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Sent: Saturday, May 28, 2011 6:10 PM
To: Shapard Wolf
Subject: File: "AAPORNET LOG0807"

Date: Tue, 1 Jul 2008 13:42:57 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: AAPORNET@ASU.EDU, Matthew Courser <mattcourser@yahoo.com>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

Matt:

I sincerely doubt that such a reference exists. Here is why:

Telephone survey response rates are not merely a function of interview length. Topic relevance, characteristics of the sample population, and sampling protocol are (for just three examples) among other extremely important factors. And, not only are there many more factors to consider, but I would bet that interview length is among the least important!

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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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>>> Matthew Courser <mattcourser@YAHOO.COM> 6/30/2008 6:45 PM >>>

A colleague of mine posed the following question: "Do you have a reference on the optimal length of a telephone survey in terms of response rates (i.e., when do response rates start falling off)?"

Is anyone aware of a reference I can point my colleague to?

Thanks!
--Matt

=====
Matthew Courser, Ph.D.
Pacific Institute for Research and Evaluation--Columbus Office
502-634-3694, x7381
mcourser@pire.org

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=====
Date: Tue, 1 Jul 2008 13:23:21 -0500
Reply-To: Nancy A Mathiowetz <nancym2@UWM.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy A Mathiowetz <nancym2@UWM.EDU>
Subject: 2009 Special POQ Issue: 2008 Presidential Election
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

Public Opinion Quarterly seeks submissions for a special issue of the journal devoted to an examination of the 2008 election. The issue is scheduled to be

published in December, 2009.

We invite contributions on all topics related to the 2008 election, and we especially welcome submissions that are both substantive and methodological in nature. Potential topics might include (but are not limited to): the performance of pre-election polls, the impact of new technologies on election polling, social desirability effects in polling about race and gender, measurement issues in evaluating policy attitudes, the estimation of campaign effects, and the implications of early voting for election polling.

The deadline for manuscript submissions is May 15, 2009. To submit a manuscript, please follow the manuscript preparation instructions provided at the journal's website

(<http://poq.oupjournals.org/http://poq.oupjournals.org/>). Blinded and unblinded electronic copies of the paper should be submitted online at <http://mc.manuscriptcentral.com/poq>, and it should be clearly stated in a cover letter that the manuscript is for consideration in the 2008 election special issue. Submissions will be peer-reviewed in accord with normal journal practice.

For queries about this special issue, please feel free to contact the special issue guest editor, Sunshine Hillygus at hillygus@fas.harvard.edu.

Nancy A. Mathiowetz
Past President
American Association for Public Opinion Research
www.aapor.org

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Date: Tue, 1 Jul 2008 14:31:35 -0400
Reply-To: Eleanor Singer <esinger@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eleanor Singer <esinger@ISR.UMICH.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<s86a346d.038@smtnpc.umdnj.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

There's a summary of the literature on the effect of length on nonresponse in Lepkowski et al., eds., *Advances in Telephone Survey Methodology*, pp. 464-66.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jonathan Brill
Sent: Tuesday, July 01, 2008 1:43 PM

To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

Matt:

I sincerely doubt that such a reference exists. Here is why:

Telephone survey response rates are not merely a function of interview length. Topic relevance, characteristics of the sample population, and sampling protocol are (for just three examples) among other extremely important factors. And, not only are there many more factors to consider, but I would bet that interview length is among the least important!

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Regards,
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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
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502-634-3694, x7381 mcourser@pire.org

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Date: Tue, 1 Jul 2008 14:45:07 -0400
Reply-To: Cristine Delnevo <delnevo@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cristine Delnevo <delnevo@UMDNJ.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <s86a346d.038@smtpnpc.umdj.edu>
MIME-version: 1.0
Content-type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

Matt's question is an important and valid one.. mid interview terminations is an issue in telephone surveys like BRFSS- and has been increasing every year for some time now.. To think that interview length has nothing to do with mid-interview termination seems naïve. Granted mid-termination is just one factor influencing RR - but to suggest that its least important just seems unsupported by the academic and practical knowledge base.

Cristine Delnevo, PhD, MPH
UMDNJ-School of Public Health

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Date: Tue, 1 Jul 2008 15:30:59 -0500
Reply-To: "Pulley, Leavonne" <PulleyLeavonne@UAMS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pulley, Leavonne" <PulleyLeavonne@UAMS.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<s86a346d.038@smtppnc.umdnc.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
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He's right. I've done a well compensated (\$200) high salience (Gulf War Syndrome among Gulf War vets) survey that was 2 hours long with an excellent response rate. BUT, since it is good practice to tell folks up front how long the survey is going to take, for a cold call, low salience survey, I think folks start balking at a survey introduced as being more than 15-20 minutes.

LeaVonne Pulley, Ph.D.
Associate Professor
Health Behavior and Health Education
FWB College of Public Health

University of Arkansas for Medical Sciences
4301 W. Markham, #820
Little Rock, AR 72205-7199
501-526-6698
501-526-6709 (fax)

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Tuesday, July 01, 2008 12:43 PM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

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Date: Wed, 2 Jul 2008 13:53:33 -0400
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <hfienberg@CMOR.ORG>
Subject: 2010 Census: Using the Communication Campaign to Effectively Reduce the Undercount

Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

AAPORnetters may be interested in the following hearing in Congress next week:
=20

The House Committee on Oversight and Government Reform's Subcommittee on Information Policy, Census and National Archives will hold a hearing on "2010 Census: Using the Communication Campaign to Effectively Reduce the Undercount"

Date and Location: Thursday, July 10, 2008, 2:00 PM at 2154 Rayburn House Office Building=20
=20

Sincerely,
Howard Fienberg =20
Director of Government Affairs
CMOR: Promoting & Advocating Survey & Opinion Research
hfienberg@cmor.org
1111 16th St. NW, Suite 120
Washington, DC 20036
(202) 775-5170
Fax: (202) 775-5172
<http://www.cmor.org>

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=====
Date: Wed, 2 Jul 2008 14:05:26 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Poll: Obama beats McCain as barbecue guest
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Poll: Obama beats McCain as barbecue guest
7 hours ago
http://ap.google.com/article/ALeqM5il7MgTF2CiVhYMIDrEuf9LI_22QD91LL7380
or
<http://tinyurl.com/44s3k7>

WASHINGTON (AP) - People would rather barbecue burgers with Barack Obama than with John McCain.

While many are still deciding who should be president, by 52 percent to 45 percent they would prefer having Obama than McCain to their summer cookout, according to an Associated Press-Yahoo News poll released Wednesday.

Men are about evenly divided between the two while women prefer Obama by 11 percentage points. Whites prefer McCain, minorities Obama. And Obama is a more popular guest with younger voters while McCain does best with the oldest.

SNIP

One in six people saying they'd vote for McCain prefer Obama as their barbecue guest; just one in 20 Obama backers would invite McCain.

The AP-Yahoo News survey of 1,759 adults was conducted online by Knowledge Networks from June 13-23 and had an overall margin of sampling error of plus or minus 2.3 percentage points. The margin of sampling error for subgroups was larger.

On the Net:

* Polling site: <http://news.yahoo.com/polls>

--

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

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=====
Date: Wed, 2 Jul 2008 14:19:27 -0400
Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul Braun <pbraun@BRAUNRESEARCH.COM>
Subject: Re: Poll: Obama beats McCain as barbecue guest
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>, AAPORNET@ASU.EDU
In-Reply-To: <3248A9B21DD5574785FE5E2C8E521684B1D6CA@exchange.local.artscience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 8bit

And if the respondents knew that McCain is married to someone who can get unlimited supplies of beer maybe that barbecue question would swing the other way?

Regards

Paul

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

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

Sent: Wednesday, July 02, 2008 2:05 PM

To: AAPORNET@ASU.EDU

Subject: Poll: Obama beats McCain as barbecue guest

Poll: Obama beats McCain as barbecue guest

7 hours ago

http://ap.google.com/article/ALeqM5il7MgTF2CiVhYMIDrEuf9LIt_22QD91LL7380

or

<http://tinyurl.com/44s3k7>

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Date: Wed, 2 Jul 2008 14:21:43 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

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at Rutgers University seek a scholar in American politics, with interests i=
n applied politics, for a tenured or tenure-track appointment. The joint ap=
pointment will be half-time in the Department of Political Science and half=
-time in the Eagleton Institute. Preferred areas of research include: Ameri=
can political institutions, polling and survey research, and/or state polit=
ics. Rank is open, with preference for an associate or advanced assistant p=
rofessor. Senior candidates please provide a letter of interest and CV. Jun=
ior candidates please provide a letter of interest, letters of reference, C=
V and a writing sample. Rutgers is an equal opportunity employer with a lon=
g-standing tradition of diversity in hiring. Review of applications will be=
gin immediately and continue until the position is filled. Applications sho=
uld be sent to Chair, Political Science- Eagleton Joint Search Committee, D=
epartment of Political Science, 89 George St., New Brunswick, NJ 08901.

Subfields
Primary: American Government and Politics

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Date: Wed, 2 Jul 2008 19:08:16 -0500
Reply-To: Rick Weil <fweil@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rick Weil <fweil@COX.NET>
Subject: Midwest vs. Louisiana flooding - any polls?
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

I got this query from a reporter:

I am working on a story about the Iowa vs. Louisiana debate, ignited by the recent flooding in the Midwest. More specifically, I'm looking into the comparisons that have broadly painted Midwesterners as hardworking people unwilling to accept a handout and Louisianans as violent criminals/looters, who sat on their rooftops waiting for the feds to bail them out.

I looked for polling on Midwest flooding & couldn't find anything. Anyone know anything that could shed some light on the question?

If not, anyone want to run a question on one of their polls? :o}

Thanks! Rick

Frederick Weil
Department of Sociology
Louisiana State University
Baton Rouge, LA 70803
<mailto:fweil@lsu.edu> fweil@lsu.edu
tel: 225-578-1140
fax: 225-578-5102

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Date: Wed, 2 Jul 2008 19:33:29 -0500
Reply-To: Mary.Losch@uni.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mary Losch <mary.losch@UNI.EDU>
Subject: Re: Midwest vs. Louisiana flooding - any polls?
Comments: To: Rick Weil <fweil@COX.NET>, AAPORNET@ASU.EDU
In-Reply-To: <006601c8dca0\$e4ab0370\$a010a50\$@net>
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

Rick,

I am not aware of any polling on this topic. I have a number of thoughts on this issue and would be happy to talk with you rather than rant on the listserve. I think the most important point is that the situations are not directly comparable. With a few exceptions where entire (very small) towns were evacuated (many to nearby relatives or friends), the large communities affected did not have evacuate their entire populations and had several days warning that the water was coming. Emergency personnel were able to prepare and stay in the communities. To get away from the water, people in Iowa had to move a half mile away from the river. Safety was not quite so close in the Gulf. The other point that I would provide to the general audience is that thousands of people are requesting that the government buy out their damaged property. Again, not so different.

That said, I do think that Midwesterners are very resolute and do have a self-reliant bent. I'm sure there may be some variance accounted for by demographic differences but there are also many similarities that are not being reported.

Best,
Mary Losch
(Iowa City, IA)

On 2 Jul 2008 at 19:08, Rick Weil wrote:

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I looked for polling on Midwest flooding & couldn't find anything. Anyone know anything that could shed some light on the question?

If not, anyone want to run a question on one of their polls? :o}

Thanks! Rick

Frederick Weil
Department of Sociology
Louisiana State University
Baton Rouge, LA 70803
<mailto:fweil@lsu.edu> fweil@lsu.edu
tel: 225-578-1140

fax: 225-578-5102

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Date: Wed, 2 Jul 2008 17:45:50 -0700
Reply-To: skasdin1@yahoo.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stuart Kasdin <skasdin1@YAHOO.COM>
Subject: Re: Midwest vs. Louisiana flooding - any polls?
Comments: To: AAPORNET@ASU.EDU, Mary.Losch@uni.edu
In-Reply-To: <486BD809.31372.3668A825@mary.losch.uni.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: quoted-printable

Rick,
=A0
There was also significant flooding in the Midwest in 1994.=A0 There may ha=
ve been survey questions asked at that time.=A0=20
=A0

Another way to ascertain Midwestern attitudes is from the revealed preferen=
ces of the citizens.=A0 There may have been resistance on the part of the c=
itizen for handouts, but there also certainly were considerable expenditure=
s by the federal government.=A0 Individual Midwesterners may be resolute an=
d uncomfortable with government assistance, however, their legislators don'=
t seem to=A0react that way; they seek funding as if they expect that people=
will accept it.=A0 I believe if I recall, demand for most of the funds out=
stripped supply.

=A0
Stuart Kasdin

--- On Wed, 7/2/08, Mary Losch <mary.losch@UNI.EDU> wrote:

From: Mary Losch <mary.losch@UNI.EDU>
Subject: Re: Midwest vs. Louisiana flooding - any polls?
To: AAPORNET@ASU.EDU
Date: Wednesday, July 2, 2008, 8:33 PM

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Date: Wed, 2 Jul 2008 18:15:24 -0700
Reply-To: Linda Bourque <lbourque@UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Bourque <lbourque@UCLA.EDU>
Subject: Re: Midwest vs. Louisiana flooding - any polls?
Comments: To: Mary.Losch@uni.edu, AAPORNET@ASU.EDU
In-Reply-To: <486BD809.31372.3668A825@mary.losch.uni.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

There is a substantial literature that dates back to World War II on behavior before, during and after natural disasters. One place to start would be to look for research by Susan Cutter at the University of South Carolina, the Handbook of Disaster Research (Dynes, Rodriguez, Quarantelli), the web sites for the Disaster Research Center at the U of Delaware and the Natural Hazards Center at UColorado, and research conducted by Dennis Mileti, Michael Lindell, Kathleen Tierney, Joanne Nigg, etc. Also community-based surveys conducted after California earthquakes archived at

<http://www.sscnet.ucla.edu/issr/da/earthquake/erthqkstudies2.index.htm>,
and studies conducted after the 1993 Mississippi river floods.

Linda Bourque

At 05:33 PM 7/2/2008, Mary Losch wrote:

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>

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>thoughts on this
>issue and would be happy to talk with you rather than rant on the
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=====
Date: Thu, 3 Jul 2008 10:34:17 EDT

Reply-To: JAnnSelzer@AOL.COM

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "J. Ann Selzer" <JAnnSelzer@AOL.COM>

Subject: Re: Midwest vs. Louisiana flooding - any polls?

Comments: To: skasdin1@yahoo.com, AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Actually, it was 1993. Des Moines was particularly hard hit by that flood, but much work done since then saved downtown and Valley Junction from a repeat this year. Most importantly, we built up levees around our water works, which flooded in 1993. That meant the city was without running water. I was surprised how few people knew what that meant--they assumed we had water, we just couldn't drink it. Nope. No water at all. So, we had to go to water distribution points (staffed by the National Guard) and get plastic gallons refilled on a daily basis. Still, this was just for bathing and flushing

toilets. My greatest accomplishment was learning how to force a toilet to flush with just a gallon of water. A very important survival skill. JAS

J. Ann Selzer, Ph.D.
Selzer & Company
520 42nd Street
Des Moines, Iowa 50312
515.271.5700

This e-mail address is for purposes of this list. Otherwise, contact me at JASelzer@SelzerCo.com

Visit our website. www.SelzerCo.com

In a message dated 7/2/2008 7:56:21 P.M. Central Daylight Time, skasdin1@YAHOO.COM writes:

Rick,

There was also significant flooding in the Midwest in 1994. There may have been survey questions asked at that time.

Another way to ascertain Midwestern attitudes is from the revealed preferences of the citizens. There may have been resistance on the part of the citizen for handouts, but there also certainly were considerable expenditures by the federal government. Individual Midwesterners may be resolute and uncomfortable with government assistance, however, their legislators don't seem to react that way; they seek funding as if they expect that people will accept it. I believe if I recall, demand for most of the funds outstripped supply.

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Date: Wednesday, July 2, 2008, 8:33 PM

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Date: Thu, 3 Jul 2008 11:48:37 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: AAPORNET@ASU.EDU, Cristine Delnevo <delnevo@umdnj.edu>
MIME-version: 1.0
Content-disposition: inline
Content-type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: 8bit

Christine:

I have two issues to bring to your attention.

One:

You incorrectly have observed that I suggested that interview length is the least important factor among the set of all of those affecting response rate. What I wrote is that I suspected it is "among the least important." (And I stick by that assessment - see below.)

Two:

You correctly note that interview length and likelihood of mid-interview termination are positively related and that mid-interview termination is just one factor (among many) influencing response rate. The reality that this factor (interview length) may have a particularly strong effect on one component (mid-interview termination) of response rate does not necessarily mean that it has a strong effect on overall response rate achievement. Furthermore, there may be other variables moderating interview length's relationship to mid-interview termination. For example, topic interest and salience probably has a strong interaction effect with interview length. I suspect that the reason that high and perhaps increasing frequencies of mid-interview termination with BRFSS has much more to do with its dull nature and lack of topical salience to respondents than simply the lengthiness of the interview.

My colleagues/staff have completed CATI studies with lengthy interviews (1 to 2 hours), sometimes with populations that are extremely time limited relative to the general population, and yet we consistently still have achieved response rates that are far higher than those typically reported for telephone surveys (including the BRFSS) - e.g., RR3 in the 40 to 45% range. I certainly do not deny that interview length has a real and perhaps even a significant effect on response rate, but my practical knowledge base tells me that interview length is but one of many factors affecting response rate and, based on my experience, it appears to less important than several others.

Again, I will suggest that trying to abstractly designate a specific or "magical" interview length where response rate begins to drop off quickly for any and all telephone surveys is not possible (and not a useful question). I do not believe it is naive to think there are other factors in play here that would likely move the "magic" length around quite a bit and that, because of this, a reference in the extant literature specifying such a length will not be found.

But maybe I am wrong. It would not be the first time - and it would be unlikely to be the last time too!

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
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Fax (research group): 856.566-6874
E-mail: brillje@umdnj.edu
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>>> Cristine Delnevo <delnevo@umdnj.edu> 7/1/2008 2:45 PM >>>
Matt's question is an important and valid one.. mid interview terminations is an issue in telephone surveys like BRFSS- and has been increasing every year for some time now.. To think that interview length has nothing to do with mid-interview termination seems naïve. Granted mid-termination is just one factor influencing RR - but to suggest that its least important just seems unsupported by the academic and practical knowledge base.

Cristine Delnevo, PhD, MPH
UMDNJ-School of Public Health

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Tuesday, July 01, 2008 1:43 PM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

Matt:

I sincerely doubt that such a reference exists. Here is why:

Telephone survey response rates are not merely a function of interview length. Topic relevance, characteristics of the sample population, and sampling protocol are (for just three examples) among other extremely important factors. And, not only are there many more factors to consider, but I would bet that interview length is among the least important!

But even assuming that you were interested in isolating the influence of interview length among several causal factors, response rate is a very difficult construct to get your hands around. You have to account for varying definitions/measurements of not only response rate itself but also the criteria used in its computation. All things considered, this does not seem like a useful question, at least not in the abstract.

Regards,
Jonathan

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Associate Director, Research Call Center & Panel Research
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>>> Matthew Courser <mattcourser@YAHOO.COM> 6/30/2008 6:45 PM >>>

A colleague of mine posed the following question: "Do you have a reference on the optimal length of a telephone survey in terms of response rates (i.e., when do response rates start falling off)?"

Is anyone aware of a reference I can point my colleague to?

Thanks!
--Matt

Matthew Courser, Ph.D.
Pacific Institute for Research and Evaluation--Columbus Office
502-634-3694, x7381
mcourser@pire.org

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Date: Thu, 3 Jul 2008 12:04:26 -0400
Reply-To: "Shiman, Lawrence H" <LawrenceH_Shiman@DFCI.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Shiman, Lawrence H" <LawrenceH_Shiman@DFCI.HARVARD.EDU>
Subject: Re: Telephone survey length and response rates
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<s86cbca4.070@smtppnc.umdj.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

I have worked in both the commercial and academic survey research worlds. I have found that the answer to this question is very different depending on the context. In health-related academic research, I would agree with most of Jonathan's points - surveys are often quite lengthy, and response rates can be very high despite the lengthy surveys. Other issues seem more important.

In commercial research, that did not at all seem to be the case. Many if not most surveys longer than 20 minutes in length saw significant mid-interview termination rates; most surveys less than 15 minutes in length saw very little mid-interview terminations, regardless of the topic. For this reason, we usually used a rule of thumb of approximately 15 to 20 minutes. Keep in mind that in commercial research, there is usually far less information provided to respondents at the beginning of each survey than in academic research. I have no hard evidence to support this rule of thumb, but it did work in our experience.

Larry Shiman
Dana-Farber Cancer Institute

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jonathan Brill
Sent: Thursday, July 03, 2008 11:49 AM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

Christine:

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E-mail: brillje@umdnj.edu
www.oranjbowl.info

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>>> Cristine Delnevo <delnevo@umdnj.edu> 7/1/2008 2:45 PM >>>
Matt's question is an important and valid one.. mid interview terminations is an issue in telephone surveys like BRFSS- and has been increasing every year for some time now.. To think that interview length has nothing to do with mid-interview termination seems naïve. Granted mid-termination is just one factor influencing RR - but to suggest that its least important just seems unsupported by the academic and practical knowledge base.

Cristine Delnevo, PhD, MPH
UMDNJ-School of Public Health

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jonathan Brill
Sent: Tuesday, July 01, 2008 1:43 PM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

Matt:

I sincerely doubt that such a reference exists. Here is why:

Telephone survey response rates are not merely a function of interview length. Topic relevance, characteristics of the sample population, and sampling protocol are (for just three examples) among other extremely important factors. And, not only are there many more factors to consider, but I would bet that interview length is among the least important!

But even assuming that you were interested in isolating the influence of interview length among several causal factors, response rate is a very difficult construct to get your hands around. You have to account for varying definitions/measurements of not only response rate itself but also the criteria used in its computation. All things considered, this does not seem like a useful question, at least not in the abstract.

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
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>>> Matthew Courser <mattcourser@YAHOO.COM> 6/30/2008 6:45 PM >>>

A colleague of mine posed the following question: "Do you have a reference on the optimal length of a telephone survey in terms of response rates (i.e., when do response rates start falling off)?"

Is anyone aware of a reference I can point my colleague to?

Thanks!
--Matt

Matthew Courser, Ph.D.
Pacific Institute for Research and Evaluation--Columbus Office
502-634-3694, x7381
mcourser@pire.org

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Date: Thu, 3 Jul 2008 13:50:16 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: Telephone survey length and response rates
Comments: cc: AAPORNET list <AAPORNET@ASU.EDU>
In-Reply-To: <200807031615.m63FNsf3016398@lists.asu.edu>
Content-Type: text/plain; charset=US-ASCII; format=flowed; delp=yes
Content-Transfer-Encoding: 7bit
Mime-Version: 1.0 (Apple Message framework v924)

I agree with Larry's observations, but I would put the split at program evaluation vs. RDD (or some kind of randomized cold calling--many of us are using address-based listings nowadays).

My program evaluation experience tracks with Larry's first paragraph, and the earlier observation about veterans being willing to do a 2-hour survey. I've seen the same thing with parents of disabled children, for example. Of course we tell folks that it is voluntary and their care will not change based on responses, but when they are getting a benefit or have an interest in voicing their opinion, they are willing to do a survey that even seems long to the interviewer:)

My RDD experience is well described by Larry's second paragraph, even though it was academic RDD, not commercial per se.

So I think that Jonathan's original point that such things vary with the type of survey is well worth considering, and it would have helped to provide pertinent info if the original question had included more info about the audience and purpose of the research at hand.

Colleen Porter
Gainesville, FL

On Jul 3, 2008, at 12:04 PM, Shiman, Lawrence H wrote:

- >
- > I have worked in both the commercial and academic survey research
- > worlds. I
- > have found that the answer to this question is very different
- > depending on the
- > context. In health-related academic research, I would agree with
- > most of
- > Jonathan's points - surveys are often quite lengthy, and response
- > rates can be
- > very high despite the lengthy surveys. Other issues seem more
- > important.
- >
- > In commercial research, that did not at all seem to be the case.
- > Many if not
- > most surveys longer than 20 minutes in length saw significant mid-
- > interview
- > termination rates; most surveys less than 15 minutes in length saw
- > very little
- > mid-interview terminations, regardless of the topic. For this
- > reason, we
- > usually used a rule of thumb of approximately 15 to 20 minutes.
- > Keep in mind
- > that in commercial research, there is usually far less information
- > provided to
- > respondents at the beginning of each survey than in academic
- > research. I have
- > no hard evidence to support this rule of thumb, but it did work in our
- > experience.
- >
- > Larry Shiman
- > Dana-Farber Cancer Institute
- >

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Date: Thu, 3 Jul 2008 13:03:23 -0500

Reply-To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Steen, Bob" <bob.steen@FLEISHMAN.COM>

Subject: Re: Telephone survey length and response rates

Comments: To: "Shiman, Lawrence H" <LawrenceH_Shiman@DFCI.HARVARD.EDU>, AAPORNET@ASU.EDU

In-Reply-To: A<E7F2032087CB5B4192A356E73AC8DF2A011EB041@PHSXMB6.partners.org>

MIME-Version: 1.0

Content-Type: text/plain; charset="utf-8"

Content-Transfer-Encoding: 8bit

Someone more familiar with the factors that influence costs of interviewing (including length of interview and response rates or cooperation rates) may be in the best position to provide an analytical view of this question in an environment where the salience of the topic is often averaged out.

We use a variety of interviewing services for RDD consumer surveys. Most provide cost estimates based on assumptions of incidence, interview length, number of interviews, and salience/difficulty of topic (some topics--financial questions--are more difficult to complete). Some adjust for the number of callbacks and field time and use of incentives to their calculations. My recollection is that:

The cost per interview goes down with number of interviews--economy of scale, set up time, etc.

The cost per interview goes up with interview length, but not on a straight line. The cost per interview accelerates after 15 or 20 minutes.

The cost per interviewing minute goes down for 1 to 10 minutes, reflecting the overhead involved in getting the respondent on the phone. At some point the cost per minute stabilizes and then I think it increases for longer interviews.

Someone who does estimates for interviewing services may be able to explain their approach.

Bob Steen

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

Office direct: 011 314-982-1752

Office fax: 011 314-982-9105

Delivering Results at the Point of Impact â,,

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Shiman, Lawrence H
Sent: Thursday, July 03, 2008 11:04 AM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

I have worked in both the commercial and academic survey research worlds. I have found that the answer to this question is very different depending on the context. In health-related academic research, I would agree with most of Jonathan's points - surveys are often quite lengthy, and response rates can be very high despite the lengthy surveys. Other issues seem more important.

In commercial research, that did not at all seem to be the case. Many if not most surveys longer than 20 minutes in length saw significant mid-interview termination rates; most surveys less than 15 minutes in length saw very little mid-interview terminations, regardless of the topic. For this reason, we usually used a rule of thumb of approximately 15 to 20 minutes. Keep in mind that in commercial research, there is usually far less information provided to respondents at the beginning of each survey than in academic research. I have no hard evidence to support this rule of thumb, but it did work in our experience.

Larry Shiman
Dana-Farber Cancer Institute

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Thursday, July 03, 2008 11:49 AM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

Christine:

I have two issues to bring to your attention.

One:

You incorrectly have observed that I suggested that interview length is the least important factor among the set of all of those affecting response rate. What I wrote is that I suspected it is "among the least important." (And I stick by that assessment - see below.)

Two:

You correctly note that interview length and likelihood of mid-interview termination are positively related and that mid-interview termination is just one factor (among many) influencing response rate. The reality that this factor (interview length) may have a particularly strong effect on one component (mid-interview termination) of response rate does not necessarily mean that it has a strong effect on overall response rate achievement. Furthermore, there may be other variables moderating interview length's

relationship to mid-interview termination. For example, topic interest and salience probably has a strong interaction effect with interview length. I suspect that the reason that high and perhaps increasing frequencies of mid-interview termination with BRFSS has much more to do with its dull nature and lack of topical salience to respondents than simply the lengthiness of the interview.

My colleagues/staff have completed CATI studies with lengthy interviews (1 to 2 hours), sometimes with populations that are extremely time limited relative to the general population, and yet we consistently still have achieved response rates that are far higher than those typically reported for telephone surveys (including the BRFSS) - e.g., RR3 in the 40 to 45% range. I certainly do not deny that interview length has a real and perhaps even a significant effect on response rate, but my practical knowledge base tells me that interview length is but one of many factors affecting response rate and, based on my experience, it appears to less important than several others.

Again, I will suggest that trying to abstractly designate a specific or "magical" interview length where response rate begins to drop off quickly for any and all telephone surveys is not possible (and not a useful question). I do not believe it is naive to think there are other factors in play here that would likely move the "magic" length around quite a bit and that, because of this, a reference in the extant literature specifying such a length will not be found.

But maybe I am wrong. It would not be the first time - and it would be unlikely to be the last time too!

Regards,
Jonathan

Jonathan E. Brill, Ph.D.
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Research Call Center & Panel Research NEW JERSEY INSTITUTE FOR SUCCESSFUL
AGING School of Osteopathic Medicine University of Medicine and Dentistry of
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>>> Cristine Delnevo <delnevo@umdnj.edu> 7/1/2008 2:45 PM >>>

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Cristine Delnevo, PhD, MPH
UMDNJ-School of Public Health

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Tuesday, July 01, 2008 1:43 PM
To: AAPORNET@ASU.EDU
Subject: Re: Telephone survey length and response rates

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Fax (research group): 856.566-6874
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--Matt

=====
Matthew Courser, Ph.D.
Pacific Institute for Research and Evaluation--Columbus Office 502-634-3694,
x7381 mcourser@pire.org

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Date: Mon, 7 Jul 2008 10:39:11 -0700
Reply-To: Annette Jackle <aejack@ESSEX.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Annette Jackle <aejack@ESSEX.AC.UK>
Subject: Research opportunity: imputation methods
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Dear Colleagues,

We are looking for early-career researchers (within 6 years of obtaining their PhD) who would like to visit the Institute for Social and Economic Research (ISER) at the University of Essex, UK, to collaborate in research on imputation methods.

We would support researchers in applying for a Newton International Fellowship to fund their visit, which could cover a visit of up to two years (deadline for the first round is the 4th of August)
<http://www.newtonfellowships.org/index.html>

We would also accept PhD students, but in this case they would have to find another type of fellowship.

The general area of research for the project would be imputation of income variables in household panel surveys, in particular using the British Household Panel Survey (BHPS) and the future UK Household Longitudinal Survey (UKHLS).

For more information on the BHPS and the UKHLS see
<http://www.iser.essex.ac.uk/ulsc/bhps/>

<http://www.iser.essex.ac.uk/ukhls/>

Examples of potential research topics of interest are:

1. Double-robust methods
2. Multiple imputation methods
3. Using lags (information from past waves) and leads (information from=20=

future waves) in regression imputation

4. Comparing different imputation methods by using partial identification=
=20
approach and/or Monte Carlo simulations.

Please forward this message to any colleagues and students whom you think=
=20
might be interested.

Please do not hesitate to contact me for further details by e-mail or=20
telephone.

Cheti Nicoletti
ISER, University of Essex
Wivenhoe Park
Colchester CO4 3SQ
Tel 01206 873536
Fax 01206 833151
e-mail nicolet@essex.ac.uk
<http://www.iser.essex.ac.uk/staff/staff-details.php?personID=3D277>

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=====
Date: Tue, 8 Jul 2008 09:07:12 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

The National Center for Education Statistics, Postsecondary Studies Divisio=
n is searching for someone to join its sample survey team. NCES is respons=
ible for collecting, reporting, analyzing, and disseminating data on the co=
ndition of postsecondary education in the United States, and is one of four=
Centers within the Department of Education's Institute of Education Scienc=
es.

The sample survey team conducts several nationally representative surveys, =
including Baccalaureate and Beyond, the Beginning Postsecondary Students Lo=
ngitudinal Study, and the National Postsecondary Student Aid Study, and col=
laborates with other surveys in the Center, such as the High School Longitu=
dinal Study. We also disseminate data in reports and publications, analyze=

these data to meet congressional and departmental needs, and make these data available to researchers and the wider public through our data analysis tools.

Sample survey staff are responsible for the full range of survey activities - from the development of surveys, including sample design and data collection instruments, to examination and editing of preliminary and final data set, to co-authoring, reviewing and editing statistical reports based upon the particular survey, to making the data available to users in a timely manner. In carrying out this work, staff works closely with officials in the Department, other Federal agencies, state agencies, postsecondary educational institutions, and researchers, who use the data. In addition, staff work closely with the data collection contractor and ensure that the survey activities, data sets, and reports meet contractual and technical standards. We are searching for someone who has a master's degree or higher, and who has:

- * An interest in education policy;
- * Training in multivariate analysis and survey research methodology;
- * Experience working on a large-scale data collection project;
- * Experience working with NCES data sets, or other large-scale data collections;
- * Skill with the use of SAS, SPSS, STATA, or R;
- * Strong analytical and writing skills;
- * The ability to manage several tasks concurrently, to switch easily among tasks and accept new responsibilities, and project management experience;
- * The capacity to develop and maintain close working relationships with content and technical experts in the Department, other Federal agencies, state agencies, postsecondary institutions, professional associations, and research centers.

Those interested in learning more about the work of the postsecondary sample survey team should contact Thomas Weko, Associate Commissioner, Postsecondary Studies Division, NCES (tom.weko@ed.gov), or the head of the sample survey team, James Griffith, Program Director, Postsecondary Longitudinal Studies and Sample Surveys (james.griffith@ed.gov).

The position is posted as Assistant/Associate Research Scientist, Institute of Education Sciences IES-AD-2008-0001. Applicants should email their resume and a letter of interest to Sue Betka, Deputy Director for Administration and Policy, Institute of Education Sciences, U.S. Department of Education, at IESResAssoc@ed.gov.

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Phone: (617) 492-0800 x213
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eb/bin/redirect.asp?URL=3Dhttp://www.effectivephilanthropy.org>

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Date: Wed, 9 Jul 2008 09:15:55 -0400
Reply-To: Pat Lewis <plewis@AAPOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Pat Lewis <plewis@AAPOR.ORG>
Subject: AAPOR Provides Political Polling and Survey Resources for
Journalists

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

Text of press release posted July 8:

2008 Political Polling and Survey Resources for Journalists

OLATHE, Kan., July 8 (AScribe Newswire) -- Between now and Nov. 4, you're going to be inundated with polling data. The American Association for Public Opinion Research (AAPOR) has a range of resources to help you quickly make sense of the numbers, including:

- Telling the difference between so-called "push" polls and legitimate message testing.

- Judging different likely voter models.

- Determining when the difference between candidates is greater than the margin of sampling error.

- Why two polls by well-known pollsters might produce different results.

AAPOR can help you sort out these and other issues

related to polls and survey research.

AAPOR is a non-profit association whose members are engaged or interested in public opinion and survey research. We are committed to sound and ethical practices in the conduct and use of public opinion research and to improving public understanding of research methods and interpretation.

I. Do you want an authoritative source on the public opinion survey research industry? The AAPOR leadership is available by phone and email.

- President Richard A. (Dick) Kulka, PhD,
richard_kulka@abtassoc.com, Group Vice President, Survey Research at Abt Associates Inc, 919-294-7710

- President-elect Peter V. Miller,
p-miller@northwestern.edu, Associate Professor, Department of Communication Studies and Faculty Affiliate, Institute for Policy Research, Northwestern University, 847-491-5835

- Past President Nancy A. Mathiowetz, PhD,
nancym2@uwm.edu, Professor and Chair, Department of Sociology at the University of Wisconsin-Milwaukee, 414-229-2216

Leadership bios: <http://www.aapor.org/mediacontacts>

II. Looking for quick summaries of some of the most frequently raised topics?

The AAPOR website has FAQs on a range of issues --
<http://www.aapor.org/poll>:

- What is a "Push" Poll?

- Do Response Rates Matter?

- What is a Random Sample?

- Why do Election Polls Vary? (PDF)

- Is Survey Research Covered by the Do Not Call Rules?

- What Information Should Survey Researchers Disclose?

- Can Leaked Polls be Trusted?

III. Interested in slightly more in-depth information?

Take a look at our journalist education program developed in partnership with the Poynter Institute's prestigious News University (NewsU), (<http://www.newsu.org/>), which is funded by a grant from the John S. and James L. Knight Foundation. "Understanding and Interpreting Polls" is a free, interactive course designed to help journalists gain a better understanding of how polls are conducted, what to look for in the methodology and how to determine the legitimacy of a poll.

CONTACT:

For more information on AAPOR and its resources:

Pat Lewis, Communications Director, American Association for Public Opinion Research (AAPOR), 1405 North George Mason Drive, Arlington, Virginia, 703-527-5245, cell 703-201-5070, plewis@aapor.org

ON THE WEB: <http://www.aapor.org>

-30-

Media Contact: See above.

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Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: FW: General Social Survey
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

=20

For the 2010 General Social Survey (GSS) funds are expected from the National Science Foundation (NSF) to support added supplements. Proposals for topics for these NSF-funded modules are solicited from the social science community. The program is described at

=20

Call for Proposals to Add Questions to the 2010 GSS
<<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/998/CallforProposalstoAddQuestionstothe2010GSS.pdf>> ."=20

<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/998/CallforProposalstoAddQuestionstothe2010GSS.pdf>

=20

Please note the submission deadline of October 1, 2009.

=20

In addition, the GSS expects to have space available on the survey for modules not funded by NSF. Those who want to fund a paid supplement on the 2010 GSS should consult the document at=20

=20

"Guidelines for Paid Supplements to the GSS
<<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/997/GuidelinesforPaidSupplementstotheGSS.pdf>> ."

<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/997/GuidelinesforPaidSupplementstotheGSS.pdf>

=20

If you have any questions about either program, please contact Tom W. Smith, GSS Director, smitht@norc.uchicago.edu

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

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Date: Wed, 9 Jul 2008 15:14:03 -0500
Reply-To: Woody Carter <wcarter@UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Woody Carter <wcarter@UCHICAGO.EDU>
Subject: Panel or sample supplier needed with access to teens
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Could anyone recommend online or phone panel or sample providers that focus on, or have access to, high school students (primarily 16-18 year olds)?

Thanks,

Woody

Woody Carter
Lecturer in Public Policy
in the College
University of Chicago
wcarter@uchicago.edu

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Date: Thu, 10 Jul 2008 06:42:41 -0500
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: Re: General Social Survey
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <64E360342CE03E44897823E41CFDEE3C0C5D5533@NORCEX1.norc.org>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

=20

NOTE: CORRECT DATE BELOW

=20

For the 2010 General Social Survey (GSS) funds are expected from the National Science Foundation (NSF) to support added supplements. Proposals for topics for these NSF-funded modules are solicited from

the social science community. The program is described at

=20

Call for Proposals to Add Questions to the 2010 GSS

<<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/998/CallforProposalstoAddQuestionstothe2010GSS.pdf>> ."=20

<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/998/CallforProposalstoAddQuestionstothe2010GSS.pdf>

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=20

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"Guidelines for Paid Supplements to the GSS

<<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/997/GuidelinesforPaidSupplementstotheGSS.pdf>> ."

<http://www.norc.org/NR/rdonlyres/2E75FB22-4D36-474F-AA28-97D9A2C04B6C/997/GuidelinesforPaidSupplementstotheGSS.pdf>

=20

If you have any questions about either program, please contact Tom W. Smith, GSS Director, smitht@norc.uchicago.edu

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=====
Date: Thu, 10 Jul 2008 10:09:59 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: The Perils of the Polling Shop

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

=20

The Perils of the Polling Shop

Inside Higher Ed

=20

<http://insidehighered.com/news/2008/07/10/polling>

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Many political scientists who study polling also engage in the practice themselves. Several colleges have even made a name for themselves through affiliated public opinion institutes, and some - like Marist College and Quinnipiac University - have become nearly synonymous with the independent polls they're popularly attached to, especially during election season.

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But what if the professor conducting the surveys is working not for the university, but for political clients?

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It's a question that raises issues common to many faculty members who consult on the side but that also involves the intersection of politics and the independent nature of colleges (and the research they produce). While it's perfectly possible, and even likely, that a polling expert could be relied upon to produce both internal polls for candidates of different parties and independent, nonpartisan public polls, even the appearance of bias can tarnish a researcher's reputation - and, by extension, that of the college.

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SNIP

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Understandably, universities worry that their names could become associated with a partisan cause. In this case, it wasn't until Stonecash's polling became an issue in a heated political campaign that the reality of his consulting work became clear.

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SNIP

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When a university is public, there's also the institution's neutrality to worry about. In 2006, the producer of public opinion polls at the University of Massachusetts at Lowell came under fire after The Boston Globe disclosed that he was conducting freelance work, both paid and unpaid, for several political candidates.

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In that case - one in which partisan political consulting could have tainted the legitimate, independent work backed by the university - Murray was called in to do an audit. "There are loads of academics out there who are doing this kind of work on the side, and even involving the students, which is a good learning opportunity for the students," he said.

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Regardless of how common the practice is, many colleges don't seem to have explicit policies in place governing outside polling activities, Syracuse included. Steve Manas, a Rutgers University spokesman, said its Eagleton Institute of Politics is a nonpartisan outfit and that none of the affiliated professors had engaged in "outside polling for specific candidates" since at least 1991, when he began working there. Manas pointed to the university's general conflict-of-interest guidelines, which govern professors' consulting activities and set conditions for reporting them to department chairs and deans.

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Similarly, a spokesman for the University of Pennsylvania said he was unaware of any specific rules, besides those on conflict of interest, covering polls for specific candidates.

=20

- Andy Guess

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=20

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=20

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Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Date: Thu, 10 Jul 2008 14:11:00 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Statistics Experts,
CBS Director of Surveys to Discuss Accuracy of Election Polls at
Joint Statistic

Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Lots of familiar names in here:

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Statistics Experts, CBS Director of Surveys to Discuss Accuracy of
Election Polls at Joint Statistic =20

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Alexandria, VA (PRWEB) JULY 8, 2008 -- Just a few weeks before the Democratic National Convention and in the same venue, the 168th annual Joint Statistical Meetings (JSM) will host several sessions focusing on topics related to electoral process, the American Statistical Association (ASA) announced today. Kathleen Frankovic, Director of Surveys and producer for CBS News, will participate in a discussion of election poll accuracy in one of the conference's two late-breaking sessions. Some 5,500 statisticians will convene at the Colorado Convention Center August 3-7, 2008 to participate in the world's largest gathering of statisticians.

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Frankovic will present a paper illustrating examples of problems in accurately measuring preference in election polls and addressing whether journalists give polls more precision than they deserve. With major responsibility for the design, analysis and broadcasting of results from CBS News and CBS News/New York Times polls, Frankovic speaks and writes extensively about elections and public opinion, as well as the development and use of polling by newspapers and television. She is president of the World Association for Public Opinion

Research.

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The Accuracy of Election Polls (Activity #164), Monday, August 4, 2 pm

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The late-breaking session includes the following presentations. The discussant for this session is Clyde Tucker of the Bureau of Labor Statistics, who consults with CNN on calling elections.

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* Understanding and Communicating Sources of Measurement and Operational Error in Opinion Polls; Beyond Sampling Error (Presenter: Dr. Kathleen Frankovic, CBS News): This paper will present examples of problems in accurately measuring preference in election polls, focusing on poll timing, measuring intensity, and the interaction between respondent and interviewer. Have interviewer characteristics like race, gender and age affected poll accuracy? When they report polls, are journalists giving polls more precision than they deserve? =20

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* Evaluating the Performance of the 2008 Pre-Election Polls in the Primaries (Presenter: Michael W. Traugott, University of Michigan): The performance of the polls in election years is a marker for the quality of work in the profession generally. The accuracy of published polls in general elections has been very good, but this year there were some estimation problems in the early primary and caucus polls. This paper will discuss range of sources of such error and whether they might present problems for the fall election.

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* Sources of Variation in Pre-Election Polling (Presenter: Cliff Zukin, Rutgers University): This paper presents a variety of answers to the question of "Why Do Election Polls Differ?" It examines issues of timing, sampling, questionnaire wording, weighting and the identification of "likely voters" among others. =20

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Several other sessions that will focus on electoral issues are listed below. Complete information can be obtained from the online JSM program, searching by activity number or keyword, at <http://www.amstat.org/meetings/jsm/2008/onlineprogram/index.cfm?fuseaction=3Dmain>. =20

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Accurate Elections: The Role of Statistics (Activity #217), Tuesday, August 5, 8:30 am

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* Designing an Audit System to Increase Voter Confidence in Elections (Presenter: Michael W. Traugott, University of Michigan): This paper will report on preliminary results from a research project to develop empirical information to assist Michigan in the development of an election audit system. One purpose of an audit is to ensure that the electoral system is functioning in a way that provides accurate counts. Another purpose is to increase and maintain public confidence in the electoral system, suggesting that the audit should be regular and ongoing rather than episodic.=20

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* Engaging the Unengaged Voter: Vote Centers and Voter Turnout

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(Presenters: Robert M. Stein and Greg Vonnahme, Rice University): Previous election reforms designed to increase turnout have often made voting more convenient for frequent voters without significantly increasing turnout among infrequent voters. Election Day vote centers, which are non-precinct based locations for voting, provide an alternative means of motivating electoral participation among infrequent voters.

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* Measuring Voting System Failures: Survey Evidence of the Frequency of Voting Problems in the 2006 and 2008 U.S. Election

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(Presenters: Stephen Ansolabehere and Charles H. Stewart III, MIT): This session presents the results of two nationwide surveys in the United States, one from the 2006 general election and one from Super Tuesday 2008, which involved large national samples to allow measurement of what are low-probability events - problems relating to voter registrations, voting equipment difficulties, lines, polling place operations, and poll workers, as well as measures of the reasons for nonvoting.=20

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* Predicting Electoral Vote Totals for the Presidential Election (Activity #312; Abstracts 301839 and 302446), Tuesday, August 5, 2 pm (Presenters: Christopher J. Rigdon, Steven Rigdon, Edward Sewell, Sheldon Jacobsen, Arizona State University, Southern Illinois University

Edwardsville, and University of Illinois at Urbana, Champaign; Steven Rigdon, Michael Siekerka (Southern Illinois), Christopher J. Rigdon): During the 2008 presidential race, hundreds of polls will be conducted in each state. The objective of this research is to create a model using polling data to determine the number of electoral votes each candidate will receive by considering the impact of undecided voters. In the 2004 election, the model missed the correct number of electoral votes for each candidate by only two.

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* Statistical Measures Can Help Restore Confidence in U.S. Elections (Abstract #460), Thursday, August 7, 8:30 am

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* Voter Confidence and the Election Day Voting Experience (Presenters: J. Quin Monson, Kelly Patterson, and David Magleby, Brigham Young University; Ryan Claassen, Kent State University): Based on findings of 2006 exit poll data collected by the Center for the Study of Elections and Democracy at Brigham Young University, the findings reveal good reason for boards of elections to improve service at polling places. The quality of service at the polling place affects voters' confidence that ballots will be counted accurately, as do wait times, sense of privacy and voter partisanship.

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* How ASA Members Are Helping States Improve Elections (Presenter: Arlene Ash, Boston University): ASA members have been actively working with voting rights activists, computer scientists, state legislators, county supervisors of elections and secretaries of state to ensure the use of credible audit procedures for elections. Issues range from highly pragmatic (e.g., how to randomly select precincts in a way that is credible to public observers, how to efficiently and accurately tally votes from multiple races) to more theoretical (e.g., initial sampling designs, efficient sequential procedures for when findings from the initial sample are equivocal, post-hoc power calculations).=20

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* National Election Scorecard (Presenters: Fritz Scheuren, The University of Chicago; Edward Mulrow, National Opinion Research Center): In recent election years, we have been inundated with polling results, the focus of which has been on the potential winning candidate and who will or did vote for him or her. Seldom have there been surveys that asked voters about the voting experience, itself. This paper discusses the first national attempt at such a poll. Issues of design are covered, with sampling and especially non-sampling issues given prominence. The focus will be on what might be called a national customer satisfaction survey. (Key here is completing interviews before winners are announced.)=20

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* Election Statistics Results (Activity #162, Roundtable with Lunch), Monday, August 4, 12:30 pm (Presenter: Wendy Rotz, Ernst & Young LLP): Voter confidence and transparent elections are essential to modern democracies. States are legislating precinct-level, sample-based audits. A statistical foundation in the development of election auditing procedures aids transparency and improves voter confidence in election results and the democratic process in both the United States and abroad. Statistical issues may include random recounts in all elections, 100% recounts in close elections, paper trails, Six Sigma applications, process control, exit polling, and more.

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* Issues Matter: Social Attributes, Predispositions, and Issues Affect Voting Choice (Activity 24), Sunday, August 3, 2pm (Presenter: Robert B. Smith, Cytel Inc.): Clarifying the relative impacts of economic and social issues, this study analyzes a 1992 election night survey assessing how social attributes, philosophical self-designation (liberal, centrist, conservative), party identification (Democrat, Independent, Republican), and the issues influenced the voters' choices.

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About JSM:

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JSM, the world's largest gathering of statisticians, is held jointly with the American Statistical Association (ASA), the International Biometric Society (ENAR and WNAR), the Institute of Mathematical Statistics (IMS), and the Statistical Society of Canada. The theme for this year's conference is Communicating Statistics: Speaking Out and Reaching Out.

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About the American Statistical Association:

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The American Statistical Association (ASA), a scientific and educational society founded in Boston in 1839, is the second oldest continuously operating professional society in the United States. For more than 160 years, ASA has been providing its 18,000 members serving in academia, government, and industry and the public with up-to-date, useful information about statistics. The ASA has a proud tradition of service to statisticians, quantitative scientists, and users of statistics across a wealth of academic areas and applications. For additional information about the American Statistical Association, please visit the association's web site at <http://www.amstat.org> or call 703.684.1221.=20

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Related JSM sessions will address voter confidence, predicting electoral votes, ASA involvement with voting rights activists, residual voting, and Election Day vote centers.

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Note to editors: ASA will be pleased to try to set up interviews with any of the presenters; contact rosanne @ amstat.org Media can register to attend any of conference at <http://www.amstat.org/meetings/jsm/2008/index.cfm?fuseaction=3Dpressregistration>

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Contact Information =20

Rosanne Desmone

The American Statistical Association

<http://www.amstat.org>

703-946-3820

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Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Date: Thu, 10 Jul 2008 14:30:24 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: U.S.-Funded Exit Poll Says Raila Won Elections (Nairobi)

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

U.S.-Funded Exit Poll Says Raila Won Elections=20

The Nation (Nairobi)

<http://allafrica.com/stories/200807100577.html>

=20

NEWS

10 July 2008=20

Posted to the web 10 July 2008=20

By Kevin J Kelley

Washington, DC=20

ODM leader Raila Odinga won the December polls by a 6-point margin over President Kibaki, according to a US-sponsored election-day survey of voters that was released in Washington on Tuesday.=20

The 5,495 Kenyans surveyed leaving voting stations in 67 of 71 districts showed Mr Odinga got 46.07 per cent of the vote, compared to 40.17 per cent for Mr Kibaki and 10.22 per cent for Kalonzo Musyoka.=20

=09

The poll has a margin of error of 1.32 percentage points, meaning its finding of a six-point victory for Mr Odinga should be considered statistically reliable.=20

Commenting on the survey, political scientist and Kenya election expert Joel Barkan said the poll's design and execution ensure that its findings are trustworthy.=20

SNIP

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Date: Thu, 10 Jul 2008 15:21:43 -0400

Reply-To: Scott Keeter <skeeter@PEWRESEARCH.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Scott Keeter <skeeter@PEWRESEARCH.ORG>

Subject: job opportunity at the Pew Research Center

Comments: To: AAPORNET@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Senior Researcher, Social and Demographic Trends Position Summary

The Senior Researcher is a member of the Pew Research Center's Social and Demographic Trends project. The main responsibilities of this position include managing all aspects of the public opinion survey research process, including conducting and supervising statistical analyses, and drafting survey questionnaires and tables/charts. Additionally this position conducts/supervises literature searches, helps to write reports and commentaries, coordinates with the polling vendor regarding field work and sample design, and helps to field requests for information from the press, policy makers and other target audiences. The Senior Researcher also assists in supervising the work of the project's Research Analyst. This position reports to the Project Director for Social and Demographic Trends.

Primary Responsibilities

- Statistical analysis of polling data (30%)
- Drafting surveys and conducting pre-survey literature searches (20%)
- Coordinating relationship with polling vendor (10%)
- Drafting charts, tables, survey reports and commentaries (10%)
- Assisting with the writing of reports and commentaries (10%)
- Supervising day-to-day work of research analyst (10%)
- Responding to external requests for information (10%)

Required Education/Experience

Master's degree in the social sciences; Ph.D. preferred.
Minimum of five years work experience.
Proven ability to undertake research involving data analysis is crucial, including using SPSS, Excel, and other software.

Knowledge and Skill Requirements

Strong quantitative skills, including an ability to use various statistical programs to organize and analyze large amounts of data.
Strong verbal and written communications skills.
Ability to balance numerous projects simultaneously.
Strong project management skills.
Attention to detail, including exacting standards to maintain accuracy and impartiality in all work products.
Ability to work well in a team setting.

Application Procedure

Applicant should send a complete resume and cover letter (indicating where you learned of the opening) to:

Ms. April McWilliams
Human Resources Director
The Pew Research Center
1615 L Street, NW Suite 700
Washington, DC 20036

Responses can also be faxed to 202-419-4339 or e-mailed to careers@pewresearch.org

We are an equal opportunity employer.

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Date: Thu, 10 Jul 2008 15:38:45 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: U.S.-Funded Exit Poll Says Raila Won Elections (Nairobi)
Comments: To: Leo Simonetta <Simonetta@ARTSCI.COM>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E521684B1DA30@exchange.local.artscience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

This is utterly ridiculous.

1.32% would be the 95% confidence level for a simple random sample of 5,495, but there is absolutely no way any exit poll can use a simple random sample of the electorate, even assuming there were no other possible sources of error involved (coverage, measurement, etc.).

What is perhaps even more ridiculous is the idea that a nationwide exit poll could be conducted reliably in a country the size of Kenya for just \$30-50,000.

Jan Werner

Leo Simonetta wrote:

> U.S.-Funded Exit Poll Says Raila Won Elections
>
> The Nation (Nairobi)
>
> <http://allafrica.com/stories/200807100577.html>
>
>
>
>
> NEWS
> 10 July 2008
> Posted to the web 10 July 2008
>
> By Kevin J Kelley
> Washington, DC
>
> ODM leader Raila Odinga won the December polls by a 6-point margin over
> President Kibaki, according to a US-sponsored election-day survey of
> voters that was released in Washington on Tuesday.
>

> The 5,495 Kenyans surveyed leaving voting stations in 67 of 71 districts
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> cent for Mr Kibaki and 10.22 per cent for Kalonzo Musyoka.

>
>
>

> The poll has a margin of error of 1.32 percentage points, meaning its
> finding of a six-point victory for Mr Odinga should be considered
> statistically reliable.

>

> Commenting on the survey, political scientist and Kenya election expert
> Joel Barkan said the poll's design and execution ensure that its
> findings are trustworthy.

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> SNIP

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Date: Thu, 10 Jul 2008 22:46:04 +0200

Reply-To: Matthias Kretschmer <MKretschmer@GMX.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Matthias Kretschmer <MKretschmer@GMX.NET>

Subject: Project Management Software

Comments: To: AAPORNET@ASU.EDU

Content-Type: text/plain; charset="utf-8"

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

Hi everybody,

I am looking for project management software and would like to know if anybody has made any experience with that.

Preferably, I am looking for a web-based solution since people from different locations want to access the software. We do not need anything fancy like online collaboration, I just want to make sure, people can easily see the different milestones of projects (questionnaire development, field work, report writing) â€œ in a perfect world I could then see several projects at the same time.

I tried a couple of options (Zoho, Central Desktop) but I found them very cumbersome.

Any help is greatly appreciated,

Matthias

--

Psssst! Schon das coole Video vom GMX MultiMessenger gesehen?

Der Eine fÃ¼r Alle: <http://www.gmx.net/de/go/messenger03>

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

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=====
Date: Fri, 11 Jul 2008 14:25:59 -0400

Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Howard Fienberg <hfienberg@CMOR.ORG>

Subject: CMOR-AUTHORED BILL SIGNED INTO LAW BY LOUISIANA GOVENOR

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

CMOR-AUTHORED BILL SIGNED INTO LAW BY LOUISIANA GOVENOR

Law combats "push polls"; protects legitimate survey and opinion research

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(Washington, D.C.)- Louisiana Act 810-legislation drafted by CMOR-which had passed both the State House and Senate with unanimous approval was signed yesterday by Governor Bobby Jindal (R). The law will combat political persuasion calls (also known as "political telemarketing" or "push polls") while protecting legitimate survey and opinion research (including message testing).=20

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As crafted by CMOR's Government Affairs experts, the law prohibits

making any telephone call expressly advocating support or opposition of a candidate, elected public official or ballot proposition without identifying the source of the call. The law exempts legitimate survey and opinion research.=20

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"Given the Louisiana legislature's previous attempt to combat push polls by requiring extensive and bias-inducing disclosures in telephone surveys, this is a special victory for the profession. We are fortunate to have CMOR's Government Affairs staff and volunteers working on our behalf," stated Lawrence Brownell CEO of the Marketing Research Association.

=20

State Representative Neil Abramson commented: "My view of this legislation was a proactive effort to deal with political robo-calls by requiring identification of the candidate, party, or entity behind the politically-motivated calls so the public is fully informed of the context of the call, but at the same time preserving legitimate survey and opinion research studies."

=20

This is the first law in the United States to define and protect message testing in research. It will also serve as a model law for researchers to use in promoting pro-active legislation at the grassroots level.

=20

"None of this would have been possible without the due diligence and support of Jude Olinger, a member of CMOR's grassroots State Capital Network, and his work with Rep. Neil Abramson (D, District 98), said LaToya Lang, CMOR's State Legislative Director.

=20

For a full analysis of the law and more information on the CMOR State Capitol Network, contact CMOR at (202) 775-5171 or llang@cmor.org.

=20

=20

CMOR is a non-profit organization that promotes, advocates and protects the integrity of the survey and opinion research profession. CMOR strives to improve respondent cooperation in research and promote positive legislation impacting the survey and opinion research profession. CMOR is comprised of more than 150 organizations and companies, including other professional trade associations, research providers, end users/client companies, government entities and academic institutions. For more information, visit www.cmor.org <<http://www.cmor.org/>> .

=20

=20

Howard Fienberg =20
Director of Government Affairs
CMOR: Promoting & Advocating Survey & Opinion Research
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.cmorhttp://www.linkedin.com/in/howardfienberg.org>>=20
<http://www.youropinioncounts.org> <<http://www.youropinioncounts.org/>>=20
=20
=20

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On your return send this: set aapornet mail
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=====
Date: Sun, 13 Jul 2008 15:18:35 -0500
Reply-To: Robert Godfrey <holbein@CHARTER.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Godfrey <holbein@CHARTER.NET>
Subject: A failed attempt to ensure an accurate 2010 census
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <D751154249FA5F46AEA41585265968979596DC@mraexch.mra-dom.mra-net.org>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii" ; format="flowed"

<http://www.nytimes.com/2008/04/10/opinion/10thu4.htm>
April 10, 2008

NYT Editorial

Another Heck of a Job

Any remaining hope for a modern, efficient and precise census in 2010 has cratered, brought low by managerial incompetence and the administration's relentless antipathy for effective government.

The latest problem is the Census Bureau's failure- after nearly four years and almost \$600 million - to develop a reliable hand-held computer system for counting millions of Americans who are not counted by mail. Census takers will now have to use far less accurate paper and pencil. At a hearing last week Commerce Secretary Carlos

Gutierrez told lawmakers that the agency would need up to an additional \$232 million this year to ramp up systems to accommodate the paper count, including new forms, instructions and training materials and redesigned management and logistical support.

Congress had already been briefed on the hand-held mess. What came as a shock was Mr. Gutierrez's message that the White House insists on cutting other Commerce Department programs to come up with new money for the census. Most of the targeted cuts are from programs the White House tried to kill or reduce in 2008, but were rescued by Congress: such as spending for the National Institute of Standards and Technology, marine sanctuaries, pollution control, Chesapeake Bay restoration and economic development grants for Appalachia.

It is petty for the White House to use the census as a way to challenge the outcome of a lost budget battle. It is unconscionable to hold the census hostage to such demands when administration officials are the ones responsible for the Census Bureau's dysfunction.

In the next few weeks, President Bush will request an emergency appropriation for Iraq. Lawmakers, both Democrat and Republican, must fight to attach the census money to that bill; the amount comes to less than one day's spending for the war. The census is central to American democracy, used to determine the number of each state's congressional representatives and electoral votes, the boundaries of electoral districts and the allocation of federal tax dollars. The Bush administration won't save the census. But Congress can.

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

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=====
Date: Sun, 13 Jul 2008 13:39:27 -0700

Reply-To: Mike ONeil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike ONeil <mike.oneil@ALUMNI.BROWN.EDU>

Subject: Re: Telephone survey length and response rates

Comments: To: Colleen Porter <colleen_porter@cox.net>

Comments: cc: AAPORNET@asu.edu

In-Reply-To: <6288D812-8E68-4C63-8069-43BF94112A34@cox.net>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Content-Disposition: inline

What of response quality?????

Ever monitor interviews? What is the quality of the response when you start to hear "How much longer is this going to be?"

I'd love to see someone research this. The mere fact that we can browbeat respondents to stay on the line for 15-20 minutes in a RDD survey does not

mean that they are giving thoughtful responses.

Mike O'Neil

www.oneilresearch.com

On Thu, Jul 3, 2008 at 10:50 AM, Colleen Porter <colleen_porter@cox.net> wrote:

> I agree with Larry's observations, but I would put the split at program
> evaluation vs. RDD (or some kind of randomized cold calling--many of us are
> using address-based listings nowadays).

>
> My program evaluation experience tracks with Larry's first paragraph, and
> the earlier observation about veterans being willing to do a 2-hour survey.
> I've seen the same thing with parents of disabled children, for example.
> Of course we tell folks that it is voluntary and their care will not change
> based on responses, but when they are getting a benefit or have an interest
> in voicing their opinion, they are willing to do a survey that even seems
> long to the interviewer:)

>
> My RDD experience is well described by Larry's second paragraph, even
> though it was academic RDD, not commercial per se.

>
> So I think that Jonathan's original point that such things vary with the
> type of survey is well worth considering, and it would have helped to
> provide pertinent info if the original question had included more info about
> the audience and purpose of the research at hand.

>
> Colleen Porter
> Gainesville, FL

>
> On Jul 3, 2008, at 12:04 PM, Shiman, Lawrence H wrote:

>
>>
>> I have worked in both the commercial and academic survey research worlds.

>> I
>> have found that the answer to this question is very different depending on
>> the
>> context. In health-related academic research, I would agree with most of
>> Jonathan's points - surveys are often quite lengthy, and response rates
>> can be
>> very high despite the lengthy surveys. Other issues seem more important.

>>
>> In commercial research, that did not at all seem to be the case. Many if
>> not
>> most surveys longer than 20 minutes in length saw significant
>> mid-interview
>> termination rates; most surveys less than 15 minutes in length saw very
>> little
>> mid-interview terminations, regardless of the topic. For this reason, we
>> usually used a rule of thumb of approximately 15 to 20 minutes. Keep in
>> mind
>> that in commercial research, there is usually far less information
>> provided to

>> respondents at the beginning of each survey than in academic research. I
>> have
>> no hard evidence to support this rule of thumb, but it did work in our
>> experience.
>>
>> Larry Shiman
>> Dana-Farber Cancer Institute
>>
>>
> -----
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--

Mike O'Neil

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=====

Date: Mon, 14 Jul 2008 10:06:03 +0200
Reply-To: "Dr.Thomas Petersen" <tpetersen@IFD-ALLENSBACH.DE>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Dr.Thomas Petersen" <tpetersen@IFD-ALLENSBACH.DE>
Subject: Different reactions to scales in different countries
Comments: To: AAPORNET@ASU.EDU
Comments: cc: Sven Reinecke <Sven.Reinecke@unisg.ch>
In-Reply-To:
<3248A9B21DD5574785FE5E2C8E521684B1D9E4@exchange.local.artscience.com>
Mime-Version: 1.0 (Apple Message framework v622)
Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset=ISO-8859-1; delp=; format=flowed

Dear all,

does anyone know any studies about differences in the reaction to =20
scales in different countries, whether, for example, americans more =20
often use the top categories than respondents in Japan independent from =20=

the subject of the poll? Any help in this regard would be very much =20
appreciated!

Best regards,

Thomas

Dr. Thomas Petersen
Institut für Demoskopie Allensbach
Radolfzeller Straße 8
78476 Allensbach

Telefon: +49 7533 805-0
Telefax: +49 7533 3048
<http://www.ifd-allensbach.de>
E-Mail: tpetersen@ifd-allensbach.de

GmbH mit Sitz in 78476 Allensbach (HRB 380016 Amtsgericht Freiburg) =20
USt.-IdNr. DE 142312042
Geschäftsführer: Univ. Prof. Dr. Dr. h.c. Elisabeth Noelle, Prof. =
Dr. =20
Renate Köcher

*****=20=

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=====
Date: Mon, 14 Jul 2008 10:21:44 -0400
Reply-To: "Thomas P. Duffy" <Thomas.P.Duffy.Jr@MACROINTERNATIONAL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Thomas P. Duffy" <Thomas.P.Duffy.Jr@MACROINTERNATIONAL.COM>
Subject: Job Posting
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

MACRO INTERNATIONAL INC., (www.macrointernational.com), delivers research-based solutions to complex problems. We help governments and businesses increase their impact on the world - enhancing performance and improving lives.

Macro, one of the largest survey research and consulting firms working internationally, has the following opening in its Springfield, OH research center principally dedicated to conducting govt-contracted, social survey (e.g., health, healthcare, environmental) research.

Manager, Data Collection (Job Code OH101) The Manager will have responsibility for the overall work product of a research telephone call center. The principal mission of the manager is to assure that the data collected is reliable, valid and collected in the most efficient and cost effective manner possible.

Bachelor's degree, or equivalent work experience, and 3+ years supervisory experience required. Call center experience, especially in a research environment, preferred.

MACRO offers excellent compensation and benefits, including 401(k), profit-sharing, and tuition reimbursement. EOE/M/F/D/V Reply with resume to jobvt@macrointernational.com <<mailto:jobvt@macrointernational.com>> . You must include the "Job Code" with the job code number on the cover page of letters or in the subject line of e-mail, and include your salary requirements.

Macro International Inc.
ATTN: HR
126 College Street
Burlington, VT 05401

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=====
Date: Mon, 14 Jul 2008 12:50:27 -0400
Reply-To: "Wilson, Harry" <wilson@ROANOKE.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Wilson, Harry" <wilson@ROANOKE.EDU>
Subject: Survey software advice request
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: quoted-printable

I direct a small, but perhaps growing if the Administration gods smile kindly on us, survey center. We do primarily phone surveys, and I am searching for inexpensive software. I know we can't afford many, or even any, bells and whistles, but we need to be able to do the basics-manage samples, export data to SPSS or Excel, etc.. =20

=20

We currently run inexpensive software that does all of that, with differing degrees of difficulty and success. I got so frustrated with sample management in the last survey that I went to, yes, paper. It does, in fact, still exist! =20

=20

Any suggestions would be appreciated. Feel free to respond off-list, especially if you have negative comments about a package. I'm looking at CASES, and I'm interested in hearing from anyone with experience with it. Advice regarding other packages is also welcome.

=20

Thanks,

=20

Harry Wilson

=20

=20

=20

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=====
Date: Tue, 15 Jul 2008 01:57:29 -0700
Reply-To: Jeff Toor <jtoor@PROJECTS.SDSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeff Toor <jtoor@PROJECTS.SDSU.EDU>
Subject: Name recognition
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

I have a client who would like to test name identification or recognition. They would like to do this by implementing the use of a fake name. I've been looking for literature on testing name recognition and what approaches are commonly implemented; however, I cannot seem to find anything. Would anyone happen to have some references? I would also appreciate if anyone has any experience or other input that may be helpful.

Thanks
Jeff

Jeff Toor
Project Manager
Social Science Research Laboratory
San Diego State University
5500 Campanile Drive
San Diego, CA 92182-4540
(619) 594-1362

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Date: Tue, 15 Jul 2008 06:54:57 -0400
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: Re: Name recognition
Comments: To: Jeff Toor <jtoor@PROJECTS.SDSU.EDU>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <487C6679.7080706@projects.sdsu.edu>
Mime-Version: 1.0 (Apple Message framework v753.1)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset=US-ASCII; delp=yes; format=flowed

Years ago, I responded to a well-known company's want ad carrying a person's name to be sent my resume, waited a few weeks then called the firm, and was told that such a person had never worked at the firm. Obviously, it was a fake name. (Someone there told me that it was an approach used to easily identify resumes and responses to the job opening, so that they could process them more easily and screen them out of all other mail.) In the years since, everyone I've told that story to has considered it a breach of ethics and cheating, and had nothing positive to say about the technique, or for that matter, the firm doing that. It may have been an efficiency strategy, but to job seekers and myself, it was unethical.

Milton R. Goldsamt

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltrgold@comcast.net

On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:

> I have a client who would like to test name identification or
> recognition. They would like to do this by implementing the use of
> a fake name. I've been looking for literature on testing name
> recognition and what approaches are commonly implemented; however,
> I cannot seem to find anything. Would anyone happen to have some
> references? I would also appreciate if anyone has any experience or
> other input that may be helpful.

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=====
Date: Tue, 15 Jul 2008 08:49:21 -0400
Reply-To: JAMES P MURPHY <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: JAMES P MURPHY <jpmurphy@JPMURPHY.COM>
Subject: Re: Name recognition
Comments: To: Jeff Toor <jtoor@PROJECTS.SDSU.EDU>, aapor@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; format=flowed; charset="iso-8859-1";
reply-type=response
Content-Transfer-Encoding: 7bit

In marketing research this is discussed more under the rubric of name or brand awareness than recognition. Marketers typically measure unaided and aided brand awareness using items with standardized wording. A third measure, which is part of the unaided score, is referred to as "top of mind" -- meaning it is the first name or brand mentioned. Unaided awareness is a positive response without the brand or name having been mentioned. ("Which brands of colas are you aware of?") Aided awareness is a positive result when the brand or name is mentioned. ("Have you ever heard of _____?") Fictitious or non-existent brands are often inserted into questionnaires for the purpose of gauging response bias (overclaiming). An extension of brand awareness is brand equity, a function of awareness + favorable perceptions. Many suppliers have standardized approaches for measuring brand equity. These permit accumulation of norms that are useful in interpreting test results. Look in any comprehensive marketing research textbook.

James P. Murphy, Ph.D.
JP MURPHY & COMPANY

Post Office Box 150
Princeton, NJ 08542
610 408 8800
www.jpmmurphy.com
jpmurphy@jpmurphy.com

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

From: "Jeff Toor" <jtoor@PROJECTS.SDSU.EDU>
To: <AAPORNET@ASU.EDU>
Sent: Tuesday, July 15, 2008 4:57 AM
Subject: Name recognition

>I have a client who would like to test name identification or recognition.
>They would like to do this by implementing the use of a fake name. I've
>been looking for literature on testing name recognition and what approaches
>are commonly implemented; however, I cannot seem to find anything. Would
>anyone happen to have some references? I would also appreciate if anyone
>has any experience or other input that may be helpful.

>
> Thanks
> Jeff

>
>
>

> Jeff Toor
> Project Manager
> Social Science Research Laboratory
> San Diego State University
> 5500 Campanile Drive
> San Diego, CA 92182-4540
> (619) 594-1362

>
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Date: Tue, 15 Jul 2008 08:48:03 -0400
Reply-To: Alisa Ainbinder <AAinbinder@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Alisa Ainbinder <AAinbinder@MATHEMATICA-MPR.COM>
Subject: Partial vs. Complete Surveys
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<487C6679.7080706@projects.sdsu.edu>

MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

Hello,
I have a colleague who is trying to determine how to categorize partial "completers" versus "completers" based on the number of critical items missing on a survey. Is there a rule of thumb for this?

Sincerely,
Alisa Ainbinder

Dr. Alisa Ainbinder
Survey Researcher
Mathematica Policy Research, Inc.
600 Maryland Avenue S.W.
Suite 550
Washington DC 20024

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Date: Tue, 15 Jul 2008 08:12:38 -0500
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: Re: Partial vs. Complete Surveys
Comments: To: Alisa Ainbinder <AAinbinder@MATHEMATICA-MPR.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<B1F1B2F457006E4E919BC963A7B680D019F189@M198.dc1.mathematica.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

See the discussion of this in Standard Definitions:

<http://www.aapor.org/standarddefinitions>

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Alisa Ainbinder
Sent: Tuesday, July 15, 2008 7:48 AM
To: AAPORNET@ASU.EDU
Subject: Partial vs. Complete Surveys

Hello,

I have a colleague who is trying to determine how to categorize partial "completers" versus "completers" based on the number of critical items missing on a survey. Is there a rule of thumb for this?

Sincerely,
Alisa Ainbinder

Dr. Alisa Ainbinder
Survey Researcher
Mathematica Policy Research, Inc.
600 Maryland Avenue S.W.
Suite 550
Washington DC 20024

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Date: Tue, 15 Jul 2008 09:01:16 -0400
Reply-To: Phillip Downs <pd@KERR-DOWNS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phillip Downs <pd@KERR-DOWNS.COM>
Subject: Brand recognition
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

To add to James' comments about brand recognition, the fictitious brand names inserted to capture positive response bias most often result in responses of 4% - 12% based on our research. Sometimes we pick a too familiar or too "good" fictitious name and the positive response bias jumps up into the 20% range.

Phillip

Phillip Downs, Ph.D.

Senior Partner | Kerr & Downs Research
Professor of Marketing | Florida State University
800.564.3182 | 850.906.3112 (f)

littleKDRclean

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Date: Tue, 15 Jul 2008 08:37:48 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

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JOB SUMMARY: Looking for a highly motivated, technology sophisticated individual to join this market research's company's Technology Market Insights (TMI) practice. Conceptualize and design research solutions to address client business issues. Has responsibility for design and management of the research process and leads analysis and interpretation. Will normally have substantial client contact of a strategic nature and will present findings.

TMI focuses exclusively on providing actionable and timely insight to high technology firms. The professionals that make up this practice possess industry expertise across a spectrum of issues that comprise modern technology and computing, and are recognized experts in the field of market data analysis. TMI provides exceptional insight across such information technology sectors a mobile computing (devices, smartphones, etc.), unified communications, personal and enterprise security solutions, hosted web services, operating systems, hardware adoption, network infrastructure, collaboration platforms and many more. We have a prestigious client roster which includes Fortune 100 information technology and telecommunication companies.

QUALIFICATIONS

- * 10+ years of primary market research experience
- * 5+ years in a lead analyst role
- * Must have a bachelors degree in business, marketing, market research or statistics

- o A masters degree is preferred
- * Demonstrated ability to perform creative research design and higher level analysis

SKILLS/KNOWLEDGE/ABILITIES REQUIRED:

- * Excellent writing, communication and presentation skills - Must be able to write research reports summarizing conclusions, implications, recommendations, etc.
- * Must be able to work with clients to design/develop research studies
- * Capable of handling difficult client situations in a tactful and professional manner
- * Must be able to support multiple clients on multiple projects in a fast-paced and highly dynamic environment
- * Must be able to think strategically
- * Must have experience working directly with clients/executives
- * Must have strong knowledge of research methodologies
- * Must have strong analytical skills
- o Knowledge of descriptive statistics a plus
- o Knowledge of correlations a plus
- o Expert level proficiency in SPSS
- * Ability to work cooperatively with other individuals at all levels throughout the organization
- * Knowledge of B2B IT markets and providers
- * Proficiency with Microsoft Word, Excel and PowerPoint

- * Client side experience a plus

- * An early adopter of information technology is a plus

*All interested candidates should submit their resume and salary requirements to: jasnaresume@yahoo.com, attn: Human Resources.

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=====
Date: Tue, 15 Jul 2008 14:27:26 +0100

Reply-To: "Sturgis P." <P.Sturgis@SOTON.AC.UK>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Sturgis P." <P.Sturgis@SOTON.AC.UK>

Subject: Re: Brand recognition

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

In-Reply-To: <[001b01c8e67a5e0e6f490a2b4ddb0\\$@com](mailto:001b01c8e67a5e0e6f490a2b4ddb0$@com)>

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

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

I'd be interested to hear if the inclusion of fictitious brands needs to go through any ethical clearance procedure, given the overt deception of respondents that this entails. For me, it is an acceptable thing to do in

terms of research ethics but others have disagreed with me on this, often quite vehemently.

Patrick

Professor Patrick Sturgis
Division of Social Statistics
School of Social Sciences
University of Southampton
Southampton SO17 1BJ
Tel: +44 (0)23 8059 4547
Fax: +44 (0)23 8059 3846
e-mail: p.sturgis@soton.ac.uk

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Phillip Downs
Sent: 15 July 2008 09:01
To: AAPORNET@ASU.EDU
Subject: Brand recognition

To add to James' comments about brand recognition, the fictitious brand names inserted to capture positive response bias most often result in responses of 4% - 12% based on our research. Sometimes we pick a too familiar or too "good" fictitious name and the positive response bias jumps up into the 20% range.

Phillip

Phillip Downs, Ph.D.

Senior Partner | Kerr & Downs Research
Professor of Marketing | Florida State University
800.564.3182 | 850.906.3112 (f)

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Date: Tue, 15 Jul 2008 08:40:15 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Company Description: Market Research Company growing in the technology industry.

JOB SUMMARY: Looking for a highly motivated, technology sophisticated mid to high level researcher to join this market research company's Technology Market Insights (TMI) practice. Conceptualize and execute research designs including preparing sampling specifications, writing questionnaires and developing coding and analytical plans. Has substantial responsibility for all technical aspects of the research process. Will normally have substantial client contact of a strategic nature and will assist in the analysis of data and presentation of findings. Position may or may not involve supervision of others.

TMI focuses exclusively on providing actionable and timely insight to high technology firms. The professionals that make up this practice possess industry expertise across a spectrum of issues that comprise modern technology and computing, and are recognized experts in the field of market data analysis. TMI provides exceptional insight across such information technology sectors a mobile computing (devices, smartphones, etc.), unified communications, personal and enterprise security solutions, hosted web services, operating systems, hardware adoption, network infrastructure, collaboration platforms and many more. We have a prestigious client roster which includes Fortune 100 information technology and telecommunication companies.

RESPONSIBILITIES/TASKS:

- * Assure high quality research by identifying potential problems, developing and implementing appropriate corrective action*
- * Write and edit descriptive and interpretive reports*
- * Conduct client meetings*
- * Assist in preparing and presenting well-organized and insightful client presentations*
- * Write proposals*
- * Prepare accurate, cost-effective budgets*
- * Recommend and, where possible, implement cost saving initiatives*
- * Manage project costs by identifying potential financial problems and assisting in development and implementation of corrective action*
- * Design/create complex tables/charts/graphs to communicate information needs*
- * Perform logic checks of the information presented on tables/graphs and other client deliverables*
- * Manage the overall conceptualization, content and execution of the questionnaire development*
- * Oversee entire research project to ensure timely and accurate completion of project/program*
- * Specify special statistical analyses (e.g. factor analysis, SAS requirements, cluster analysis, etc.)

- * May develop project master schedule
- * Direct weighting of data and determine appropriate weights*
- * Other duties as required

*Asterisk indicates essential function

QUALIFICATIONS:

- * Bachelors degree or relevant experience. Masters degree preferred in relevant field
- * 5+ years experience in market research
- * Demonstrated ability to perform creative research design and higher level analysis

SKILLS/KNOWLEDGE/ABILITIES REQUIRED:

- * Excellent writing, communication and presentation skills
- * Ability to work cooperatively with other individuals at all levels throughout the organization
- * Leadership capabilities
- * Experience with B2B IT research and providers
- * Capable of handling difficult client situations in a tactful and professional manner
- * Early adopter of technology a plus
- * Ability to direct and supervise all elements of project management for quantitative, clinic, telephone, mail and qualitative studies
- * Proficiency with Microsoft Word, Excel and PowerPoint

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=====

Date: Tue, 15 Jul 2008 10:17:44 -0400
 Reply-To: Phillip Downs <pd@KERR-DOWNS.COM>
 Sender: AAPORNET <AAPORNET@ASU.EDU>
 From: Phillip Downs <pd@KERR-DOWNS.COM>
 Subject: Fictitious names - ethics?
 Comments: To: AAPORNET <AAPORNET@asu.edu>
 MIME-Version: 1.0
 Content-Type: text/plain; charset="us-ascii"
 Content-Transfer-Encoding: 7bit

No disrespect intended, but for us to even think of having to submit fictitious brand names through an ethical clearance procedure "given the overt deception of respondents that this entails" is IRB and PC gone berserk!!!

Phillip Downs, Ph.D.

Senior Partner | Kerr & Downs Research
Professor of Marketing | Florida State University
800.564.3182 | 850.906.3112 (f)

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Date: Tue, 15 Jul 2008 10:59:50 -0400
Reply-To: Jim Ellis <jme2ce@VIRGINIA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jim Ellis <jme2ce@VIRGINIA.EDU>
Subject: Re: Name recognition
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <10EDA7BC-CDD3-4FE6-A857-462F4373F7D0@comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

I know IRBs are tougher these days but either the Community Youth Survey or the Youth Tobacco Survey includes a fake drug name to provide estimates of overreporting and reliability of responses. And those surveys get through IRBs (not to claim that that means it will sit well with everyone at the ethical level). The fake drug name I am familiar with is derbisol. I am also familiar with a seat belt use survey that asked people if they have seen or heard various advertising campaign slogans about road safety including one fake slogan. That sounds similar to me to Jeff's question. I vaguely recall some classic survey wording experiments that used fake names of people or fake pieces of legislation. I also recall seeing a more modern counterpart that wanted to achieve the same kind of purpose but for ethical reasons used the name of a real but incredibly obscure piece of legislation and considered that the validity test. So, functionally these things are still done and pass IRB review but the ethics discussion may be another discussion entirely.

Jim Ellis
University of Virginia

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Milton R. Goldsamt
Sent: Tuesday, July 15, 2008 6:55 AM
To: AAPORNET@ASU.EDU
Subject: Re: Name recognition

Years ago, I responded to a well-known company's want ad carrying a person's name to be sent my resume, waited a few weeks then called the firm, and was told that such a person had never worked at the firm. Obviously, it was a fake name. (Someone there told me that it was an approach used to easily identify resumes and responses to the job opening, so that they could process them more easily and screen them out of all other mail.) In the years since, everyone I've told that story to has considered it a breach of ethics and cheating, and had nothing positive to say about the technique, or for that matter, the firm doing that. It may have been an efficiency strategy, but to job seekers and myself, it was unethical.

Milton R. Goldsamt

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltrgold@comcast.net

On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:

> I have a client who would like to test name identification or
> recognition. They would like to do this by implementing the use of
> a fake name. I've been looking for literature on testing name
> recognition and what approaches are commonly implemented; however,
> I cannot seem to find anything. Would anyone happen to have some
> references? I would also appreciate if anyone has any experience or
> other input that may be helpful.

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Date: Tue, 15 Jul 2008 11:15:45 -0400
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <joeldbloom@GMAIL.COM>
Subject: Ethical review is not "PC" or "berserk"
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1

Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Phillip,

I was hoping that another colleague would respond, but since none has, so far, I felt that your comments require a response.

With all due respect, having protections and processes in place to ensure that research is conducted in an ethical manner is not "PC" and it is not "berserk".

Deception, like other research practices, is sometimes a necessary and important element of the research process. But deception can become a slippery slope. We must always be able to justify it in terms of the goals of the research and we must always be sure that the deception is as benign and minimal as possible. When I say that we must justify the deception, I mean that literally. It is not good enough to justify it to ourselves; humans are too good at deceiving ourselves, since we all think that our own goals are laudable and that our own behavior is ethical. We have to justify it to an outside body, and that is why we have internal review processes.

Deception and other less-than-straightforward research practices are indeed sometimes necessary, and I would certainly agree that the type of deception involved in including a fictitious name on a list in order to validate responses to the real names on the list is a practice that is benign, proportional and justifiable if done properly. But it's not for us as researchers to make that decision with regard to our own research. As I said, we are not the best judges of our own ethics. Frankly, I am much more comfortable submitting my research proposals to an IRB than I would be if I were to just run with them myself without supervision. I seriously worry about anyone I hear complaining about having to go through IRBs and suggest that they take several steps back from themselves and their work and try to see it through the eyes of an outside reviewer. Certainly, I have heard stories of IRB's run amok with regard to survey research (although I'm happy to say that the three IRBs I have dealt with over my career at Michigan, Oregon and UAlbany have been very reasonable and even helpful).

Getting back to deception and the slippery slope. I assume you are familiar with the Stanley Milgram "Obedience to Authority" experiments, which obviously entailed deception in their design. The problem there was not the design, but the implementation -- Milgram clearly should have put a stop to the experiments as soon as he saw how far people were willing to go in terms of (thinking they were) administering electrical shocks, and as soon as it was clear that they were under several psychological distress. If he had been operating under IRB supervision, chances are much greater that he would have checked with the IRB at that point and that the experiments would have been stopped before he caused long-term psychological harm to dozens of his research subjects.

Now obviously few surveys could possibly lead to circumstances like Milgram's infamous experiment. And from what I've heard, not every IRB is as reasonable as the ones with whom I have had the true pleasure of working. But it is no less important that we routinely subject ourselves to outside supervision. Otherwise minor deceptions will lead to larger and larger ones.

So, to return to your comments, the very notion that it is "PC" gone "berserk" "to even think of having to submit fictitious brand names through an ethical clearance procedure" shows an unfortunate lack of perspective and reflection on your part, in my opinion. Those of us who work in academic settings are subject to IRB supervision as a matter of Federal law, but I think I am not going too far out on a limb to say that the vast majority of us actually believe in the process too. The fact that people in other parts of the field may not be legally required to subject themselves to outside review does not exempt them from thinking long and hard about research ethics, and doing their absolute best at every step of the process to ensure that they are engaging in ethical research, consistent with AAPOR guidelines, but also with broader professional ethics as well.

I must admit that I find your remarks -- which deride the very process of ethical review -- to be very troubling indeed. Best regards,

-- Joel Bloom

P.S. I only just noticed that in addition to your work for a market research firm, you are also a university professor. I certainly hope that you are not going around your institution's IRB process for work that you do in that capacity.

--

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

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

On Tue, Jul 15, 2008 at 10:17 AM, Phillip Downs <pd@kerr-downs.com> wrote:

> No disrespect intended, but for us to even think of having to submit
> fictitious brand names through an ethical clearance procedure "given the
> overt deception of respondents that this entails" is IRB and PC gone
> berserk!!!

>

>

> Phillip Downs, Ph.D.

>

> Senior Partner | Kerr & Downs Research
> Professor of Marketing | Florida State University
> 800.564.3182 | 850.906.3112 (f)

>

> littleKDRclean

>

>

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Date: Tue, 15 Jul 2008 16:49:59 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: Brand recognition
Comments: To: Phillip Downs <pd@KERR-DOWNS.COM>, AAPORNET@ASU.EDU

Back in my new product test marketing days, I sometimes used fictitious names to measure false recognition and got the same range of response that Phil describes below. The highest score was for a dog biscuit I named "Barkers", in the 12% range that Phil got. Personally, I do not find such names very useful if there is such great variation between fictitious names from test to test.

In measuring candidate name recognition I used the client's name on a couple of occasions. In Missouri, one client name used was David Hume and he scored over 20% recognition. Who knew?

I think the lead-in to the question helps minimize false recognition if there lesser-known challengers in a race, especially for down-ballot races. For 20+ years I have been using this: "Here are names of people who may or may not be known in your area" asked after it is evident we are doing a political poll Which reminds of a lead I once saw that should have opposite results, something like: "Here are the names of well-known political figures."

BTW. I googled Derbisol and found numerous references to academic surveys including this from Wikipedia:

"a fictitious drug used in questionnaires by some academic surveys to test the reliability of answers received by students"

But I also found this on Google: INFORMATION ABOUT DEBRISOL SPRAY 125mL

"Derbisol Spray is an enzyme wound-spray specially-made for dogs, horses, pigs, and sheep. It removes pus, dead tissues from wounds, and abscesses from canines, equines and other animals. Derbisol Spray promotes tissue growth without promoting scarring."

<http://www.petshed.com/products/item3669.asp>

Perhaps it's time for a new name - after checking with Google.

Nick

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

From: Phillip Downs <pd@KERR-DOWNS.COM>

> To add to James' comments about brand recognition, the fictitious brand
> names inserted to capture positive response bias most often result in
> responses of 4% - 12% based on our research. Sometimes we pick a too
> familiar or too "good" fictitious name and the positive response bias jumps
> up into the 20% range.

>
> Phillip

>
>
> Phillip Downs, Ph.D.

>
> Senior Partner | Kerr & Downs Research
> Professor of Marketing | Florida State University
> 800.564.3182 | 850.906.3112 (f)

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Date: Tue, 15 Jul 2008 13:28:02 -0400
Reply-To: "Pinkney, Wilford" <WPinkney@GC.CUNY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pinkney, Wilford" <WPinkney@GC.CUNY.EDU>
Subject: Survey Software
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

I am currently evaluating the survey software of four companies that =
offer CATI software systems and would like to know if anyone is =
currently using them or who has used them in the past. The systems are:
=20

SPSS Dimensions
Sawtooth WIN CATI 4.2
CFMC Survent=20
Voxco Command Center
=20

I would like the get an honest opinion on the strengths and weaknesses =
of the systems. You can contact me offline at 646-610-4997 or by email =
at wpinkney@gc.cuny.edu.

=20
Best,
Wil Pinkney
Analyst=20
New York City Police Department

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Date: Tue, 15 Jul 2008 13:58:48 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: Re: Name recognition
Comments: To: AAPORNET@ASU.EDU
In-Reply-To:
<071520081649.29350.487CD537000BD033000072A622007456729C0A9D0E089C0503@comcast.net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Dan Merkle and I tested a bogus candidate ("George Streski") in a Cook County IL pre-primary election poll in 1989 and got 20% name recognition.

The following is the entry for "Bogus Questions" that will appear in the Encyclopedia of Survey Research Methods which is due to be published in a few months:

Bogus questions

A bogus question (also called a fictitious question) is one that asks about something that does not exist. It is included in a survey questionnaire to help the researcher estimate the extent to which respondents are providing ostensibly substantive answers to questions they cannot know anything about, because it does not exist. Bogus questions are a valuable way for researchers to gather information to help understand the nature and size of respondent-related measurement error.

Examples of how a researcher can use a bogus question abound, but they are especially relevant to surveys that measure recognition of, or past experience with, people, places, or things. For example, in pre-election polls at the time of the primaries, candidate name recognition is critical for understanding the intentions of voters. Thus, the name of a fictitious candidate could be added to the list of real candidates the survey is asking about to learn how many respondents answer that they know the fictitious (bogus) candidate. Similarly, when people (especially in surveys of teenagers) are asked about the use of illegal substances they may have used in the past it is advisable to add a one or more bogus drugs/substances onto the list of those asked about to be able to estimate the proportion of

respondents who may well be answering arbitrarily to the real survey questions.

Past experience has shown that in some cases as many as 20 percent of respondents answer affirmatively when asked if they ever have "heard about X before today," where X is something that does not exist. That is, these respondents do not merely answer that they are "uncertain" - they actually report "Yes," they have heard of the entity being asked about. Past research has suggested that respondents with lower educational attainment are most likely to answer affirmatively to bogus questions.

The data from bogus questions, especially if several bogus questions are included in the questionnaire, can be used by researchers to (a) filter out respondents who appear to have answered wholly unreliably and/or (b) create a scaled variable based on the answers given to the bogus questions and then use this variable as a covariate in other analyses. Researchers need to explicitly determine whether or not the needs of the survey justify the costs of adding bogus questions to a questionnaire. When a new topic is being studied, i.e., one that people are not likely to know much about, it is especially prudent to consider the use of bogus questions.

Paul J. Lavrakas

See also: Measurement Error, Respondent-Related Error

Additional readings:

Allen, I. L. (1966). Detecting respondents who fake and confuse information about question areas on surveys. *Journal of Applied Psychology*, 50(6), 523-528.

Bishop, G. F., Tuchfarber, A. J. and Oldendick, R. W. (1986). Opinions on Fictitious Issues: The Pressure to Answer Survey Questions. *Public Opinion Quarterly*, 50 (2), 240-250

Lavrakas, P. J. and Merkle, D. M. (1990). Name Recognition and Pre-Primary Poll Measurement Error. *International Conference of Survey Measurement Error*, Tucson, AZ.

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=====
Date: Tue, 15 Jul 2008 11:21:26 -0700

Reply-To: Rob Daves <rob_daves@YAHOO.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Rob Daves <rob_daves@YAHOO.COM>

Subject: Re: Name recognition

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Okay, since so many have weighed in during these summer doldrums, I'll add my 2 cents.

Sometime after we began the now-defunct Observer Carolinas Poll at The Charlotte Observer -- oh, say about 25 or 30 years ago -- the big story-of-the-day was Tammy and Jim Bakker and their religious organization the PTL Club. You may recall it.

My memory is that we tested his name recognition as well as the PTL Club's in a statewide RDD poll. As a part of those measures, we tested Billy Graham's name recognition, which as I recall was something like 95%-97%. (We wondered who in North Carolina could have missed hearing about Billy Graham. But that's another story.)

In the list that tested PTL Club's name recognition, I also tested the "First Follower's Coalition," which drew the recognition of about 12%-15% as I recall. It was a name I conjured up to get a handle on social response bias and all of the things you may have just read about in Paul's e-mail.

Hope this helps. And I hope everyone is having a safe, happy and profitable summer.

All best wishes...

Rob

Robert P. Daves
Daves & Associates Research
5412 Hampshire Drive
Minneapolis MN 55419
612-822-0085
rob_daves@yahoo.com
Rob@DavesAndAssociates.com

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=====
Date: Tue, 15 Jul 2008 13:43:11 -0500
Reply-To: "Pulley, Leavonne" <PulleyLeavonne@UAMS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pulley, Leavonne" <PulleyLeavonne@UAMS.EDU>
Subject: Re: Name recognition
Comments: To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>, AAPORNET@ASU.EDU
In-Reply-To: A<[007101c8e6a4\\$6ecc31c0\\$4c649540\\$@net](mailto:007101c8e6a4$6ecc31c0$4c649540$@net)>
MIME-Version: 1.0

Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 8bit

FYI - also called a "ringer".

LeaVonne Pulley, Ph.D.
Associate Professor
Health Behavior and Health Education
FWB College of Public Health
University of Arkansas for Medical Sciences
4301 W. Markham, #820
Little Rock, AR 72205-7199
501-526-6698
501-526-6709 (fax)

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Paul J Lavrakas PhD
Sent: Tuesday, July 15, 2008 12:59 PM
To: AAPORNET@ASU.EDU
Subject: Re: Name recognition

Dan Merkle and I tested a bogus candidate ("George Streski") in a Cook County IL pre-primary election poll in 1989 and got 20% name recognition.

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before today," where X is something that does not exist. That is, these respondents do not merely answer that they are "uncertain" - they actually report "Yes," they have heard of the entity being asked about. Past research has suggested that respondents with lower educational attainment are most likely to answer affirmatively to bogus questions.

The data from bogus questions, especially if several bogus questions are included in the questionnaire, can be used by researchers to (a) filter out respondents who appear to have answered wholly unreliably and/or (b) create a scaled variable based on the answers given to the bogus questions and then use this variable as a covariate in other analyses. Researchers need to explicitly determine whether or not the needs of the survey justify the costs of adding bogus questions to a questionnaire. When a new topic is being studied, i.e., one that people are not likely to know much about, it is especially prudent to consider the use of bogus questions.

Paul J. Lavrakas

See also: Measurement Error, Respondent-Related Error

Additional readings:

Allen, I. L. (1966). Detecting respondents who fake and confuse information about question areas on surveys. *Journal of Applied Psychology*, 50(6), 523-528.

Bishop, G. F., Tuchfarber, A. J. and Oldendick, R. W. (1986). Opinions on Fictitious Issues: The Pressure to Answer Survey Questions. *Public Opinion Quarterly*, 50 (2), 240-250

Lavrakas, P. J. and Merkle, D. M. (1990). Name Recognition and Pre-Primary Poll Measurement Error. *International Conference of Survey Measurement Error*, Tucson, AZ.

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Date: Tue, 15 Jul 2008 18:47:27 +0000
Reply-To: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mail@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: Name recognition
Comments: To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>, AAPORNET@ASU.EDU

If you had used an Irish name in Cook County you would have gotten 40%.

Nick

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

From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
> Dan Merkle and I tested a bogus candidate ("George Streski") in a Cook
> County IL pre-primary election poll in 1989 and got 20% name recognition.
>
> The following is the entry for "Bogus Questions" that will appear in the
> Encyclopedia of Survey Research Methods which is due to be published in a
> few months:
>
>
> Bogus questions
>
> A bogus question (also called a fictitious question) is one that asks about
> something that does not exist. It is included in a survey questionnaire to
> help the researcher estimate the extent to which respondents are providing
> ostensibly substantive answers to questions they cannot know anything about,
> because it does not exist. Bogus questions are a valuable way for
> researchers to gather information to help understand the nature and size of
> respondent-related measurement error.
>
> Examples of how a researcher can use a bogus question abound, but they are
> especially relevant to surveys that measure recognition of, or past
> experience with, people, places, or things. For example, in pre-election
> polls at the time of the primaries, candidate name recognition is critical
> for understanding the intentions of voters. Thus, the name of a fictitious
> candidate could be added to the list of real candidates the survey is asking
> about to learn how many respondents answer that they know the fictitious
> (bogus) candidate. Similarly, when people (especially in surveys of
> teenagers) are asked about the use of illegal substances they may have used
> in the past it is advisable to add a one or more bogus drugs/substances onto
> the list of those asked about to be able to estimate the proportion of
> respondents who may well be answering arbitrarily to the real survey
> questions.
>
> Past experience has shown that in some cases as many as 20 percent of
> respondents answer affirmatively when asked if they ever have "heard about X
> before today," where X is something that does not exist. That is, these
> respondents do not merely answer that they are "uncertain" - they actually
> report "Yes," they have heard of the entity being asked about. Past
> research has suggested that respondents with lower educational attainment
> are most likely to answer affirmatively to bogus questions.

>
> The data from bogus questions, especially if several bogus questions are
> included in the questionnaire, can be used by researchers to (a) filter out
> respondents who appear to have answered wholly unreliably and/or (b) create
> a scaled variable based on the answers given to the bogus questions and then
> use this variable as a covariate in other analyses. Researchers need to
> explicitly determine whether or not the needs of the survey justify the
> costs of adding bogus questions to a questionnaire. When a new topic is
> being studied, i.e., one that people are not likely to know much about, it
> is especially prudent to consider the use of bogus questions.

>
> Paul J. Lavrakas

>
>
> See also: Measurement Error, Respondent-Related Error

>
>
> Additional readings:

>
> Allen, I. L. (1966). Detecting respondents who fake and confuse information
> about question areas on surveys. *Journal of Applied Psychology*, 50(6),
> 523-528.

>
> Bishop, G. F., Tuchfarber, A. J. and Oldendick, R. W. (1986). Opinions on
> Fictitious Issues: The Pressure to Answer Survey Questions. *Public Opinion*
> *Quarterly*, 50 (2), 240-250

>
> Lavrakas, P. J. and Merkle, D. M. (1990). Name Recognition and Pre-Primary
> Poll Measurement Error. *International Conference of Survey Measurement*
> *Error*, Tucson, AZ.

>
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Date: Tue, 15 Jul 2008 15:36:55 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Survey Software
Comments: To: AAPORNET@ASU.EDU, Wilford Pinkney <WPinkney@GC.CUNY.EDU>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

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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>>> "Pinkney, Wilford" <WPinkney@GC.CUNY.EDU> 7/15/2008 1:28 PM >>>

I am currently evaluating the survey software of four companies that offer CATI software systems and would like to know if anyone is currently using them or who has used them in the past. The systems are:

SPSS Dimensions
Sawtooth WIN CATI 4.2
CFMC Survent
Voxco Command Center

I would like to get an honest opinion on the strengths and weaknesses of the systems. You can contact me offline at 646-610-4997 or by email at wpinkney@gc.cuny.edu.

Best,
Wil Pinkney
Analyst
New York City Police Department

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Date: Tue, 15 Jul 2008 15:37:25 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Survey Software
Comments: To: AAPORNET@ASU.EDU, Wilford Pinkney <WPinkney@GC.CUNY.EDU>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

We use Voxco Interviewer VCC and we are in the process of being trained on and migrating to Command Center.

We evaluated the other three systems before choosing Voxco.

I would be happy to discuss the relative strengths and weakness of each with you and invite you to call me.

Regards,

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
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I would like the get an honest opinion on the strengths and weaknesses of the systems. You can contact me offline at 646-610-4997 or by email at wpinkney@gc.cuny.edu.

Best,
Wil Pinkney
Analyst
New York City Police Department

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=====
Date: Tue, 15 Jul 2008 15:52:01 -0400
Reply-To: "Butler, Sarah" <Sarah.Butler@NERA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butler, Sarah" <Sarah.Butler@NERA.COM>
Subject: Recommendations
Comments: To: 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 high quality Canadian firm that could conduct 500 to 700 telephone interviews across the country. Can anyone provide recommendations?

Please email me off list and if possible, no phone calls as I am actually working from another location today.

Regards,

Sarah

Sarah Butler =20
Senior 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
www.nera.com=20

=20

=20

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Date: Tue, 15 Jul 2008 16:08:47 -0400
Reply-To: MMichaels@MichaelsResearch.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Maureen Michaels <mmichaels@MICHAELSRESEARCH.COM>
Organization: Michaels Opinion Research, Inc.
Subject: Re: Recommendations
Comments: To: "Butler, Sarah" <Sarah.Butler@NERA.COM>, AAPORNET@ASU.EDU
In-Reply-To: <FBE1993A3ED5934E8E7EF8290BDE120D06296D60@NERA-WPEX.nera.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

I have not used their services....yet....but I recently met Keith Neuman at
AAPOR in New Orleans and was impressed with the firm's capabilities. Plus I
have heard very good things about Environics from one of my major US
clients.

Keith Neuman, Ph.D.
Group Vice President - Public Affairs
Environics Research Group
613-230-5089
keith.neuman@environics.ca

Best,
--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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butler, Sarah

Sent: Tuesday, July 15, 2008 3:52 PM

To: AAPORNET@ASU.EDU

Subject: Recommendations

Hello,

I am looking for a high quality Canadian firm that could conduct 500 to 700 telephone interviews across the country. Can anyone provide recommendations?

Please email me off list and if possible, no phone calls as I am actually working from another location today.

Regards,

Sarah

Sarah Butler
Senior Consultant
NERA
Economic Consulting
One Front Street, Suite 2600
San Francisco, CA 94111
Tel: 1-415-291-1022, Fax: 1-415-291-1020
Mobile: 1-914-216-1637
Sarah.Butler@NERA.com
www.nera.com

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=====

Date: Tue, 15 Jul 2008 13:24:58 -0700
Reply-To: kenneth.pick@yahoo.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kenneth Pick <kenneth.pick@YAHOO.COM>
Subject: Re: Recommendations
Comments: To: AAPORNET@ASU.EDU, MMichaels@MichaelsResearch.com
In-Reply-To: <[002401c8e6b6\\$99c43c30\\$6801a8c0@MAUREEN](mailto:002401c8e6b6$99c43c30$6801a8c0@MAUREEN)>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

Hi,

Research House is the data collection company of Environics. And yes, they are very good with telephone data collection in Canada.

The General Manager of Research House is Graham Loughton. His contact information is below:

Graham.Loughton@research-house.ca
(416) 488-2368

The

--
Kenneth Pick
Kenneth.Pick@yahoo.com

--- On Tue, 7/15/08, Maureen Michaels <mmichaels@MICHAELSRESEARCH.COM> wrote:

> From: Maureen Michaels <mmichaels@MICHAELSRESEARCH.COM>
> Subject: Re: Recommendations
> To: AAPORNET@ASU.EDU
> Date: Tuesday, July 15, 2008, 4:08 PM
> I have not used their services....yet....but I recently met
> Keith Neuman at
> AAPOR in New Orleans and was impressed with the firm's
> capabilities. Plus I
> have heard very good things about Environics from one of my
> major US
> clients.
>
> Keith Neuman, Ph.D.
> Group Vice President - Public Affairs
> Environics Research Group
> 613-230-5089
> keith.neuman@environics.ca
>

>
> Best,
> --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

>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
> Butler, Sarah
> Sent: Tuesday, July 15, 2008 3:52 PM
> To: AAPORNET@ASU.EDU
> Subject: Recommendations

>
> Hello,
>
> I am looking for a high quality Canadian firm that could
> conduct 500 to 700
> telephone interviews across the country. Can anyone provide
> recommendations?

>
> Please email me off list and if possible, no phone calls as
> I am actually
> working from another location today.

> Regards,
>
> Sarah

>
> _____
>
> Sarah Butler
> Senior Consultant
> NERA
> Economic Consulting
> One Front Street, Suite 2600
> San Francisco, CA 94111
> Tel: 1-415-291-1022, Fax: 1-415-291-1020
> Mobile: 1-914-216-1637
> Sarah.Butler@NERA.com
> www.nera.com

>
> _____
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=====
Date: Tue, 15 Jul 2008 16:55:21 -0400
Reply-To: "Becker, Risa" <Risa.Becker@MEDIAMARK.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Becker, Risa" <Risa.Becker@MEDIAMARK.COM>
Subject: Questions about Religion and/or Political Affiliation in
Personal
Interviews
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<[002401c8e6b6\\$99c43c30\\$6801a8c0@MAUREEN](mailto:002401c8e6b6$99c43c30$6801a8c0@MAUREEN)>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

My company conducts a personal interview lasting about 65-70 minutes in respondents' homes. The subject matter covers media usage, demographics, and other various topics such as telephone/cell phone ownership, miles traveled and participation in public activities.

We are considering adding 2 questions to the interview. The first asks the respondent to identify his/her religion. We would use a showcard and

respondents could choose a number or letter corresponding to their religion.

The second asks the respondent which political party they are members of or most closely identify with.

Our concern is that some respondents might view these questions (especially the religion question) as exceedingly personal and that their inclusion may alienate some respondents.

I'm interested whether others have experience asking these questions, whether they've been handled successfully, and if so, how.

Thanks for any input!

Risa Becker
Mediamark Research & Intelligence
risa.becker@mediamark.com

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Date: Tue, 15 Jul 2008 14:06:10 -0700
Reply-To: skasdin1@yahoo.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Stuart Kasdin <skasdin1@YAHOO.COM>
Subject: Re: Questions about Religion and/or Political Affiliation in
Personal Interviews
Comments: To: AAPORNET@ASU.EDU, "Becker, Risa" <Risa.Becker@MEDIAMARK.COM>
In-Reply-To:
<F329DD27BAEE03419F3332CD2C71296101DC2186@mrixchsvr3.mriexch.mediemark.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: quoted-printable

Hi, Risa,
=A0
Those are pretty standard questions for election surveys.=A0 Pretty much ev=ery survey about voters' intentions or for exit polls uses such questions.=
=A0 If you look at the polls from the NY Times, Washington Post, etc., LA T=imes, etc., you'll see questions asking for religious affiliation, denomina=ions, and religiosity, as well as questions asking about people's party af=iliation.

Stuart Kasdin

--- On Tue, 7/15/08, Becker, Risa <Risa.Becker@MEDIAMARK.COM> wrote:

From: Becker, Risa <Risa.Becker@MEDIAMARK.COM>
Subject: Questions about Religion and/or Political Affiliation in Personal =
Interviews
To: AAPORNET@ASU.EDU

Date: Tuesday, July 15, 2008, 4:55 PM

My company conducts a personal interview lasting about 65-70 minutes in respondents' homes. The subject matter covers media usage, demographics, and other various topics such as telephone/cell phone ownership, miles traveled and participation in public activities. =20

We are considering adding 2 questions to the interview. The first asks the respondent to identify his/her religion. We would use a showcard and respondents could choose a number or letter corresponding to their religion=

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I'm interested whether others have experience asking these questions, whether they've been handled successfully, and if so, how.

Thanks for any input!

Risa Becker
Mediamark Research & Intelligence
risa.becker@mediamark.com

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Date: Tue, 15 Jul 2008 17:48:03 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: Questions about Religion and/or Political Affiliation in
Personal Interviews
Comments: To: AAPORNET@ASU.EDU, Risa Becker <Risa.Becker@MEDIAMARK.COM>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

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
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>>> "Becker, Risa" <Risa.Becker@MEDIAMARK.COM> 7/15/2008 4:55 PM >>>

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risa.becker@mediamark.com

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Date: Tue, 15 Jul 2008 20:32:14 -0400
Reply-To: Mike Donatello <mike@DONATELLO.US>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <mike@DONATELLO.US>
Subject: ARF Online Research Quality Council RFP
Comments: To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>,
"adforum@listserv.unc.edu" <adforum@listserv.unc.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="windows-1250"
Content-Transfer-Encoding: quoted-printable

I thought list members might find this of interest.

The Online Research Quality Council (<http://www.thearf.org/assets/online-research-quality-council>) of the Advertising Research Foundation seeks proposals for the data analysis phase of its Foundations of Quality project. A summary of the project is available at <http://www.thearf.org/assets/oqrc-five-rfp>, and the analysis RFP at http://s3.amazonaws.com/thearf-org-aux-assets/downloads/cnc/orqc/rfp/5-ARF_Research_Analysts_RFP.pdf.

Proposal deadline is 23 JUL.

Mike Donatello
Director, Research
USA TODAY
7950 Jones Branch Dr., McLean, VA 22108
V 703.854.4572 F 703.854.2165
mdonatello@usatoday.com<<mailto:MDonatello@USAToday.com>>

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

Date: Tue, 15 Jul 2008 21:15:58 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: Ethical review is not "PC" or "berserk"
Comments: To: AAPORNET@ASU.EDU, Joel Bloom <joeldbloom@GMAIL.COM>
In-Reply-To: <200807151516.m6FDZSAP002402@lists.asu.edu>

MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

----- Joel Bloom <joeldbloom@GMAIL.COM> wrote:

> With all due respect, having protections and processes in place to ensure
> that research is conducted in an ethical manner is not "PC" and it is not
> "berserk".
> [...]
> Deception and other less-than-straightforward research practices are indeed
> sometimes necessary, and I would certainly agree that the type of deception
> involved in including a fictitious name on a list in order to validate
> responses to the real names on the list is a practice that is benign,
> proportional and justifiable if done properly.

Thought-provoking insights, Joel.

I can report that even my local medical IRB, which I have complained in the past has been very conservative and not savvy about social science research, has approved some studies that used deception.

One was asking about nonexistent disease awareness campaigns, in order to compare against an actual health communication campaign (a strategy similar to the nonexistent candidates mentioned earlier).

I have found that in making a case to the IRB, it helps to include references such as those Paul Lavrakas posted.

Colleen Porter
Gainesville, FL

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=====
Date: Wed, 16 Jul 2008 12:09:01 +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: Brand recognition
Comments: To: mkshares@COMCAST.NET, AAPORNET@ASU.EDU
In-Reply-To:
A<071520081649.29350.487CD537000BD033000072A622007456729C0A9D0E089C0503@comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Some years ago I was developing a multi-client survey. One of the stakeholders was very keen on asking detailed questions about infirmities/disabilities and wanted to do this mainly by means of a long list card (14 items!) with some quite obscure ailments listed. On one of

the tests I included 'botrytis' in about fourth or fifth place. Several respondents claimed to suffer from it.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>mail@marketsharescorp.com

>Sent: 15 July 2008 17:50

>To: AAPORNET@ASU.EDU

>Subject: Re: Brand recognition

>

>Back in my new product test marketing days, I sometimes used fictitious names to measure

>>false recognition and got the same range of response that Phil describes below. The highest

>score was for a dog biscuit I named "Barkers", in the 12% range that Phil got. Personally, I

>do not find such names very useful if there is such great variation between fictitious names

>from test to test.

>

>In measuring candidate name recognition I used the client's name on a couple of occasions.

>In Missouri, one client name used was David Hume and he scored over 20% recognition.

>Who knew?

>

>I think the lead-in to the question helps minimize false recognition if there lesser-known

>challengers in a race, especially for down-ballot races. For 20+ years I have been using this:

>"Here are names of people who may or may not be known in your area" asked after it is

>evident we are doing a political poll Which reminds of a lead I once saw that should have

>opposite results, something like: "Here are the names of well-known political figures."

>

>BTW. I googled Derbisol and found numerous references to academic surveys including this

>from Wikipedia:

>"a fictitious drug used in questionnaires by some academic surveys to test the reliability of

>answers received by students"
>But I also found this on Google: INFORMATION ABOUT DEBRISOL SPRAY 125mL
>"Derbisol Spray is an enzyme wound-spray specially-made for dogs,
horses, pigs, and sheep.
>It removes pus, dead tissues from wounds, and abscesses from canines,
equines and other
>animals. Derbisol Spray promotes tissue growth without promoting
scarring."
><http://www.petshed.com/products/item3669.asp>
>
>Perhaps it's time for a new name - after checking with Google.
>
>Nick

> ----- Original message -----
>From: Phillip Downs <pd@KERR-DOWNS.COM>
>> To add to James' comments about brand recognition, the fictitious
brand
>> names inserted to capture positive response bias most often result in
>> responses of 4% - 12% based on our research. Sometimes we pick a too
>> familiar or too "good" fictitious name and the positive response bias
jumps
>> up into the 20% range.

>>
>> Phillip
>>
>>
>>
>> Phillip Downs, Ph.D.
>>
>> Senior Partner | Kerr & Downs Research
>> Professor of Marketing | Florida State University
>> 800.564.3182 | 850.906.3112 (f)
>>
>> littleKDRclean

>> -----
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>> signoff aapornet
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>> signoff aapornet
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>
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>organisation's IT Helpdesk.
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and/or recorded for
>legal purposes.

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Date: Wed, 16 Jul 2008 13:05:24 +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: Brand recognition
Comments: To: mkshares@COMCAST.NET, AAPORNET@ASU.EDU
In-Reply-To:
A<071520081649.29350.487CD537000BD033000072A622007456729C0A9D0E089C0503@comcas
t.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

The UK equivalent fictional drug is 'Semeron' (whose street name is
given Sems). Although this has been in use for some time (at least ten
years) this one doesn't crop on Wikipedia but I'm sure it's mentioned on
blogs etc so anyone doing this sort of survey would be well advised to
get new names for their made-up drugs. I'd recommend they avoid 'cake'
though.

Incidentally consistently across time on a major repeated
cross-sectional survey of 11-15 year olds in the UK very few respondents
(less than 0.5%) ever report using Semeron but around 13% say they've
heard of it. Which tells us something or other though exactly what I'm
not quite sure.

Iain Noble
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N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

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www.nextstepsstudy.org.uk or

<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>mail@marketsharescorp.com

>Sent: 15 July 2008 17:50

>To: AAPORNET@ASU.EDU

>Subject: Re: Brand recognition

>

>

>BTW. I googled Derbisol and found numerous references to academic surveys including this

>from Wikipedia:

>"a fictitious drug used in questionnaires by some academic surveys to test the reliability of

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>"Derbisol Spray is an enzyme wound-spray specially-made for dogs, horses, pigs, and sheep.

>It removes pus, dead tissues from wounds, and abscesses from canines, equines and other

>animals. Derbisol Spray promotes tissue growth without promoting scarring."

><http://www.petshed.com/products/item3669.asp>

>

>Perhaps it's time for a new name - after checking with Google.

>

>Nick

>

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Date: Wed, 16 Jul 2008 05:31:53 -0700

Reply-To: Rob Daves <rob_daves@YAHOO.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Rob Daves <rob_daves@YAHOO.COM>

Subject: Re: Name recognition (correction)

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

I'm happy to report a correction to my earlier comment. An informant who

told me some years ago that the Observer Carolinas Poll was defunct was incorrect: The big O's research manager says he's working on the questionnaire for the 28th annual poll right now.

Good news from polling land. I stand corrected.

Cheers...

Rob Daves

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Date: Wed, 16 Jul 2008 08:41:42 -0400
Reply-To: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Benjamin Phillips <bphillips@BRANDEIS.EDU>
Organization: Brandeis University
Subject: Re: Brand recognition
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <8CD5D9A623A40E4BAB9DD7531EBDEDBB07C7514A@MFEXC01.AD.HQ.DEPT>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

While I can't imagine anyone mistakenly thinking they suffer from the noble rot (for non-oenophiles, botrytis is a fungus that affects grapes, leaving the sugar and flavors particularly concentrated and ideal for making dessert wine), because it actually is an infection (albeit not a human one), I can see botrytis being a poor "ringer" for a test of knowledge of medical conditions. The difficulty of choosing the right name for the placebo item reminds me of a study (I don't know the citation) that tested feelings towards various names. As I recall, familiarity of any sort was associated with positive ratings; names of serial killers and other undesirable individuals were rated more highly than those chosen at random without any such connotation.

An alternative explanation for Iain's respondents' answers might simply be a sense of humor: Yes, I'm rotting gracefully as I age.

Benjamin Phillips, Ph.D.
Associate Research Scientist
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Cohen Center for Modern Jewish Studies
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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

Iain Noble wrote:

> Some years ago I was developing a multi-client survey. One of the
> stakeholders was very keen on asking detailed questions about
> infirmities/disabilities and wanted to do this mainly by means of a long
> list card (14 items!) with some quite obscure ailments listed. On one of
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> respondents claimed to suffer from it.

>
> Iain Noble
> Department for Children, Schools and Families
> Young People Analysis Division - YCS and Next Steps Study,
> N6, Moorfoot, Sheffield, S1 4PQ.

>
> 0114 259 1180

>
>
> For information about the Next Steps Study go to
> www.nextstepsstudy.org.uk or
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>
>

--

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Email: bphillips@brandeis.edu

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Wed, 16 Jul 2008 09:12:58 -0400
Reply-To: Lori Kaplan <LKaplan@NPR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Lori Kaplan <LKaplan@NPR.ORG>
Subject: Job Posting - NPR (Washington, DC)
Comments: To: AAPORNET@ASU.EDU
In-Reply-To:
A<EBB357A981C6244BB305BDFDB36BE6BD010F3F0E83A1@SILICON.goAMP.com>

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

National Public Radio (NPR) - Research Analyst

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NPR's Department of Audience Insight & Research is seeking a self-starter, early-career professional looking for growth and challenge in a full-time, regular position.

POSITION DESCRIPTION:

- * Manage NPR's online audience advisory panel. Apply professional expertise to support pricing activities, and secondarily - sponsorship, development, programming, and online activities.
- * Serve as the primary point of contact for the Vision Critical platform that houses NPR's listener panel; Responsible for maintaining the overall health of the NPR online listener panel: tracking activity levels, purging non-respondents, ensuring at least monthly contact with each panel member, writing quarterly newsletters, among other activities; Will serve as the primary programmer of online surveys for the Vision Critical online survey software platform; Stay apprised of best practices in online survey development and latest updates to the Vision Critical platform.
- * Work in consultation with clients, researchers and analysts to craft survey instruments, and collaborate with research staff and others in interpreting results of both primary and secondary research.
- * Responsible for processing and analyzing data from primary and secondary sources to support NPR's pricing, sponsorship, online, programming and development activities.
- * Responsible for crafting, overseeing, executing, and analyzing custom quantitative and qualitative research projects to meet needs of internal constituencies.
- * Provides and ensures proper use of data from proprietary software such as MEMRI, ACT 1, Maximizer, and PD Advantage among others. Maintains proprietary databases (e.g., update data sources) and identifies and resolves data issues.

SKILLS AND ABILITIES:

- * Bachelor's degree and minimum of 2 years relevant work experience
- * Demonstrated data analysis, data interpretation and troubleshooting skills
- * Demonstrated computer skills in using Windows, Access (or other comparable database) and word processing
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- * Experience with online survey programming, (expertise with the Vision Critical platform - a plus)
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- * Excellent organization skills; Outstanding oral and written communication skills
- * Must have the ability to juggle multiple projects and deal with people in a variety of settings
- * Knowledge of the public radio, Arbitron, and media research databases is a plus
- * Familiarity with media and market research techniques and methodology a plus
- * Knowledge of SPSS or a programming language a plus
- * Demonstrated ability to use independent judgment to carry out assignments with significant impact on business operations

All interested candidates should apply using one of the URLs below:

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http://hostedjobs.openhire.com/epostings/jobs/submit.cfm?fuseaction=dspjob&jobid=184487&company_id=15859&version=1&source=ONLINE&jobOwner=955462&aid=1

Lori Kaplan | Deputy Research Director | npr
635 Massachusetts Ave NW | Washington DC 20001
lkaplan@npr.org | p: 202.513.2811 | f: 202.513.3041

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Date: Wed, 16 Jul 2008 09:37:29 -0400
Reply-To: Linda Piekarski <linda_piekarski@SURVEYSAMPLING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Linda Piekarski <linda_piekarski@SURVEYSAMPLING.COM>
Subject: Re: Brand recognition
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<487DEC86.3070402@brandeis.edu>
MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

In the discussion of bogus names it seems clear that it is difficult to 'create' a truly bogus name for a disease or a product. Additionally there has been only occasional mention of the ethics of the practice of using bogus names or trap questions as a data validation tool. CASRO has taken the position that in order to conform to fair treatment of respondents, a debriefing needs to be done at the end of the interview to let people know that they provided false information on the survey. Since this is impractical in most survey circumstances, many research firms have stopped using this mechanism to evaluate response bias or measurement error.

Linda B. Piekarski
Vice President Database and Research
Survey Sampling International, LLC
Direct: 203.455.0436
203.255.4200.358
www.surveysampling.com

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Date: Wed, 16 Jul 2008 14:41:03 +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: Brand recognition
Comments: To: bphillips@BRANDEIS.EDU, AAPORNET@ASU.EDU
In-Reply-To: A<487DEC86.3070402@brandeis.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

If we ever begin to even admit the possibility that respondents' answers to us can ever, EVER, be the result of irony then all is lost.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>Sent: 16 July 2008 13:42

>To: AAPORNET@ASU.EDU

>Subject: Re: Brand recognition

>

>While I can't imagine anyone mistakenly thinking they suffer from the

>noble rot (for non-oenophiles, botrytis is a fungus that affects

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>

>

>Benjamin Phillips, Ph.D.

>Associate Research Scientist

>Steinhardt Social Research Institute and

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>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

>

>

>

>Iain Noble wrote:

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>> stakeholders was very keen on asking detailed questions about

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>> Several

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>> N6, Moorfoot, Sheffield, S1 4PQ.

>>

>> 0114 259 1180

>>

>>

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>> <http://www.esds.ac.uk/longitudinal/access/lsype/>

>>

>>

>

>--

>

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><http://www.brandeis.edu/cmjs/Person.cfm?idstaff=42>

>Email: bphillips@brandeis.edu

>

>

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

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Date: Wed, 16 Jul 2008 09:39:08 -0500

Reply-To: Jeanie Harper <JHarper@GOAMP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

[cid:image001.gif@01C8E727.CB52A130]

The Los Angeles County Department of Public Health is soliciting proposals from organizations interested in conducting the 2010 Los Angeles County Health Survey (LACHS). Applicants with at least ten years of experience in the provision of survey research services and an established track record of experience conducting large-scale population-based telephone surveys are encouraged to apply. The sampling requirements and other methodology for the LACHS are rigorous and require the ability to utilize computer-assisted or web platform-based telephone interviewing technology in several languages.

In order to be included in the application process, interested applicants must complete a Request for Information (RFI) Questionnaire on or before Friday, August 15, 2008, 5pm Pacific Standard Time. The objective of this RFI is to identify survey research organizations that have the expertise, capacity and experience to conduct a random-digit-dialed telephone survey of Los Angeles County residents, including a sample of cell phone users. The information provided in this RFI will be used to determine whether to solicit full proposals from qualified survey research organizations.

For more information and to obtain RFI materials, please see www.lapublichealth.org/ha or contact Dr. Susie Baldwin, Chief of the Health Assessment Unit, Los Angeles County Department of Public Health at (213) 240-7785 or sbaldwin@ph.lacounty.gov.

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=====
Date: Wed, 16 Jul 2008 15:42:25 +0100
Reply-To: "Sturgis P." <P.Sturgis@SOTON.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Sturgis P." <P.Sturgis@SOTON.AC.UK>

Subject: Re: Brand recognition
Comments: To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To:
<0AB37CC7A40C3944A0FF8AB444C9045204146F44@mxfld.SurveySampling.com>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

That is the approach that I (and Patten Smith) used in our recent replication of the Schuman and Presser and Bishop et al fictitious issues studies. We found that people in Britain are also willing to report being in favour of the 'agricultural trade bill' and the 'monetary control act'. Unlike the previous studies, though, we found no effect of education or ethnicity. What really mattered was how interested people said they are in politics. Those reporting higher levels of interest were much more likely to report a 'pseudo-opinion'. The paper is forthcoming in Political Studies and contains quite a long discussion of the ethics of deception in surveys (this was forced on us by a reviewer). If anyone would like a pre-print I'd be happy to send it. Best wishes,

Patrick

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Linda Piekarski
Sent: 16 July 2008 09:37
To: AAPORNET@ASU.EDU
Subject: Re: Brand recognition

In the discussion of bogus names it seems clear that it is difficult to 'create' a truly bogus name for a disease or a product. Additionally there has been only occasional mention of the ethics of the practice of using bogus names or trap questions as a data validation tool. CASRO has taken the position that in order to conform to fair treatment of respondents, a debriefing needs to be done at the end of the interview to let people know that they provided false information on the survey. Since this is impractical in most survey circumstances, many research firms have stopped using this mechanism to evaluate response bias or measurement error.

Linda B. Piekarski
Vice President Database and Research
Survey Sampling International, LLC
Direct: 203.455.0436
203.255.4200.358
www.surveysampling.com

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=====

Date: Wed, 16 Jul 2008 18:49:19 +0000
Reply-To: steehc@BELLSOUTH.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Charlotte G. Steeh" <steehc@BELLSOUTH.NET>
Subject: a correction
Comments: To: aapornet@asu.edu
In-Reply-To: <000601c8e68b\$6e416040\$4ac420c0\$@edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: quoted-printable

To my knowledge, the Youth Tobacco Survey has never included false information for any purpose in any of its questionnaires. I have been working closely with the survey for over two years.

Charlotte Steeh
Survey Methodologist

----- Original message from Jim Ellis <jme2ce@VIRGINIA.EDU>: -----
-----=20

> I know IRBs are tougher these days but either the Community Youth Survey or
> the Youth Tobacco Survey includes a fake drug name to provide estimates of
> overreporting and reliability of responses. And those surveys get through
> IRBs (not to claim that that means it will sit well with everyone at the
> ethical level). The fake drug name I am familiar with is derbisol. I am also
> familiar with a seat belt use survey that asked people if they have seen or
> heard various advertising campaign slogans about road safety including one
> fake slogan. That sounds similar to me to Jeff's question. I vaguely recall
> some classic survey wording experiments that used fake names of people or
> fake pieces of legislation. I also recall seeing a more modern counterpart
> that wanted to achieve the same kind of purpose but for ethical reasons used
> the name of a real but incredibly obscure piece of legislation and
> considered that the validity test. So, functionally these things are still

> done and pass IRB review but the ethics discussion may be another discuss=
ion=20
> entirely.=20
> Jim Ellis=20
> University of Virginia=20
>=20
> -----Original Message-----=20
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Milton R. Goldsamt=
=20
> Sent: Tuesday, July 15, 2008 6:55 AM=20
> To: AAPORNET@ASU.EDU=20
> Subject: Re: Name recognition=20
>=20
> Years ago, I responded to a well-known company's want ad carrying a=20
> person's name to be sent my resume, waited a few weeks then called=20
> the firm, and was told that such a person had never worked at the=20
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> job seekers and myself, it was unethical.=20
>=20
> Milton R. Goldsamt=20
>=20
>=20
> Milton R. Goldsamt, Ph.D.=20
> Consulting Research Psychologist & Statistician=20
> Silver Spring, MD=20
> miltgold@comcast.net=20
>=20
>=20
>=20
> On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:=20
>=20
>> I have a client who would like to test name identification or=20
>> recognition. They would like to do this by implementing the use of=20
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>=20
>=20
> -----=20
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> -----=20

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Date: Wed, 16 Jul 2008 14:54:36 -0400
Reply-To: Cristine Delnevo <delnevo@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Cristine Delnevo <delnevo@UMDNJ.EDU>
Subject: Re: a correction
Comments: To: steehc@BELLSOUTH.NET, AAPORNET@ASU.EDU
In-Reply-To:
<071620081849.11960.487E42AE000F24F800002EB822230647629B0A02D2089B9A019C04040A0DBF0C080A0A9B9C@att.net>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-type: text/plain; charset=UTF-8

Indeed, I've worked w/CDC on the YTS since its inception in 1998/99 - and as Charlotte correctly states, the survey never included a fake drug name.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Charlotte G. Steeh
Sent: Wednesday, July 16, 2008 2:49 PM
To: AAPORNET@ASU.EDU
Subject: a correction

To my knowledge, the Youth Tobacco Survey has never included false information for any purpose in any of its questionnaires. I have been working closely with the survey for over two years.

Charlotte Steeh
Survey Methodologist

----- Original message from Jim Ellis <jme2ce@VIRGINIA.EDU>: -----

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- > the Youth Tobacco Survey includes a fake drug name to provide estimates of
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> done and pass IRB review but the ethics discussion may be another discussion
> entirely.

> Jim Ellis
> University of Virginia

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Milton R. Goldsamt
> Sent: Tuesday, July 15, 2008 6:55 AM
> To: AAPORNET@ASU.EDU
> Subject: Re: Name recognition

> Years ago, I responded to a well-known company's want ad carrying a
> person's name to be sent my resume, waited a few weeks then called
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> the firm doing that. It may have been an efficiency strategy, but to
> job seekers and myself, it was unethical.

> Milton R. Goldsamt

> Milton R. Goldsamt, Ph.D.
> Consulting Research Psychologist & Statistician
> Silver Spring, MD
> miltrgold@comcast.net

> On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:

>> I have a client who would like to test name identification or
>> recognition. They would like to do this by implementing the use of
>> a fake name. I've been looking for literature on testing name
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=====
Date: Wed, 16 Jul 2008 12:18:03 -0700
Reply-To: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
Comments: RFC822 error: <W> MESSAGE-ID field duplicated. Last occurrence
was retained.
From: Joel Moskowitz <jmm@UCLINK4.BERKELEY.EDU>
Subject: Re: a correction
Comments: To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

In tobacco use surveys, fictitious substance names are rarely, if ever used.

However, they are sometimes employed in substance use or drug abuse surveys in an attempt to detect over-reporters. A Google search using the terms -- fictitious drug survey -- will turn up many references.

At 7/16/2008 11:54 AM, you wrote:

>Indeed, I've worked w/CDC on the YTS since its inception in 1998/99
>- and as Charlotte correctly states, the survey never included a
>fake drug name.

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

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Charlotte G. Steeh
>Sent: Wednesday, July 16, 2008 2:49 PM
>To: AAPORNET@ASU.EDU
>Subject: a correction

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>Survey Methodologist

>
>
>

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><jme2ce@VIRGINIA.EDU>: -----

>

>

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>> University of Virginia

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>> Sent: Tuesday, July 15, 2008 6:55 AM

>> To: AAPORNET@ASU.EDU

>> Subject: Re: Name recognition

>>

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>> firm. Obviously, it was a fake name. (Someone there told me that it

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>> Milton R. Goldsamt

>>

>>

>> Milton R. Goldsamt, Ph.D.

>> Consulting Research Psychologist & Statistician

>> Silver Spring, MD

>> miltrgold@comcast.net

>>

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>>
>>

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Date: Wed, 16 Jul 2008 21:35:25 +0000
Reply-To: gwlapointe <gwlapointe@HOTMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: gwlapointe <gwlapointe@HOTMAIL.COM>
Subject: Telephone validation of in-person interviews?
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-15"
Content-Transfer-Encoding: 8bit

Is anyone aware of any "industry standard" for the telephone validation of in-person interviews? What percent of each interviewers work should be verified and/or what overall percent of a study's respondents should recontacted to confirm that the survey was actually conducted? I have a reference from an article in the "Reference Manual on Scientific Evidence" published by the Federal Judicial Center that say 15%, but is there a different level that represents "common practice" or "industry standard?"Thanks.

Greg LaPointe

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Date: Wed, 16 Jul 2008 18:36:06 -0400
Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>
Subject: Re: Telephone validation of in-person interviews?
Comments: To: gwlapointe <gwlapointe@HOTMAIL.COM>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <BLU145-DS4E1EBF71220D071C461DDDB8F0@phx.gbl>
MIME-Version: 1.0

Content-Type: text/plain; charset=ISO-8859-1; DelSp="Yes"; format="flowed"
Content-Disposition: inline
Content-Transfer-Encoding: 8bit

The following document might provide some guidance of a more general nature regarding interviewer falsification:

"Interviewer Falsification in Survey Research: Current Best Methods for Prevention, Detection and Repair of Its Effects (2003)"

<http://www.amstat.org/sections/SRMS/falsification.pdf>

Chase H. Harrison, Ph.D.
Preceptor in Survey Research
Department of Government
Harvard University
1737 Cambridge St.
Cambridge, MA 02138

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

charrison@gov.harvard.edu

Quoting gwlapointe <gwlapointe@HOTMAIL.COM>:

> Is anyone aware of any "industry standard" for the telephone
> validation of in-person interviews? What percent of each
> interviewers work should be verified and/or what overall percent of
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> Greg LaPointe

>
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=====

Date: Wed, 16 Jul 2008 18:33:52 -0400
Reply-To: "Langley, Ronald" <langley@EMAIL.UKY.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Langley, Ronald" <langley@EMAIL.UKY.EDU>
Subject: Re: Telephone validation of in-person interviews?
Comments: To: gwlapointe <gwlapointe@HOTMAIL.COM>, "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <BLU145-DS4E1EBF71220D071C461DDDB8F0@phx.gbl>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Greg,

Please see:

<http://aapor.org/uploads/falsification.pdf>

Ronald E. Langley, Ph.D.
Director, Survey Research Center
University of Kentucky
302 Breckinridge Hall
Lexington, KY 40506-0056
Phone: (859) 257-4684
FAX: (859) 323-1972
<http://survey.research.uky.edu>

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of gwlapointe
Sent: Wednesday, July 16, 2008 5:35 PM
To: AAPORNET@ASU.EDU
Subject: Telephone validation of in-person interviews?

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Date: Wed, 16 Jul 2008 22:35:57 -0400
Reply-To: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Thomas M. Guterbock" <tmg1p@CMS.MAIL.VIRGINIA.EDU>
Subject: Re: Brand recognition
Comments: To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <A5CD1290A5D0D64E951DF529397FF836479461738D@UOS-CL-EX7-L4.soton.ac.uk>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii; format=flowed
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Besides Schuman and Presser, another study using fictitious items (brands and government agencies) is: Timothy R. Graeff, "Uninformed Response Bias in Telephone Surveys," Journal of Business Research 55 (2000), 251-259. Article includes a brief lit review and cites to earlier, related work.

Tom

--On Wednesday, July 16, 2008 3:42 PM +0100 "Sturgis P."
<P.Sturgis@SOTON.AC.UK> wrote:

> That is the approach that I (and Patten Smith) used in our recent
> replication of the Schuman and Presser and Bishop et al fictitious issues
> studies. We found that people in Britain are also willing to report being
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> education or ethnicity. What really mattered was how interested people
> said they are in politics. Those reporting higher levels of interest were
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> in Political Studies and contains quite a long discussion of the ethics
> of deception in surveys (this was forced on us by a reviewer). If anyone
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> Patrick

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Linda Piekarski
> Sent: 16 July 2008 09:37
> To: AAPORNET@ASU.EDU
> Subject: Re: Brand recognition

> In the discussion of bogus names it seems clear that it is difficult to
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> there has been only occasional mention of the ethics of the practice of
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> Since this is impractical in most survey circumstances, many research
> firms have stopped using this mechanism to evaluate response bias or
> measurement error.

>
> -----
> Linda B. Piekarski
> Vice President Database and Research
> Survey Sampling International, LLC
> Direct: 203.455.0436
> 203.255.4200.358
> www.surveysampling.com
>
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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: Thu, 17 Jul 2008 12:29:57 +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: Brand recognition
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<8CD5D9A623A40E4BAB9DD7531EBDEDBB07C7514D@MFEXC01.AD.HQ.DEPT>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

And, coincidentally, the report for the 2007 survey 'Drug Use, Smoking and Drinking among young people in England' is published today.

Go to

<http://www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyle-related-surveys/smoking-drinking-and-drug-use-among-young-people-in-england/drug-use-smoking-and-drinking-among-young-people-in-england-2007> for details.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>Sent: 16 July 2008 13:05

>To: AAPORNET@ASU.EDU

>Subject: Re: Brand recognition

>

>The UK equivalent fictional drug is 'Semeron' (whose street name is
>given Sems). Although this has been in use for some time (at least ten
>years) this one doesn't crop on Wikipedia but I'm sure it's mentioned
on

>blogs etc so anyone doing this sort of survey would be well advised to
>get new names for their made-up drugs. I'd recommend they avoid 'cake'
>though.

>

>Incidentally consistently across time on a major repeated
>cross-sectional survey of 11-15 year olds in the UK very few
respondents

>(less than 0.5%) ever report using Semeron but around 13% say they've
>heard of it. Which tells us something or other though exactly what I'm
>not quite sure.

>

>Iain Noble

>Department for Children, Schools and Families

>Young People Analysis Division - YCS and Next Steps Study,

>N6, Moorfoot, Sheffield, S1 4PQ.

>

>0114 259 1180

>

>

>For information about the Next Steps Study go to
>www.nextstepsstudy.org.uk or
><http://www.esds.ac.uk/longitudinal/access/lstype/>

>

>

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

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

>>mail@marketsharescorp.com
>>Sent: 15 July 2008 17:50
>>To: AAPORNET@ASU.EDU
>>Subject: Re: Brand recognition
>>
>>

>>BTW. I googled Derbisol and found numerous references to academic
>surveys including this
>>from Wikipedia:
>>"a fictitious drug used in questionnaires by some academic surveys to
>test the reliability of
>>answers received by students"
>>But I also found this on Google: INFORMATION ABOUT DEBRISOL SPRAY
125mL

>>"Derbisol Spray is an enzyme wound-spray specially-made for dogs,
>horses, pigs, and sheep.
>>It removes pus, dead tissues from wounds, and abscesses from canines,
>equines and other
>>animals. Derbisol Spray promotes tissue growth without promoting
>scarring."
>><http://www.petshed.com/products/item3669.asp>

>>Perhaps it's time for a new name - after checking with Google.

>>Nick

>>
>
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>scanning service supplied by Cable&Wireless in partnership with
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>legal purposes.

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>>(CCTM Certificate Number 2007/11/0032.) In case of problems, please
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>>organisation's IT Helpdesk.
>>Communications via the GSi may be automatically logged, monitored
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set aapornet nomail

On your return send this: set aapornet mail

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

=====
Date: Thu, 17 Jul 2008 10:27:12 -0700

Reply-To: Annette Jackle <aejack@ESSEX.AC.UK>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Annette Jackle <aejack@ESSEX.AC.UK>

Subject: New Issue of 'Survey Research Methods' Published

Comments: To: AAPORNET@ASU.EDU

Mime-Version: 1.0

Content-Transfer-Encoding: quoted-printable

We have recently published the latest issue of Survey Research Methods,=20=

which is freely available to all on the web. You can find it at=20
www.surveymethods.org.

The Table of Contents is reproduced below. Thanks for the continuing=20
interest in our work,

Peter Lynn

University of Essex, UK: Editor-in-Chief

Rainer Schnell

University of Duisburg-Essen, Germany: Co-Editor

Survey Research Methods

Vol 2, No 2 (2008)

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Survey Research Methods
<http://www.surveymethods.org>

Peter Lynn (plynn@essex.ac.uk)
Professor of Survey Methodology
Institute for Social and Economic Research (ISER)
University of Essex, Colchester, UK CO4 3SQ
tel: +44 (0)1206 874809; fax: +44 (0)1206 873151
<http://www.iser.essex.ac.uk/>

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

Date: Thu, 17 Jul 2008 13:33:09 -0400
Reply-To: Al Richman <richmanal@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Al Richman <richmanal@GMAIL.COM>
Subject: In memory of Leo Crespi
Comments: To: AAPORNET@ASU.EDU
Comments: cc: JeffCrespi@Comcast.net,
"Albert H. Cantril and Susan Davis Cantril"
<ascantril@mindspring.com>, "David B. Nolle"
<david_nolle@comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Leo Crespi, an early pioneer in international public opinion research, passed away last week at the age of 91. Leo led the U.S. Government's program of surveying European public opinion from his base in postwar Germany. During this time he was elected President of WAPOR. He returned to Washington in 1954 to head the United States Information Agency's worldwide program of opinion surveys. Leo directed regular multi-country surveys abroad and in 1962 he received the Superior Service Award from USIA Director Edward R. Murrow for his "unique and original contribution to the conduct of United States foreign information activities by his pioneering use of surveys."

Leo was born in Aurora, Illinois on July 23, 1916, and grew up in Los Angeles, California. He graduated summa cum laude from UCLA in 1937, and then went on to earn a Ph.D. from Princeton University in 1940 in the field of comparative psychology. Upon completion of his degree he taught in Princeton's psychology department for eight years, becoming one of the most popular lecturers on campus. His Princeton students rated Leo as "Professor Par Excellence" and wrote this about him in the campus newsletter: "Professor Crespi is a hot rock that can get you all steamed up about religion, nationalism, the caste system in the South, and the differences between men and women (there are more than meet the eye). Lecturing is superb, reading is lengthy, and exams are exacting."

On a personal note, I first met Leo in 1970 and became his assistant on a series of multi-country surveys designed to gauge foreign public opinion before and after President Nixon's trip to China in 1971. Leo retired from USIA in 1986, and he was at my own retirement celebration 20 years later. Leo introduced me to international survey analyses, and we also shared an interest in ballroom dancing. He was a pleasure to know.

Al Richman

Alvin Richman

3914 Morrison St NW

Washington, DC 20015

202-362-6226

RichmanAl@gmail.com

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On your return send this: set aapornet mail

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Date: Thu, 17 Jul 2008 20:00:06 -0400

Reply-To: Jim Ellis <jme2ce@VIRGINIA.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jim Ellis <jme2ce@VIRGINIA.EDU>

Subject: Re: a correction

Comments: To: AAPORNET@ASU.EDU

In-Reply-To: <7.0.1.0.2.20080716120911.02821608@uclink4.berkeley.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Yes, sorry to go with top-of-the head recall and either-or waffling, but it must have been the Community Youth Survey that had derbisol, then.

Jim

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

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

Sent: Wednesday, July 16, 2008 3:18 PM

To: AAPORNET@ASU.EDU

Subject: Re: a correction

In tobacco use surveys, fictitious substance names are rarely, if ever used.

However, they are sometimes employed in substance use or drug abuse surveys in an attempt to detect over-reporters. A Google search using the terms -- fictitious drug survey -- will turn up many references.

At 7/16/2008 11:54 AM, you wrote:

>Indeed, I've worked w/CDC on the YTS since its inception in 1998/99

>- and as Charlotte correctly states, the survey never included a

>fake drug name.

>

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

>From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Charlotte G. Steeh

>Sent: Wednesday, July 16, 2008 2:49 PM

>To: AAPORNET@ASU.EDU

>Subject: a correction

>

>To my knowledge, the Youth Tobacco Survey has never included false

>information for any purpose in any of its questionnaires. I have

>been working closely with the survey for over two years.

>
>Charlotte Steeh
>Survey Methodologist
>
>
>
>----- Original message from Jim Ellis

><jme2ce@VIRGINIA.EDU>: -----

>
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>> I know IRBs are tougher these days but either the Community Youth
> Survey or
>> the Youth Tobacco Survey includes a fake drug name to provide estimates
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>> overreporting and reliability of responses. And those surveys get
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>> IRBs (not to claim that that means it will sit well with everyone at the
>> ethical level). The fake drug name I am familiar with is
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counterpart
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> reasons used
>> the name of a real but incredibly obscure piece of legislation and
>> considered that the validity test. So, functionally these things are
still
>> done and pass IRB review but the ethics discussion may be another
> discussion
>> entirely.
>> Jim Ellis
>> University of Virginia

>>
>> -----Original Message-----
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Milton R. Goldsamt
>> Sent: Tuesday, July 15, 2008 6:55 AM
>> To: AAPORNET@ASU.EDU
>> Subject: Re: Name recognition

>>
>> Years ago, I responded to a well-known company's want ad carrying a
>> person's name to be sent my resume, waited a few weeks then called
>> the firm, and was told that such a person had never worked at the
>> firm. Obviously, it was a fake name. (Someone there told me that it
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>> them out of all other mail.) In the years since, everyone I've told
>> that story to has considered it a breach of ethics and cheating, and

>> had nothing positive to say about the technique, or for that matter,
>> the firm doing that. It may have been an efficiency strategy, but to
>> job seekers and myself, it was unethical.

>>
>> Milton R. Goldsamt

>>
>>
>> Milton R. Goldsamt, Ph.D.
>> Consulting Research Psychologist & Statistician
>> Silver Spring, MD
>> miltrgold@comcast.net

>>
>>
>>
>>
>> On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:

>>
>>> I have a client who would like to test name identification or
>>> recognition. They would like to do this by implementing the use of
>>> a fake name. I've been looking for literature on testing name
>>> recognition and what approaches are commonly implemented; however,
>>> I cannot seem to find anything. Would anyone happen to have some
>>> references? I would also appreciate if anyone has any experience or
>>> other input that may be helpful.

>>
>>

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Date: Fri, 18 Jul 2008 13:16:02 +0100
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
Subject: Metrics of community cohesion/closure
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<8CD5D9A623A40E4BAB9DD7531EBDEDBB07C75163@MFEXC01.AD.HQ.DEPT>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Someone mentioned this and may have given a reference in the recent past
in discussion on measuring such things as trust in others. I noted this
briefly at the time as I'm now moving into a relevant research area.

Unfortunately I seem to have deleted the relevant email and can't find it in the archive.

Anyone who can enlighten me please get in touch off list.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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=====
Date: Fri, 18 Jul 2008 09:42:02 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: a correction
Comments: To: AAPORNET list <AAPORNET@ASU.EDU>
In-Reply-To: <200807180001.m6HKVQ2j012292@lists.asu.edu>
Content-Type: text/plain; charset=US-ASCII; format=flowed; delp=yes
Content-Transfer-Encoding: 7bit
Mime-Version: 1.0 (Apple Message framework v924)

Along those same lines, in Bill Bryson's book, "The Mother Tongue: English and How It Got That Way," he mentions that in 1974, the U.S. Army made up a food called "funistrada" as a test word used during a survey of soldiers' dietary preferences. Although no such food existed, funistrada ranked higher in the survey than lima beans and eggplant. (Didn't say how it rated in comparison to SOS or fried bologna.)

What's amusing to me is that a Google search reveals how many Italian

restaurants have picked up on the word, knowing full well its etymology but having a sense of humor, using it to name a special dish or even their establishment, such as Trattoria Funistrada in Maple City, MI (near Sleeping Bear Dunes).

One of my teenagers is reading the book; she brought it to my attention because she has met an AAPOR colleague who does surveys for the defense department, and she wondered if maybe he had worked on it. Actually, back in 1974 he was likely still in school, but she's kind of an age where there are young people and old people, and she doesn't quite comprehend all the different shades of "old."

Colleen Porter
Gainesville, FL

On Jul 17, 2008, at 8:00 PM, Jim Ellis wrote:

>
> Yes, sorry to go with top-of-the head recall and either-or waffling,
> but it
> must have been the Community Youth Survey that had derbisol, then.
> Jim

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=====

Date: Fri, 18 Jul 2008 09:45:53 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: a correction
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<001c01c8e869\$3c6bb180\$b5431480\$@edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

From my poking around in Google and Google scholar it looks like Derbisol is featured in the Communities That Care Youth Survey.

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

-----Original Message-----
From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jim Ellis
Sent: Thursday, July 17, 2008 8:00 PM
To: AAPORNET@ASU.EDU
Subject: Re: a correction

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>Charlotte Steeh
>Survey Methodologist

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>> Subject: Re: Name recognition
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Date: Fri, 18 Jul 2008 15:43:33 +0100
Reply-To: Iain.NOBLE@DCSF.GSI.GOV.UK
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>
Subject: The derbisol plague
Comments: To: Simonetta@ARTSCI.COM, AAPORNET@ASU.EDU
In-Reply-To:
A<3248A9B21DD5574785FE5E2C8E521684B5D6B1@exchange.local.artscience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Looks like you've got a big problem with it over there too. One survey from Nevada reports that 18% of the sample had used Derbisol at one time, and Derbisol use was clearly associated with higher levels of usage of other narcotics.

Let's hope that this awful drug doesn't spread over here, we've got enough problems as it is with all those Semeron users.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lsype/>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
>Sent: 18 July 2008 14:46
>To: AAPORNET@ASU.EDU
>Subject: Re: a correction

>
>From my poking around in Google and Google scholar it looks like
>Derbisol is featured in the Communities That Care Youth Survey.

>
>--

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

>

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jim Ellis
>Sent: Thursday, July 17, 2008 8:00 PM
>To: AAPORNET@ASU.EDU
>Subject: Re: a correction

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>Subject: Re: a correction

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

>Steeh

>>Sent: Wednesday, July 16, 2008 2:49 PM

>>To: AAPORNET@ASU.EDU

>>Subject: a correction

>>

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>>Charlotte Steeh

>>Survey Methodologist

>>

>>

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>>> fake pieces of legislation. I also recall seeing a more modern

>>> counterpart

>>> that wanted to achieve the same kind of purpose but for ethical

>>> reasons used

>>> the name of a real but incredibly obscure piece of legislation and

>>> considered that the validity test. So, functionally these things

>>> are

>still
>> > done and pass IRB review but the ethics discussion may be another
>> discussion
>> > entirely.
>> > Jim Ellis
>> > University of Virginia
>> >
>> > -----Original Message-----
>> > From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Milton R.
>Goldsamt
>> > Sent: Tuesday, July 15, 2008 6:55 AM
>> > To: AAPORNET@ASU.EDU
>> > Subject: Re: Name recognition
>> >
>> > Years ago, I responded to a well-known company's want ad carrying a
>> > person's name to be sent my resume, waited a few weeks then called
>> > the firm, and was told that such a person had never worked at the
>> > firm. Obviously, it was a fake name. (Someone there told me that it
>> > was an approach used to easily identify resumes and responses to
>> > the
>> > job opening, so that they could process them more easily and screen
>> > them out of all other mail.) In the years since, everyone I've told
>> > that story to has considered it a breach of ethics and cheating,
>> > and
>> > had nothing positive to say about the technique, or for that
>> > matter,
>> > the firm doing that. It may have been an efficiency strategy, but
>> > to
>> > job seekers and myself, it was unethical.
>> >
>> > Milton R. Goldsamt
>> >
>> >
>> > Milton R. Goldsamt, Ph.D.
>> > Consulting Research Psychologist & Statistician
>> > Silver Spring, MD
>> > miltrgold@comcast.net
>> >
>> >
>> >
>> >
>> > On Jul 15, 2008, at 4:57 AM, Jeff Toor wrote:
>> >
>> > > I have a client who would like to test name identification or
>> > > recognition. They would like to do this by implementing the use
>> > of
>> > > a fake name. I've been looking for literature on testing name
>> > > recognition and what approaches are commonly implemented;
>> > however,
>> > > I cannot seem to find anything. Would anyone happen to have some
>> > > references? I would also appreciate if anyone has any experience
>> > > or
>> > > other input that may be helpful.
>> >

>>>

>

>-----

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>aapornet-request@asu.edu

>

>-----

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

>

>-----

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Date: Fri, 18 Jul 2008 10:20:20 -0700
Reply-To: Jeanne Wintz <jwintz@GILMORE-RESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanne Wintz <jwintz@GILMORE-RESEARCH.COM>
Subject: Response rate with Primary Care Physicians
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

We are looking for feedback from those who have experience conducting a mail survey with primary care physicians, specifically when the survey requires the PCP to read and respond to short vignettes. Our concerns are response rate and data quality.

Jeanne C. Wintz, Ph.D.
Executive Vice President, Custom Research
Gilmore Research Group
2324 Eastlake Avenue East
Seattle, WA 98102
jwintz@gilmore-research.com

60 Years of Straight Answers
www.gilmore-research.com

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=====
Date: Fri, 18 Jul 2008 18:28:01 +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: The derbisol plague
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<8CD5D9A623A40E4BAB9DD7531EBDEDBB07C75179@MFEXC01.AD.HQ.DEPT>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

BTW, I forgot to mention that the street names for people who use Semeron are either 'semmedz' or 'semmies' while the near trance like state that sometimes occurs with chronic users is called 'going semmy detached'.

Iain Noble
Department for Children, Schools and Families
Young People Analysis Division - YCS and Next Steps Study,
N6, Moorfoot, Sheffield, S1 4PQ.

0114 259 1180

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>Sent: 18 July 2008 15:44

>To: AAPORNET@ASU.EDU

>Subject: The derbisol plague

>

>Looks like you've got a big problem with it over there too. One survey

>from Nevada reports that 18% of the sample had used Derbisol at one

>time, and Derbisol use was clearly associated with higher levels of

>usage of other narcotics.

>

>Let's hope that this awful drug doesn't spread over here, we've got

>enough problems as it is with all those Semeron users.

>

>Iain Noble

>Department for Children, Schools and Families

>Young People Analysis Division - YCS and Next Steps Study,

>N6, Moorfoot, Sheffield, S1 4PQ.

>

>0114 259 1180

>

>

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=====
Date: Fri, 18 Jul 2008 22:58:34 -0400

Reply-To: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Chase H. Harrison" <CHarrison@GOV.HARVARD.EDU>

Subject: Mail Survey Formating Consultants/Providers Sought

Comments: To: aapornet@asu.edu

MIME-Version: 1.0

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

Content-Disposition: inline

Content-Transfer-Encoding: 8bit

Fellow AAPORnetters

I am currently looking for qualified consultants or vendors who can provide mail survey design and printing services. Services would include consulting on optimal visual design for mail and other self-administered surveys, preparing camera-ready questionnaires, and

(optionally) providing printed survey questionnaires and supporting materials. The optimal provider for us will have experience with academic or government sponsored social science surveys. In all cases, we will provide a non-formated questionnaire, but seek expertise and technical abilities in turning these questions into appropriate self-administered survey instruments.

At the moment, I am primarily interested in formating services. However, as a separate item I would be interested in learning of organizations who have capabilities and expertise in administering small to medium sized (n = 500 - 5,000) mail and mixed-mode surveys using standard academic and government protocols (i.e. TDM or similar types of approaches). We would require a provider who can provide mixed mode services to administer surveys from listed samples primarily using mail and Internet methods, but would also need telephone contact capabilities for pre-notification, screening, and reminders. In some cases, these would involve elite populations.

I'd be very appreciative if any AAPORneters would forward me either your recommendations or your qualifications.

Thank you.

Chase Harrison

Chase H. Harrison, Ph.D.
Preceptor in Survey Research
Department of Government
Harvard University
1737 Cambridge St.
Cambridge, MA 02138

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

charrison@gov.harvard.edu

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Date: Mon, 21 Jul 2008 11:03:12 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Thin slicing in research (long, philosophical)
Comments: To: AAPORNET list <AAPORNET@ASU.EDU>
Content-Type: text/plain; charset=WINDOWS-1252; format=flowed; delsp=yes
Mime-Version: 1.0 (Apple Message framework v924)
Content-Transfer-Encoding: 8bit

The term thin slicing means making very quick decisions with small amounts of information, a "thin slice of experience." I first heard about this term when my book club read "Blink: The Power of Thinking Without Thinking" by Malcolm Gladwell, published in 2005.

In an interview at
<http://www.gladwell.com/blink/>

the author explains,

- > I think that what goes on in that first two seconds is perfectly
- > rational. It's thinking--its just thinking that moves a little
- > faster and operates a little more mysteriously than the kind of
- > deliberate, conscious decision-making that we usually associate with
- > "thinking."

He starts the book with the story of a sculpture that turns out to be a fake. A lot of art experts looked at it, felt it was a fake, but couldn't say why at first. It was a while before folks were able to document the inauthenticity; those first impressions were correct.

I found the book to be very balanced: While he touts the power of "rapid cognition" (he intentionally refrains from using the word "intuition" at all), he also recognizes and discusses the failures and inaccuracies that occur, which should be comforting to those who like large data sets and a systematic approach.

It was very thought-provoking for me, because for years I've felt guilty about following my gut in research; it seemed to me that there should be no place for intuition in quantitative research.

Of course I would never substitute my own opinion for data. But I confess I do sometimes allow my hunches to shape that data through agenda-setting of what questions to ask, which theoretical framework seems most applicable, and so on. There are times in meetings when I pop up with an off-the wall seemingly illogical question or suggestion that proves to be valuable.

Now that I am older, I can attribute this to experience, which makes it more acceptable. But the truth is, even early in my career when there was nothing to base it on, I would hear those little voices, and found things went better when I listened and acted on it.

Then last summer, the NYT science section featured an interview with Gerd Gigerenzer, a German social psychologist, about his book "Gut Feelings: The Intelligence of the Unconscious." I haven't read the book, but in the interview at
http://www.nytimes.com/2007/08/28/science/28conv.html?_r=2&ref=health&oref=slogin&oref=slogin

he says

- > When a person relies on their gut feelings and uses the instinctual
- > rule of thumb "go with your first best feeling and ignore everything
- > else," it can permit them to outperform the most complex calculations.

Gigerenzer's interview was particularly interesting to me, because he explicitly discusses the application to researchers. He observes,
> All successful research scientists function, to a degree, on gut
> instincts. They must make leaps, whether they have all the data or
> not. And at a certain moment, having the data doesn't help them, but
> they still must know what to do. That's when instinct comes in.

At first glance, that sounds a bit scary, like we are relying on our own reactions instead of getting the opinions of subjects. But he also notes,

> In my scientific work, I have hunches. I can't explain always why I
> think a certain path is the right way, but I need to trust it and go
> ahead. I also have the ability to check these hunches and find out
> what they are about.

That pretty sums up my view as a researcher. I might look at a table, have a hunch to check whether an outlier is affecting a certain number, but I wouldn't just disregard the number because I didn't feel good about it.

Well, I thought of this principle again recently. I have a job interview this afternoon, and over the weekend I was obsessing about what to wear, with my choices limited by the reality that I am riding my bicycle. This being a digital era, I tried on the final two options, then sent photographs to my extended family for their opinion. With six sibs, three adult children, and in-laws, it isn't *that* small of a sample size. And my daughter in grad school at The Ohio State University was entertaining, and had everyone there cast a vote as well (convenience sampling at its best).

They chose the black pants. I wanted to wear the skirt, but some of them made compelling arguments in favor of the pants, so I am going with their opinions. Because I do believe in the power of public opinion even when it conflicts with my gut.

Colleen Porter
Gainesville, FL

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Date: Mon, 21 Jul 2008 11:12:49 -0700

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: job: part-time lecturer

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

PART-TIME LECTURER POSITION AVAILABLE
TEACHING PRINCIPLES OF RESEARCH DESIGN
APPROXIMATE STARTING DATE: AUGUST 18, 2008

FOR FULL CONSIDERATION, APPLICATION DOCUMENTS SHOULD BE RECEIVED BY AUGUST 8, 2008. HOWEVER, POSITION WILL REMAIN OPEN UNTIL FILLED.

GENERAL DESCRIPTION: The California Maritime Academy invites applications for a part-time, non tenure-track faculty position for the Fall 2008 semester.

RESPONSIBILITIES:

Teach one section of Principles of Research Design, an upper division business research methods (qualitative and quantitative) course, to students in the Business Administration program and hold office hours as appropriate. The class is expected to introduce students to traditional methodologies in current business research.

MINIMUM QUALIFICATIONS:

- . Master's Degree in an appropriate field.
- . Pedagogical versatility with demonstrated ability in the use of teaching techniques that ensure both student engagement and active learning.
- . Strong communication skills.

SALARY COMPENSATION:

Salary is commensurate with the education and experience of the individual.

LOCATION: The California Maritime Academy, a specialized campus of the California State University (CSU), offers undergraduate degrees in Mechanical Engineering (ABET/EAC accredited), Marine Engineering Technology (ABET/TAC accredited), Facilities Engineering Technology (ABET/TAC accredited), Marine Transportation, Business Administration (IACBE accredited), and Global Studies & Maritime Affairs. The campus is located in Vallejo, 30 miles northeast of San Francisco. (Please visit our web page for more information: <http://www.csum.edu>)

ELIGIBILITY TO WORK: Applicants must provide proof of U.S. citizenship, or eligibility of authorization to work in the United States.

PHYSICAL AND ENVIRONMENTAL CONDITIONS: Typical classroom environment; office in two-story building with elevator access.

APPLICATION INFORMATION:

Applicants for the position must submit the following documents:

1. Faculty Employment Application
2. Applicant Flow Information (optional)
3. Letter of interest
4. Curriculum vitae
5. Teaching evaluations
6. Names, addresses, and telephone numbers of at least three references

APPLICATION PROCESS: All applicants selected for interview will be notified by mail or telephone of the interview schedule. Those persons not selected for interview will be notified only after the position closes and the successful candidate has been selected. Additional information may be obtained by calling the Academy's job line (707) 654-1140 or visiting the website at www.csum.edu.

Send application with appropriate address, phone number, and fax number to:

CALIFORNIA MARITIME ACADEMY
HUMAN RESOURCES (Job #02-08/09)
ATTN: TAMARA McCLANE
200 MARITIME ACADEMY DRIVE
VALLEJO, CA 94590-8181

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=====

Date: Mon, 21 Jul 2008 15:51:29 -0400
Reply-To: "Featherston, Fran A." <ffeather@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Featherston, Fran A." <ffeather@NSF.GOV>
Subject: Study: Poor ballot designs still affect U.S. elections
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I saw this article in USA Today about a study released today by the Brennan Center for Justice at New York University School of Law.
http://www.usatoday.com/news/politics/election2008/2008-07-20-ballots_N.htm

Here is some additional info from the Brennan Center web site. The first link below is the "press release" version, and the second link in the PDF of the full report. They used a couple usability experts that I know on their panel (Jarrett and Redish--both are outstanding web designer experts). The full panel membership is at the bottom of this posting. Are any of the authors or panel members also AAPOR members? =20
Better Ballots

http://www.brennancenter.org/content/resource/better_ballots/
By Lawrence Norden, David Kimball, Whitney Quesenbery, and Margaret Chen
- 07/20/08

Full report:

http://brennan.3cdn.net/5ee5037f892143b801_gxm6i5x3v.pdf

Findings section of report:

"Our review of ballot design and instructions, and state practices and requirements related to ballot design, lead to three key conclusions:

Poor ballot design and instructions have led to the disenfranchisement of hundreds of

thousands of voters in the last several federal elections. In nearly

every election, we have

seen ballot design mistakes repeated. There is compelling evidence that when basic usability

principles are ignored in the design of ballots and drafting of

instructions, a significant

percentage of voters will be disenfranchised, and the affected voters

will disproportionately be

poor, minority, elderly and disabled voters.

A lack of clear and consistent ballot design guidance from federal and state governments

contributes to differing residual and miscast vote rates from county to county, state to

state. Frequently, counties within the same state have created different ballot designs for the

same federal and statewide races. All too often, poor ballot design in

one county has contributed

to dramatically higher rates of lost or miscast votes than in other

counties with better ballot

designs. Similarly, poor ballot designs or instructions in one state may

lead to higher residual

vote rates in that state than in other states with similar populations.

Usability testing is the best way to make sure that voters can use the ballot successfully,

confident that they actually voted for the candidates and positions

they intended to vote

for. Usability testing allows election officials to observe individual

voters using a ballot -

before the election - in order to see where they have problems. This

allows election officials

to analyze the design and language choices to determine the cause of those problems. They

can then redesign and rewrite the ballot to eliminate those problems -

before the election.

Unfortunately, the vast majority of jurisdictions do not conduct

usability testing of their ballots

before an election. Of course, all ballots will eventually receive a

usability test - on Election

Day. At that point, unfortunately, finding out that a ballot is

confusing to voters is most

unwelcome news. Our hope is that by testing ballots before Election Day,

election officials

will make adjustments to ballots and avoid the kinds of design problems

that result in lost or

miscast votes. In our examination of the laws of all fifty states, we

did not find any requirement

for usability testing.

There are a number of steps that the federal government, states, and counties can take to improve their ballot design and instructions and avoid debacles of the sort we have seen in the last several elections."

...

"The members of the task force are listed below; organizational affiliations are provided for identification purposes only.

David B. Aragon is a member of Voting System Performance Rating.

Michael Byrne is Associate Professor of Psychology at Rice University and a member of the NDF CyberTrust ACCURATE Center.

Dana E. Chisnell is an independent usability consultant and user researcher operating UsabilityWorks in San Francisco.

Matt Damschroder is Deputy Director of the Franklin County, Ohio Board of Elections.

Joseph Hall is a Ph.D. candidate at the University of California, Berkeley School of Information and a founding member of the NDF CyberTrust ACCURATE Center.

Jessica Friedman Hewitt is Managing Director of Design for Democracy.

Caroline Jarrett is an independent usability consultant and founder of Effortmark Limited, a usability consultancy based in the United Kingdom.

Martha E. Kropf is Assistant Professor of Political Science at the University of North Carolina-Charlotte.

John Lindback is Oregon's Director of Elections.

Dean Logan is Acting Registrar-Recorder/County Clerk of Los Angeles County, California.

Janice (Ginny) Redish is an independent usability consultant and President of Redish & Associates, Inc.

Josephine Scott is a usability engineer at TechSmith Corporation.

Sarah Swierenga is Director of the Michigan State University Usability and Accessibility Center."

(fran)

Fran Featherston

National Science Foundation

4201 Wilson Blvd.

Arlington, VA 22230

703-292-4221

ffeatherston@nsf.gov

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Date: Mon, 21 Jul 2008 15:14:27 -0500
Reply-To: Robert Godfrey <holbein@CHARTER.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Godfrey <holbein@CHARTER.NET>
Subject: A Simple Calculation
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <EEA122A2F2AE254E94C70364E44F0750F2F956@NSF-BE-02.ad.nsf.gov>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii" ; format="flowed"

This week at the

<<http://tpmcafe.talkingpointsmemo.com/tpmcafe-book-club/>>TPM Book Club, Bill Bishop will be discussing his book "The Big Sort: Why The Clustering of Like-Minded America is Tearing Us Apart." He <http://tpmcafe.talkingpointsmemo.com/2008/07/21/the_quickest_way_to_describe/>opens

the discussion with a simple calculation:

"The quickest way to describe The Big Sort is with a simple calculation. In 1976, about a quarter of the voters lived in a county where either Jimmy Carter or Gerald Ford won by 20 percentage points or more. The number of people living in landslide communities increased steadily over the next seven presidential elections. And by 2004, in another very close vote, nearly half of all voters lived in one of these landslide communities.

Places were becoming more politically homogeneous. You could see it in the data pieced together by statistician Robert Cushing. Counties would tip Republican or Democratic in presidential elections, and then the majorities would grow larger. (Seven out of ten people leaving red counties move to other red counties.) The red and blue state maps were meaningless to how we lived. In ink blue California, for example, 17 counties were growing more Democratic, 30 were becoming more Republican and the parties were getting more competitive in only 11 counties. Sixty percent of the nation's voters today live in communities that haven't changed their presidential party choice since 1988.

continues....

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Date: Mon, 21 Jul 2008 16:28:36 -0500
Reply-To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Steen, Bob" <bob.steen@FLEISHMAN.COM>
Subject: Re: Study: Poor ballot designs still affect U.S. elections
Comments: To: AAPORNET@ASU.EDU

In-Reply-To: A<EEA122A2F2AE254E94C70364E44F0750F2F956@NSF-BE-02.ad.nsf.gov>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Was the focus of this investigation on electronic ballots or on all forms of voting? All of this ballot confusion existed before electronic ballots were around. Usability testing of ballots has always been a possibility. I'm suggesting that this is not a new issue. People have been disenfranchised for a long time by poorly designed ballots. Perhaps electronic ballots are more confusing than paper, but I wonder.

We used to do considerable referendum research on message testing and voter preferences. A couple of times we were able to test various versions of ballot wording before enabling legislation was drafted or petitions were collected. The format and wording of referendums made a dramatic difference in voter willingness to even consider issues. If they didn't understand them quickly, they voted no. We were able to improve the readability of even the most cumbersome referendum language with the use of carriage returns and bullets (at the expense of more space on the ballot). Dropping the "whereas" and other legal language helped comprehension as well.

The reality is that such research on design/format can become a political football on its own, with charges that the research on wording or format is intended to bias, not just clarify, the issue. (Of course, the present variety of formats also introduces its own bias) Furthermore, the lawyers like their arcane language and procedures because they have been "tested" in the courts. The best practices derived from usability testing would likely evolve over time and be issue sensitive, an interesting challenge for a legal system that often values rules over common sense.

Bob Steen
Fleishman-Hillard Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Featherston, Fran A.

Sent: Monday, July 21, 2008 2:51 PM

To: AAPORNET@ASU.EDU

Subject: Study: Poor ballot designs still affect U.S. elections

I saw this article in USA Today about a study released today by the Brennan Center for Justice at New York University School of Law.
http://www.usatoday.com/news/politics/election2008/2008-07-20-ballots_N.htm

Here is some additional info from the Brennan Center web site. The first link below is the "press release" version, and the second link in the PDF of the full report. They used a couple usability experts that I know on their panel (Jarrett and Redish--both are outstanding web designer experts). The full panel membership is at the bottom of this posting. Are any of the authors or panel members also AAPOR members?

Better Ballots

http://www.brennancenter.org/content/resource/better_ballots/

By Lawrence Norden, David Kimball, Whitney Quesenbery, and Margaret Chen

- 07/20/08

Full report:

http://brennan.3cdn.net/5ee5037f892143b801_gxm6i5x3v.pdf

Findings section of report:

"Our review of ballot design and instructions, and state practices and requirements related to ballot design, lead to three key conclusions: Poor ballot design and instructions have led to the disenfranchisement of hundreds of thousands of voters in the last several federal elections. In nearly every election, we have seen ballot design mistakes repeated. There is compelling evidence that when basic usability principles are ignored in the design of ballots and drafting of instructions, a significant percentage of voters will be disenfranchised, and the affected voters will disproportionately be poor, minority, elderly and disabled voters.

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(fran)

Fran Featherston

National Science Foundation

4201 Wilson Blvd.

Arlington, VA 22230

703-292-4221

ffeatherston@nsf.gov

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Date: Mon, 21 Jul 2008 17:44:56 -0400

Reply-To: "Featherston, Fran A." <ffeather@NSF.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Featherston, Fran A." <ffeather@NSF.GOV>

Subject: Ballot study relates to paper ballots

Comments: To: "Steen, Bob" <bob.steen@FLEISHMAN.COM>, AAPORNET@ASU.EDU

In-Reply-To:

A<520278AB4C581048BBC69B44B04D0672099C8BA9@stle31.corp.fleishman.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Bob,

From my very (very) quick look at the 87 page report, this is looking at PAPER ballots like those used in Florida. My message did mention the excellent web usability credentials of two people on the panel, so I may have distracted you. Ginny Redish, one of the web experts, had a previous life in designing written materials, but not forms, per se. I wish they would have had Don Dillman on the panel based on his legendary credentials in designing paper questionnaires and his wonderful article on the Florida ballot.

When the paper's findings discuss usability testing, they are really discussing what we'd call "cognitive interviewing" or "pretesting."
(fran)

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
Sent: Monday, July 21, 2008 5:29 PM
To: AAPORNET@ASU.EDU
Subject: Re: [AAPORNET] Study: Poor ballot designs still affect U.S. elections

Was the focus of this investigation on electronic ballots or on all forms of voting? All of this ballot confusion existed before electronic ballots were around. Usability testing of ballots has always been a possibility. I'm suggesting that this is not a new issue. People have been disenfranchised for a long time by poorly designed ballots. Perhaps electronic ballots are more confusing than paper, but I wonder.

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The reality is that such research on design/format can become a political football on its own, with charges that the research on wording or format is intended to bias, not just clarify, the issue. (Of course, the present variety of formats also introduces its own bias) Furthermore, the lawyers like their arcane language and procedures because they have been "tested" in the courts. The best practices

derived from usability testing would likely evolve over time and be issue sensitive, an interesting challenge for a legal system that often values rules over common sense.

Bob Steen
Fleishman-Hillard Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Featherston, Fran A.
Sent: Monday, July 21, 2008 2:51 PM
To: AAPORNET@ASU.EDU
Subject: Study: Poor ballot designs still affect U.S. elections

I saw this article in USA Today about a study released today by the Brennan Center for Justice at New York University School of Law.
http://www.usatoday.com/news/politics/election2008/2008-07-20-ballots_N.htm

Here is some additional info from the Brennan Center web site. The first link below is the "press release" version, and the second link in the PDF of the full report. They used a couple usability experts that I know on their panel (Jarrett and Redish--both are outstanding web designer experts). The full panel membership is at the bottom of this posting. Are any of the authors or panel members also AAPOR members?

Better Ballots

http://www.brennancenter.org/content/resource/better_ballots/
By Lawrence Norden, David Kimball, Whitney Quesenbery, and Margaret Chen
- 07/20/08

Full report:

http://brennan.3cdn.net/5ee5037f892143b801_gxm6i5x3v.pdf

Findings section of report:

"Our review of ballot design and instructions, and state practices and requirements related to ballot design, lead to three key conclusions: Poor ballot design and instructions have led to the disenfranchisement of hundreds of thousands of voters in the last several federal elections. In nearly every election, we have seen ballot design mistakes repeated. There is compelling evidence that when basic usability principles are ignored in the design of ballots and drafting of instructions, a significant percentage of voters will be disenfranchised, and the affected voters will disproportionately be poor, minority, elderly and disabled voters.

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There are a number of steps that the federal government, states, and counties can take to improve their ballot design and instructions and avoid debacles of the sort we have seen in the last several elections."

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(fran)

Fran Featherston

National Science Foundation

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Unsubscribe? Send email to listserv@asu.edu with this text:
signoff aapornet
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=====
Date: Mon, 21 Jul 2008 21:54:49 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Ballot study relates to paper ballots
Comments: To: "Featherston, Fran A." <ffeather@NSF.GOV>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <EEA122A2F2AE254E94C70364E44F0750F2F95A@NSF-BE-02.ad.nsf.gov>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

This is a fascinating report, concerned primarily with the design of optically sensed paper ballots, rather than question wording.

The word "usability" in the report relates to a concept in web design that has been widely promoted by Jakob Nielsen and adherents of his philosophy of design. Nielsen's book "Designing Web Usability" is to web design what Tufte's "The Visual Display Of Quantitative Information" is to the reporting of statistical data.

For a delightful introduction to "usability" in this sense, I suggest reading Steve Krug's "Don't Make Me Think" which should be mandatory for anyone thinking of putting a survey online.

The report itself makes use of excellent design to illustrate its points, but it fails in one major respect in that it uses a great number of acronyms and narrow technical terms without providing a glossary, making it hard to understand some of the points made at a first reading.

Jan Werner

Featherston, Fran A. wrote:

> Bob,
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> at PAPER ballots like those used in Florida. My message did mention the
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> Fran Featherston
> National Science Foundation
> 4201 Wilson Blvd.
> Arlington, VA 22230
> 703-292-4221
> ffeatherston@nsf.gov

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Steen, Bob
> Sent: Monday, July 21, 2008 5:29 PM
> To: AAPORNET@ASU.EDU
> Subject: Re: [AAPORNET] Study: Poor ballot designs still affect U.S.
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Date: Mon, 21 Jul 2008 22:11:57 -0400
Reply-To: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Andrew A Beveridge <aabeveridge@GMAIL.COM>
Subject: Open Courses at Queens College for Fall
Comments: To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Dear All:

The following 3 courses are still available for Fall at Queens College.
Please contact me with any question. I appreciate the fact that we have now
filled seven of 10 courses, please circulate widely.

Andy

course	desc	enr	limit	time1
212	Sociol Analysis	25	25	M,W 8:00-9:15 AM
213	Deviance & Soc Path	27	45	T,TH 3:05-4:20 PM
334	Soc Research Meth	25	25	T,TH 5:00-6:15 PM

The following courses remain unstaffed, and it might be possible to teach
Sociology of American Life, instead of Sociological Analysis M,W

8:00-9:15 AM

Sociological Analysis is one of our required courses, and is a course in reading, understanding and proposing sociological research.

Deviance and social pathology is a typical deviance course.

Social research methods is a cafeteria methods course that looks at the actual methods used by sociologists both quantitative and qualitative: e.g, survey methods, simple analysis, content analysis, comparative analysis, observation.

Syllabi exist for all courses.

Andrew A. Beveridge
Prof of Sociology Queens College and Grad Ctr CUNY Chair Queens College
Sociology Dept
Office: 718-997-2848
Email: andrew.beveridge@qc.cuny.edu
252A Powdermaker Hall
65-30 Kissena Blvd
Flushing, NY 11367-1597
www.socialexplorer.com

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=====

Date: Tue, 22 Jul 2008 08:26:53 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: SPSS Webcast on Respondent Cooperation
Comments: To: AAPORNET@ASU.EDU, SRMSNET@LISTSERV.UMD.EDU
Comments: cc: "Butzier, Jean" <jbutzier@spss.com>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

This is a webcast SPSS is offering at no cost.

Revolutionize Respondent Cooperation with Predictive Analytics

Aug 26, 2008
Begins at: 11 am CDT
Duration: 1 hour

More information and registration is available at:

http://www.spss.com/events/event.cfm?E_ID=2653
<http://www.spss.com/events/event.cfm?E_ID=2653&Country=US> &Country=US

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

Date: Tue, 22 Jul 2008 10:03:57 -0400
Reply-To: Doug Henwood <dhenwood@PANIX.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Doug Henwood <dhenwood@PANIX.COM>
Subject: cell phones
Comments: To: aapornet aapornet <aapornet@asu.edu>
Mime-Version: 1.0 (Apple Message framework v753.1)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset=US-ASCII; delp=yes; format=flowed

What's the current status of calling cell phones to conduct polls? Is it still verboten, or is it allowed via RDD?

Doug Henwood
Producer, Behind the News
Thursdays, 5-6 PM, WBAI, New York 99.5 FM
Saturdays, 10-11 AM, KPFA, Berkeley 94.1 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>>
or <<http://tinyurl.com/3bsaqb>>

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

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

Date: Tue, 22 Jul 2008 10:25:22 -0400
Reply-To: Howard Fienberg <hfienberg@CMOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <hfienberg@CMOR.ORG>
Subject: Re: cell phones
Comments: To: Doug Henwood <dhenwood@PANIX.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<6C0C5471-5C57-49FF-9522-7D02D5D00BE2@panix.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Sorry, Doug, nothing has changed. You can still contact a cell phone user to conduct research using any automated dialing system if you have their express prior consent. You can also contact a cell phone by manually dialing the number without express prior consent.

But using an automated dialing system without express prior consent leaves you open to expensive legal consequences.

Crafting an exemption from this federal law (the TCPA) for survey and opinion research remains a top legislative priority for CMOR.

Sincerely,
Howard Fienberg
Director of Government Affairs
CMOR

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Doug Henwood
Sent: Tuesday, July 22, 2008 10:04 AM
To: AAPORNET@ASU.EDU
Subject: cell phones

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Doug Henwood
Producer, Behind the News
Thursdays, 5-6 PM, WBAI, New York 99.5 FM Saturdays, 10-11 AM, KPFA,
Berkeley 94.1 FM "best music on a show about economics & politics" -
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38 Greene St - 4th fl
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+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>

or <<http://tinyurl.com/3bsaqb>>

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

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Date: Tue, 22 Jul 2008 11:35:16 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: Re: SPSS Webcast on Respondent Cooperation
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <002701c8ebf6\$393117e0\$ab9347a0\$@net>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

To answer anyone's curiosity why I am involved in this, it's because AAPOR
Exec. Council was approached by SPSS asking for a volunteer from Council to
participate in their webcast. I volunteered to do this unpaid assignment.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul J Lavrakas PhD
Sent: Tuesday, July 22, 2008 8:27 AM
To: AAPORNET@ASU.EDU
Subject: SPSS Webcast on Respondent Cooperation

This is a webcast SPSS is offering at no cost.

Revolutionize Respondent Cooperation with Predictive Analytics

Aug 26, 2008
Begins at: 11 am CDT
Duration: 1 hour

More information and registration is available at:

http://www.spss.com/events/event.cfm?E_ID=2653

<http://www.spss.com/events/event.cfm?E_ID=2653&Country=US> &Country=US

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

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

Please ask authors before quoting outside AAPORNET.

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Date: Tue, 22 Jul 2008 16:57:43 -0400

Reply-To: Kathleen Carr <kcarr@STRATEGICRESEARCHGROUP.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Kathleen Carr <kcarr@STRATEGICRESEARCHGROUP.COM>

Subject: Off-site call monitoring

Comments: To: AAPORNET@ASU.EDU

In-Reply-To: <BLU145-DS4E1EBF71220D071C461DDDB8F0@phx.gbl>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Is anyone aware of a good off-site call monitoring software or company that can supply us with this capability? We have a client who wants to monitor the telephone interviews conducted at our offices from his location.

Any help would be appreciated.

Kathleen Carr, Ph.D.

Strategic Research Group

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

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Date: Tue, 22 Jul 2008 14:39:16 -0700

Reply-To: John D Rogers <jdrogers@SFSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John D Rogers <jdrogers@SFSU.EDU>

Subject: Re: Off-site call monitoring

Comments: To: Kathleen Carr <kcarr@STRATEGICRESEARCHGROUP.COM>

Comments: cc: AAPORNET@ASU.EDU

In-Reply-To: <[001801c8ec3d\\$96b2ce80\\$c4186b80\\$@com](mailto:001801c8ec3d$96b2ce80$c4186b80$@com)>

MIME-Version: 1.0

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

Kathleen,

I recently had to replace our external monitoring device. I was pleased

with the service I received from VLR Communications:

<http://www.vlrcommunications.com>

http://www.vlrcommunications.com/search_products.asp?method=category&catid=118
for monitoring-specific equipment.

Good luck!

John Rogers

John D. Rogers, Ph.D.

Associate Director
Public Research Institute
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

jdrogers@sfsu.edu
(415) 405-3800 (voice)
(415) 338-6099 (fax)

Kathleen Carr <kcarr@STRATEGICRESEARCHGROUP.COM>
Sent by: AAPORNET <AAPORNET@ASU.EDU>
07/22/2008 01:57 PM
Please respond to
Kathleen Carr <kcarr@STRATEGICRESEARCHGROUP.COM>

To
AAPORNET@ASU.EDU
cc

Subject
Off-site call monitoring

Is anyone aware of a good off-site call monitoring software or company that can supply us with this capability? We have a client who wants to monitor the telephone interviews conducted at our offices from his location.

Any help would be appreciated.

Kathleen Carr, Ph.D.
Strategic Research Group

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

=====
Date: Wed, 23 Jul 2008 13:58:30 -0400
Reply-To: Phil Meyer <pmeyer@EMAIL.UNC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Phil Meyer <pmeyer@EMAIL.UNC.EDU>
Subject: Sampling in developing countries
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

Can anyone point me to literature on the problems of sampling in developing countries, particularly the Middle East? Please reply offline, and I'll share with whoever is interested.

Cheers,
Phil Meyer

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

=====
Date: Thu, 24 Jul 2008 09:38:43 -0400
Reply-To: "Fahrney, Kristine" <fahrney@RTI.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahrney, Kristine" <fahrney@RTI.ORG>
Subject: Southern Association for Public Opinion Research: Call for
Conference Participation Extended
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: quoted-printable

Would you like to get to know some of the best minds in the business in a laid back and supportive environment? Are you interested in learning more about analyzing and interpreting cognitive interview data for questionnaire design? How about being part of engaging discussions on emerging survey methods issues and the impact of polls and surveys on

policy and democracy? If so, the annual SAPOR conference is just the place for you! Our abstract deadline has been extended to August 31st. So, there is still time to submit a paper or poster presentation! This year's conference packs a lot of bang for the buck! Plus, if you register early you get a discount on your conference costs!

=20

We are pleased to announce that Professor James Stimson from the University of North Carolina at Chapel Hill will serve as this year's Keynote Speaker. Professor Stimson is directly involved with efforts to address the power of public opinion to move politics. Given the upcoming presidential election -- perhaps the most dynamic election in 100 years -- Stimson will frame the importance and roll of public opinion in his address.=20

=20

This year our short course, entitled "So What Have we Discovered? Analysis and Interpretation of Cognitive Interviews", will be taught by Dr. Gordon Willis and Dr. Kristen Miller. The instructors will discuss the major issues presented when one is faced with the prospect of using cognitive interviewing data to make recommendations and to modify survey questions.

=20

New venue

The Southern Association of Public Opinion Research will hold its 27th Annual Conference at the Holiday Inn Brownstone in Raleigh, North Carolina on October 9-10th. =20

=20

SAPOR Website

Below is the 2008 call for conference participation. Please con visit our website(<http://www.survey.uga.edu/sapor>) for online submission, registration and information.

=20

Call for Conference Participation, 27th Annual conference. October 9-10, 2008. Raleigh, North Carolina

SAPOR is seeking proposals in all areas of opinion and survey research that will be of interest to its members. Proposals on any topic related to public opinion and survey research will be considered, particularly those that reflect this year's conference theme "Public Opinion Matters".

=20

Public Opinion Matters

The work that we, as survey research professionals, do in collecting attitudinal data is important to the health of our democracy. We welcome submissions that broadly address the impact that polling and surveys have on politics and in turn democracy. We encourage participation from all sectors engaged in gathering data including academia, government, private sector, and non-profit.=20

=20

Student Participation

Graduate student participation is highly encouraged and is rewarded with the James W. Prothro Student Paper Competition which recognizes outstanding student-authored research.

=20

Proposal Submission Process

Proposals for the conference should be submitted electronically either through the SAPOR website (<http://www.survey.uga.edu/sapor>). Abstracts should be no more than 300 words and should be submitted by August 31, 2008 for full consideration. Proposals should have the name, mailing address, telephone number, and email address of the principal author.

=20

Conference Participation

If you are willing to serve as a discussant for one of the sessions, please visit the SAPOR website or email the Conference Committee Chair.=20

In addition, we are seeking topics of interest (as well as interested parties) for roundtable discussions. These roundtable discussions provide an intimate setting in which to discuss current issues in public opinion research. All ideas and suggestions are welcome!

=20

=20

Kristine Fahrney=20
RTI INTERNATIONAL=20
3040 Cornwallis Road=20
Research Triangle Park, NC 27709=20
PHONE: 919-485-5531=20
FAX: 919-541-1261=20
EMAIL: fahrney@rti.org=20
www.rti.org=20

=20

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Date: Thu, 24 Jul 2008 14:49:00 -0400
Reply-To: Nancy Belden <NancyBelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <NancyBelden@BRSPOLL.COM>
Subject: short term political job
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I am posting this for a friend:

Democratic survey research firm is in immediate need of proficient SPSS programmer for four month stint (could be longer) of campaign season. Need individual able to hit the ground running, run tabs overnight when necessary, and work with analysts on updating quantitative reports, and interpreting data. Send resume and cover letter to poljob4u@aol.com

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Date: Thu, 24 Jul 2008 21:55:56 -0500
Reply-To: Robert Godfrey <holbein@CHARTER.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Robert Godfrey <holbein@CHARTER.NET>
Subject: Fox News Poll: Do You Have A Neighbor Who Says Obama "Scares Them"?
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <314ECE8B29B8634388BA137A66B8D6D915E2C8@FS.BRSPOLL.local>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii" ; format="flowed"

Curious line of questioning.

From: <http://www.foxnews.com/projects/pdf/FoxPoll.pdf>

Have you heard any of your friends and neighbors say there is something about Barack Obama that scares them?

Yes 49%
No 50%

Have you heard any of your friends and neighbors say there is

something about John McCain that scares them?

Yes 36%

No 62%

Some people believe Barack Obama, despite his professed Christianity, is secretly a Muslim. Others say that is just a rumor and Obama really is a Christian as he says, and point out he's attended a Christian church for years. What do you believe -- is Obama a Muslim or a Christian?

Muslim 10%

Christian 57%

John McCain was held captive for five years in a North Vietnamese prisoner of war camp. Do you think that experience would make McCain a better president or a worse president?

Better 49%

Worse 11%

No Difference (voluntary) 33%

Do you think Barack Obama's trip to Iraq, Afghanistan and the Middle East is better described as a fact-finding trip or as a campaign event?

Fact-finding 19%

Campaign event 47%

Both (voluntary) 25%

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=====
Date: Fri, 25 Jul 2008 10:23:14 +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: Fox News Poll: Do You Have A Neighbor Who Says Obama "Scares Them"?

Comments To: holbein@CHARTER.NET, AAPORNET@ASU.EDU

In-Reply-To: A<[p06240800c4aef0213a22@\[192.168.1.100\]](mailto:p06240800c4aef0213a22@[192.168.1.100])>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Not when you remember who commissioned it.

Iain Noble

Department for Children, Schools and Families

Young People Analysis Division - YCS and Next Steps Study,

N6, Moorfoot, Sheffield, S1 4PQ.

For information about the Next Steps Study go to
www.nextstepsstudy.org.uk or
<http://www.esds.ac.uk/longitudinal/access/lstype/>

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

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

>Sent: 25 July 2008 03:56

>To: AAPORNET@ASU.EDU

>Subject: Fox News Poll: Do You Have A Neighbor Who Says Obama "Scares Them"?

>

>Curious line of questioning.

>

>From: <http://www.foxnews.com/projects/pdf/FoxPoll.pdf>

>

> Have you heard any of your friends and neighbors say there is
>something about Barack Obama that scares them?

> Yes 49%

> No 50%

>

> Have you heard any of your friends and neighbors say there is
>something about John McCain that scares them?

> Yes 36%

> No 62%

>

>

> Some people believe Barack Obama, despite his professed
>Christianity, is secretly a Muslim. Others say that is just a rumor
>and Obama really is a Christian as he says, and point out he's
>attended a Christian church for years. What do you believe -- is
>Obama a Muslim or a Christian?

> Muslim 10%

> Christian 57%

>

>

> John McCain was held captive for five years in a North Vietnamese
>prisoner of war camp. Do you think that experience would make McCain
>a better president or a worse president?

> Better 49%

> Worse 11%

> No Difference (voluntary) 33%

>

>

> Do you think Barack Obama's trip to Iraq, Afghanistan and the
>Middle East is better described as a fact-finding trip or as a
>campaign event?

> Fact-finding 19%

> Campaign event 47%

> Both (voluntary) 25%

>

>-----
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>(CCTM Certificate Number 2007/11/0032.) In case of problems, please
call your
>organisation's IT Helpdesk.
>Communications via the GSi may be automatically logged, monitored
and/or recorded for
>legal purposes.

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Intranet virus scanning service supplied by Cable&Wireless in partnership with
MessageLabs. (CCTM Certificate Number 2007/11/0032.) On leaving the GSi this
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Date: Fri, 25 Jul 2008 09:29:33 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: FW: Iowa Gallup Award Winner Announced
Comments: To: AAPORNET@ASU.EDU
MIME-version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT

From: Simmons, Arlecia D [<mailto:arlecia-simmons@uiowa.edu>]
Sent: Friday, July 25, 2008 9:06 AM
Subject: Iowa Gallup Award Winner Announced
Importance: High

University of Iowa School of Journalism and Mass Communication News Release

July 21, 2008

Des Moines Register wins Iowa Gallup Award for excellent journalism using polls

The University of Iowa School of Journalism and Mass Communication and The Gallup Organization have named The Des Moines Register the recipient of the 2007 Iowa Gallup Award, an annual award recognizing excellent journalism using polls.

The award-winning entry, "The Iowa Caucuses" was published on The Register's Web site on Dec. 31, 2007 and ran in the newspaper the following day. It was selected for the Iowa Gallup Award for accuracy in analyzing and interpreting data, clarity of presentation, and implications for public discourse.

As the recipient of the Iowa Gallup Award, The Des Moines Register will receive a \$2,500 stipend and a medallion, and be honored at a presentation this fall at the Gallup World Headquarters in Washington, D.C.

"It is fitting that this year's Iowa Gallup Award winner is closely linked to this unprecedented election," said Jim Clifton, chairman and CEO of Gallup. "I commend The Des Moines Register's outstanding work in placing the voice of the Iowa electorate squarely into the nation's political dialog and ensuring that the will of Iowans, and the nation, were included in this historic race."

The Iowa Gallup Award is a joint endeavor to honor George H. Gallup, an Iowa native who earned three degrees from the UI, was an instructor with the School of Journalism, and founded the Quill and Scroll, an international honorary society for high school journalists. Quill and Scroll, with 14,104 chapters, has kept its ties with the university and has offices in the School of Journalism and Mass Communication.

The award recognizes the importance of the news media's use of polls in understanding public opinion and shaping discourse on social and political issues. Journalists' accurate, creative and intelligent analysis of polling data can add depth and dimension to their reporting, as well as enhance the quality of public debate. The award is designed to reward news media stories that feature such analysis and thus promote the best use and presentation of polls and data in journalism and media.

Marc Armstrong, director of the School of Journalism and Mass Communication, thanked the judges who reviewed the entries.

"Polls play a prominent role in framing political discourse. Journalists also must be able to use information derived from polls to help them write compelling narratives," he said. "The team of experts that evaluated the entries for the competition this year did an outstanding job of rating the entries, considering factors such as innovation, writing style and impact. We certainly appreciate the effort that went into the evaluation process."

ABC News and The Washington Post are past winners of the award, which is in its third year. Details of the judging criteria, including the requirements, and an entry form can be found at <http://www.uiowa.edu/jmc/GallupAward>.

STORY SOURCE: University of Iowa News Services, 300 Plaza Centre One, Suite

371, Iowa City, Iowa 52242-2500

MEDIA CONTACTS: Arlecia D. Simmons, UI School of Journalism and Mass Communication, arlecia-simmons@uiowa.edu; Nicole Riehl, University News Services, 319-384-0070, nicole-riehl@uiowa.edu

END

Arlecia D. Simmons, ABD
University of Iowa
School of Journalism & Mass Communication

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

Date: Fri, 25 Jul 2008 10:12:37 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Telephone Surveys for the Census Bureau
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: A<p06240800c4aa9d63c8b2@[192.168.1.100]>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Folks,

=20

I am looking for a complete list of telephone surveys (RDD or otherwise) conducted by/for the Bureau. Kindly respond off-the-net if you know of any.

=20

Thanks.

=20

Mansour Fahimi

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onfidential. If you are not the intended recipient of this email,=20
=20 do not read, distribute or reproduce this transmission (including any=
=20attachments). If you have received this e-mail in error, please=20

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=====
Date: Fri, 25 Jul 2008 11:40:31 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: ballpark cost of a mall intercept survey?
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Hi,

I have a client who wants to compare his method of data collection to a mall intercept survey and as I've never done a mall intercept study, I have no idea how much they cost per complete...could anyone give me a ballpark? I would assume need to rent a small space in the mall, have one-two interviewers, plus a small incentive?

Respond off-list,

Thanks!
leora

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

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

=====
Date: Fri, 25 Jul 2008 11:59:58 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: ballpark cost of a mall intercept survey?
Comments: To: AAPORNET@ASU.EDU
In-Reply-To: <006801c8ee85\$eb5d23f0\$69fb064b@dell2005>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 7bit

Hi,

Thanks...I got the info I needed. Amazingly quick!

Leora

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

From: Leora Lawton [mailto:lawton@TECHSOCIETY.COM]
Sent: Friday, July 25, 2008 11:41 AM
To: AAPORNET@ASU.EDU
Subject: [AAPORNET] ballpark cost of a mall intercept survey?

Hi,

I have a client who wants to compare his method of data collection to a mall intercept survey and as I've never done a mall intercept study, I have no idea how much they cost per complete...could anyone give me a ballpark? I would assume need to rent a small space in the mall, have one-two interviewers, plus a small incentive?

Respond off-list,

Thanks!
leora

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

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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=====
Date: Fri, 25 Jul 2008 14:16:43 -0500
Reply-To: "Andes, Steven" <Sandes@OSTEOPATHIC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Andes, Steven" <Sandes@OSTEOPATHIC.ORG>
Subject: How large is large when it comes to differences on a 5 point attitude scale?
Comments: To: aapornet@asu.edu
MIME-Version: 1.0

Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Are there any guidelines for determining how large a difference should be on a 5 point attitude scale to be worth considering?

=20

Especially with large populations, a difference of .1 or .2 on a 5-point scale can be statistically significant, but I would not say that small a difference is meaningful, even if significant statistically.

=20

While I realize that the purpose of the study is very important in determining "how large is large," any guidelines would be appreciated. I've seen some articles that defined a "clinically significant" difference as being so many standard deviations, for example.

=20

Thanks

=20

Steve Andes

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=====
Date: Fri, 25 Jul 2008 15:00:04 -0500
Reply-To: Peter Miller <p-miller@NORTHWESTERN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Peter Miller <p-miller@NORTHWESTERN.EDU>
Subject: Video Tapes of Face-to-Face Interviews
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Hi

We are working on a scheme to code nonverbal communication in face-to-face interviews. To get a sense of how the codes work, we would like to try them out on some previously videotaped interviews, perhaps ones created for interviewer training purposes. Any help in locating videotapes would be greatly appreciated. All best. Peter

--
Peter V. Miller

Department of Communication Studies
Northwestern University
Editor, Public Opinion Quarterly
President-elect, American Association for Public Opinion Research
p-miller@northwestern.edu

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

Date: Fri, 25 Jul 2008 17:42:00 -0400
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: Re: How large is large when it comes to differences on a 5 point
attitude scale?

Comments: To: AAPORNET@ASU.EDU
Comments: cc: Steven Andes <SAndes@OSTEOPATHIC.ORG>
In-Reply-To: <4BF71FF8B15B314EA8AC75980B616C0A023D35EB@exch1.aoanet.local>
Mime-Version: 1.0 (Apple Message framework v753.1)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset=US-ASCII; delp=; format=flowed

I've seen 1/3 or 1/2 of a standard deviation as an effect size measure in program evaluations. Also, 1/2 scale point difference might "matter." But as you said, "practical significance" is in the eyes of the beholder, a function of the topic you're measuring. What is meaningful in that domain? How many people are under-represented or under-selected, for example? Is that a meaningful amount for program planning purposes?

Hope these ideas help,

Milton Goldsamt

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
Silver Spring, MD
miltrgold@comcast.net

On Jul 25, 2008, at 3:16 PM, Andes, Steven wrote:

- > Are there any guidelines for determining how large a difference should
- > be on a 5 point attitude scale to be worth considering?
- >
- >
- >
- > Especially with large populations, a difference of .1 or .2 on a 5-
- > point
- > scale can be statistically significant, but I would not say that

> small a
> difference is meaningful, even if significant statistically.
>
>
>
> While I realize that the purpose of the study is very important in
> determining "how large is large," any guidelines would be appreciated.
> I've seen some articles that defined a "clinically significant"
> difference as being so many standard deviations, for example.

> Thanks

> Steve Andes

> -----
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> Please ask authors before quoting outside AAPORNET.
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Please ask authors before quoting outside AAPORNET.
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Date: Fri, 25 Jul 2008 15:35:00 -0700
Reply-To: debell@stanford.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Matthew DeBell <debell@STANFORD.EDU>
Subject: Re: How large is large when it comes to differences on a 5 point
attitude scale?
Comments: To: "Andes, Steven" <SAndes@OSTEOPATHIC.ORG>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <4BF71FF8B15B314EA8AC75980B616C0A023D35EB@exch1.aoanet.local>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

One proposed convention on effect size is that a difference of means of
.2 standard deviations is small, .5 SD is medium, and .8 SD is large.
Jacob Cohen, 1992, "A Power Primer," Psychological Bulletin 112, 155-159.

But as you note, it depends very much on context. Differences below the
.2 threshold for "small" can certainly be important.

--
Matthew DeBell, Ph.D.
Director of Stanford Operations for the American National Election Studies

Stanford University

650-725-2239

debell@stanford.edu

Andes, Steven wrote:

> Are there any guidelines for determining how large a difference should
> be on a 5 point attitude scale to be worth considering?

>

>

>

> Especially with large populations, a difference of .1 or .2 on a 5-point
> scale can be statistically significant, but I would not say that small a
> difference is meaningful, even if significant statistically.

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>

>

> While I realize that the purpose of the study is very important in
> determining "how large is large," any guidelines would be appreciated.
> I've seen some articles that defined a "clinically significant"
> difference as being so many standard deviations, for example.

>

>

>

> Thanks

>

>

>

> Steve Andes

>

>

> -----

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Date: Fri, 25 Jul 2008 16:29:22 -0700

Reply-To: John D Rogers <jdrogers@SFSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John D Rogers <jdrogers@SFSU.EDU>

Subject: Referral for survey data processing

Comments: To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

I just received an inquiry about data processing services and offered to

pass it along here. The caller has a 2-page questionnaire designed to be processed with Conformat software. There are at least 2000 returned questionnaires that have been scanned, but they now need to have them processed and tabulated. For various reasons they now need to outsource the work. A local firm would be best, but perhaps not essential. They need to get the work done as quickly as possible. That's all I know - please reply directly to:

Stephen M. Sanger
Senior Associate
Applied Development Economics, Inc.

100 Pringle Avenue, Suite 560
Walnut Creek, CA 94596
925.934.8712 ext. 111
ssanger@adeusa.com

John D. Rogers, Ph.D.

Associate Director
Public Research Institute
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

jdrogers@sfsu.edu
(415) 405-3800 (voice)
(415) 338-6099 (fax)

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Date: Mon, 28 Jul 2008 15:26:27 -0400
Reply-To: "Pinkney, Wilford" <WPinkney@GC.CUNY.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Pinkney, Wilford" <WPinkney@GC.CUNY.EDU>
Subject: Translation Services
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

I am looking for a translation service to verify the different language =
versions of our survey instrument for accuracy of translation and to =
ensure translations are conveying the correct meaning of the questions. =
If anyone knows of companies in the New York Area please email me or =
contact me offline at 646-610-4997.

=20
Thanks,
Wil Pinkney

Analyst
New York City Police Department

From: AAPORNET on behalf of Pinkney, Wilford
Sent: Tue 7/15/2008 1:28 PM
To: AAPORNET@ASU.EDU
Subject: Survey Software

I am currently evaluating the survey software of four companies that =
offer CATI software systems and would like to know if anyone is =
currently using them or who has used them in the past. The systems are:

SPSS Dimensions
Sawtooth WIN CATI 4.2
CFMC Survent
Voxco Command Center

I would like the get an honest opinion on the strengths and weaknesses =
of the systems. You can contact me offline at 646-610-4997 or by email =
at wpinkney@gc.cuny.edu.

Best,
Wil Pinkney
Analyst
New York City Police Department

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

Date: Tue, 29 Jul 2008 07:52:47 -0400
Reply-To: rfunk787@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "G. Ray Funkhouser" <rfunk787@AOL.COM>
Subject: Guide to Market Research ?
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset="utf-8"

Perhaps someone can suggest a good, practical guide to market research? =C2=

A friend working overseas in food marketing consulting wants to undertake market research in the US and needs to be brought up to speed on matters such as sampling methods, sample size and so forth. I have been out of the loop so long that I have lost track of current textbooks, directories (except AAPOR's Blue Book, of course) and other such sources. Any help or advice will be much appreciated. Thank you.

G Ray Funkhouser

20

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

=====
Date: Tue, 29 Jul 2008 09:29:00 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

[cid:image001.jpg@01C8F15D.88A757A0]
Altria Client Services Inc.
Corporate Responsibility Research Department
Principal Research Analyst

An Exciting Opportunity...

Altria Client Services is currently seeking highly qualified Principal Research Analysts to join our Corporate Responsibility Research team in Richmond, VA. Altria Client Services provides high quality services to our parent company, Altria Group. The Altria family of companies includes Philip Morris USA, John Middleton, Inc. and Philip Morris Capital Corporation. At Altria Client Services, we recognize that our people are the reason we achieve our business goals. In addition, we believe in developing the leadership potential of our employees by providing them with opportunities for training, development and advancement.

The Corporate Responsibility Research team conducts an array of primary and secondary research to support a broad spectrum of internal departments, including Government Affairs, External Affairs, Corporate Communications and Youth Smoking Prevention. The successful candidate will have primary responsibility for providing research support to the Government Affairs department.

Key Responsibilities...

- * Develop productive working relationships with senior-level clients to understand their business and identify research needs
- * Design, develop and execute primary research studies (e.g., public opinion surveys, political/public policy polling, focus groups) to support efforts of the Government Affairs team; conduct secondary research to complement primary research as needed
- * Develop and apply a deep understanding of Company issues to research efforts
- * Analyze data and information to extract key findings, generate insights and develop recommendations
- * Prepare research summaries and reports; communicate results and recommendations to clients
- * Manage a variety of vendors and contracts
- * Collaborate with internal researchers and other internal business colleagues to conduct additional research to help support broader Corporate Responsibility Research efforts

Successful Candidates will...

- ? Have a college degree (advanced degree desirable)
- ? Have a minimum of 6+ years of practical, applied experience conducting public opinion and polling research - particularly political and public affairs polling (agency experience a plus)
- ? Have experience designing and conducting qualitative and quantitative research - including survey development - in applied settings
- ? Have strong client and vendor management skills
- ? Have a working knowledge of and comfort level with performing basic statistical analyses (experience with more sophisticated analyses a plus)
- ? Have a working knowledge of and comfort level working with technology and various software applications (e.g., MS Word, Excel and PowerPoint; Livelink; Internet navigation)
- ? Have strong organizational skills and attention to detail
- ? Be able to use sound, independent reasoning and judgment to establish work priorities, handle questions and manage client expectations
- ? Be able to write reports and prepare presentations clearly and concisely

- ? Be able to verbally communicate technical information in an easy-to-understand manner
- ? Be willing to work as a member of a team where collaboration with others is critical for success
- ? Be able to work in a fast-paced environment that includes rapid turnaround and changing priorities
- ? Be able to handle multiple assignments

In addition to the opportunity to apply your skills toward these key business initiatives, we offer an excellent compensation package including a competitive base salary, comprehensive health/vision/dental insurance, relocation, incentive compensation and participation in our deferred profit sharing.

Interested? Please proceed by logging on to <http://www.cantbeattheexperience.com> and submitting your resume to job number 10058.

Altria Client Services Inc. is an equal opportunity employer. We support diversity in our workforce. Altria Client Services Inc. promotes a drug-free workplace.

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On your return send this: set aapornet mail

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Date: Tue, 29 Jul 2008 09:31:05 -0500
Reply-To: Jeanie Harper <JHarper@GOAMP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jeanie Harper <JHarper@GOAMP.COM>
Subject: Job Posting
Comments: To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

SENIOR RESEARCH ANALYST

Insight Policy Research, Inc. (Insight)
Washington, DC

Insight Policy Research, Inc., a small data collection and evaluation firm, is looking for a Senior Research Analyst. Headquartered in Rosslyn, VA, we design and develop policy and program evaluations that meet our clients' short and long term needs. For further information on Insight please visit our website: www.insightpolicyresearch.com

Position Summary:

The essential functions of this position include conceptualizing and conducting a broad range of survey-based research and secondary analyses in areas such as health services and quality of care, and educational programs and interventions. The candidate must have expertise and skills in qualitative (focus groups, in-depth interviews) and quantitative (surveys and experimental designs) data analysis as well as developing written reports, publications, graphics, and presentations accessible to diverse audiences.

Education Requirement:

Master's level or PhD with 8 years of experience.

Minimum Qualifications: Eight years of progressively responsible experience in evaluation research involving the development of data collection instruments; application of advanced statistical techniques in the analysis of survey data; experience in directing research projects; experience producing written reports and developing proposals; proven ability to communicate complex ideas to professional and lay audiences.

Other Requirements: Provide up to three reports, chapters, articles and/or research briefs designed and written by applicant required at least one week prior to interview (one may be co-authored with others).

Selection Criteria:

- * Comprehensive knowledge and practical experience in conceptualizing, designing and conducting survey research on topics pertaining to health and education.
- * Training and experience in advanced statistical methods such as demographic modeling, economic estimation techniques, forecasting, multi-level regression analysis (HLM), analysis of longitudinal data, discrete data analysis or meta-analysis.
- * Training and/or experience in designing complex survey samples and computing appropriate tests of significance for complex designs.
- * Experience in using national data sets, particularly those maintained by the Census Bureau, and other Federal agencies (e.g., Schools and Staffing Survey, Common Core of Data, American Community Surveys, Current Population Surveys, etc.).
- * Proven project management skills and ability to allocate time and resources toward the completion of multiple projects with overlapping timelines.
- * Demonstrated ability to synthesize and interpret quantitative research for professional and lay audiences, including training and/or experience in meta-analysis.
- * Proven oral and written communications skills.
- * Knowledge or experience calculating the cost of projects, delineating the scope of work in contracts for services, and monitoring/evaluating contractor activities and products.
- * Membership and active participation in professional organizations.
- * Extensive networks within academic and policy communities.

EEO: All candidates will be considered without regard to race, color, religion, sexual orientation, national origin, or disability.

Contact: Please send resume/CV via email, fax or regular mail to:

Bryan Johnson
Insight Policy Research, Inc.
1655 N Fort Myer Drive; Suite 680
Arlington, VA 22209
Email: info@insightpolicyresearch.com<<mailto:info@insightpolicyresearch.com>=>
>
Fax: (703) 248-0043

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=====

Date: Tue, 29 Jul 2008 17:10:08 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Re: Guide to Market Research ?
Comments: To: rfunk787@AOL.COM, AAPORNET@ASU.EDU
In-Reply-To: <8CABF88C1121218-160C-1323@WEBMAIL-MA01.sysops.aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"; format=flowed
Content-Transfer-Encoding: 8bit

Seems like a good moment to do some promotion for my own work :-)

How about the international handbook of survey methodology?

Recently published, has chapters on web surveys, mixed modes, IVR , and up-to-date sampling and adjustment :-)

See: <http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm>

And rather inexpensive, see also

<http://www.psypress.com/9780805857535>

Best Edith

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

e-mail edithl@xs4all.nl

At 07:52 AM 7/29/2008 -0400, G. Ray Funkhouser wrote:

Gemeente AArle-Rixtel wil dit sluiten
Zet uw handtekening op

<http://www.dierenthuis.nl>

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:
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On your return send this: set aapornet mail
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=====

Date: Tue, 29 Jul 2008 15:25:12 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Guide to Market Research ?
Comments: To: Edith de Leeuw <edithl@XS4ALL.NL>
Comments: cc: AAPORNET@ASU.EDU
In-Reply-To: <5.1.0.14.2.20080729170957.049c7310@pop.xs4all.nl>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 8bit

This looks like a very very good book and the glossary (on the web site) is a wonderful resource, but market research involves much more than surveys and survey methodology.

My favorite for a broad introduction to market research, Bill Dillon's "Marketing Research in a Marketing Environment," has not been updated since the 3rd edition in 1994 and is now out of print (although one can still find used copies), but I wonder if anyone has any good up-to-date substitutes along the same lines.

Jan Werner

Edith de Leeuw wrote:

- > Seems like a good moment to do some promotion for my own work :-)
- >
- > How about the international handbook of survey methodology?
- >
- > Recently published, has chapters on web surveys, mixed modes, IVR , and up-to-date sampling and adjustment :-)
- > See: <http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm>
- > And rather inexpensive, see also
- > <http://www.psypress.com/9780805857535>
- >
- > Best Edith
- >
- >
- >

>> Version: 8.0.138 / Virus Database: 270.5.6/1579 - Release Date:

>> 7/29/2008 6:43 AM

>
> Dr. Edith D. de Leeuw, MethodikA
> Plantage Doklaan 40, NL-1018 CN Amsterdam
> tel + 31 20 622 34 38 fax + 31 20 330 25 97
> e-mail edithl@xs4all.nl

> -----
> Red Stichting Dierenthuis
> De enige permanente opvang voor onplaatsbare asiëldieren
> Gemeente AArle-Rixtel wil dit sluiten
> Zet uw handtekening op
>
> <http://www.dierenthuis.nl>

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=====
Date: Tue, 29 Jul 2008 16:54:10 -0400
Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Zwelling <marc@VECTORRESEARCH.COM>
Subject: impact of the Do-Not-Call list
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Does anyone have experience with the best script or language to deal with respondents in phone samples who say they're on the do-not-call list? Canada's DNC list comes into effect Sept.30.

Marc Zwelling

Marc Zwelling
Vector Research + Development Inc. / 416.733.2320

<http://www.vectorresearch.com>

... Turning questions into strategy

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<http://securityresponse.symantec.com/>

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Date: Tue, 29 Jul 2008 17:12:49 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: Re: impact of the Do-Not-Call list
Comments: To: AAPORNET@ASU.EDU, Marc Zwelling <marc@VECTORRESEARCH.COM>
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

We use language like this: "That is good, because we dislike telemarketers too and the Do Not Call list was created to stop unsolicited sales calls. But we are conducting research, not selling, and research has nothing to do with the Do Not Call list legislation. I just need less than a minute of your time to learn if our research applies to anyone in your household and, if it doesn't, I will be able to let our computer know that so you won't be bothered again." And then we ask the first screening question.

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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>>> Marc Zwelling <marc@VECTORRESEARCH.COM> 7/29/2008 4:54 PM >>>

Does anyone have experience with the best script or language to deal with respondents in phone samples who say they're on the do-not-call list? Canada's DNC list comes into effect Sept.30.

Marc Zwelling

Marc Zwelling
Vector Research + Development Inc. / 416.733.2320
<http://www.vectorresearch.com>

... Turning questions into strategy

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<http://securityresponse.symantec.com/>

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

Date: Wed, 30 Jul 2008 07:13:58 -0400
Reply-To: Debra Miller <millerdebra35@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Debra Miller <millerdebra35@GMAIL.COM>
Subject: Re: Guide to Market Research ?
Comments: To: jwerner@jwdp.com
Comments: cc: AAPORNET@asu.edu
In-Reply-To: <488F6E98.2050506@jwdp.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline

Another book worth considering is:

Malhotra, N. (Ed.). (2006). *Marketing research: An applied orientation and SPSS 14.0 student CD* (5th ed.). Upper Saddle River, NJ: Prentice Hall.

ISBN 0132221179

Debbie Miller

M.S. student

Survey Research and Methodology, Gallup Research Center

University of Nebraska-Lincoln

On Tue, Jul 29, 2008 at 3:25 PM, Jan Werner <jwerner@jwdp.com> wrote:

> This looks like a very very good book and the glossary (on the web site) =
is
> a wonderful resource, but market research involves much more than surveys
> and survey methodology.
>
> My favorite for a broad introduction to market research, Bill Dillon's
> "Marketing Research in a Marketing Environment," has not been updated sin=
ce
> the 3rd edition in 1994 and is now out of print (although one can still f=
ind
> used copies), but I wonder if anyone has any good up-to-date substitutes
> along the same lines.
>
> Jan Werner
> _____
>
>
> Edith de Leeuw wrote:
>
>> Seems like a good moment to do some promotion for my own work :-)
>>
>> How about the international handbook of survey methodology?
>>
>> Recently published, has chapters on web surveys, mixed modes, IVR , and
>> up-to-date sampling and adjustment :-)
>> See: <http://www.xs4all.nl/~edithl/surveyhandbook/contents.htm>

>> And rather inexpensive, see also
>> <http://www.psypress.com/9780805857535>

>> Best Edith

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

>> e-mail edithl@xs4all.nl

>> At 07:52 AM 7/29/2008 -0400, G. Ray Funkhouser wrote:

>>> Perhaps someone can suggest a good, practical guide to market research?=
=C2

>>> =C2 A friend working overseas in food marketing consulting wants to un=
dertake

>>> market research in the US and needs to be brought up to speed on matter=
s

>>> such as sampling methods, sample size and so forth. =C2 =C2 I have bee=
n out of

>>> the loop so long that I have lost track of current textbooks, directori=
es

>>> (except AAPOR's Blue Book, of course) and other such sources. =C2 Any =
help or

>>> advice will be much appreciated. =C2 Thank you.

>>>

>>>

>>>

>>> G Ray Funkhouser

>>>

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>>> -----
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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
>>>
>>>
>>>
>>> No virus found in this incoming message.
>>> Checked by AVG - <http://www.avg.com>
>>> Version: 8.0.138 / Virus Database: 270.5.6/1579 - Release Date: 7/29/2008

>>> 6:43 AM

>>>

>>

>> Dr. Edith D. de Leeuw, MethodikA
>> Plantage Doklaan 40, NL-1018 CN Amsterdam
>> tel + 31 20 622 34 38 fax + 31 20 330 25 97
>> e-mail edithl@xs4all.nl

>> -----

>> Red Stichting Dierenthuis
>> De enige permanente opvang voor onplaatsbare asiieldieren
>> Gemeente AArle-Rixtel wil dit sluiten
>> Zet uw handtekening op
>>
>> <http://www.dierenthuis.nl>
>>

>>

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Date: Wed, 30 Jul 2008 09:18:15 -0400
Reply-To: "Z. Joan Wang" <joanwang@AVARCONSULTING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Z. Joan Wang" <joanwang@AVARCONSULTING.COM>
Subject: Job - SAS Programmer
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=WINDOWS-1252
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline

Job Announcement =96 SAS Programmer

Avar Consulting, Inc. (www.avarconsulting.com), a professional consulting firm located in Rockville, Maryland, is seeking a full-time SAS programmer to work on a large medical record database.

Responsibilities:

- =95 Data processing/cleaning
- =95 Data mining/management
- =95 Basic data analysis.

Requirements:

- =95 One or more years of SAS programming experience
- =95 Bachelor's degree or higher in IT or social science
- =95 Team player
- =95 Knowledge in public health or medical databases, not required but a plus.

Benefits: Commensurate with experience

Contact: Send resume to Dr. Joan Wang, e-mail:
joanwang@avarconsulting.com;

Phone: 240-328-9659;

Address: 17093 Briardale Road, Rockville, MD 20855.

--=20
Z. Joan Wang, Ph.D.
President
Avar Consulting, Inc.
17093 Briardale Road
Suite 101
Rockville, MD 20855
Tel: 301-977-6553
Fax: 301-977-0953
Cell: 240-328-9659
E-mail:joanwang@avarconsulting.com <E-mail%3Ajoanwang@avarconsulting.com>
www.avarconsulting.com

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=====
Date: Wed, 30 Jul 2008 10:59:22 -0400
Reply-To: Jonathan Brill <brillje@UMDNJ.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jonathan Brill <brillje@UMDNJ.EDU>
Subject: CASRO survey performance definitions
Comments: To: AAPORNET@ASU.EDU
MIME-version: 1.0
Content-transfer-encoding: 7BIT
Content-disposition: inline
Content-type: text/plain; charset=US-ASCII

Dear AAPOR Colleagues:

I have noticed that not all survey organizations choose to report AAPOR survey metrics (e.g., Response Rate). For example, the 2006 BRFSS program used a data collection agency that has reported CASRO metrics and has referred to a CASRO document titled "On the Definition of Response Rates". However, when I visited the CASRO website earlier today, I could not find any such document available for viewing or download.

Does anyone have any documentation on CASRO survey metrics or can anyone direct me to finding the document "On the Definition of Response

Rates" document on the CASRO website or elsewhere?

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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=====
Date: Wed, 30 Jul 2008 10:06:10 -0500
Reply-To: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Smith-Tom <smitht@NORC.UCHICAGO.EDU>
Subject: Re: CASRO survey performance definitions
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<s8904994.001@smtpnpc.umdnj.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

The CASRO standards are referenced in AAPOR's Standard Definitions. The CASRO standards are described in a 1983 report authored by Lester Frankel and published by the Marketing Science Institute.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Jonathan Brill
Sent: Wednesday, July 30, 2008 9:59 AM
To: AAPORNET@ASU.EDU
Subject: CASRO survey performance definitions

Dear AAPOR Colleagues:

I have noticed that not all survey organizations choose to report AAPOR survey metrics (e.g., Response Rate). For example, the 2006 BRFSS program used a data collection agency that has reported CASRO metrics and has referred to a CASRO document titled "On the Definition of Response Rates". However, when I visited the CASRO website earlier today, I could not find any such document available for viewing or download.

Does anyone have any documentation on CASRO survey metrics or can anyone direct me to finding the document "On the Definition of Response Rates" document on the CASRO website or elsewhere?

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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=====
Date: Wed, 30 Jul 2008 10:32:53 -0500

Reply-To: Barron-Martin <Barron-Martin@NORC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barron-Martin <Barron-Martin@NORC.ORG>
Subject: Re: CASRO survey performance definitions
Comments: To: Jonathan Brill <brillje@UMDNJ.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<s8904994.001@smtppnc.umdj.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Here is the full citation for the Frankel piece,

Frankel, L. R. 1983. "The Report of the CASRO Task Force on Response Rates." In Wiseman, F. (Ed.), *Improving Data Quality in Sample Surveys* (pp. 1-11.) Cambridge, MA: Marketing Science Institute.

We use CASRO on the National Immunization Survey. Mathematically, CASRO response rate type II is equivalent to AAPOR RR3 where partials are not considered completes and unobserved units are considered to be eligible proportional to the eligibility among observed units.

Best,
Martin Barron
NORC at the University of Chicago

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan Brill
Sent: Wednesday, July 30, 2008 9:59 AM
To: AAPORNET@ASU.EDU
Subject: CASRO survey performance definitions

Dear AAPOR Colleagues:

I have noticed that not all survey organizations choose to report AAPOR survey metrics (e.g., Response Rate). For example, the 2006 BRFSS program used a data collection agency that has reported CASRO metrics and has referred to a CASRO document titled "On the Definition of Response Rates". However, when I visited the CASRO website earlier today, I could not find any such document available for viewing or download.

Does anyone have any documentation on CASRO survey metrics or can anyone direct me to finding the document "On the Definition of Response Rates" document on the CASRO website or elsewhere?

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
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=====
Date: Wed, 30 Jul 2008 12:05:07 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Questions and answers for polling skeptics
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

=20

Questions and answers for polling skeptics

AP

<http://www.politico.com/news/stories/0708/12169.html>

=20

Questions and answers for polling skeptics

By THE ASSOCIATED PRESS | 7/30/08 9:55 AM EST Text Size: =20

=20

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WASHINGTON (AP) - Why should I believe your poll? =20

=20

It's a challenge pollsters and news organizations get all the time. And why not - the profusion of polls can be confusing. This week alone, one USA Today-Gallup Poll showed Barack Obama leading John McCain in the presidential race by 3 percentage points and a separate Gallup Poll showed Obama up by 8 points. =20

=20

This year's presidential race may produce more skeptics than usual, considering Obama's bid to become the first African-American president of a nation where racial attitudes can be complex and concealed. =20

=20

Some questions and answers about attempts to read public sentiment: =20

=20

Q: Don't people lie to pollsters? =20

=20

A: Some do, but pollsters think it's extremely limited and say people who dislike polls are likelier to refuse to answer them. Historically, more people tell pollsters they engage in socially desirable activities like voting than actually do so, and fewer admit to undesirable acts like using illegal drugs than really commit such acts. These answers may not be lies - they may reflect people's self-images or selective memories. In an Associated Press-Yahoo News poll in June, 4 percent said they answer untruthfully when asked an uncomfortable question in a survey, and 7 percent said they sometimes do. Twenty-six percent said they sometimes or always skip the question. Yet 69 percent also said it's important to express an opinion by answering polls. =20

=20

Q: Won't some people oppose Obama but not tell pollsters because they worry they may appear racist? =20

=20

SNIP

=20

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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=====
Date: Wed, 30 Jul 2008 10:03:06 -0700
Reply-To: mark@markdavidrichards.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark David Richards <mark@MARKDAVIDRICHARDS.COM>
Subject: Section 508 compliant research reports
Comments: To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

I'm interested in hearing about when and how those doing research for agencies go about making their public opinion research reports Section 508 (29 U.S.C. § 794d) compliant (helpful resources and guidelines, use of software applications, etc.)?

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=====
Date: Thu, 31 Jul 2008 10:42:03 -0400
Reply-To: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <pxm1@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Mariolis, Peter (CDC/CCHP/NCCDPHP)" <pxm1@CDC.GOV>

Subject: FW: CASRO survey performance definitions
Comments: To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 8bit

There is also a report with a 1982 copyright on the CASRO website, titled "On the Definition of Response Rates." Here's a disguised link:
<http://www.casro.org/resprates.cfm>.

The claim that one is presenting a CASRO response rate provides legitimacy for a response rate, perhaps especially for non-survey methodologists. I am always very skeptical of a response rate based on a claim that a CASRO response rate is being reported. The CASRO report was a clear advance over the state of the field at the time. Nevertheless, it has, from today's perspective, a couple of large holes that allow a survey organization to present its reported response rate as a CASRO rate, even though the reported number is based on questionable assumptions.

(1) The CASRO standards don't try to specify the criteria for categorizing reporting units as eligible, not eligible, or not ascertained. As long as a survey has all three and the not ascertained's are "distributed between eligibles and ineligibles in the same proportions as exists among the working numbers," survey organizations can and do claim to be presenting a CASRO rate, even if it doesn't meet AAPOR's specifications. So, I would not equate a CASRO Type II rate to an AAPOR rate without determining just how eligibles, ineligibles, and not ascertained's were categorized.

(2) With respect to RDD telephone surveys, answering machine and other devices that present a message provide information that was not available in the early 1980's. At least for general population surveys, this information can be used to make probabilistic determinations of eligibility. Not using this information results in a higher response rate than is obtained by using this information. For example, a survey organization can "follow the CASRO practice" and define as not-ascertained any telephone number whose eligibility was not verified by a live person, even if an answering machine says something like, "Hi, this is Joe. Please leave a message...." or even "Hi, you've reached the home of Joe and Sally...."

Peter

Peter Mariolis, Ph.D.
Health Scientist
Centers for Disease Control and Prevention
Office on Smoking and Health
3005 Chamblee-Tucker Road
Atlanta, GA 30341
(Voice) 770-488-5845
(Fax) 770-488-5848

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Barron-Martin

Sent: Wednesday, July 30, 2008 11:33 AM

To: AAPORNET@ASU.EDU

Subject: Re: CASRO survey performance definitions

Here is the full citation for the Frankel piece,

Frankel, L. R. 1983. "The Report of the CASRO Task Force on Response Rates." In Wiseman, F. (Ed.), Improving Data Quality in Sample Surveys (pp. 1-11.) Cambridge, MA: Marketing Science Institute.

We use CASRO on the National Immunization Survey. Mathematically, CASRO response rate type II is equivalent to AAPOR RR3 where partials are not considered completes and unobserved units are considered to be eligible proportional to the eligibility among observed units.

Best,
Martin Barron
NORC at the University of Chicago

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

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

Sent: Wednesday, July 30, 2008 9:59 AM

To: AAPORNET@ASU.EDU

Subject: CASRO survey performance definitions

Dear AAPOR Colleagues:

I have noticed that not all survey organizations choose to report AAPOR survey metrics (e.g., Response Rate). For example, the 2006 BRFSS program used a data collection agency that has reported CASRO metrics and has referred to a CASRO document titled "On the Definition of Response Rates". However, when I visited the CASRO website earlier today, I could not find any such document available for viewing or download.

Does anyone have any documentation on CASRO survey metrics or can anyone direct me to finding the document "On the Definition of Response Rates" document on the CASRO website or elsewhere?

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
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=====
Date: Thu, 31 Jul 2008 14:51:54 -0500
Reply-To: Howard Gordon <hgordon@GRFILTD.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Gordon <hgordon@GRFILTD.COM>
Subject: Usage rates of nonprobability v. probability samplings in US
Comments: To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

I'm trying to get some sense of the usage rates of non-probability samplings compared to probability samplings in the US research community.

1. Out of all the surveys/research you initiate/direct/conduct, what is the ratio of surveys using non-probability sampling to probability sampling?
2. What's your best professional guess on this pertaining to the universe of all surveys samplings conducted in the US - What's the overall ratio of non-probability to probability samplings?

3. Do these ratios for non-probability v. probability samplings differ by-

-commercial research surveys?

-academic/sociological surveys?

If so, what's your best guess for the ratio of non-probability v. probability for each?

Thanks. Will appreciate your observations on the above.

Howard

Howard Gordon

GRFI Ltd.

Chicago, Illinois 60601

312-856-2153

Fx 312-856-0025

hgordon@grfiltd.com

hgordon1962@kellogg.northwestern.edu

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