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Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0710"

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Date: Mon, 1 Oct 2007 16:35:18 -0400  
Reply-To: Patricia Wamboldt <pmw101@PSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Patricia Wamboldt <pmw101@PSU.EDU>  
Subject: use of incentives fro interviewers  
Comments: To: AAPORNET <AAPORNET@ASU.EDU>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1252; format=flowed  
Content-Transfer-Encoding: 8bit

Dear AAPOR Members,

Thanks to all who took the time to respond to my query! the comments very helpful and insightful.

At the request of a few I am providing a synopsis of the comments and advice that I received re: my request for evidence that incentives increase productivity and/or turnover. Almost all the comments were anecdotal in nature and in support of the desired effect. There were cautions against the how to's, and even cautions against pitting interviewers against a clock to the point that they may become rude or speak so fast that the respondent cannot keep up with them cognitively. Certainly considerations to keep in mind for quality and staff evaluation/monitoring.

So in general, there is no magic trick, and lots of places with their hands tied by administration. I have outlined the comments in more detail below for those who are interested. I will keep pursuing this and see what I can come up with and would be happy to continue receiving comments.

/Summary of Comments re: incentives to increase productivity or reduce turnover:/

#### Reduce Turnover:

From private sector: Provide employee recognition and pay. When a pay increase scheme was put into place and staff development shifts were permitted, with pay to minimize downtime without pay, turnover improved. Suggest evaluate staff on a regular basis and reward them on a regular basis.

#### Increase Productivity:

Beware of increased cognitive burdens in attempting to increase/reward productivity

For one respondent who had success in getting his college to provide monetary incentives, the untested Plan B was to try approaching local

restaurants for donations.

The thought was that no-one wants to eat alone, so they would probably bring someone else along....

To counter late night slump, offered \$20 restaurant gift certificate to who ever performed the last completed survey of the night.

Knows of one company who used to give \$3 for 1st refusal conversion, and \$5 for 2nd refusal conversion. Worked well.

Impact of incentives are short-lived especially if in the form of little gifts.

Be careful that the same people are not always getting the incentive rewards. In other words find some way to vary the criteria.

One respondent who has owned a call center for 20 years insist that monetary incentives do spur better interviewing, but that they are difficult to institute and manage.

Thanks  
Patricia

--

Patricia M. Wamboldt, Ph.D.  
Assistant Director  
Survey Research Center  
329 Pond Lab  
University Park, PA 16802  
Phone: 814-863-0169  
Fax: 814-865-3098  
Toll Free: 866-850-0271  
E-mail: pmw101@psu.edu

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=====  
Date: Tue, 2 Oct 2007 08:27:06 -0500  
Reply-To: Lorayn Olson <[A135147@WPO.CSO.NIU.EDU](mailto:A135147@WPO.CSO.NIU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Lorayn Olson <[A135147@WPO.CSO.NIU.EDU](mailto:A135147@WPO.CSO.NIU.EDU)>  
Subject: Job Announcement  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Mime-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII  
Content-Disposition: inline  
Content-Transfer-Encoding: 8bit

Associate Director  
Public Opinion Laboratory

Associate Director, Public Opinion Laboratory, Northern Illinois University:  
The Public Opinion Laboratory conducts custom survey research (45-station CATI telephone center, Internet surveys, mail surveys, focus groups) regarding social, economic, business, and health issues. Clients include the State of Illinois and local governmental units, corporations, and nonprofit organizations as well as Northern Illinois University. In addition to serving as Project Director on selected projects, the Associate Director assists the Director in all aspects of departmental management, including overseeing the conduct of studies assigned to Research Associates and collaborating on business development.

Candidate requirements include an earned Ph.D. in a social science or related field and at least five years of survey research experience. This is a full-time professional staff position at Northern Illinois University. NIU offers an attractive package of benefits and educational opportunities and participates in the State Universities Retirement System.

Submit a cover letter, resume, and list of three references to: Lorayn Olson, Ph.D., Public Opinion Laboratory, Northern Illinois University, 148 N. Third St., DeKalb, IL 60115-2828. Review of complete applications will begin on October 19. However, applications will be considered until the position is filled. AA/EEO Institution.

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---

Date: Tue, 2 Oct 2007 08:30:21 -0700  
Reply-To: Thomas Duffy <[thomas.p.duffy.jr@ORCMACRO.COM](mailto:thomas.p.duffy.jr@ORCMACRO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Thomas Duffy <[thomas.p.duffy.jr@ORCMACRO.COM](mailto:thomas.p.duffy.jr@ORCMACRO.COM)>  
Subject: Cell phone omnibus (2)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

I am posting this on behalf of a colleague; please respond to him directly=20  
at the email address below.

---

We appreciate the very positive response to the announcement of our cell=20=20  
phone omnibus. I wanted to share a few more details about the survey for=20=20  
those who are interested.

We are scheduled to field the survey from Oct 17 through Oct 23 with=20  
deliverables on Oct 26. We plan to collect 250 interviews with cell phon=20  
e=20  
users (including cell-only and cell/landline users). We are estimating=20=20

from past experience that about 100 of these interviews will be cell-  
only. The grand plan is to collect 250 interviews per month, but demand=20=

will determine frequency.=20

There is a draft questionnaire of the standard demographic and telephone=20=

usage questions. It is currently going through internal and external=20  
review, but I'm happy to share the current version.

Please contact me directly at [randal.zuwallack@macrointernational.com](mailto:randal.zuwallack@macrointernational.com) or=20=

at 802-863-9600 for more details about the survey or for information abou=

t=20

cost.=20=20

Thanks,

Randy

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=====  
Date: Wed, 3 Oct 2007 09:49:56 -0400

Reply-To: Dave Oshman <[doshman@BRAUNRESEARCH.COM](mailto:doshman@BRAUNRESEARCH.COM)>

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

From: Dave Oshman <[doshman@BRAUNRESEARCH.COM](mailto:doshman@BRAUNRESEARCH.COM)>

Subject: Telematching services offered for Puerto Rico

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Good day to all,

Does anyone have knowledge of a company that offers telematching for Puerto  
Rico?

Thank you

Dave Oshman

David C. Oshman

Braun Research Inc.

271 Wall Street

Princeton NJ 08540

Office: (609) 279-1600 ext. 103

Fax: (609) 279-0381

doshman@braunresearch.com

---

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---

Date: Wed, 3 Oct 2007 10:42:43 -0400

Reply-To: "Thomas M. Guterbock" <[tmg1p@cms.mail.virginia.edu](mailto:tmg1p@cms.mail.virginia.edu)>

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

From: "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)>

Subject: Re: Push polls and things that people call push polls

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

In-Reply-To:

<[3248A9B21DD5574785FE5E2C8E5216848FDABE@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E5216848FDABE@exchange.local.artscience.com)>

MIME-Version: 1.0

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

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Leo:

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Tom Guterbock

<snip>

Fraudulent Polls vs. Message Testing

The fact that a poll contains negative information about one or more candidates does NOT in and of itself make it a 'push poll.' Political

campaigns routinely sponsor legitimate "message-testing" surveys that are used by campaign consultants to test out the effectiveness of various possible campaign messages or campaign ad content, often including negative messages. Political message-testing surveys may sometimes be confused with fake polling, but they are very different. One way to tell is that message-testing surveys exhibit the characteristics of a legitimate survey, such as:

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--The interview contains more than a few questions.

--The questions usually ask about more than one candidate or mention both sides of an issue.

--Questions, usually near the end of the interview, ask respondents to report demographic characteristics such as age, education level, and party identification.

--The survey is based on a random sample of voters.

--The number of respondents falls within the range of legitimate surveys, typically between 400 and 1500 interviews.

AAPOR stresses that these criteria apply most of the time, but exceptions will arise. Journalists and members of the public are encouraged to investigate allegations of "push polling" to ascertain whether or not the calling activity was carried out for legitimate research purposes.

<snip>

## Issues in Message Testing

Despite their legitimacy of purpose, message-testing surveys occasionally generate vigorous complaint. They are sometimes the subject of public controversy in political campaigns, and may appear in press stories about dubious campaign practices. AAPOR recognizes that message tests may need to communicate positive or negative information in strongly political terms, in a tone similar to campaign advertisements. Still, these surveys should be judged by the same ethical standards as any other poll of the public: Do they include any false or misleading statements? Do they treat the respondent with fairness and respect?

<end quotes>

--On Thursday, September 27, 2007 12:26 PM -0400 Leo Simonetta <Simonetta@ARTSCI.COM> wrote:

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> --  
> Leo (Sisyphus) Simonetta  
> Director of Research  
> Art & Science Group, LLC  
> 6115 Falls Road, Suite 101  
> Baltimore MD 21209  
>  
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Thomas M. Guterbock                      Voice: (434)243-5223  
Director                      CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)982-5524  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                      Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: [TomG@virginia.edu](mailto:TomG@virginia.edu)

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---

Date: Wed, 3 Oct 2007 10:56:18 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Re: Push polls and things that people call push polls

Comments: To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>, AAPORNET <AAPORNET@asu.edu>

In-Reply-To: <1323678032.1191408163@DJMV3P31.csrser.cooper.virginia.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Tom is correct.

I did notice that the AAPOR statement on push polls had changed and that it now referenced message testing but I did not note the detail that it went to in differentiating between fake polling and message testing.

The task force did nice work and I congratulate them.

--

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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

> From: Thomas M. Guterbock [mailto:tmg1p@cms.mail.virginia.edu]

> Sent: Wednesday, October 03, 2007 10:43 AM

> To: Leo Simonetta; AAPORNET

> Subject: Re: Push polls and things that people call push polls

>

> Leo:

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> inserted below . . . perhaps these will help you with the



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Tom Guterbock

>

> <snip>

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> University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
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> Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
>                      e-mail: TomG@virginia.edu  
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=====  
Date: Wed, 3 Oct 2007 11:01:16 -0400  
Reply-To: Eleanor Singer <[esinger@ISR.UMICH.EDU](mailto:esinger@ISR.UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Eleanor Singer <[esinger@ISR.UMICH.EDU](mailto:esinger@ISR.UMICH.EDU)>  
Subject: Re: Push polls and things that people call push polls  
Comments: To: "Thomas M. Guterbock" <[tmglp@cms.mail.virginia.edu](mailto:tmglp@cms.mail.virginia.edu)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[1323678032.1191408163@DJMV3P31.csrser.cooper.virginia.edu](mailto:1323678032.1191408163@DJMV3P31.csrser.cooper.virginia.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Perhaps such message-testing surveys should disclose the purpose of the survey to the respondent after the interview, as someone working with an IRB would be required to do after an experiment involving deception.

Eleanor Singer

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Thomas M. Guterbock  
Sent: Wednesday, October 03, 2007 10:43 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: Push polls and things that people call push polls

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Thomas M. Guterbock                      Voice: (434)243-5223  
Director                      CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)982-5524  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                      Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: TomG@virginia.edu

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Date:      Wed, 3 Oct 2007 08:44:36 -0700  
Reply-To:    Danna Basson <[dbasson@MATHEMATICA-MPR.COM](mailto:dbasson@MATHEMATICA-MPR.COM)>  
Sender:      AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From:        Danna Basson <[dbasson@MATHEMATICA-MPR.COM](mailto:dbasson@MATHEMATICA-MPR.COM)>  
Subject:     DC-AAPOR Student Paper Competition  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

PLEASE FORWARD THE FOLLOWING TO YOUR STUDENTS

2007 DC-AAPOR STUDENT PAPER COMPETITION (SPC)  
Sponsored by SRBI

The Washington-Baltimore Chapter of the American Association for Public  
Opinion Research (DC-AAPOR) invites entries to its fourth annual Student  
Paper Competition, sponsored again by SRBI, Inc. The competition is inten=  
ded  
to recognize excellence in scholarly research by area students and to  
encourage active student participation in the chapter.=20

## CRITERIA

DC-AAPOR welcomes papers in any field related to the study of public opinion, broadly defined, including research on (a) theoretical issues in the formation and change of public opinion, (b) the theory and methods of survey or market research, and (c) the use of statistical techniques in the design, adjustment, or analysis of survey data. Papers should be approximately 15 to 25 pages in length and will be judged based on the quality of research design, originality, significance, organization, and presentation. Past year winning paper and honorable mentions are available at <http://www.dc-aapor.org/spcresults.php>.=20

## ELIGIBILITY

The competition is open to all current graduate and undergraduate students and to those who have received their degree within the last calendar year. Faculty co-authors are acceptable, with the stipulation that an eligible student must be first author. Eligibility is limited to students attending or graduated from an accredited college or university in Delaware, Maryland, Pennsylvania, Virginia, or Washington, DC or to students whose primary residence is in one of those areas. Previous membership in DC-AAPOR is not required; student authors will receive a complimentary one-year membership to DC-AAPOR in recognition of their work. Submitted papers may not have been published or presented elsewhere.=20

## AWARD

The author(s) of the winning paper will be awarded a cash prize of \$1,000. For multiple student authors on a winning paper, the award will be divided among the eligible authors. Additionally, the winning author(s) will be awarded a guaranteed spot on the conference program to present their paper at the 63rd Annual Conference of the American Association of Public Opinion Research, May 15-18, 2008 at the Sheraton Hotel, New Orleans, Louisiana.

## REVIEW COMMITTEE

The winning paper and honorable mentions will be selected by a review committee of survey and public opinion researchers drawn from the commercial, government, and nonprofit sectors.=20=20

See <http://www.dc-aapor.org/studentpaper.php> for a complete list of review

committee members and other information about the SPC.

## PAPER SUBMISSION

To be considered for the award, please send an electronic copy of your paper to Danna Basson at dbasson@mathematica-mpr.com by December 3, 2007. Include your name, academic affiliation, mailing address, telephone number, and e-mail address. You will receive confirmation that your paper has been received. The winning paper will be announced on or before January 12, 2008.

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Date: Wed, 3 Oct 2007 14:58:54 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Re: Push polls and things that people call push polls

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

In-Reply-To: <1323678032.1191408163@DJMV3P31.csrser.cooper.virginia.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Content-Disposition: inline

### Correction:

Charlotte Steeh, our Standards Chair, who was Associate Standards Chair at the time, also served on the push poll task force and contributed greatly to the development of the revised AAPOR statement. Charlotte, apologies for leaving your name off the credits!

Tom

--On Wednesday, October 03, 2007 10:42 AM -0400 "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU> wrote:

> Leo:

> AAPOR appointed a task force last Spring, which I chaired, to re-work  
> its statement on 'push polls.' [Task force members included Nancy Belden,  
> Mark Blumenthal, Scott Keeter, and Pat Lewis.] One of our goals was to  
> speak more directly to message testing polls, how they differ from  
> advocacy calling under the guise of research, and what some of the  
> possible issues with message testing research are. We consulted with  
> industry representatives and worked closely with AAPOR council in getting  
> to language which addresses those issues more directly than AAPOR's 2005  
> statement did. Council adopted the revised statement last May, in  
> anticipation of this election season. (This is the statement which is  
> accessed by the URL quoted in your message.) Two excerpts are inserted



> below . . . perhaps these will help you with the inquiries you are  
> receiving. Tom Guterbock

>

> <snip>

> Fraudulent Polls vs. Message Testing

>

>

> The fact that a poll contains negative information about one or more  
> candidates does NOT in and of itself make it a 'push poll.' Political  
> campaigns routinely sponsor legitimate 'message-testing?' surveys that are  
> used by campaign consultants to test out the effectiveness of various  
> possible campaign messages or campaign ad content, often including  
> negative messages. Political message-testing surveys may sometimes be  
> confused with fake polling, but they are very different. One way to tell  
> is that message-testing surveys exhibit the characteristics of a  
> legitimate survey, such as:

>

> --At the beginning of the call, the interviewer clearly identifies the  
> call center actually making the calls. (However, legitimate political  
> polling firms will often choose not to identify the client who is  
> sponsoring the research, be it a candidate or a political party, since  
> that could bias the survey results.)

>

> --The interview contains more than a few questions.

>

> --The questions usually ask about more than one candidate or mention both  
> sides of an issue.

>

> --Questions, usually near the end of the interview, ask respondents to  
> report demographic characteristics such as age, education level, and  
> party identification.

>

> --The survey is based on a random sample of voters.

>

> --The number of respondents falls within the range of legitimate surveys,  
> typically between 400 and 1500 interviews.

>

> AAPOR stresses that these criteria apply most of the time, but exceptions  
> will arise. Journalists and members of the public are encouraged to  
> investigate allegations of 'push polling?' to ascertain whether or not the  
> calling activity was carried out for legitimate research purposes.

>

> <snip>

>

> Issues in Message Testing

>

>

> Despite their legitimacy of purpose, message-testing surveys occasionally  
> generate vigorous complaint. They are sometimes the subject of public  
> controversy in political campaigns, and may appear in press stories about  
> dubious campaign practices. AAPOR recognizes that message tests may need  
> to communicate positive or negative information in strongly political  
> terms, in a tone similar to campaign advertisements. Still, these surveys  
> should be judged by the same ethical standards as any other poll of the

> public: Do they include any false or misleading statements? Do they treat  
> the respondent with fairness and respect?

> <end quotes>

> --On Thursday, September 27, 2007 12:26 PM -0400 Leo Simonetta  
> <Simonetta@ARTSCI.COM> wrote:

>> As the election season approaches I have started directing reporters who  
>> misuse the term "push poll" to a number of websites that define push  
>> polling

>> American Association For Public Opinion Research  
>> <http://www.aapor.org/aaporstatementonpushpolls>

>> American Association of Political Consultants  
>> <http://www.theapc.org/content/resources/statement.asp>

>> National Council on Public Polls (NCPP)  
>> <http://www.ncpp.org/?q=node/41>

>> What I'd like to be able to do additionally is to direct them to a link  
>> that talks at some length about the type of survey that is most often  
>> mislabeled a push poll - message testing polls (which are referenced in  
>> the AAPOR statement).

>> Does anyone know of a good one?

>> Please send them to me directly and if there are a number I will  
>> summarize for the group.

>> --  
>> Leo (Sisyphus) 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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> Director                                  CSR Main Number: (434)243-5222

> Center for Survey Research FAX: (434)982-5524  
> University of Virginia EXPRESS DELIVERY: 2400 Old Ivy Road  
> P. O. Box 400767 Suite 223  
> Charlottesville, VA 22904-4767 Charlottesville, VA 22903  
> e-mail: TomG@virginia.edu

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Thomas M. Guterbock Voice: (434)243-5223  
Director CSR Main Number: (434)243-5222  
Center for Survey Research FAX: (434)982-5524  
University of Virginia EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767 Suite 223  
Charlottesville, VA 22904-4767 Charlottesville, VA 22903  
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=====  
Date: Wed, 3 Oct 2007 17:48:57 -0400  
Reply-To: Allan Rivlin <[arivlin@HARTRESEARCH.COM](mailto:arivlin@HARTRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allan Rivlin <[arivlin@HARTRESEARCH.COM](mailto:arivlin@HARTRESEARCH.COM)>  
Subject: Anyone in Florida want to comment on this Orlando Sentinel Blog  
"Poll"?

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684946989@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684946989@exchange.local.artscience.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Full disclosure -- I do work for Bright House Networks so this is particularly annoying to my clients and my comment would not seem objective, but as a respected Newspaper, the Orlando should know better than to run the following.

<http://www.orlandosentinel.com/sports/basketball/magic/orl-bianchi2907sep29,0,299188.column>

"Magic fans outraged about Bright House not carrying FSN"  
Mike Bianchi | SPORTS COMMENTARY  
September 29, 2007

Running off at the typewriter. ...

The fans have spoken emphatically on how they feel about the possibility of nearly half the Magic games being unavailable on local cable. A week ago on my new blog - the cleverly conceived "Open Mike" - at OrlandoSentinel.com, we conducted an Internet poll regarding a stalemate between Bright House Networks (our main cable provider) and Fox Sports Net, which has the rights to 35 Magic games this season. After exactly one week, the final tally is in. Of the 2,669 respondents, a resounding 88.2 percent said they would be "outraged" if they don't get the Magic games on TV, 4.8 percent said they would be "mildly annoyed" and 7.0 percent said they "couldn't care less." Translation: Something better get worked out or this could get ugly. ...

Allan Rivlin  
Partner, Peter D. Hart Research

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Date: Thu, 4 Oct 2007 14:31:06 +0000  
Reply-To: "mail@marketsharescorp.com" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "mail@marketsharescorp.com" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Subject: Re: Anyone in Florida want to comment on this Orlando Sentinel Blog "Poll"?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

At the Chicago Tribune, owner of the Orlando Sentinel, an editor put a stop to using the term "poll" for this kind of internet practice. As far as I know, it's still in effect.

I will forward your message.

Nick

----- Original message -----  
From: Allan Rivlin <[arivlin@HARTRESEARCH.COM](mailto:arivlin@HARTRESEARCH.COM)>  
> Full disclosure -- I do work for Bright House Networks so this is  
> particularly annoying to my clients and my comment would not seem objective,  
> but as a respected Newspaper, the Orlando should know better than to run the  
> following.  
>  
> [http://www.orlandosentinel.com/sports/basketball/magic/orl-bianchi2907sep29,](http://www.orlandosentinel.com/sports/basketball/magic/orl-bianchi2907sep29,0,299188.column)  
> 0,299188.column

>  
> "Magic fans outraged about Bright House not carrying FSN"  
> Mike Bianchi | SPORTS COMMENTARY  
> September 29, 2007  
>  
> Running off at the typewriter. ...  
>  
> The fans have spoken emphatically on how they feel about the possibility of  
> nearly half the Magic games being unavailable on local cable. A week ago on  
> my new blog - the cleverly conceived "Open Mike" - at OrlandoSentinel.com,  
> we conducted an Internet poll regarding a stalemate between Bright House  
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> to 35 Magic games this season. After exactly one week, the final tally is  
> in. Of the 2,669 respondents, a resounding 88.2 percent said they would be  
> "outraged" if they don't get the Magic games on TV, 4.8 percent said they  
> would be "mildly annoyed" and 7.0 percent said they "couldn't care less."  
> Translation: Something better get worked out or this could get ugly. ...

>  
> Allan Rivlin  
> Partner, Peter D. Hart Research  
>

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Date: Thu, 4 Oct 2007 10:37:13 -0400  
Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Re: Anyone in Florida want to comment on this Orlando Sentinel  
Blog "Poll"?

Comments: To: Allan Rivlin <[arivlin@HARTRESEARCH.COM](mailto:arivlin@HARTRESEARCH.COM)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[200710032151.193LjFvr000378@lists.asu.edu](mailto:200710032151.193LjFvr000378@lists.asu.edu)>  
Mime-Version: 1.0 (Apple Message framework v752.2)  
Content-Type: text/plain; charset=US-ASCII; delp=yes; format=flowed  
Content-Transfer-Encoding: 7bit

I don't think it's a Florida problem, it's a media problem.

In their defense, at the blog site where the "poll" was actually  
conducted,

<http://www.orlandosentinel.com/sports/basketball/magic/orl->

bianchiblog-magictvpoll092007,0,3716226.poll

there is a disclaimer that says, "results not scientific." The catch is that the journalist later used those results as fodder for part of a print column, without acknowledging their discredibility in the print article. So it goes back to journalism practice and accuracy, which AAPOR has been stressing in recent years. Refer this guy to the AAPOR-sponsored NewsU course on "Understanding and Interpreting Polls" at

[www.newsu.org/Polling](http://www.newsu.org/Polling)

In a sense, such "polls" are an outgrowth of previous unscientific methods of collecting public opinion that are a longstanding tradition in print media. Back in the dark ages when I was in grad school, I recall seeing academic studies that looked at letters-to-the-editor as a method of gauging public opinion, even though the folks who take the time to write and send a paper letter are likely not representative of the public at large.

And in past decades, my local newspaper had a "Sound off" question that appeared on pg. 2 every day, inviting readers to call a toll-free phone number with their thoughts on an issue, and presenting transcripts of some of the comments.

The difference is that those contributions were generally presented qualitatively. Whereas "internet polls," being conducted via a "counting machine," can tally the results immediately, so numbers become the focus.

These things are so ubiquitous, and it's a free country so we can't reasonably ask them to stop, but I wish we could come up with an alternative term for them to use which makes it clear that it is not scientific: an unsurvey, or a stick (as opposed to a poll). I'm not that creative.

Nick, what term do they now use at the Chicago Tribune for that kind of thing?

Colleen Porter  
Gainesville, FL

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Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: City (Indianapolis) considers banning negative poll-taking  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

City considers banning negative poll-taking

By Francesca Jarosz

francesca.jarosz@indystar.com

October 4, 2007

<http://www.indystar.com/apps/pbcs.dll/article?AID=/20071004/LOCAL0101/710040314/1015/LOCAL01>

Or

<http://tinyurl.com/yvqn97>

Some Carmel City Council members and political candidates want the practice of push polling to stop.

The practice involves asking voters questions that make negative insinuations about a candidate to dissuade them from voting for the candidate. For instance, a caller might ask, "Would you vote for Candidate X if you knew Candidate X was an alcoholic?"

Councilman Mark Rattermann submitted an ordinance proposal to City Attorney Doug Haney about three weeks ago that would require phone pollsters to disclose their names and the groups or individuals paying for the poll.

He hopes the ordinance will be addressed at the Oct. 15 City Council meeting but even if it is addressed, it's likely to be sent for review and not voted upon until after the Nov. 6 election. Councilmen Fred Glaser and Eric Seidensticker also sponsored the ordinance, he said.

Rattermann was defeated in the May primary, and Glaser didn't seek re-election. Seidensticker won the Republican nomination for District 2.

Lee Miringoff, president of the National Council on Public Polls, said there's no way to determine how widespread push polling is because documenting the practice proves tough.

SNIP

Miringoff said such disclosure is important in polling. But giving the caller's identity and affiliation up front could sway legitimate polls, he said.

That's also the concern of Allan Sutherlin, a political strategist who has worked on Brainard's campaign and others.

"If the person knows who is conducting the survey, they may slant their answers," Sutherlin said.

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101  
Baltimore MD 21209

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Date: Thu, 4 Oct 2007 12:02:08 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Possible push polling in Cary NC mayoral race  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

### Cary Candidate Concerned About Push Polls

CARY, N.C. -- With a week left until Election Day, Cary's mayoral race is heating up.

SNIP

Some of the tactics being used, though, are drawing some criticism, and claims of dirty politics in the form of "push polls."

The National Council on Public Polls describes push polls as unsolicited phone calls feeding "False and damaging 'information' about a candidate under the guise of taking a poll." They go on to say, "There is no intent to conduct research."

Some Cary voters say that's exactly the type of phone calls they got last week.

"Once I told her that I was going to be voting for Harold Weinbrecht, it just switched over to negative hits on Harold," said Jeff Cox.

SNIP

Weinbrecht says his campaign has been getting reports of these types of calls since last Monday: "its misinformation, partial truths very much distorted information."

Silver says the caller told him she was with a group called Conquest Communications.

Conquest has not responded to several messages left yesterday and today.

SNIP



WNCN - NBC17

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Company Reacts to 'Push-Poll' Claims

<http://www.nbc17.com/midatlantic/ncn/news.apx.-content-articles-NCN-2007-10-03-0029.html>

or

<http://tinyurl.com/yrq8nc>

--

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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Date: Thu, 4 Oct 2007 16:46:50 +0000

Reply-To: "Langer, Gary" <[Gary.Langer@ABC.COM](mailto:Gary.Langer@ABC.COM)>

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

From: "Langer, Gary" <[Gary.Langer@ABC.COM](mailto:Gary.Langer@ABC.COM)>

Subject: Re: Anyone in Florida want to comment on this Orlando Sentinel

Blog "Poll"?

Comments: To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[07F27662-BB93-4EB3-9C9E-C3B76AA5FA66@cox.net](mailto:07F27662-BB93-4EB3-9C9E-C3B76AA5FA66@cox.net)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

ABC News policy is to refer to these things as "online ballots" - the

word "poll" or "survey" is not used - and to include this disclaimer:

"Not a scientific survey. For entertainment only."

Details at

<http://blogs.abcnews.com/thenumbers/2007/08/online-ballots-.html>

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

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

Sent: Thursday, October 04, 2007 10:37 AM

To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Subject: Re: Anyone in Florida want to comment on this Orlando Sentinel

Blog "Poll"?

I don't think it's a Florida problem, it's a media problem.

In their defense, at the blog site where the "poll" was actually

conducted,

<http://www.orlandosentinel.com/sports/basketball/magic/orl-bianchiblog-magictvpoll092007,0,3716226.poll>

there is a disclaimer that says, "results not scientific." The catch is that the journalist later used those results as fodder for part of a print column, without acknowledging their discredibility in the print article. So it goes back to journalism practice and accuracy, which AAPOR has been stressing in recent years. Refer this guy to the AAPOR-sponsored NewsU course on "Understanding and Interpreting Polls" at

[www.newsu.org/Polling](http://www.newsu.org/Polling)

In a sense, such "polls" are an outgrowth of previous unscientific methods of collecting public opinion that are a longstanding tradition in print media. Back in the dark ages when I was in grad school, I recall seeing academic studies that looked at letters-to-the-editor as a method of gauging public opinion, even though the folks who take the time to write and send a paper letter are likely not representative of the public at large.

And in past decades, my local newspaper had a "Sound off" question that appeared on pg. 2 every day, inviting readers to call a toll-free phone number with their thoughts on an issue, and presenting transcripts of some of the comments.

The difference is that those contributions were generally presented qualitatively. Whereas "internet polls," being conducted via a "counting machine," can tally the results immediately, so numbers become the focus.

These things are so ubiquitous, and it's a free country so we can't reasonably ask them to stop, but I wish we could come up with an alternative term for them to use which makes it clear that it is not scientific: an unsurvey, or a stick (as opposed to a poll). I'm not that creative.

Nick, what term do they now use at the Chicago Tribune for that kind of thing?

Colleen Porter  
Gainesville, FL

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Date: Thu, 4 Oct 2007 15:53:22 -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

Arbitron Inc. (NYSE: ARB) is an international media and marketing research firm serving radio broadcasters, radio networks, cable companies, advertisers, advertising agencies, out-of-home advertising companies and the online radio industry in the United States and Europe. Our organization is constantly growing and changing to meet the needs of the media industry, and we are always on the lookout for talented individuals like you to join our team!

=20

We are looking for a Research Associate to join our International and Custom Research department in Columbia, MD.<

=20

Position Summary:

Responsible for supporting the development, documentation and communication of research standards and practices pertaining to Arbitron's worldwide media and marketing information services.=20

=20

Responsibilities:

- \* Supporting the new product development team that includes working closely with Sales & Marketing, Research, and Technology teams. The development of potential new syndicated services and measurement technology involves evaluating/testing, validation, and liaising with Program Management, Operations, and Finance to develop business plans. =20
- \* Supporting the international deployment of the Portable People Meter (PPM), the development and testing of research methods for use inside and outside the U.S., and special studies designed to support our entry into new markets. =20
- \* Supporting design and conduct of custom research studies carried out by Arbitron and subcontractors, May also assist in conduct of data cleaning and data processing and report generation for wide variety of custom research projects.
- \* Assist in designing, implementing and managing pilot studies, methods experiments, detailed secondary analyses and related activities to support the development of new research services. Including primary

data analysis activities.

- \* Assist in preparing detailed project plans, written reports and statistical analyses describing findings from research tests and secondary analyses. This includes reports for internal documentation purposes as well as reports for clients and other external uses.
- \* Supporting Arbitron marketing and business expansion objectives by participating in the development of detailed written technical proposals for new research services.
- \* Support efforts to disseminate research results internally and externally, both in-person presentations and in writing. Including presentations for clients, industry groups (ARF, ESOMAR), trade publications, and general press on topics pertaining to Arbitron research activities and findings.

=20

#### Requirements:

- \* Four-year degree in a related field required (Research Methods, Statistics, Sociology, Psychology). Specific academic training in survey research methods and statistical analysis strongly preferred.
- \* Two years work experience in an applied research setting, or equivalent education (MA/MS).
- \* Experience with survey design, including data collection processes, questionnaire design, sampling, data preparation and processing, and performance calculations.
- \* Strong computer skills, including expertise in SPSS, and/or SAS and/or Access. Excel, Word, and PowerPoint skills also necessary.=20
- \* Excellent written and oral communication skills, with demonstrated performance in both areas.
- \* Strong analytic and problem-solving skills, including knowledge of statistical tools and principles.
- \* Position requires availability for limited (up to one week) international and domestic travel.

=20

We believe a company is only as good as its people. Our mission is to create a diverse workplace where each individual is valued and respected.=20

=20

We offer a comprehensive employment package, including competitive compensation, excellent health care plans, 401K matching, tuition assistance, stock purchase, skill development, flexible work environment and more.

=20

Immigration Sponsorship will not be available for this position. Send your resume to: [opsjobs@arbitron.com](mailto:opsjobs@arbitron.com) or Fax: 410-312-8607

Arbitron Inc., Attn: OE Recruiter, 9705 Patuxent Woods Drive, Columbia,

MD. 21046

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Date: Thu, 4 Oct 2007 17:22:35 -0500

Reply-To: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

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

From: Nick Panagakis <[mail@MARKETSHARESCORP.COM](mailto:mail@MARKETSHARESCORP.COM)>

Subject: [Fwd: Re: Anyone in Florida want to comment on this Orlando  
Sentinel Blog "Poll"?]

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Colleen-

Re: "Nick, what term do they now use at the Chicago Tribune for that  
kind of thing?"

I tried finding an example on the web site but didn't come up with  
anything. As I recall, they don't call it anything. They simply use  
something like "What do you think? Vote here?" on some controversy;  
e.g., changing or not changing a quarterback or pitcher in a particular  
game.

The rationale for not using the term "poll" in these cases is that  
newspapers have quite a lot invested in a establishing a credible poll  
in their name. Self-selected, opt-in, "not scientific" internet polls  
cheapens the reputation of those polls. The belief is the public does  
not discriminate between the two.

Nick

Colleen Porter wrote:

> I don't think it's a Florida problem, it's a media problem.

>  
> In their defense, at the blog site where the "poll" was actually  
> conducted,  
>  
> <http://www.orlandosentinel.com/sports/basketball/magic/orl-bianchiblog-magictvpoll092007,0,3716226.poll>  
>  
> there is a disclaimer that says, "results not scientific." The catch  
> is that the journalist later used those results as fodder for part of  
> a print column, without acknowledging their discredibility in the  
> print article. So it goes back to journalism practice and accuracy,  
> which AAPOR has been stressing in recent years. Refer this guy to  
> the AAPOR-sponsored NewsU course on "Understanding and Interpreting  
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>  
> [www.newsu.org/Polling](http://www.newsu.org/Polling)  
>  
> In a sense, such "polls" are an outgrowth of previous unscientific  
> methods of collecting public opinion that are a longstanding  
> tradition in print media. Back in the dark ages when I was in grad  
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> the-editor as a method of gauging public opinion, even though the  
> folks who take the time to write and send a paper letter are likely  
> not representative of the public at large.  
>  
> And in past decades, my local newspaper had a "Sound off" question  
> that appeared on pg. 2 every day, inviting readers to call a toll-  
> free phone number with their thoughts on an issue, and presenting  
> transcripts of some of the comments.  
>  
> The difference is that those contributions were generally presented  
> qualitatively. Whereas "internet polls," being conducted via a  
> "counting machine," can tally the results immediately, so numbers  
> become the focus.  
>  
> These things are so ubiquitous, and it's a free country so we can't  
> reasonably ask them to stop, but I wish we could come up with an  
> alternative term for them to use which makes it clear that it is not  
> scientific: an unsurvey, or a stick (as opposed to a poll). I'm not  
> that creative.  
>  
> Nick, what term do they now use at the Chicago Tribune for that kind  
> of thing?  
>  
> Colleen Porter  
> Gainesville, FL  
>  
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Date: Thu, 4 Oct 2007 13:54:37 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Re: City (Carmel) considers banning negative poll-taking  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
[A<3248A9B21DD5574785FE5E2C8E5216849469F2@exchange.local.artscience.com>](mailto:A<3248A9B21DD5574785FE5E2C8E5216849469F2@exchange.local.artscience.com>)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

Correction: Someone pointed out to me that the city in the headline is Carmel, an affluent suburb of Indianapolis.

--  
Leo (Mea Culpa) Simonetta  
Director of Research  
Art & Science Group, LLC  
6115 Falls Road, Suite 101  
Baltimore MD 21209

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

> From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta  
> Sent: Thursday, October 04, 2007 11:51 AM  
> To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
> Subject: City (Indianapolis) considers banning negative poll-taking

>  
> City considers banning negative poll-taking By Francesca  
> Jarosz [francesca.jarosz@indystar.com](mailto:francesca.jarosz@indystar.com) October 4, 2007  
> <http://www.indystar.com/apps/pbcs.dll/article?AID=/20071004/LO>  
> CAL0101/71  
> 0040314/1015/LOCAL01  
> Or  
> <http://tinyurl.com/yvqn97>

>  
> Some Carmel City Council members and political candidates  
> want the practice of push polling to stop.

>  
> The practice involves asking voters questions that make  
> negative insinuations about a candidate to dissuade them from  
> voting for the candidate. For instance, a caller might ask,  
> "Would you vote for Candidate X if you knew Candidate X was  
> an alcoholic?"

>  
> Councilman Mark Rattermann submitted an ordinance proposal to

> City Attorney Doug Haney about three weeks ago that would  
> require phone pollsters to disclose their names and the  
> groups or individuals paying for the poll.  
> He hopes the ordinance will be addressed at the Oct. 15 City  
> Council meeting but even if it is addressed, it's likely to  
> be sent for review and not voted upon until after the Nov. 6  
> election. Councilmen Fred Glaser and Eric Seidensticker also  
> sponsored the ordinance, he said.

>  
> Rattermann was defeated in the May primary, and Glaser didn't  
> seek re-election. Seidensticker won the Republican nomination  
> for District 2.

>  
> Lee Miringoff, president of the National Council on Public  
> Polls, said there's no way to determine how widespread push  
> polling is because documenting the practice proves tough.

> SNIP

>  
> Miringoff said such disclosure is important in polling. But  
> giving the caller's identity and affiliation up front could  
> sway legitimate polls, he said.

>  
> That's also the concern of Allan Sutherlin, a political  
> strategist who has worked on Brainard's campaign and others.  
> "If the person knows who is conducting the survey, they may  
> slant their answers," Sutherlin said.

> SNIP

> --

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

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=====  
Date: Thu, 4 Oct 2007 11:16:38 -0700  
Reply-To: John Nienstedt <[john@CERC.NET](mailto:john@CERC.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Nienstedt <[john@CERC.NET](mailto:john@CERC.NET)>



Subject: Re: Possible push polling in Cary NC mayoral race

Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>

In-Reply-To:

<3248A9B21DD5574785FE5E2C8E5216849469F3@exchange.local.artscience.com>

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

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

Conquest does both "survey research" and "voter contact" so here's where it gets interesting -- and it's pretty much all about the introduction to the call.

If the intro went like this:

"Hi this \_\_\_\_ calling from Conquest Communications, a national survey firm, to ask you a few confidential questions about important issues . . . "

Then, if they subsequently read negative messages to the person on the other end of the line (as alleged), this is clearly a push poll. They were setting the respondent up to believe it's a legitimate poll.

On the other hand, if the intro went like this:

"Hi this \_\_\_\_ calling from Conquest Communications about the Mayor's race. Do you support Harold or someone else . . . "

Then, if they subsequently read negative messages to the person on the other end of the line (as alleged), this is clearly not a push poll. They were not setting the respondent up to believe it was a legitimate poll.

John Nienstedt, Sr.

800-576-CERC

Get the Edge at [www.cerc.net](http://www.cerc.net)

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

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

Sent: Thursday, October 04, 2007 9:02 AM

To: AAPORNET@ASU.EDU

Subject: Possible push polling in Cary NC mayoral race

Cary Candidate Concerned About Push Polls

CARY, N.C. -- With a week left until Election Day, Cary's mayoral race is heating up.

SNIP

Some of the tactics being used, though, are drawing some criticism, and claims of dirty politics in the form of "push polls."

The National Council on Public Polls describes push polls as unsolicited phone calls feeding "False and damaging 'information' about a candidate

under the guise of taking a poll." They go on to say, "There is no intent to conduct research."

Some Cary voters say that's exactly the type of phone calls they got last week.

"Once I told her that I was going to be voting for Harold Weinbrecht, it just switched over to negative hits on Harold," said Jeff Cox.

SNIP

Weinbrecht says his campaign has been getting reports of these types of calls since last Monday: "its misinformation, partial truths very much distorted information."

Silver says the caller told him she was with a group called Conquest Communications.

Conquest has not responded to several messages left yesterday and today.

SNIP

WNCN - NBC17

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Company Reacts to 'Push-Poll' Claims

<http://www.nbc17.com/midatlantic/ncn/news.apx.-content-articles-NCN-2007-10-03-0029.html>

or

<http://tinyurl.com/yrq8nc>

--

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

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Date: Fri, 5 Oct 2007 16:34:23 -0400  
Reply-To: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Thomas M. Guterbock" <tmglp@CMS.MAIL.VIRGINIA.EDU>  
Subject: Canadian cash incentives?  
Comments: To: AAPORnet List server <aapornet@asu.edu>  
Comments: cc: "ellis, jim" <jme2ce@virginia.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii; format=flowed  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Jim Ellis asked me to send this on to AAPORnet on his behalf. His new e-mail, here at UVa, is jme2ce@virginia.edu. Direct replies to Jim or to me are invited. We'll summarize back to the list what we learn.

--Tom Guterbock, UVa CSR

To:AAPORNET@ASU.EDU  
Subject:Surveys by mail from the US to Canada

We are preparing a mail survey that involves Canadian respondents (English-speaking Canadian physicans, to be specific). In the U.S. we sometimes provide a \$2 US Jefferson bill as an incentive. Because (I am pretty sure) there is no paper currency in Canada under \$5, we would be looking at sending either (a) a \$2 Canadian coin -- it used to be the "double loonie," if I am not mistaken, but now it appears to be the "toonie" -- or (b) a book of four Canadian postage stamps, which would be about \$2.20 Canadian, I believe.

Can anyone give us some advice on which would be better received by a Canadian audience -- a coin or the stamps? Any advice on issues with mailing coins? Do you tape the coin to a card or to the letter?

And for the 50-point tossup question and control of the board...How heavy is a toonie?

Thanks in advance for your input.

Jim Ellis  
Director of Research, Center for Survey Research  
University of Virginia  
434-243-5224

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                      CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)982-5524  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                      Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: TomG@virginia.edu

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Date: Tue, 9 Oct 2007 11:56:26 -0400  
Reply-To: Jennifer Harding <jharding@FANDM.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jennifer Harding <jharding@FANDM.EDU>  
Subject: Online Interviewer Scheduling Software  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Can anyone recommend online scheduling software that is equipped to handle our industry's flexible telephone interviewer scheduling?

We are hoping to purchase software that will allow interviewers to create and modify their work schedules online, automatically confirm scheduled hours and scheduling changes, send automatic email notifications to interviewers who are shift alternates, query the information to produce reports that can be used for staff projections, etc.

Of course, cost and customizable features are our top concerns.

I would really appreciate recommendations. Please feel free to reply to me off the list at jharding@fandm.edu .

Thanks!

Jennifer Harding

Project Manager

Center for Opinion Research

Franklin & Marshall College

PO Box 3003

Lancaster, PA 17604-3003

Office: (717) 291-4061

Fax: (717) 291-4220

jharding@fandm.edu

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Date: Tue, 9 Oct 2007 14:31:07 -0400  
Reply-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: quick question on focus group report-writing  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

So when used as a verb, is it audiorecorded (all one word) or audio recorded (two words)?

The trend in recent years seems to be moving toward a single term (longstanding, policymaker, oversampling, etc.), but I wondered what other folks are currently using.

Many thanks,

Colleen Porter  
Gainesville, FL

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Date: Tue, 9 Oct 2007 18:01:40 -0400  
Reply-To: "M. Wood" <[mwood@HUNTER.CUNY.EDU](mailto:mwood@HUNTER.CUNY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "M. Wood" <[mwood@HUNTER.CUNY.EDU](mailto:mwood@HUNTER.CUNY.EDU)>  
Subject: Academic Position, Hunter College: Last call  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

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<<http://maxweber.hunter.cuny.edu/socio/currentstudents/graduate/index.html>>

Hunter College, a constituent member of the City University of New York, is an equal opportunity/affirmative-action employer. Please send applications, postmarked by 15 October 2007, to Robert Perinbanayagam, Chair. Department of Sociology, Hunter College, 695 Park Ave, New York, NY 10021

Michael Wood  
Dept. of Sociology  
Hunter College, CUNY  
695 Park Avenue  
New York, NY 10021

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=====  
Date: Tue, 9 Oct 2007 19:35:25 -0400  
Reply-To: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Chase H. Harrison" <[CHarrison@GOV.HARVARD.EDU](mailto:CHarrison@GOV.HARVARD.EDU)>  
Organization: Harvard University  
Subject: Web Survey Software  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Dear AAPOR Colleagues,

I'm conducting a review of Internet survey data collection and administration tools, and have a few questions. I'd be very appreciative to hear from any of you who have had experiences in this process.

My specific questions are:

(1) Do any of you have experiences with open-source Internet data collection software?

(2) Do any of you have recent experience designing web survey tools from scratch? Why did you do this, how did it go, and what benefits were there?

(3) Have any of you recently conducted an internal evaluation of different web survey packages? I'd be delighted to hear what you found.

Thank you all so much in advance for your help!

Chase Harrison

--

Chase H. Harrison, Ph.D.

Preceptor in Survey Research

Department of Government  
Harvard University

1737 Cambridge St.

Cambridge, MA 02138

(617) 384-7251 [Voice]

(617) 495-0438 [FAX]

Email: [CHarrison@gov.harvard.edu](mailto:CHarrison@gov.harvard.edu) <<mailto:CHarrison@gov.harvard.edu>>

Harvard Program on Survey Research

<http://www.iq.harvard.edu/psr/>

-----  
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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Wed, 10 Oct 2007 00:23:08 -0400  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Peter Funt on Polls  
Comments: To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

In today's Washington Post, Peter Funt decries the overabundance of both good and bad media polling today and asks the following question:

So, is the torrent of polling in America (a) evidence of a more involved citizenry, (b) a glimpse at the future of U.S. politics or (c) proof that Americans, with enough mouse clicks, might someday put a cheesesteak sandwich in the White House?

( Full article at <http://tinyurl.com/2baa5r> )

If so inclined, you too can answer this poll at <http://tinyurl.com/256q9h> and see the results collected so far.

Just in case you were wondering, the Washington Post does take care to inform those taking the poll that "This is an unscientific survey of washingtonpost.com readers."

Jan Werner

-----  
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---

Date: Tue, 9 Oct 2007 15:56:24 -0500  
Reply-To: Howard Gordon <hgordon@GRFILTD.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Howard Gordon <hgordon@GRFILTD.COM>  
Subject: Re: quick question on focus group report-writing  
Comments: To: colleen\_porter@COX.NET, AAPORNET@ASU.EDU  
In-Reply-To: <20071009143107.HFD4K.167853.root@eastrmwml10>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

The dictionary shows these terms hyphenated (long-standing). We use the single term because it often communicates clearly. But hyphenated works just as well. We generally write for clarity -- not scholarship. But it depends on the audience. We would use audio-recorded.

Howard

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
Sent: Tuesday, October 09, 2007 1:31 PM  
To: AAPORNET@ASU.EDU  
Subject: quick question on focus group report-writing

So when used as a verb, is it audiorecorded (all one word) or audio recorded (two words)?

The trend in recent years seems to be moving toward a single term (longstanding, policymaker, oversampling, etc.), but I wondered what other folks are currently using.

Many thanks,

Colleen Porter  
Gainesville, FL

---

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---

Date: Wed, 10 Oct 2007 09:16:10 -0400

Reply-To: Peter Miller <p-miller@NORTHWESTERN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Peter Miller <p-miller@NORTHWESTERN.EDU>  
Subject: Research Associate Position at Northwestern University  
Comments: To: aapornet@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Colleagues,

Please distribute to potentially interested parties. Many thanks. Peter

The Youth Digital Media Use Survey Project at Northwestern University is looking for a part-time Research Associate for a project funded by the MacArthur Foundation. The Research Associate will work closely with Professors Eszter Hargittai and Peter Miller to collect and archive information on surveys of youth digital media use. In addition, the Associate will organize and document several in-person and on-line meetings of youth digital media researchers. The end product of the project, which the Research Associate will help to draft, is a report making recommendations to the MacArthur Foundation on survey design options for the study of youth digital media use.

**\*Responsibilities:** Collect and archive published and "grey" literature on youth digital media use; collect and archive information on survey projects that have been or could be employed for the study of youth digital media use; work with the principal investigators, organize and document several meetings of researchers in this field; help to synthesize the information from these various sources for a project report. Depending on skills and interests, serve as a co-author on scholarly articles resulting from the project.

**\*Qualifications:** Master's degree in social science (e.g., communication, sociology, political science, economics, psychology, human development, learning sciences, library and information science); 1-3 years of work experience; strong organizational skills; strong written and verbal communication skills; excellent interpersonal skills; strong problem solving and analytical skills; ability to work in a professional manner as both a self-starter and a team member; intermediate-advanced skills in Microsoft Office (particularly Word and Excel); and intermediate-advanced skills in using Web interfaces.

**\*Desired Qualifications:** Terminal degree (Ph.D., Ed.D.) in quantitative social science with experience in survey research; project management experience; archival experience. advanced skills in Microsoft Office (particularly Word and Excel); experience with analysis of quantitative data, especially in the use of Stata.

**\*Salary:** \$3,125 per month, for 8 months.

The position starts immediately and will last eight months.

Northwestern University is an EEO/AA employer.

Please send cover letter, resume and reference contact information to Jason Gallo, Project Coordinator (Web Use Project) at [job-ydmus@webuse.org](mailto:job-ydmus@webuse.org).

--

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

-----  
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=====  
Date: Wed, 10 Oct 2007 10:14:37 -0400  
Reply-To: "C. Anthony Broh" <[broh@MIT.EDU](mailto:broh@MIT.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "C. Anthony Broh" <[broh@MIT.EDU](mailto:broh@MIT.EDU)>  
Subject: Re: quick question on focus group report-writing  
Comments: To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[20071009143107.HFD4K.167853.root@eastrmwml10](mailto:20071009143107.HFD4K.167853.root@eastrmwml10)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

You may also be interested in the Sunday NYT article about the use of hyphens generally.

[http://www.nytimes.com/2007/10/07/weekinreview/07mcgrath.html?\\_r=1&oref=slog](http://www.nytimes.com/2007/10/07/weekinreview/07mcgrath.html?_r=1&oref=slog)  
in

Tony Broh

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Colleen Porter  
Sent: Tuesday, October 09, 2007 2:31 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: quick question on focus group report-writing

So when used as a verb, is it audiorecorded (all one word) or audio recorded (two words)?

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=====  
Date: Wed, 10 Oct 2007 09:27:47 -0700  
Reply-To: Mario Callegaro <[mcallegaro@KNOWLEDGENETWORKS.COM](mailto:mcallegaro@KNOWLEDGENETWORKS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mario Callegaro <[mcallegaro@KNOWLEDGENETWORKS.COM](mailto:mcallegaro@KNOWLEDGENETWORKS.COM)>  
Subject: Re: Web Survey Software  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[AAPORNET%200710092100005711.1EFA@LISTS.ASU.EDU](mailto:AAPORNET%200710092100005711.1EFA@LISTS.ASU.EDU)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

=20

Dear AAPOR Colleagues,=20

=20

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=20

My specific questions are:

=20

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=20

2) Do any of you have recent experience designing web survey tools from

scratch? Why did you do this, how did it go, and what benefits were there?

=20

(3) Have any of you recently conducted an internal evaluation of different web survey packages? I'd be delighted to hear what you found.

=20

Thank you all so much in advance for your help!

=20

Chase Harrison

=20

Dear Chase,

Checkout the review done at Zuma:

=20

[http://www.gesis.org/en/methods\\_consultation/data\\_collection/Onlinesurveys/software.htm](http://www.gesis.org/en/methods_consultation/data_collection/Onlinesurveys/software.htm)  
<[http://www.gesis.org/en/methods\\_consultation/data\\_collection/Onlinesurveys/software.htm](http://www.gesis.org/en/methods_consultation/data_collection/Onlinesurveys/software.htm)>=20

=20

Web Sm is another great source

=20

<http://www.websm.org/> <<http://www.websm.org/>>=20

=20

Finally the Association for Survey Computing is maintaining a software register just up updated to Sep 2007

=20

<http://www.asc.org.uk/Register/index.htm>  
<<http://www.asc.org.uk/Register/index.htm>>=20

=20

Mario

Knowledge  
N E T W O R K S

Mario Callegaro Ph.D. =20  
Survey Research Scientist

mcallegaro@knowledgenetworks.com  
<mailto:mcallegaro@knowledgenetworks.com>=20  
1350 Willow Rd, STE 102 Menlo Park, CA 94025-1516  
Phone 650.289.2026 Fax 650.289.2001  
http://www.knowledgenetworks.com <http://www.knowledgenetworks.com/>=20

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=====  
Date: Wed, 10 Oct 2007 14:19:53 EDT  
Reply-To: [BLUMWEP@AOL.COM](mailto:BLUMWEP@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Micheline (Mickey) Blum" <[BLUMWEP@AOL.COM](mailto:BLUMWEP@AOL.COM)>  
Subject: Teaching class in survey research  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

As part of my new position as Director of the Baruch Survey Research Unit, I will be teaching an introductory class in survey research at Baruch College during the January intersession. This is a new course, and it will be my first time teaching, so I am reaching out to AAPOR. I would appreciate any suggestions about textbooks and other resources to use. If anyone is willing to share a syllabus from a course they have taken or taught, that would be truly appreciated. Actually, any and all suggestions will be truly appreciated.

I can still be reached at my Blum & Weprin email address: [\\_blumwep@aol.com](mailto:_blumwep@aol.com) (<mailto:blumwep@aol.com>) and phone number: 212-929-6510, as well as at my new Baruch number: 646-660-6795.

Many thanks,  
Mickey Blum

Micheline Blum  
Director

Baruch Survey Research Unit  
School of Public Affairs  
Baruch College/CUNY  
646-660-6795

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

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=====  
Date: Thu, 11 Oct 2007 10:35:46 -0400  
Reply-To: Melissa Marcello <[mmarcello@PURSUANTRESEARCH.COM](mailto:mmarcello@PURSUANTRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Melissa Marcello <[mmarcello@PURSUANTRESEARCH.COM](mailto:mmarcello@PURSUANTRESEARCH.COM)>  
Subject: Recommended Telephone Survey Field Operations  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Dear Colleagues,

We are very happy with our current telephone survey field house, however, they are extremely busy this time of year. We would like to hear (off list) who you have used with success, and perhaps who we might want to avoid.

Just to clarify our needs:

We are looking for a US-based operation

All interviews are to be conducted in English

One project is B2B (daytime calling), another is with consumers (probably a combination of daytime and nighttime calling)

We would like to work with someone who does not outsource any of the calling, uses a CATI system, and has the capability to allow us (and our client) to monitor offsite

The operation must be able to provide us with an SPSS file on the back end, and a set of tabs

Thanks in advance for your help!

Melissa

Melissa Marcello

President

Pursuant, Inc.

2141 P Street NW

Suite 105

Washington, DC 20037

d. 202.887.0070, ext. 11

f. 800.567.1723

Please visit our Website at [www.pursuantresearch.com](http://www.pursuantresearch.com)

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Date: Thu, 11 Oct 2007 13:33:57 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Polls: The Dark Side The Memphis mayoral election is a perfect case in point.  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

Polls: The Dark Side  
The Memphis mayoral election is a perfect case in point.



BY JOHN BRANSTON

Memphis Flyer

<http://www.memphisflyer.com/memphis/Content?oid=oid%3A34803>

The next time a pollster calls you, just say no.

SNIP

Several polls were taken by different organizations prior to last week's Memphis mayoral election, which was won by Willie Herenton with 42 percent of the vote.

One early poll showed Carol Chumney leading, with lots of "undecideds" and virtually no white support for the mayor. That poll, of course, was designed to convince Herenton to bow out and to get Shelby County mayor A C Wharton to enter the race. Fat chance.

Another poll showed Herman Morris gaining ground but still losing. His handlers were all over that, claiming their man had momentum, as if that is the most important thing in an election.

Yet another poll showed Herenton winning by a whisker. The excitement was almost unbearable! Don't touch that dial! Stay tuned!

The most outrageous poll, taken by Steve Ethridge and published by The Commercial Appeal just before the election, showed Morris running close with Chumney and within striking distance of Herenton. This played neatly into the CA's editorial endorsement of Morris and the Morris yard signs that said "only" Morris could win. As it turned out, Morris could "only" win if the only other candidate was Prince Mongo. Chumney squeaked past Morris by 22,000 votes. And Herenton shocked the world at 495 Union Avenue by getting twice as many votes as Morris.

The CA and Ethridge should be ashamed and disgraced but not because they, in effect, threw the election to Herenton by low-balling Chumney and unrealistically boosting Morris, as some have suggested. They should be ashamed because they used the CA's stature as the city's only daily newspaper to sell a highly dubious piece of partisan polling as big news, knowing full well it would be seized upon by the Morris camp.

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group, LLC

6115 Falls Road, Suite 101

Baltimore MD 21209

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=====

Date: Thu, 11 Oct 2007 16:27:27 -0400  
Reply-To: Masahiko Aida <maida@GQRR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Masahiko Aida <maida@GQRR.COM>  
Subject: summary: how to define (screen) opinion leaders in survey  
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 have sent this query a month and a half ago, and I would like to send a summary of responses received;

=20

Patricia Moy pointed me a work done by Gabriel Weimann, also she reminded seminal work of Elihu Katz (and Paul Lazarsfeld.)

=20

\* The Influentials: People Who Influence People Gabriel Weimann

=20

There are battery questions used by Roper. The variants of the questions are used in several other different contexts; I have seen a variant in Japanese language too.

=20

\* version of opinion leaders of online political discourse.

=20

[http://www.ipdi.org/UploadedFiles/influentials\\_in\\_2004.pdf](http://www.ipdi.org/UploadedFiles/influentials_in_2004.pdf)

=20

\* version of civic participation by Pew Hispanic Center/Kaiser Family Foundation

=20

Topline and report, Q10:

<http://pewhispanic.org/reports/report.php?ReportID=3D33>

=20

=20



Subject: Job opportunity in NYC  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Location: New York, New York

Job Title: Research Manager

Description: Exciting opportunity to join a global provider of research & evaluation services. Put your skills to work contributing to meaningful research that makes a real difference in people's lives. Macro International is seeking a Research Manager to work in our New York City office. The successful candidate will be part of a project management team working in a fast-paced environment on a variety of important survey research projects in the public & private sector.

A Research Manager (RM) participates in managing projects from inception to conclusion and contributes new methods and approaches to project work. An RM assures quality standards are achieved all along the project's path. Incumbents evaluate, analyze and present findings from primary data collection both orally and in client-ready products and services. Regular, frequent interaction with clients is required and may require some travel. RM's may have supervisory responsibility for more junior research staff.

Minimum Requirements:

- \* BA/BS or equivalent; graduate degree in the social sciences or management preferred.
- \* Three to five years' work experience demonstrating sustained success in the execution of research responsibilities. Experience in the fields of customer satisfaction, public opinion, or transportation a plus.
- \* Well defined research and technical skills.
- \* Ability to produce profitable work at significantly high level.
- \* High degree of professional acceptance from a client perspective.
- \* Finished products - written or oral - consistently meet/exceed project expectations.
- \* Ability to analyze client requirements and develop effective strategies to meet them.
- \* Ability to plan, coordinate and conduct assignments independently, or collaboratively as member of a team.
- \* Ability to plan and prioritize workload, and to establish priorities for other staff as necessary.

Interested individuals should email a cover letter, resume, and writing sample to:

Job Code: NY146

JobNY@macrointernational.com

EOE/M/F/D/V

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Tom Duffy  
Macro International Inc.  
116 John Street, Suite 800  
New York, NY 10038  
(212) 941-5555  
www.macrointernational.com

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

Date: Mon, 15 Oct 2007 06:57:54 -0700  
Reply-To: Shapard Wolf <[shapimap@ASU.EDU](mailto:shapimap@ASU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Shapard Wolf <[shapimap@ASU.EDU](mailto:shapimap@ASU.EDU)>  
Subject: Positions available at NSF/SRS  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Posted on behalf of Lynda Carlson =  
[lcarlson@nsf.gov](mailto:lcarlson@nsf.gov)<<mailto:lcarlson@nsf.gov>>:  
-----=

-----  
SRS, the federal statistical agency within NSF has a position open for a =  
mathematical statistician GS 13/14 or an AD 13. The AD position is a =  
banded position so there is in fact salary flexibility. We (SRS and =  
NSF) are a wonderful place to work and this would be a great opportunity =  
for a creative individual.

I would appreciate your circulating this to anyone you think might be =  
interested. The links are listed below:=20

Lynda Carlson=20

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobId=3D63576614&AVSDM=3D2007=%2D10%2D11+00%3A00%3A06><<http://jobsearch.usajobs.opm.gov/getjob.asp?JobId=3D63576614&AVSDM=3D2007%2D10%2D11+00%3A00%3A06>>=20

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobId=3D63576436&AVSDM=3D2007=%2D10%2D11+00%3A00%3A06><>=20

<http://jobsearch.usajobs.opm.gov/getjob.asp?JobId=3D63576284&AVSDM=3D2007=%2D10%2D11+15%3A04%3A25><>=20

Lynda T. Carlson, Ph.D.  
Director, Division of Science Resources Statistics  
National Science Foundation  
4201 Wilson Boulevard, Suite 965  
Arlington, VA 22230  
Tel: 703-292-7766  
Fax: 703-292-9092=20  
All SRS products are available at  
<<http://www.nsf.gov/statistics/><>=20

---

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---

Date: Mon, 15 Oct 2007 10:06:53 -0400  
Reply-To: David Jones <[david.jones@WRIGHT.EDU](mailto:david.jones@WRIGHT.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: David Jones <[david.jones@WRIGHT.EDU](mailto:david.jones@WRIGHT.EDU)>  
Subject: Asian-American Health  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT  
Content-disposition: inline

Good morning,  
The Ohio Department of Health and Wright State University are hosting an Asian-American Health conference on October 26th and 27th. Our research center has been asked to present statewide (Ohio) health data at the conference, with a focus on Asian-American health. We have found that most of the data collected by the state is void of large enough samples of Asian-Americans to make any generalizations. Is anyone aware of a data set that looks at health issues, particularly of Asian-Americans in Ohio?

Thanks,  
David Jones  
Wright State University

---

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

Date: Mon, 15 Oct 2007 10:47:41 -0700  
Reply-To: "Darling, Jill" <[Jill.Darling@LATIMES.COM](mailto:Jill.Darling@LATIMES.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Darling, Jill" <Jill.Darling@LATIMES.COM>  
Subject: PAPER call for papers - panels, poster session, roundtable  
Comments: To: AAPORnet Listserv <aapornet@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

PAPOR, the Pacific Chapter of AAPOR, will hold its annual conference December 6-7, 2007 at the Sir Francis Drake Hotel in San Francisco. This year the conference is co-sponsored by the Field Poll Annual Workshop.

Conference information and registration is available online at  
<http://papor.org/2007meeting.html>  
Preliminary schedule: <http://papor.org/2007Schedule.pdf>  
Sponsorship opportunities: <http://papor.org/sponsorlevels.pdf>

We are currently accepting submission of papers for the following panels, and for a dedicated poster session.

- Survey Design and Methodology (including Cell Phones)
- Health Policy Issues
- National Elections
- The "Western States Roundtable." This panel will address the issues and demographic shifts that drive the political discourse in the various states of the region. An always lively and interesting open discussion follows a short set of presentations from leading Western state pollsters.

Submissions for presentations, poster sessions, or the roundtable are welcome from professionals, researchers, and academics who design, manage, or use survey research. Please submit abstracts and bios by October 30th, 2007 to Jill E. Darling, Los Angeles Times Poll - [Jill.Darling@LATimes.com](mailto:Jill.Darling@LATimes.com).

\*\*\* Separate Student Paper Competition: Cash prize of \$500 to the 1st place winner plus travel and hotel expenses to have the opportunity to present the paper. 2nd place is a cash prize of \$250 plus travel expenses to present. All entries will also be considered for inclusion in the poster session. For more information or to pass the information along, download the flier at <http://papor.org/studentpaper.pdf> - For submissions contact Anthony M. Salvanto, CBS News - [salvantoa@cbsnews.com](mailto:salvantoa@cbsnews.com).

To find out more about the conference, consider sponsorship opportunities, review the (preliminary) schedule, to register, or to join PAPOR, visit <http://PAPOR.org>.

Thank you,  
Jill E. Darling, 2007 PAPOR Conference Chair  
Richard Rands, CfMC, 2007 PAPOR President

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---

Date: Tue, 16 Oct 2007 12:38:03 -0500  
Reply-To: Mike Flanagan <MFlanagan@GOAMP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Flanagan <MFlanagan@GOAMP.COM>  
Subject: Public Opinion Pros  
Comments: To: aapornet@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Dear AAPOR members -

=20

The October issue of Public Opinion Pros is now posted to our website.  
We hope you will check it out at

=20

[www.PublicOpinionPros.com](http://www.PublicOpinionPros.com)

=20

We are presently running very short on article submissions for upcoming issues (it's that time of year). If you would like to submit an article or a paper on which an article may be based, or discuss a proposal for an article, please contact me directly at

=20

[editor@PublicOpinionPros.com](mailto:editor@PublicOpinionPros.com)

=20

I will look forward to hearing from you.

=20

Best wishes -

=20

Lisa

=20

Lisa Ferraro Parmelee, Ph.D.

Manager, LFP Editorial Enterprises, LLC

Editor, Public Opinion Pros



www.PublicOpinionPros.com

=20

=20

=20

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=20

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=====  
Date: Tue, 16 Oct 2007 10:55:47 -0700  
Reply-To: "Butler, Sarah" <[Sarah.Butler@NERA.COM](mailto:Sarah.Butler@NERA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Butler, Sarah" <[Sarah.Butler@NERA.COM](mailto:Sarah.Butler@NERA.COM)>  
Subject: Survey data collection firms in the UAE  
Comments: To: [WAPOR@listserv.unl.edu](mailto:WAPOR@listserv.unl.edu)  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Hello,

I am looking for a data collection agency that can conduct survey research in the United Arab Emirates. Does anyone know of any reputable firms that can field 700 to 900 interviews? Thanks.

-----  
Sarah Butler =20  
Consultant=20  
NERA=20  
Economic Consulting=20  
One Front Street, Suite 2600  
San Francisco, CA 94111=20  
Tel: 1-415-291-1022, Fax: 1-415-291-1020=20  
Mobile: 1-914-216-1637 =20  
[Sarah.Butler@NERA.com](mailto:Sarah.Butler@NERA.com)  
[www.nera.com](http://www.nera.com)=20

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=20

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Date: Tue, 16 Oct 2007 14:50:21 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Death Penalty Support levels  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

I know we've kicked this around from time to time (Includes some nice time series)

Sixty-nine Percent of Americans Support Death Penalty  
Majority say death penalty is applied fairly

by Frank Newport  
GALLUP NEWS SERVICE

<http://www.gallupoll.com/content/default.aspx?ci=29014>

--

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

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---

Date: Tue, 16 Oct 2007 15:09:47 -0700  
Reply-To: Marc Sapir <marcsapir@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Marc Sapir <marcsapir@COMCAST.NET>  
Subject: Re: Death Penalty Support levels  
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@ASU.EDU  
In-Reply-To:  
<3248A9B21DD5574785FE5E2C8E521684946EEB@exchange.local.artsience.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Leo,

This is another example of how polling can reinforce ignorance. When we

polled on the death penalty (all results from past polls are still posted at [www.retropoll.org](http://www.retropoll.org). ) we always included either a factual question or some information pertaining to the easily documented fact that about 125 people on Death Row convicted of murder have been later proven (in many cases not by the courts but by outsiders) to be innocent and released--fully exonerated. In other words there is good reason to suspect we are executing innocent people along with the guilty. Moreover, lots of folks (unless you don't think 125 is a lot) are sitting on death row for decades in fear of execution living a miserable existence who never committed the murders at all. When people know this info they have a decidedly different view of whether we should continue to execute people. There are other extenuating facts as well, of course, such as that an African American convicted of murder is much more likely to wind up killed by the criminal justice system than a White--even for equivalent crimes. The lack of dimensionality in the way polling questions and topics are formulated tends to reinforce support for status quo policies (not just the death penalty) unless people can be exposed to another side of the picture. It can be argued that exposing people and educating people isn't the role of survey research which is merely measuring opinion. But I am of a certainty that measuring opinion this way is interventionary and not at all without a political impact of its own on how the public views these issues.

Marc

Marc Sapir MD, MPH  
510-848-3826  
[marcsapir@comcast.net](mailto:marcsapir@comcast.net)

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta  
Sent: Tuesday, October 16, 2007 11:50 AM  
To: AAPORNET@ASU.EDU  
Subject: Death Penalty Support levels

I know we've kicked this around from time to time (Includes some nice time series)

Sixty-nine Percent of Americans Support Death Penalty  
Majority say death penalty is applied fairly

by Frank Newport  
GALLUP NEWS SERVICE

<http://www.galluppoll.com/content/default.aspx?ci=29014>

--

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

Baltimore MD 21209

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=====  
Date: Tue, 16 Oct 2007 16:24:15 -0700  
Reply-To: Steve Johnson <[stevej@nsdssurvey.org](mailto:stevej@nsdssurvey.org)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steve Johnson <[stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG)>  
Organization: Northwest Survey & Data Services  
Subject: Re: Death Penalty Support levels  
Comments: To: Marc Sapir <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

Many years ago I did a similar poll and found a majority of support for the death penalty in my state (Oregon). As others also found, this dropped to a slight minority when asked if people would support life in prison without the possibility of parole (if they could be sure this would actually be the case). More interesting however was the finding that most people thought someone sentenced to life "without the chance parole" served on average only a few years in prison and were then released. In Oregon no one has ever been released from such a sentence and I suspect this is pretty much the case nationwide.

Steve Johnson, PhD  
President, Northwest Survey & Data Services  
----- Original Message -----  
From: "Marc Sapir" <[marcsapir@COMCAST.NET](mailto:marcsapir@COMCAST.NET)>  
To: <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Sent: Tuesday, October 16, 2007 3:09 PM  
Subject: Re: Death Penalty Support levels

> Leo,  
>  
> This is another example of how polling can reinforce ignorance. When we  
> polled on the death penalty (all results from past polls are still  
> posted at [www.retropoll.org](http://www.retropoll.org). ) we always included either a factual  
> question or some information pertaining to the easily documented fact  
> that about 125 people on Death Row convicted of murder have been later  
> proven (in many cases not by the courts but by outsiders) to be innocent  
> and released--fully exonerated. In other words there is good reason to

> suspect we are executing innocent people along with the guilty.  
> Moreover, lots of folks (unless you don't think 125 is a lot) are  
> sitting on death row for decades in fear of execution living a miserable  
> existence who never committed the murders at all. When people know this  
> info they have a decidedly different view of whether we should continue  
> to execute people. There are other extenuating facts as well, of  
> course, such as that an African American convicted of murder is much  
> more likely to wind up killed by the criminal justice system than a  
> White--even for equivalent crimes. The lack of dimensionality in the  
> way polling questions and topics are formulated tends to reinforce  
> support for status quo policies (not just the death penalty) unless  
> people can be exposed to another side of the picture. It can be argued  
> that exposing people and educating people isn't the role of survey  
> research which is merely measuring opinion. But I am of a certainty  
> that measuring opinion this way is interventionary and not at all  
> without a political impact of its own on how the public views these  
> issues.

>  
> Marc

>  
> Marc Sapir MD, MPH  
> 510-848-3826  
> marcsapir@comcast.net

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
> Sent: Tuesday, October 16, 2007 11:50 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Death Penalty Support levels

>  
> I know we've kicked this around from time to time (Includes some nice  
> time series)

>  
>  
> Sixty-nine Percent of Americans Support Death Penalty  
> Majority say death penalty is applied fairly

>  
> by Frank Newport  
> GALLUP NEWS SERVICE

>  
> <http://www.gallupoll.com/content/default.aspx?ci=29014>

>  
>  
> --

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

>  
> -----

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Date: Wed, 17 Oct 2007 11:05:20 +0100  
Reply-To: "Moon, Nick" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Moon, Nick" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>  
Subject: Conjoint/incomplete factorial  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

I know that Applegate et al used an incomplete factorial design in researching public attitudes to drunk driving in the US, but does anyone know of any other use of conjoint or similar being used in surveys in the public policy arena?

We used it in the UK (also for driving offences) and I am looking for any points of comparison

thanks

Nick Moon  
Managing Director, GfK NOP Social Research

Ludgate House  
245 Blackfriars Road  
London SE1 9UL  
Tel 020 7890 9830  
Fax 020 7890 9589  
[nick.moon@gfk.com](mailto:nick.moon@gfk.com)

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Date: Wed, 17 Oct 2007 13:21:42 -0500  
Reply-To: "Peer, Limor" <l-peer@NORTHWESTERN.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Peer, Limor" <l-peer@NORTHWESTERN.EDU>  
Subject: An insight into a reporter's attitude about polls  
Comments: To: AAPORNET <AAPORNET@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

This may be of interest to the AAPOR community:=20  
=20

Jeff Jarvis has been documenting the conversation between him and Adam Nagourney of the New York Times on his blog (see here: <http://www.buzzmachine.com/2007/10/13/editing-the-times/#comments>). Jarvis accuses Nagourney of writing a story about Obama in Iowa based on his impressions which, Nagourney admits in the story, contradict the polls.

=20

-LP

=20

Limor Peer, PhD  
Research Director, Media Management Center / Readership Institute  
Associate Professor, Medill School  
Northwestern University  
Fisk Hall 301  
1845 Sheridan Road  
Evanston, IL 60208-2110

=20  
e: l-peer@northwestern.edu <mailto:l-peer@northwestern.edu>=20  
v: 847-467-6578  
f: 847-491-5619  
w: www.MediaManagementCenter.org <http://www.mediamanagementcenter.org/>

www.readership.org <http://www.readership.org/>=20  
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Date: Wed, 17 Oct 2007 13:34:26 -0500  
Reply-To: John Stevenson <[stevens@SSC.WISC.EDU](mailto:stevens@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Stevenson <[stevens@SSC.WISC.EDU](mailto:stevens@SSC.WISC.EDU)>  
Organization: UW Survey Center  
Subject: [Fwd: Job Posting at University of Wisconsin Survey Center]  
MIME-version: 1.0  
Content-type: text/plain; charset=ISO-8859-1; format=flowed  
Content-transfer-encoding: 7BIT

Hello,

I am contacting you to tell you about a couple of Project Director positions that have opened at the UW Survey Center. Would you please post, distribute and otherwise share this widely with people that you think might be interested.

We are looking to hire someone who is organized, motivated and enthusiastic about conducting social science research. The Center is well established, in its 20th year of operation. The position joins a team of 8 project directors that manage projects here at the Center.

The position is posted at: [http://www.ohr.wisc.edu/pv1/pv\\_057505.html](http://www.ohr.wisc.edu/pv1/pv_057505.html)

Thank you very much!

--

~~~~~  
John Stevenson  
Associate Director  
UW Survey Center  
1800 University Ave  
Madison, WI 53726  
608.262.9032 (office)  
608.262.8432 (fax)  
[stevens@ssc.wisc.edu](mailto:stevens@ssc.wisc.edu)  
[www.uwsc.wisc.edu](http://www.uwsc.wisc.edu)  
~~~~~



Working title:

PROJECT DIRECTOR

Official title:

ASST RESEARCHER(E05LN)

Degree and area of specialization:

Master's Degree required

Minimum number of years and type of relevant work experience:

One year of experience required; 3 or more years of progressively responsible survey research experience preferred; particular emphasis on managing data collection activities, (especially computer-assisted telephone interviewing), questionnaire design, data management, report writing and client relations. Experience in conduction research in Spanish, written & oral fluency strongly desired

Experience conducting focus groups a plus.

Principal duties:

UWSC is an organization which collects data for social science survey research projects. Interviews are conducted by telephone, mail, web, through focus groups or in person. Most non-mail interviews are conducted on a sophisticated computer-assisted telephone interviewing (CATI) system.

This position, which reports to the Associate Director of the Center, will involve a wide variety of duties associated with data collection activities for all types of survey projects. These duties will include:

30% Consul with clients on survey research and sampling methodologies; serving as the liaison between UWSC and clients; developing survey questionnaires in consultation with clients at the UW and for other universities and state government agencies.

35% Manage and coordinate all aspects of survey projects; innovating methodological solutions; training and supervising staff.

30% Manage data through the use of statistical software packages such as SPSS, SAS and other tools; write descriptive reports of survey findings, writing technical documentation of survey methods and response rate reports for projects.

5% Misc. tasks.

--

John Stevenson

Associate Director  
University of Wisconsin Survey Center  
1800 University Ave  
Madison, WI 53726  
ph (608)262-9032  
fx (608)262-8432  
www.uwsc.wisc.edu

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Date: Wed, 17 Oct 2007 14:28:31 -0600  
Reply-To: Steve Larson <[slarson@INFOALLI.COM](mailto:slarson@INFOALLI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steve Larson <[slarson@INFOALLI.COM](mailto:slarson@INFOALLI.COM)>  
Subject: Reporting question  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

I have a question for this group. I am teaching an intro to research class for journalism students at Utah State University. One of the topics I have repeatedly covered is the use of error intervals on non-probability samples. It is my understanding that it is meaningless to calculate error intervals when working with a non-probability sample. Is this correct?

If so, can someone explain to me why this month's issue of Marketing News (9/15/07) has an article (Survey Reveals Researchers' Top Business Issues) on page 16 reporting the results of a study conducted with 237 market research professionals that reports an error interval of +/- 6.4%?

Should an error interval be reported on this type of study? If so, how is it calculated?

I would appreciate any thoughts on this.

Thanks,

Steve Larson

Utah State University

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Date: Wed, 17 Oct 2007 16:53:56 -0400  
Reply-To: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Subject: Re: Reporting question  
Comments: To: Steve Larson <[slarson@INFOALLI.COM](mailto:slarson@INFOALLI.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[01e201c810fc\\$484ae510\\$0401a8c0@info.com](mailto:01e201c810fc$484ae510$0401a8c0@info.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
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Yes, it is meaningless to report a confidence interval for sampling error on a nonprobability sample -- even though many practicing researchers seem to not understand or acknowledge this, and thus proceed to do so anyways.

If the sample you note,  $n=237$ , was a probability sample then the sampling error confidence interval means something. If not a probability sample, it still can be calculated, but it's meaningless.

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Steve Larson  
Sent: Wednesday, October 17, 2007 4:29 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Reporting question

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Date: Wed, 17 Oct 2007 19:27:30 -0400  
Reply-To: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: Re: Reporting question  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

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I believe there are some on this list who have argued that a mathematical case can be made for calculating MOE's in the absence of 100 percent response but it's over my head.

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

www.jpMurphy.com

<mailto:jpMurphy@jpMurphy.com> jpMurphy@jpMurphy.com

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Date: Wed, 17 Oct 2007 22:27:11 -0400  
Reply-To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jan Werner <[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)>  
Organization: Jan Werner Data Processing  
Subject: Re: Reporting question  
Comments: To: "James P. Murphy" <[jpMurphy@JPMURPHY.COM](mailto:jpMurphy@JPMURPHY.COM)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[D0.81.11520.86A96174@mxo4.broadbandsupport.net](mailto:D0.81.11520.86A96174@mxo4.broadbandsupport.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

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- > James P. Murphy, Ph.D.

- >

- > J.P. MURPHY & COMPANY

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- > Post Office Box 150

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> Princeton, NJ 08542  
>  
> 610 408 8800  
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> www.jpMurphy.com  
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> <mailto:jpmurphy@jpmurphy.com> jpmurphy@jpmurphy.com  
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=====  
Date: Wed, 17 Oct 2007 23:26:04 -0400  
Reply-To: [allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: Reporting question  
Comments: To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-type: text/plain; charset=US-ASCII

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Allen Barton

> [Original Message]  
> From: Jan Werner <jwerner@JWDP.COM>  
> To: <AAPORNET@ASU.EDU>  
> Date: 10/17/2007 10:27:24 PM  
> Subject: Re: Reporting question  
>  
> For an authoritative discussion of why the MOE is meaningless in the  
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Date: Thu, 18 Oct 2007 00:10:34 -0400

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

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

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

Organization: Jan Werner Data Processing

Subject: Re: Reporting question

Comments: To: [allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)

Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[380-22007104183264109@mindspring.com](mailto:380-22007104183264109@mindspring.com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

An eminently sensible approach, but "plausibility" is not quantifiable, so you are replacing theoretical ("frequentist") probabilities with subjective probabilities.

In other words, you are making a guess. It may be a very good guess, but there is no way to compute a confidence interval from that guess, so you can't really claim that your results have a known "margin of error."

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---

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Date: Wed, 17 Oct 2007 21:19:50 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: Re: Reporting question  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <00df01c810ff\$d57d6950\$8b00a8c0@NYCNMRLAVRAKPB>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Is there really such a thing as a true probability sample in public opinion research anymore?

-Leora

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

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

From: Paul J Lavrakas PhD [<mailto:pjlavrak@OPTONLINE.NET>]  
Sent: Wednesday, October 17, 2007 1:54 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: [AAPORNET] Reporting question

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Reply-To: [rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Brady <[rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)>  
Subject: Re: Reporting question  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[20071018041655.D21AFC0D47A@bcnet5.asu.edu](mailto:20071018041655.D21AFC0D47A@bcnet5.asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1

Content-Transfer-Encoding: 8bit

If I'm following the context of this thread (not sure that I am), wouldn't it be more appropriate to ask if there ever was a true probability sample in public opinion research with less than 100% response rate? :-)

Rick Brady

> Is there really such a thing as a true probability sample in public  
> opinion  
> research anymore?

>

> -Leora

>

>

> Dr. Leora Lawton

> TechSociety Research

> "Custom Social Science and Consumer Behavior Research"

> 2342 Shattuck Avenue PMB 362, Berkeley, CA 94704

> (510) 548-6174; fax (510) 548-6175; cell (510) 928-7572

> www.techsociety.com

> Yahoo Messenger: leora\_lawton

>

>

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

> From: Paul J Lavrakas PhD [mailto:pjlavrak@OPTONLINE.NET]

> Sent: Wednesday, October 17, 2007 1:54 PM

> To: AAPORNET@ASU.EDU

> Subject: Re: [AAPORNET] Reporting question

>

> Yes, it is meaningless to report a confidence interval for sampling error

> on

> a nonprobability sample -- even though many practicing researchers seem to

> not understand or acknowledge this, and thus proceed to do so anyways.

>

> If the sample you note, n= 237, was a probability sample then the sampling

> error confidence interval means something. If not a probability sample, it

> still can be calculated, but it's meaningless.

>

>

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

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

> Sent: Wednesday, October 17, 2007 4:29 PM

> To: AAPORNET@ASU.EDU

> Subject: Reporting question

>

> I have a question for this group. I am teaching an intro to research class

> for journalism students at Utah State University. One of the topics I have

> repeatedly covered is the use of error intervals on non-probability

> samples.

> It is my understanding that it is meaningless to calculate error intervals

> when working with a non-probability sample. Is this correct?

>

>

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> If so, can someone explain to me why this month's issue of Marketing News  
> (9/15/07) has an article (Survey Reveals Researchers' Top Business Issues)  
> on page 16 reporting the results of a study conducted with 237 market  
> research professionals that reports an error interval of +/- 6.4%?

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> calculated?

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> I would appreciate any thoughts on this.

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> Thanks,

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>  
>  
> Steve Larson  
>  
> Utah State University

>  
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-----  
Date: Thu, 18 Oct 2007 16:46:49 +0000  
Reply-To: "mail@marketsharescorp.com" <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>



Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>  
Subject: Re: Reporting question  
Comments: To: AAPORNET@ASU.EDU

If the population sampled was "market research professionals", then Marketing News, a publication of the American Marketing Association, should have described who they were and the sampling procedure in their story.

If the subject was "Top Business Issues", it would be helpful to know, for example, that they were executives of full service marketing research supplier organizations responding to industry issues. Such AMA members would be a legitimate population. Their membership is very large, probably close to universal for such members..

It is possible that this was a probability sample of respondents qualified to address these issues.

Nick

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

From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>  
> Yes, it is meaningless to report a confidence interval for sampling error on  
> a nonprobability sample -- even though many practicing researchers seem to  
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> Steve Larson

>  
> Utah State University  
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=====  
Date: Thu, 18 Oct 2007 12:50:57 -0400  
Reply-To: [allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: Reporting question  
Comments: To: [jwerner@jwdp.com](mailto:jwerner@jwdp.com), AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
MIME-Version: 1.0  
Content-type: text/plain; charset=US-ASCII

I will just comment on your comment: All surveys have some degree of nonresponse, and it is rare to find over 80%. Therefore NO survey can report anything with a "known margin" of TOTAL error. Reporting confidence intervals is useful so long as it is not misunderstood as demonstrating "95% certainty" (or "99% certainty") that the true population figures lies within the interval, but only that the "random sampling error" has that probability of lying within that interval, while other sources of error (non-response error, varied interpretations of the question by respondents, bias in question wording, pretending to have an answer when all you have is a "nonattitude") remain to be guessed at. Surveys produce nothing but

numbers the precision of which has to be guessed - sampling statistics just gives us the minimum estimate of error.

> [Original Message]

> From: Jan Werner <jwerner@JWDP.COM>

> To: <AAPORNET@ASU.EDU>

> Date: 10/18/2007 12:10:48 AM

> Subject: Re: Reporting question

>

> An eminently sensible approach, but "plausibility" is not quantifiable,

> so you are replacing theoretical ("frequentist") probabilities with

> subjective probabilities.

>

> In other words, you are making a guess. It may be a very good guess, but

> there is no way to compute a confidence interval from that guess, so you

> can't really claim that your results have a known "margin of error."

>

> Jan Werner

>

> \_\_\_\_\_

>

> Allen Barton wrote:

>> With 80% returns of which 50% say yes and 50% say no, we have 20%

>> nonrespondents. We can make some alternative assumptions: the common

>> assumption is that they divide 50-50 just like the respondents, but

this is

>> not demonstrable statistically. But we can make other assumptions

showing

>> the range of plausible difference from the respondents: it is

implausible

>> that they all say yes, or that they all say no, as Cochran's figures

imply.

>> Based on experience we could suggest that maybe they could split 2-to-1

in

>> either direction, and compute the "plausible range of error" using that

>> plus the statistically computed sampling error from a sample 80% as big

as

>> the intended sample. Cochran's range is the outer limit of what could

>> happen with the most extreme degree of response bias. I used to teach

>> students to make alternative assumptions and see what the range would be

>> under each. The result could be reported as "assuming that instead of

50-50

>> the nonrespondents actually split 2/3 to 1/3 in either direction, the

range

>> of error is plus or minus (whatever that is plus the random-sample error.)

>> The readers could decide if this assumed amount of bias is plausible, or

>> too small, or too big.

>>

>> Allen Barton

>>

>>

>>> [Original Message]

>>> From: Jan Werner <jwerner@JWDP.COM>

>>> To: <AAPORNET@ASU.EDU>

>>> Date: 10/17/2007 10:27:24 PM

>>> Subject: Re: Reporting question

>>>

>>> For an authoritative discussion of why the MOE is meaningless in the  
>>> presence of non-trivial non-response, see pp. 359-363 of Cochran's  
>>> "Sampling Techniques" 3rd edition, (1977).

>>>

>>> Cochran points out that with an 80% response rate, the confidence  
limits

>>> for a 50% answer in a simple random sample of 1000 are 37.2 and 62.8  
for

>>> a "margin of error" of 12.8%, not 3.3% as would be typically reported.

>>>

>>> For the 65% response rate more typical of the better opinion surveys  
>>> today, that MOE would grow to 20%! Not something you are likely to see  
>>> reported by any polling organization.

>>>

>>> There is NO mathematical basis for computing a MOE in the presence of  
>>> substantial non-response, although there may be empirical  
justification.

>>> However the argument for doing so (that the non-respondents distribute  
>>> identically to those who did respond) is the same as that for  
accepting

>>> non-probability samples as valid.

>>>

>>> Beyond that, even if there were no non-response or other bias, few  
>>> surveys today use simple random sampling, and inference is further  
>>> complicated by the use of weighting. I don't recall ever seeing any  
>>> survey organization report a MOE that took design effects into account.

>>>

>>> Jan Werner

>>> \_\_\_\_\_

>>>

>>> James P. Murphy wrote:

>>>> Many people think of MOE as inversely correlated with sample size.

>> Period.

>>>> That's what it is. Many sample size "calculators" reflect this. They

>> never

>>>> ask: Is it a random (probability) sample? Do you have (expect) 100

>> percent

>>>> cooperation?

>>>>

>>>>

>>>>

>>>> Harris Interactive has good boilerplate on this that I read recently.

>> They

>>>> explain that theirs are typically not probability samples but go

>> further to

>>>> help the reader understand the concepts and their implications. They

>> point

>>>> out that, even with a probability sample, calculation of a MOE is

>>>> unjustified when there is anything less than a 100 percent response

>> rate.

>>>> Nooobody likes to talk about that one.  
>>>>  
>>>>  
>>>>  
>>>> Mitofsky (in this forum) used to shift the burden of proof to the  
>> naysayer,  
>>>> arguing that you had to demonstrate that non-responders differ from  
>> those  
>>>> answering and until such time as you did it is okay to ignore that  
>>>> unpleasent fact. With all due respect to his many contributions, I  
don't  
>>>> think that's correct.  
>>>>  
>>>>  
>>>>  
>>>> I believe there are some on this list who have argued that a  
>> mathematical  
>>>> case can be made for calculating MOE's in the absence of 100 percent  
>>>> response but it's over my head.  
>>>>  
>>>>  
>>>>  
>>>> James P. Murphy, Ph.D.  
>>>>  
>>>> J.P. MURPHY & COMPANY  
>>>>  
>>>> Post Office Box 150  
>>>>  
>>>> Princeton, NJ 08542  
>>>>  
>>>> 610 408 8800  
>>>>  
>>>> www.jpmurphy.com  
>>>>  
>>>> <mailto:jpmurphy@jpmurphy.com> jpmurphy@jpmurphy.com  
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=====  
Date: Thu, 18 Oct 2007 09:53:50 -0700  
Reply-To: Steve Johnson <[stevej@nsdssurvey.org](mailto:stevej@nsdssurvey.org)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steve Johnson <[stevej@NSDSSURVEY.ORG](mailto:stevej@NSDSSURVEY.ORG)>  
Organization: Northwest Survey & Data Services  
Subject: Re: Reporting question  
Comments: To: [rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

I think Leora may be getting at the fact that almost any sampling frame does not have complete representativeness of the universe under study.

Steve Johnson, PhD  
President, Northwest Survey & Data Services

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

From: "Rick Brady" <[rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)>  
To: <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Sent: Wednesday, October 17, 2007 9:23 PM  
Subject: Re: Reporting question

> If I'm following the context of this threat (not sure that I am), wouldn't  
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>> Is there really such a thing as a true probability sample in public  
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>> To: AAPORNET@ASU.EDU

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>> Steve Larson

>>  
>> Utah State University

>>  
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Date: Thu, 18 Oct 2007 18:12:25 +0100  
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Re: Reporting question  
Comments: To: jwerner@jwdp.com, AAPORNET@ASU.EDU  
In-Reply-To: A<4716C47F.4030900@jwdp.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Jan Werner wrote:

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>surveys today use simple random sampling, and inference is further  
>complicated by the use of weighting. I don't recall ever seeing any  
>survey organization report a MOE that took design effects into account.  
>

I recall it. Reports of government survey research in the UK frequently do include specific analysis of design effects and tables showing true standard errors taking these into accounts and I'm sure I've seen these in reports originating from e.g. CDC in the US. What you don't often see is these referred to in text reporting the findings of the studies. Or maybe you don't think these count as 'survey organisations'?

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - YCS and Next Steps Study,  
W606, Moorfoot, Sheffield, S1 4PQ.  
0114 259 1180  
For information about the Next Steps Study go to  
[www.nextstepsstudy.org.uk](http://www.nextstepsstudy.org.uk) or  
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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Date: Thu, 18 Oct 2007 17:06:03 -0400  
Reply-To: Kathryn Korostoff <kkorostoff@CMBINFO.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Kathryn Korostoff <kkorostoff@CMBINFO.COM>  
Subject: Job Opening: Boston  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

## Market Research Project Manager

Chadwick Martin Bailey, Inc. is a premier provider of customized, consultative market research services. Our clients include some of the world's most recognized brands, such as Bank of America, JPMorgan, Hilton Hotels, eBay and Cisco. We focus on the art and science of quantifying and building brand equity, measuring return on marketing investment, developing distribution channels, channel power strategies, and customer relationship management.

We are currently looking to add to staff a Market Researcher with a minimum 2-4 yrs experience to manage all aspects of custom market research projects. Direct experience working with clients in the Technology arena is a strong plus.

Requirements: Demonstrated ability to execute market research projects

- \* Theoretical and practical knowledge of research methods
- \* Ability to turn business problems into researchable questions
- \* Ability to conduct SPSS, Wincross and/or other tabling software
- \* Ability to conduct/interpret multivariate analysis
- \* Ability to form working relationships with all levels of clients and co-workers
- \* Very strong attention to detail
- \* Demonstrated concise, effective communication both written and spoken
- \* Ability to multitask and flexibility to meet strict deadlines
- \* Demonstrated ability to anticipate client needs for ongoing and future engagements
- \* B.A. or M.A. in related field, e.g., statistics, marketing or market research, business management, or other behavioral sciences (see below)
- \* 4 years primary market research experience required if you have a B.A. and 2 years experience required if you have a M.A.

### Responsibilities:

- \* Manage smaller scale projects independently, including client management
- \* Team with other Project Manager(s) and/or Sr. Consultants on larger scale projects
- \* Develop analysis, reporting and research plans

- \* Hands-on project execution: questionnaire design, sample plan, data collection, analysis, reporting
- \* Develop/review questionnaires
- \* Participate in exploratory and secondary research
- \* Clean and verify accuracy of data and analysis results
- \* Create graphics, tables and charts
- \* Create final deliverables including reports, presentations, executive summaries
- \* Interact with client directly and manage the project contact(s) relationship(s)
- \* Assist in proposal development
- \* Supervise and support other project team members in all phases of the research

Computer Skills:

- \* Advanced in Microsoft Word, Excel, PowerPoint, SPSS, Wincross or other tabling software required

If you are interested in this position and meet with the above specified qualifications please submit your resume to [kkorostoff@cmbinfo.com](mailto:kkorostoff@cmbinfo.com)

Please reference job position: CMB PM

\*\*\*\*\*

Kathryn Korostoff  
 Vice President, Technology Practice  
 Chadwick Martin Bailey  
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 Main Tel: 617-350-8922  
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Date: Thu, 18 Oct 2007 15:44:02 -0600  
Reply-To: Steve Larson <slarson@INFOALLI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Steve Larson <slarson@INFOALLI.COM>  
Subject: Re: Reporting question  
Comments: To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>  
Comments: cc: aapornet@asu.edu  
In-Reply-To:  
<101820071646.27790.47178DF9000A6F4500006C8E22007358349C0A9D0E089C0503@comcast.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Does it make a difference to know that the survey was done online using the MarketResearchCareers.com database?

I got a lot of great feedback on this question. I feel I have a much better understanding of the issues surrounding non-response.

My concern is how do to teach journalism students to make sure they are reporting poll results accurately, when it appears a leading industry magazine does not follow what I am teaching.

Should students be taught to report the study methodology, field dates, total sample, error interval, and confidence level on all polls? And shouldn't they also be taught to make note of polls that do not include this basic information?

Steve Larson  
Utah State University

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of mail@marketsharescorp.com  
Sent: Thursday, October 18, 2007 10:47 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Reporting question

If the population sampled was "market research professionals", then Marketing News, a publication of the American Marketing Association, should have described who they were and the sampling procedure in their story.

If the subject was "Top Business Issues", it would be helpful to know, for example, that they were executives of full service marketing research supplier organizations responding to industry issues. Such AMA members would be a legitimate population. Their membership is very large, probably close to universal for such members..

It is possible that this was a probability sample of respondents qualified to address these issues.

Nick

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

From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>

> Yes, it is meaningless to report a confidence interval for sampling error

on

> a nonprobability sample -- even though many practicing researchers seem to

> not understand or acknowledge this, and thus proceed to do so anyways.

>

> If the sample you note, n= 237, was a probability sample then the sampling

> error confidence interval means something. If not a probability sample, it

> still can be calculated, but it's meaningless.

>

>

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

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

> Sent: Wednesday, October 17, 2007 4:29 PM

> To: AAPORNET@ASU.EDU

> Subject: Reporting question

>

> I have a question for this group. I am teaching an intro to research class

> for journalism students at Utah State University. One of the topics I have

> repeatedly covered is the use of error intervals on non-probability  
samples.

> It is my understanding that it is meaningless to calculate error intervals

> when working with a non-probability sample. Is this correct?

>

>

>

> If so, can someone explain to me why this month's issue of Marketing News

> (9/15/07) has an article (Survey Reveals Researchers' Top Business Issues)

> on page 16 reporting the results of a study conducted with 237 market

> research professionals that reports an error interval of +/- 6.4%?

>

>

>

> Should an error interval be reported on this type of study? If so, how is

it

> calculated?

>

>

>

> I would appreciate any thoughts on this.

>

>

>

> Thanks,

>

>

>

> Steve Larson

>

> Utah State University

>

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=====  
Date: Thu, 18 Oct 2007 17:48:49 -0400  
Reply-To: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>  
Subject: Advice and Counsel  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

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John

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Manager, Polling Center  
NYSUT  
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Latham, NY 12110-2455  
(518) 213-6000  
x.6680  
jhealy@nysutmail.org

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Date: Thu, 18 Oct 2007 18:49:03 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: Re: Advice and Counsel  
Comments: To: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[47179C81020000360000661A@nysutmail.org](mailto:47179C81020000360000661A@nysutmail.org)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

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Sincerely,  
Howard Fienberg  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
[hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
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-----Original Message-----

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of John Healy  
Sent: Thursday, October 18, 2007 5:49 PM  
To: AAPORNET@ASU.EDU  
Subject: Advice and Counsel

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Date: Fri, 19 Oct 2007 08:19:19 -0400  
Reply-To: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul Braun <[pbraun@BRAUNRESEARCH.COM](mailto:pbraun@BRAUNRESEARCH.COM)>  
Subject: Re: Advice and Counsel  
Comments: To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[20071018225350.A90751F93664@bcnet4.asu.edu](mailto:20071018225350.A90751F93664@bcnet4.asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Howard,

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dial them for social and policy research? What if we were required to offer an incentive? Are there any exceptions?

Paul Braun

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
Sent: Thursday, October 18, 2007 6:49 PM  
To: AAPORNET@ASU.EDU  
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Sincerely,  
Howard Fienberg  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research [hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120 Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
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Subject: Advice and Counsel

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Date: Fri, 19 Oct 2007 08:29:15 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: Re: Advice and Counsel  
Comments: To: Paul Braun <[pbraun@braunresearch.com](mailto:pbraun@braunresearch.com)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[004401c8124a\\$4a9a86a0\\$5b00a8c0@BRICORP.com](mailto:004401c8124a$4a9a86a0$5b00a8c0@BRICORP.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Paul, yes, CMOR does recommend that every survey and opinion research organization maintain a do-not-contact list (for phone, fax, and email). Although it is not required by law in most cases, every respondent should have the opportunity to opt out of future contacts.

Several state attorneys general have expressed interest in do-not-contact policies for research organizations. While they have not been able to argue that such policies are required, they have pointed out that such policies are a fair trade practice.

Implementing this as a best practice across the survey and opinion research profession helps demonstrate to regulators and lawmakers that we do the right thing and respect respondent privacy -- and helps shield the profession from more onerous regulation, like being included in the national Do Not Call Registry.

The exact details of how researchers should implement a do-not-contact policy will depend on individual organization's needs (for how long the opt out is honored, if the list applies to all business units within the organization, if lists are project-specific, etc.).

Cheers,  
Howard Fienberg  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
[hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120  
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-----Original Message-----

From: Paul Braun [mailto:pbraun@braunresearch.com]  
Sent: Friday, October 19, 2007 8:19 AM  
To: 'Howard Fienberg'; AAPORNET@ASU.EDU  
Subject: RE: Advice and Counsel

Howard,

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

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Sent: Thursday, October 18, 2007 6:49 PM  
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Date: Fri, 19 Oct 2007 10:00:16 -0400  
Reply-To: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>  
Subject: Advice and Counsel Follow-Up  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

RE: Yesterday e-mail, 5:48 PM, Subject - Advice and Counsel:

It appears that I gave the impression that we mask and that is my error in the way I wrote. We present the numbers of 20 of the stations, each station having an individual and identifiable phone number associated with it. In that case we are identifiable to the extent that someone recognizes our phone exchange in the display. In fact, the number could be dialed to that station. By unidentifiable I had intended to mean no calling entity name on those stations. We do not mask and, of course, the four stations that are identifiable are something else.

That is, we are a labor organization and also have an identification (an abbreviation of the calling entity name - limit to characters displayed by the vendor) that is used for non-membership calling, a commercial identity on those four stations. Within logistical limits regarding the phone company it would probably not be feasible to flip with every project assignment/population. So we would be looking at branding ourselves, I guess.

We would, though, not necessarily want to use the organizational - union - ID when calling non-member populations. That seems to suggest the direction along with the information and suggestions that each of you, in responding, have provided. The four stations already offering the display of our commercial ID - this could be extended to the remaining stations.

I am not fully convinced either way, yet. But I believe that a practical approach suggests going in the direction of extending Caller ID available display to all of the stations. Nevertheless, I am enlightened as I had hoped. I am prompted to critique my own thinking for possible cross-purposes contained within.

I have received some very useful information with both referrals to empirical work and frequent anecdotal input from experiences. Thank you all for the input to date and I appreciate the ability to ask and learn in this forum.

John

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

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=====  
Date: Fri, 19 Oct 2007 12:52:57 -0700  
Reply-To: "P. Moy" <[pmoy@U.WASHINGTON.EDU](mailto:pmoy@U.WASHINGTON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "P. Moy" <[pmoy@U.WASHINGTON.EDU](mailto:pmoy@U.WASHINGTON.EDU)>  
Subject: WAPOR 2008 Annual Conference Call for Papers  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=CP1252; format=flowed  
Content-Transfer-Encoding: QUOTED-PRINTABLE

Dear AAPORnet,

As you may know, AAPOR and its sister organization WAPOR, the World=20 Association for Public Opinion Research, meet jointly in even-numbered=20 years. For those of you planning or hoping to be in New Orleans next May,= =20 WAPOR invites submissions for research presentations and panels (see below= =20

and attached file). In the spirit of the conference theme "Polls for the Public Good," WAPOR is pleased to announce that Harvard University's Pippa Norris, former director of the United Nations Democratic Governance Group, will be delivering WAPOR's keynote address the morning of Wednesday, 14 May.

Best wishes,

Patricia Moy

-----  
61st ANNUAL CONFERENCE: "Polls for the Public Good"  
New Orleans, Louisiana, USA

A joint meeting with the American Association for Public Opinion Research  
WAPOR: Tuesday, May 13 to Thursday, May 15, 2008  
AAPOR: Thursday, May 15 to Sunday, May 18, 2008

#### CALL FOR PAPERS

The World Association for Public Opinion Research will hold its annual conference May 13-15, 2008 in New Orleans, Louisiana, USA, in conjunction with the annual meeting of the American Association for Public Opinion Research (AAPOR). WAPOR seeks proposals for original research papers to be presented at this conference. We welcome proposals on the conference theme "Polls for the Public Good," the themes below, as well as other topics that may be of interest to WAPOR members:

Polls and policy  
Public opinion on social, economic and political issues  
Citizens and government  
Comparative international research  
Public opinion theory  
Media and public opinion  
Trust in government  
Internet surveys  
Recent elections around the world  
Survey research in emerging democracies  
Research methodology  
Communication research

Individual proposals should include a general, 300-word description of the research paper (research topic, specific research questions or hypotheses, methods and results), as well as full contact information (mailing address, e-mail address and telephone number) for each co-author or participant on a separate sheet. Similarly, panel proposals should include a 300-word description of each presentation as well as full contact information for each panelist.

All proposals should be submitted electronically (Word, WordPerfect, or

text document; please, no PDF files). All submissions must be received by=20  
=20  
December 1, 2007. Submitters will be notified of the Conference=20  
Committee=C2=92s decisions the week of December 17, 2007. If your proposal =  
is=20  
accepted, we expect the text of the full paper by April 15, 2008.

Please email proposals by December 1, 2007 to the conference chair:

Alejandro Moreno  
Department of Political Science  
Instituto Tecnológico Autónomo de México  
Rio Hondo No. 1, Tizapan-San Ángel  
Mexico D.F., 01000, Mexico  
Telephone: (52) 5628-4000 ext. 3760 or 3702  
Fax: (52) 5490-4672  
Email: wapor2008@itam.mx

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Date: Mon, 22 Oct 2007 08:32:45 -0400  
Reply-To: Rick Seltzer <[rseltzer@HOWARD.EDU](mailto:rseltzer@HOWARD.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Seltzer <[rseltzer@HOWARD.EDU](mailto:rseltzer@HOWARD.EDU)>  
Subject: Adding Questions to National Surveys  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[A8267D59437CD74292AEAF3633B88B3201E4E111@nickel.goAMP.com](mailto:A8267D59437CD74292AEAF3633B88B3201E4E111@nickel.goAMP.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Dear AAPOR members:

I want to add four questions on racial attitudes to a national telephone survey (sample size 500-1,000). Three questions would be open-ended and the other question would require a split-ballot experiment. Can anyone share their experience on how much such an endeavor would cost and which survey firms they would recommend.

Thanks.  
Rick Seltzer

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-----  
Date: Mon, 22 Oct 2007 09:03:54 -0400  
Reply-To: Joel Bloom <[joeldbloom@GMAIL.COM](mailto:joeldbloom@GMAIL.COM)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joel Bloom <joeldbloom@GMAIL.COM>  
Subject: Re: Adding Questions to National Surveys  
Comments: To: Rick Seltzer <rseltzer@howard.edu>  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <471C986D.2010100@howard.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Rick (et al.),

Since it's an experiment, you should submit it to "Time-sharing Experiments for the Social Sciences (TESS)," at <http://www.experimentcentral.org/>. This is funded by the NSF so if you're accepted there is no cost to you. You can apply for inclusion in either a national phone RDD survey or national web (panel) survey run by Knowledge Networks. Good luck!

-- Joel

--

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

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

On 10/22/07, Rick Seltzer <rseltzer@howard.edu> wrote:

>  
> Dear AAPOR members:  
>  
> I want to add four questions on racial attitudes to a national telephone  
> survey (sample size 500-1,000). Three questions would be open-ended and  
> the other question would require a split-ballot experiment.  
> Can anyone share their experience on how much such an endeavor would  
> cost and which survey firms they would recommend.  
>  
> Thanks.  
> Rick Seltzer  
>  
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Date: Mon, 22 Oct 2007 11:24:38 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: More surveys in difficult places  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

## THE AFGHAN MISSION: THE METHODOLOGY

No simple phone surveys in war-torn Afghanistan  
Locally hired interviewers conduct poll inside homes, with women asking  
women questions and men asking men  
ALAN FREEMAN

October 19, 2007

OTTAWA -- Opinion research may be old hat in Canada, but it's not quite  
so simple in a country with virtually no telephones, where fewer than  
half the people are literate and where most women wear burkas.

That was the challenge facing Environics Research when it decided to  
conduct the first Canadian-sponsored survey of Afghan public opinion  
this year, co-sponsored by The Globe and Mail, the CBC and La Presse, as  
well as two think tanks linked to the University of Toronto.

<http://www.theglobeandmail.com/servlet/story/LAC.20071019.AFGHANMETHOD19/TPStory/TPInternational/Asia/>

--

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

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Date: Tue, 23 Oct 2007 10:01:42 -0500  
Reply-To: Linda Owens <[lindao@SRL.UIC.EDU](mailto:lindao@SRL.UIC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Linda Owens <[lindao@SRL.UIC.EDU](mailto:lindao@SRL.UIC.EDU)>  
Subject: summary of responses to post about educating clients  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Mime-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII  
Content-Disposition: inline  
Content-Transfer-Encoding: 8bit

A few weeks ago I sent the following request out via AAPORnet for a colleague. At least one person requested that the responses be consolidated and sent out to the list. This e-mail contains the responses.

#### Original E-mail

We conducted an RDD survey for a client recently that had an AAPOR Response Rate 3 (RR3) of 45.9%; refusal rate 25.6%; cooperation rate 64.2%. He is seeking other published response, refusal and cooperation rates that will help him to put his rates into context. The survey was somewhat sensitive and he is concerned that the reviewers will assume response rates for most studies are around 80%.

To help our client we are looking for two specific things:

(1) Published response rates (defined as AAPOR RR3 to be comparable), refusal rates and cooperation rates so that he can put his rates into context.

(2) Assistance in helping clients understand the declining response rates. (We are sending him the link to the AAPOR Special issue on nonresponse (Special Issue 2006, Volume 7/Number 5). We think that this will help him understand that nonresponse is increasing (and Response Rates are falling).

Thank you!

#### The responses

(1) The new AAPOR website has a great section on understanding response rates, under the "Poll and Surveys FAQ" tab. The exact link is <http://www.aapor.org/responserates>

(2) Paper titled: "Changes in Response Rate Standards and Reports of Response Rate over the Past Decade" by Lisa R. Carley-Baxter, Craig A. Hill, David J. Roe, Susan E. Twiddy, and Rodney K. Baxter presented at the Second International Telephone Survey Methods conference. Link for the conference is <http://www.rti.org/page.cfm?objectid=F0E97AA0-FFF0-4A92-86D89D298F53337A>  
The paper discusses a survey conducted with journal editors from various disciplines as well as an initial literature review looking at changes in published RDD response rates over a 5 year period.

(3) Article, "Do Response Rates Matter in RDD Telephone Survey" by John Rogers, Ph.D  
<http://pri.sfsu.edu/corner.html>

(4) Article, "Consequences of Reducing Nonresponse in a National Telephone Survey" in Public Opinion Quarterly 64:125-148 (2000)  
<http://poq.oxfordjournals.org/cgi/reprint/64/2/125>  
Scott Keeter, Carolyn Miller, Andrew Kohut, Robert M. Groves and Stanley Presser

## Abstract

Critics of public opinion polls often claim that methodological shortcuts taken to collect timely data produce biased results. This study compares two random digit dial national telephone surveys that used identical questionnaires but very different levels of effort: a "Standard" survey conducted over a 5-day period that used a sample of adults who were home when the interviewer called, and a "Rigorous" survey conducted over an 8-week period that used random selection from among all adult household members. Response rates, computed according to AAPOR guidelines, were 60.6 percent for the Rigorous and 36.0 percent for the Standard study. Nonetheless, the two surveys produced similar results. Across 91 comparisons, no difference exceeded 9 percentage points, and the average difference was about 2 percentage points. Most of the statistically significant differences were among demographic items. Very few significant differences were found on attention to media and engagement in politics, social trust and connectedness, and most social and political attitudes, including even those toward surveys.

(5) There will also be a book coming out soon in which there will be a number of relevant chapters regarding this issue. The book is entitled *Advances in Telephone Survey Methodology*, Edited by James M. Lepkowski, Clyde Tucker, J. Michael Brick, Edith de Leeuw, Lilli Japac, Paul J. Lavrakas, Michael W. Link, and Roberta L. Sangster.

Linda Owens, PhD  
Assistant Director  
Univ. of Il. Survey Research Lab  
505 E. Green St. Ste 3  
Champaign, Il  
61820  
phone: (217) 333-4422  
fax: (217) 244-4408  
email: lindao@srl.uic.edu

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Date: Tue, 23 Oct 2007 11:06:11 -0400  
Reply-To: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>  
Subject: Brazilian Social Class  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

I am currently working on a project in Brazil and need to screen classes



A, B and C. My client has been unable to provide me with localized questions to identify these groups, and from what I've been able to tell at the Brazilian census web-site, the criteria are multiple - a very long list of questions that we simply don't have time to ask.

=20

Does anyone know of a short list that provides an algorithm to identify these social classes?

=20

Thanks in advance for any help you might offer.

=20

John B. Mitchell

BuzzBack Market Research

6 East 39th St. 8th floor

New York, NY 10016

direct: 646-278-7979

cell: 347-581-3863

john@buzzback.com

=20

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Date: Tue, 23 Oct 2007 13:10:27 -0700  
Reply-To: Jibum Kim <[kim-jibum@NORC.ORG](mailto:kim-jibum@NORC.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jibum Kim <[kim-jibum@NORC.ORG](mailto:kim-jibum@NORC.ORG)>  
Subject: Response to NASA alleged suppression of survey data on airline safety  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

I am posting the message below on behalf of Dr. Rasinski.

Some of you may have read this, and I wonder if you are as angry as I am=20=

about it. Apparently NASA has done a large-scale survey of airline pilot=

s=20

and, according to the news report, they are suppressing the results because they are afraid that the airline industry will suffer financial losses if the public finds out that near misses and other potential hazards are

more common, according to the pilots, than previously thought. According to the article, the AP

sought to obtain the survey data over 14 months under the U.S. Freedom of Information Act.

The response they got from NASA was:

"Release of the requested data, which are sensitive and safety-related, could materially affect the public confidence in, and the commercial welfare of, the air carriers and general aviation companies whose pilots participated in the survey,"

According to AP:

Among other results, the pilots reported at least twice as many bird strikes, near mid-air collisions and runway incursions as other government monitoring systems show, according to a person familiar with the results who was not authorized to discuss them publicly.

The article implies that Congressman Brad Miller, D-N.C. is distressed by NASA's behavior.

I think it would be a good thing for AAPOR to lend its voice to this apparent suppression of data collected with public funds, relevant to public safety, and blatantly withheld in order to avoid financial loss to an industry. NASA says it will produce its own report at the end of the year, but they apparently will not release the data to a disinterested third party. Does anyone have a suggestion about what AAPOR can do?

For the full story, see:

<http://www.cbsnews.com/stories/2007/10/22/travel/main3390456.shtml>

Kenneth A. Rasinski, PhD  
Principal Research Scientist  
NORC, at The University of Chicago

773-256-6278  
Rasinski-ken@norc.org

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Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: job opportunity- consumer insights  
Comments: To: [soc\\_practice-announce@listserv.asanet.org](mailto:soc_practice-announce@listserv.asanet.org), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Posted by request.

leora

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

-----  
Job opening: Los Angeles, CA USA

Full-time

Consumer Insights Researcher

At Belkin we think about the entire consumer experience. As a consumer researcher on our team, you will help Belkin personnel better understand consumers and their needs. If you have a passion for behavioral research and enjoy working in a multidisciplinary environment, this job is for you.

Belkin International is a leading manufacturer of high technology products for consumers and business. Our very broad product lines include our popular iPod accessories, industry leading N1 wireless networking gear, Flip KVM, and laptop@home accessories. Belkin products are globally recognized in the marketplace for their high quality, excellent performance, and good value to the customer. Headquartered in Los Angeles, California, the company has twice made Inc. magazine's list of the 500 fastest growing privately held companies in the U.S. Check us out at <http://www.belkin.com>

## Your Role

- \* In this role you will serve as an advocate for the consumer.
- \* You will be an evangelist for robust research to inform and drive the most useful and compatible solutions for consumers.
- \* You will work closely with other Belkin personnel to ensure project goals are met.

## Responsibilities

- \* Conduct lab and field-based consumer research / testing activities with minimal assistance.
- \* Provide thought leadership for quantitative analyses and appropriate use of statistical techniques.
- \* Provide practical, actionable, and extensible research results to inform and drive business and marketing activities and decisions.
- \* Create tools and processes to maximize research quality, integrity, efficiency, and productivity; bring rigor and insight to the process of understanding consumers.
- \* Evangelize the benefits of good research across the company. Assist with research design, execution, and analysis training and guidance. Raise awareness around quality research and value.

## Minimum Qualifications

- \* Minimum 2 years professional experience within consumer research. (Graduate-level academic research experience may be substituted for professional experience depending on other qualifications).
- \* Masters degree in the behavioral sciences or related field with a history of graduate-level course-work in Research Design and Statistics.
- \* Experience running lab and/or field based research methods

- \* Excellent verbal and written communication skills
- \* Ability to work collaboratively or independently
- \* Ability to prioritize projects and to meet critical deadlines

Strong candidates for this position will have:

- \* Proficiency in research design (various methodologies)
- \* Proficiency in qualitative data analysis.
- \* Proficiency with SPSS statistical software.
- \* Additional experience within consumer research, particularly in the Consumer Electronics or Consumer Packaged Goods space.

## Benefits

- \* 401(k) with vested matching
- \* Health insurance
- \* Vision care
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Date: Tue, 23 Oct 2007 23:09:03 -0400

Reply-To: "Thomas M. Guterbock" <[tmg1p@cms.mail.virginia.edu](mailto:tmg1p@cms.mail.virginia.edu)>

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

From: "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)>

Subject: Samples of the very rich  
Comments: To: AAPORnet List server <aapornet@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii; format=flowed  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

AAPORnet friends:

A colleague has asked me for advice on how to generate a sample of very wealthy U.S. residents, with the aim of surveying them (by telephone).

Has anyone had experience with sampling or surveying this population, or do you know of citations I should check? 'Very wealthy' hasn't been defined at this point, but would include less than 1% of households. The client is aware that there may be commercial lists of such people, but is seeking a method that is more clearly probability based.

If you'll answer me directly, I'll share a digest of answers with the list.

Thanks, Tom

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                                  CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)982-5524  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                          Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: TomG@virginia.edu

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Date: Wed, 24 Oct 2007 10:53:12 -0400  
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jonathan Brill <brillje@UMDNJ.EDU>  
Subject: Re: Samples of the very rich  
Comments: To: AAPORNET@ASU.EDU, "Thomas M. Guterbock"  
<tmglp@cms.mail.virginia.edu>  
Mime-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Just an idea for an alternative to a compiled commercial list (which are readily available):

Try a multi-stage area sample. Divide the country up into regions, randomly select some regions, and then some counties within those regions and perhaps Census tracts or even block groups within those counties. Acquire a list of all addresses in the parsed down set of sampling areas and then have an organization like Claritas run

geodemographic matches with financial info appends on it. (This will cost anywhere from \$1500 to \$5,000 depending on your sampling protocol.)

You will get a wealth of financial information and can use an application like SPSS to select eligible sample. You can then build a stratified probability sample.

Perfect. Of course not. But it looks pretty good approximation of a true probability sample to me as long as you are willing to do a mail or door-to-door survey. If you want a telephone survey, you may have a problem unless the vendor (e.g., Claritas) can provide telephone numbers for nearly all addresses you furnish.

Regards,  
Jonathan

Jonathan E. Brill, Ph.D.  
General Manager, ORANJ BOWL(sm) Panel Research Program  
Associate Director, Research Call Center & 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](mailto:brillje@umdnj.edu)  
[www.oranjbowl.info](http://www.oranjbowl.info)

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>>> "Thomas M. Guterbock" <[tmg1p@CMS.MAIL.VIRGINIA.EDU](mailto:tmg1p@CMS.MAIL.VIRGINIA.EDU)> 10/23/2007 11:09 PM >>>

AAPORnet friends:

A colleague has asked me for advice on how to generate a sample of very

wealthy U.S. residents, with the aim of surveying them (by telephone).

Has anyone had experience with sampling or surveying this population, or

do you know of citations I should check? 'Very wealthy' hasn't been defined at this point, but would include less than 1% of households.

The client is aware that there may be commercial lists of such people, but is

seeking a method that is more clearly probability based.

If you'll answer me directly, I'll share a digest of answers with

the  
list.

Thanks, Tom

Thomas M. Guterbock                      Voice: (434)243-5223  
Director                      CSR Main Number: (434)243-5222  
Center for Survey Research              FAX: (434)982-5524  
University of Virginia      EXPRESS DELIVERY: 2400 Old Ivy Road  
P. O. Box 400767                      Suite 223  
Charlottesville, VA 22904-4767      Charlottesville, VA 22903  
e-mail: TomG@virginia.edu

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[aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

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

-----  
Date:        Wed, 24 Oct 2007 13:38:31 -0500  
Reply-To:    Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Sender:      AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From:        Jeanie Harper <[JHarper@GOAMP.COM](mailto:JHarper@GOAMP.COM)>  
Subject:     Job Opportunity  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Survey Researcher/Writer Wanted=20

=20

Survey Researcher/Writer - Growing national commercial real estate and business appraisal practice seeks advanced survey researcher to ghost write or co-author a special purpose survey research text. The text will be an introductory volume of about 250 pages, written for a specific non-survey research industry. The engagement can be arranged as a salaried position for the duration of the project, or as a contract project. The engagement may lead to permanent, full-time employment. Minimum qualifications: 3-years market research experience including proven executive-level research report writing experience, and demonstrated ability to meet firm deadlines. Contact Mark Pomykacz for more information. 908-823-0607 [mpomykacz@federalappraisal.com](mailto:mpomykacz@federalappraisal.com)



=20

=20

=20

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

Date: Wed, 24 Oct 2007 16:34:41 -0400  
Reply-To: Jim Bason <[jbason@UGA.EDU](mailto:jbason@UGA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jim Bason <[jbason@UGA.EDU](mailto:jbason@UGA.EDU)>  
Subject: Weighting algorithms  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Hello APPORites,

I have what is probably a fairly simple question. Does anyone know of a =  
convenient weighting algorithm or program that would allow one to easily =  
apply weights to a dataset by major demos? (Gender, age, education, =  
income, etc.).

I can compute a weight for a single variable but am not sure how to do =  
so when multiple variables are involved.

Thanks

Jim

James J. Bason, Ph.D.  
Director and Associate Research Scientist  
303 Stegeman Coliseum  
Survey Research Center  
Office of Research Services  
University of Georgia  
Athens, GA 30602  
706-542-9082  
706-425-3029 FAX  
[jbason@uga.edu](mailto:jbason@uga.edu)

-----

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set aapornet nomail

On your return send this: set aapornet mail

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Problems?-don't reply to this message, write to: [aapornet-request@asu.edu](mailto:aapornet-request@asu.edu)

---

Date: Wed, 24 Oct 2007 20:09:22 -0400

Reply-To: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>

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

From: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>

Subject: Re: Weighting algorithms

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: A<002501c8167d\$4e3e2dc0\$8758c080@ibr.uga.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Jan Werner's QBAL is excellent. I still haven't mastered the syntax, but it offers a lot of capability at a great price point.

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Jim Bason

Sent: Wednesday, 24 October, 2007 16:35

To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

Subject: [AAPORNET] Weighting algorithms

Hello APPORites,

I have what is probably a fairly simple question. Does anyone know of a convenient weighting algorithm or program that would allow one to easily apply weights to a dataset by major demos? (Gender, age, education, income, etc.).

I can compute a weight for a single variable but am not sure how to do so when multiple variables are involved.

Thanks

Jim

James J. Bason, Ph.D.

Director and Associate Research Scientist

303 Stegeman Coliseum

Survey Research Center

Office of Research Services

University of Georgia

Athens, GA 30602

706-542-9082

706-425-3029 FAX

[jbason@uga.edu](mailto:jbason@uga.edu)

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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](mailto:aapornet-request@asu.edu)

No virus found in this incoming message.  
Checked by AVG Free Edition.  
Version: 7.5.503 / Virus Database: 269.15.10 - Release Date: 10/24/2007 0:00

No virus found in this outgoing message.  
Checked by AVG Free Edition.  
Version: 7.5.503 / Virus Database: 269.15.10/1091 - Release Date: 10/24/2007  
14:31

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

=====

Date: Thu, 25 Oct 2007 09:25:10 -0400  
Reply-To: Benjamin Phillips <[bphillips@BRANDEIS.EDU](mailto:bphillips@BRANDEIS.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Benjamin Phillips <[bphillips@BRANDEIS.EDU](mailto:bphillips@BRANDEIS.EDU)>  
Organization: Brandeis University  
Subject: Re: Weighting algorithms  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[6E553E43116FB046BA6545363CC76D817C95AC@ntxbeus16.exchange.xchg](mailto:6E553E43116FB046BA6545363CC76D817C95AC@ntxbeus16.exchange.xchg)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=windows-1250; format=flowed  
Content-Transfer-Encoding: 7bit

Let me second this. QBAL does run in DOS and the syntax is quite picky, but it is powerful, takes up very little disk space, and Jan Werner is extremely responsive to queries. (Several projects ago I managed to "come up with some interesting ways to break the software," to quote Jan, who identified the syntax errors responsible.)

Best,  
Ben Phillips

Mike Donatello wrote:  
> Jan Werner's QBAL is excellent. I still haven't mastered the syntax, but it offers a lot of capability at a great price point.  
>

--

---

Benjamin Phillips, Ph.D.  
Associate Research Scientist  
Steinhardt Social Research Institute and  
Cohen Center for Modern Jewish Studies  
Brandeis University MS014  
415 South Street  
Waltham, MA 02454-9110  
(ph) 781-736-3855 (fax) 781-736-3929  
<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=42>  
Email: [bphillips@brandeis.edu](mailto:bphillips@brandeis.edu)

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---

Date: Thu, 25 Oct 2007 17:44:45 +0100  
Reply-To: Joe Stead <[Joe.Stead@IPSOS-MORI.COM](mailto:Joe.Stead@IPSOS-MORI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joe Stead <[Joe.Stead@IPSOS-MORI.COM](mailto:Joe.Stead@IPSOS-MORI.COM)>  
Subject: Fieldwork Company Recommendation  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Hi,=20

=20

I was wondering whether anyone could provide any recommendations of US based fieldwork agencies who have experience of conducting senior level executive interviews amongst large corporations in the US? Also experience of interviewing state and fed. Govt?=20

=20

Many thanks

=20

Joe

=20

Joe Stead=20  
Director, Ipsos MORI Telephone  
Ipsos MORI=20

T +44 131 561 4509=20



Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Hello all,  
I'm looking for recommendations for Spanish translators for a couple of surveys I'm working on. Please let me know if you've worked with any good translators who aren't too expensive.  
Thanks very much,  
Christina Lien

-----  
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=====  
Date: Thu, 25 Oct 2007 13:47:18 -0400  
Reply-To: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>  
Subject: Political do not call list (?)  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

This came in yesterday, I don't think it's been mentioned on this list before. It's a website and an organization that purports to be a national do not call registry for political calls of any sort.

Links provided below.

Obviously, it is not a valid operation insofar as, as we all know, political organizations are exempt from national do not call legislation. However, the organization which sent this email (DRNO - daily research news online, produced by MRWEB.com), did so with the mistaken belief that the site does in fact provide an opportunity to opt out of political calls.

I was wondering if people are aware of this initiative and if they have any details on the folks behind it.

\*\*\*\*\*

US Voters To Be Given Political Polling Opt-Out - 24/10/07  
In the US, The National Political Do Not Contact Registry (NPDNC) has provided voters with the option to opt out of receiving political polling calls through its <A HREF="http://www.StopPoliticalCalls.org">[www.StopPoliticalCalls.org](http://www.StopPoliticalCalls.org)</A> website .  
<http://www.mrweb.com/cgi-bin/drnofmr.cgi?ppNum=7485>  
\*\*\*\*\*

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

Date: Thu, 25 Oct 2007 14:07:17 -0400  
Reply-To: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[hfienberg@CMOR.ORG](mailto:hfienberg@CMOR.ORG)>  
Subject: Re: Political do not call list (?)  
Comments: To: John Mitchell <[john@BUZZBACK.COM](mailto:john@BUZZBACK.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[C1A814A5E1E5E8439CFF5A3279BFB6F7EA8595@sps.buzzback.com](mailto:C1A814A5E1E5E8439CFF5A3279BFB6F7EA8595@sps.buzzback.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

The volunteers on CMOR's Telephone Subcommittee discussed this issue at the beginning of the month.

The gentleman who launched this private non-profit venture of a political do not call registry is seeking individuals to add their phone numbers. He is also seeking candidates, organizations and companies to agree to abide by the registry (taking his "pledge") -- so far, none have pledged to do so.

CMOR has, for now, decided not to contact this gentleman about his efforts, in order to avoid giving him legitimacy when he otherwise would have little. Political calls (like survey and opinion research calls) are exempt from the national Do Not Call Registry for very good reasons, and it is not likely that this effort will find support from political organizations.

Sincerely,  
Howard Fienberg  
Director of Government Affairs  
CMOR: Promoting & Advocating Survey & Opinion Research  
[hfienberg@cmor.org](mailto:hfienberg@cmor.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.cmor.org>  
<http://www.youropinioncounts.org>

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of John Mitchell  
Sent: Thursday, October 25, 2007 1:47 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Political do not call list (?)

This came in yesterday, I don't think it's been mentioned on this list before. It's a website and an organization that purports to be a national do

not call registry for political calls of any sort.

Links provided below.

Obviously, it is not a valid operation insofar as, as we all know, political organizations are exempt from national do not call legislation. However, the organization which sent this email (DRNO - daily research news online, produced by MRWEB.com), did so with the mistaken belief that the site does in fact provide an opportunity to opt out of political calls.

I was wondering if people are aware of this initiative and if they have any details on the folks behind it.

\*\*\*\*\*

US Voters To Be Given Political Polling Opt-Out - 24/10/07 In the US, The National Political Do Not Contact Registry (NPDNC) has provided voters with the option to opt out of receiving political polling calls through its <A HREF="

<http://www.StopPoliticalCalls.org>>www.StopPoliticalCalls.org</A> website .

<http://www.mrweb.com/cgi-bin/drnofmr.cgi?ppNum=7485>

\*\*\*\*\*

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=====  
Date: Thu, 25 Oct 2007 16:21:58 -0400

Reply-To: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>

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

From: Jonathan Brill <[brillje@UMDNJ.EDU](mailto:brillje@UMDNJ.EDU)>

Subject: Re: Spanish translators

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU), Christina Lien <[clien1021@GMAIL.COM](mailto:clien1021@GMAIL.COM)>

Mime-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Content-Disposition: inline

Christina:

Unfortunately, I cannot offer any recommendations. I have had interest in developing a Spanish version in the past and have been frustrated trying to find reliable and qualified individuals.

However, if there are any attitude measures in your survey and you want to feel good about the cross-cultural validity of your work, you really



need backtranslators (native Spanish speakers who are fluent in English) as well as translators (native English speakers who are fluent in Spanish) and they need to be able to work with the translators to decenter.

Regards,  
Jonathan

Jonathan E. Brill, Ph.D.  
General Manager, ORANJ BOWL(sm) Panel Research Program  
Associate Director, Research Call Center & 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](mailto:brillje@umdnj.edu)  
[www.oranjbowl.info](http://www.oranjbowl.info)

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>>> Christina Lien <[clien1021@GMAIL.COM](mailto:clien1021@GMAIL.COM)> 10/25/2007 12:56 PM >>>

Hello all,  
I'm looking for recommendations for Spanish translators for a couple of surveys I'm working on. Please let me know if you've worked with any good translators who aren't too expensive.  
Thanks very much,  
Christina Lien

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=====

Date: Thu, 25 Oct 2007 16:29:03 -0400  
Reply-To: "Guerino, Paul" <PGuerino@AIR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Guerino, Paul" <PGuerino@AIR.ORG>  
Subject: DC-AAPOR First Annual Outstanding Achievement Award  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: A<429442904B486042ADA9F1A58F096FEF0189BFB9@eumail03.eu.ipsos>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

## DC-AAPOR First Annual Outstanding Achievement Award

### Overview

The Washington-Baltimore Chapter of the American Association for Public Opinion Research (DC-AAPOR) invites nominations for its First Annual Outstanding Achievement Award. The Award is intended to recognize local members of the Baltimore-Washington area research community, who have (a) made an outstanding contribution to the theory, methods, or applications of survey research, public opinion research, market research, or other related fields, or (b) substantially contributed to the vitality, strength, and spirit of the local research community.

### Nomination Process

To nominate someone for the award, please send an electronic copy of your nomination to Paul Guerino (pguerino@air.org) by Friday, November 16, 2007. In your nomination, please be sure to include:

1. The nominee's name, affiliation, and contact information
2. Your name, affiliation, and contact information
3. A brief description of how the nominee exemplifies the award criteria as outlined above

You will receive confirmation that your nomination has been received.

### Eligibility

Eligibility is open to all Baltimore-Washington area members of the research community. However, only members of DC-AAPOR are eligible to submit nominations. To become a member, please visit the DC-AAPOR website at <http://www.dc-aapor.org>.

### Selection Process

The DC-AAPOR Executive Council will select the winner by a majority vote of the Executive Council and Past President.

### Award

The winner will be recognized with a commemorative plaque and an honorary lifetime membership in DC-AAPOR. The award will be announced at the DC-AAPOR Annual Holiday Party in mid-December.

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Date: Thu, 25 Oct 2007 16:39:24 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: Comedian Colbert Reaches Double Digits As Third-Party Candidate  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Comedian Colbert Reaches Double Digits As Third-Party Candidate

Wednesday, October 24, 2007

Comedian Stephen Colbert is not a threat to win the presidency, but the odds are that his satire will win plenty of laughs and maybe even some votes.

[http://www.rasmussenreports.com/public\\_content/politics/election\\_2008\\_\\_1/2008\\_presidential\\_election/comedian\\_colbert\\_reaches\\_double\\_digits\\_as\\_third\\_party\\_candidate](http://www.rasmussenreports.com/public_content/politics/election_2008__1/2008_presidential_election/comedian_colbert_reaches_double_digits_as_third_party_candidate)

Or

<http://tinyurl.com/24qhox>

--

Leo G. Simonetta  
Director of Research  
Art & Science Group, LLC  
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---

Date: Thu, 25 Oct 2007 15:49:02 -0500  
Reply-To: Margaret Mueller <margaretm@LJS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Margaret Mueller <margaretm@LJS.COM>  
Subject: Re: Comedian Colbert Reaches Double Digits As Third-Party Candidate  
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>  
In-Reply-To: <3248A9B21DD5574785FE5E2C8E521684947364@exchange.local.artscience.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

I wonder if the pollster asked any sort of pre or post filter question for sincerity of the response. I can imagine a lot of my peers responding "definitely", and meaning it, but when it comes down to actually punching their vote, they would vote for another candidate.

We often do something similar with evidentiary research surveys to filter out people who are guessing and think it would be appropriate here.

Margaret M. Mueller, Ph.D.  
312.321.8293  
margaretm@ljs.com

Leo J. Shapiro & Associates, LLC  
153 W. Ohio St. Suite 300  
Chicago, IL 60610  
main: 312.321.8111  
fax: 312.321.0607  
www.ljs.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Thursday, October 25, 2007 3:39  
To: AAPORNET@ASU.EDU  
Subject: Comedian Colbert Reaches Double Digits As Third-Party Candidate

Comedian Colbert Reaches Double Digits As Third-Party Candidate

Wednesday, October 24, 2007

Comedian Stephen Colbert is not a threat to win the presidency, but the odds are that that his satire will win plenty of laughs and maybe even some votes.

[http://www.rasmussenreports.com/public\\_content/politics/election\\_2008\\_\\_1/2008\\_presidential\\_election/comedian\\_colbert\\_reaches\\_double\\_digits\\_as\\_third\\_party\\_candidate](http://www.rasmussenreports.com/public_content/politics/election_2008__1/2008_presidential_election/comedian_colbert_reaches_double_digits_as_third_party_candidate)

Or

<http://tinyurl.com/24qhox>

--

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Date: Thu, 25 Oct 2007 15:53:20 -0500  
Reply-To: [rday@rdresearch.com](mailto:rday@rdresearch.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Richard Day <[rday@RDRESEARCH.COM](mailto:rday@RDRESEARCH.COM)>  
Organization: Richard Day Research  
Subject: FW: Comedian Colbert Reaches Double Digits As Third-Party Candidate  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

This quickly goes from funny and clever to absolutely awful.

This could be the Ralph Nader effect.  
Remember what it did to Al Gore in FL?  
Who does he take votes from?  
What if this happens to Obama?  
Then who laughs?

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Leo Simonetta  
Sent: Thursday, October 25, 2007 3:39 PM  
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=====  
Date: Thu, 25 Oct 2007 17:02:42 -0500  
Reply-To: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>  
Subject: Re: Comedian Colbert Reaches Double Digits As Third-Party  
Candidate  
Comments: To: [rday@rdresearch.com](mailto:rday@rdresearch.com), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <015001c81749\$1809dc50\$5800000a@rdresearch.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Can anyone tell us how the question was asked to come up with 13% of voters  
for Colbert?

Howard

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Richard Day  
Sent: Thursday, October 25, 2007 3:53 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: FW: Comedian Colbert Reaches Double Digits As Third-Party Candidate

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Date: Thu, 25 Oct 2007 18:14:13 -0400  
Reply-To: Andrew A Beveridge <[aabeveridge@GMAIL.COM](mailto:aabeveridge@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Andrew A Beveridge <[aabeveridge@GMAIL.COM](mailto:aabeveridge@GMAIL.COM)>  
Subject: Re: Comedian Colbert Reaches Double Digits As Third-Party Candidate  
Comments: To: [rday@rdresearch.com](mailto:rday@rdresearch.com), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <015001c81749\$1809dc50\$5800000a@rdresearch.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

One thing is for sure. AAPOR's reaction to Ariana Huffington and now to Colbert makes one wonder if survey researchers or at least pollsters have a sens of humor.

Andy Beveridge

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

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

Sent: Thursday, October 25, 2007 4:53 PM

To: AAPORNET@ASU.EDU

Subject: FW: Comedian Colbert Reaches Double Digits As Third-Party Candidate

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To: AAPORNET@ASU.EDU

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=====  
Date: Thu, 25 Oct 2007 16:56:55 -0600  
Reply-To: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ron Riley <[ron@CHANNELM2.COM](mailto:ron@CHANNELM2.COM)>  
Subject: Re: Comedian Colbert Reaches Double Digits As Third-Party  
Candidate

Comments-To: Andrew A Beveridge <[aabeveridge@GMAIL.COM](mailto:aabeveridge@GMAIL.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[000e01c81754\\$61436e80\\$6801a8c0@DenStation](mailto:000e01c81754$61436e80$6801a8c0@DenStation)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="windows-1250"  
Content-Transfer-Encoding: 7bit

Andrew, one more thing also seems sure:

We all need to laugh -- but after watching this country's decline during the last few decades?

I have no sense of humor at all. This is no longer Pat Paulsen vs. Richard Nixon. This time, this election, we had better get it right.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Andrew A Beveridge  
Sent: Thursday, October 25, 2007 4:14 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: Comedian Colbert Reaches Double Digits As Third-Party Candidate

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Andy Beveridge

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Sent: Thursday, October 25, 2007 4:53 PM  
To: AAPORNET@ASU.EDU  
Subject: FW: Comedian Colbert Reaches Double Digits As Third-Party Candidate

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Sent: Thursday, October 25, 2007 3:39 PM  
To: AAPORNET@ASU.EDU  
Subject: Comedian Colbert Reaches Double Digits As Third-Party Candidate

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Version: 7.5.503 / Virus Database: 269.15.10/1091 - Release Date: 10/24/2007  
2:31 PM

No virus found in this outgoing message.  
Checked by AVG Free Edition.  
Version: 7.5.503 / Virus Database: 269.15.10/1091 - Release Date: 10/24/2007  
2:31 PM

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=====  
Date: Fri, 26 Oct 2007 09:57:41 -0400  
Reply-To: Nancy Cearley <[ncearley@GMAIL.COM](mailto:ncearley@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nancy Cearley <[ncearley@GMAIL.COM](mailto:ncearley@GMAIL.COM)>  
Subject: Re: Spanish translators  
Comments: To: Jonathan Brill <[brillje@umdnj.edu](mailto:brillje@umdnj.edu)>  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[s720c2ae.086@smtpnpc.umdnj.edu](mailto:s720c2ae.086@smtpnpc.umdnj.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Christina:

Our company does quite a bit of Spanish translation work for market researchers and would be happy to speak to you about your needs. Please feel free to visit our website ([www.g3translate.com](http://www.g3translate.com)) or to contact me directly at [ncearley@g3translate.com](mailto:ncearley@g3translate.com). I can provide you with some insight on translation as well as offer references for our previous survey translation projects.

Best regards,  
Nancy

On 10/25/07, Jonathan Brill <[brillje@umdnj.edu](mailto:brillje@umdnj.edu)> wrote:

>  
> Christina:

>  
> Unfortunately, I cannot offer any recommendations. I have had interest  
> in developing a Spanish version in the past and have been frustrated  
> trying to find reliable and qualified individuals.

>  
> However, if there are any attitude measures in your survey and you want  
> to feel good about the cross-cultural validity of your work, you really  
> need backtranslators (native Spanish speakers who are fluent in English)  
> as well as translators (native English speakers who are fluent in  
> Spanish) and they need to be able to work with the translators to  
> decenter.

>  
> Regards,  
> Jonathan

>  
> Jonathan E. Brill, Ph.D.  
> General Manager, ORANJ BOWL(sm) Panel Research Program  
> Associate Director, Research Call Center & 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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> conforms to all applicable state and/or federal requirements related to  
> privacy and confidentiality of such information.

>  
>  
> >>> Christina Lien <clien1021@GMAIL.COM> 10/25/2007 12:56 PM >>>

> Hello all,  
> I'm looking for recommendations for Spanish translators for a couple  
> of  
> surveys I'm working on. Please let me know if you've worked with any  
> good  
> translators who aren't too expensive.  
> Thanks very much,  
> Christina Lien

>  
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Date: Fri, 26 Oct 2007 10:14:50 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Comedy Central serious about Colbert run  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Comedy Central serious about Colbert run

By: Kenneth P. Vogel

October 26, 2007 08:40 AM EST

<http://www.politico.com/news/stories/1007/6553.html>

Or

<http://tinyurl.com/yqpcpg>

Joke or not, Comedy Central is taking Stephen Colbert's presidential candidacy - or, at least the legal implications of it - very seriously.

The network has consulted a top Washington election law firm and appears keenly aware of the strict election law provisions that could be triggered by Colbert's satirical campaign.

Comedy Central this week issued a confident statement rejecting assertions by election law experts that the network, Colbert and his eponymous faux news show, "The Colbert Report," risk violating the tricky laws governing what types of money can - and can't - be spent influencing federal elections.

SNIP

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Date: Fri, 26 Oct 2007 10:27:39 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: AP Poll: 1 in 3 Americans Believe in Ghosts -- And That's Not All  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

AP Poll: 1 in 3 Americans Believe in Ghosts -- And That's Not All

Published: October 25, 2007 5:00 PM ET  
[http://www.editorandpublisher.com/eandp/news/article\\_display.jsp?vnu\\_content\\_id=1003663683](http://www.editorandpublisher.com/eandp/news/article_display.jsp?vnu_content_id=1003663683)  
or  
<http://tinyurl.com/32olwn>

WASHINGTON It was bad enough when the TV and lights inexplicably flicked on at night, Misty Conrad says. When her daughter began talking to an unseen girl named Nicole and neighbors said children had been murdered in the house, it was time to move.

Put Conrad, a homemaker from Hampton, Va., firmly in the camp of the 34 percent of people who say they believe in ghosts, according to a pre-Halloween poll by The Associated Press and Ipsos. That's the same proportion who believe in unidentified flying objects - exceeding the 19 percent who accept the existence of spells or witchcraft.

SNIP

To put the roughly one-third who believe in ghosts and UFOs in perspective, it's about the same as, in recent AP-Ipsos polls, the 36 percent who said they are baseball fans; the 37 percent who said the U.S. made the right decision to invade Iraq; and the 31 percent who approve of the job President Bush is doing.

A smaller but still substantial 23 percent say they have actually seen a ghost or believe they have been in one's presence, with the most likely candidates for such visits including single people, Catholics and those who never attend religious services. By 31 percent to 18 percent, more liberals than conservatives report seeing a specter.

SNIP

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Date: Fri, 26 Oct 2007 12:39:53 EDT  
Reply-To: [JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>  
Subject: Employee surveys  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

One of my clients has asked for my assistance in increasing employee response to surveys. When they changed from paper/pencil anonymous surveys to bar-coded paper and web-based surveys, response dropped to around 50%. Anecdotally, they believe it is concern for anonymity. I promised to do some sleuthing about what other researchers are doing to retain anonymity, but take advantage of technology to speed things up. So, I ask your help. Thanks!  
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](mailto:JASelzer@SelzerCo.com)

Visit our website. [\\_www.SelzerCo.com\\_](http://www.SelzerCo.com) (<http://www.selzerco.com/>)

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Date: Fri, 26 Oct 2007 21:01:59 +0200  
Reply-To: [direct@zuma-mannheim.de](mailto:direct@zuma-mannheim.de)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Peter Mohler <mohler@ZUMA-MANNHEIM.DE>  
Organization: ZUMA Mannheim  
Subject: Re: Spanish Translators  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-15; format=flowed  
Content-Transfer-Encoding: 7bit

on behalf of Janet Harkness ...

Dear Christina,

Questionnaire translation is often a challenge. Usually more than one individual is needed in order to bring together all the skills needed to accomplish the task.

Sometimes the source questions are unsuited for translation. In this case adaptation might be a necessary route.

There is a growing body of material that makes suggestions about where to find people to help with the task, how to assess their suitability, how to organize the translation effort, etc. I can make some suggestions in another email.

There are also good translators for US versions of Spanish available with survey experience.

Getting someone to translate the questionnaire into English again (= back translate ) in order to "see" whether any problems show up in English is a well-known procedure.

However, it has considerable drawbacks, frequently mentioned even by its advocates. When you want to assess the quality of a translation, it is better to look at the translation itself.

Assessment of translation quality requires you define the criteria against which you assess. Expectations in survey research are sometimes unrealistic, looking for levels of match that contradict unavoidable differences across languages AND language use.

Lastly I mention that more is needed than an assessment of translation quality before you decide whether the questions are right for a new population.

I would be happy to send references and elaborate

Janet Harkness

Director Survey Research and Methodology Program  
Director UNL Gallup Research Center  
Donald and Shirley Clifton Chair in Survey Science

UNL Gallup Research Center  
200 N 11th Street  
P.O. Box 880241  
Lincoln, NE 68588-0241  
Office: (402) 458-2035  
FAX: (402) 458-2038  
\_jharkness2@unl.edu\_  
\_http://sram.unl.edu\_

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Date: Sat, 27 Oct 2007 15:55:20 -0500  
Reply-To: zukin@rci.rutgers.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Cliff Zukin <zukin@RCI.RUTGERS.EDU>  
Subject: Ghosts  
Comments: To: AAPORNET@asu.edu  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

I don't want to misuse aapornet. Even when I was President of AAPOR, I tried to stay off it unless there was really something important I wanted to communicate. So, pardon the indulgence. The posting on ghosts really got my attention. Here's something we did years ago on what New Jerseyans believe. A Haloween evergreen for weekend reading. Hope you enjoy & no one takes it too seriously.

April 9, 2000

CONTACT: CLIFF ZUKIN

RELEASE: (EP125-5)

A story based on the survey findings presented in this release and background memo will appear in the Sunday, April 9 Star-Ledger. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton-Rutgers Poll."

WHAT NEW JERSEYANS BELIEVE!

(BELIEVE IT OR NOT)

You think you're a regular Jersey guy/girl? Maybe you think you got the Garden State pegged? Well, let's see how smart you are. Here's a test of your New Jerseyana.

Answer each of the following questions as True or False:

- 1) More people believe in "extra sensory perception" than in "the theory of evolution."
- 2) More people believe in "ghosts" than that "Bill and Hillary Clinton like each other."
- 3) More people believe in "global warming" than in "love at first sight."
- 4) More people believe there is "life on other planets" than believe "medical doctors are usually right."
- 5) More people believe "dogs can think" than believe in "life after death."
- 6) More people believe in "the mafia" than in "heaven and hell."

Which of these is really true?

All of them are!

So says the latest Star-Ledger/Eagleton-Rutgers Poll. Eighteen different ideas were tested on a random cross-sectional sample of 800 New Jersey adults, interviewed by telephone between Feb. 28 and March 9. Each person was asked if they did or did not believe each one--some serious, others playful.

Text Box: WHAT NEW JERSEYANS BELIEVE

- 92% In God-a Supreme Being
- 90% In The Mafia
- 90% That Men & Women have different natures
- 78% In Global Warming
- 77% In Heaven and Hell
- 75% That Dogs can think
- 70% That Mother knows best
- 68% In Life after Death
- 63% In ESP-extra sensory perception

63% In Love at First Sight  
57% That God created Earth in 6 days  
56% In Life on other Planets  
53% In the Theory of Evolution-that humans evolved from lower life forms  
45% That Medical Doctors are usually right  
44% In Ghosts-that some places may be haunted  
41% That Bill and Hillary Clinton like each other  
38% In Astrology  
35% In UFOs

Counting down from the top, here's What New Jerseyans Believe, with an occasional line or two of commentary that inquiring minds may want to know. All speculation that follows is purely fanciful and for entertainment purposes only.

### Consensus Beliefs

At the top of the ladder are three beliefs that are absolutely consensual among New Jerseyans-that virtually everyone believes. At least 90 percent believe (1) that there is a God, or Supreme Being; (2) in the Mafia; (3) that men and women have fundamentally different natures.

With this all being so consensual, it is hard to pull out much in the way of background nuggets. But here are a couple of notes:

\* Only 5 people in the 800 person sample said they neither believed in God nor in the Mafia. That's six-tenths of one percent for you statisticians.

\* Women (93%) were a little more likely to believe the sexes have different natures than were men (88%).

### Widespread Beliefs

The survey also turned up three beliefs that are widespread, if not consensual. Three out of every four New Jerseyans believe each of the following: (1) the phenomenon of global warming is real; (2) in Heaven and Hell; (3) that dogs can think.

\* For some reason, Democrats are the most likely to believe in global

warming (83%) followed by Independents (78%). While most Republicans believe, they are the most suspicious (72%), perhaps feeling this is an Al Gore plot to retain the White House.

\* And for some reason, conservatives and moderates (80%) are more likely to believe in heaven and hell than are liberals (68%). Perhaps liberals don't feel they are going anywhere later so they want to do more things now while they are here.

\* I asked my Golden Retriever Molly if she had any way to explain the 20 percent or so who do not believe that dogs can think. (It was, after all, Molly's idea for the question in the first place). Sorry to say that neither one of us have a clue as to what is going on here.

## Core Beliefs

We define core beliefs as those held by two-thirds of New Jersey adults. There are two that are probably not related: (1) Mother knows best; (2) Life after Death.

\* It is well beyond us to speculate here as to why there is a gender difference, but for some reason 75 percent of women believe that mother knows best, compared to just 65 percent of men.

\* Belief in an afterlife varies with religion. Three-quarters of the Catholics believe, as do two-thirds of the Protestants. 11 of the 12 Muslims interviewed say they believe, but only 22 of the 57 people in the sample of the Jewish faith believe.

## Clear Majority Beliefs

A clear majority of New Jerseyans-63 percent in each case-believe in (1) Love at first sight; (2) ESP-Extra Sensory Perception.

\* Put your silly romantic notions aside. It is men (67%) rather than women (59%) who are more likely to believe in love at first sight. Poll analysts speculate this is because women see less pleasant sights at first look than do men.

\* The belief in love at first sight decreases with age: among those under 30 years, 67% believe; 63% of those aged 30-64 believe; and among those over 65, 53% believe. Poll analysts speculate this is because vision gets worse with age.

### Conflicting Majority Views

The poll finds a majority believing in 3 views we are calling conflictual: (1) God created the Earth in 6 days (57%); (2) the Theory of Evolution-that humans evolved from lower life forms (53%); (3) that there is Life on other Planets (56%). We call the first two conflictual because it is hard to understand how a majority can believe each. We call the last one conflictual because everyone we interviewed reported having been born on Earth.

\* Poll analysts explored the first conflict by cross-tabulating responses to the creationism and evolution answers. Here's what we found: More than half of New Jerseyans are clearly consistent--29% believe in creationism but don't believe in evolution; 25% believe in evolution, but don't believe in creationism. However, about a quarter (23%) are clearly hedging their bets-they say they believe each is true. Another 6 percent obviously have their own explanation for how they got here-they believe in neither creationism nor evolution. The rest are sort of unsure about how all this fits together.

\* As a footnote of religious significance, 5 of the 43 atheists in the sample also said they thought God created the Earth in 6 days.

\* Charles Darwin, reached by those who believe in life after death, was reportedly perplexed by the poll finding that only 53 percent believe in evolution. "Perhaps," he is reported to have said, "natural selection doesn't work in New Jersey for some reason."

\* My stepdaughter Rachel, who is nine and insists that she is from Pluto, helped me go through who believes there is life on other planets. It

is about what she expected: liberals (63%) more than conservatives (45%); men (61%) more than women (51%); young-under 30 (71%) more than old-over 65 (38%); and those who have gone on-line in the last week (61%) more than those who don't ever go (48%).

## Non-Majority Beliefs

It is hard to know whether to smile or grimace at the news that as many people (1) believe in ghosts-that some places are haunted, as (2) believe that medical doctors are usually right. But the numbers are the numbers. More do not believe in each than do; in fact only about 45% of New Jerseyans believe each. This is probably comforting if you are a ghost and do not wish to be discovered; it is probably frightening if you are a member of the AMA.

\* MDs have more of a problem with women than men, and with older folks-individuals in these groups are less likely than their counterparts to say doctors are usually right. Those in the upper education and income brackets are more likely to believe their doctors are generally right, but this may be because they can afford to see better physicians.

\* Ghosts have more of a problem with older people too. And conservatives. Just 17% of those over 65 believe in ghosts, compared to fully 62% of those under 30. Wow. A majority of liberals (53%) believe in ghosts, while moderates are split (46% do, 48% do not) and most conservatives do not believe in them (61%), or perhaps think ghosts are liberals.

\* My other stepdaughter Hannah does believe in ghosts, but doesn't believe her twin sister is from Pluto. It's hard to figure kids out.

## Far Fetched Beliefs

Three of the 18 beliefs we asked about seem far fetched to New Jerseyans-held by 35-40 percent or so: (1) In UFOs--Unidentified Flying Objects; (2) In Astrology; (3) That Bill and Hillary Clinton like each other.

\* Younger folks are the most likely to believe in UFOs. But basically it is about one-third of each demographic group who believe that UFOs exist.

\* Four-in-10 (39%) believe in Astrology. Again, those under 30 (54%) are the most likely to believe; more women (43%) than men (34%) believe in

the power of the stars to direct worldly events.

\* About the same number who believe in Astrology believe that Bill and Hillary Clinton like each other (41%). Partisan prisms are clearly in play: 54% of Democrats, 41% of Independents and just 29% of Republicans believe the first couple are friends. There is also a clear generational affect: Baby boomers are the most likely to believe that the Clintons like each other (46%), followed by Matures-those born before 1946 (40%). Just over one-third (36%) of Generation Xers-born after 1964-think Bill and Hillary Clinton like each other.

\* Oddly, beliefs about whether the Clintons like each other was not strongly related to any of the other beliefs asked about. The only other belief with which it had a statistically significant relationship was the belief that there is life on other planets. Those who believe in love at first sight were no more likely than others to believe the Clintons like each other.

Author's note: Advance apologies to any who may be offended by our treatment of What New Jerseyans Believe. In defense we can only say that we hope everybody is equally offended and that no one is really offended. We find what people believe to be an interesting subject, and one with no right or wrong answers. Beliefs are just that-what people believe for whatever reason.. We sincerely hope this playful write-up is taken in that spirit, and that you enjoyed reading this material. CZ

Cliff Zukin

Professor of Public Policy and Political Science

John. J. Heldrich Center for Workforce Development

Bloustein School of Planning and Public Policy

Rutgers University

30 Livingston Avenue

New Brunswick, NJ 08901

<mailto:zukin@rci.rutgers.edu> zukin@rci.rutgers.edu 732 932 4100 x6205

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Date: Mon, 29 Oct 2007 10:13:15 EDT

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

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

From: "J. Ann Selzer" <[JAnnSelzer@AOL.COM](mailto:JAnnSelzer@AOL.COM)>

Subject: Review of employee survey ideas

Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Some people asked for a review of what I learned from your valuable thinking about employee surveys. Here are the highlights.

1. Lower response rates reflect a change in culture. People just do not cooperate in the same numbers they used to.
2. A third party vendor helps employees believe their responses will be anonymous.
3. Many researchers were willing to live with the potential for duplicated responses by not attaching a unique ID to the surveys.
4. It seems to me the value of unique ID tracking are:
  - A. You know if a person did not complete it and you can send a reminder
  - B. You know the department in which the person works, which can be valuable in analysis.

Seems to me you can live without A, if in return you get higher cooperation because people are not individually identified. Someone suggested a prize for the department with the highest cooperation rate to induce fuller cooperation.

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) (<http://www.selzerco.com/>)

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Date: Mon, 29 Oct 2007 09:51:03 -0500  
Reply-To: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Job Opportunity  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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Consumer Reports, the nation's leading consumer product testing and research organization, has a challenging opportunity for a survey research professional. Consumer Reports magazine has a circulation of over 4 million, making it one of the ten leading magazines in the US today, and ConsumerReports.org is the leading online consumer subscription web site with over 2.5 million subscribers.=20

The Consumer Reports National Research Center employs eight survey research professionals in the Survey Research Division, and its print and online surveys generate over 1 million responses per year. The center's research on consumer experiences, along with thousands of brand ratings, are used by millions of Americans throughout the country. We are currently seeking to fill the position of survey research associate. The position's primary responsibilities include developing ratings for a wide variety of consumer products and services - automobiles, appliances, electronics, health-care and shopping. Interest and knowledge in cars a plus. Must be able to effectively present complex research findings to technical and non-technical audiences. Experience with questionnaire design, sampling and multivariate analysis required. Experience with web-based surveys desirable. SAS skills desired. Graduate degree required, Ph.D. in social sciences preferred.=20

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Date: Mon, 29 Oct 2007 11:16:34 -0400  
Reply-To: [MMichaels@MichaelsResearch.com](mailto:MMichaels@MichaelsResearch.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Maureen Michaels <[mmichaels@MICHAELSRESEARCH.COM](mailto:mmichaels@MICHAELSRESEARCH.COM)>  
Organization: Michaels Opinion Research, Inc.  
Subject: Re: Spanish Translators  
Comments: To: [direct@zuma-mannheim.de](mailto:direct@zuma-mannheim.de), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Comments: cc: Ana Maria Arumi <[anamaria@arumi.com](mailto:anamaria@arumi.com)>  
In-Reply-To: <[472239A7.4010009@zuma-mannheim.de](mailto:472239A7.4010009@zuma-mannheim.de)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

I would recommend that you contact Ana Maria Arumi, an AAPOR member. She's an outstanding researcher, fluent in Spanish and has helped us many times doing both forward and reverse translations of questionnaires. And she understands the language nuances that are important among different Spanish-speaking nationalities....something that is often overlooked in translations. Her contact information is: [anamaria@arumi.com](mailto:anamaria@arumi.com)

--Maureen Michaels

Michaels Opinion Research, Inc.  
350 West 31st Street  
Suite 505  
New York, NY 10001

Tel: 212-226-6251  
Cell: 631-495-6902  
[mmichaels@michaelsresearch.com](mailto:mmichaels@michaelsresearch.com)

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Peter Mohler  
Sent: Friday, October 26, 2007 3:02 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: Spanish Translators

on behalf of Janet Harkness ...

Dear Christina,  
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Lastly I mention that more is needed than an assessment of translation quality before you decide whether the questions are right for a new population.

I would be happy to send references and elaborate  
Janet Harkness

Director Survey Research and Methodology Program  
Director UNL Gallup Research Center  
Donald and Shirley Clifton Chair in Survey Science

UNL Gallup Research Center  
200 N 11th Street  
P.O. Box 880241  
Lincoln, NE 68588-0241  
Office: (402) 458-2035  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Flanagan <[MFlanagan@GOAMP.COM](mailto:MFlanagan@GOAMP.COM)>  
Subject: Market/Opinion Research Firm - Partner Wanted  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)

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Unique opportunity for an ambitious, highly skilled professional to assume ownership and/or management of a well-established, small, premier opinion research company with a superior reputation, track record, and growth potential. We are an established (25 years) firm with full-service capabilities, with a focus on high-end consultative research.

=20

Owner/CEO desire for a 5 year exit strategy has created this opportunity.

=20

Who is this opportunity suited for?

=20

While degrees and the specifics career path may vary, it is hard to see how a viable candidate would have less than 10+ years' private sector research industry experience incorporating a range of increasing responsibilities. These would include:

Demonstrated Sales skills-to capitalize our existing market position, established client base, and reputation.

Management Competencies

Analytical Skills (we are known as an "analytical" firm) A "whatever it takes" attitude, Financially secure, and a Willingness to make a commitment in exchange for earned ownership and a long-term deal.

=20

You might be someone who has considered venturing out on their own and starting their own firm.

=20

If you are skillful enough to take on our challenge, you most likely have the skills to start your own firm from scratch. While you might fail at this (always a risk with any startup), if you did succeed, might well take you decades to get where you could be in five years with us by capitalizing on our reputation, repeat clientele, and highly developed operational procedures.

=20

Or, you might be in a middle management position in a research firm but looking for something more entrepreneurial with a higher reward

potential.

=20

Obviously, there are all sorts of complexities in a commitment such as this that can only be addressed in the course of an exploratory conversation.

=20

If you think you have the attributes and the interests and are willing to relocate to the Southwest US, we invite such a discussion. We can, of course, offer all the usual perks. But the primary perk we offer is the autonomy and long-term potential accompanied by the track record to make those prospects realistic. If this is not the primary appeal to you, you are probably not the person for this opportunity.

=20

Reply in absolute confidence to [oninionresearchfirm@gmail.com](mailto:oninionresearchfirm@gmail.com) with a letter of interest and resume. We will respond with equal discretion.

=20

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Date: Mon, 29 Oct 2007 14:38:44 -0400  
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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Eugene Kritski <[eugene.kritski@GLOBESCAN.COM](mailto:eugene.kritski@GLOBESCAN.COM)>  
Subject: Re: software for SPSS data  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Dear colleagues,  
We have a data file among other deliverables but client prefers it in non-SPSS format.  
I will appreciate any recommendations of the software which can handle SPSS data and weights and be more user friendly.  
Many thanks,  
Eugene Kritski=20

Eugene Kritski, Ph.D.

Director, Methodology & Analysis  
GlobeScan Incorporated | Global Public Opinion and Stakeholder  
Research  
65 St. Clair Avenue East, Suite 900 Toronto Ontario Canada M4T 2Y3  
Toronto | London | Washington  
direct line: +1 416 969 3084  
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Reply-To: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joel Moskowitz <[jmm@UCLINK4.BERKELEY.EDU](mailto:jmm@UCLINK4.BERKELEY.EDU)>  
Subject: Re: software for SPSS data  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[AAE95F5F656DEB42A50501E19802BC63BA19DC@gexchange.globescan.local](mailto:AAE95F5F656DEB42A50501E19802BC63BA19DC@gexchange.globescan.local)>  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

I would recommend Stat/Transfer which allows fast, reliable, and convenient data transfer between popular software packages. It handles missing data, value and variable labels and all of the other details that are necessary to move as much information as is possible from one file format to another. Plus, it provides an easy-to-use menu interface and a powerful batch facility.

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

At 10/29/2007 11:38 AM, you wrote:

>Dear colleagues,  
>We have a data file among other deliverables but client prefers it in  
>non-SPSS format.  
>I will appreciate any recommendations of the software which can handle  
>SPSS data and weights and be more user friendly.  
>Many thanks,  
>Eugene Kritski  
>  
>  
>-----  
>  
>Eugene Kritski, Ph.D.  
>  
>Director, Methodology & Analysis  
>GlobeScan Incorporated | Global Public Opinion and Stakeholder  
>Research  
>65 St. Clair Avenue East, Suite 900 Toronto Ontario Canada M4T 2Y3

>Toronto | London | Washington

>direct line: +1 416 969 3084

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

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=====  
Date: Mon, 29 Oct 2007 15:01:00 -0700

Reply-To: "Darling, Jill" <[Jill.Darling@LATIMES.COM](mailto:Jill.Darling@LATIMES.COM)>

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

From: "Darling, Jill" <[Jill.Darling@LATIMES.COM](mailto:Jill.Darling@LATIMES.COM)>

Subject: Two PAPOR Conference Deadlines Approaching

Comments: To: AAPORnet Listserv <[aapornet@asu.edu](mailto:aapornet@asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

There is still time to submit an abstract for a paper or poster presentation for the PAPOR conference in San Francisco December 6-7.

The deadline is \* Wednesday October 31st. \* The preliminary schedule is here:

<http://papor.org/2007Schedule.pdf>

More information, including registration forms and online payment through PayPal, can be found at [PAPOR.org](http://PAPOR.org). We encourage advance registration by November 26th, and it is required for meals.

Reserve your room at the Sir Francis Drake Hotel in San Francisco by \* Tuesday November 6th \* Contact the hotel at 800-227-5480 and mention the PAPOR Annual Conference to obtain the discounted rate. A few rooms at that rate are also available for the night just prior to and the weekend following the conference. The Sir Francis Drake is a charming boutique hotel near Union Square which provides complimentary wireless high-speed internet access in all rooms and a variety of restaurants ranging from a coffee shop to an upscale 1930s-style nightclub. Union Square will be all lit up for the holidays. Come for the conference, stay for the weekend and do your holiday shopping. Hotel website: <http://www.sirfrancisdrake.com>

The conference is going to be a great one this year. It includes a short course: "The Impact of Cell Phones on Survey Research", a plenary on the topic of the intersection of polling and political campaigns, panels, a poster session, and the student paper competition. Several levels of conference sponsorship are available, as well. For more information, including the preliminary schedule and sponsorship opportunities, visit [PAPOR.org](http://PAPOR.org).

See you there!

Jill Darling, L.A. Times Poll  
2007 PAPOR Conference Chair  
jill.darling@latimes.com

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---

Date: Tue, 30 Oct 2007 09:31:55 -0700  
Reply-To: Susan Kannel <[sbkannel@YAHOO.COM](mailto:sbkannel@YAHOO.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Susan Kannel <[sbkannel@YAHOO.COM](mailto:sbkannel@YAHOO.COM)>  
Subject: Updated estimates about the wireless-only population  
Comments: To: "Stephen J. Blumberg" <[swb5@CDC.GOV](mailto:swb5@CDC.GOV)>, [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[LISTSERV%200705141000296803.2AD8@LISTS.ASU.EDU](mailto:LISTSERV%200705141000296803.2AD8@LISTS.ASU.EDU)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: 8bit

Here something even more recent from MRI

<http://www.mediamark.com/PDF/WP%20The%20Birth%20of%20a%20Cellular%20Nation%20Revised.pdf>

--- "Stephen J. Blumberg" <[swb5@CDC.GOV](mailto:swb5@CDC.GOV)> wrote:

> Today, the National Center for Health Statistics  
> updated our most recent  
> estimates on the size of the population without  
> landline telephones.  
> These estimates are based on National Health  
> Interview Survey data  
> collected from July - December 2006.

>  
>  
> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200705.pdf>

> or

> <http://tinyurl.com/2nq2bs>

> --Stephen--

>  
> Stephen J. Blumberg, Ph.D.  
> Centers for Disease Control and Prevention  
> National Center for Health Statistics  
> Hyattsville, Maryland  
> [sblumberg@cdc.gov](mailto:sblumberg@cdc.gov)

>



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---

Date: Tue, 30 Oct 2007 17:50:22 -0400  
Reply-To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>  
Subject: personal vs. political  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
Mime-Version: 1.0 (Apple Message framework v752.2)  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset=US-ASCII; delsp=yes; format=flowed

There are a lot of surveys around showing a pretty gloomy take on the state of things in the U.S. At the same time, as David Brooks points out in today's NYT, Americans profess to be quite satisfied with their personal lives. Does anyone have any thoughts on this contradiction? Is it unacceptable in this very optimistic country to express dissatisfaction with one's own life, a dissatisfaction that can find more acceptable expression in declaring the country to be on the wrong track? How to reconcile these opposing results?

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>>

-----  
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=====

Date: Tue, 30 Oct 2007 17:28:48 -0500  
Reply-To: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: Re: personal vs. political  
Comments: To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[BFA0DCE1-3991-4D3C-9F3E-3862B9BE1592@panix.com](mailto:BFA0DCE1-3991-4D3C-9F3E-3862B9BE1592@panix.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

How about Gallup's 2004 finding that 48 percent of Americans feel they do not have enough time to do the things they want to do next to Nielsen's data showing that the average American watches more than 4 hours of TV per day. ???

To your question . . . I don't think they are contradictory. Gallup and others are reporting people's feeling about the state of the nation (measured on many dimensions) whereas the personal satisfaction stuff is just that - personal.

James P. Murphy, Ph.D.

J.P. MURPHY & COMPANY

Post Office Box 150

Princeton, NJ 08542

610 408 8800

[www.jpmurphy.com](http://www.jpmurphy.com)

[jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Doug Hen wood  
Sent: Tuesday, October 30, 2007 4:50 PM  
To: AAPORNET@ASU.EDU  
Subject: personal vs. political

There are a lot of surveys around showing a pretty gloomy take on the state of things in the U.S. At the same time, as David Brooks points out in today's NYT, Americans profess to be quite satisfied with their personal lives. Does anyone have any thoughts on this contradiction? Is it unacceptable in this very optimistic country to express dissatisfaction with one's own life, a dissatisfaction that can find more acceptable expression in declaring the country to be on the wrong track? How to reconcile these opposing results?

Doug Henwood

Producer, Behind the News

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

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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>

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=====

Date: Tue, 30 Oct 2007 18:55:19 -0400

Reply-To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>

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

From: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>

Subject: Re: personal vs. political

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

In-Reply-To: <016001c81b44\$d857d4e0\$7a01a8c0@skull>

Mime-Version: 1.0 (Apple Message framework v752.2)

Content-Type: text/plain; charset=US-ASCII; delp=yes; format=flowed

Content-Transfer-Encoding: 7bit

Well, let me add to the question then. Greenberg & Co. are out with a memo today

<[http://www.democracycorps.com/reports/analyses/Democracy\\_Corps\\_October\\_30\\_2007\\_Memo.pdf](http://www.democracycorps.com/reports/analyses/Democracy_Corps_October_30_2007_Memo.pdf)>

reporting extremely high levels of dissatisfaction, bordering on rage, with the state of the U.S. economy, and specifically how it's

treating the average person. I don't get how you can square that with comparably high levels of reported personal satisfaction. To what degree is it socially unacceptable to report unhappiness? Is it possible that reporting dissatisfaction at the macro level is an acceptable way of reporting dissatisfaction with one's actual circumstances?

Doug

-----  
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=====  
Date: Tue, 30 Oct 2007 16:09:52 -0700  
Reply-To: [rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rick Brady <[rick@ALOHALEE.COM](mailto:rick@ALOHALEE.COM)>  
Subject: Re: personal vs. political  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[1C.72.23561.320B7274@mxo4.broadbandsupport.net](mailto:1C.72.23561.320B7274@mxo4.broadbandsupport.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: 8bit

My personal satisfaction is determined by my feelings about things that are for the most part within my control or are "real" to me. I suggest that my opinion about the "state of things in the US" is largely influenced/determined by things that are for the most part out of my control (e.g., information fed to me via various media sources). So, I agree. Not necessarily contradictory.

Rick Brady

> How about Gallup's 2004 finding that 48 percent of Americans feel they do  
> not have enough time to do the things they want to do next to Nielsen's  
> data  
> showing that the average American watches more than 4 hours of TV per day.  
> ???  
>  
>  
>  
> To your question . . . I don't think they are contradictory. Gallup and  
> others are reporting people's feeling about the state of the nation  
> (measured on many dimensions) whereas the personal satisfaction stuff is  
> just that - personal.  
>  
>  
>  
> James P. Murphy, Ph.D.



>  
> 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>

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---

Date: Tue, 30 Oct 2007 19:03:50 -0400  
Reply-To: Jeannette Bellerose <[JB@ARCTURUSSOLUTIONS.COM](mailto:JB@ARCTURUSSOLUTIONS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jeannette Bellerose <[JB@ARCTURUSSOLUTIONS.COM](mailto:JB@ARCTURUSSOLUTIONS.COM)>  
Subject: NCSS statistical package  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Would anyone have recommendations to make about the statistical package NCSS? I seem to remember reading some positive comments about PASS (a power and sample size software from the same developer) but would like to know if anyone is familiar with their data analysis package NCSS. I mostly want to know if it is accurate and if anyone has had good or bad experiences with it. It seems to offer everything that we need at a fraction of what SPSS would cost to have all the necessary modules.

Thank you,  
Jeannette Bellerose, PhD, CMRP  
Partner -- Arcturus Solutions  
613 831-9686 or 1 800 588-0362  
[jb@ArcturusSolutions.com](mailto:jb@ArcturusSolutions.com)  
[www.ArcturusSolutions.com <http://www.arcturussolutions.com/>](http://www.arcturussolutions.com/)

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---

Date: Tue, 30 Oct 2007 23:03:13 -0400  
Reply-To: [allenbarton@mindspring.com](mailto:allenbarton@mindspring.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Allen Barton <[allenbarton@MINDSPRING.COM](mailto:allenbarton@MINDSPRING.COM)>  
Subject: Re: personal vs. political  
Comments: To: Doug Henwood <[dhenwood@PANIX.COM](mailto:dhenwood@PANIX.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-type: text/plain; charset=US-ASCII

Kinder and Kiewiet's article, "Economic discontent and political behavior: the role of personal grievances and collective economic judgments in Congressional voting" (American Journal of Political Science 23 (1979): 495-527) is the classic study of this kind of discrepancy. Voters care about how the economy is treating other people ("sociotropic" response) as



well as worrying only about themselves and their family (rational self-interest theories, which dominate conservative economics.) Both are obviously important - a government has to show competence in both respects, failure on either results in discontent. (Political conservatives who read too much rational-behavior theory make this mistake.)

It would be interesting to see what probes produce on the specific complaints about the how the economy is treating the average person. Do people worry about insecurity caused by imports destroying jobs, about the stagnation of wages of the last 30 years, about the "obscene" bonuses paid to top management - including those who lose money for the shareholders, about the future problems their children will face with a global economy and a huge debt, about the economy destroying the environment?

Allen Barton 118 Wolf's Trail, Chapel Hill, NC 27516

> [Original Message]

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

> To: <AAPORNET@ASU.EDU>

> Date: 10/30/2007 7:06:49 PM

> Subject: Re: personal vs. political

>

> Well, let me add to the question then. Greenberg & Co. are out with a

> memo today

>

> <[http://www.democracycorps.com/reports/analyses/](http://www.democracycorps.com/reports/analyses/Democracy_Corps_October_30_2007_Memo.pdf)

> Democracy\_Corps\_October\_30\_2007\_Memo.pdf>

>

> reporting extremely high levels of dissatisfaction, bordering on

> rage, with the state of the U.S. economy, and specifically how it's

> treating the average person. I don't get how you can square that with

> comparably high levels of reported personal satisfaction. To what

> degree is it socially unacceptable to report unhappiness? Is it

> possible that reporting dissatisfaction at the macro level is an

> acceptable way of reporting dissatisfaction with one's actual

> circumstances?

>

> Doug

>

> -----

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---

Date: Tue, 30 Oct 2007 20:27:12 -0700  
Reply-To: hstuart@elwayresearch.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "H. Stuart Elway" <hstuart@ELWAYRESEARCH.COM>  
Subject: Re: personal vs. political  
Comments: To: AAPORNET@asu.edu  
In-Reply-To: <61372.209.242.175.3.1193785792.squirrel@www.alohalee.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

I tend to agree with Rick Brady. The more I (think I can) control the more optimistic I feel.

It also seems related to personal vs. mediated information. It is the same underlying phenomenon as 29% approval ratings for Congress and a 95% re-election rate for its members. "Congress is a gang of thieves, but my representative is great." The country is going in the wrong direction, but I'm doing OK.

Since 1992, as part of The Elway Poll (Washington state voters) I have been asking the same four questions every four months: "I would like to know -- in general terms -- whether you expect things will go well or not so well in the next couple of years. First, over the next 2 or 3 years, do you think things will get Much Better, Somewhat Better, Somewhat Worse or Much Worse: 1) in the United States; 2) in Washington state; 3) in your community; 4) for you and your family."

The 15-year average saying for "better" for "Self and Family is 75%. For "the United States" that average is 54% (lower lately). Of the 45 times we have asked this, the number of times "Self and Family" was the highest rated of the four is 45. The number of times The United States was lowest is 30. The number of times the ratings got higher as we moved closer to home (lowest for the country, next lowest for the state, next for the community, then highest for self and family) is 27 out of 45 times.

The apparent contradiction in the national findings seem to me to be similar to the phenomenon of broad support for universal health care when, in fact, nearly everyone interviewed has health care coverage. Or support for school levies from people with no children in school. Or support for transportation alternatives that the respondent never intends to use.

I have ever thought of these findings as contradictory, but more as a reflection and of people's ability to see beyond their personal situation (or narrow

self-interest). Or at least to make distinctions between their own lives and the life of the larger society.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rick Brady  
Sent: Tuesday, October 30, 2007 4:10 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: personal vs. political

My personal satisfaction is determined by my feelings about things that are for the most part within my control or are "real" to me. I suggest that my opinion about the "state of things in the US" is largely influenced/determined by things that are for the most part out of my control (e.g., information fed to me via various media sources). So, I agree. Not necessarily contradictory.

Rick Brady

> How about Gallup's 2004 finding that 48 percent of Americans feel they  
> do not have enough time to do the things they want to do next to  
> Nielsen's data showing that the average American watches more than 4  
> hours of TV per day.  
> ???

>

>

>

> To your question . . . I don't think they are contradictory. Gallup  
> and others are reporting people's feeling about the state of the  
> nation (measured on many dimensions) whereas the personal satisfaction  
> stuff is just that - personal.

>

>

>

> James P. Murphy, Ph.D.

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

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

> Sent: Tuesday, October 30, 2007 4:50 PM

> To: AAPORNET@ASU.EDU

> Subject: personal vs. political

>

>

>

> There are a lot of surveys around showing a pretty gloomy take on the

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> can find more acceptable expression in declaring the country to be on

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> the wrong track? How to reconcile these opposing results?

>

>

>

> 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>

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Date: Wed, 31 Oct 2007 07:58:14 -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: personal vs. political

Comments: To: Doug Henwood <dhenwood@PANIX.COM>

Comments: cc: AAPORNET@ASU.EDU

In-Reply-To: A<BFA0DCE1-3991-4D3C-9F3E-3862B9BE1592@panix.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Doug,

Part of the explanation for the epiphenomenon Brooks wrote about could be the common belief that one's personal circumstance is a random walk between improvement and decline, sometimes called The Gambler's Fallacy. Strict economic theory would postulate that, all things being equal, past trends are the best predictors of future conditions. If you're worse off now than you were last year, chances are that the trend will continue and you'll be worse off next year than you are now. And vice versa. That's scientific fact, insofar as economics is a science that recognizes that economic trends are not random events, like coin tosses. For example, General Motors and Ford continue to lose market share in the United States automotive market vs. foreign competitors, and the sensible bet is for the trend to continue - which is why their stocks have been devalued.

In our Quarterly State of the State [Michigan] Survey, we ask how respondents feel they are doing financially compared to last year, and whether they think their financial situation will be better, the same, or worse next year.

The results show that the sentiment of the general public doesn't follow strict economic principles. If we assign a score of +1.0 to the response of 'better', a value of -0.5 to 'the same,' and -1.0 to the response 'worse,' the respondents who say they're doing better now than last year decline from a score of +1.0 to about +0.7; those who score -0.5 improve to about 0.0, while those who score -1.0 --i.e., the respondents who say they're doing worse now than last year, improve to about +0.1. So those who feel that the past year has been good to them are anticipating a drop of about -.30 in their fortunes; those who say they're "about the same" as last year anticipate a growth of about +.50, while those who say they're worse off now than before anticipate a "surge" of about +1.1 scale points.

In short, we can recognize and admit -- or abhor -- a bad situation that occurs outside of our own lives, but we maintain faith in our personal ability to bounce back from adversity and at the same time being careful to plan for a decline when things are going well.

Nat Ehrlich, Ph.D.  
Research Specialist  
Michigan State University  
Institute for Public Policy and Social Research  
Office for Social Research  
321 Berkey Hall  
East Lansing, MI 48824  
517-353-2639

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood  
Sent: Tuesday, October 30, 2007 5:50 PM  
To: AAPORNET@ASU.EDU  
Subject: personal vs. political

There are a lot of surveys around showing a pretty gloomy take on the state of things in the U.S. At the same time, as David Brooks points out in today's NYT, Americans profess to be quite satisfied with their personal lives. Does anyone have any thoughts on this contradiction? Is it unacceptable in this very optimistic country to express dissatisfaction with one's own life, a dissatisfaction that can find more acceptable expression in declaring the country to be on the wrong track? How to reconcile these opposing results?

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>

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---

Date: Wed, 31 Oct 2007 08:07:06 -0400

Reply-To: Colleen Porter <colleen\_porter@COX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <colleen\_porter@COX.NET>

Subject: Re: personal vs. political

Comments: cc: AAPORNET@ASU.EDU

In-Reply-To: <200710302153.19UKabGZ003941@lists.asu.edu>

Mime-Version: 1.0 (Apple Message framework v752.2)

Content-Type: text/plain; charset=US-ASCII; delp=yes; format=flowed

Content-Transfer-Encoding: 7bit

On Oct 30, 2007, at 5:50 PM, Doug Henwood wrote:

>

> There are a lot of surveys around showing a pretty gloomy take on the  
> state of things in the U.S. At the same time, as David Brooks points  
> out in today's NYT, Americans profess to be quite satisfied with  
> their personal lives. Does anyone have any thoughts on this  
> contradiction?

This seems entirely consistent with the many polls through the years suggesting that while people have a dim view of Congress, they think their own congressperson is doing a good job (it's been referred to as the "Legislature vs. Legislator" paradox). Similarly, that people think the public education system stinks, but their own children are getting a good education.

It's why, when writing questionnaires, we have to be so careful about exactly what is being measured and not infer one from the other.

> Is it unacceptable in this very optimistic country to  
> express dissatisfaction with one's own life, a dissatisfaction that  
> can find more acceptable expression in declaring the country to be on  
> the wrong track? How to reconcile these opposing results?

I agree with others that they might not be opposing results, but different concepts. Personally, I have wonderful health insurance, but I still think that the health insurance system in this country is broken. (And sadly, in my state, I can't say that "nearly everyone" we talk to has health insurance.)

But the question about social acceptability of expressing dissatisfaction is intriguing. How much of this is cognitive dissonance reduction, and choosing to view things in a more comfortable way?

Colleen Porter  
Gainesville, FL

---

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Date: Wed, 31 Oct 2007 08:27:53 -0400  
Reply-To: Doug Henwood <dhenwood@PANIX.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Doug Henwood <dhenwood@PANIX.COM>  
Subject: Re: personal vs. political  
Comments: To: aapornet aapornet <aapornet@asu.edu>  
In-Reply-To: <CC3DB03F-9D01-4F4A-B7BF-B2BC09D3AF0F@cox.net>  
Mime-Version: 1.0 (Apple Message framework v752.3)  
Content-Type: text/plain; charset=WINDOWS-1252; delp=yes; format=flowed  
Content-Transfer-Encoding: 8bit

On Oct 31, 2007, at 8:07 AM, Colleen Porter wrote:

> Personally, I have wonderful health insurance, but I still think  
> that the health insurance system in this country is broken.

Yes, but a lot of people think they have excellent health insurance - until they really need it, and are denied certain procedures, or even have their policies unilaterally cancelled. So the worry about systemic brokenness could be, in part, a fear that one's own good situation could be temporary. So could there be a defensiveness - entirely understandable, people do this sort of thing all the time - in rating one's own position so well while the systemic risks are high? I'm thinking of what the psychoanalysts call the defense of projection - to quote the Wikipedia definition, a mechanism "in which one attributes to others one's own unacceptable or unwanted thoughts or/and emotions."

Doug

-----  
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Date: Wed, 31 Oct 2007 08:30:29 -0400  
Reply-To: rfunk787@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "G. Ray Funkhouser" <rfunk787@AOL.COM>  
Subject: Re: personal vs. political  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To:  
<!&!AAAAAAAAAAAAAYAAAAAAAAAJCXHBW6tA1NhGwc5D4oPqHCgAAAEAAAAFYBdqgkgWZCrWW7Qh  
nLYG  
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Content-Transfer-Encoding: 7bit  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

Might this be related to agenda setting and George Gerbner's "Mean

World" notion (if that's the exact name -- that was a while back)? To anyone who pays attention to the media it's obvious that the country is going to hell in a handbasket . . . irrespective of how serenely own life might be proceeding.

Ray Funkhouser

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

From: H. Stuart Elway <hstuart@ELWAYRESEARCH.COM>

To: AAPORNET@ASU.EDU

Sent: Tue, 30 Oct 2007 11:27 pm

Subject: Re: personal vs. political

I tend to agree with Rick Brady. The more I (think I can) control the more optimistic I feel.

It also seems related to personal vs. mediated information. It is the same underlying phenomenon as 29% approval ratings for Congress and a 95% re-election rate for its members. "Congress is a gang of thieves, but my representative is great." The country is going in the wrong direction, but I'm doing OK.

Since 1992, as part of The Elway Poll (Washington state voters) I have been asking the same four questions every four months: "I would like to know -- in general terms -- whether you expect things will go well or not so well in the next couple of years. First, over the next 2 or 3 years, do you think things will get Much Better, Somewhat Better, Somewhat Worse or Much Worse: 1) in the United States; 2) in Washington state; 3) in your community; 4) for you and your family."

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I have ever thought of these findings as contradictory, but more as a reflection and of people's ability to see beyond their personal situation (or narrow self-interest). Or at least to make distinctions between their own lives and the life of the larger society.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rick Brady  
Sent: Tuesday, October 30, 2007 4:10 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: personal vs. political

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> -----Original Message-----  
> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Doug Hen wood  
> Sent: Tuesday, October 30, 2007 4:50 PM  
> To: AAPORNET@ASU.EDU  
> Subject: personal vs. political

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>  
> Doug Henwood

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Date: Wed, 31 Oct 2007 12:18:48 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: NASA to Release Air Safety Research  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

NASA to Release Air Safety Research  
<http://www.nytimes.com/aponline/us/AP-Air-Safety-Secrets.html>

By THE ASSOCIATED PRESS  
Published: October 31, 2007  
Filed at 11:50 a.m. ET

Reversing course, NASA's administrator promised Congress on Wednesday he will publicly disclose results of an unprecedented federal aviation survey which found that aircraft near collisions, runway interference and other safety problems occur far more often than previously recognized.

NASA had said previously it was withholding the information because it feared it would upset air travelers and hurt airline profits. Citing an insider familiar with the research, The Associated Press reported last week on the survey of some 24,000 pilots.

In testimony prepared for a congressional hearing Wednesday, Griffin said he has directed release "as soon as possible" of all the research data that does not contain what he described as confidential commercial information.

"One of the most important NASA principles is to ensure the dissemination of research results to the widest practical and appropriate extent," Griffin wrote.

In an odd twist, Griffin raised doubts in his testimony about the reliability of his own agency's research by telling lawmakers that NASA does not consider the survey's methodology or data to have been sufficiently verified.

SNIP

--

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

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Date: Wed, 31 Oct 2007 12:34:05 -0500

Reply-To: Joe Cardador <[jcardador@SERVICEMANAGEMENT.COM](mailto:jcardador@SERVICEMANAGEMENT.COM)>

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

From: Joe Cardador <[jcardador@SERVICEMANAGEMENT.COM](mailto:jcardador@SERVICEMANAGEMENT.COM)>

Subject: Do employees reflect the community?

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

I'm looking for survey questions that measure customer perceptions of how well employees at a retail or restaurant outlet match the demographics of the surrounding community for that location.=20

=20

I have seen a couple of articles that look at customer satisfaction and race/ethnicity congruence with employees at a particular establishment and the results tend to be mixed. Customers and employees are matched (or not) based on self-report race/ethnicity information. From what I have seen, the outcome of the visit and the way the customer was treated are much more important than race/ethnicity congruence between customer and employee.=20

=20

I'm most interested in rather or not customer's who perceive a particular business has employees that reflect the community in which that business operates are more satisfied and/or feel better about that business or brand. So instead of looking at dyads, my focus is on individual customer's perception of diversity congruence between business and community. Any help pointing me to survey items or to literature that may help me develop my own items would be greatly appreciated.

=20

Thanks.

Joe

=20

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=20 Joe M. Cardador, PhD, MBA | Vice President, Research | Phone Number: (816) 448-4535 | Email: jcardador@servicemanagement.com

=20

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Date: Wed, 31 Oct 2007 14:39:20 -0500  
Reply-To: Steve Lavine <[Steve@YOUR2CENTS.COM](mailto:Steve@YOUR2CENTS.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Steve Lavine <[Steve@YOUR2CENTS.COM](mailto:Steve@YOUR2CENTS.COM)>  
Subject: Re: Spanish translators  
Comments: To: Christina Lien <[clien1021@GMAIL.COM](mailto:clien1021@GMAIL.COM)>  
Comments: cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[d4a373180710250956g58900ebfqd0222fad773d83ac@mail.gmail.com](mailto:d4a373180710250956g58900ebfqd0222fad773d83ac@mail.gmail.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

Christina:

I would highly recommend Nancy Cearley at 3-G (Gazelle Globalization Group - [ncearley@g3translate.com](mailto:ncearley@g3translate.com)).

They have done many Spanish (and just about every other language) questionnaire translations for us, and do a thorough and efficient job - at a reasonable price.

Steve Lavine  
President  
Common Knowledge Research Services

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Christina Lien  
Sent: Thursday, October 25, 2007 11:57 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Spanish translators

Hello all,  
I'm looking for recommendations for Spanish translators for a couple of surveys I'm working on. Please let me know if you've worked with any good translators who aren't too expensive.  
Thanks very much,  
Christina Lien

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Date: Wed, 31 Oct 2007 15:27:37 -0500  
Reply-To: Jim Bason <[jbason@UGA.EDU](mailto:jbason@UGA.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jim Bason <[jbason@UGA.EDU](mailto:jbason@UGA.EDU)>  
Subject: Weighting Question  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

Thanks to all who provided useful information regarding my question = about weighting. I have inserted the comments I received below, and they = were very helpful.

Jim

I posed a similar question a couple of years ago and a decent guy send = me what I've attached for you. It's a basic spreadsheet showing you how = to next variables and enter your expected distributions, your actual = distribution and calculate weights. Of course you can adapt as you need = to. I've left his example in place. Hope this helps. JAS

=20

[JAnnSelzer@aol.com](mailto:JAnnSelzer@aol.com) [JAnnSelzer@aol.com](mailto:JAnnSelzer@aol.com)

=20

Let me second this. QBAL does run in DOS and the syntax is quite picky, but it is powerful, takes up very little disk space, and Jan Werner is extremely responsive to queries. (Several projects ago I managed to "come up with some interesting ways to break the software," to quote Jan, who identified the syntax errors responsible.)

Best,  
Ben Phillips

Mike Donatello wrote:  
> Jan Werner's QBAL is excellent. I still haven't mastered the syntax, =

but it offers a lot of capability at a great price point.

>

--

---

Benjamin Phillips, Ph.D.  
Associate Research Scientist  
Steinhardt Social Research Institute and  
Cohen Center for Modern Jewish Studies  
Brandeis University MS014  
415 South Street  
Waltham, MA 02454-9110  
(ph) 781-736-3855 (fax) 781-736-3929  
<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=3D42>  
Email: [bphillips@brandeis.edu](mailto:bphillips@brandeis.edu)

=20

=20

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Best,  
Ben Phillips

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> Jan Werner's QBAL is excellent. I still haven't mastered the syntax, =  
but it offers a lot of capability at a great price point.

>

--

---

Benjamin Phillips, Ph.D.  
Associate Research Scientist  
Steinhardt Social Research Institute and  
Cohen Center for Modern Jewish Studies  
Brandeis University MS014  
415 South Street  
Waltham, MA 02454-9110  
(ph) 781-736-3855 (fax) 781-736-3929  
<http://www.brandeis.edu/cmjs/Person.cfm?idstaff=3D42>  
Email: [bphillips@brandeis.edu](mailto:bphillips@brandeis.edu)

=20

Jim,

For multiple variables, we use a raking system, which iteratively =  
adjusts  
for V1, then V2, then V3, et cetera, until all variables are adjusted =  
for,

then applies the same process again until all variables are within a specified distance (we usually use 2 percent) from the population parameter.

--Rich Clark

clark@cviog.uga.edu

=20

=20

Jim you should contact any experienced Quantum tabulation specwriter. Quantum has the most powerful weighting capabilities, always has.

I recommend;

Joe Marinelli  
Starfire Consulting  
604 S Randolphville Rd  
Piscataway, NJ 08854-5010  
Home: (732) 463-1002  
Mobile: (908) 812-2617  
Business Fax: (646) 536-8599  
E-mail: joseph.p.marinelli@verizon.net

He is quite the expert!

Rudy Bublitz  
+1 513 241 9112 x.12  
+1 513 307 4925 mobile  
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<http://www.jwdp.com/quipdemo.html>

James J. Bason, Ph.D.  
Director and Associate Research Scientist  
303 Stegeman Coliseum  
Survey Research Center  
Office of Research Services  
University of Georgia  
Athens, GA 30602  
706-542-9082  
706-425-3029 FAX  
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Date: Wed, 31 Oct 2007 13:47:50 -0700  
Reply-To: "Pinkus, Susan" <[Susan.Pinkus@LATIMES.COM](mailto:Susan.Pinkus@LATIMES.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Pinkus, Susan" <[Susan.Pinkus@LATIMES.COM](mailto:Susan.Pinkus@LATIMES.COM)>  
Subject: Re: polling between Christmas and New Years  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[C1A814A5E1E5E8439CFF5A3279BFB6F7EA8595@sps.buzzback.com](mailto:C1A814A5E1E5E8439CFF5A3279BFB6F7EA8595@sps.buzzback.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: 8bit

Now that the Iowa caucuses are January 3rd -- political pollsters are in a dilemma. Do we poll before Christmas (3 weeks before the election) or do we poll after Christmas and before New Years. So, my question is -- has anyone done polling in this time period. If so, are the people/voters who complete the interviewer different from respondents in other times periods; is there a much bigger refusal/not available rate?

Have there been any studies done to look at respondents who take interviews during holiday seasons vs. not in these periods -- are attitudes, votes different or not?

Any thoughts would be appreciated. Please respond to me directly.

Thank you.  
Susan Pinkus  
Director, L.A. Times Poll

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Date: Wed, 31 Oct 2007 17:15:29 EDT  
Reply-To: AmyRSimon@AOL.COM  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Amy Simon <AmyRSimon@AOL.COM>  
Subject: Re: polling between Christmas and New Years  
Comments: To: Susan.Pinkus@LATIMES.COM, AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

It would be great if you would summarize what you hear back.

Thanks,

Amy

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

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Date: Wed, 31 Oct 2007 22:57:42 -0700  
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leora Lawton <lawton@TECHSOCIETY.COM>  
Subject: headset recommendation  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

I'm going to be doing some qualitative interviews by telephone and my old headset is toast. I'd like some recommendations for a good, preferably not too expensive headset (<\$100 if reasonable) I plug into the phone outlet, or maybe a wireless version.

Of course, I'll compile responses and share them.

Thanks,  
Leora

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

www.techsociety.com  
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