7:41 PM

To: AAPORNET@asu.edu

Subject: Re: D=E9j=E0 vu all over again

=20

This article demonstrates once again that you don't need to know=20 anything about something to write about it in the New York Times. Some=20 of the author's assertions are quite funny, such as: "First developed in =

the 1940s by George Gallup, the father of modern polling, random=20 sampling requires hours of costly legwork by an army of specially=20 trained pollsters."

I was, however, intrigued by the statement that "Professor Rivers said=20 that the margin of error for Polimetrix surveys is similar to that of=20 polls conducted by telephone" which would seem to imply that they have=20 figured out a way to compute a confidence interval for the sampling=20 error on opt-in panel surveys of the general population. I don't suspect =

that is what Doug Rivers meant, but he is one of the more knowledgeable=20 people on the topic of online surveys and I'd be interested in hearing=20 what he actually told Mr. Crampton.

Of course, perhaps Mr. Crampton was just trying to explain that since=20 neither telephone nor Internet surveys involve the wearing down of shoe=20 leather, they can't be called random samples and therefore statisticians =

can't compute a margin of error for either anyway.

Jan Werner

Leo Simonetta wrote:

> Advertising

> About Online Surveys, Traditional Pollsters Are: (C) Somewhat =
Disappointed=20

> By THOMAS CRAMPTON

>=20

> <http://www.nytimes.com/2007/05/31/business/media/31adco.html?>

> Or

> <http://tinyurl.com/2adrnn>

>=20

> PARIS, May 27 - To traditional pollsters, a random survey adjusted to =
reflect the general population is the only way to measure public opinion =
properly.=20

>=20

> First developed in the 1940s by George Gallup, the father of modern =
polling, random sampling requires hours of costly legwork by an army of =
specially trained pollsters.

>=20

> But some survey companies that offer an Internet-based alternative to traditional polls are trying to make inroads, including a British one, YouGov, which plans to introduce its methods in the United States for the next presidential election.=20

>=20

> Working with a large panel of respondents who answer a range of questions through an online questionnaire, YouGov says it can predict election outcomes and consumer preferences with greater accuracy for far less money than ever before.

>=20

> SNIP

>=20

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>=20

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=====
Date: Fri, 1 Jun 2007 09:47:32 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: U.S. Data Show Rapid Minority Growth in School Rolls

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

U.S. Data Show Rapid Minority Growth in School Rolls=20

New York Times

http://www.nytimes.com/2007/06/01/education/01educ.html?_r=3D1&ref=3Deduc=

ati

on&oref=3Dslogin

or

<http://tinyurl.com/yqmwqn>

Driven mainly by an extraordinary influx of Hispanics, the nation's population of minority students has surged to 42 percent of public

school enrollment, up from 22 percent three decades ago, according to an annual report issued yesterday by the government.

Shifts in the Nation's Schools The report, a statistical survey of the nation's educational system, portrays sweeping ethnic shifts that have transformed the schools. The changes, with important implications for educators and policy makers, have been most striking in the West, where, the survey says, Hispanic, black and Asian students together have outnumbered whites since 2003. But all regions have seen growth in minority student enrollment, particularly by Hispanics, who accounted for one of five public school students in 2005, the last year for which data were available.

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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=====
Date: Fri, 1 Jun 2007 10:12:03 -0400

Reply-To: BLUMWEP@AOL.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Micheline (Mickey) Blum" <BLUMWEP@AOL.COM>

Subject: B-Day vs. Youngest male in Pre-election Polls

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Is there any recent research comparing "youngest male at home" with the "birthday" method of respondent selection in pre-election polling?

I have always used the birthday method for election polls, but I have been having an off-list discussion with another AAPOR member on the topic. We are specifically interested in research comparing the vote question as well as the demographics and other characteristics of registered and likely voters.

Thank you.

Mickey Blum

Micheline Blum

Blum & Weprin Associates, Inc.

80 University Place

New York, NY10003

212-929-6510

blumwep@aol.com

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=====
Date: Fri, 1 Jun 2007 17:31:39 +0100

Reply-To: "Moon, Nick" <nick.moon@GFK.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Moon, Nick" <nick.moon@GFK.COM>

Subject: More on web surveys

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Many people have asked for a reference for the Procter and Gamble paper I referred to, and because I thought more people might be interested and because I'm too lazy to reply to each individually, here's some more info

It was given by Kim Dedeker of P&G at the Chicago "Research industry Summit to Improve Respondent Cooperation" in September 2006. I can't find a copy online, but this excerpt from an industry newsletter about the event gives a flavour.

"Among the most compelling speakers was Kim Dedeker, Vice President, Consumer & Market Knowledge, Procter & Gamble, who shared feedback from some research on research conducted by the global giant. P&G fielded a survey with identical methodology twice with a gap of about a week in between, and found results were substantially different from the two waves, to the extent that the primary action step for one survey would have been the opposite of the other."

In a way more compelling is a paper from the CASRO 2006 Annual Conference by Gian Fulgoni of Comscore. They have a global panel of 2 million who have (bizarrely) signed up for their every move on the web to be monitored passively, and showed that heavy survey takers (people who complete two or more a week) account for 80% of all online survey completion, while a third of all online surveys are completed by people who do three or more a day, and who are, unsurprisingly, not demographically typical.

I expect both papers are available from the authors

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=====
Date: Fri, 1 Jun 2007 12:22:48 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: D=?ISO-8859-1?Q?=E9j=E0?= vu all over again
Comments: To: Doug Rivers <doug@POLIMETRIX.COM>
Comments: cc: AAPORNET@asu.edu
In-Reply-To:
<016D23FB66B59D45A107C4741789271AE122A0@washington.polimetrix.com>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 8BIT

In short, you pointed out that the standard errors of the samples were similar, and the reporter, having no idea what you were talking about, interpreted it to mean that the surveys had the same "margin of error" in the sense of a confidence interval for the estimate.

This doesn't entirely let you off the hook, since you really should have known better than to expect a reporter to understand your point, but it does once again illustrate the folly of having established the so-called "margin of error" as a simplistic seal of approval the media can apply instead of looking at the details of how a given survey was conducted.

Beyond that, most reporters seem to believe incorrectly that the "margin of error" provides a range within which the true population value falls, as Byron Calame claimed in his NY Times Public Editor column recently. Most "margins of error" provided with published polls are incorrect

anyway, rarely accounting for the effects of sample design or weighting.

Like all media outlets, the NY Times routinely publishes results from panel and other samples which (unless one is willing to make a lot of iffy assumptions) do not allow for the computation of confidence intervals for estimates in the general population (consumer confidence, employment, gas prices, housing starts, effects of behavior on health,... the list is endless). These are quite properly reported without mentioning a "margin of error," but when it comes to public opinion surveys, another standard seems to apply.

The result is that the media routinely dismisses all non-traditional opinion surveys as "junk" even when they are more carefully conducted (and their results more accurate) than many surveys accepted without question just because they claim to use probability samples.

Until this bias can be redressed, we will face the problem of reporters and others inappropriately using the expression "margin of error" to justify mentions of Internet and other non-traditional survey methods.

Jan Werner

Doug Rivers wrote:

> Jan,

>

> Yes, I did say that the standard errors for samples from non-random

> panels are similar to those for phone surveys (and different from

> those for cluster samples, though, not surprisingly, this didn't make

> it into the Times story). There is a misconception that standard

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> hierarchical modelling. But that's a topic for another day.

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> Doug

>

> -----Original Message----- From: AAPORNET on behalf of Jan Werner

> Sent: Thu 5/31/2007 7:41 PM To: AAPORNET@asu.edu Subject: Re: Déjà vu

> all over again

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> Jan Werner _____

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>> <http://tinyurl.com/2adrnn>

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>> SNIP

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Date: Fri, 1 Jun 2007 13:13:14 -0400
Reply-To: howard schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: howard schuman <hschuman@UMICH.EDU>
Subject: Re: Specific passages from the Bible
Comments: To: aapor <aapornet@asu.edu>
In-Reply-To: <20070531224117.6F4224096C2@bcnet4.asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
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Yes, but...

...is a general question about belief in the Bible (in its entirety) as the Literal Word of God adequate to determine whether people who say Yes really do believe that?

Probably not, though worth testing by asking Americans whether specific passages from the Bible, such as the one from Leviticus about stoning to death disobedient children, represent the Word of God?

After all, we know that people who claim to support "freedom of speech" will nevertheless deny freedom of speech to communists, atheists, and various other disliked groups.

And people who oppose all discrimination nevertheless will support discrimination if presented in the context of allowing a company to survive or avoiding serious conflict.

It is likely that the same difference between general beliefs about the Bible and beliefs about specific statements in the Bible also differ.
...But it's worth testing.

Leora Lawton wrote:

> I'm enjoying the various digressions, but I go back to the core
> question...which I presume is something like: do people with certain
> religious beliefs cast their votes (or behave) in different ways than do
> those without those beliefs?
>
> The correct questionnaire item operationalizes 'religious beliefs'. For

> evangelical Protestants, a question about the belief in the literal word of
> the Bible (whatever version) might work fairly well. It certainly won't
> work for Jews (a totally different set of question is necessary) and I
> assume not Hindus, and I have no idea about Moslems (Sunni? Shi'a? Would
> you specify the 'koran' instead of Bible? Does this matter if you're
> polling in and around Detroit?). But if the 'religious right' is a bloc you
> want to know about, and the religious right is defined as evangelical
> Protestants, then use questionnaire items that are valid and reliable for
> indicating that group. I've successfully used a composite measure which is
> based on 'yes' to 'Protestant' and 'agree' or 'strongly agree' to one or two
> religiosity questions
> (see www.techsociety.com/articles/JMF_Goldscheider_Lawton.pdf and
> <http://techsociety.com/articles/switch.pdf>)

> 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

> Ps: I once gave a short talk about the meaning of the Census in the Torah.
> For those who are comfortable with some Hebrew, you can find it on
> www.techsociety.com/personal/census.html. For those who don't but are
> curious, email me and I'll send a version that doesn't require Hebrew
> knowledge.

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

> From: Jonathan Brill [mailto:brillje@UMDNJ.EDU]
> Sent: Thursday, May 31, 2007 12:39 PM
> To: AAPORNET@asu.edu
> Subject: Re: [AAPORNET] Passages from the Bible

> I hate to put a damper on all this, but certainly there are problems with
> testing knowledge of the Bible given that there are many versions of it; all
> versions are just that - VERSIONS, not literal translations. (Exception:
> the Jewish Publication Society attempts to provide a literal English
> translation of the original Hebrew text of the Pentateuch, or Torah, or Five
> Books of Moses - call it what you wish - that true believers would claim the
> Christian (and Jewish) God dictated letter by letter - all 304,805 of them -
> to Moses on Mount Sinai.) But I am not sure that testing knowledge of
> Christian doctrine using a Jewish text seems quite valid either! (Aside
> from Gary Langer's excellent point that knowledge and belief can be
> separated by the individual and should therefore be treated as separate
> constructs.)

> 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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>
>
>>>> Colleen Porter <cporter@DENTAL.UFL.EDU> 05/31/07 11:09 AM >>>>

> The other thing that concerns me is that we don't give a knowledge test
> when it comes to other issues. We ask questions that include terms like
> "prolife," "liberal," "constitutional," or "stem cell research," without
> checking to see if the respondent knows what it means. And we accept
> and report their answers, as ill-informed (or based on differing
> assumptions) as they may be.

>
> Why should the Bible be any different?

>
> Gary's comment on recall vs. knowledge is something worth pondering.

>
> Of course my favorite Biblical passage would be from Numbers:

>
> The LORD *said: "Take a census of the whole Israelite community by their
> clans and families, listing every man by name, one by one*"

>
> Colleen Porter
> Gainesville, FL

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

Date: Fri, 1 Jun 2007 13:49:04 -0400
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leve, Jay" <jleve@SURVEYUSA.COM>
Subject: Re: B-Day vs. Youngest male in Pre-election Polls
Comments: To: BLUMWEP@AOL.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

In response to Blum:

"Last-Birthday" respondent selection is defensible in theory but problematic in practice.

"Youngest-Male" respondent selection is not defensible in theory, and has to my knowledge no mathematical or statistical justification; it is just a way that some pollsters save money on interviewing costs, while paying lip-service to random selection at the respondent level.

In 2003, SurveyUSA conducted 2 separate sets of parallel tests on different methods of Respondent Selection.

Test 1:=20

Compare "Last Birthday" method of respondent selection to NO respondent selection. Test conducted in state of Kentucky, for 2003 Kentucky Governor Primary.

Test 2:=20

Compare "Youngest Male" method of respondent selection to No respondent selection. Test conducted in city of Denver, for 2003 Denver Mayor election.

*** HERE ARE RESULTS OF TEST #1

Memo to Trevor Tompson @ The Associated Press
Memo from Joseph Shipman, PhD, Director of Election Polling, SurveyUSA
Date April 6, 2004
Subject Last-Birthday Respondent Selection Compared to No Selection

Abstract: In January 2003 and February 2003, SurveyUSA conducted parallel statewide polls for the Democratic and Republican Kentucky Gubernatorial Primaries, which compared the "last-birthday" method of intra-household selection (LB-IHS) to polls that used no method of IHS, to study the practicality of the LB-IHS method and to test the hypothesis that LB-IHS improves the representativeness of the sample of completed surveys.

In the LB-IHS method tested, the participation of the adult living in the household who had the most recent birthday is solicited. If that person is not available, the person who answered the phone is told that another attempt to contact the designated respondent will be made later. Phone numbers where the targeted adult is not available are retried on subsequent polling days, unless the initial contact occurred on the final day of the poll. Field period was 3 days for the January 2003 poll and 4 days for the February 2003 poll. Initial contacts were made between the hours of 3 pm and 9 pm on weekdays and between 12 noon and 9 pm on weekends, local Kentucky time. Numbers which were busy or unanswered were retried both intraday and interday. Numbers where the targeted adult was not available were called back only during a designated calling window between 6 pm and 9 pm on a later day to maximize the chance of reaching the targeted adult.

Surveys were conducted using RDD telephone sample. Questionnaires within each field period were identical except for the first questions at the beginning of the poll, pertaining to respondent selection, which were included in the LB-IHS version of the poll, and omitted in the Non-IHS version of the poll. All questions for both parallel polls were voiced by news anchorman Gary Roedemeier, of WHAS-TV in Louisville. Raw poll results were weighted (or "balanced") to gender, age, race, and geographic region using multidimensional demographic data from the 2000 Census.

The LB-IHS questions varied from January to February. In the January poll, phone-answerers were told that the adult in the household with the most recent birthday would be interviewed before they provided any information. In the February poll, the wording was changed so that the person answering the phone was asked about his/her birthday, before being asked to select a household adult, in order to reduce the opportunity for respondents to favor selecting themselves. The revised February wording did not solve the problem of the person on the phone over-reporting that theirs was the last birthday. Separately: the January poll named 3 candidates in each party's primary, the February poll named 4 candidates. This change was made after a 4th candidate in each primary became viable in the judgment of SurveyUSA and its KY clients.

The theoretical justification for last-birthday IHS is that adults in a household are not equally likely to answer the phone, and by randomizing the adult targeted this non-randomness may be reduced.

The main findings of SurveyUSA's testing are as follows:

1) The gender distribution of the LB-IHS unweighted sample was closer to the actual Census demographics. In the January poll, the unweighted non-IHS sample was 39% male and the unweighted LB-IHS sample was 41% male. In the February poll, the unweighted non-IHS sample was 39% male and the unweighted LB-IHS sample was 44% male. The overall Kentucky adult population is 48% male.

2) The other demographic variables (age, race, and geographic region) did not show statistically significant differences. Since the typical multi-adult household consists of a married couple, this was to be expected - married couples have opposite genders but usually have similar ages and the same race.

3) Net effective response rate was worse using LB-IHS. The LB-IHS sessions yielded 21% fewer completed surveys per unit of phone sample (counting as successful only phone numbers where the targeted adult was reached on the initial call or a follow-up call). This factor is only partially offset by the reduction in number of completed interviews made possible by the sample being more demographically balanced. Although the IHS polls had a greater proportion of male respondents, they still had fewer males per unit of phone sample (more phone numbers were needed to obtain the same number of male respondents).

4) No systematic variation in post-weighting vote predictions was observed. Four parallel pairs of vote predictions were produced: =20

Parallel Pair #1:

- * Non-IHS January GOP Primary
- * LB-IHS January GOP Primary

Parallel Pair #2:

- * Non-IHS January Democratic Primary
- * LB-IHS January Democratic Primary

Parallel Pair #3:

- * Non-IHS February GOP Primary
- * LB-IHS February GOP Primary

Parallel Pair #4:

- * Non-IHS February Democratic Primary
- * LB-IHS February Democratic Primary

In 3 of the 4 pairings, LB-IHS and non-IHS post-weighting predictions differed by no more than 1 percentage point for any candidate. In the

4th pairing, the largest difference between the IHS and non-IHS predictions was 4 percentage points. The margin of error for each sample was at least 4%. Overall, the differences between IHS and non-IHS predictions were no larger than would be expected by chance. =20

5) The last-birthday IHS method introduces a bias against multi-adult households. In single-adult households, the initial respondent may always take the survey, but in multi-adult households the targeted respondent is sometimes not reachable during the survey's field period, despite multiple re-attempts to contact on subsequent days. This is an important factor in SurveyUSA news polls with a field-period of 3 or 4 days (as opposed to academic studies with a field period of 3 or 4 weeks). This bias compounds the already-existing bias due to multi-adult households having on average fewer phone numbers per adult than single-adult households. In these particular Primary polls, the number of adults per household was unrelated to vote preference, but in General Election polls a correlation is sometimes observed, and SurveyUSA adjusts the weighting of its results to correct for phone numbers per adult. Because married couples tend to be more Republican and less Democratic than single voters, a bias against multi-adult households may skew poll predictions towards Democrats and against Republicans. Adjustments to correct for such a bias may be derived from Census data on household composition. If LB-IHS is used in a General Election poll, where party distribution is important, this possible bias should be investigated.

6) The proportion of respondents who claimed to have the most recent birthday in their household was much larger than would be expected by chance, even after the wording of the selection questions was changed. (77% of respondents in multi-adult households in January claimed to have had the last birthday; 73% of respondents in multi-adult households in February claimed to have had the last birthday. Statistical expectation is less than or equal to 50%.) This phenomenon has also been observed by other researchers. It cannot be due to simple misunderstanding of the question, because then one would expect an equal number of errors in favor of and against the person answering the phone. In practice, as this study and other researchers have observed, the errors are much more likely to result in the person who answers the phone incorrectly taking the survey, rather than incorrectly declining to take the survey. If this failure to follow directions is correlated with survey preferences, a bias will be introduced.

SurveyUSA's overall conclusion from these studies is as follows:

Although LB-IHS is theoretically sound and not impractical, there is no evidence (either in the published research literature or in these internal studies) that it affects POST-weighting poll results. The only established benefit is an improved gender balance, but this affects only UNweighted poll data. On the other hand, LB-IHS requires more phone numbers to be called to obtain a survey sample of equal statistical validity. Because of this decrease in efficiency, a bias related to the number of adults in a household, and a possible bias related to noncooperation, the advantages of LB-IHS to SurveyUSA are outweighed by the disadvantages.

12 files exist in support of this document. The files cannot be enclosed on an AAPORnet posting, but are available to any AAPOR member who would like them. The files are:=20

- 1) The questionnaire used for the No-IHS portion of the January test.
- 2) The questionnaire used for the LB-IHS portion of the January test.
- 3) The raw data for the No-IHS portion of the January test.
- 4) The raw data for the LB-IHS portion of the January test.
- 5) The weighted data for the No-IHS portion of the January test.
- 6) The weighted data for the LB-IHS portion of the January test.
- 7-12) The same documents for the February test.

*** HERE ARE RESULTS OF TEST #2

=20

Memo to Trevor Tompson @ The Associated Press
Memo from Joseph Shipman, PhD, Director of Election Polling, SurveyUSA
Date April 5, 2004
Subject Summary of Youngest Male Respondent Selection to No Selection

Abstract: On 4/29/03 and 4/30/03, SurveyUSA conducted parallel poll sessions for the 5/6/03 Denver Mayoral Election, to test the hypothesis that the "youngest male - oldest female" method of intra-household selection (IHS) improves the representativeness of the sample of completed surveys and increases the accuracy of election polls.

Surveys were conducted using an RDD telephone sample. Interviews for both sets of sessions were conducted on Tuesday 4/29, seven days before the election, from 3:40pm local Denver time to 8:55pm local Denver time, and on Wednesday, 4/30, six days before the election, from 3:50pm local Denver time to 8:55pm local Denver time. Questionnaires were identical except for the first 5 questions at the beginning of the poll, pertaining to respondent selection, which were included in the IHS version of the poll, and omitted in the Non-IHS version of the poll. All questions for both parallel polls were voiced by news anchorwoman Adele Arakawa, of KUSA-TV. Raw poll results were weighted (or "balanced") to gender, age, and race using multidimensional demographic data from the 2000 Census.=20

The main findings are as follows:

- 1) The IHS poll sessions had a worse response rate, with 11.5% fewer completed surveys for parallel phone samples and simultaneous sessions. This resulted in a reduction of the post-weighting effective sample size.
- 2) Although "Youngest male" IHS makes the 1-dimensional distributions of gender and age closer to Census data, the 2-dimensional distribution of gender x age is skewed further away from Census data, as measured by the underrepresentation factor for the worst-represented cell. This resulted in a reduction of the post-weighting effective sample size,

contrary to the hypothesis that IHS provides a more representative sample.

3) Before weighting, IHS and non-IHS sessions made identical predictions for the spread between the top 2 candidates. Weighting to multi-dimensional Census data improved the accuracy of the non-IHS poll by 2 spread points, but did not change the accuracy of the IHS poll. Using no IHS, SurveyUSA's reported and balanced data had a spread error of 1 point, or a candidate error of 0.5 points. Had SurveyUSA reported data gathered with IHS, it would have had a candidate error of 1.5 points, or 3 times greater. While this is not a statistically significant difference, no confirmation for the hypothesis that the "Youngest male" method of IHS improves accuracy is found at any significance level.

Additional Details:

1) The IHS sessions got 593 successes for the same number of phone numbers that yielded 670 successes in the non-IHS sessions (11.5% fewer completed surveys)

2) The sessions without IHS were 37% male, the session with IHS were 53% male.

Actual census data says 50% of adults in Denver are male. But this is not as much of an improvement as it seems, because age and gender and race interact significantly in Denver.=20

Here is how race and age interact: 52% of the overall city of Denver Hispanic population is age 18 to 34. 35% of the overall city of Denver White population is age 18 to 34.=20

Here is how race and gender interact: The population of Hispanics in the city of Denver is 53% male. The population of whites in the city of Denver is 49% male.=20

Here is how age and gender interact: The population of 18 to 34 year olds is 53% male in the city of Denver. The population of those age 55+ is 43% male in the city of Denver.=20

When the polls are rebalanced to meet SurveyUSA's standard criterion that each gender-age cell must have at least as many balanced respondents as raw respondents, the following is observed:

Without IHS: the worst represented group is males age 18 to 34, who are underrepresented by a factor of 1.61. With 670 adults in raw data, SurveyUSA would report 415 adults in balanced data (Margin of Error 4.9% for overall sample, less for subsample of voters).=20

With Youngest Male IHS: the worst represented group is females age 18 to 34, who are underrepresented by a factor of 1.70. With 593 adults in raw data, SurveyUSA would report 349 adults in balanced data (MOE 5.4% for overall sample, less for subsample of voters).=20

3) The interactions between gender, age, and race in Denver suggest that 1-dimensional weighting will underperform multidimensional weighting, and a selection method that ignores the interactions may not help at

all. The individual cells are distorted in various directions by the Youngest Male method of IHS, much of the time for the worse, even though the 1-dimensional summaries are improved.

In the parallel polls, candidate Hickenlooper beat candidate Mares by 17 points in both sets of raw data. Weighting to 2000 Census Demographics increased Hickenlooper's margin to 19 points in the sample with no IHS. Weighting to 2000 Census Demographics left Hickenlooper's margin unchanged at 17 points in the sample with IHS (which had a larger margin of error). =20

In the actual election, Hickenlooper won by 20 points.

6 files exist in support of this document. The files cannot be enclosed on an AAPORnet posting, but are available to any AAPOR member who would like them. The 6 files are:

=20

- 1) The questionnaire used for the No-IHS portion of the test.
- 2) The questionnaire used for the Youngest Male IHS portion of the test.
- 3) The raw data for the No-IHS portion of the test.
- 4) The raw data for the Youngest Male IHS portion of the test.
- 5) The weighted data for the No-IHS portion of the test.
- 6) The weighted data for the Youngest Male IHS portion of the test.

The key numbers are at the bottom of page 4 in each data file, showing the gender x age distribution of the samples.

*** End of Research Findings

Jay H Leve
Editor
SurveyUSA
15 Bloomfield Ave
Verona NJ 07044

973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Micheline (Mickey) Blum
Sent: Friday, June 01, 2007 10:12 AM
To: AAPORNET@asu.edu
Subject: B-Day vs. Youngest male in Pre-election Polls

Is there any recent research comparing "youngest male at home" with the

"birthday" method of respondent selection in pre-election polling? =20

=20

I have always used the birthday method for election polls, but I have

been=20
having an off-list discussion with another AAPOR member on the topic.
We are=20
specifically interested in research comparing the vote question as well
as=20
the demographics and other characteristics of registered and likely
voters.=20
=20
Thank you.
=20
Mickey Blum =20

Micheline Blum
Blum & Weprin Associates, Inc.
80 University Place
New York, NY 10003
212-929-6510
blumwep@aol.com

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Date: Fri, 1 Jun 2007 17:53:36 +0000
Reply-To: "Mapes, Rachael R CIV DMDC" <Rachael.Mapes@OSD.PENTAGON.MIL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mapes, Rachael R CIV DMDC" <Rachael.Mapes@OSD.PENTAGON.MIL>
Subject: unsubscribe
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1

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Date: Fri, 1 Jun 2007 16:34:53 -0400
Reply-To: allenbarton@mindspring.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allen Barton <allenbarton@MINDSPRING.COM>
Subject: Reporting confidence limits for nonrandom samples
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

Several people have discussed the usefulness of reporting confidence limits for nonrandom samples. Last October 27 I commented on this problem in connection with the New York Times regular statement on that subject. The Times box on "How the Poll Was Conducted" says:

"In 19 cases out of 20 the results based on such samples [telephone interviews using random digit dialing] will differ by no more than three percentage

points in either direction from what would have been obtained by seeking out all adult residents of New Jersey."

"Seeking out" is the key phrase concealing what they mean: a random-digit dialing sample of the size used will, in 19 out of 20 such samples, come within 3% of the results which would have been obtained if they had telephoned every residential number in New Jersey and gotten the same rate of cooperation. It specifies the likelihood of an error greater than 3% due to sampling rather than calling everybody. But it does not say anything about the closeness of the survey figures to what would have been found if they had actually interviewed the whole population, and not just those with telephones who are willing to cooperate. The statistical sampling error figure tells us that the sample was large enough to come that close to the actual population, if it were a true random sample of that population. But it does not tell us whether the sample was "random enough" to represent the whole population. They go on to note that "the practical difficulties of conducting any public opin

ion survey may introduce other sources of error," a proper disclaimer, but one not likely to overcome the impression that the results reported are, with 95% probability, within 3% of what the whole population would have answered.

Reporting statistical confidence limits is useful in demonstrating that the sample is not so small that it is meaningless, but there should be more emphasis that the interviewed sample is not actually a random sample of the total population.

Allen Barton
allenbarton@mindspring.com
Why Wait? Move to EarthLink.

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Date: Fri, 1 Jun 2007 14:29:58 -0700
Reply-To: "Robert E. Steen" <steenb@FLEISHMAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Robert E. Steen" <steenb@FLEISHMAN.COM>
Subject: Consumer research on retirement-related financial issues

A client has asked us for recommendations for full-service research companies with specific expertise (more than just experience) in doing consumer research on retirement-related financial issues and trends.

We are in the process of putting together some suggestions, but would welcome self-referrals that we could pass on. The objectives of the project under consideration are still being discussed, so I don't have more details. Our client asked for research organizations that "have experience in this space, bring added credibility to the research (not just execution), and can lend strategic insight." If your organization has expertise in retirement-related financial issues, let me know off-line at

steenb@fleishman.com. Thanks.

Bob Steen

Vice President
Fleishman-Hillard
Research
200 N. Broadway
St. Louis, MO 63102

Office direct: 011 314-982-1752

Office fax: 011 314-982-9105

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Date: Fri, 1 Jun 2007 17:52:04 -0400

Reply-To: David Ginsburg <david_ginsburg@CHOICEHOTELS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: David Ginsburg <david_ginsburg@CHOICEHOTELS.COM>

Subject: Re: Consumer research on retirement-related financial issues

Comments: To: "Robert E. Steen" <steenb@FLEISHMAN.COM>

Comments: cc: aapornet@asu.edu

In-Reply-To: <LISTSERV%200706011429589176.37D2@LISTS.ASU.EDU>

MIME-version: 1.0

Content-type: TEXT/PLAIN; CHARSET=US-ASCII

Content-transfer-encoding: 7BIT

Check out Mathew Greenwald & Associates. They have considerable expertise in life insurance/financial services for retirement and conduct the annual Retirement Confidence Study with EBRI. Website link below:

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

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Robert E. Steen

Sent: Friday, June 01, 2007 5:30 PM

To: AAPORNET@asu.edu

Subject: Consumer research on retirement-related financial issues

A client has asked us for recommendations for full-service research companies with specific expertise (more than just experience) in doing consumer research on retirement-related financial issues and trends.

We are in the process of putting together some suggestions, but would welcome self-referrals that we could pass on. The objectives of the project under consideration are still being discussed, so I don't have more details. Our client asked for research organizations that "have experience in this space, bring added credibility to the research (not just execution), and can lend

strategic insight." If your organization has expertise in retirement-related financial issues, let me know off-line at steenb@fleishman.com. Thanks.

Bob Steen

Vice President
Fleishman-Hillard
Research
200 N. Broadway
St. Louis, MO 63102

Office direct: 011 314-982-1752
Office fax: 011 314-982-9105

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=====
Date: Fri, 1 Jun 2007 17:32:17 -0700
Reply-To: Doug Rivers <doug@POLIMETRIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Rivers <doug@POLIMETRIX.COM>
Subject: Re: D=?iso-8859-1?Q?=E9j=E0?= vu all over again
Comments: To: AAPORNET@asu.edu
Comments: cc: N.Allum@SURREY.AC.UK
In-Reply-To: <4943A778C130DF43A28C8ADB31066C1F016645D6@EVS-EC1-NODE3.surrey.ac.uk>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-transfer-encoding: quoted-printable

I think you're confusing the mean of the panel with the parameter being estimated. The confidence intervals I described are not for "a population that is a self selected panel," but (roughly) for the expected value of the parameter *after* bias adjustments. In many cases, this is close to the population parameter, so the confidence interval has close to the nominal coverage level.

Every sample with non-response is derived from a population that is self-selected, but we still try to use them to estimate parameters of interest. Weighting and other types of adjustment (matching, post-stratification, etc.) are employed to deal with bias, but standard errors do not measure how whether these adjustments worked (nor were they intended to). The discussion should be about the effectiveness of these adjustments (some are, in my opinion, fairly effective, but many are not), not the appropriateness of calculating standard errors. The

standard errors measure what they are supposed to--just sampling = variability.

Ideally, we would like to calculate an estimate of the RMSE, which = includes both sample variability and bias. There usually is no fully = satisfactory way to do this. For exit polls, we have ex post bias = estimates for sample precincts. These bias estimates have been used = extensively by the network Decision Desks when interpreting exit polls = and I'm working on a paper taking the same approach for phone and Web = surveys.=20

Allen Barton's post about it being impossible to measure Internet access = using a sample of Web users (however recruited or weighted) is, of = course, correct. This illustrates an important point: sample selection = can be ignorable for some variables, but not for others. Traditional = design-based weighting works for *all* variables, but assumes no = coverage errors and no non-response. That's not the world most of us = live in.

Doug Rivers

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

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

> Sent: Friday, June 01, 2007 3:40 AM

> To: AAPORNET@asu.edu

> Subject: Re: D=E9j=E0 vu all over again

>=20

> Doug, your exposition is excellent, and no doubt correct=20

> (I'll definitely go back to those papers you mention), but=20

> ... what is the practical point of having a confidence=20

> interval around an estimate derived from a population that is=20

> a self selected panel?=20

>=20

> The problem with presenting such intervals in newspaper=20

> articles is that they will be interpreted as intervals that=20

> bracket another population parameter - e.g. all British=20

> adults, all US voters or whatever the target population of=20

> real interest is.

>=20

>=20

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Date: Fri, 1 Jun 2007 23:35:30 -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: Flawed book is recalled and should be reprinted by mid-July

Comments: To: "Patricia A. Gwartney" <pgwartney@GMAIL.COM>

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <35ee4f00705301146v8b7095p26d3702eb011f130@mail.gmail.com>

MIME-version: 1.0

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

Content-transfer-encoding: 8BIT

Patti and everyone:

This whole unfortunate episode is one more example of the initial misguided corporate reaction to a problem(deny/cover-it-up and then claim that the problem was trivial) we have all seen so many times before.

Every competent PR professional knows that you ALWAYS do better if you own up to a mistake immediately and publicly, take whatever action to fix it no matter the cost, and get the issue behind you.

One of the first companies to really get this was the company that produces Tylenol. There was a contamination scare. They immediately pulled all the product off the shelves, destroyed it, and replaced it with entirely new product in sealed containers. If they had not bitten the bullet on this, the product might not have survived. They took a big one-time hit and maintained their market position over the long run.

But even smart companies can forget the lesson. A few years ago Intel produced an early version of the Pentium that miscalculated floating point calculations somewhere ought in the seventeenth decimal point. The company pointed out that this was unlikely to impact any but a miniscule number of calculations. Wrong move! (Remember the jokes about the Intel "Appproximum" chip? Not the message a high technology firm wanted to be sending).

This publisher figured out what to do. They will have to eat the cost. But their tardiness in coming to this obvious conclusion also increased their damages. How many of us heard the story on AAPORnet and repeated it at the Conference or elsewhere?

Mike O'Neil

www.oneilresearch.com

Patricia A. Gwartney wrote:

- > You may recall my plea to AAPORnetters late on Saturday May 12th,
- > asking "what to do when the printed book contains errors not in page
- > proofs?" My newly published book contained more than 80 errors –
- > several substantive and dozens that would confuse readers. I had spent
- > several weeks fruitlessly trying to get my editor's attention and was
- > feeling very helpless about how to proceed.
- >
- > Within two hours, eight 'netters replied with very helpful
- > suggestions, and more flew in over the following days. Jennifer
- > Hochschild forwarded my message to four editors (Penn State U Press,
- > Oxford U Press, Princeton U. Press, Random House), who responded
- > promptly and thoroughly. She attempted to forward their thoughts and
- > suggestions to AAPORnet, but somehow it would not accept her forwards
- > despite several attempts.
- >

> At 11:18 a.m. Monday (less than two days later), my editor at
> Jossey-Bass/Wiley emailed me a message entitled "recall and reprint of
> a flawed book." The decision received official approval from the VP
> for Professional/Trade Publishing at Wiley shortly thereafter. Yes!
> They have recalled the book and it should be reprinted and available
> again in mid-July. See:
> <http://www.wiley.com/WileyCDA/WileyTitle/productCd-0787986380.html>.

>
> People who purchased the flawed copy should be able to get free new
> ones, but the procedure is not yet established. You may download my
> errata sheet at: <http://sociology.uoregon.edu/faculty/gwartney.php>. If
> you find any additional errors, please let me know.

>
> I will never know for sure if it was AAPORnetters' influence that
> prompted the publisher's decision, but the timing certainly suggests
> so. I suspect that one or more kind AAPOR members forwarded my message
> to a Wiley editor they know, who in turn contacted my editor, who then
> scrambled for damage control. As my spouse opined, "Patty, They
> finally figured out that they peed on the wrong flower." AAPORnet is
> an amazingly generous, resourceful, and powerful community. I no
> longer feel adrift.

>
> Several people at the annual meeting asked me to post AAPORnetters'
> replies to my plea. I have done so below, having removed everyone's
> names except for Jennifer's because she had intended her messages for
> AAPORnet.

>
> Thank you all so very, very much.

>
> Patty

>
> =====

>
> Hello [AAPORnet],

>
> I sent Patricia Gwartney's query to four excellent academic editors,
> and here is their response. good luck! Jennifer Hochschild

>
> --

> Jennifer L. Hochschild
> Harvard University
> Henry LaBarre Jayne Professor of Government,
> Professor of African and African American Studies, and
> Harvard College Professor

>
> Department of Government
> Harvard University
> CGIS -- 1737 Cambridge Street
> Cambridge, MA 02138
> Phone: 617-496-0181
> Fax: 617-495-0438
> Hochschild@gov.harvard.edu

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

>
> At 6:42 AM -0400 5/13/07, Jennifer Hochschild wrote:
> Hi experts,
>
> This is the publication story from hell, at least if the author's
> description is correct (about which I have no idea). Have you any
> advice for her, or for others? thanks, Jennifer
>
>
> Subject: Re: [Fwd: What to do when the printed book contains errors
> not in page proofs?]
> Date: Sun, 13 May 2007 08:18:43 -0400
> From: <snip>
>
> My advice would be for the author to read her contract carefully and
> see if there is a clause she could invoke to prevent the book from
> being published in this sorry state. For instance, our contract
> contains the following language: "The Author shall not be liable for
> any matter not contained in the original manuscript and inserted
> therein by or at the direction of the Publisher." Of course, these
> changes, while unfortunate and embarrassing for the author, may not
> amount to anything that would raise a question of liability.
>
> Failing that, if I were the author, having had so little satisfaction
> at the lower level of the publisher's hierarchy, I would write to the
> director or CEO of the company and appeal to that person's conscience.
> The long-term damage to the publisher's reputation for quality could
> far outweigh any short-term losses from destroying the first printing.
> And, of course, short of that there is the option of printing an
> errata sheet, which is a confession of a mistake on the part of the
> publisher but certainly much cheaper than reprinting the whole book.
>
> As to how such disastrous changes could occur in the final stage, it
> certainly seems odd and unusual to me. We would be loath to make any
> such consequential changes at the very last minute. Something seems
> awry with this publisher's procedures.
>
> Please convey my sympathies to the author!
>
> [From the same editor a few hours later:]
>
> At 10:07 PM -0400 5/13/07, <snip> wrote:
> A further thought (now that I know who the publisher is): a former
> member of my staff, <snip>, who was a copyeditor at the time I joined
> the Press in 1989, whom I promoted first to assistant marketing
> manager and then to journals manager, before she was hired away by
> Johns Hopkins Press to start up Project Muse, is a VP at Jossey-Bass.
> I'd be willing to send her an e-mail about this mess and prick her
> conscience about it, if the author is ok with my doing so. She, as a
> onetime copyeditor herself, I am sure would be appalled at this
> situation and would not want to see such a shoddy product on the
> market.
>
> At 11:51 AM -0400 5/13/07, <snip> wrote:

> You know, when Taylor and Francis, Routledge's parent company, bought
> CRC Press -- a science/technology publisher with shaky quality control
> and based in Boca Raton -- in 2003 and moved all of Routledge's
> production from NY to Boca, similar things happened with individual
> books (not mine, thankfully). However, I never saw anything this bad
> (although the story sounds highly believable to me). I'm guessing that
> it was a combination of production editors based off site without a
> ton of emotional investment in the brand, a crazy-quilt system reliant
> on multiple subcontracted compositors and typesetters of varying
> quality, and too few people managing too many book projects
> (post-Fordism at its finest!). As for Routledge, editors insisted on
> pulping the print run in a couple of truly egregious cases, and that
> did in fact end up happening.

>
> I'd advise her to take her subsequent book elsewhere if at all
> possible. Failing that, she should ensure that she has a different
> production editor for the next one and that the director of the
> production department is fully aware of the situation. That should
> prevent it from happening again.

>
> As for this one, a five-page long errata slip will make things only
> look worse, and no one looks at authors' blogs on Amazon. She'll
> probably have to live with this, unfortunately.

>
> From: Jennifer Hochschild [mailto:hochschild@gov.harvard.edu]
> Sent: Monday, May 14, 2007 9:01 AM
> To: <snip>
> Subject: Re: [Fwd: What to do when the printed book contains errors
> not in page proofs?]

>
> thanks <snip> -- I've passed these notes on to Patty (whom I don't
> know at all). This exchange is very helpful, at least to us readers
> (and I'll send it to AAPORnet once they sort out my e-mail address
> glitches). If I'm ever tempted to stray into publishing with a
> commercial press, remind me of all of this!
> best, Jennifer

>
> Subject: RE: [Fwd: What to do when the printed book contains errors
> not in page proofs?]
> Date: Mon, 14 May 2007 09:56:15 -0400
> From: <snip>

>
> I'm sorry to join this conversation so late. If I were this author, I
> would settle for nothing less than the publisher recalling the books
> and reprinting. Her name is on the book. If Sandy's former colleague
> can't help, I would think that the implied threat of public
> embarrassment might get them to change their minds. I'm thinking of an
> open letter to all academic colleagues (which could and would be
> quickly circulated around the country). They might not care about
> having one unhappy author, but I suspect they'd worry about a serious
> blow to their reputation.

>
> Please don't tar us all with this brush, by the way. I can't imagine
> this kind of thing happening here, or at Basic Books, where I used to

> work.

> =====

>

> Does your university offer any legal assistance for things like this?

> [I immediately emailed university counsel and she still has not

> replied over two weeks later.]

> =====

>

> My knee-jerk reaction: Get an attorney now to immediately write a

> letter on their letterhead notifying the company that they must

> immediately cease all publication and pre-publication activities

> related to the book until the numerous errors in the book -- which

> they have acknowledged -- can be corrected at their expense (or

> perhaps you just want to tell them that in your opinion they have

> defaulted on the contract [assuming the contract actually supports

> that opinion!] and you wish to cancel it so that you are free to go

> with another publisher). I would keep the other book completely

> separate for now. I don't think you need any leverage at this point.

> It should be up to them to make it right and it sounds like they need

> something in writing very soon that is very clearly worded.

> =====

>

> This is happening more and more as publishers become corporate shells

> and outsource their work. My sympathies...sounds like a particularly

> egregious case. I didn't know it had reached this stage. Terrible! If

> you publisher is Pearson/Prentice-Hall, I share your experience!

> =====

>

> I feel your pain. Three suggestions:

> • Post an errata sheet on your web site now. [Done.]

> • Get a friend to write a review on Amazon.com that points buyers to

> the errata sheet. [Should be accomplished in a day or two.]

> • Consult a lawyer (although I don't think the damage is actionable
> because the existing reviews of your book on Amazon are so positive.)

> Consider publishing future books with university presses. Their press

> runs are generally small, and you can chase errors with second and

> third printings. [I chose Jossey-Bass/Wiley carefully for their

> excellent reputation and their ability to crosscut the folks in

> evaluation research (on the JB side) and survey research (Wiley side).

> But I have an academic publisher for a different forthcoming book.]

> =====

>

> I am so very sorry to hear about this!!!! I was astounded to read your

> list of mishaps. Jossey-Bass/Wiley is not some small publisher without

> resources, but apparently if it is outsourcing and generating such

> errors, something's off. Has any of AAPOR's big names contacted you?

> Maybe one of them would have some insight as to how to resolve this

> problem.

> =====

>

> Very frustrating, I can well imagine. At least you have alerted AAPOR

> readers. You might say who the publisher is, for the benefit of

> others. [I figured that anyone could google my name with "book" and

> "survey" and figure it out without me risking some kind of legal

> charge.]

> =====

>

> The large publishers seem to be becoming the worst. I'm an editor of a
> scientific journal initially published by a small publisher, which was
> bought by a larger publisher, which in turn was bought by a huge
> publisher. The typesetting once done in England was outsourced to
> China, where it was outsourced yet again. Even the publisher didn't
> know who the final typesetters were, or what country they were in. The
> errors have become rampant, the cost has increased, and the publisher
> is increasingly unresponsive. They repeatedly violate the contract
> with their sloppy ineptitude. I waste enormous spans of time
> compensating for their errors. FWIW, my background task in Anaheim
> will be drafting an RFP to secure a new publisher, preferably *not* a
> large commercial one.

>

> The best money I spent when I published my first book 10 years ago was
> for consultation with an intellectual property attorney. You shouldn't
> have to put up with this arrogance and ineptitude. I wish it were
> unimaginable that these things would happen with a good publisher, but
> times have changed. When their bottom line is only about money and
> they cut costs by hiring inexperienced, dare I say stupid, managers
> and editors, this is what happens.

>

> I'm so sorry to hear this, and I do look forward to using your book.

> =====

>

> Do you mind if I forward your message to a friend of mine whose
> husband is in marketing for Wiley in England? He may be able to
> forward it to someone who will be able to do something about it, and
> his concern will be legitimate, since this sort of thing seriously
> impacts his marketing efforts as well as the company's overall
> success. I think he would find your experience frightful, but good to
> be aware of. He also might have some suggestions.

> =====

>

> Thought I had problems with publishers until I read yours. If all
> fails, I would put a list with errata on as many boards as possible.
> So yes put it on Amazon and also on your homepage. and make a special
> home page for the book (there are several ways to get a free homepage,
> e.g. gmail, geocities etc)

> =====

>

> I don't have any helpful advice, but I certainly feel for you. It is
> your reputation on the line, rather than the publishers. You have
> worked long and hard on this book, and now you can't enjoy the fruits
> of your labor. I would stand strong, and do whatever it takes for them
> to withdraw the first printing and reprint. One strategy might be to
> make sure that as few people as possible buy the book. This could
> include posting details to AAPORnet and other listservs, and adding a
> warning to your own website, and maybe even Amazon.com. You should
> probably check with a lawyer before you do this, but as author of the
> work you should have certain rights with regard to what you say about
> your book. Hopefully this strategy will quickly make Jossey-Bass

> reconsider releasing the first printing, and fix the problems.

>

> I was really looking forward to getting your book, but I will delay my

> purchase until I hear the outcome of all this. Please keep us posted.

> =====

>

> A similar thing happened about 25 years ago (before electronic

> submissions) when I was editor at <snip>, although the errors were not

> as egregious as the ones in your book. It turned out that the page

> proofs that I had sent back to the publisher were never passed on to

> the proper people and the proofs from their own copyediting department

> were used instead. I had xeroxed the entire set of proofs before

> committing them to the mails and had initialed each page of the

> proofs. Of course, their in-house proofs did not have those initials.

> Therefore, when we caught the errors in the author's advance copy, we

> were able to prove to the publisher that the errors were their fault

> (they had subsequently "found" my proofs). They admitted their error

> and, as a reputable publisher, issued a corrected reprinting as a

> "second edition." Luckily we did not have to resort to legal action.

>

> An important question is whether you made a copy of your proofs before

> sending them back and also are sure that the publisher actually

> received them. If so, you should be able to prove that the errors are

> their fault. As Phil suggested, I would consult a lawyer if necessary.

>

> In later books to a different publisher, I provided camera-ready copy

> off of my Mac (including all tables and charts) using their

> specifications, so they had no chance to change anything!

> =====

>

> Nearly 30 years ago, I had a similar but less extensive experience

> with Macmillan Press. In an intro social statistics book I wrote the

> first printing appeared with changes that were not in the final proofs

> I had reviewed and approved. Thankfully, these were mostly in the

> appendix material, but the most egregious was a jumbling of the normal

> curve table (z values) columns making it nonsense. The index was also

> a mess with incorrect page numbers associated with key words. All the

> publisher would do was to issue an errata insert for the z table for

> the first printing, but in a second printing the errors were

> corrected. It was a real disappointment to know that a very reputable

> press would be so sloppy.

>

> Short of having a clause in the contract, I don't know what one can do

> to prevent being at the mercy of the publisher. Maybe, we should

> establish a set of standards for our publishers as we have for our

> AAPOR researchers, and then bring complaints to the Standards

> Committee for review. Alternatively, we could suggest language for

> this situation that authors ask to be part of their contracts. Since

> you have another book deal in the works with the same publisher, you

> may have extra leverage, as you say.

>

> We already have a copy of your book and my interviewer supervisors are

> reading it. Once you have a list of the errors, I'd appreciate seeing

> it so our staff members are alerted. Good luck.

> =====

>

> My gracious - how horrendous! I am only writing in sympathy, not with
> experience - my only publication experience was in this regard
> flawless. The only suggestion I have is to hire a good attorney
> without delay and threaten to sue the pants off them. This is totally
> absurd. You poor thing!

> =====

>

> What a nightmare. The good thing is that this will certainly become a
> classic, and you'll get to make changes in the second edition if not
> before. Very disappointing to hear about that particular publisher.

> =====

>

> May 12, 2007 3:39 PM

> Dear AAPOR colleagues,

> Have you ever reviewed and signed off on your book's final page
> proofs, and then find the printed version differed substantially? Or
> has the printed version of your book contained profound errors that
> were not present in the page proofs? This recently happened to me and
> I seek AAPORnetters advice on how to proceed.

>

> If the changes had not introduced errors and confusions, I could let
> it go. I can live with double commas and missing periods. However, I
> now have a book in my name which instructs interviewers to "lengthen
> an interview by probing unnecessarily" and to be sure to "say anything
> that will influence Rs' answers." In addition, a list of academic
> survey research organizations is labeled "Major Private Survey,
> Polling, and Marketing Firms." And a concluding sentence in the
> preface reads "Interviewers are responsible for learning the extent to
> which their employer's customs and rules differ from presented here
> these examples."

>

> So far, I (along with helpful others) have identified over 80 errors
> introduced between late February when I reviewed the final page proofs
> and April 10th when a prepublication copy of the book landed on my
> doorstep. If I had been allowed to review the 20 tables that were
> completely reformatted, I would have caught subtle but necessary
> things like misaligned columns. I remain mystified by the fact that
> dozens of pages without errors in the proofs show text lines shifted
> for no apparent reason.

>

> As soon as I began finding these mistakes, I emailed the editorial
> production team. I had to bluntly challenge their initial nonresponse
> and subsequent patronizing replies. Only a five-page single-spaced
> error list seemed to inspire them to hear me out. In a conference call
> three weeks later they admitted the problems, expressed sorrow and
> bafflement that such flaws slipped through their system of checks and
> balances, and said this had never happened before. (They outsource
> much of the production process, which is accomplished entirely
> electronically.) They would not outright agree to my suggestions of
> destroying the first printing (2,500 copies) or inserting an errata
> sheet (which would be embarrassingly long). We concluded the call by
> agreeing to spend the next two weeks identifying all the errors and

> figuring out a strategy of how to proceed. They have delayed
> advertising the book, and it was my understanding that they would also
> delay distribution until we resolved the issues.
>
> But the editors did not call back two weeks later (Tues. May 8).
> Moreover, as I awaited the call I received an email from someone who
> had purchased the book on Amazon.com, really liked it, and asked some
> questions – including a query about the many errors. I fired off a
> testy email to the editors yesterday, to which they replied that they
> did not recall our agreements from the first conference call. Another
> call is arranged for early next week.
>
> Clearly, I am getting nowhere with this well-known and highly-regarded
> publisher. I could post an errata sheet on Amazon.com, which now
> offers author blog pages, but all readers would not see it. I have a
> second volume under contract with the same publisher, which I could
> use (with my co-author's blessing) as leverage to get them to do the
> right thing with the first book, i.e., immediately destroy remaining
> copies of the first printing and reprint it, else we will refuse to
> complete the second volume. The downside of that strategy could mean
> that it will never be published.
>
> If you have read this far, thank you. I know several authors whose
> book titles were changed at the last moment without their input, but I
> can find no one with prior experiences like this. I would be grateful
> for any pearls of wisdom you have on how to proceed.
>
> Patty
>
>

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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: Sat, 2 Jun 2007 17:33:55 -0400
Reply-To: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rockwell, Richard" <richard.rockwell@UCONN.EDU>
Subject: Re: Specific passages from the Bible
Comments: To: howard.schuman@UMICH.EDU, AAPORNET@asu.edu
In-Reply-To: <466053AA.3070602@umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"; format=flowed
Content-transfer-encoding: quoted-printable

There may be a confusion between believing that Document D is the literal word of Author A, and believing that every word in Document D is accurate, complete, realistic, or even moral. I believe wholeheartedly that the manuals for the assembly of the Japanese-made bicycles of the 1950s consisted entirely of the literal words of the translator of the original Japanese text. As anyone who ever assembled a bicycle on Christmas Eve back then knows too well, not every word was accurate, complete, or realistic. And a few o=

f the instructions could be construed as immoral, insofar as they involved = personal injury to the assembler or bicyclist ("insert the rod into the han= ds" when what was probably meant was "insert the rod into the handlebar gri= ps").

The civil rights/civil liberties questions have been a topic of research ev= er since George Gallup invented random sampling (sic). But there may also = be a confusion here. One can believe in a general principle but not in a s= pecific application of that principle. After all, there are people around = the world who do not believe in freedom of speech, and there must be some d= iffERENCE between them and those people who generally believe in freedom of= speech but would deny it to, say, traitors. Or to the person who falsely = shouts fire in a crowded theater. Put in reverse, almost all of us hold so= me very general beliefs about social norms and social control. We might be= lieve, for example, that thieves ought to be punished. Yet we might also b= elieve that the proverbial father who stole a loaf of bread for his family = ought not to be punished. We don't call that confusion; we call it mercy.

These issues arise because we continuously confuse the two magisteria about= which Gould wrote. The domain of religion is simply not subject to the sa= me habits and rules of thought and proof as is the world of science. =20

A Web site records a sermon preached by George MacDonald "in Brixton Congre= gational Church, Last Sunday Morning, June 1882." It is on the verse Hebre= ws 11:1 "Now faith is the substance of things hoped for, the evidence of th= ings not seen." MacDonald acknowledges both the obscurity and profundity o= f this text: "Now the evidence of things not seen--I cannot, as I say, find= any meaning in that at all; but the true meaning is the most profound fact= in human history; it is the trial or the proving of things not seen. ... = I say it is the highest, and sometimes the most difficult, work that a man = can do."

Richard C. Rockwell
Professor of Sociology and Associate Head
Department of Sociology
University of Connecticut Unit 2068
344 Mansfield Road
Storrs-Mansfield, CT 06269-2068
+1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax
richard.rockwell@uconn.edu

From: howard schuman
Sent: Fri 6/1/2007 1:13 PM
To: AAPORNET@asu.edu
Subject: Re: Specific passages from the Bible

Yes, but...
...is a general question about belief in the Bible (in its entirety) as=20

the Literal Word of God adequate to determine whether people who say Yes=20 really do believe that?

Probably not, though worth testing by asking Americans whether specific=20 passages from the Bible, such as the one from Leviticus about stoning to=20 death disobedient children, represent the Word of God?

After all, we know that people who claim to support "freedom of speech"=20 will nevertheless deny freedom of speech to communists, atheists, and=20 various other disliked groups.

And people who oppose all discrimination nevertheless will support=20 discrimination if presented in the context of allowing a company to=20 survive or avoiding serious conflict.

It is likely that the same difference between general beliefs about the=20 Bible and beliefs about specific statements in the Bible also differ.=20 ...But it's worth testing.

Leora Lawton wrote:

- > I'm enjoying the various digressions, but I go back to the core
- > question...which I presume is something like: do people with certain
- > religious beliefs cast their votes (or behave) in different ways than do
- > those without those beliefs?=20
- >=20
- > The correct questionnaire item operationalizes 'religious beliefs'. For
- > evangelical Protestants, a question about the belief in the literal word =
- > of
- > the Bible (whatever version) might work fairly well. It certainly won't
- > work for Jews (a totally different set of question is necessary) and I
- > assume not Hindus, and I have no idea about Moslems (Sunni? Shi'a? Would
- > you specify the 'koran' instead of Bible? Does this matter if you're
- > polling in and around Detroit?). But if the 'religious right' is a bloc =
- > you
- > want to know about, _and_ the religious right is defined as evangelical
- > Protestants, then use questionnaire items that are valid and reliable for
- > indicating that group. I've successfully used a composite measure which i=
- > s
- > based on 'yes' to 'Protestant' and 'agree' or 'strongly agree' to one or =
- > two
- > religiosity questions=20
- > (see www.techsociety.com/articles/JMF_Goldscheider_Lawton.pdf and
- > <http://techsociety.com/articles/switch.pdf>)=20
- >=20
- >=20
- > Leora

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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: Sat, 2 Jun 2007 20:42:10 -0400
Reply-To: howard schuman <hschuman@UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: howard schuman <hschuman@UMICH.EDU>
Subject: Re: Specific passages from the Bible
Comments: To: aapor <aapornet@asu.edu>
In-Reply-To: <66578538-F63A-4D8C-A26B-04BDD238CD84@mimectl>
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

I suggested asking about specific Biblical passages only because so many of us take literally what some substantial percentage of the population is reported to respond about the entire Bible being the literal word of God. But rather than continuing to debate this in the abstract, it would be useful if a good poll explored the point empirically.

Rockwell, Richard wrote:

> There may be a confusion between believing that Document D is the
> literal word of Author A, and believing that every word in Document D is
> accurate, complete, realistic, or even moral. I believe wholeheartedly
> that the manuals for the assembly of the Japanese-made bicycles of the
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>
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> not in a specific application of that principle. After all, there are
> people around the world who do not believe in freedom of speech, and
> there must be some difference between them and those people who
> generally believe in freedom of speech but would deny it to, say,
> traitors. Or to the person who falsely shouts fire in a crowded
> theater. Put in reverse, almost all of us hold some very general
> beliefs about social norms and social control. We might believe, for
> example, that thieves ought to be punished. Yet we might also believe
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> ought not to be punished. We don't call that confusion; we call it mercy.
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> proving of things not seen. ... I say it is the highest, and sometimes
> the most difficult, work that a man can do."

>
> -----

> Richard C. Rockwell
> Professor of Sociology and Associate Head
> Department of Sociology
> University of Connecticut Unit 2068
> 344 Mansfield Road
> Storrs-Mansfield, CT 06269-2068
> +1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax
> richard.rockwell@uconn.edu

>
>
>
>
>

> From: howard schuman
> Sent: Fri 6/1/2007 1:13 PM
> To: AAPORNET@asu.edu
> Subject: Re: Specific passages from the Bible

>
>

> Yes, but...
> ...is a general question about belief in the Bible (in its entirety) as
> the Literal Word of God adequate to determine whether people who say Yes
> really do believe that?
> Probably not, though worth testing by asking Americans whether specific
> passages from the Bible, such as the one from Leviticus about stoning to
> death disobedient children, represent the Word of God?

>
> After all, we know that people who claim to support "freedom of speech"
> will nevertheless deny freedom of speech to communists, atheists, and
> various other disliked groups.

>
> And people who oppose all discrimination nevertheless will support
> discrimination if presented in the context of allowing a company to
> survive or avoiding serious conflict.

>
> It is likely that the same difference between general beliefs about the
> Bible and beliefs about specific statements in the Bible also differ.
> ...But it's worth testing.

>
> Leora Lawton wrote:
>> I'm enjoying the various digressions, but I go back to the core
>> question...which I presume is something like: do people with certain
>> religious beliefs cast their votes (or behave) in different ways than do
>> those without those beliefs?
>> The correct questionnaire item operationalizes 'religious beliefs'. For
>> evangelical Protestants, a question about the belief in the literal
>> word of
>> the Bible (whatever version) might work fairly well. It certainly won't

>> work for Jews (a totally different set of question is necessary) and I
>> assume not Hindus, and I have no idea about Moslems (Sunni? Shi'a? Would
>> you specify the 'koran' instead of Bible? Does this matter if you're
>> polling in and around Detroit?). But if the 'religious right' is a
>> bloc you
>> want to know about, _and_ the religious right is defined as evangelical
>> Protestants, then use questionnaire items that are valid and reliable for
>> indicating that group. I've successfully used a composite measure
>> which is
>> based on 'yes' to 'Protestant' and 'agree' or 'strongly agree' to one
>> or two
>> religiosity questions (see
>> www.techsociety.com/articles/JMF_Goldscheider_Lawton.pdf and
>> http://techsociety.com/articles/switch.pdf)
>>

>> Leora

>

> -----

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=====
Date: Sat, 2 Jun 2007 21:41:46 -0400
Reply-To: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Subject: Re: Specific passages from the Bible
Comments: To: howard.schuman@UMICH.EDU, AAPORNET@asu.edu
In-Reply-To: <46620E62.1010901@umich.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit

Dear All:

Asking people to interpret Bible passages is one thing.

However, most public opinion polling in this area asks questions about what people think about the Bible.

Just as magazine research asks people about what they read, and then tries to find out if they actually do (e.g., may not believe that they all do), in the same vein if one says they believe the words of the Bible, but do not know what is in them (e.g., a large number of believers do not know that the Bible indicates the divinity of Christ, and a whole bunch of other things) but what if believers do not know that.

Andy Beveridge

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Date: Sun, 3 Jun 2007 09:35:06 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: Iraq war support and income
Comments: To: aapornet aapornet <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 friend asked if I'd seen any polls on support for or opposition to the Iraq war broken down by income. I hadn't, and a quick search turns up nothing. Has anyone seen such, and why are breakdowns by income and education (rather than party) so rare?

Doug Henwood
Producer, Behind the News
Thursdays, 5-6 PM, WBAI, New York 99.5 FM
"best music on a show about economics & politics" - Village Voice

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New York NY 10013-2505 USA
+1-212-219-0010 voice
email: <<mailto:dhenwood@panix.com>>
web: <<http://www.leftbusinessobserver.com/Radio.html>>
podcast: <<http://shout.lbo-talk.org/lbo/radio-feed.php>>
iTunes: <<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=73801817>>

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

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Date: Sun, 3 Jun 2007 12:16:07 -0400
Reply-To: allenbarton@mindspring.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allen Barton <allenbarton@MINDSPRING.COM>
Subject: Re: Iraq war support and income
Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

Given the fact that Party seems to have the strongest relation to Iraq war attitudes, and that Party is strongly related to Income (but less so to Education), what we need is a crosstabulation showing the relation of Iraq war attitudes to income levels within each party. It would be interesting to see if there are conditional relationships - e.g. whether rich Republicans have the same support for the war as poor Republicans. Church-going and religious denomination (controlling party) would be another interesting variable.

If one wants to be fancy about it, a multiple regression with all kinds of background variables or a path analysis would help.

> [Original Message]

> From: Doug Henwood <dhenwood@PANIX.COM>

> To: <AAPORNET@asu.edu>

> Date: 6/3/2007 9:40:15 AM

> Subject: Iraq war support and income

>

> A friend asked if I'd seen any polls on support for or opposition to
> the Iraq war broken down by income. I hadn't, and a quick search
> turns up nothing. Has anyone seen such, and why are breakdowns by
> income and education (rather than party) so rare?

>

> Doug Henwood

> Producer, Behind the News

> Thursdays, 5-6 PM, WBAI, New York 99.5 FM

> "best music on a show about economics & politics" - Village Voice

>

> 38 Greene St - 4th fl

> New York NY 10013-2505 USA

> +1-212-219-0010 voice

> email: <mailto:dhenwood@panix.com>

> web: <http://www.leftbusinessobserver.com/Radio.html>

> podcast: <http://shout.lbo-talk.org/lbo/radio-feed.php>

> iTunes: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/

> viewPodcast?id=73801817>

> -----

>

> download my book Wall Street (for free!) at

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

>

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Date: Tue, 5 Jun 2007 08:15:05 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: recycling
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0 (Apple Message framework v752.2)
Content-type: text/plain; charset=US-ASCII; delsp=yes; format=flowed
Content-transfer-encoding: 7bit

So my daughter went off to camp this morning, with her bright orange bag over her shoulder. It was just the right size to carry essentials like her pillow and sketchbook. She had asked if she could PLEASE have it, and I gave in.

(I think our longest-used bag was the zippered one from ICES-2, which carried piano books to lessons every week until just last year when we found a teacher to come to our house.)

Colleen Porter
Gainesville, FL

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Date: Tue, 5 Jun 2007 08:26:41 -0400
Reply-To: Cralley Marla <Marla.Cralley@ARBITRON.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cralley Marla <Marla.Cralley@ARBITRON.COM>
Subject: Re: recycling
Comments: To: Colleen Porter <colleen_porter@COX.NET>, AAPORNET@asu.edu
In-Reply-To: <4B6DADF6-90FE-424B-BB1F-0DB29B006A6A@cox.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

I thought they would be great for "trick or Treat" this fall. It even has a place for a bottle of water on the side and everything. My

grandchild will be pleased as well.

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

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

Sent: Tuesday, June 05, 2007 8:15 AM

To: AAPORNET@asu.edu

Subject: recycling

So my daughter went off to camp this morning, with her bright orange =20 bag over her shoulder. It was just the right size to carry =20 essentials like her pillow and sketchbook. She had asked if she =20 could PLEASE have it, and I gave in.

(I think our longest-used bag was the zippered one from ICES-2, which =20 carried piano books to lessons every week until just last year when =20 we found a teacher to come to our house.)

Colleen Porter
Gainesville, FL

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Date: Wed, 6 Jun 2007 13:56:15 -0400
Reply-To: Lisa Lin <llin@IMPAQINT.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lisa Lin <llin@IMPAQINT.COM>
Subject: Remote call monitoring experience?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

Hi All,

=20

I'm new to this board and to AAPOR, but I went to the conference this past May, and I'm just so impressed with how friendly and collegial everyone is; so I hope you can help!

=20

I'm writing to see if anyone has had any experience using the Deeslink Remote Access Unit (model 340) for remote call monitoring. We are considering adding this option to our phone system. If you don't use it, do you have any suggestions for options that have worked for you? Any input would be greatly appreciated!

=20

Thanks,

Lisa

=20

=20

I-Chun (Lisa) Lin

IMPAQ International

10420 Little Patuxent Parkway, Suite 310

Columbia, MD 21044

Tel: 443 367 0088 x228

Direct: 443 539 1396

Fax: 443 367 0026

www.impaqint.com

llin@impaqint.com

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=====
Date: Wed, 6 Jun 2007 23:49:48 -0700

Reply-To: Dave Metz <Dave@FMMA.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Dave Metz <Dave@FMMA.COM>

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Date: Thu, 7 Jun 2007 09:11:01 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Re: BRE Processing
Comments: To: "Shea, Brian F" <bshea@KPMG.COM>, AAPORNET@asu.edu
In-Reply-To: <0A762523E9FDB743AB5BAFB07246A77A03C5B3E7@USNSSEXC72.us.kworld.kpmg.com>
MIME-version: 1.0

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I have had discussions with local post offices about this. In the first case I complained that pieces were never put into the box on Saturdays. I argued that it was first class mail and they had no right to hold them. I believe I was technically correct and this particular post office changed their practice. More recently, we have been told that there are staffing issues (when does the "postage due" clerk work?) that affect their ability to move the pieces into the box. This can be happening anywhere in the system. Another issue is that mail of this type is almost always very light on Tuesdays. I can only guess at the reason but have seen it consistently in Pa. and now N.J.

I would not even attempt to contact somebody at a processing facility, unless you happen to physically go there, as we often did at Southeastern, Pa. (Valley Forge area). Almost all USPS facilities are now hiding behind one 800 telephone number, which is next to useless. If the general mail facility (GMF) also has a retail counter, you can go there and ask. Pre-911 we carried trays of outgoing mail directly into their production areas but access is now strictly prohibited for security reasons.

A lot of people mistakenly think the USPS is a bunch of lazy workers, many with psychological problems ("postal"). Maybe a few are surly occasionally but if you or I had to put up with the requests routinely brought to them, we might be too. The average window clerk is intelligent and well trained and I think they have adjusted admirably to the technology innovations of the past decade or so. The key is to reach out, ask questions and be patient. Tell your client not to worry. Problems like the one you describe pale in comparison to data quality issues found in other modes. An extremely small and therefore virtually inconsequential number of pieces will fail to make it to you.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Shea, Brian F
Sent: Thursday, June 07, 2007 8:28 AM
To: AAPORNET@asu.edu
Subject: BRE Processing

We are doing a large mail survey that has respondents using business reply envelopes (BREs) to return the surveys. As with other surveys, some days the PO Box is empty and the next day there may be, say, 2000 returns.

The "local" post office processes everything it receives within a day. So the "clumping" occurs at the main processing facility.

Our client wants to know why that happens (as opposed to us having, say, lost a day's returns) and I have been unable to get through to make a contact at a USPS processing facility.

Any BRE return processing experts out there?
Thanks.

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Date: Thu, 7 Jun 2007 13:34:22 +0000

Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>

Subject: Re: BRE Processing

Comments: To: "Shea, Brian F" <bshea@KPMG.COM>, AAPORNET@asu.edu

I did a large mail survey several years ago, 6-figure mail out. First class, pre-sort mail-out.

The only thing I noticed was a decline early in the week because there is a no mail pick-up on Sundays.

As a consequence, mid-week returns were highest. But there were never any no-return days until months later.

I suggest you contact a Business rep at your local UPS center for the answer.

Nick

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

From: "Shea, Brian F" <bshea@KPMG.COM>

> We are doing a large mail survey that has respondents using business
> reply envelopes (BREs) to return the surveys. As with other surveys,
> some days the PO Box is empty and the next day their may be, say, 2000
> returns.

>
> The "local" post office processes everything it receives within a day.
> So the "clumping" occurs at the main processing facility.

>
> Our client wants to know why that happens (as opposed to us having, say,
> lost a day's returns) and I have been unable to get through to make a
> contact at a USPS processing facility.

>
> Any BRE return processing experts out there?

> Thanks.

>
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Date: Thu, 7 Jun 2007 12:00:39 -0400

Reply-To: Dave Oshman <doshman@BRAUNRESEARCH.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Dave Oshman <doshman@BRAUNRESEARCH.COM>

Subject: Project Manager Position Opening

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Project Manager=20

Braun Research

Full-Time Position

=20

Relevant Work Experience: =20

Career Level: Experienced =20

Minimum Education: Bachelor's

Category: Market Research /Advertising /
Marketing / PR

Location: US-New Jersey-Princeton

=20

Job Description:=20

Project Manager needed for a dynamic, fast-paced quantitative research organization specializing in online and telephone data collection. =

Braun

Research is known in the industry for providing its clients with high quality data, research services and outstanding client service.

=20

Candidate should have demonstrated experience conducting, managing, and synthesizing market research. This position requires strong =
organizational

skills coupled with the ability to interact with both internal and =
external

clients. Quick thinking skills, initiative, and the ability to deliver things on time are imperative. =20

=20

Core Responsibilities:

* Prepare and oversee the fielding of various telephone and online research studies to ensure optimum recommendations are made regarding =
survey

design, methodology and reporting;=20

* Develop project plans/schedules and communicate project specifications to support departments such as Programming and Data Processing;=20

* Coordinate and ensure adherence to project plans/schedules and completion of assigned project-specific, support department activities;=20

* Oversee use of data collection instruments to ensure they conform to

research objectives and specifications;=20

- * Complete ad hoc requests;=20
- * Check deliverables and any other materials provided to clients to confirm adherence to relevant quality standards;=20
- * Optimize and improve the internal project process.=20

=20

Position Requirements:

- * 2-3 years quantitative market research experience required;=20
- * Proficient in Microsoft Word, Excel, and PowerPoint
- * Must have initiative, be self-motivated and have the ability to exercise discretion and independent judgment in making decisions and = solving problems
- * Ability to communicate effectively in both verbal and written format and possess excellent client services skills and telephone skills
- * Excellent organizational and time management skills with ability to meet critical deadlines
- * A good sense of humor

For more information about Braun Research, please visit:

www.braunresearch.com <<http://www.braunresearch.com/>> . Please email a = copy of your resume and cover letter to jobs@braunresearch.com. =20

=20

=20

David C. Oshman

Braun Research Inc.

271 Wall Street

Princeton NJ 08540

=20

Office: (609) 279-1600 ext. 103

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=====

Date: Thu, 7 Jun 2007 09:55:51 -0700
Reply-To: "Jeanne C. Wintz" <jwintz@GILMORE-RESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Jeanne C. Wintz" <jwintz@GILMORE-RESEARCH.COM>
Subject: Change of Venue Research

I would appreciate any advice from others who have had experience conducting research related to a change of venue motion for a criminal trial.

Jeanne
Jeanne C. Wintz, Ph.D.
Gilmore Research Group

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

Date: Fri, 8 Jun 2007 05:01:27 -0700
Reply-To: Annette Jackle <aejack@ESSEX.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Annette Jackle <aejack@ESSEX.AC.UK>
Subject: seminar on timing of waves and quality of recall data
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

The UK Longitudinal Studies Centre is hosting a seminar on

"The Optimal Timing of Data Collection Waves and Quality of Retrospective Recall Data"

4th July 2007, University of Essex, UK

The seminar will focus on understanding what determines the ability of respondents to recall and report past events and behaviours accurately, how respondents' ability to recall events in response to survey questions can be improved by appropriate cues or memory aids, and the implications for identifying an appropriate interval between panel waves. The seminar will include 4 invited speakers and a lot of time for discussion, in order to stimulate methodological research ideas and research activity in this area.

For details of the programme and further information, see <http://www.iser.essex.ac.uk/ulsc/events/20070704/>

To register, please email Janice Webb (janice@essex.ac.uk <<mailto:Janice@essex.ac.uk>>).

--=20

.....
Annette J=E4ckle (aejack@essex.ac.uk)
Institute for Social and Economic Research University of Essex, Colchester
CO4 3SQ, UK
Tel: +44 1206 873896 Fax: +44 1206 873151
<http://www.iser.essex.ac.uk>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
set aapornet nomail
On your return send this: set aapornet mail
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====
Date: Fri, 8 Jun 2007 08:09:07 -0400
Reply-To: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Subject: Samples of internet users
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7bit

What options exist for obtaining a sample of internet users (as opposed to an internet-based sample that purports to generalize to the entire population, internet users or not)? On the one hand, as a number of posters recently observed, there is no sampling frame for internet users. On the other, it would seem to be less of an inferential leap to go from an internet panel to internet users than to the population at large. Has anyone examined the adequacy of propensity weighting schemes for the typical opt-in internet panel to the population of internet users?

Many thanks,
Ben Phillips

--

Benjamin Phillips, Ph.D.
Senior Research Associate
Cohen Center for Modern Jewish Studies
& Steinhardt Social Research Institute
MS014 Brandeis University
P.O. Box 549110
Waltham, MA 02454-9110
Phone: (781) 736-3855 Fax: (781) 736-3929
Email: bphillips@brandeis.edu
<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=42>

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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Vacation hold? Send email to listserv@asu.edu with this text:
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On your return send this: set aapornet mail
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=====

Date: Fri, 8 Jun 2007 12:11:17 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Samples of internet users
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7bit
Content-disposition: inline

The New Jersey Institute for Successful Aging at the UMDNJ School of Osteopathic Medicine has created an RDD recruited panel of mature (50 to 74 year old) adults who live in New Jersey at time of study intake into our longitudinal research study called ORANJ BOWL (an acrostic for Ongoing Research on Aging in New Jersey - Bettering Opportunities for Wellness in Life) that might be of interest.

As the ORANJ BOWL core instrumentation asks about access to Internet connected home computers and personal use of the Internet for e-mail and other purposes, a randomly identified sample of Internet users can be identified and recontacted for further research. All custom and existing core measures in the ORANJ BOWL database are provided to investigators for those recontacted for further research. These procedures are all IRB approved.

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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>>> Benjamin Phillips <bphillips@BRANDEIS.EDU> 06/08/07 8:09 AM >>>
What options exist for obtaining a sample of internet users (as opposed

to an internet-based sample that purports to generalize to the entire population, internet users or not)? On the one hand, as a number of posters recently observed, there is no sampling frame for internet users. On the other, it would seem to be less of an inferential leap to

go from an internet panel to internet users than to the population at large. Has anyone examined the adequacy of propensity weighting schemes

for the typical opt-in internet panel to the population of internet users?

Many thanks,
Ben Phillips

--

Benjamin Phillips, Ph.D.
Senior Research Associate
Cohen Center for Modern Jewish Studies
& Steinhardt Social Research Institute
MS014 Brandeis University
P.O. Box 549110
Waltham, MA 02454-9110
Phone: (781) 736-3855 Fax: (781) 736-3929
Email: bphillips@brandeis.edu
<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=42>

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

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On your return send this: set aapornet mail

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Date: Fri, 8 Jun 2007 14:11:43 -0400

Reply-To: allenbarton@mindspring.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Allen Barton <allenbarton@MINDSPRING.COM>

Subject: News stories for survey researchers

Comments: To: aapornet@asu.edu

MIME-version: 1.0

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

Recent stories in the New York Times give us answers to two important questions:

1. What is public opinion?

The late Felix Gonzales tells us with an art work at the Venice Biennale:

"While some of his signature spills and piles are composed of silver-wrapped chocolates or brightly colored hard candy, the carpetlike one that covers the floor in one wing of the American pavilion, called 'Untitled (Public Opinion),' is made with grayish licorice pieces vaguely shaped like missiles." (New York Times Arts section, June 7.) What flavor of public opinion do you like?

2. What is a representative sample?

Two economists studied all 15,616 home sales in Madison, Wisconsin, from 1998 to 2004, comparing the sale prices for those sold through real estate agents with those obtained by listing on the For Sale by Owner website (actual prices as recorded in the assessor's office). They found no significant difference in sales price, which meant that those who used real estate agents received less when the agents' fees were deducted.

The National Association of Realtors argues that their own national survey in 2005 showed that realtor-sold houses brought an average of 16% more than those sold through the FSBO website. "The 2005 survey was based on buyers' written responses, rather than actual records of transactions, and included data only from people who chose to reply - 7,813 responses out of 145,000 questionnaires mailed out. The association also did not disclose data on house size, lot size, and some other factors that could affect price differences between the sales techniques. The association does not consider that a weakness of the study, though. 'When you're looking at this large of a survey, the aggregate numbers smooth those things out,' Mr. Molony said. 'We feel it's representative.'" (Story by Jeff Bailey, New York Times, June 8.)

Allen Barton
allenbarton@mindspring.com
Why Wait? Move to EarthLink.

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

Date: Fri, 8 Jun 2007 16:36:11 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

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

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

JOB LOCATION: Millington, TN

APPLICATION DEADLINE: June 21st, 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 of the methods and techniques of typical research efforts in cognitive, individual difference, industrial-organizational (I/O), engineering-human factors, experimental, mathematical-quantitative, social psychology, program evaluation, or survey research. Ability to prepare and communicate research findings and recommendations verbally and in comprehensive written form suitable for publication.

=20

JOB DESCRIPTION:=20

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A civilian federal government position where the incumbent investigates the potential application of new approaches to overcome continuing problems in, for example, attitude and personality, attitude measurement, organizational climate and quality of life assessments, selection and classification systems, personnel recruiting and retention. Included among the responsibilities will be working with sponsors and customers for the project leader to insure technical, scientific, and customer service needs are met. Scans research literature for new ideas, techniques, and methods that may be applicable to current or future research projects. Assists project leader in all phases of project execution. Incumbent will plan, design and carry out all functions necessary to complete assigned studies based on their professional background. This will include data collection, data management, data analysis and their interpretations. Person will help develop timelines with research leader and help insure the project keeps on schedule. Incumbent will be responsible for data management and database development, data analyses, and basic data reporting. Tasks will include the applying approved analytical techniques and methods such as analysis of variance and covariance, multiple regressions, factor analysis and other parametric and non-parametric statistical analyses. Incumbent will draw conclusions from various stages of study and prepares written or verbal reports for review by project leader. Incumbent will be responsible for developing, writing, formatting, and presenting the materials to be presented at briefings and professional meetings by incumbent or research leader.

=20

APPLICATION PROCEDURES: Visit <http://www.usajobs.opm.gov> <<http://www.usajobs.opm.gov/>> and see announcement number SE7-0180-12-MI675292-DE. Follow the application instructions on this announcement. Relocation Expenses are authorized. If questions, contact Mr. Tim Young at (901) 874-2109.

=20

=20

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On your return send this: set aapornet mail
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Date: Fri, 8 Jun 2007 18:14:20 -0400
Reply-To: Mike Donatello <mike@DONATELLO.US>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <mike@DONATELLO.US>
Subject: Re: online research study- suggestions on whether to use static screenshot or a live link to a website....

Comments: To: AAPORNET@asu.edu

In-Reply-To:

<11CF223FDA6BC9419A57C55973F3DD6501E70256@vnu001schmsx03.enterprisenet.org>

MIME-version: 1.0

Content-type: text/plain; charset="windows-1250"

Content-transfer-encoding: quoted-printable

Lisa,

=20

Sounds like you are developing a user-centric typology of web sites. =
The question is, do the dimensions on which you want to classify sites =
require direct experience or interaction with the sites themselves, or =
just viewing pages from the sites? That would seem to dictate whether =
or not you need live links.

=20

I=92m not aware of anything in the literature that addresses this, but =
I=92d have to know more about the specifics of the study.=20

=20

=20

Mike Donatello

Director, Research

USA TODAY

7950 Jones Branch Dr., McLean, VA 22108

V 703.854.4572 F 703.854.2165

HYPERLINK "mailto:MDonatello@USAToday.com"mdonatello@usatoday.com

=20

=20

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of D'Elia,Lisa

Sent: Friday, 08 June, 2007 11:25

To: AAPORNET@asu.edu

Subject: [AAPORNET] online research study- suggestions on whether to use =
static screenshot or a live link to a website....

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We are looking to do an online research study about online newspaper websites and how respondents classify different news websites, etc. Our main concern is whether to use static screen shots of different websites or to have actual links to these newspaper websites (since the survey will be administered online). We are looking to know the pros and cons when using one or the other.=20

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Does anyone know of previous research studies that have been done on this specifically and what was found? If so, please let me know.

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In addition, if anyone has suggestions/recommendations based on their own research experience/opinion on which way is better (static screenshot vs. actual link), please let me know your thoughts.

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Thanks.

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=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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=20

=20

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On your return send this: set aapornet mail

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Problems?-don't reply to this message, write to: =
aapornet-request@asu.edu=20

No virus found in this outgoing message.

Checked by AVG Free Edition.=20

Version: 7.5.472 / Virus Database: 269.8.11/838 - Release Date: 6/7/2007 =

14:21

=20

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

Date: Mon, 11 Jun 2007 11:04:03 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Candidates get unexpected support from some voters

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Candidates get unexpected support from some voters

USA Today

[http://www.usatoday.com/news/politics/election2008/2007-06-10-voters_N.h
tm](http://www.usatoday.com/news/politics/election2008/2007-06-10-voters_N.htm)

or

<http://tinyurl.com/yogf9h>

WASHINGTON - Who's the preferred presidential pick for Republicans who say the Iraq war was a mistake?

Answer: Arizona Sen. John McCain, the war's chief defender.

Which candidate does disproportionately well among the wealthiest Democrats?

Answer: Former North Carolina senator John Edwards, the populist who's focusing on poverty and promising, among other things, to roll back tax cuts for the affluent.

A USA TODAY analysis of Americans' preferences in the 2008 presidential race - based on more than 7,000 interviews in USA TODAY/Gallup Polls taken this year - finds some surprising sides to the appeal of the four contenders in each party who top the polls. The study provides intriguing clues about whose messages are breaking through and what issues matter most.

SNIP=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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=====
Date: Mon, 11 Jun 2007 21:01:50 -0400

Reply-To: Colleen Porter <colleen_porter@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <colleen_porter@COX.NET>

Subject: public opinion in the 1940s?

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0 (Apple Message framework v752.2)

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

Content-transfer-encoding: 7bit

I have already started work on my July 4th opinion column. So I'm trying to track down information about public attitudes in the 1940s (or even 1950s) toward Native Americans and gays (back then they would have been called American Indians and homosexuals, neh? Or any other keywords I should be using?)

I started with what I consider the Bible for polling data from that era, Cantril and Strunk's 1951 opus, "Public Opinion, 1935-1946." It answered some of the other questions I had. But I still can't find anything about those two groups.

Also, I did read Adam Berinsky's thoughtful analysis about the quota-controlled survey samples of that era in last winter's POQ, so I understand the challenges (and that might also help explain the dearth of data), but I am just looking for a broad-brush picture of that period.

Many thanks,

Colleen Porter
Gainesville, FL

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

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=====
Date: Tue, 12 Jun 2007 09:39:08 -0400

Reply-To: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Goldenberg, Karen - BLS" <Goldenberg.Karen@BLS.GOV>

Subject: Consumer perceptions of gift cards

Comments: To: aapornet <AAPORNET@asu.edu>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

All,

Can anyone point me to published or unpublished research about consumer perceptions of gift cards? We're interested in qualitative as well as quantitative insights that address how people think of gift cards in their possession. Specifically, do people view all gift cards equally (i.e., "a gift card is a gift card")? Or, do they differentiate between:

- Gift cards they receive as gifts from people they know,
- Loyalty bonuses from merchants, and
- Rebates resulting from a specific purchase? =20

We're also interested in how card holders view purchases made with gift

cards (e.g., are they "free?"), and if there is any research-based evidence to suggest that consumers consider the value of a gift card in selecting the items/services they purchase.

We're not looking for studies about who buys gift cards, the occasions/reasons for buying them, or the number of cards in use.

Thanks for your help.

Karen Goldenberg
U.S. Bureau of Labor Statistics

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signoff aapornet

Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 12 Jun 2007 09:56:39 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: More findings from Gallup on Belief in Evolution

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Majority of Republicans Doubt Theory of Evolution

GALLUP NEWS SERVICE

<http://www.gallupoll.com/content/default.aspx?ci=3D27847>

or

<http://tinyurl.com/2pmp53>

PRINCETON, NJ -- The majority of Republicans in the United States do not believe the theory of evolution is true and do not believe that humans evolved over millions of years from less advanced forms of life. This suggests that when three Republican presidential candidates at a May debate stated they did not believe in evolution, they were generally in sync with the bulk of the rank-and-file Republicans whose nomination they are seeking to obtain.=20

Independents and Democrats are more likely than Republicans to believe in the theory of evolution. But even among non-Republicans there appears to be a significant minority who doubt that evolution adequately explains where humans came from.=20

SNIP

--=20

Leo G. Simonetta

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

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=====
Date: Tue, 12 Jun 2007 10:11:44 -0400
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Virginia disclosures
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Good Day:

Is anyone aware of a Virginia law requiring the disclosure of a client on every survey or completed call whether or not the respondent asked?

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

Office: (609) 279-1600
Fax: (609) 279-1318
Cell: (609) 658-1434
pbraun@braunresearch.com

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=====
Date: Tue, 12 Jun 2007 10:38:11 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Target cancels psych survey of customers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Target cancels psych survey of customers

<http://www.startribune.com/535/story/1239851.html>

Target Corp. has canceled a survey that may have been aimed at comparing the psyches of its customers to Wal-Mart shoppers.

The e-mail survey, which hit Target customers' computers on Friday, asked questions such as whether they feared that their lovers might leave them and whether, if they disappeared from the face of the Earth, anyone would notice.

SNIP

<As a psychologist by training at least some of the questions cited seem like measure of self-esteem. I think I received a solicitation but by the time I went to the web site the survey had been pulled.>

--=20

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

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

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Please ask authors before quoting outside AAPORNET.

=====
Date: Tue, 12 Jun 2007 10:50:25 -0400

Reply-To: LaToya Rembert-Lang <lrembert@CMOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: LaToya Rembert-Lang <lrembert@CMOR.ORG>

Subject: Re: Virginia disclosures

Comments: To: Paul Braun <pbraun@BRAUNRESEARCH.COM>, AAPORNET@asu.edu

In-Reply-To: <[001901c7acfb\\$9f7740f0\\$5b00a8c0@BRICORP.com](mailto:001901c7acfb$9f7740f0$5b00a8c0@BRICORP.com)>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

Mr. Braun,

Virginia has a law that requires disclosure for campaign telephone calls. A campaign call is defined as "a series of telephone calls, electronic or otherwise, made (i) to 25 or more telephone numbers in the Commonwealth, (ii) during the 180 days before a general or special election or during the 90 days before a primary or other political party nominating event, (iii) conveying or soliciting information relating to any candidate or political party participating in the election, primary or other nominating event, and (iv) under an agreement to compensate the telephone callers."

According to the law, Virginia requires any person who is making a campaign telephone call to disclose before the conclusion of the call, information to identify the person or political committee who has authorized and is paying

for the calls. Disclosure, however, is not required if a call ends prior to a performance of a complete survey. Please find the pertinent language below that discusses the Virginia disclosure requirement. CMOR also information on other states that also have stipulated disclosure requirements that is available to the CMOR membership. If you have any additional questions or more issues regarding state laws, please feel free to contact LaToya Rembert-Lang, CMOR State Legislative Director at lrembert@cmor.org, or 202-775-5171.

Section 24.2-959 "It shall be unlawful for any candidate or candidate campaign committee to make campaign telephone calls without disclosing, before the conclusion of each telephone call, information to identify the candidate or candidate campaign committee who has authorized and is paying for the calls unless such call is terminated prematurely by means beyond the maker's control.

The person making the telephone call shall disclose the name of the candidate.

It shall also be unlawful (i) for any candidate or candidate campaign committee who contracts for campaign telephone calls to fail to provide to the persons making the telephone calls the identifying information required by this section or (ii) for any person to provide a false or fictitious name or address when providing the identifying information required."

Section 24.2-969.1 "It shall be unlawful for any person or political committee to make campaign telephone calls without disclosing, before the conclusion of each telephone call, information to identify the person or political committee who has authorized and is paying for the calls unless such call is terminated prematurely by means beyond the maker's control.

The person making the telephone call shall disclose the following identifying information: the name of the political committee if the calls are authorized by that committee or an agent of that committee; and in the case of a committee that has filed a statement of organization under Chapter 9.3, the full name of the committee and a registration number provided by the State Board; or in any other case, the full name and residence address of the individual responsible for the campaign telephone calls.

It shall also be unlawful (i) for any person who contracts for campaign telephone calls to fail to provide to the persons making the telephone calls the identifying information required by this section or (ii) for any person to provide a false or fictitious name or address when providing the identifying information required."

The information contained in this correspondence is provided as guidance and for informational purposes only. It is advisable to consult with private legal counsel regarding the interpretation and application of any laws to your business.

LaToya D. Rembert-Lang, Esq.
State Legislative Director
CMOR...Shielding the Profession
1111 16th St., NW
Suite 120
Washington, DC 20036
Contact Phone: 202.775.5171

Fax: 202.775.5172

<http://www.cmor.org>

<http://www.youropinioncounts.org>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul Braun
Sent: Tuesday, June 12, 2007 10:12 AM
To: AAPORNET@asu.edu
Subject: Virginia disclosures

Good Day:

Is anyone aware of a Virginia law requiring the disclosure of a client on every survey or completed call whether or not the respondent asked?

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

Office: (609) 279-1600
Fax: (609) 279-1318
Cell: (609) 658-1434
pbraun@braunresearch.com

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Date: Tue, 12 Jun 2007 13:05:55 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: AAPORNET@asu.edu
Comments: cc: "Kraus, Christine" <christine.kraus@uconn.edu>
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

University of Connecticut-Storrs

Center for Survey Research and Analysis

Program Aide, UCP 1

=20

The Center for Survey Research and Analysis, seeks applicants for a Program Aide/Evening Call Center Supervisor for the Center for Survey Research and Analysis. Under the supervision of the Director and Associate Director for CSRA, this position provides training and support services to call center interviewers. Duties include but are not limited to: assisting and working closely with the Associate Director to improve productivity, meet project deadlines and assure data quality for a broad range of study topics; monitoring evening call center operations; enforcing policies and procedures; providing direct training to part-time and temporary employees on how to conduct phone interviews; supervising interviewers' hours, responses and overall work; following up to resolve problems; conducting telephone interviews; assisting callers with problems; maintaining accurate records; assembling data; preparing reports for supervisor and performing related duties as required. The hours of this position are Monday through Friday, 4 p.m. to 11 p.m. with some weekend hours possible. =20

=20

Minimum Qualifications: Bachelors degree or equivalent experience and training; sensitivity towards and experience with clientele to be served; willingness to work flexible and irregular hours including weekends.

=20

Preferred Qualifications: Experience as a telephone interviewer; prior supervisory experience; good communication skills including the ability to communicate effectively both orally and in writing to individuals and large groups; good computer skills including working knowledge of Microsoft Word and Excel and ability to be trained on other software products; good organizational skills including attention to detail; working knowledge of CATI system or ability to be trained proficiently; basic understanding of research and data collection techniques.=20

=20

This position is an end date position with possible annual renewal.

=20

Send letter of application, resume and the names, addresses, and telephone numbers of three references to: Dr. Samuel Best, Program Aide Search, University of Connecticut, c/o Unit 4098, CT 06269-4098 or email application to clasjobs@uconn.edu. (Search 2007091)

=20

We encourage applications from under-represented groups including minorities, women and people with disabilities.

=20

=20

=20

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=====
Date: Wed, 13 Jun 2007 13:56:21 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Pollsters Love Asking "What If?"
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Pollsters Love Asking "What If?"

(CBS) By Kathy Frankovic, CBS News director of surveys=20

<http://www.cbsnews.com/stories/2007/06/13/opinion/pollpositions/main2922360.shtml>
or
<http://tinyurl.com/2jbey3>

George Gallup, who did so much to develop and popularize polling from the 1930's until his death in 1984, certainly loved his job. He once said that pollsters have the best job on earth. As he put it, "We can try out any idea in the world!"=20

He certainly got to try out many ideas. As early as 1958, he started asking whether Americans would support an African-American candidate for president. He invented many of the questions that have become familiar: Do you approve or disapprove of the way the President is handling his job? What do you think is the most important problem facing the country? And so on.=20

SNIP

--=20

Leo G. Simonetta

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

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Date: Wed, 13 Jun 2007 13:12:50 -0500
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: Re: Pollsters Love Asking "What If?"
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Interestingly Gallup first asked about voting for a women for president
at least 21 years earlier in 1937.=20

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta
Sent: Wednesday, June 13, 2007 12:56 PM
To: AAPORNET@asu.edu
Subject: Pollsters Love Asking "What If?"

Pollsters Love Asking "What If?"

(CBS) By Kathy Frankovic, CBS News director of surveys=20

<http://www.cbsnews.com/stories/2007/06/13/opinion/pollpositions/main2922360.shtml>
or
<http://tinyurl.com/2jbey3>

George Gallup, who did so much to develop and popularize polling from
the 1930's until his death in 1984, certainly loved his job. He once
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He certainly got to try out many ideas. As early as 1958, he started
asking whether Americans would support an African-American candidate for
president. He invented many of the questions that have become familiar:
Do you approve or disapprove of the way the President is handling his
job? What do you think is the most important problem facing the country?
And so on.=20

SNIP

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

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Date: Wed, 13 Jun 2007 13:27:55 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: June 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 June issue of Public Opinion Pros is now posted to our website at

=20

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

=20

This month's features include an account of polling in the Lamont-Lieberman senatorial race, an analysis of attitudes toward state policy on global warming in California, and a provocative examination of the effects of race, prejudice, and the death penalty by means of data collected through interviews of jury-eligible respondents in change-of-venue investigations. Access is open to all.

=20

I was delighted to have met so many of you last month at the AAPOR conference and immensely pleased by the level of interest you all showed in the magazine. Many who expressed interest in writing for POP have contacted me since then, and I hope those who haven't will do so soon so I don't have to come after you. Article proposals are welcome from all

and should be sent to me directly at

=20

editor@PublicOpinionPros.com

=20

I look forward to hearing from you soon!

=20

Best wishes -

=20

Lisa

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

=20

=20

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Date: Wed, 13 Jun 2007 14:58:40 -0400
Reply-To: Michael Wood <mwood@HUNTER.CUNY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Wood <mwood@HUNTER.CUNY.EDU>
Subject: Position Announcement: Hunter College, CUNY
Comments: To: AAPORNET@asu.edu

Assistant or Associate Professor in Sociology

Hunter College of the City University of New York invites applications from sociologists who may be interested in working in our Master's program in Social Research (MSSR). The successful candidate will have: a Ph.D in sociology; expertise in one or more fields of applied sociology and quantitative methodology; an interest in guiding a successful and innovative graduate program. He or she will also be expected to teach some undergraduate courses, preferably in economic sociology, social movements and/or law and society. We are seeking an assistant or associate professor. The rank and salary will be determined on the basis of qualification and experience.

Interested parties may consult our web page

<<http://maxweber.hunter.cuny.edu/socio/>> to get more information about the college and our graduate program in social research.

Hunter College, a constituent member of the City University of New York, is an equal opportunity/affirmative-action employer. Please send applications by mail, by the 15th of October 2007, to Robert Perinbanayagam, Chair, Department of Sociology, Hunter College, 695 Park Avenue, New York, NY 10065. Letters of recommendation and other relevant material may also be sent to the same address.

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Date: Wed, 13 Jun 2007 17:48:31 -0400
Reply-To: Susan Carol Losh <slosh@GARNET.ACNS.FSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence was retained.
From: Susan Carol Losh <slosh@GARNET.ACNS.FSU.EDU>
Subject: WHO for president?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii; format=flowed

Let's not forget that other famous Gallup Presidential preference question from the 1950s:

Would you vote for a woman for President if she were qualified in every other respect?

Susan

Susan Carol Losh, PhD
Department of Educational Psychology & Learning Systems
Florida State University
Tallahassee FL 32306-4453

(850) 644-8778 VOICE
(850) 644-8776 FAX
slosh@fsu.edu

American Statistical Association/NSF Research Fellow
Program Leader, Educational Psychology
Program Coordinator, Learning and Cognition

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

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Date: Thu, 14 Jun 2007 14:41:38 -0700
Reply-To: Sunghee Lee <slee9@UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Sunghee Lee <slee9@UCLA.EDU>
Subject: Position Announcement: California Health Interview Survey
Comments: To: AAPORNET@asu.edu
Comments: cc: Karen Markus <kmarkus@ucla.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"; format=flowed
Content-transfer-encoding: quoted-printable

>University of California, Los Angeles
>Center for Health Policy Research

>Research Associate:

>The UCLA Center for Health Policy Research=20
>(Center) has an outstanding career opportunity for a
>Research Associate (RA). The Center is one of=20
>the nation's leading health policy research centers
>and the premier source of health policy=20
>information for California. Established in 1994, the Center
>is based in the School of Public Health and=20
>affiliated with the School of Public Affairs.
>The RA will assist with the technical=20
>administrative and research functions of the California Health
>Interview Survey (CHIS), the largest telephone=20
>health survey in the country. These functions
>include assisting with CHIS data production=20
>technical support for CHIS users, and various
>methodological research projects.

>Major responsibilities include:

>=95 Data base construction and management.
>=95 Data file preparation, and documentation for=20
>dissemination to funding agencies and the public.
>=95 Consultation with external data users regarding technical aspects of=
CHIS.
>=95 Data estimation services.
>=95 Methodological research: Assist in developing=20
>literature reviews, conducting data analysis, and
>drafting summary reports and papers.
>=95 Keeping projects on target in terms of timeline and deliverables.

>Qualifications:

>=95 Degree in Biostatistics, Survey Methodology,=20
>Public Health or a related field, preferred.
>=95 Working knowledge of, and experience working=20
>with a telephone survey project, documenting
>data preparation and electronic products, and compiling data dictionaries.
>=95 Familiarity with survey data structures and=20
>working knowledge of survey data analysis.
>=95 Demonstrated ability to understand SAS, SPSS=20

>or STATA database programming, which
>includes data access, data retrieval, data=20
>management, data analysis, and data presentation.
>=95 Excellent grasp of the English language with=20
>strong writing and editing skills.
>=95 Understanding of, and experience complying=20
>with legal standards of confidentiality relating to
>conducting research.
>Compensation: \$3,045-\$4,900 monthly,=20
>commensurate with experience. Excellent benefits. EOE.
>How to Apply: Go to:=20
><https://hr.mycareer.ucla.edu>, search Campus Job Openings, Req. #10526.
>
>Please contact me (slee9@ucla.edu) if you have any questions.

Sunghee Lee
UCLA Center for Health Policy Research

10960 Wilshire Boulevard, Suite 1550
Los Angeles, CA 90024
Phone: 310-794-2399
FAX: 310-794-2686
slee9@ucla.edu

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=====
Date: Fri, 15 Jun 2007 14:19:03 -0500
Reply-To: Robert K Goidel <kgoidel@LSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert K Goidel <kgoidel@LSU.EDU>
Subject: Lab Manager Position
Comments: To: AAPORNET@asu.edu
In-Reply-To: <858061687.1179008395@DJMV3P31.csrser.cooper.virginia.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

MANAGER
(Public Policy Research Lab)
Manship School of Mass Communication/Reilly Center for Media & Public
Affairs
and E.J. Ourso College of Business The Public Policy Research Lab, a
partnership of LSU's Manship School of Mass Communication's Reilly
Center for Media & Public Affairs and the E.J Ourso College of Business,
is seeking a Manager to lead the operations of a public opinion research
facility that conducts statewide and national telephone, internet and

mail surveys. Equipped with Computer Assisted Telephone Interviewing (CATI) software, the lab works with faculty, government and organizations on a diversity of projects, including the annual Louisiana Survey.

Required Qualifications: Bachelor's degree; two years experience in survey research or related field. Additional Qualifications Desired: Master's degree; familiarity with CATI software and statistical software; solid experience with project management, budgeting and financial forecasting. An offer of employment is contingent on a satisfactory pre-employment background check. Application deadline is June 22, 2007 or until candidate is selected. Please send letter of application and resume (including e-mail address) to:

Manager Search Committee
Manship School's Reilly Center for Media & Public Affairs
Louisiana State University
Ref: #027852
Baton Rouge, LA 70803=20

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Date: Mon, 18 Jun 2007 11:37:28 -0400
Reply-To: Ward Kay <wkay@ADIRONDACK-INC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ward Kay <wkay@ADIRONDACK-INC.COM>
Organization: Adirondack Communications
Subject: MAPOR Paper Call and Student Paper Competition
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

The deadline for submissions of abstracts to this year's MAPOR conference is approaching - June 30th.

Send your abstracts to mapor2007@rti.org

For more information please see our website at www.mapor.org
<<http://www.mapor.org/>>

Students wishing to participate in the MAPOR Fellows Student Paper Competition must submit an abstract to the conference.

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Date: Mon, 18 Jun 2007 17:01:02 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: America's Creepiest Candidates
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

America's Creepiest Candidates

Forbes

When it comes to the creepiest candidates or potential candidates for America's presidential sweepstakes, former House Speaker Newt Gingrich takes the prize, but Hillary Clinton isn't far behind.

Some 19% of the population polled in the June edition of the Forbes '08 Tracker, among the most unconventional polls in this year's presidential sweepstakes, call Gingrich creepy. He turns out to be the top Republican in this category among six who reached the baseline of 10% or more recognition in our sample who were questioned.

The creepiest Democrats turns out to be a dead heat--between Hillary Clinton and Al Gore. But here, the split is dramatically along gender lines. Some 20% of all the men find Hillary creepy, while only 10% of all women. For Gore it's 18% and 11%, respectively.=20

SNIP

http://www.forbes.com/2007/06/15/forbes-tracker-creepy-oped-cx_daa_0618creepy.html

or

<http://tinyurl.com/2xgdbx>

--=20

Leo (the mind boggles) Simonetta
Director of Research
Art & Science Group, LLC
6115 Falls Road, Suite 101

Baltimore MD 21209

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=====

Date: Tue, 19 Jun 2007 08:59:48 -0400

Reply-To: Andrew A Beveridge <aabeveridge@GMAIL.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Andrew A Beveridge <aabeveridge@GMAIL.COM>

Subject: FW: No Quick Riches for New York's Twentysomethings

Comments: To: AAPORNET <AAPORNET@asu.edu>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

My new demography column was just posted.

No Quick Riches for New York's Twentysomethings

<http://www.gothamgazette.com/article/demographics/20070619/5/2208> (The full article includes some tables.)

by Andrew Beveridge

June, 2007

After years of expensive education,
a car full of books and anticipation,
I'm an expert on Shakespeare and that's a hell - a lot but the world don't
need scholars as much as I thought.

Jamie Collum's "Twentysomething," a wry anthem of the newly graduated, describes the fate of many of New York City's twentysomethings better than some of the rosy pronouncements heard recently. While USA Today and others claim that this is a banner year for graduates, the good news mainly applies to students in several specialty fields, such as business, engineering, computer science and nursing. And the gains are more pronounced among recent graduates of prestige universities.

While young people with bachelor's degrees in business, accounting and engineering command salaries of about \$50,000, most of this year's liberal arts graduates will see a salary of about \$31,000 - similar to the pay received by a starting public-school teacher. This represents a decline of 1 percent since last year.

For those with all levels of education, including college and beyond, wages today have yet to catch up with the "real" wages (in other words, adjusted for inflation) that twentysomethings received in 1970. Men have seen their real wages fall substantially and women outside of New York have seen only very modest gain. Table 1 presents median wage figures, taken from Census data, for all full-time workers in their 20s from 1970 through 2005. Wages for all twentysomethings in New York City and in the United States are still

below those received in 1970.

Over this period, women in New York City saw an amazing jump in their wages compared with those of men in their age group. While women in the city earned, on average about \$7,000 less than men in 1970, by 2005 they made about \$5,000 more. Interestingly, women in the country as a whole have closed the gap between their earning and those of men, but still lag behind.

At the same time, as Table 2 shows, women eclipsed men in the proportion who were at least college educated by 1980. In New York City, over 53 percent of working women in their twenties have at least a college education compared to about 38 percent for men. Although working women in their 20s across the country are much more highly educated than are men, women in New York City, particularly those in Manhattan, are much more likely to be single, earn more money, and have more education than women living in the rest of the United States.

The data show a number of other striking trends:

- . For college graduate males, wages have declined in New York City and nationally, while women have had very modest gains in the city, but not in the U.S.

- . For those with advanced levels of education (beyond a bachelors degree), wages of females have soared in NYC, while male wages have only crept up. Nationally, male wages have fallen, while female wages have stood still.

- . For the college and even better educated, the wage gap between men and women declined, but it is still much smaller in New York City than nationally.

Furthermore, the gap between the wages of the most highly paid and the least highly paid of the college graduates in their 20s increased, as well. In 1970, those in the top quarter made at least \$53,476. By 2005 that figure grew to \$61,120. But those in the bottom quarter, who in 1970 made at most \$35,917, saw their wages drop to \$35,560 by 2005. So even among the young, affluent New Yorkers are becoming even more affluent, while the less affluent are not even holding their own. For those with education beyond college, the pattern is very similar: Those in the top quarter in 2005 made at least \$77,419 up from \$67,577, while those in bottom quarter made no more than \$42,784 only slightly more than \$41,504, the amount that they made in 1970.

In short, the lyric of Collum's "Twentysomething" hits the mark for many in New York City as the picture is far from cheerful. But they have some consolation. If young males with a college or better education in New York City and the United States have seen their wages decline, those without college are much worse off. It may not be better today than it was 35 years ago to be a college graduate twentysomething, but it is certainly better than being a twentysomething without a college degree.

Andrew A. Beveridge
Prof of Sociology Queens College and Grad Ctr CUNY Chair Queens College
Sociology Dept
Office: 718-997-2848
Email: andrew.beveridge@qc.cuny.edu

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Date: Tue, 19 Jun 2007 09:26:57 -0400
Reply-To: Kelly Foster <kfoster@CVIOG.UGA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kelly Foster <kfoster@CVIOG.UGA.EDU>
Subject: SAPOR Annual Conference and Call for Conference Papers
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 8BIT

Colleagues,

It's that time of year to start planning your attendance the *2007 SAPOR conference*, to be held *October 4-5 *at The University Club at North Carolina State University in Raleigh, North Carolina.

This year's theme is "Emerging Technologies: Impact on Survey Research, Public Opinion, and Society." Please see below for more details and our call for papers.

We are especially fortunate this year to offer a short course by *Professor Don Dillman* and *Ms. Leah Christian*, called **"What Happens When Modes Are Mixed?"** It will be held October 4, from 8:00 AM to noon. With widespread interest in alternate modes of data collection and possible concerns for measurement error, this is certain to be a very popular session.

The Odum Institute of UNC-Chapel Hill is again sponsoring the *James W. Prothro Student Paper Competition*, for which a \$250 award will be given to the best student paper that uses survey data to address theory, methods, or specific substantive issues of interest to public opinion

researchers. If you're a student, consider submitting a paper yourself. Otherwise please encourage students whom you know to do so.

If you have any questions or need more information, please contact the 2007 Conference Chair, Kelly Foster, at kfoster@cviog.uga.edu or by phone at 706-542-2495.

We look forward to seeing you all in Raleigh!

/Call for Conference Participation /

*/26th Annual conference **/./**/ October 4-5, 2007 **/./**/ NCSU University Club **/./**/ Raleigh, North Carolina/*

/ /

The Southern Association for Public Opinion Research (SAPOR) will hold its 26th annual conference October 4-5, 2007 at the University Club in Raleigh, North Carolina. SAPOR is seeking proposals in all areas of opinion and survey research which will be of interest to its members. Proposals on any topic related to public opinion and survey research will be considered particularly those that reflect this year's conference theme...

* *

Emerging Technologies:

Impact on Survey Research, Public Opinion, and Society

New and emerging technologies have changed the way those in the field of public opinion research conduct their business. Many researchers are taking advantage of the increased utilization of the internet and cell phones, among other technologies, to design alternative approaches to gathering data. We welcome submissions that broadly address how these emerging technologies impact society and research and specifically the impact they have on the field of survey research and public opinion. We encourage participation from all sectors engaged in data gathering including academia, government, private sector, and non-profit. Graduate student participation is highly encouraged and is rewarded with the James W. Prothro Student Paper Competition which recognizes outstanding student-authored research.

Proposal Submission Process

Proposals for the conference should be submitted electronically either through the SAPOR website (<http://www.survey.uga.edu/sapor>) or by email to the SAPOR Conference Committee Chair, Kelly Foster

(kfooster@cviog.uga.edu <mailto:kfooster@cviog.uga.edu>). Proposals and abstracts should be no more than 300 words and should be submitted by*
July 31, 2007*for full consideration. Proposals should have the name, mailing address, telephone number, and email address of the principal author.

* *

Conference Participation

If you are willing to serve as a discussant for one of the sessions, please visit the SAPOR website or email the Conference Committee Chair. In addition, we are seeking topics of interest (as well as interested parties) for roundtable discussions. These roundtable discussions provide an intimate setting in which to discuss current issues in public opinion research. All ideas and suggestions are welcome!**

--

Kelly N. Foster, M.S.
Research Professional II, Survey Research Unit
Carl Vinson Institute of Government
The University of Georgia
201 North Milledge Avenue
Athens, GA 30605-5482
Office: 706-542-2495
Fax: 706-542-9301
www.cviog.uga.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, 19 Jun 2007 16:42:54 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: response rates an undecided voters
Comments: To: AAPORNET@asu.edu, SRMSNET@LISTSERV.UMD.EDU, WAPOR@UNL.EDU
Comments: cc: mkaraklioumi@rass.gr
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"; format=flowed

Dear Friend,

Below I am posting a request from a former (excellent) international student of mine. As I am a survey statsitician and not a political scientists, I can only offer here general information on response rates. Perhaps you can help out in the supportive and friendly way you always do. You can send your answers directly to Maria at mkaraklioumi@rass.gr In the good tradition of this Internet community, I will ask her to make a short summary of replies, and send it to me, so I can post that again to

you all and share the collective knowledge.

Warm regards, Edith de Leeuw

Original message:

My name is Maria Karaklioumi and I come from Greece. I am emailing you to ask you for your help. Do you have any information regarding response rate for face to face and telephone surveys and if it happens to know if the undecided voters are more in the face to face and in the telephone surveys.

Thank you in advance

Maria Karaklioumi

Dr. Edith D. de Leeuw, Methodika
Plantage Doklaan 40, NL-1018 CN Amsterdam
tel + 31 20 622 34 38 cell phone: + 31 6 53 69 3815
fax + 31 20 330 25 97 e-mail edithl@xs4all.nl

In God We Trust
Everyone Else Should Bring DATA

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, 19 Jun 2007 14:44:33 -0400
Reply-To: "Kotler-Berkowitz, Laurence" <Laurence.Kotler-Berkowitz@UJC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Kotler-Berkowitz, Laurence" <Laurence.Kotler-Berkowitz@UJC.ORG>
Subject: Request for Proposals: Impact of Mobility on Local Federation
and

Communal Systems

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

United Jewish Communities, the national representative agency of the North American Jewish federation system, seeks to engage a researcher or team of researchers to conduct a major study of mobility among American Jews. The researcher will conduct secondary analysis of selected local Jewish community studies and national Jewish studies to understand the impact of mobility on local federation and communal systems; develop policy implications, and facilitate focus groups with communal leadership to discuss the findings and policy implications; write a 80-100 page monograph on both the survey data findings and policy implications; and present the report at a communal conference.

=20

If interested in receiving the RFP, please respond to Jonathon Ament,

UJC Assistant Director of Research and Analysis, off-list at
research@ujc.org.=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
=====

Date: Tue, 19 Jun 2007 16:38:05 -0500
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Flanagan <MFlanagan@GOAMP.COM>
Subject: Job Opportunity
Comments: To: AAPORNET@asu.edu
Comments: cc: Pamela Hunter <Pamela.Hunter@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: quoted-printable

Arizona State University's Institute for Social Science Research is seeking a Survey Research Project Manager. The Survey Project Manager will deal with all aspects of quantitative and qualitative research on a variety of topics and will be responsible for conducting telephone, mail, and web surveys as well as being involved in developing the ISSR's focus group facility. The ISSR is a relatively new and growing survey research center. =20

=20

Please go online to <http://www.asu.edu/asujobs/> =20

to view more information and apply for the position. All applications must be submitted electronically per the instructions in the online job description. The job title is Survey Project Manager and the job ID is 11322.

=20

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 63,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city.=20

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=20

Pamela Hunter, Ph.D.

Institute for Social Science Research

Arizona State University

Tempe, Arizona 85287

480-965-5030

=20

=20

=20

=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

=====
Date: Thu, 21 Jun 2007 13:32:01 -0400
Reply-To: BLUMWEP@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Micheline (Mickey) Blum" <BLUMWEP@AOL.COM>
Subject: U of M study finds Americans couch feelings on race in 'happy
talk' of diversity
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

Just received this press release on another listserv & thought it would be of interest to aapornet:

U of M study finds that Americans couch feelings about race in the 'happy talk' of diversity-speak
According to a new study by researchers in the University of Minnesota's sociology department, Americans are generally positive -- even optimistic -- about the word 'diversity,' but when asked, even those working in the field of race relations have trouble describing diversity's value and stumble when giving real life examples.

The desire to appear color-blind leads most Americans to prefer the standardized language of diversity-speak when addressing issues of race, rather than the other way around. The researchers conclude that American diversity-speak is a sort of 'happy talk,' an upbeat language in which everyone has a place, everyone is welcome and even celebrated.

The study takes its conclusions from a telephone survey of more than 2,000 households across the country and nearly 150 hour-long interviews with adults from a wide range of backgrounds living in Atlanta, Boston, Los Angeles and Minneapolis/St. Paul.

The study found a majority of Americans -- cutting across race, class and gender lines -- value diversity, but their upbeat responses to the term contradict tensions between individual values and fears that cultural disunity could

threaten the stability of American society. Also regardless of race, Americans' definition of diversity places white people at the neutral center and all other groups of people as outside contributors.

"The public debates and talk-show lamentations about immigration and political correctness leave many Americans to assume there's a big divide in the country between those who value diversity and those who reject it," said Doug Hartmann, associate sociology professor, who coauthored the study with graduate student Joyce Bell. "The fact is, most Americans value diversity - but they see it as a benefit with the potential cost of cultural disunity and social instability."

The study also found that most Americans use platitudes when describing diversity. "The topic of race lies outside the realm of polite conversation," said Bell. "Everyone in the study -- regardless of race, political affiliation and even level of rhetorical ability -- had real trouble talking about the inequities and injustices that typically accompany diversity in the United States."

The study will be published in a forthcoming issue of American Sociological Review and is part of the sociology department's American Mosaic Project, an ongoing project funded by the Minneapolis-based David Edelstein Family Foundation that looks at race, religion and cultural diversity in the contemporary United States.

http://www1.umn.edu/urelate/national/stories/happy_talk.php
(http://www1.umn.edu/urelate/national/stories/happy_talk.php)

***** See what's free at <http://www.aol.com>.

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=====

Date: Thu, 21 Jun 2007 13:59:05 -0400

Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Subject: Respondent lying AND curbstoning in African census
Comments: To: AAPORNET@asu.edu
In-Reply-To: <c08.1af71817.33ac1011@aol.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Interesting (albeit anecdotal) article on the Burkina Faso census: =20

<http://www.guardian.co.uk/guardianweekly/letterfrom/story/0,,2102145,00.html>

Letter from Burkina Faso

Stephen Davies
Guardian Weekly=20

Samba and Idrissa came round this afternoon. Samba is a Fulani man who scrapes a living in the bush by selling wood and dodging forestry rangers. Idrissa is a townie who is working for the national census. We sat in my yard making tea on a small charcoal stove.

It was Samba who started the argument. He downed his glass of tea and turned to Idi. "Onon yimbe resonsmon mbooda," he declared. "You census people are evil." Idrissa looked hurt. "Why do you say that?"

"You come and tire us out with hundreds of questions and you don't give us anything in return. You ask us lots of impolite questions like how many cows and goats and sheep we have in our herds. And you ask us if we own a mobile phone when you can see full well that we don't even own shoelaces."

The census-taker shook his head. "You bush folk are the ones who tire us out," he said. "You lie about everything. You even lie about how many children you have, because you think that if the desert djinns overhear, they might come and steal one." "I told the truth about my children," said Samba haughtily.

"What about employment?" asked Idrissa. "Did you tell your census-taker what you do for a living?"

"And have the forest rangers knocking on my door in the middle of the night? Of course I didn't."=20

"We're census-takers," replied Idrissa. "You can trust us."

"You obviously didn't hear about Al Haji Abdulsalam. His census-taker asked him to give three examples of what he says to his wife when they are making love at night."

Samba downed his second glass of tea. "Anyway," he said, "it doesn't

matter what you ask, does it? When you go home in the evening, you make up all your results."

Idrissa shrugged. "Have you seen how long those questionnaires are?"=20

"So Samba's right," I said. "You fake the results."

"Not all of them. Every day we do the first three or four properly."

For a long time no one spoke. The teapot hissed on its charcoal stove. It was Idrissa who finally broke the silence. "You're not going to tell anyone, are you?"

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=====
Date: Thu, 21 Jun 2007 11:02:46 -0700

Reply-To: Charles DiSogra <cdisogra@KNOWLEDGENETWORKS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Charles DiSogra <cdisogra@KNOWLEDGENETWORKS.COM>

Subject: Career Opportunity with Knowledge Networks

Comments: To: AAPORNET <AAPORNET@asu.edu>

Comments: cc: Doreen Moy <dmoy@knowledgenetworks.com>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Career Opportunity with Knowledge Networks

=20

Senior Director, Panel Management

=20

The senior director of panel management is responsible for all operational aspects of the KnowledgePanel including random-digit dial recruitment activities, demographic balance, attrition control, incentive programs, panel member relations and budget monitoring. The ideal candidate will be a seasoned management professional with research training who understands the science and dynamics of random-digit dial telephone surveys, effective recruitment techniques, efficient call center operations, sample management, and data system monitoring. This position also provides opportunity for conducting quantitative and qualitative research to improve response rates, recruitment rates, and minimize panel attrition. An advanced degree in survey research, psychology, sociology, behavioral sciences, or a closely related field is required. Also, 5+ years relevant experience, preferably in on-line panel management, longitudinal studies, or market/survey research plus hands-on knowledge of SPSS and/or SAS. The position reports directly to KN's chief statistician, operates under the guidance of a Panel

Steering Committee, and may be based in either Menlo Park, CA or Cranford, NJ.=20

=20

Knowledge Networks is an Equal Opportunity Employer. It is our policy to ensure equal employment opportunity without discrimination on the basis of race, color, national origin, religion, sex, age, disability, citizenship, marital status, sexual orientation or any other characteristic protected by law.

=20

To apply, look for more complete information about this and other positions at <http://www.knowledgenetworks.com/company/careers.html>.

=20

=20

=20

=20

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=====
Date: Thu, 21 Jun 2007 14:46:43 -0400

Reply-To: Colleen Porter <colleen_porter@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <colleen_porter@COX.NET>

Subject: recall vs. knowledge

Comments: To: AAPORNET@asu.edu

MIME-version: 1.0 (Apple Message framework v752.2)

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

Content-transfer-encoding: 7bit

I wanted to follow up on something that was written during the recent lively exchange on Biblical passages, an observation that, "It is a common error to confuse recall with knowledge; they are not at all the same thing."

I think this is true, but how do we avoid that trap?

As a practical matter, for the questionnaire designer in the trenches, how do we operationalize knowledge (if that is the objective), rather than settling for recall or recognition?

Can anyone give me any specific examples of how they were able to nail this concept? Any references or insights?

Many thanks,

Colleen Porter
Gainesville, FL

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Date: Thu, 21 Jun 2007 12:05:35 -0700
Reply-To: Francine Cafarchia <FCafarchia@ISACORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Francine Cafarchia <FCafarchia@ISACORP.COM>
Subject: Project Consulting Opportunity with ISA
Comments: To: AAPORNET@asu.edu
In-Reply-To:
<2C81210FC47F6F429069C964CE88145B019E10A1@mail.knowledgenetworks.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Project Consulting Opportunity with ISA

Consultant/Project Manager -

ISA is looking for a consultant to partner on a potential project. The project manager must have a minimum of a Master's degree in statistical sampling with a minimum of 5 research projects dealing with minority and economically disadvantaged individuals using large sample sizes (500K sample or more).

Deadline: 3:00 PM Pacific Daylight Savings, June 22, 2007

Unfortunately, we have a very tight proposal window and would need to hear back by end of day tomorrow.

If interested, please contact Maisha Hudson at 310-820-0741 X212 or Francine Cafarchia at 818-756-7345 for more information and details regarding scope of responsibilities.=20

We'll need a resume, the projects you have worked on recently with project specifics and outcomes.

ISA, or Interviewing Service of America, is one of America's largest data collection and data processing companies and is entering its 25th in the research business. You can find out more about ISA at our web site at www.isacorp.com or contact me at the number below.

Francine Cafarchia
Interviewing Service of America
818-756-7345

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Fri, 22 Jun 2007 07:29:10 -0700
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>
Subject: Re: recall vs. knowledge

Ask a knowledge question - doesn't have to be specific.

For example, how closely have they followed the news or read/heard about a new program or about an issue with a candidate. Or, how much they know about a new program or proposition.

These questions may also add to the analysis.

For example, in early March 2004, Barack Obama led by 35 points in the primary over the former heavy spending front-runner among those who knew a lot or some about that candidate's divorce - the details included physical abuse. The race was even among those who knew very little or nothing at all at the time.

Earlier that year, one month after Medicare Part D was signed into law, 71% in Illinois were divided about the new program. But among those who "followed news about changes to the government Medicare program" very closely, 63% were opposed vs. 28% in favor. The more they knew - the less they liked about it.

Nick

On Thu, 21 Jun 2007 14:46:43 -0400, Colleen Porter <colleen_porter@COX.NET>

wrote:

>I wanted to follow up on something that was written during the recent
>lively exchange on Biblical passages, an observation that, "It is a
>common error to confuse recall with knowledge; they are not at all
>the same thing."

>
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>As a practical matter, for the questionnaire designer in the
>trenches, how do we operationalize knowledge (if that is the
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>Colleen Porter
>Gainesville, FL

>-----
>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.

>=====

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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, 22 Jun 2007 12:30:29 -0600
Reply-To: Steve Larson <slarson@INFOALLI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steve Larson <slarson@INFOALLI.COM>
Subject: Point of Sale Response Rates
Comments: To: aapornet@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: 7bit

Does anyone know what the expected response rate should be for a point of sale study directing people to an IVR or web survey? Respondents that complete the study would be entered into a sweepstakes drawing.

I would appreciate feedback from anyone that has experience with this kind of survey.

Thanks,

Steve Larson

Information Alliance

Utah State University Research Park

888-388-5520

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

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

Date: Fri, 22 Jun 2007 12:15:13 -0700
Reply-To: Francine Cafarchia <FCafarchia@ISACORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Francine Cafarchia <FCafarchia@ISACORP.COM>
Subject: Extend Deadline: Project Consulting Opportunity with ISA
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: quoted-printable

In regards to the notice below, our proposal deadline has been extended =
and as such, we are extending our deadline as well to end of day on =
Friday, June 29th. Please be sure to include your resume and a quote of =
your hourly rate. Please see below for additional info. Thank you.

Project Consulting Opportunity with ISA

Consultant/Project Manager -

ISA is looking for a consultant to partner on a potential project. The =
project manager must have a minimum of a Master's degree in statistical =
sampling with a minimum of 5 research projects dealing with minority and =
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We'll need a resume, the projects you have worked on recently with project specifics and outcomes.

ISA, or Interviewing Service of America, is one of America's largest data collection and data processing companies and is entering its 25th year in the research business. You can find out more about ISA at our web site at www.isacorp.com or contact me at the number below.

Francine Cafarchia
Interviewing Service of America
818-756-7345

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

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

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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: Fri, 22 Jun 2007 14:47:34 -0700

Reply-To: Francine Cafarchia <FCafarchia@ISACORP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Francine Cafarchia <FCafarchia@ISACORP.COM>

Subject: Re: Point of Sale Response Rates

Comments: To: Steve Larson <slarson@INFOALLI.COM>, AAPORNET@asu.edu

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Steve - We do several on going projects for POS to IVR and web studies. Typically it is 3% or less, depending on length, drawing size and other factors. Hope this helps.

=20

Francine Cafarchia
Account Services Manager
Interviewing Service of America
818-756-7345

From: AAPORNET on behalf of Steve Larson
Sent: Fri 6/22/2007 11:30 AM
To: AAPORNET@asu.edu
Subject: Point of Sale Response Rates

Does anyone know what the expected response rate should be for a point =
of
sale study directing people to an IVR or web survey? Respondents that
complete the study would be entered into a sweepstakes drawing.

I would appreciate feedback from anyone that has experience with this =
kind
of survey.

Thanks,

Steve Larson

Information Alliance

Utah State University Research Park

888-388-5520

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

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aapornet-request@asu.edu

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Date: Mon, 25 Jun 2007 00:08:42 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>

Organization: Jan Werner Data Processing
Subject: Authoritative statistics???
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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Jan Werner

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Date: Mon, 25 Jun 2007 07:51:46 -0400

Reply-To: Benjamin Phillips <bphillips@BRANDEIS.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Benjamin Phillips <bphillips@BRANDEIS.EDU>

Subject: Re: Authoritative statistics???

Comments: To: AAPORNET@asu.edu

In-Reply-To: <467F3FCA.3030308@jwdep.com>

MIME-version: 1.0

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

Content-transfer-encoding: 7bit

With Jan Werner, I suspect that there may be some gender-based biases in self-reports of number of sexual partners. Beyond this, to the extent that the clientele of sex workers is male-biased, Jan's explanation #2 ("women who have multiple partners tend to have far more partners on average than men who have multiple partners") may have some truth to it. While an unbiased sample should still yield the same mean number of partners for men and women, sex workers as a group might well be underrepresented. While I recognize the NHANES data may be far better, vis a vis nonresponse, than many other surveys, sex workers--as an economically and socially marginal group--would presumably be a particularly difficult population to sample. While this may be a plausible explanation for some of the observed difference in responses, I don't know large an effect it would be.

Ben Phillips

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& Steinhardt Social Research Institute
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<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=42>

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Date: Mon, 25 Jun 2007 08:30:33 -0400
Reply-To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>
Subject: Re: Authoritative statistics???
Comments: To: jwerner@jwdp.com, AAPORNET@asu.edu
In-Reply-To: <467F3FCA.3030308@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
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I would have to postulate that in most human populations, the majority of people who sell sex are women, and these women will have a large number of sexual partners. Suppose that our population consists of 40 men and 40 women. Each of the men has 2 sexual partners, totaling 80 women. Their mean is 2.0, and their standard deviation is 0. Among the women, one has sex with each of the 40 men, one has sex with 2, and the other 38 have sex with only one man. The women's mean is 2.0, but the standard deviation is 6.16.=20

The one woman who has 40 partners has but one chance in 40 of being sampled, as every other person, male or female, in the population. If one were to exhaustively sample the population one man and one woman at a time, then there would be 40 results; one in which the woman had 20 times as many partners as the man, another where they each had two partners, and 38 where the man had twice as many partners as the woman. This has nothing to do with guesses 1, 3, or 4.=20

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: Monday, June 25, 2007 12:09 AM
To: AAPORNET@asu.edu
Subject: Authoritative statistics???

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=====
Date: Mon, 25 Jun 2007 10:46:28 -0400

Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Butterworth, Michael" <MXB@CBSNEWS.COM>

Subject: Re: Authoritative statistics???

Comments: To: "Ehrlich, Nathaniel" <Nathaniel.Ehrlich@SSC.MSU.EDU>, AAPORNET@asu.edu

In-Reply-To: <EC15B06368AAA4419321FF6D2159CB1CEA7732@sscent03-2.ssc.msu.edu>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Another class of explanations considers that not all partners come from the population that was sampled: unless the survey asked for more detail than reported in the excerpt, some are now dead, under 20 or over 59, or are not US residents. Because of more overseas travel by men in the armed forces and for business, non-US partners would be expected to account for some of the difference.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ehrlich, Nathaniel

Sent: Monday, June 25, 2007 8:31 AM

To: AAPORNET@asu.edu

Subject: Re: Authoritative statistics???

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=====
Date: Mon, 25 Jun 2007 11:22:33 -0400
Reply-To: jeffrey.c.moore@CENSUS.GOV
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Jeffrey C. Moore" <jeffrey.c.moore@CENSUS.GOV>

Subject: Re: Authoritative statistics???
Comments: To: jwerner@jwdp.com
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <467F3FCA.3030308@jwdp.com>
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII

My old boss Betsy Martin used to like to put forward the hypothesis that maybe, on balance, there are just a lot more instances where the sexual event is simply not as memorable for woman as it is for the man.

Jan Werner
<jwerner@JWDP.COM
>
To
Sent by: AAPORNET AAPORNET@asu.edu
<AAPORNET@asu.edu cc
>
Subject
Authoritative statistics???
06/25/2007 12:08
AM

Please respond to
jwerner@jwdp.com

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Date: Mon, 25 Jun 2007 08:23:04 -0700
Reply-To: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pollack, Lance" <Lance.Pollack@UCSF.EDU>
Subject: Re: Authoritative statistics???
Comments: To: AAPORNET@asu.edu
In-Reply-To: A <467FAC52.6060201@brandeis.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

Other more mundane reasons why things don't add up:

- 1) While the sample reported on is age 20-59, their sexual partners are not drawn from the same restricted age population. Thus some differences will occur because referenced partners fall outside the population reported on. Historically American men seek female partners who are younger than they are. At the other end of the age spectrum older women must expand the age range of acceptable partners as they begin to outnumber same-aged men. This effect is attenuated in this study because of the age 59 cap on the population, but the issue is exacerbated in non-white subpopulations where life expectance for men are much lower.
- 2) Another source of non-population partners is international partners, which includes non-US partners encountered while traveling outside the country as well as non-American partners encountered inside the US.
- 3) The definition of "sex" must be highly specific in order to make any definitive conclusions about numbers of partners. This can be particularly problematic when studying heterosexuals and the definition encompasses more than penis-in-vagina intercourse, as many heterosexuals will restrict their definition of sex to the latter regardless of instructions. The absence of an interviewer can actually inhibit keeping interviewees "on track" in this regard.
- 4) Women may only report "voluntary" sexual partners. Rates of sexual abuse, particularly childhood sexual abuse, are considerably higher among women than among men. The exception to this is that men who have sex with men (MSM) have reported rates comparable to heterosexual women.
- 5) Numbers of partners in most cases yields an estimate. Studies reporting number of sexual partners for periods as short as two months still generate frequency distributions containing values 0-10, 12, 15, 20, 25, 30, etc. That is, it is likely people think in terms of averages or typical numbers of partners and then expand that number out for the period in question. At the group level it is likely that some people will over estimate and some will underestimate and so the group mean is probably unbiased. However, the lack of precision may play hob with calculations of numbers of dyads.
- 6) Please also note that age is confounded with distance from events. The issue contemplated here is lifetime sexual partners, which, all things being equal, will be easier to recall for a 20 year old than it will be for a 59 year old.

I am not denying that there may well be gender-specific bias in

reporting sexual behavior, but as you can see from above, the partner numbers were never going to add up anyway.

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 Benjamin Phillips
Sent: Monday, June 25, 2007 4:52 AM
To: AAPORNET@ASU.EDU
Subject: Re: Authoritative statistics???

With Jan Werner, I suspect that there may be some gender-based biases in

self-reports of number of sexual partners. Beyond this, to the extent that the clientele of sex workers is male-biased, Jan's explanation ("women who have multiple partners tend to have far more partners on average than men who have multiple partners") may have some truth to it.

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--=20

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Cohen Center for Modern Jewish Studies
& Steinhardt Social Research Institute
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Phone: (781) 736-3855 Fax: (781) 736-3929
Email: bphillips@brandeis.edu
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Date: Mon, 25 Jun 2007 17:55:22 +0000
Reply-To: "Langer, Gary" <Gary.Langer@ABC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Langer, Gary" <Gary.Langer@ABC.COM>
Subject: Knowledge vs. recall
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Furthering the discussion of knowledge vs. recall on this DL, the following item (occasioned by Newsweek's "Dunce Cap" poll) may be of interest. <http://blogs.abcnews.com/thenumbers/>

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Tue, 26 Jun 2007 09:05:40 -0400
Reply-To: Bob Groves <BGroves@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Groves <BGroves@ISR.UMICH.EDU>
Subject: Preliminary Announcement of Editor Search for Public Opinion

Quarterly

Comments: To: AAPORNET <AAPORNET@asu.edu>

MIME-version: 1.0

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

Content-transfer-encoding: quoted-printable

Peter Miller will end his term as editor of Public Opinion Quarterly in December, 2008. The Advisory Board of Public Opinion Quarterly is beginning its search for the next Editor of POQ, who would begin receiving submissions in July, 2008 and would begin his or her term as sole full-time editor on January 1, 2009. =20

=20

Qualified candidates will have a strong record of research and publication about public opinion theory and/or methods and will also have good management skills. =20

=20

A more complete description of the position will be available in September, 2007, at which time a more specific call for nominations will be sent.

=20

Editors are usually appointed for a term of 4 years, and their host institutions receive money from AAPOR to pay for an office manager, supplies and other expenses associated with editing the journal.=20

=20

The Board will ask for nominations (from nominees themselves or from others) in September, 2007. This announcement is sent at this time in order to allow potential candidates to consider their interests, institutional support, and availability.

=20

Please send inquiries and nominations to Bob Groves, Chair of the Advisory Board, at bgroves@isr.umich.edu <<mailto:bgroves@isr.umich.edu>>

=20

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=====

Date: Tue, 26 Jun 2007 11:47:24 -0400
Reply-To: Dave Howell <dahowell@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Howell <dahowell@ISR.UMICH.EDU>
Subject: ANES Announces Research and Publication Opportunities: Evaluate
the 2006 Pilot Study
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: quoted-printable

American National Election Studies (ANES) Announcement
ANES Announces Research and Publication Opportunities: Evaluate the 2006
Pilot Study
June 26, 2007=20

We are writing to announce a new opportunity for scholars who are interested in advancing the survey-based study of elections. In 2006, the ANES ran a Pilot Study. The Pilot Study's purpose is to implement new ideas for measuring currently (and potentially) important concepts. The Pilot Study data are now available for evaluation and we seek your input about whether to include these new measures in future ANES surveys.

All of the new questions on the Pilot Study originate from the tremendous scholarly response to or call for proposals. Using the first ever ANES Online Commons, scholars from a wide range of disciplines proposed over 1100 questions. All of these proposals can be viewed at: <http://www.electionstudies.org/onlinecommons.htm>

Over 100 new questions appeared on the Pilot Study. Some involve new measurements of familiar topics, while others involve measures of topics that are new to the study of elections. All of the questions can be viewed at:
ftp://ftp.electionstudies.org/ftp/nes/studypages/2006pilot/anes_2006pilot_int.txt

With these data, many exciting research opportunities exist.=20

We invite interested scholars (faculty and graduate students alike) to take the lead in helping the ANES user community evaluate the new questions. Scholars may submit Pilot Study reports for as many questions as they like. By so doing, they can shape how researchers think about these new ideas and influence how the ANES will be conducted in the future. =20

The stated goals of the Pilot study can be viewed at:
http://www.electionstudies.org/announce/newsltr/ANES_OCprocess_20060929.pdf

Ideally, a Pilot Study report will speak to the stated goals of the Pilot Study, and will contain one of two kinds of analyses:=20

- Analyses of wording/order/format experiments of items according to the

ability of constructs to predict variables of interest to election scholars, including vote choice and turnout. An example of a report analyzing an experiment can be found here:
<http://www.electionstudies.org/resources/papers/Pilot2006/nes011881.pdf>

- Analyses of sets of items, assessing correlational validity in the same manner. An example can be found here:
<ftp://ftp.electionstudies.org/ftp/nes/bibliography/documents/nes008997.pdf>

Already, we have received reports from the original authors of the proposals that generated the questions. They may be viewed at:
<http://www.electionstudies.org/resources/papers/pilotrpt.htm>

But numerous opportunities remain to further analyze the Pilot Study. There are many questions for which we have not received reports and there are also opportunities for scholars to run new and unique analyses of questions for which some reports already exist. Both kinds of reports can be very valuable.

We will accept Pilot Study reports from the public on a rolling basis beginning July 1. Submissions will be reviewed and we will post all Pilot Study reports that meet the criteria listed above on the ANES web site.=20

If there are enough excellent Pilot Study reports, we will seek to publish them in an edited volume with a leading university press. The book is tentatively titled "The ANES Book of Ideas" and will help scholars better understand key properties of election study data. If you would like to submit a report that is considered for this publication opportunity, we must receive a draft of the report that meets the criteria listed above by 5:00pm pacific time on September 7, 2007. Inclusion in the book may be contingent upon revision.=20

If you have any questions about this opportunity, please contact Matthew DeBell, the Director of Stanford Operations for the ANES, at "debell@stanford.edu". We look forward to working with you.

Sincerely,
Jon A. Krosnick and Arthur Lupia
ANES Principal Investigators

LIST OF PILOT STUDY QUESTIONS

Module #: Topic (Variables)

- 01: Character judgments (V06P501)
- 02: Defensive confidence (V06P502)
- 03: Need for closure (V06P503 - V06P511)
- 04: Belief in a just world (V06P512)
- 05: Self-monitoring (V06P513 - V06P518)
- 06: Trust (V06P519 - V06P522)
- 07: Values (V06P523 - V06P544)
- 08: Borrowing (V06P545 - V06P547)
- 09: Sociotropic voting (V06P548 - V06P551b)

- 10: Religion (V06P552 - V06P557)
- 11: Christianity (V06P558 - V06P566)
- 12: Optimism/pessimism (V06P567x - V06P586)
- 13: Social networks (V06P587 - V06P629)
- 14: Attention to politics (V06P630 - V06P634)
- 15: Ambivalence (V06P635 - V06P643)
- 16: Efficacy (V06P644 - V06P653)
- 17: Trust in government (V06P654 - V06P663)
- 18: Media (V06P664 - V06P679x)
- 19: Party identification (V06P680 - V06P688)
- 20: Abortion (V06P689x - V06P731)
- 21: Tolerance (V06P732a - V06P732b)
- 22: Justice (V06P733 - V06P736)
- 23: Gender (V06P737 - V06P764)
- 24: Tax (V06P765 - V06P769)
- 25: Partisan differences (V06P770 - V06P773)
- 26: Vote (V06P774 - V06P787)
- 27: Branching-pres. approval (V06P788x - V06P807)
- 28: Economy (V06P808)
- 29: Death (V06P809 - V06P810)

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=====

Date: Tue, 26 Jun 2007 17:53:20 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: A dilemma
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

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515.271.5700

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=====
Date: Wed, 27 Jun 2007 00:52:33 +0100
Reply-To: "Moon, Nick" <nick.moon@GFK.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Moon, Nick" <nick.moon@GFK.COM>
Subject: Re: A dilemma
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
MIME-version: 1.0
Content-type: text/plain; charset="iso-8859-1"
Content-transfer-encoding: 7bit

I guess it would in part depend on whether you felt that, if they couldn't afford to have an interviewer (or interviewers) sitting all round all day counting people as they crossed an imaginary line, and interviewing a rigorous one in n of them (with special procedures for cases when the number of people crossing the line in a group exceeded n) then it was better that no attempt was made to gather the views of visitors to the Museum. If you do, then you should not help them.

If, on the other hand, you felt that the problems of representativeness with a self-select sample of museum visitors may be less than in self-select samples of the general population, and while not perfect the information obtained may be genuinely better than having no information at all, then you should help them

I would say it also depends on whether the information is for internal museum purposes or will be published and probably treated by some as more robust than it actually is

-----Original Message-----
From: J. Ann Selzer
To: AAPORNET@asu.edu

Sent: 26/06/2007 22:53
Subject: A dilemma

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=====
Date: Wed, 27 Jun 2007 14:57:33 +0000
Reply-To: jpmurphy@jpmurphy.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy, Ph.D." <jpmurphy@JPMURPHY.COM>
Organization: J.P. MURPHY & COMPANY
Subject: Re: A dilemma
Comments: To: JAnnSelzer@AOL.COM, AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="us-ascii"
Content-transfer-encoding: quoted-printable

Parents and teachers -- not survey research organizations -- are responsible for teaching future generations to think critically. If you sense the potential for intentionally misleading conclusions resulting from the assignment, then your job is to advise the client to a point where that potential is effectively eliminated, or you decline. But perhaps their real need is to phrase questions optimally for comprehension and relevance. They view you as an expert on that and want to employ your services. Why not? Risk is always present.

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

From: J. Ann Selzer [<mailto:JAnnSelzer@AOL.COM>]
Sent: Tuesday, June 26, 2007 05:53 PM
To: AAPORNET@asu.edu
Subject: A dilemma

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=====
Date: Wed, 27 Jun 2007 12:50:53 -0400
Reply-To: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Allan Rivlin <arivlin@HARTRESEARCH.COM>
Subject: Re: A dilemma
Comments: To: AAPORNET@asu.edu
In-Reply-To: <W5526914169261981182956253@webmail7>
MIME-version: 1.0

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

My recommendation would be to request (or insist) that they do a random poll. That way the kiosk can ask questions and then allow the visitor to see the results of a valid survey (not the kiosk collected results). I have no objection when web pages that are connected to valid surveys do this -- give people a chance to answer a question but then show results for a true sample not the opportunity sample.

Allan Rivlin

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy, Ph.D.

Sent: Wednesday, June 27, 2007 10:58 AM

To: AAPORNET@asu.edu

Subject: Re: A dilemma

Parents and teachers -- not survey research organizations -- are responsible for teaching future generations to think critically. If you sense the potential for intentionally misleading conclusions resulting from the assignment, then your job is to advise the client to a point where that potential is effectively eliminated, or you decline. But perhaps their real need is to phrase questions optimally for comprehension and relevance. They view you as an expert on that and want to employ your services. Why not? Risk is always present.

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From: J. Ann Selzer [mailto:JAnnSelzer@AOL.COM]

Sent: Tuesday, June 26, 2007 05:53 PM

To: AAPORNET@asu.edu

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=====
Date: Thu, 28 Jun 2007 12:15:30 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: A dilemma
Comments: To: AAPORNET@asu.edu

A statewide poll on Iowa caucuses seems like a topic the DM Register would be interested in.

How about a partnership between the Museum and the Register.

Poll results would be used in conjunction with a kiosk as Alan suggests.

The Iowa Poll, the first newspaper-sponsored poll in the nation, seems worthy of an exhibit in a state Historical Museum.
I believe the Iowa Poll dates back to the 1940s.

Along with the usual demographics, the poll should include party ID and past caucus participation -

and perhaps, Iowa voter reaction to the 2/5/08 Super Tuesday primaries in 20+ states, many the largest in the U.S.

Nick

BTW. Iowa was also the birthplace of George Gallup Sr. and Burns "Bud" Roper.

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

From: Allan Rivlin <arivlin@HARTRESEARCH.COM>

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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy,
> Ph.D.

> Sent: Wednesday, June 27, 2007 10:58 AM

> To: AAPORNET@asu.edu

> Subject: Re: A dilemma

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> Sent: Tuesday, June 26, 2007 05:53 PM

> To: AAPORNET@asu.edu

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> 520 42nd Street
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> 515.271.5700
>
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=====

Date: Thu, 28 Jun 2007 09:49:33 -0400
Reply-To: JAnnSelzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>
Subject: Re: A dilemma
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit

I so appreciate everyone's quite valuable input. I would say the preponderance of opinions were that I go along and find a way to educate the State Historical Museum about sampling and randomness and such. Several thought there might be a way to tie the kiosk poll to a real poll--not a possibility. In the end, I called the very friendly guy at the Museum and explained the bind I felt I was in. He assumed that meant I wanted money; I replied no, it meant I needed to be consistent in my principles. I gave him a brief review of an article I published called, "It's not scientific, but . . ." in which I pretty much say something is not better than nothing if the something is misleading to most readers. He was gracious and I did my best to charm. Again, thanks for the many very good thoughts. JAS

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520 42nd Street
Des Moines, Iowa 50312
515.271.5700

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In a message dated 6/28/2007 7:17:17 A.M. Central Daylight Time, mkshares@COMCAST.NET writes:

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

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> To: AAPORNET@asu.edu

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> potential for intentionally misleading conclusions resulting from the
> assignment, then your job is to advise the client to a point where that
> potential is effectively eliminated, or you decline. But perhaps their real
> need is to phrase questions optimally for comprehension and relevance. They
> view you as an expert on that and want to employ your services. Why not?
> Risk is always present.

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

> From: J. Ann Selzer [mailto:JAnnSelzer@AOL.COM]

> Sent: Tuesday, June 26, 2007 05:53 PM

> To: AAPORNET@asu.edu

> Subject: A dilemma

>
>
>
>
> I've been an outspoken critic of non-scientific polls as yielding
> unimportant (at best) and misleading "information." So, in my inbox is a
> request to
> help my state government write questions for a kiosk about the Iowa
caucuses
> in
> the State Historical Museum. On the one hand, I don't want to look
> uncooperative and snobbish, but on the other, how could I participate in
> something I
> despise? Just curious to see what advice the list might offer. JAS

>
>
>

> J. Ann Selzer, Ph.D.
> Selzer & Company
> 520 42nd Street
> Des Moines, Iowa 50312
> 515.271.5700
>
> This e-mail address is for purposes of this list. Otherwise, contact me at
> JASelzer@SelzerCo.com
>
> Visit our website. _www.SelzerCo.com_ (<http://www.selzerco.com/>)
>
>
>
> ***** See what's free at
> <http://www.aol.com>.
>
> -----
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***** See what's free at <http://www.aol.com>.

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Date: Thu, 28 Jun 2007 10:19:34 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: How Serious Is Polling's Cell-Only Problem?
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

How Serious Is Polling's Cell-Only Problem?
The Landline-less Are Different and Their Numbers Are Growing Fast
by Scott Keeter, Director, Survey Research, Pew Research Center
June 20, 2007

<http://pewresearch.org/pubs/515/polling-cell-only-problem>

Twenty years ago the survey research profession -- having grown comfortable with telephone interviewing as an alternative to personal interviewing for conducting surveys -- worried mostly about the roughly 7% of U.S. households that could not be interviewed because they had no telephone. Today our concern is somewhat different, and potentially more serious. According to government statistics released last month, nearly 13% of U.S. households (12.8%) cannot now be reached by the typical telephone survey because they have only a cell phone and no landline telephone.¹

SNIP

Contains a link to a paper presented at AAPOR
--=20
Leo G. Simonetta
Director of Research
Art & Science Group, LLC
6115 Falls Road, Suite 101
Baltimore MD 21209

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=====

Date: Thu, 28 Jun 2007 11:20:46 -0400
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

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=20

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Date: Thu, 28 Jun 2007 14:07:27 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: University survey center & outside business
Comments: To: AAPORNET@asu.edu
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: quoted-printable

Ex-professor pleads guilty to corruption

<http://www.wfaa.com/sharedcontent/dws/news/localnews/stories/062607dnuntprofessor.390019c.html>

Or

<http://tinyurl.com/ypob85>

11:48 PM CDT on Monday, June 25, 2007

By DONNA FIELDER and MATTHEW ZABEL / Denton Record-Chronicle=20

SHERMAN - A retired University of North Texas professor pleaded guilty Monday to federal public corruption charges after prosecutors said he funneled more than \$463,000 in cash and services from the university to his private business.=20

SNIP

Mr. Glass's case mostly centered on his use of UNT employees to do work for his private companies, and his use of his position at UNT to obtain contracts for those companies.=20

The Survey Research Center, an arm of the UNT College of Public Affairs and Community Service, conducts surveys via telephone, mail, Internet and focus groups for state and local governments, nonprofit agencies and private businesses.=20

The center's staff consists of professional researchers and student employees.=20

Ms. Leliaert said that during the 2005-06 fiscal year, the center fulfilled 28 research contracts worth \$821,000.=20

UNT's internal auditor, Don Holdegraver, wrote that Mr. Glass had founded Public Management Associates, a private company with no employees, a local mailbox rental business as an address, and the same office telephone number as the Survey Research Center.=20

Mr. Glass also acted as a principal in another company, Benavides and Associates, which was established in 2003.=20

Both businesses did work that was similar to the university center's,
and his clients were the same.=20

SNIP

--=20

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