

From: LISTS.ASU.EDU LISTSERV Server (16.0) [LISTSERV@asu.edu]  
Sent: Saturday, May 28, 2011 6:10 PM  
To: Shapard Wolf  
Subject: File: "AAPORNET LOG0907"

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Date: Wed, 1 Jul 2009 09:25:48 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: And speaking of the census  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 8bit

National Briefing | Washington  
Officials Hired for Census Planning

By THE ASSOCIATED PRESS

Published: June 30, 2009

With the start of the 2010 census months away, Commerce Secretary Gary Locke hired three former Census Bureau officials to assess potential problems as the government waits for confirmation of President Obama's nominee for census director. The experts are Kenneth Prewitt, who headed the 2000 census count; John Thompson, a president of the National Opinion Research Center at the University of Chicago who helped run the 2000 census; and Nancy Potok, a former chief financial officer for the Census Bureau. Robert Groves, a veteran survey researcher with the University of Michigan, was nominated by Mr. Obama in April for census director. He was easily approved by a Senate committee last month, but Republicans have stalled the final vote on his confirmation.

--

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

---

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---

Date: Wed, 1 Jul 2009 09:41:26 -0400  
Reply-To: [poapatrckh@AOL.COM](mailto:poapatrckh@AOL.COM)  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "D. Patrick Hoey" <[poapatrckh@AOL.COM](mailto:poapatrckh@AOL.COM)>

Subject: Margin of Error Table - 90% CI  
Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset="us-ascii"

Hello, I am looking for a table that shows the sampling error of various sample sizes by various result percentages (Percentage Near 10, 20, 30, 40 etc.) at the 90% percent Confidence Interval.

?

Tables of this type at the 95% and 99% are readily available, but I cannot find one at the 90% CI level.

?

Any recommendation would be greatly appreciated.

?

Please respond directly to POAPATRICKH@AOL.COM

?

Thank you,

?

Dion P. Hoey, PhD

Nassau Community College

Garden City, New York 11530

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=====  
Date: Wed, 1 Jul 2009 12:17:50 -0400  
Reply-To: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>  
Subject: Re: Margin of Error Table - 90% CI  
Comments: To: [poapatricks@AOL.COM](mailto:poapatricks@AOL.COM), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

The z score for each interval is readily available in a table in the appendices of most stat books.

The point is to realize that z is a coefficient in the computations for sampling error when computed via the McNemar statistic. The z value for the 95% area under the normal curve is 1.96 and about 1.57 for the 90% area. So if you multiply the sampling error shown in the 95% Confidence table by 1.57/1.96, you get the right "estimate" for the 90% confidence interval.

Remember, though, all of these tables assume probability sampling. You cannot (legitimately/properly) compute sampling error estimates for convenience samples.

Several years ago I built an Excel spreadsheet that computes sampling error estimates for any level of confidence. All you do is put the sample proportion observed, the sample size, and the desired confidence interval in and the spreadsheet spits back the sampling error. If this spreadsheet would be truly helpful to you, e-mail me directly and I will see if I can find it and send the file to you.

Regards,  
Jonathan

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

From: "D. Patrick Hoey" <poapatrickh@AOL.COM>  
To: <AAPORNET@ASU.EDU>  
Sent: Wednesday, July 01, 2009 9:41 AM  
Subject: Margin of Error Table - 90% CI

> Hello, I am looking for a table that shows the sampling error of various  
> sample sizes by various result percentages (Percentage Near 10, 20, 30, 40  
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>  
> Thank you,  
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>  
> Dion P. Hoey, PhD  
>  
> Nassau Community College  
>  
> Garden City, New York? 11530  
>  
> -----  
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=====  
Date: Thu, 2 Jul 2009 11:03:09 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: More on the census  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

[http://voices.washingtonpost.com/federal-eye/2009/07/eye\\_opener\\_gop\\_asks\\_bachmann\\_t.html](http://voices.washingtonpost.com/federal-eye/2009/07/eye_opener_gop_asks_bachmann_t.html)

or

<http://tinyurl.com/mf7ee6>

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Eye Opener: GOP to Bachmann: End Census Boycott

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Happy Thursday! (Even better: Happy Getaway Day!) At some point last month, Rep. Michele Bachmann (R-Minn.) said she would refuse to fill out anything more than the number of people in her household on her Census questionnaire. She argued that questions other than how many people live in her home are unconstitutional and feared that political groups, including ACORN, might try to sway final Census numbers.

=20

Republican colleagues have now called her boycott illogical and illegal.

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"Every elected representative in this country should feel a responsibility to encourage full participation in the census. To do otherwise is to advocate for a smaller share of federal funding for our constituents," Reps. Patrick McHenry (R-N.C.), Lynn Westmoreland (R-Ga.) and John Mica (R-Fla.) said in a statement. The trio is members the House Census Oversight Subcommittee.

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SNIP

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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, 2 Jul 2009 11:43:29 -0400  
Reply-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Subject: Census hearing next week  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Information Policy, Census, and National Archives Subcommittee (Chairman Clay, D-Mo.) of House Oversight and Government Reform Committee will hold a hearing titled "Census Data and its Use in Federal Formula Funding."

Contact: Piggee, Darryl - Democratic Staff Director and Counsel at 202-225-6751

Date: Thursday, July 9, 2 p.m.=20  
Place: 2154 Rayburn Bldg.=20

Cheers,  
Howard Fienberg  
Director of Government Affairs  
Marketing Research Association (MRA)  
howard.fienberg@mra-net.org  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.mra-net.org> <<http://www.mra-net.org/>>=20  
<http://www.cmor.org> <<http://www.cmor.org/>>=20  
=20

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=====  
Date: Thu, 2 Jul 2009 13:59:27 -0400  
Reply-To: Ward R Kay <[wkay1@GMU.EDU](mailto:wkay1@GMU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Ward R Kay <[wkay1@GMU.EDU](mailto:wkay1@GMU.EDU)>  
Subject: Re: More on the census  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684DB517D@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684DB517D@exchange.local.artscience.com)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT  
Content-disposition: inline

I remember a memo I saw from mid-90s after the Republicans gained control of the House. In it, every question in the long-form of the Census was linked to the law which specified its requirement. Basically telling Congress, if the Census is too long, then it's up to you to change the laws.

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Date: Thursday, July 2, 2009 11:03 am  
Subject: More on the census

> [http://voices.washingtonpost.com/federal-  
> eye/2009/07/eye\\_opener\\_gop\\_asks\\_bachmann\\_t.html](http://voices.washingtonpost.com/federal-eye/2009/07/eye_opener_gop_asks_bachmann_t.html)  
>  
> or  
>  
> <http://tinyurl.com/mf7ee6>  
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> SNIP

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

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Date: Sat, 4 Jul 2009 20:39:40 -0400  
Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Footing the bill: Summary of polling on costs of health care reform

Comments: To: AAPORNET list <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delpsp=yes  
Content-Transfer-Encoding: 7bit  
Mime-Version: 1.0 (Apple Message framework v935.3)

The folks at Kaiser Family Foundation have pulled together a summary of recent (Mar - Jun 09) polls of public opinion regarding the costs of health care reform.

<http://www.kff.org/kaiserpolls/upload/7931.pdf>

I found this report incredibly well done, with links to the press releases of the various polling organizations, exact question wording, grouped by topic. It facilitates an intelligent comparison among the data sources and provides a big picture of the issue.

And since this topic has recently catapulted out of the realm of health policy wonks into the limelight of mainstream politics and presidential persistence, this "data note" makes a timely contribution to informing public policy.

Colleen Porter  
Gainesville, FL

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Date: Mon, 6 Jul 2009 08:54:32 -0400  
Reply-To: "Biemer, Paul P." <[ppb@RTI.ORG](mailto:ppb@RTI.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Biemer, Paul P." <[ppb@RTI.ORG](mailto:ppb@RTI.ORG)>  
Subject: Re: Recording Interviews -- Nonresponse Effects? [SUMMARY OF REPLIES]

Comments: To: [jeffrey.c.moore@CENSUS.GOV](mailto:jeffrey.c.moore@CENSUS.GOV), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[OF4545B74B.694834DE-ON852575D7.003FCE40-852575E5.0072A2FA@ census.gov](mailto:OF4545B74B.694834DE-ON852575D7.003FCE40-852575E5.0072A2FA@ census.gov)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"



Content-Transfer-Encoding: 8bit

Jeff,

Actually, there are at least two papers on that compare response rates for CARI experimentally: the one you mention below and this one:

Arceneaux, T. "Evaluating the Computer Audio-Recorded Interviewing (CARI) Household Wellness Study (HWS) Field Test." 2007 Proceedings of the American Statistical Association. Statistical Computing Section [CD-ROM]. Alexandria, VA: American Statistical Association, 2007. 2811-2818.

This study was conduct at the Census Bureau. You might check within your agency to see if any more are planned.

Thanks for sending out your lit search results.

Best,

Paul

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jeffrey C. Moore

Sent: Tuesday, June 30, 2009 4:52 PM

To: AAPORNET@ASU.EDU

Subject: Fw: Recording Interviews -- Nonresponse Effects? [SUMMARY OF REPLIES]

My posting a few weeks ago (see below) generated quite a few "please share what you find" responses. So here goes (with apologies to those for whom this topic holds little interest), starting with the bottom line: There's way more anecdotal wisdom than research, but recording does not seem to be that big a deal for respondents, and there's very little evidence that it causes people to bail out of responding entirely.

And now the gory details:

Responses from several high-volume commercial practitioners who regularly (if not always) record interviews were quite similar: Respondents do, with some frequency, decline to be recorded, but refusals to be interviewed because of recording are extremely rare events. Although refusal to record is not a major problem, the practitioners tend track this phenomenon pretty carefully. Not so with regard to the impact of recording on survey nonresponse, which is pretty much a data-free zone: "We don't hear any complaints about this from our telephone center," and "In the last five years I have only heard of one respondent that has refused due to being recorded" is about as hard-data as anyone gets.

A few responders cited actual papers and presentations, a few of which are relevant. For example:

Wrenn-Yorker, C. and Thissen R., "Bringing CARI to Actuality," FedCASIC presentation, March 2006

No experimental design; a possible effect on cooperation, but the authors suspect an "overload" effect from multiple consents -- to the interview and to the recording -- being lumped together.

Hunter, L., "Audio Recording at Statistics Canada," FedCASIC presentation, March 2009

No experimental design; separated interview and recording consents; a very small effect, which the author suspects is attributable to inadequate efforts to get interviewers "on board" -- she sees interviewer resistance, not respondent resistance, as the problem.

Herget, D., Biemer, P., Morton, J., and Sand, K., "Computer Audio Recorded

Interviewing (CARI): Additional Feasibility Efforts of Monitoring Field Interview Performance," paper presented at the Federal Committee on Statistical Methodology (FCSM) research conference, November 2005  
CARI feasibility study; no experimental design; no information concerning impact on survey cooperation, but the authors report a high level of R consent to record (despite sensitive survey content) and mostly positive (or neutral) R attitudes about recording.

Ongena, Y. "[?? working paper; some results presented at AAPOR 2008]"

Non-experimental; very high (95%) level of consent to the recording request; no apparent impact on cooperation ("...of course due to the fact that permission to record was asked after the interview had been running for about 15 minutes").

Hansen, S., Krysan, M., and Couper, M., "Sound Bytes: Capturing Audio in

Survey Interviews," AAPOR poster presentation, May 2005  
Looks at predictors of consent to be recorded; finds that variation in consent to record is mostly attributable to interviewer effects, not R characteristics (noting again that it would be hard for it to be otherwise since the request to record the interview almost always comes after the respondent has agreed to be interviewed).

Jennifer Dykema shared an informal summary of her recent inquiry into this topic, which I quote here:

- There appears to be very little published work on this topic most likely because the request to record comes after the respondent has agreed to participate and in general, break-offs are low in interviewer-administered surveys.

- In my quick search through work by Charlie Cannell and the Groves et al. article from TSMII, no one mentions the effect of recording on response rates. In the Groves et al. article from TSMII, the authors mention having to explicitly ask for permission to record but do not report any effects on response rates.

- Historically people have worried more about whether recording affects interviewers' or respondents' behaviors within the interview but mostly no effects.

- While a request to record will have virtually no effect on response rates overall, not all Rs will consent to be recorded. In our Parent Study 3 (telephone administered list sample) we had 20 of 566 who agreed to do the iw, refuse to be taped.

Jennifer also tipped me off to what seems to be the planet's one and only published experimental study, a very nice paper by...

Basson, D., "The Effects of Digital Recording of Telephone Interviews on Survey Data Quality," AAPOR paper presentation, May 2005 (ASA/SRM Proceedings, 3778-3785).

Basson finds no effect of a request to record on survey cooperation (or on any other indicator of data quality for that matter). Interestingly, she notes that this finding runs directly counter to interviewers' impressions -- interviewers were convinced that the recording request made obtaining cooperation more difficult.

Thanks to all who responded.

-- Jeff Moore --

----- Forwarded by Jeffrey C Moore/SRD/HQ/BOC on 06/16/2009 07:36 AM

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"Jeffrey C.  
Moore"  
<jeffrey.c.moore@  
To CENSUS.GOV> AAPORNET@ASU.EDU  
Sent by: AAPORNET  
cc <AAPORNET@asu.edu  
>  
Subject Recording Interviews --  
Nonresponse Effects?  
05/28/2009 08:25  
AM

Please respond to  
jeffrey.c.moore@C  
ENSUS.GOV

What's the impact of an intent to record an interview on survey cooperation?  
If anyone is aware of any published work which looks at the impact of interview recording on nonresponse/refusal I would appreciate whatever leads you could share.

Thanks.

Jeff Moore  
Research Psychologist  
US Census Bureau

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On your return send this: set aapornet mail  
Please ask authors before quoting outside AAPORNET.  
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---

Date: Mon, 6 Jul 2009 09:56:28 -0400  
Reply-To: jeffrey.c.moore@CENSUS.GOV  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Jeffrey C. Moore" <jeffrey.c.moore@CENSUS.GOV>  
Subject: Re: Recording Interviews -- Nonresponse Effects? [SUMMARY OF REPLIES]

Comments: To: "Biemer, Paul P." <ppb@rti.org>

Comments: cc: AAPORNET@ASU.EDU

In-Reply-To:

<7447393869595D4EBC20745A4F48BA1F45379D@RTPWEXC18.RCC\_NT.RTI.ORG>

MIME-Version: 1.0

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

Thanks, Paul. I know there's quite a bit of CARI work going on at the Census Bureau, but I did miss this paper. And from my own agency -- how embarrassing!

In the interests of completeness, I'll summarize my quick read: There's some interesting stuff here (e.g., about respondent reactions -- as usual, they're not particularly concerned), but I don't think it speaks very convincingly to the nonresponse issue. The field test was very small and non-experimental. There's an attempt to assess nonresponse effects through a comparison to a similar but not recorded production survey, conducted at about the same time, but with different screening procedures, and, more importantly, different response rate performance standards for the interviewers. The results show a significantly lower response rate -- and a significantly higher refusal rate -- in the CARI test. Arceneaux is careful to list all the appropriate caveats and limitations, and downplays the nonresponse findings, which I think is just right.

So unless I'm misreading something here, my tally of experimental studies remains at 1.

--J--

"Biemer, Paul P."

<ppb@rti.org>

To

07/06/2009 08:54 AM <jeffrey.c.moore@CENSUS.GOV>,  
AM <AAPORNET@ASU.EDU>

<AAPORNET@ASU.EDU>

cc

Subject

RE: Recording Interviews --  
Nonresponse Effects? [SUMMARY OF  
REPLIES]

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Arceneaux, T. "Evaluating the Computer Audio-Recorded Interviewing (CARI) Household Wellness Study (HWS) Field Test." 2007 Proceedings of the American Statistical Association. Statistical Computing Section [CD-ROM]. Alexandria, VA: American Statistical Association, 2007. 2811-2818.

This study was conducted at the Census Bureau. You might check within your agency to see if any more are planned.

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A few responders cited actual papers and presentations, a few of which are relevant. For example:

Wrenn-Yorker, C. and Thissen R., "Bringing CARI to Actuality," FedCASIC presentation, March 2006

No experimental design; a possible effect on cooperation, but the authors suspect an "overload" effect from multiple consents -- to the interview and to the recording -- being lumped together.

Hunter, L., "Audio Recording at Statistics Canada," FedCASIC presentation, March 2009

No experimental design; separated interview and recording consents; a very small effect, which the author suspects is attributable to inadequate efforts to get interviewers "on board" -- she sees interviewer resistance, not respondent resistance, as the problem.

Herget, D., Biemer, P., Morton, J., and Sand, K., "Computer Audio Recorded

Interviewing (CARI): Additional Feasibility Efforts of Monitoring Field Interview Performance," paper presented at the Federal Committee on Statistical Methodology (FCSM) research conference, November 2005  
CARI feasibility study; no experimental design; no information concerning impact on survey cooperation, but the authors report a high level of R consent to record (despite sensitive survey content) and mostly positive (or neutral) R attitudes about recording.

Ongena, Y. "[?? working paper; some results presented at AAPOR 2008]"  
Non-experimental; very high (95%) level of consent to the recording request; no apparent impact on cooperation ("...of course due to the fact that permission to record was asked after the interview had been running for about 15 minutes").

Hansen, S., Krysan, M., and Couper, M., "Sound Bytes: Capturing Audio in

Survey Interviews," AAPOR poster presentation, May 2005  
Looks at predictors of consent to be recorded; finds that variation in consent to record is mostly attributable to interviewer effects, not R characteristics (noting again that it would be hard for it to be otherwise since the request to record the interview almost always comes after the respondent has agreed to be interviewed).

Jennifer Dykema shared an informal summary of her recent inquiry into this topic, which I quote here:

- There appears to be very little published work on this topic most likely because the request to record comes after the respondent has agreed to participate and in general, break-offs are low in interviewer-administered surveys.
- In my quick search through work by Charlie Cannell and the Groves et al. article from TSMII, no one mentions the effect of recording on response rates. In the Groves et al. article from TSMII, the authors mention having to explicitly ask for permission to record but do not report any effects on response rates.
- Historically people have worried more about whether recording affects interviewers' or respondents' behaviors within the interview but mostly no effects.
- While a request to record will have virtually no effect on response rates overall, not all Rs will consent to be recorded. In our Parent Study 3 (telephone administered list sample) we had 20 of 566 who agreed to do the iw, refuse to be taped.

Jennifer also tipped me off to what seems to be the planet's one and only published experimental study, a very nice paper by...

Basson, D., "The Effects of Digital Recording of Telephone Interviews on Survey Data Quality," AAPOR paper presentation, May 2005 (ASA/SRM Proceedings, 3778-3785).

Basson finds no effect of a request to record on survey cooperation (or on any other indicator of data quality for that matter). Interestingly, she notes that this finding runs directly counter to interviewers' impressions -- interviewers were convinced that the recording request made obtaining cooperation more difficult.

Thanks to all who responded.

-- Jeff Moore --



----- Forwarded by Jeffrey C Moore/SRD/HQ/BOC on 06/16/2009 07:36 AM

-----  
"Jeffrey C.  
Moore"  
<jeffrey.c.moore@  
To CENSUS.GOV> AAPORNET@ASU.EDU  
Sent by: AAPORNET  
cc <AAPORNET@asu.edu  
>  
Subject Recording Interviews --  
Nonresponse Effects?  
05/28/2009 08:25  
AM

Please respond to  
jeffrey.c.moore@C  
ENSUS.GOV

What's the impact of an intent to record an interview on survey cooperation?  
If anyone is aware of any published work which looks at the impact of interview recording on nonresponse/refusal I would appreciate whatever leads you could share.

Thanks.

Jeff Moore  
Research Psychologist  
US Census Bureau

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---

Date: Mon, 6 Jul 2009 14:51:16 -0400

Reply-To: Ashley Bowers <afbowers@ISR.UMICH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Ashley Bowers <afbowers@ISR.UMICH.EDU>

Subject: Interviewer Job Attitudes and Turnover

Comments: To: aapornet@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Good afternoon,

=20

For my dissertation, I propose to investigate how job attitudes such as job satisfaction and organizational commitment affect turnover among centralized telephone interviewers. I also am interested in understanding how interviewer job satisfaction and organizational commitment influence job performance. The goal of my research is to identify the predictors of turnover and performance, so that survey organizations can implement scientifically-based strategies to reduce turnover and improve the performance of their interviewing staff.

=20

I plan to collect semi-structured interview data on the turnover process from interviewers and supervisors and survey data on job attitudes and turnover intent from interviewers in several case study organizations. I believe that organizations will be able to directly benefit from participating in this study by using what we learn about turnover and job performance to improve their operations. If your organization would be willing to consider participating as a case study organization, I would welcome the opportunity to discuss this further.=20

=20

I also would appreciate hearing from any colleagues who are able to share existing data on job satisfaction or turnover from surveys of telephone interviewers, exit interviews, or administrative data.=20

=20

I am most grateful for any help or guidance you are able to provide.=20

=20

Best wishes,

Ashley Bowers

University of Michigan

Institute for Social Research, Program in Survey Methodology  
PO Box 1248, G362 Perry  
Ann Arbor, MI 48106  
email: [afbowers@isr.umich.edu](mailto:afbowers@isr.umich.edu) <blocked::UrlBlockedError.aspx>=20  
phone: 734-664-9608  
fax: 734-647-6370

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=====  
Date: Tue, 7 Jul 2009 12:54:40 -0500  
Reply-To: Nancy A Mathiowetz <[nancym2@UWM.EDU](mailto:nancym2@UWM.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nancy A Mathiowetz <[nancym2@UWM.EDU](mailto:nancym2@UWM.EDU)>  
Subject: POQ: Call for Papers 2010 Special Issue on Total Survey Error  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[322319112.382501246989208818.JavaMail.root@mail04.pantherlink.uwm.edu](mailto:322319112.382501246989208818.JavaMail.root@mail04.pantherlink.uwm.edu)>  
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=C2=A0=20

CALL FOR PAPERS: =C2=A0 TOTAL SURVEY ERROR=20

=C2=A0=20

Public Opinion Quarterly seeks submissions for a 2010 special issue of the =  
journal devoted to Total Survey Error.=20

The total survey error concept emphasizes the interactions among multiple e=  
rror sources arising from the measurement process, nonresponse, the samplin=  
g frame, the sampling process and data processing. =C2=A0 Papers that deal =

with only one source of error (such as nonresponse bias or measurement error variance) are discouraged. Some examples of topics that are solicited in this call include but are not limited to:

simultaneous evaluations of the contributions to survey error of two or more error sources; for example, the interaction between nonresponse and measurement errors;

methods for reducing the errors from multiple sources through optimal survey design and post-survey statistical adjustments;

methods for simulating the effects of multiple error sources on the data quality;

reviews of the literature and meta-analyses of total survey error and its impact on survey methodology;

new methods for simultaneously estimating the multiple components of the total mean squared error;

reports on efforts to evaluate total survey error in complex surveys;

uses of prior estimates of nonsampling error in the design of new surveys or for allocating resources for survey error reduction;

trade-offs among the components of total survey error; for example, the trade-off between sampling variance and nonsampling bias; and

exemplary studies of nonsampling error components and their findings.

Highly technical papers are acceptable as long as they provide ample translation into language accessible by a less technical audience.

The deadline for manuscript submissions is February 15, 2010. To submit a manuscript, please follow the manuscript preparation instructions provided.

at the journal's website.

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 of the total survey error special issue. Submissions will be peer-reviewed in accordance with normal journal practice.

For queries about this special issue, please feel free to contact guest editor, Paul P. Biemer at [ppb@rti.org](mailto:ppb@rti.org).

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Reply-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: (philosophical) Radical Research  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 8bit

Ours is such a fast-changing field. A lot of us perform daily acts of heresy, compared to what we were taught in grad school. Survey Practice is doing an issue on non-probability sampling. Occasionally one might wonder whether the

"pioneers of survey research" are rolling over in their graves, or applauding our ability to play the hand dealt to us at this point in time.

This is a season of great creativity and innovation. But is there also a greater risk of going off in a direction that is unproductive, unsound, misleading? How do we break barriers without breaking basic rules of science? Can we learn something about treading into unexplored territory from examples in other fields?

This year marks the 200th anniversary of Charles Darwin's birthday, an innovator whose radical research has proven to be sound. Also the 20th anniversary of the announcement of cold fusion, radical research thatâ€¦didn't.

Another interesting story of radical research started in the early 1980s in Australia and culminated in the 2005 Nobel Prize in Medicine, to Barry J. Marshall and J. Robin Warren for "their discovery of the bacterium *Helicobacter pylori* and its role in gastritis and peptic ulcer disease." In other words, they discovered the bacteria that causes most peptic ulcers, ultimately leading to an effective treatment, and in the process debunking the notion that peptic ulcers are caused by stress.

How radical was this? The stress/ulcers association was such an established part of popular culture that many books and movies used ulcers as a metaphor for stress. Although the US medical establishment had accepted the theory and implemented antibiotic treatments by the early 1990s, a general population survey conducted in 1997\* found that 60% of respondents believed that ulcers were caused by too much stress; with only 27% correctly reporting that a bacterial infection caused ulcers.

So how did Marshall and Warren get their radical idea accepted, and is there anything that survey research can learn from them? I think there might be a few lessons.

1. QUESTION ASSUMPTIONS. In bacteriology, *e. coli* was the standard that people were used to, and *e. coli* is cultured overnight. But the bacteria that Marshall and Warren discovered takes three days to culture. It might have been missed if they had confined their efforts to an *e. coli* mindset. But by happy accident, they took some biopsies on the Thursday before Easter, things were shut down for Good Friday, the technologist was busy with catch-up and needed clinical stuff on Monday, so the specimens didn't get examined until Tuesday.

Are there assumptions in survey research that need to be questioned? Do those sample size tables that were developed for RDD studies also work with ABS listings? What do we need to rethink?

2. KEEP TRYING. Radical research may be treated with skepticism by the establishment. They initially tried to present their work at an Australian meeting and were turned down: "Dear Dr. Marshall, we're so sorry that we couldn't accept your abstract. It was such a high standard this year, we had 67 applications and we could only accept 64." However, an international conference in Belgium accepted it.

In survey research, the regional chapters also provide a great venue to present ideas, often with a quicker turnaround than the national meetings. Hopefully not too many great ideas are falling through the cracks

3. ENCOURAGE REPLICATION. Once the idea was presented, a flurry of activity from other researchers helped move the science forward. The number of articles on this topic indexed in Medline increased at a rate that was almost exponential. Most of those researchers had the motivation to prove Marshall and Warren wrong, but some of the most vocal skeptics became supporters and collaborators.

4. MAKE REASONABLE CLAIMS. Marshall and Warren did not declare they had a miracle cure for ulcers in their first paper, nor assert causation at a stage when only correlation could be substantiated. Their 1984 article included the measured observation, "Although cause and effect cannot be proved in a study of this kind, we believe that pyloric campylobacter is etiologically related to chronic antral gastritis and, probably, to peptic ulceration also."

Compare that to claims of "virtually unlimited energy, the elimination of acid rain, reduces the greenhouse effect" (cold fusion press conference).

5. STAY ON THE BRIDGE. Marshall and Warren linked their findings to previous studies, sometimes offering alternative explanations for observed phenomena, but being respectful of the previous research. They also followed the postulates set forth by Robert Koch back in 1882. For any scientist, it is important not to be arrogant enough to think you have the One True Idea, and throw everything else out. I learned this in grad school when a student opined that Agenda Setting was a radical theory, and a teacher (Jim Tankard) pointed out that it was built from work on "spotlighting" some decades earlier.

One of the reasons Marshall was considered a wacko was that he infected himself with the bacteria. But this is not as strange as it first seems. He was trying to follow the third of Koch's postulates, introducing the bacterium into an animal host. Marshall had tried working with pigs, and apparently they are not susceptible. So he infected himself (does that circumvent IRB submission?) and became quite ill for some weeks.

As far as survey research, I think that we need to avoid the notion that methodological research has been a steady upward climb. There was some great work on in-person interviewing back in the 60s and 70s, which was kind of cast to the wayside as RDD gained prominence. Now that in-person interviewing is becoming more important (if only for building a frame for data collected by web), bridging back to those studies is worthwhile, even if it means a trip to the library for a paper version, because the journals from back then are not yet digitized.

6. DON'T DO IT ALL YOURSELF. Marshall did a clinical trial to eradicate the bacteria that cause ulcers, and the patients had awful diarrhea, most thought the cure worse than the disease. It was a team in the US who came up with the triple-antibiotic treatment that has lesser side effects and blesses the lives of so many patients today.

In survey research, we have a very big tent, with researchers in

communication, public health, psychology, anthropology, sociology, polisci, etc. Using all those backgrounds will build a better mosaic.

7. DON'T DISMISS THE LITTLE GUY. Another reason some physicians didn't take Marshall and Warren's theory seriously at first was that he was from Australia, rather than London, Boston or the Mayo Clinic. Dismissing someone because they are from a backwater locale is at least as old as the Bible ("Can any good thing come out of Nazareth?").

How about survey research? In reviewing proposals or submissions, do we ever dismiss someone from Podunk U? I don't want make light of the reality that some organizations and teams have rigorous internal review procedures so that anything coming out of their shop is above-average. But it's also important that we recognize that great ideas can sometimes come from off-beat places.

8. PLAY NICE. Most of the points above involve interactions with colleagues. Marshall admitted that this was a weakness that may have created problems: "Looking back on it, I'm sure I could have been diplomatic and progressed more rapidly. I was probably doing the wrong thing in a number of circumstances, in a number of relationships with my peers, or my senior colleagues. I think it happens to a lot of researchers that are in a new field, or with a new discovery, because you want to keep it for yourself. You love it more than anybody else, and people outside the story who don't understand it all cannot see where you're coming from."

Are there ways to defend the radical research without being defensive? To allow people to get used to a strange idea without feeling rejected?

So those are some of the lessons we might learn from the Marshall and Warren tummy bugs.

\* <http://www.cdc.gov/mmwr/preview/mmwrhtml/00049679.htm>

Colleen Porter  
Gainesville, FL

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Murray, Patrick" <[pdmurray@MONMOUTH.EDU](mailto:pdmurray@MONMOUTH.EDU)>  
Subject: Senate to Begin Consideration of Census Chief  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
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From Roll Call:

<http://www.rollcall.com/news/36659-1.html>



Senate to Begin Consideration of Census Chief  
By Jessica Brady  
Roll Call Staff  
July 10, 2009, 8:52 a.m.

The Senate will begin consideration of Robert Groves' nomination to lead the Census Bureau on Monday, after Majority Leader Harry Reid (D-Nev.) filed a procedural motion Thursday to break GOP-led opposition. The nomination of Groves, director of the University of Michigan's Survey Research Center and a former Census Bureau official, has lagged for close to two months. The Homeland Security and Governmental Affairs Committee unanimously approved his nomination May 20.

But Republican Sens. Richard Shelby (Ala.) and David Vitter (La.) had put holds on Groves' nomination over concerns that he would use statistical sampling for the 2010 effort. Republicans charge that the technique, designed to better capture undercounted groups such as minorities, is unconstitutional and a political maneuver.

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Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "C. Anthony Broh" <[c.anthony@BROH.COM](mailto:c.anthony@BROH.COM)>  
Subject: Gender response categories  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="utf-8"  
Content-Transfer-Encoding: 8bit

Does anyone have experience with a gender question that has three response categories: "Male," "Female," and "Transgender or other." I have data from one survey that has used these options, but I am particularly looking for any survey outside of the United States that may have used these response categories.

Tony Broh

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Reply-To: Tracy Fowler <tracy.fowler@UNH.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Tracy Fowler <tracy.fowler@UNH.EDU>  
Subject: Semantic Differential Scales in Phone Surveys  
Comments: To: AAPORNET@ASU.EDU  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

We have been contracted to conduct a survey that includes 20 semantic differential scales (SDS) for one characteristic. We will be conducting this survey by phone.

Because of the visual nature of semantic differential scales, I would like to ensure that the wording we use to ask these questions is in fact measuring the same thing as if these questions were asked in a self-administered paper survey.

My initial impression is that we can ask "On a scale of 1 to 7, with 1 being 'strong' and 7 being 'weak', please rate X?"

I have been unable to locate any literature on the use of SDS in surveys and whether there are any differences in the scores depending on method.

Any information on this topic would be helpful. You may respond to me directly.

Thank you

Tracy Fowler  
Research Associate  
University of New Hampshire  
Survey Center  
Huddleston Hall  
603-862-1060  
tracy.fowler@unh.edu

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Reply-To: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Subject: Groves confirmed as Census director

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

The U.S. Senate confirmed Bob Groves as Census Director this evening. A procedural vote to allow action on his nomination passed 76-15 and the Senate then quickly confirmed Groves by voice vote.

Numerous stories on the vote: <http://news.google.com/news?q=groves%20census>

Groves was AAPOR's president 1995-96 and has won several honors from the organization, including the AAPOR Award in 2001.

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Reply-To: Young Chun <[ychun2@GMAIL.COM](mailto:ychun2@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Young Chun <[ychun2@GMAIL.COM](mailto:ychun2@GMAIL.COM)>  
Subject: Groves Confirmed as Census Director!!  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

What a jubilant news it is for AAPORites and non-AAPORites!

Robert Groves Confirmed as Census  
Director<[http://voices.washingtonpost.com/federal-eye/2009/07/census\\_nominee\\_vote\\_expected\\_t.html?hpid=news-col-blog](http://voices.washingtonpost.com/federal-eye/2009/07/census_nominee_vote_expected_t.html?hpid=news-col-blog)>  
Washington Post  
Senate confirms Obama's pick to lead 2010  
census<[http://www.google.com/hostednews/ap/article/ALeqM5hXx\\_Z-rGJjGfdC5MFYs7vCq4fQzwD99DRK2O6](http://www.google.com/hostednews/ap/article/ALeqM5hXx_Z-rGJjGfdC5MFYs7vCq4fQzwD99DRK2O6)>  
The Associated Press

"Dr. Groves has the leadership and professional experience," said Maine Sen. Susan Collins, the top Republican on the panel that considered Groves' nomination. "Let us get on with the critical work that needs to be done."

Very best,

Asaph Young Chun, Senior Survey Methodologist

NORC at the University of Chicago [www.norc.uchicago.edu](http://www.norc.uchicago.edu)

"Our mission is to conduct high quality social science research in the public interest." [Chun-Young@norc.uchicago.edu](mailto:Chun-Young@norc.uchicago.edu)

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

From: Peter Miller <[p-miller@NORTHWESTERN.EDU](mailto:p-miller@NORTHWESTERN.EDU)>

Subject: Re: Groves confirmed as Census director

Comments: To: Mike Mokrzycki <[mike@mikemokr.com](mailto:mike@mikemokr.com)>

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

In-Reply-To: <[57df0eb00907131709n5d19af1crfb4069f9f0d2fc3c@mail.gmail.com](mailto:57df0eb00907131709n5d19af1crfb4069f9f0d2fc3c@mail.gmail.com)>

MIME-Version: 1.0

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The fact that there were far more than the needed 60 votes to achieve cloture is a tribute first to Bob's remarkable credentials and secondarily to the social science community that pressed his case. Thanks to all of you who aided in this effort. As Senator Carper noted in the debate before the vote, we are truly lucky that a guy this good is willing take on this monumental task.

On Mon, Jul 13, 2009 at 7:09 PM, Mike Mokrzycki <[mike@mikemokr.com](mailto:mike@mikemokr.com)> wrote:

> The U.S. Senate confirmed Bob Groves as Census Director this evening. A  
> procedural vote to allow action on his nomination passed 76-15 and the  
> Senate then quickly confirmed Groves by voice vote.

>

> Numerous stories on the vote:

> <http://news.google.com/news?q=groves%20census>

>

> Groves was AAPOR's president 1995-96 and has won several honors from the  
> organization, including the AAPOR Award in 2001.

>

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Peter V. Miller, PhD.

Department of Communication Studies  
Northwestern University  
President, American Association for Public Opinion Research  
p-miller@northwestern.edu

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Date: Tue, 14 Jul 2009 10:59:00 -0400  
Reply-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Subject: Robert Groves Confirmed as U.S. Census Director; MRA Applauds  
Senate Leadership  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Robert Groves Confirmed as U.S. Census Director; MRA Applauds Senate  
Leadership

<http://www.mra-net.org/article.cfm?aID=3D634>

(Glastonbury, Conn.) Last night, the Senate confirmed Dr. Robert Groves  
as the new Director of the U.S. Bureau of the Census. The Marketing  
Research Association welcomed his confirmation and applauded the Senate  
leadership for making it happen.

Dr. Groves' nomination had been under a "hold", a Senate procedural  
quirk allowing a pair of Senators to delay activity indefinitely. Senate  
Majority Leader Harry Reid, after much advocacy on the part of MRA and a  
wide variety of allied groups, scheduled a "cloture" vote (requiring 60  
Senators) to break the "hold". After winning the cloture vote 76 to 15,  
the Senate quickly approved Dr. Groves' nomination to run the Census.

"The survey and opinion research profession is thrilled to see Dr.  
Groves, a widely recognized leader in the field, finally allowed to get  
to work. With the clock ticking furiously down to Census 2010, there is  
no time to lose, and we look forward to working with him and the Bureau  
to make the decennial count as accurate and complete as possible," said  
Howard Fienberg, Director of Government Affairs at MRA.

Dr. Robert Groves, currently Research Professor at the University of  
Michigan, is a long-time expert in survey methodology and statistics. He  
has also served as an associate director of the Census Bureau from 1990  
to 1992.

"In addition to the Senate Majority Leader, the research profession  
would like to thank Homeland Security & Government Affairs Committee  
Chairman Joe Lieberman and Ranking Member Susan Collins for their  
dedication to the Census and steering Dr. Groves through to  
confirmation."

Data produced by the Census underpins nearly all aspects of survey and opinion research and MRA has advocated for adequate funding for years. The Census forms the baseline sample units for virtually every survey performed in the United States; the innovative research methods that a well-funded Census can develop benefit researchers of almost every kind; and a properly financed Census can promote proper data use, minimize respondent burden, respect individual privacy, and ensure confidentiality.

###

The Marketing Research Association is the leading and largest association of the survey and opinion research profession. It promotes, advocates and protects the integrity of the survey and opinion research profession and strives to improve respondent cooperation in opinion research which is a multi-billion dollar a year industry dedicated to providing valuable information to guide decisions of companies, individuals and others. For more information, visit [www.mra-net.org](http://www.mra-net.org) <<http://www.mra-net.org/>> .

=20

-----  
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Director of Government Affairs  
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<http://www.mra-net.org> <<http://www.mra-net.org/>>=20  
<http://www.cmor.org> <<http://www.cmor.org/>>=20  
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=====  
Date: Tue, 14 Jul 2009 12:58:04 -0400  
Reply-To: Cris Delnevo <[delnevo@UMDNJ.EDU](mailto:delnevo@UMDNJ.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Cris Delnevo <[delnevo@UMDNJ.EDU](mailto:delnevo@UMDNJ.EDU)>  
Subject: Bachmann, Poe introduce bill to curb yearly Census survey  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-version: 1.0  
Content-type: text/plain; charset=US-ASCII  
Content-transfer-encoding: 7BIT

Bachmann, Poe introduce bill to curb yearly Census survey

<http://bit.ly/pQIf8>

Reps. Michele Bachmann (R-Minn.) and Ted Poe (R-Texas) have introduced legislation that would curtail the extent of information collected by the U.S. Census Bureau in a yearly survey. The bill comes after Bachmann came under fire, even by some Republicans, for vowing not to fill out the legally-mandated Census in 2010 over concerns about the nature of some of the information collected by the survey.

The legislation would make responding to the yearly "American Community Survey" voluntary, and dramatically scale down the extent of its questions posed annually to Americans.

The bill would reduce the response to the survey to four questions: Name, contact information, date of response, and number of people living or staying at the same address.

---

Cristine Delnevo, PhD, MPH

Associate Professor, UMDNJ-School of Public Health

Director, Center for Tobacco Surveillance & Evaluation Research

335 George St, Suite 2100

New Brunswick, NJ 080901

Phone: 732-235-9746 Fax: 732-235-9777

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Date: Tue, 14 Jul 2009 15:20:34 -0400

Reply-To: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>

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

From: John Healy <[jhealy@NYSUTMAIL.ORG](mailto:jhealy@NYSUTMAIL.ORG)>

Subject: Re: Appending Phones to Voter Files, Best Methods, Resources, Etc.

Comments: To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Greetings, I have some need for information on the above.

We are now beginning to warehouse and plan to regularly update the full New York State voter file for all 62 counties, some 12.5 million records.

In a first attempt to append phones to the most recent voter data we have attempted to match with a disparate source data, a purchased statewide residential data table.

A first try, work in progress match of some significance was achieved, but compared to the residential listings of some 5 million records, not the voter file of 12.5 million.

The differing data formats of one to the other does not allow for true one to one matching, requiring a lot of complex querying (SQL Sever).

Even then we ask if we have accounted for everything in our algorithms.

Of those who see this request for assistance and who similarly warehouse and update their own data and can offer advice on best methods in how they go about and accomplish appending phones to phone less data for optimal hits and matches I respectfully ask for help.

John Healy  
Manager, Polling Center  
NYSUT  
800 Troy-Schenectady Road  
Latham, NY 12110-2455  
Office: (518) 213-6000  
Fax: (518) 213-6409  
x.6680  
jhealy@nysutmail.org

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Date: Wed, 15 Jul 2009 13:38:15 -0500  
Reply-To: Kelly Elver <kelver@SSC.WISC.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Kelly Elver <kelver@SSC.WISC.EDU>  
Subject: Job Listing  
Comments: To: aapornet@asu.edu  
MIME-version: 1.0  
Content-transfer-encoding: 7BIT  
Content-type: text/plain; charset=ISO-8859-1; format=flowed

Please see the link below regarding information on a job posting for a Master's Degree level position to manage survey research projects at University of Wisconsin Survey Center.  
The deadline for application is July 31, 2009  
Thank You!

[http://www.ohr.wisc.edu/pvl/pv\\_062340.html](http://www.ohr.wisc.edu/pvl/pv_062340.html)

--  
\*\*\*\*\*

Kelly Elver  
Project Management Director  
UW Survey Center  
1800 University Ave Room 204A  
Madison, WI 53726  
Phone: (608)262-7360  
E-mail: [kelver@ssc.wisc.edu](mailto:kelver@ssc.wisc.edu)

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Date: Thu, 16 Jul 2009 11:41:32 -0400  
Reply-To: David Dutwin <ddutwin@SSRS.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: David Dutwin <ddutwin@SSRS.COM>  
Subject: Job Announcement  
Comments: To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>  
In-Reply-To: <LISTSERV%200905191519058750.29C9@LISTS.ASU.EDU>  
Content-Type: text/plain; charset="utf-8"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

Social Science Research Solutions/SSRS has an immediate need for a project director. The ideal candidate is someone interested in a career as a survey research director and/or methodologist, with a particular focus on Hispanic research. Spanish fluency is a prerequisite. Appropriate experience (1-5 years in survey research) or an advanced degree in the social sciences is

preferred; however, highly qualified college graduates may be considered. Project Directors have responsibilities in all stages of project execution, including questionnaire design, review, and formatting, sampling oversight, testing instruments, managing the project during the field, and designing and providing final deliverables to clients. Complete attention to detail and the ability to generate mistake-free work is most critical. SPSS proficiency and the ability to work with sampling statistics (design setup and weighting) is preferred. The ideal candidate is a self-starter who is computer savvy, detail oriented, and capable of working in a fast-paced environment. An interest in issues in survey research and the desire to publish within the survey research field is a plus. Candidate would be in a position for career advancement, based on merit.

SSRS conducts studies for a wide range of academic and non-profit partners, with foci on health and education research, Jewish, Hispanic, and other demographic research, and a long track record of producing high-quality survey research, typically of hard-to-reach populations and using dual-frame and other complex sampling designs.

Interested candidates should contact David Dutwin via e-mail at [ddutwin@ssrs.com](mailto:ddutwin@ssrs.com).

David Dutwin, PhD  
Vice President  
SSRS/Social Science Research Solutions  
53 W. Baltimore Pike  
Media, PA 19063  
484-840-4406  
[www.ssrs.com](http://www.ssrs.com)

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Date: Thu, 16 Jul 2009 19:33:09 -0700  
Reply-To: Munro Richardson <[richarmc@ILLINOIS.EDU](mailto:richarmc@ILLINOIS.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Munro Richardson <[richarmc@ILLINOIS.EDU](mailto:richarmc@ILLINOIS.EDU)>  
Subject: Looking for surveys with good data on asset ownership and politics  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Hello everyone!

I'm looking for surveys with good data on asset ownership (stocks, bonds, mutual funds, etc.) and politics (voting, partisanship, attitudes, etc.) for my dissertation. So far I've found two longitudinal surveys from the U.K. (British Household Panel Survey; National Child Dev=

elopment Study), some=20  
cross-sectional surveys from Taiwan (Taiwan Social Change Survey), a U.S.=  
cross-sectional survey=20  
from the early 1970s (Harris American Women's Opinion Survey), and a cr=  
oss-sectional=20  
Candidate Country Eurobarometer from 2003.=20

My experience so far suggests that it's difficult to find surveys with go=  
od data for BOTH assets=20  
and politics. I'm seeking to do a comparative analysis, so surveys from a=  
ny country are OK.

I've searched the AAPORNET archives but have come up empty on this topic.=  
=20

Thanks for any assistance.

Munro

Munro Richardson  
Ph.D. Candidate  
Political Science Department  
University of Illinois at Urbana-Champaign  
richarmc@illinois.edu

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Date: Fri, 17 Jul 2009 10:24:55 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: The Census Gets a Leader  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

July 17, 2009

Editorial

NY Times

=20

<http://www.nytimes.com/2009/07/17/opinion/17fri2.html>

or

<http://tinyurl.com/m632eq>

=20

=20

The Census Gets a Leader=20

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In a breakthrough for common sense, a bipartisan bloc of 76 senators voted on Monday to end a gratuitous Republican hold on the confirmation of Robert M. Groves as director of the Census Bureau. Mr. Groves, a respected statistician and former census official, was then easily approved by voice vote.=20

=20

The question now is whether bipartisan support for the census can be maintained in the months before the 2010 count starts in January. The signs are mixed.

=20

SNIP

=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: Fri, 17 Jul 2009 15:50:32 -0500  
Reply-To: Kristin Povilonis <[KPovilonis@GOAMP.COM](mailto:KPovilonis@GOAMP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kristin Povilonis <[KPovilonis@GOAMP.COM](mailto:KPovilonis@GOAMP.COM)>  
Subject: AAPOR: Blue Book Deadline Today  
Comments: To: "[aapornet@asu.edu](mailto:aapornet@asu.edu)" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0

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Content-Transfer-Encoding: quoted-printable

Dear AAPOR Member:

If you've already signed to up have your organization listed in the AAPOR/W=APOR 2009-2010 Blue Book, thank you and please disregard this email (which = is being cross-posted to AAPORNET and the full AAPOR member distribution li=st).

If you haven't sent in your Blue Book submission yet: LAST CALL!

The deadline is TODAY (Friday, July 17) to get your name and offerings in f=ront of potential clients and partners in the premier listing of public opi= nion researchers and professional survey services.

The new Blue Book will be featured prominently from the "Find a Researcher"= link atop the AAPOR website home page -- check out past editions at http:/= /www.aapor.org/find. In addition, a printed version will be distributed at = the annual AAPOR conference and at regional chapter meetings.

Download the Blue Book form from [http://www.aapor.org/uploads/AAPOR\\_Blue\\_Book\\_Order\\_Form\\_2009.pdf](http://www.aapor.org/uploads/AAPOR_Blue_Book_Order_Form_2009.pdf). In addition, a printed version will be distributed at the annual AAPOR conference and at regional chapter meetings.

Complete and fax it to the AAPOR Executive Office (913-895-4652) today! Con= tact the Executive Office by phone, 913-895-4601, or e-mail [aapor-info@goam.p.com](mailto:aapor-info@goam.p.com) if you have any questions.

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Date: Tue, 21 Jul 2009 07:45:21 -0400  
Reply-To: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Subject: FW: NYTimes.com: U.S. Withheld Data on Risks of Distracted Driving  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Of possible interest to those who conduct survey interviews with those reached on their cell phone while driving.

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TECHNOLOGY | July 21, 2009

Driven

<<http://www.nytimes.com/2009/07/21/technology/21distracted.html?emc=eta1>>

to Distraction: U.S. Withheld Data on Risks of Distracted Driving

By MATT RICHTEL

In 2003, researchers at a federal agency proposed a long-term study of 10,000 drivers to assess the safety risk posed by cellphone use behind the wheel.

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Date: Tue, 21 Jul 2009 10:39:26 -0400  
Reply-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Subject: Congress recognizing BLS today  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

For fans and employees of the Bureau of Labor Statistics, the House of Representatives is voting on a resolution today (S.Con.Res. 30) honoring the Bureau on its 125th anniversary. You can check out the "debate" on the resolution from yesterday:

<http://thomas.loc.gov/cgi-bin/query/R?r111:FLD001:H08374>  
=20

Cheers,  
Howard Fienberg  
Director of Government Affairs  
Marketing Research Association (MRA)  
[howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.mra-net.org> <<http://www.mra-net.org/>>=20  
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Date: Tue, 21 Jul 2009 15:34:48 -0400  
Reply-To: "Beatty, Paul C. (CDC/CCHIS/NCHS)" <[pbb5@CDC.GOV](mailto:pbb5@CDC.GOV)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Beatty, Paul C. (CDC/CCHIS/NCHS)" <pbb5@CDC.GOV>  
Subject: Job announcement  
Comments: To: aapornet@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1  
Content-Transfer-Encoding: quoted-printable

Job announcement: Service Fellow at National Center for Health =  
Statistics

The National Center for Health Statistics (NCHS), part of the Centers =  
for Disease Control and Prevention (CDC), is recruiting a Service Fellow =  
to work in the Hospital Care Team, Ambulatory and Hospital Care =  
Statistics Branch. The Service Fellow would work primarily on the =  
National Hospital Discharge Survey (NHDS), which has been conducted =  
annually since 1965 and recently underwent its second major redesign. =  
Work tasks will include all aspects of survey operations, such =  
development of survey materials, monitoring of survey production, =  
providing oversight of contractor deliverables, and providing technical =  
assistance to data users. Secondary duties include conducting analyses =  
of NHDS data and disseminating findings. =20

The Ambulatory and Hospital Care Statistics Branch conducts =  
nationally-representative surveys of hospital discharges, visits to =  
hospital emergency and outpatient departments, visits to ambulatory =  
surgery centers, and visits to office-based physicians. These surveys =  
collect data about clinicians and organizations, their patients, and =  
management of patients' conditions. Policymakers and researchers use =  
these data to analyze patterns and management of specific conditions, =  
quality of care and disparities among populations, diffusion of medical =  
technology, use of resources for specific conditions, and effects of =  
policy changes.=20

Applicants should have a graduate degree in health services research, =  
statistics, survey methods, epidemiology, medical informatics, =  
sociology, economics, or a related field; and strong writing and =  
analytical skills. Ability to use statistical software, such as SAS or =  
STATA, is required, and experience working with national surveys is =  
highly desirable. Salary is commensurate with experience, and includes =  
a range of benefits such as health insurance, sick and annual leave, =  
retirement, transit subsidies, and access to the fitness center. =20

U.S. citizenship or legal permanent residence with work authorization is =  
required. NCHS/CDC is an equal opportunity employer.

Location: Hyattsville, MD, in the Washington, DC, metropolitan area  
Type: Full-time Service Fellow, up to 5 years with possible renewal  
Contact: For further information, contact Paul Beatty, Ambulatory and =  
Hospital Care Branch Chief, e-mail: pbeatty@cdc.gov, telephone: =  
301-458-4090

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Date: Tue, 21 Jul 2009 17:20:23 -0500

Reply-To: "Simpson, Leonard" <[Leonard.Simpson@SJCD.EDU](mailto:Leonard.Simpson@SJCD.EDU)>

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

From: "Simpson, Leonard" <[Leonard.Simpson@SJCD.EDU](mailto:Leonard.Simpson@SJCD.EDU)>

Subject: Course Surveys - Paper vs. Online

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

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

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Hello AAPOR Members!

=20

I manage the survey processes for San Jacinto College in the Houston/Pasadena area. We have started the process of administering course evaluations online and have received some very interesting comments regarding the use of this method over the traditional paper-based, in-class method. I would like your feedback.

=20

1. Please comment on the validity of using the online method instead of the paper-based method.
2. Please share any information from findings on the validity of online surveys (particularly, course evaluations) when response rates are low.
3. How has any of your institutions, if applicable, approached the transition to and addressed the concerns of online course evaluations?

=20

Your thoughtful feedback will be greatly appreciated. Thank you.

=20

Leonard E. Simpson II

Survey Research Analyst

aSPIRE Office

San Jacinto College District

4624 Fairmont Pkwy, Suite 101

Pasadena, TX 77504

Office: 281-998-6169

Fax: 281-998-6395

Reply to: leonard.simpson@sjcd.edu <mailto:%20leonard.simpson@sjcd.edu>=20

=20

"The strength of your faith is measured by what you are willing to endure!"

=20

"Courage is not the absence of fear, but rather the judgement that something else is more important than fear." ~Ambrose Redmoon

=20

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=====  
Date: Tue, 21 Jul 2009 23:43:49 +0100

Reply-To: "Moon, Nick (GfK NOP, UK)" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>

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

From: "Moon, Nick (GfK NOP, UK)" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>

Subject: Rebel without a cause

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

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

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

Does anyone know of a scale to measure rebelliousness/acceptance of authority, especially among the young?

I've found the 30-item Attitude Towards Institutional Authority Scale (Rigby,

Mak, & Slee, 1989) but was wondering if there was anything more recent

many thanks

Consider the environment before printing this email

\*\*\*\*\*

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Date: Wed, 22 Jul 2009 11:24:14 -0400

Reply-To: Aneta Genova <[genovaa@INTERMEDIA.ORG](mailto:genovaa@INTERMEDIA.ORG)>

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

From: Aneta Genova <[genovaa@INTERMEDIA.ORG](mailto:genovaa@INTERMEDIA.ORG)>

Subject: Job posting: Short-term consultant position, Africa

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Short-Term Consultant position available:

Senior Analyst-African Media/Development Communications

InterMedia is a leading global research, evaluation and consulting firm specializing in media and communications. Based in Washington, D.C. and =

the U.K., InterMedia staff and associates have decades of accumulated = research and consulting experience and geographical expertise spanning 100 = countries around the world.

=20

We have been awarded a contract requiring us to seek a qualified = candidate for Senior Analyst to join our team as a short-term consultant (approx. = 2-3 months beginning sometime during September 2009). It is possible that additional consultant work will be needed for this project as it = expands. This consultant position may also potentially evolve into a staff = position at InterMedia.=20

=20

This consultant will assist with in-depth analysis of media use and communication behavior in Sub-Saharan African countries, based on quantitative and qualitative studies. This is a highly visible role, = working closely with a dedicated research team and producing analytical reports = for broad consumption throughout the development community. This is = principally a desk position in our Washington , D.C. office, though it is possible = that some travel may be involved.=20

Key Requirements:

=20

Knowledge & Skills

- \* Strong ability to analyze, interpret and synthesize large quantitative datasets and qualitative research, as well as primary and secondary research data
- \* Deep interest in and knowledge of media, communication and development trends and issues throughout Sub-Saharan Africa=20
- \* Demonstrated ability to present research findings in clear, compelling, user-friendly and graphically interesting reports=20
- \* Superior analytical, problem solving and quantitative skills, = with ability to carry out advanced statistical analysis

\* Advanced proficiency with statistical analysis software (SPSS preferred), spreadsheets, databases, word processing and presentation software

\* Strong oral and written communication skills

\* Ability to work with colleagues and clients of diverse professional and cultural backgrounds

\* Ability to work to multiple and tight deadlines

=20

### Education & Experience

\* A minimum of a Master's Degree in communications, political or social science, international relations, or related field, plus 10 years of professional experience; higher education may substitute for some years of experience

\* Professional experience in research, analysis and reporting with an emphasis on insight generation

\* Proven ability to work with large and complex data sets

\* Experience living, studying and/or working abroad a plus

=20

### Characteristics

\* Innate curiosity; passion for research, analysis and delivering insights to clients

\* Commitment to quality, accuracy and professionalism

\* Team player; self-starter; shows initiative; works independently

=20

Qualified candidates should send their letter of interest, resume and a relevant writing sample to [amcahr@intermedia.org](mailto:amcahr@intermedia.org) or via fax# = 866-500-4095.

Due to the volume of responses to our ads, we kindly ask for no phone calls as only qualified candidates who are selected for interviews will be contacted.

=20

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received this e-mail in error, please notify the sender of the e-mail =  
immediately by reply e-mail, keep the contents confidential, and =  
immediately delete the message and any attachments from your system. =  
Thank you for your cooperation.

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Date: Wed, 22 Jul 2009 12:15:05 -0700  
Reply-To: Melinda Jackson <[mjackson@EMAIL.SJSU.EDU](mailto:mjackson@EMAIL.SJSU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Melinda Jackson <[mjackson@EMAIL.SJSU.EDU](mailto:mjackson@EMAIL.SJSU.EDU)>  
Subject: Crosstabs and banner tables software?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

I am looking for recommendations for crosstabs and banner tables  
software. CfMC Mentor has been suggested to me - does anyone have  
experience with this product?  
Other suggestions are also welcome.

Thanks in advance for your help!

Melinda Jackson

--  
Melinda Jackson  
Assistant Professor, Dept. of Political Science  
Research Director, Survey and Policy Research Institute  
San Jose State University  
One Washington Square  
San Jose, CA 95192-0119  
408-924-5293

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Date: Wed, 22 Jul 2009 12:58:55 -0700  
Reply-To: Jerold Pearson <jpearson@STANFORD.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jerold Pearson <jpearson@STANFORD.EDU>  
Subject: Re: Crosstabs and banner tables software?  
Comments: To: Melinda Jackson <mjackson@EMAIL.SJSU.EDU>  
Comments: cc: AAPORNET@ASU.EDU  
In-Reply-To: <14866148.1378971248292689847.JavaMail.root@zm07.stanford.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

> I am looking for recommendations for crosstabs and banner tables software.

I use StatPac. It's designed specifically for surveys, so it's much easier to set up than SPSS or SAS are (or were, when I last looked many years ago). It can also do a wide range of more advanced statistical procedures. One really great thing about it is that the tech support is done by the guy who wrote the software and owns the company. Just call or email him and you get your answers; no wait time, no dealing with reps who don't know the product, no run around. He's very responsive and a very nice guy.

Info is at [www.statpac.com](http://www.statpac.com)

If you call him, please mention my name -- brownie points always come in handy. Good luck.

Jerold Pearson, '75  
Director of Market Research  
Stanford Alumni Association  
650-723-9186  
<http://www.stanford.edu/~jpearson/>

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Date: Wed, 22 Jul 2009 15:12:05 -0500  
Reply-To: Debra Miller <millerdebra35@GMAIL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Debra Miller <millerdebra35@GMAIL.COM>  
Subject: Re: Crosstabs and banner tables software?  
Comments: To: [mjackson@email.sjsu.edu](mailto:mjackson@email.sjsu.edu)  
Comments: cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <775945966.1379221248292735325.JavaMail.root@zm07.stanford.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

Melinda, I worked for many years with Quantum, currently owned by SPSS. I found Quantum to be very sturdy for hard-core complex tabulations.

Disadvantages include

- Absence of an appealing visual interface for processing setup and end-users
- Requirement that data be in fixed column positions (e.g. flat ASCII) as opposed to a named variable format such as SPSS or Excel
- Technical requirements ... we used a vi editor in Unix & Linux; the PC version (which I haven't used) may require WinVi also; to my knowledge, Quantum does not run on Windows Vista.

Advantages include

- Ease of use with C interfaces, allowing users to create program modules for manipulation or reuse across multiple occasions and projects.
- Ability to track program syntax for debugging and/or self-documentation, in contrast with a point-and-click or "highlight and run" approach of SPSS.

I've never used StatPac, but I imagine Jerold's suggestion is definitely preferable to Quantum for a "do-it-yourself" approach. Quantum may be more useful if you have a statistical programmer who's going to come up to speed on a robust package for large projects.

See <http://www.spss.com/software/data-collection/quantime/> and feel free to let me know if you want more information.

Debbie Miller  
Mixed Methods Consulting  
402-613-5177

On Wed, Jul 22, 2009 at 2:58 PM, Jerold Pearson <jpearson@stanford.edu> wrote:

- >> I am looking for recommendations for crosstabs and banner tables
- > software.
- >
- > I use StatPac. It's designed specifically for surveys, so it's much easier
- > to set up than SPSS or SAS are (or were, when I last looked many years ago).
- > It can also do a wide range of more advanced statistical procedures. One
- > really great thing about it is that the tech support is done by the guy who
- > wrote the software and owns the company. Just call or email him and you get
- > your answers; no wait time, no dealing with reps who don't know the product,
- > no run around. He's very responsive and a very nice guy.
- >
- > Info is at [www.statpac.com](http://www.statpac.com)
- >
- > If you call him, please mention my name -- brownie points always come in
- > handy. Good luck.
- >
- > Jerold Pearson, '75
- > Director of Market Research
- > Stanford Alumni Association
- > 650-723-9186



> <http://www.stanford.edu/~jpearson/>  
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=====  
Date: Wed, 22 Jul 2009 16:19:11 -0400  
Reply-To: "Fahimi, Mansour" <[mfahimi@M-S-G.COM](mailto:mfahimi@M-S-G.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Fahimi, Mansour" <[mfahimi@M-S-G.COM](mailto:mfahimi@M-S-G.COM)>  
Subject: Re: Crosstabs and banner tables software?  
Comments: To: Jerold Pearson <[jpearson@STANFORD.EDU](mailto:jpearson@STANFORD.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[775945966.1379221248292735325.JavaMail.root@zm07.stanford.edu](mailto:775945966.1379221248292735325.JavaMail.root@zm07.stanford.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="utf-8"  
Content-Transfer-Encoding: base64

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Date: Wed, 22 Jul 2009 17:05:18 -0400  
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Joel Bloom <joeldbloom@GMAIL.COM>  
Subject: Re: Crosstabs and banner tables software?  
Comments: cc: AAPORNET@asu.edu  
In-Reply-To: <4A674350020000360003AFDE@nysutmail.org>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

I agree with everything John said about the CTables function in SPSS. Also, with the new version of SPSS (17) for the first time you can set the page layout (i.e. landscape) and margins (i.e. smaller) and set it to automatically fit any tables into the width of the page before exporting into RTF/doc format. You can also use one of their stock style templates or make a custom template so you can control font, shading and borders on the tables. And as John said, once you've got the syntax written, you can do it for any other subsamples, or future data sets. By the way, I don't think custom tables are an add-on -- I think they're a core function; you just have to do them with syntax. (Maybe the add-on lets you do it from their menus rather than syntax -- anyone know?)

-- Joel

--

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

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

On Wed, Jul 22, 2009 at 4:50 PM, John Healy <[jhealy@nysutmail.org](mailto:jhealy@nysutmail.org)> wrote:

> Recommended if you happen to use SPSS, with the add-on Custom Tables  
> module you can generate just about any banner table you can conceive,  
> replicate from models that you have seen and that can legibly be  
> presented on a page, you can log, paste and edit syntax to build and  
> reproduce templates to use over and over once you get something right.  
> Building from code is more fun, you can get beyond what the dialog boxes  
> give you. But the dialog boxes give you probably anything you will  
> typically want or need. Crosstabs are a snap. You can stack and insert  
> all the stats you want with customization and, yes, you can probably  
> avoid writing code if you want to.  
>  
> John Healy  
> Manager, Polling Center  
> NYSUT

> 800 Troy-Schenectady Road  
> Latham, NY 12110-2455  
> Office: (518) 213-6000  
> Fax: (518) 213-6409  
> x.6680  
> jhealy@nysutmail.org  
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Date: Wed, 22 Jul 2009 19:03:59 -0400  
Reply-To: Possett Richard <[Richard.Possett@ARBITRON.COM](mailto:Richard.Possett@ARBITRON.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Possett Richard <[Richard.Possett@ARBITRON.COM](mailto:Richard.Possett@ARBITRON.COM)>  
Subject: Job Posting: Survey Operations Analyst (Columbia, MD)  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Arbitron has an immediate opening for a Survey Operations Analyst on our sampling operations team.=20

=20

Responsibilities include:

- Monitoring sample performance for a subset of markets with the goal of meeting extremely stringent methodological requirements and the highest customer expectations

- Conducting tactical or strategic analyses to address business and customer issues using data queried from large relational databases using Access, TOAD or SQL

- Using and improving predictive models in a database environment to forecast behavioral rates based on trends, external variables and methodological changes

- Helping implement new sample quality initiatives, raise response rates and work on leading research, such as our local market cell phone-only survey (see the press release: Arbitron Identifies Market-Level Cell-Phone-Only Household Estimates at <http://arbitron.mediaroom.com/index.php?s=3D43&item=3D610>)

=20

The successful candidate must be comfortable working in a time-critical production environment with outstanding organizational and communication skills (verbal and written) and great attention to detail. An undergraduate degree in social science, mathematics, statistics, business or related fields is required (a graduate degree is preferred), along with 2-4 years experience, preferably in operations or survey research. Strong analytical skills and expertise using Excel, SQL and Access (or other relational database software) is a necessity.=20

=20

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Mail: Arbitron Inc., Attn: OE Recruiter, 9705 Patuxent Woods Drive, Columbia, MD 21046

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=20





Benoît Gauthier  
gauthier@circum.com  
gauthier@callweb.ca

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Date: Thu, 23 Jul 2009 11:03:37 -0400  
Reply-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Subject: Re: Crosstabs and banner tables software?  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Comments: cc: Melinda Jackson <[mjackson@EMAIL.SJSU.EDU](mailto:mjackson@EMAIL.SJSU.EDU)>  
In-Reply-To: <[4A676539.4030407@email.sjsu.edu](mailto:4A676539.4030407@email.sjsu.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

Melinda---

Let me add to the candidates out there the name of MarketSight, which a market researcher recently suggested I use, although all I've done so far is review its features as described on its web site--- <http://www.marketsight.com/>

It's software that allows for comparisons between groups, collapsing of data to form groups, and significance tests embedded in the very stub and banner/crosstab tables created (and flagged so that those significant results are easily seen). They have free demos, free trials and have run webinars (in fact, two days ago!) to demonstrate how their latest Version 7.5 works.

The product works with SPSS, SAS, PDF, Excel and Powerpoint. It only works on Windows platforms. When I contacted them for more information about that, they said only for Windows and Internet Explorer versions 6 and 7. In part, it can't work on Macs because Macs can't handle the IE browser beyond version 5.3.

Overall, the product looks very user-friendly. The cost seems to be \$995 per researcher, but I didn't really study the costing arrangements.

From my point of view, since I have the Mac version of SPSS 17.0.2 (I think that's the latest version), I'd like to consider the Tables features mentioned by others. (And on another point: to its credit, StatPac is not "nonstandard" as one person thought.)

This has been a very useful discussion!



Milton Goldsamt

Milton R. Goldsamt, Ph.D.  
Consulting Research Psychologist & Statistician  
Silver Spring, MD  
miltrgold@comcast.net  
301-649-2768  
(C) 240-671-7201

On Jul 22, 2009, at 3:15 PM, Melinda Jackson wrote:

> I am looking for recommendations for crosstabs and banner tables  
> software. CfMC Mentor has been suggested to me - does anyone have  
> experience with this product?  
> Other suggestions are also welcome.  
>  
> Thanks in advance for your help!  
>  
> Melinda Jackson  
>  
> --  
> Melinda Jackson  
> Assistant Professor, Dept. of Political Science  
> Research Director, Survey and Policy Research Institute  
> San Jose State University  
> One Washington Square  
> San Jose, CA 95192-0119  
> 408-924-5293  
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Date: Thu, 23 Jul 2009 11:23:56 -0400  
Reply-To: Rudy Bublitz <[rudy.bublitz@LANGUAGELOGIC.NET](mailto:rudy.bublitz@LANGUAGELOGIC.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Rudy Bublitz <[rudy.bublitz@LANGUAGELOGIC.NET](mailto:rudy.bublitz@LANGUAGELOGIC.NET)>  
Subject: Re: Crosstabs and banner tables software?  
Comments: To: Melinda Jackson <[mjackson@EMAIL.SJSU.EDU](mailto:mjackson@EMAIL.SJSU.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[4A676539.4030407@email.sjsu.edu](mailto:4A676539.4030407@email.sjsu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

Hi Melinda,

I have written crosstabs in the survey industry for over 20 years. And, I say "it depends"... on just how complex your table needs are.

If you will use complex weighting schemes and volumetric data, there is nothing that comes close to Quantum from SPSS. Yes, it is syntax driven, however if your needs are complex, your skills will need to be as well. It is really not that hard to use at all. Most of the world's tabulation houses use Quantum. It is very powerful and very fast.

If you want to "draw" tables in a GUI from a list of variables, create filters for the tables, banners etc... Then, your choices are many. Certainly the SPSS Tables add-on is good, and it brings with it the statistical features you may require. There are many other applications that do the same.

Tools like IntellexWeb - [www.intellexweb.com](http://www.intellexweb.com) are interesting, recently selected by SurveySampling as their standard reporting tool.

The MarketSight Tools is also acceptable. Not sure if it is separate from their overall offering, though.

...it just depends...

Rudy Bublitz  
VP, Global Business Development  
+1 513 307 4925 mobile  
+1 513 241 9112 x.12 office  
[www.languagelogic.info](http://www.languagelogic.info)  
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-----Original Message-----

From: AAPORNET [mailto:[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)] On Behalf Of Melinda Jackson  
Sent: Wednesday, July 22, 2009 3:15 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Crosstabs and banner tables software?

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Other suggestions are also welcome.

Thanks in advance for your help!

Melinda Jackson

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Melinda Jackson  
Assistant Professor, Dept. of Political Science  
Research Director, Survey and Policy Research Institute

San Jose State University  
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San Jose, CA 95192-0119  
408-924-5293

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=====  
Date: Thu, 23 Jul 2009 15:03:28 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: Robert Groves was sworn in yesterday as the new director of the  
US Census Bureau  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: quoted-printable

US- Robert Groves was sworn in yesterday as the new director of the US  
Census Bureau, just eight months before the count is set to take place.

<http://www.research-live.com/news/government/groves-sworn-in-as-census-bureau-director/4000540.article>

OR

<http://tinyurl.com/nca3un>

=20

Groves was nominated by President Obama in April and eventually confirmed by the Senate on 13 July.

His nomination was controversial because of concerns from some quarters that he would seek to use statistical sampling to increase counts for parts of the population which are typically undercounted - and which typically vote Democrat.

Snip

Groves is not new to the Census Bureau, having served as an associate director during George Bush Sr's presidency. He is also a former president of the American Association for Public Opinion Research and a director of the University of Michigan's Survey Research Center.

He was sworn in in the presence of seven former Census Bureau directors and hundreds of statisticians.

=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: Fri, 24 Jul 2009 06:35:07 -0400  
Reply-To: Young Chun <[ychun2@GMAIL.COM](mailto:y Chun2@GMAIL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Young Chun <[ychun2@GMAIL.COM](mailto:y Chun2@GMAIL.COM)>  
Subject: Facebook: We continue supporting Bob and Census for coming years  
Comments: To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

Dear colleagues,

A Facebook is created for updating the next few years of efforts by Bob and Census to count everyone living in the United States in 2010.

<http://www.facebook.com/home.php?#/pages/We-Support-Robert-M-Groves-at-Census/102083277911?v=wall&viewas=1758596723&ref=mf>

Feel free to be a Facebook fan for getting periodic updates, posting your feedback, and supporting all efforts by Bob and his co-workers at Census for the next few years.

We all know how invaluable the Census 2010 is to the survey research community. It is also used to apportion congressional seats to states, to distribute federal funds to local and state governments and to make decisions about community services to provide.

Just as we showed our solid support for his nomination, we can continue

supporting all efforts by Bob and Cenus for the next few years in every way we can as professional researchers, friends, colleagues, or students.

Very best,

Asaph Young Chun

---

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Date: Mon, 27 Jul 2009 12:41:11 -0700

Reply-To: Rob Daves <[rob\\_daves@YAHOO.COM](mailto:rob_daves@YAHOO.COM)>

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

From: Rob Daves <[rob\\_daves@YAHOO.COM](mailto:rob_daves@YAHOO.COM)>

Subject: Standard Definitions update

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

MIME-Version: 1.0

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

Fellow AAPOR members...

As you may recall, AAPOR's Standard Definitions Committee since its inception has been asking CATI vendors to provide AAPOR outcome rates as a part of their programming. Some vendors have been doing this for years and this month, CfMC announced that its latest CATI version will provide AAPOR outcome rates.

This is not an endorsement of CfMC or any other vendor. I just thought I'd let you know that the committee works on more than one front to encourage use of standard outcome rates.

For the Standard Definitions Committee...

Rob Daves

---

5412 Hampshire Drive  
Minneapolis MN 55419  
612-822-0085

[rob\\_daves@yahoo.com](mailto:rob_daves@yahoo.com)  
[Rob@DavesAndAssociates.com](mailto:Rob@DavesAndAssociates.com)  
[Rob@everettgroup.com](mailto:Rob@everettgroup.com)

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Date: Mon, 27 Jul 2009 13:10:55 -0700  
Reply-To: Melinda Jackson <mjackson@EMAIL.SJSU.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Melinda Jackson <mjackson@EMAIL.SJSU.EDU>  
Subject: Crosstabs and banner tables software - summary  
Comments: To: AAPORNET@ASU.EDU  
In-Reply-To: <4A676539.4030407@email.sjsu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Dear AAPORites,

Thanks very much for the many helpful suggestions in response to my recent query about crosstabs and banner tables software. I think that most of the responses were posted to the list, but several folks asked me to share the feedback, so here's a brief summary.

SPSS custom tables - 4 recommendations (this appears to be a standard feature, not an add-on, as it appears under the tables menu in my version 16.0; syntax may allow more complex options)

Quantum - market research software owned by SPSS - 2 recommendations

1 recommendation each:

Microtab [www.microtab.com](http://www.microtab.com) (contact: Larry Hills)

Wincross [www.analyticgroup.com/wincross/html](http://www.analyticgroup.com/wincross/html)

Statpac [www.statpac.com](http://www.statpac.com)

MarketSight (30 day free trial)

Thanks again!

Melinda Jackson

--

Melinda Jackson

Assistant Professor, Dept. of Political Science

Research Director, Survey and Policy Research Institute

San Jose State University

One Washington Square

San Jose, CA 95192-0119

408-924-5293

Melinda Jackson wrote:

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- > software. CfMC Mentor has been suggested to me - does anyone have
- > experience with this product?
- > Other suggestions are also welcome.
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Date: Mon, 27 Jul 2009 17:33:24 -0400  
Reply-To: JAMES P MURPHY <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: JAMES P MURPHY <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Subject: Re: Crosstabs and banner tables software - summary  
Comments: To: Melinda Jackson <[mjackson@EMAIL.SJSU.EDU](mailto:mjackson@EMAIL.SJSU.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=response  
Content-Transfer-Encoding: 7bit

Excuse the tardiness but I would add The Survey System by Creative Research Systems to the list. Their product is a suite that encompasses questionnaire construction and banner tabulations, web instrument creation with sample management and optional hosting, CATI with sample management, PDA interviews, and a statistics package.

As someone who had enjoyed using a high quality service bureau for 20 years, I was ambivalent about the learning curve and questions of time vs. dollars associated with DIY. At the start of my career I discovered that "the buck stops" at a well-managed DP department. (Whatever errors, misconceptions, etc. exist in your instrument and data will be exposed during competent DP.) Learning to do your own tables makes the investigator and his or her staff better researchers, in my opinion.

I recommended that anyone shopping for one of these products pick one that comes from, and reflects the knowledge of, somebody thoroughly familiar with survey research. I have found that definitely to be the case with Hank Zucker and Creative Research Systems and I know it's the same with Larry Hills and their suite at Microtab -- plus, possibly, others. Buyers should be wary of more recent offerings from "We can do anything" entities that are laterally moving into survey ("panel" or "community") management solutions. Anything with advertising starting with, "Hey, you can do your own surveys!" is suspect.

The cost/value, technical support and analytical capabilities (different types of banners, for one) of The Survey System are excellent. I also enjoy producing a complete set of crosstabs as an Excel spreadsheet from which the entire range of Excel charting and further analytics are available. I find I often want to combine, trim or otherwise edit data as a first step to graphical presentation. While those capabilities generally also reside within the survey suite, it's nice to quickly and securely get oneself on familiar turf (i.e. MS Office). Good luck.

James P. Murphy, Ph.D.  
J.P. MURPHY & COMPANY  
609 921 2432 Princeton, N.J.  
772 219 7671 Stuart, Fla.  
610 408 8800 Mobile  
www.jpmmurphy.com  
jpmmurphy@jpmmurphy.com

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

From: "Melinda Jackson" <mjackson@EMAIL.SJSU.EDU>  
To: <AAPORNET@ASU.EDU>  
Sent: Monday, July 27, 2009 4:10 PM  
Subject: Crosstabs and banner tables software - summary

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>

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- > Wincross [www.analyticgroup.com/wincross/html](http://www.analyticgroup.com/wincross/html)
- > Statpac [www.statpac.com](http://www.statpac.com)
- > MarketSight (30 day free trial)

> Thanks again!  
> Melinda Jackson

> --  
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> San Jose State University  
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=====  
Date: Mon, 27 Jul 2009 18:19:08 -0400  
Reply-To: Joyce Rachelson <[j.rachels@EARTHLINK.NET](mailto:j.rachels@EARTHLINK.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Joyce Rachelson <[j.rachels@EARTHLINK.NET](mailto:j.rachels@EARTHLINK.NET)>  
Subject: Re: Crosstabs and banner tables software - summary  
Comments: To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[3D10341602F241DA948481DB698611A3@D6NFSTF1](mailto:3D10341602F241DA948481DB698611A3@D6NFSTF1)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Let me add just one thing. 'Software without support is hardware.'

Make sure that whichever product you choose has a good support system for you. You don't want to be banging your head against a wall because you can't get answers to your questions.

Joyce

JAMES P MURPHY wrote:

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>  
>  
> James P. Murphy, Ph.D.  
> J.P. MURPHY & COMPANY  
> 609 921 2432 Princeton, N.J.  
> 772 219 7671 Stuart, Fla.  
> 610 408 8800 Mobile

> www.jpMurphy.com  
> jpmurphy@jpmurphy.com  
> ----- Original Message -----  
> From: "Melinda Jackson" <mjackson@EMAIL.SJSU.EDU>  
> To: <AAPORNET@ASU.EDU>  
> Sent: Monday, July 27, 2009 4:10 PM  
> Subject: Crosstabs and banner tables software - summary

>> Dear AAPORites,

>> Thanks very much for the many helpful suggestions in response to my  
>> recent query about crosstabs and banner tables software. I think that  
>> most of the responses were posted to the list, but several folks asked  
>> me to share the feedback, so here's a brief summary.

>> SPSS custom tables - 4 recommendations (this appears to be a standard  
>> feature, not an add-on, as it appears under the tables menu in my  
>> version 16.0; syntax may allow more complex options)

>> Quantum - market research software owned by SPSS - 2 recommendations

>> 1 recommendation each:

>> Microtab [www.microtab.com](http://www.microtab.com) (contact: Larry Hills)

>> Wincross [www.analyticgroup.com/wincross/html](http://www.analyticgroup.com/wincross/html)

>> Statpac [www.statpac.com](http://www.statpac.com)

>> MarketSight (30 day free trial)

>> Thanks again!

>> Melinda Jackson

>> --

>> Melinda Jackson

>> Assistant Professor, Dept. of Political Science

>> Research Director, Survey and Policy Research Institute

>> San Jose State University

>> One Washington Square

>> San Jose, CA 95192-0119

>> 408-924-5293

>> Melinda Jackson wrote:

>>> I am looking for recommendations for crosstabs and banner tables  
>>> software. CfMC Mentor has been suggested to me - does anyone have  
>>> experience with this product?

>>> Other suggestions are also welcome.

>>> Thanks in advance for your help!

>>> Melinda Jackson

>>> Melinda Jackson

>>> Assistant Professor, Dept. of Political Science

>>> Research Director, Survey and Policy Research Institute  
>>> San Jose State University  
>>> One Washington Square  
>>> San Jose, CA 95192-0119  
>>> 408-924-5293

>>>

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>>

>>

>> --

>> Melinda Jackson  
>> Assistant Professor, Dept. of Political Science  
>> Research Director, Survey and Policy Research Institute  
>> San Jose State University  
>> One Washington Square  
>> San Jose, CA 95192-0119  
>> 408-924-5293

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>

--

Joyce Rachelson, PRC  
Dir. Marketing & Sales  
Ocucom  
[JoyceR@ocucom.com](mailto:JoyceR@ocucom.com)  
+1 513-846-9353

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---

Date: Tue, 28 Jul 2009 11:27:54 -0400  
Reply-To: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Subject: IBM acquiring SPSS  
Comments: To: AAPORNET@asu.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

IBM announced today it is acquiring SPSS Inc. for \$1.2 billion cash. The press release focuses on predictive business analytics:

<http://www-03.ibm.com/press/us/en/pressrelease/27936.wss>

From the release:

"Consistent with IBM's software strategy, IBM will continue to support and enhance SPSS technologies while allowing customers to take advantage of the broader IBM portfolio.

"Following the close of the acquisition, IBM intends to integrate SPSS within IBM's Information Management software portfolio and into the many industry offerings already available. Predictive analytics will also be an essential component of the smarter business systems that IBM is helping companies and organizations build to help confront the complex challenges presented by the exponential growth of data."

Mike Mokrzycki  
AAPOR Communications Chair

---

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Date: Tue, 28 Jul 2009 14:40:03 -0400  
Reply-To: Sid Groeneman <sid@GROENEMAN.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Sid Groeneman <sid@GROENEMAN.COM>  
Subject: SPSS being bought by IBM  
Comments: To: AAPORNET@asu.edu  
Mime-Version: 1.0 (Apple Message framework v935.3)  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delpsp=yes  
Content-Transfer-Encoding: 7bit

Those of you who are long-time users of SPSS might be interested to

learn that the company is being purchased by IBM for \$1.2B:  
<http://www.bizjournals.com/atlanta/stories/2009/07/27/daily48.html>

OR:  
<http://tinyurl.com/m2fzn5>

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Date: Tue, 28 Jul 2009 19:44:54 -0400  
Reply-To: [jdaniel202@MSN.COM](mailto:jdaniel202@MSN.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Johnnie Daniel <[jdaniel202@MSN.COM](mailto:jdaniel202@MSN.COM)>  
Subject: blind questions and double backs?  
Comments: To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
In-Reply-To: <[3250E3CD-DE17-4CA3-BA9A-C00382D59600@groeneman.com](mailto:3250E3CD-DE17-4CA3-BA9A-C00382D59600@groeneman.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

=20

Can anyone explain what are "blind questions" and "double backs" and their =  
relevance to questionnaire construction?

=20

John Daniel  
=20

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Date: Wed, 29 Jul 2009 11:39:37 -0400  
Reply-To: "Millman, Steven [USA]" <[millman\\_steven@BAH.COM](mailto:millman_steven@BAH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Millman, Steven [USA]" <[millman\\_steven@BAH.COM](mailto:millman_steven@BAH.COM)>  
Subject: Anyone know where to find the Best Places to Work (Federal Gov)  
Survey?  
Comments: To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

All:

I've been trying to locate a copy of the questionnaire used in the "Best Pl=  
aces to Work in the Federal Government" Survey without success. Does anyone=  
have a copy or know where I might find one? I believe that the instrument =

should be public.

<http://data.bestplacestowork.org/bptw/index>

Thanks in advance,

Steven

Steven Millman  
Senior Associate  
Organization and Strategy  
Booz | Allen | Hamilton

---

703.377.9280 (Office)  
703.638.5942 (Mobile)

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Date: Wed, 29 Jul 2009 12:27:23 -0400  
Reply-To: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Subject: Re: Anyone know where to find the Best Places to Work (Federal Gov) Survey?  
Comments: To: "Millman, Steven [USA]" <[millman\\_steven@BAH.COM](mailto:millman_steven@BAH.COM)>, <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[036F410EC5967E48B38DD91BE6D17C6009AFA71B@ASHBMBX05.resource.ds.bah.com](mailto:036F410EC5967E48B38DD91BE6D17C6009AFA71B@ASHBMBX05.resource.ds.bah.com)>  
Content-Type: text/plain; charset="iso-8859-1"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

American University uses a survey conducted by the U. S. Office of Personnel Management, the Federal Human Capital Survey <http://www.fhcs.opm.gov/> I don't find the questionnaire posted at the 2008 survey site <http://www.fhcs.opm.gov/2008/>, but many of the questions are available at <http://www.fhcs.opm.gov/2008/Reports/YrlySrvyItms.asp?AGY=ALL> and in an odd form at <http://www.fhcs.opm.gov/2008/Reports/Responses.asp?AGY=ALL>. There should be a PDF of the full questionnaire posted on this site, of course. I believe that you can find the full data series available at ICPSR <http://www.icpsr.umich.edu/ICPSR/> under changing titles for the survey from year to year. It is likely that the 2008 data have not yet been released to ICPSR.

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Richard C. ROCKWELL  
Professor and Associate Head  
Department of Sociology  
University of Connecticut Unit 2068  
344 Mansfield Road



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+1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax  
richard.rockwell@uconn.edu<mailto:richard.rockwell@uconn.edu>

---

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Millman, Steven [USA]  
[millman\_steven@BAH.COM]  
Sent: Wednesday, July 29, 2009 11:39 AM  
To: AAPORNET@ASU.EDU  
Subject: Anyone know where to find the Best Places to Work (Federal Gov)  
Survey?

All:

I've been trying to locate a copy of the questionnaire used in the "Best  
Places to Work in the Federal Government" Survey without success. Does anyone  
have a copy or know where I might find one? I believe that the instrument  
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<http://data.bestplacestowork.org/bptw/index>

Thanks in advance,

Steven

Steven Millman  
Senior Associate  
Organization and Strategy  
Booz | Allen | Hamilton

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703.377.9280 (Office)  
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Date: Thu, 30 Jul 2009 11:19:30 -0400  
Reply-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>  
Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

## Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

(Glastonbury, Conn.) CMOR, a division of the Marketing Research Association, is requesting input from the survey and opinion research profession on its proposed legal definition of "research."

Definitions of research in U.S. state and federal law are few and far between. Therefore, CMOR's Government Affairs Committee developed one.

"How can we best encompass all modes and methods of research in one concise and coherent definition? How can we take account of what we know research to generally be right now, while keeping it flexible enough to encompass what research might be a decade or more down the road?" asked Howard Fienberg, Director of Government Affairs, CMOR.

CMOR seeks your feedback on this proposed definition:

the term "bona fide opinion and market research" means the collection and analysis of data regarding opinions, needs, awareness, knowledge, views and behaviors of a population, through the administration of surveys, interviews, focus groups, polls, observation, or other research methodologies, in which no sales, promotional or marketing efforts are involved and through which there is no attempt to influence a respondent's attitudes or behavior.

Feedback should be directed to MRA's Twitter and LinkedIn pages or to [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org) . Full background and further discussion on this topic are featured in the "Legislative Watch" column in the August issue of Alert!.

###

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-----  
Howard Fienberg  
Director of Government Affairs  
Marketing Research Association (MRA)  
[howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.mra-net.org> <<http://www.mra-net.org>>  
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Date: Thu, 30 Jul 2009 08:56:49 -0700  
Reply-To: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[D751154249FA5F46AEA4158526596897EE4C18@mraexch.mra-dom.mra-net.org](mailto:D751154249FA5F46AEA4158526596897EE4C18@mraexch.mra-dom.mra-net.org)>  
MIME-Version: 1.0  
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Content-Transfer-Encoding: 8bit

Mr. Feinberg,

This ought to start up a really interesting thread. So here is my take on the definition.

I'm afraid the definition your organization has developed is too narrow. An important element of market research is market testing or what sometimes is called pilot testing. In such testing, it is often the case that products are offered to market specifically with the objective of determining how consumers will react to them in the real world. There is also a very considerable amount of market research designed to observe the choice behavior of consumers that are offered products at different prices, in combination with other products and so on. Even in political polling there is what can be thought of as market research intended to observe the persuasiveness of different messages and delivery channels.

Maybe the problem here is that we are trying to put too fine a point on the activities that comprise research rather than the heart of the matter. The heart of the matter is that research is an activity whose principal objective is to discover how the world works. The methods used to do that vary a lot. To use a shopworn analogy, I may not be able to give you a definition of research, but I know it when I see it.

MS

Michael J. Sullivan, Ph.D.  
Chairman  
Freeman, Sullivan & Co.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
Sent: Thursday, July 30, 2009 8:20 AM  
To: AAPORNET@ASU.EDU  
Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

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The Research Profession

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Howard Fienberg, Director of Government Affairs, CMOR.

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howard.fienberg@mra-net.org . Full background and further discussion on  
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advocates and protects the integrity of the survey and opinion research  
profession and strives to improve respondent cooperation in opinion  
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-----  
Howard Fienberg  
Director of Government Affairs  
Marketing Research Association (MRA)

howard.fienberg@mra-net.org  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.mra-net.org> <<http://www.mra-net.org>> <http://www.cmor.org>  
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=====  
Date: Thu, 30 Jul 2009 12:35:36 -0400  
Reply-To: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[D751154249FA5F46AEA4158526596897EE4C18@mraexch.mra-dom.mra-net.org](mailto:D751154249FA5F46AEA4158526596897EE4C18@mraexch.mra-dom.mra-net.org)>  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

Howard,

I am very troubled with the proposed wording of the definition as it would lend credence to any endeavor, that fits the words there, regardless of whether there's anything systematic about the endeavor, whether it is reliable, or whether it is valid...

If one wanted to be cynical, one could infer from what's missing in the definition that "bona fide opinion and market research" must not care about reliability and validity.

PJL

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

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

Sent: Thursday, July 30, 2009 11:20 AM

To: AAPORNET@ASU.EDU

Subject: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

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-----  
Howard Fienberg  
Director of Government Affairs  
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[howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)

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<http://www.mra-net.org> <<http://www.mra-net.org/>>  
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=====  
Date: Thu, 30 Jul 2009 12:51:11 -0400  
Reply-To: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; format=flowed; charset="iso-8859-1";  
reply-type=original  
Content-Transfer-Encoding: 7bit

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Jonathan E. Brill, Ph.D.  
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e-Mail: jonathan.brill.wh82@wharton.upenn.edu  
Office telephone: 856.772-9030  
Fax: 775.898-2651  
Website: <http://jonathanbrill.resumeconnect.com/>

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

From: "Michael Sullivan" <michaelsullivan@FSCGROUP.COM>  
To: <AAPORNET@ASU.EDU>  
Sent: Thursday, July 30, 2009 11:56 AM  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

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> Michael J. Sullivan, Ph.D.  
> Chairman  
> Freeman, Sullivan & Co.

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> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
> Sent: Thursday, July 30, 2009 8:20 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks



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> [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
> 1111 16th St. NW, Suite 120  
> Washington, DC 20036  
> (202) 775-5170  
> Fax: (202) 775-5172  
> <http://www.mra-net.org> <<http://www.mra-net.org>> <http://www.cmor.org>

> <<http://www.cmor.org/>>

>

>

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Date: Thu, 30 Jul 2009 09:54:07 -0700

Reply-To: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>

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

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In-Reply-To: <[000c01ca1135\\$f1869b70\\$6564a8c0@core.umdj.edu](mailto:000c01ca1135$f1869b70$6564a8c0@core.umdj.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Excellent idea. Kills the thread though.

Michael J. Sullivan, Ph.D.

Chairman

Freeman, Sullivan & Co.

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

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To: AAPORNET@ASU.EDU

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

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=====  
Date: Thu, 30 Jul 2009 10:03:43 -0700

Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>

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

From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>

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

In-Reply-To: <[F90D102CAA90F547B081DE4C879A009C0332EC1B@ex-be-012-sfo.shared.themessagecenter.com](mailto:F90D102CAA90F547B081DE4C879A009C0332EC1B@ex-be-012-sfo.shared.themessagecenter.com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Some research projects don't contribute to generalizable knowledge.

-Leora Lawton

TechSociety Research

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

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---

Date: Thu, 30 Jul 2009 13:15:19 -0400  
Reply-To: "Caplan, James R., , CPMS Civ" <james.caplan@CPMS.OSD.MIL>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Caplan, James R., , CPMS Civ" <james.caplan@CPMS.OSD.MIL>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
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net.org>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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Howard,  
These issues seem to arise at odd times. I was sitting here trying to document that a particular survey should NOT be considered research because its purpose is to evaluate a program, not to add to the body of generalizable knowledge. Research IS so defined in Federal Regulations at 45CFR46.102(d). Marketing research, by its nature, is designed to evaluate reaction to a particular product or service and is generally exempt from IRB review designed to protect human subjects because it is NOT considered research. I would urge you to be very careful not to broaden the legal definition of research and in so doing produce the unintended consequences of changing the approval process for conducting it.  
Best,  
Jim

James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
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DNS: 426-8754

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Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The  
Research Profession

(Glastonbury, Conn.) CMOR, a division of the Marketing Research Association, is requesting input from the survey and opinion research profession on its proposed legal definition of "research."

Definitions of research in U.S. state and federal law are few and far

between. Therefore, CMOR's Government Affairs Committee developed one.

"How can we best encompass all modes and methods of research in one concise and coherent definition? How can we take account of what we know research to generally be right now, while keeping it flexible enough to encompass what research might be a decade or more down the road?" asked Howard Fienberg, Director of Government Affairs, CMOR.

CMOR seeks your feedback on this proposed definition:

the term "bona fide opinion and market research" means the collection and analysis of data regarding opinions, needs, awareness, knowledge, views and behaviors of a population, through the administration of surveys, interviews, focus groups, polls, observation, or other research methodologies, in which no sales, promotional or marketing efforts are involved and through which there is no attempt to influence a respondent's attitudes or behavior.

Feedback should be directed to MRA's Twitter and LinkedIn pages or to [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org) . Full background and further discussion on this topic are featured in the "Legislative Watch" column in the August issue of Alert!.

###

The Marketing Research Association is the leading and largest association of the survey and opinion research profession. It promotes, advocates and protects the integrity of the survey and opinion research profession and strives to improve respondent cooperation in opinion research which is a multi-billion dollar a year industry dedicated to providing valuable information to guide decisions of companies, individuals and others. For more information, visit [www.mra-net.org](http://www.mra-net.org).

---

Howard Fienberg  
Director of Government Affairs  
Marketing Research Association (MRA)  
[howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
1111 16th St. NW, Suite 120  
Washington, DC 20036  
(202) 775-5170  
Fax: (202) 775-5172  
<http://www.mra-net.org> <<http://www.mra-net.org/>> <http://www.cmor.org>  
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=====

Date: Thu, 30 Jul 2009 13:24:31 -0400  
Reply-To: Jack Clark <[jclark@CLARKANDCHASE.COM](mailto:jclark@CLARKANDCHASE.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Jack Clark <[jclark@CLARKANDCHASE.COM](mailto:jclark@CLARKANDCHASE.COM)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: Howard Fienberg <[howard.fienberg@MRA-NET.ORG](mailto:howard.fienberg@MRA-NET.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Howard,  
One person's take on it:

Bona fide opinion and market research is an attempt to identify predictable patterns in human attitudes and behavior. This is achieved through the systematic collection and analysis of data using research methodologies and measures that are considered scientifically valid and reliable - i.e., they measure the intended concept and if replicated, would produce results within an acceptable range of deviation.

Jack Clark

Jack E. Clark, PhD  
Clark & Chase Research, Inc.  
PO Box 49215  
Charlotte, NC 28277-3432  
704.998.9661  
[jclark@clarkandchase.com](mailto:jclark@clarkandchase.com)

Visit our website at: [www.clarkandchase.com](http://www.clarkandchase.com)

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

From: AAPORNET [[mailto:AAPORNET@asu.edu](mailto:mailto:AAPORNET@asu.edu)] On Behalf Of Howard Fienberg

Sent: Thursday, July 30, 2009 11:20 AM  
To: AAPORNET@ASU.EDU  
Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

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Washington, DC 20036

(202) 775-5170

Fax: (202) 775-5172

<http://www.mra-net.org> <<http://www.mra-net.org/>> <http://www.cmor.org>

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=====  
Date: Thu, 30 Jul 2009 13:50:22 -0400

Reply-To: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>

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

From: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>

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

MIME-Version: 1.0

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

reply-type=original

Content-Transfer-Encoding: 7bit

I don't agree with Leora's comment here, but I would invite her to make me eat crow by describing a research project that does not generate generalizeable knowledge.

Perhaps, though, the root of our "disagreement" is that the term "generalizeable knowledge" is not well understood by many who read this definition of research. According to the Office of Human Research Protection (U.S. Dept of HHS), when reading this definition of research, one should understand that knowledge is considered generalizeable whenever data gathered from or about two or more subjects are combined to form a conclusion about that collectivity itself or the population to which that collectivity belongs.

Regards,  
Jonathan

Jonathan E. Brill, Ph.D.

3 Oak Ridge Court  
Voorhees, New Jersey 08043

e-Mail: jonathan.brill.wh82@wharton.upenn.edu

Office telephone: 856.772-9030

Fax: 775.898-2651

Website: <http://jonathanbrill.resumeconnect.com/>

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

From: "Leora Lawton" <lawton@TECHSOCIETY.COM>

To: <AAPORNET@ASU.EDU>

Sent: Thursday, July 30, 2009 1:03 PM

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

> Some research projects don't contribute to generalizable knowledge.

>

> -Leora Lawton

> TechSociety Research

> [www.techsociety.com](http://www.techsociety.com)

>

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill,

> Ph.D.

> Sent: Thursday, July 30, 2009 9:51 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks

> Feedback From The Research Profession

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> Why reinvent the wheel? Why not use the definition the U.S. Government

> uses for regulations pertaining to human subjects research: "a

> systematic investigation, including research development, testing and

> evaluation, designed to develop or contribute to generalizable

> knowledge."? (Title 45 Code of Federal Regulations Part 46 Subpart A

> Section 46.102).

>

> This definition certainly covers anything a legitimate marketing

> research study would do and would not apply to sugging or any

> questionable collection or application of data sought or obtained from

> the public.

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> Regards,

> Jonathan

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> Jonathan E. Brill, Ph.D.

> 3 Oak Ridge Court

> Voorhees, New Jersey 08043

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> e-Mail: jonathan.brill.wh82@wharton.upenn.edu

> Office telephone: 856.772-9030

> Fax: 775.898-2651

> Website: <http://jonathanbrill.resumeconnect.com/>

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>  
>  
> ----- Original Message -----  
> From: "Michael Sullivan" <michaelsullivan@FSCGROUP.COM>  
> To: <AAPORNET@ASU.EDU>  
> Sent: Thursday, July 30, 2009 11:56 AM  
> Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
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>>  
>> MS

>>  
>>  
>> Michael J. Sullivan, Ph.D.  
>> Chairman  
>> Freeman, Sullivan & Co.

>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
>> Sent: Thursday, July 30, 2009 8:20 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
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>> howard.fienberg@mra-net.org  
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Date: Thu, 30 Jul 2009 14:03:36 -0400  
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>  
Subject: AAPOR's Invited Session at the 2009 JSMs next Monday, August 3,  
in DC  
X-To: AAPORNET@ASU.EDU  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

For those attending the 2009 JSMs, which are starting this weekend, please consider stopping by AAPOR's Invited Session next Monday morning, 1030am-1230pm.

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Session 144

Room CC-101

Factors Affecting the Accuracy of the 2008

Presidential Election Polling-Invited

American Association of Public Opinion Research, Section on

Survey Research Methods, Social Statistics Section

Organizer: Paul J. Lavrakas, Independent Consultant

Chair: Trevor Thompson, The Associated Press

10:35 a.m. Election Polling Challenges: Cell Phones, the

Bradley Effect, and Voter Turnout-Scott Keeter,

Pew Research Center

10:55 a.m. Methodological Issues in ABC News/Washington Post 2008

Pre-Election Polling-Jennifer Agiesta; The Washington Post; Gary Langer, ABC News;

Jon Cohen, The Washington Post

11:15 a.m. Limitations of Recorded-Voice Telephone Polling

in Election 2008: Is This Method of Data Collection

Doomed in 2012?-Jay H. Leve, SurveyUSA

11:35 a.m. Inferences from Matched Samples in the U.S.

National Elections from 2004 to 2008-Douglas

Rivers, YouGov Polimetrix

11:55 a.m. Disc: Paul J. Lavrakas

12:15 p.m. Floor Discussion

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=====  
Date: Thu, 30 Jul 2009 14:06:46 -0400

Reply-To: Phillip Downs <[pd@KERR-DOWNS.COM](mailto:pd@KERR-DOWNS.COM)>

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

From: Phillip Downs <[pd@KERR-DOWNS.COM](mailto:pd@KERR-DOWNS.COM)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
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X-To: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[006201ca113e\\$35deaa30\\$6564a8c0@core.umdnj.edu](mailto:006201ca113e$35deaa30$6564a8c0@core.umdnj.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Qualitative research is not generalizable at all.

Phillip Downs, Ph.D.  
Senior Partner | Kerr & Downs Research  
Professor of Marketing | Florida State University  
ph. 800.564.3182 | fax 850.906.3112  
pd@kerr-downs.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill, Ph.D.  
Sent: Thursday, July 30, 2009 1:50 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

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> From: "Michael Sullivan" <michaelsullivan@FSCGROU.P.COM>  
> To: <AAPORNET@ASU.EDU>  
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>> Michael J. Sullivan, Ph.D.  
>> Chairman  
>> Freeman, Sullivan & Co.

>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
>> Sent: Thursday, July 30, 2009 8:20 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
>> Feedback From The Research Profession

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>> From The Research Profession

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>> the term "bona fide opinion and market research" means the collection  
>> and analysis of data regarding opinions, needs, awareness, knowledge,  
>> views and behaviors of a population, through the administration of  
>> surveys, interviews, focus groups, polls, observation, or other  
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>> efforts are involved and through which there is no attempt to  
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>> Feedback should be directed to MRA's Twitter and LinkedIn pages or to  
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>> -----  
>> Howard Fienberg  
>> Director of Government Affairs  
>> Marketing Research Association (MRA)  
>> [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
>> 1111 16th St. NW, Suite 120  
>> Washington, DC 20036  
>> (202) 775-5170  
>> Fax: (202) 775-5172  
>> <http://www.mra-net.org> <<http://www.mra-net.org/>> <http://www.cmor.org>  
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=====  
Date: Thu, 30 Jul 2009 14:39:41 -0400

Reply-To: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>

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

From: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks

Feedback From The Research Profession

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

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Regards,  
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Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043

e-Mail: jonathan.brill.wh82@wharton.upenn.edu

Office telephone: 856.772-9030

Fax: 775.898-2651

Website: <http://jonathanbrill.resumeconnect.com/>

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

From: "Phillip Downs" <pd@kerr-downs.com>

To: "'Jonathan E. Brill, Ph.D.'" <jonathan.brill.wh82@wharton.upenn.edu>;  
<AAPORNET@ASU.EDU>

Sent: Thursday, July 30, 2009 2:06 PM

Subject: RE: Input Needed On Legal Definition Of Research - CMOR Seeks  
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> Phillip Downs, Ph.D.

> Senior Partner | Kerr & Downs Research

> Professor of Marketing | Florida State University

> ph. 800.564.3182 | fax 850.906.3112

> pd@kerr-downs.com

>

>

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill,  
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> Sent: Thursday, July 30, 2009 1:50 PM

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> Jonathan E. Brill, Ph.D.  
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> e-Mail: [jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)  
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> ----- Original Message -----  
> From: "Leora Lawton" <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
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> Sent: Thursday, July 30, 2009 1:03 PM  
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>> From: "Michael Sullivan" <michaelsullivan@FSCGROUP.COM>  
>> To: <AAPORNET@ASU.EDU>  
>> Sent: Thursday, July 30, 2009 11:56 AM  
>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
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>>> I'm afraid the definition your organization has developed is too  
>> narrow.

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>>> sometimes is called pilot testing. In such testing, it is often the  
>>> case that products are offered to market specifically with the  
>>> objective of determining how consumers will react to them in the real  
>> world.

>>> There is also a very considerable amount of market research designed  
>>> to observe the choice behavior of consumers that are offered products  
>>> at different prices, in combination with other products and so on.  
>>> Even in political polling there is what can be thought of as market  
>>> research intended to observe the persuasiveness of different messages  
>>> and delivery channels.

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>>> Maybe the problem here is that we are trying to put too fine a point  
>>> on the activities that comprise research rather than the heart of the  
>>> matter. The heart of the matter is that research is an activity whose  
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>>> principal objective is to discover how the world works. The methods

>>> used to do that vary a lot. To use a shopworn analogy, I may not be  
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>>> -----  
>>> Howard Fienberg  
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>>> Marketing Research Association (MRA)  
>>> [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
>>> 1111 16th St. NW, Suite 120  
>>> Washington, DC 20036  
>>> (202) 775-5170  
>>> Fax: (202) 775-5172  
>>> <http://www.mra-net.org> <<http://www.mra-net.org>> <http://www.cmor.org>  
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---

Date: Thu, 30 Jul 2009 12:08:43 -0700  
Reply-To: Bruce Goerlich <[bdg@RENTRAK.COM](mailto:bdg@RENTRAK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Bruce Goerlich <[bdg@RENTRAK.COM](mailto:bdg@RENTRAK.COM)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: AAPORNET@ASU.EDU, "Ph.D. Jonathan E. Brill"  
<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
In-Reply-To: <[007901ca1145\\$19ff7c70\\$6564a8c0@core.umdnj.edu](mailto:007901ca1145$19ff7c70$6564a8c0@core.umdnj.edu)>  
Mime-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII  
Content-Disposition: inline  
Content-Transfer-Encoding: 8bit

I believe the purpose of this language is to prevent "selling under the guise of research". I don't have the time to wordsmith, but that is the direction this should be sharpened to.

Bruce Goerlich  
Chief Research Officer  
Rentrak  
The Chrysler Building, 26th Floor

405 Lexington Avenue  
New York, NY 10174  
212-541-2437

>>> "Jonathan E. Brill, Ph.D." <jonathan.brill.wh82@WHARTON.UPENN.EDU>

07/30/09 2:39 PM >>>

Sorry to disagree again, but

The government would disagree. And the issue is whether the data is used to generate generalizable knowledge, not whether it is truly generalizable or statistically representative. Tell me why you do a focus group if not to generate knowledge that can be used for decision making about policy, products, communications etc.

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e-Mail: jonathan.brill.wh82@wharton.upenn.edu

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Fax: 775.898-2651

Website: <http://jonathanbrill.resumeconnect.com/>

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

From: "Phillip Downs" <pd@kerr-downs.com>

To: "'Jonathan E. Brill, Ph.D.'" <jonathan.brill.wh82@wharton.upenn.edu>;

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> ----- Original Message -----  
> From: "Leora Lawton" <lawton@TECHSOCIETY.COM>  
> To: <AAPORNET@ASU.EDU>  
> Sent: Thursday, July 30, 2009 1:03 PM  
> Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
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>>> objective of determining how consumers will react to them in the real  
>> world.

>>> There is also a very considerable amount of market research designed  
>>> to observe the choice behavior of consumers that are offered products  
>>> at different prices, in combination with other products and so on.

>>> Even in political polling there is what can be thought of as market  
>>> research intended to observe the persuasiveness of different messages  
>>> and delivery channels.

>>>

>>> Maybe the problem here is that we are trying to put too fine a point  
>>> on the activities that comprise research rather than the heart of the  
>>> matter. The heart of the matter is that research is an activity whose

>>>

>>> principal objective is to discover how the world works. The methods  
>>> used to do that vary a lot. To use a shopworn analogy, I may not be

>>> able to give you a definition of research, but I know it when I see  
>> it.

>>>  
>>> MS

>>>  
>>>  
>>>  
>>> Michael J. Sullivan, Ph.D.  
>>> Chairman  
>>> Freeman, Sullivan & Co.

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

>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Fienberg  
>>> Sent: Thursday, July 30, 2009 8:20 AM  
>>> To: AAPORNET@ASU.EDU  
>>> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
>>> Feedback From The Research Profession

>>>  
>>> Input Needed On Legal Definition Of Research - CMOR Seeks Feedback  
>>> From The Research Profession

>>>  
>>> (Glastonbury, Conn.) CMOR, a division of the Marketing Research  
>>> Association, is requesting input from the survey and opinion research  
>>> profession on its proposed legal definition of "research."

>>>  
>>> Definitions of research in U.S. state and federal law are few and far  
>>> between. Therefore, CMOR's Government Affairs Committee developed one.

>>>  
>>> "How can we best encompass all modes and methods of research in one  
>>> concise and coherent definition? How can we take account of what we  
>>> know research to generally be right now, while keeping it flexible  
>>> enough to encompass what research might be a decade or more down the  
>>> road?" asked Howard Fienberg, Director of Government Affairs, CMOR.

>>>  
>>> CMOR seeks your feedback on this proposed definition:

>>>  
>>> the term "bona fide opinion and market research" means the collection  
>>> and analysis of data regarding opinions, needs, awareness, knowledge,  
>>> views and behaviors of a population, through the administration of  
>>> surveys, interviews, focus groups, polls, observation, or other  
>>> research methodologies, in which no sales, promotional or marketing  
>>> efforts are involved and through which there is no attempt to  
>>> influence a respondent's attitudes or behavior.

>>>  
>>> Feedback should be directed to MRA's Twitter and LinkedIn pages or to  
>>> howard.fienberg@mra-net.org . Full background and further discussion  
>>> on this topic are featured in the "Legislative Watch" column in the  
>>> August issue of Alert!.

>>>  
>>> ###

>>>  
>>> The Marketing Research Association is the leading and largest  
>>> association of the survey and opinion research profession. It

>>> promotes, advocates and protects the integrity of the survey and  
>>> opinion research profession and strives to improve respondent  
>>> cooperation in opinion research which is a multi-billion dollar a year  
>>  
>>> industry dedicated to providing valuable information to guide  
>>> decisions of companies, individuals and others. For more information,  
>> visit [www.mra-net.org](http://www.mra-net.org).

>>>  
>>>  
>>> -----  
>>> Howard Fienberg  
>>> Director of Government Affairs  
>>> Marketing Research Association (MRA)  
>>> [howard.fienberg@mra-net.org](mailto:howard.fienberg@mra-net.org)  
>>> 1111 16th St. NW, Suite 120  
>>> Washington, DC 20036  
>>> (202) 775-5170  
>>> Fax: (202) 775-5172  
>>> <http://www.mra-net.org> <<http://www.mra-net.org>> <http://www.cmor.org>  
>>> <<http://www.cmor.org>>

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

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

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>

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---

Date: Thu, 30 Jul 2009 15:20:31 -0400  
Reply-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU), "Jonathan E. Brill, Ph.D."  
<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>  
In-Reply-To: <[200907301747.n6UG0pkF005126@lists.asu.edu](mailto:200907301747.n6UG0pkF005126@lists.asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 8bit

----- "Jonathan E. Brill wrote:  
>

- > I don't agree with Leora's comment here, but I would invite her to make me
- > eat crow by describing a research project that does not generate
- > generalizable knowledge.

I am not interested in making anyone eat crow--I hope that professionals sharing differing viewpoints are beyond that--but it seems to me that the US federal OHRP itself provides such examples.

<http://www.hhs.gov/ohrp/qualityfaq.html#q2>

"Question 2:

Do the HHS regulations for the protection of human subjects in research (45 CFR part 46) apply to quality improvement activities conducted by one or more institutions whose purposes are limited to: (a) implementing a practice to improve the quality of patient care, and (b) collecting patient or provider data regarding the implementation of the practice for clinical, practical, or administrative purposes?

Answer:

No. Such activities do not satisfy the definition of "research" under 45 CFR 46.102(d), which is "a systematic investigation, including research development, testing and evaluation, designed to develop or contribute to generalizable knowledge." Therefore the HHS regulations for the protection of human subjects do not apply to such quality improvement activities, and there is no requirement under these regulations for such activities to undergo review by an IRB, or for these activities to be conducted with provider or patient informed consent. "

Although this example is from a medical setting, Jim Caplan's comment from organizational research would also seem to fit under the "quality control activities" description. As much market research might as well. The purpose matters, as well as methodology, in making such a determination.

And this is why a lot of surveys, focus groups, etc. are not considered "research" by regulatory boards.

Colleen Porter  
Gainesville, FL

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

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-----  
Date: Thu, 30 Jul 2009 15:37:30 -0400

Reply-To: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)>

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

From: "Jonathan E. Brill, Ph.D."

<[jonathan.brill.wh82@WHARTON.UPENN.EDU](mailto:jonathan.brill.wh82@WHARTON.UPENN.EDU)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks

Feedback From The Research Profession

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

Content-Type: text/plain; format=flowed; charset="UTF-8"; reply-type=original

Content-Transfer-Encoding: 8bit

Again, the OHRP regulations are often difficult to understand and lead to this kind of confusion. The reason that the quality improvement activities are excluded is not because they do not generate "generalizeable knowledge" but because they are not defined as "human subjects" research. If you collect data from people about perceptions of store quality, for example, you are not conducting human subjects research (i.e., research about humans), but rather you are conducting research on stores by interviewing humans. OHRP might call that "inanimate entity" research or something similar, but it is not excluded because of lack of generalizable knowledge ... it is excluded because it is not about people. On the other hand, if the study were to understand behavior of customers in the store (rather than service quality measurement), it would be human subjects research.

The discussion here was a definition of research, however, not HUMAN SUBJECTS research.

Jonathan E. Brill, Ph.D.  
3 Oak Ridge Court  
Voorhees, New Jersey 08043

e-Mail: jonathan.brill.wh82@wharton.upenn.edu

Office telephone: 856.772-9030

Fax: 775.898-2651

Website: <http://jonathanbrill.resumeconnect.com/>

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

From: <colleen\_porter@cox.net>

To: <AAPORNET@ASU.EDU>; "Jonathan E. Brill, Ph.D."

<jonathan.brill.wh82@wharton.upenn.edu>

Sent: Thursday, July 30, 2009 3:20 PM

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

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>

> I don't agree with Leora's comment here, but I would invite her to make me  
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-----  
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=====  
Date: Thu, 30 Jul 2009 20:56:49 -0400

Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>

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

From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

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

In-Reply-To: <[200907301937.n6UJaNCi007415@lists.asu.edu](mailto:200907301937.n6UJaNCi007415@lists.asu.edu)>

Content-Type: text/plain; charset=WINDOWS-1252; format=flowed; delpsp=yes

Mime-Version: 1.0 (Apple Message framework v935.3)

Content-Transfer-Encoding: 8bit

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Which makes that definition not so very helpful, then?

I like the proposed definition, and hope that the tangential discussion (while very interesting) does not distract from Howard's original posting:

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>

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> views and behaviors of a population, through the administration of

> surveys, interviews, focus groups, polls, observation, or other

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> methodologies, in which no sales, promotional or marketing efforts are

> involved and through which there is no attempt to influence a

> respondent's attitudes or behavior.

I think that does encompass the concerns voiced by Bruce Goerlich about suggesting/frugging/etc.

My only suggestion would be to consider changing the word "respondent" to "participant" in the last line, since "respondent" is kind of jargonish.

> The reason that the quality improvement activities

> are excluded is not because they do not generate "generalizable

> knowledge"

> but because they are not defined as "human subjects" research.

I think it may depend on the local review board. The human protections legislation is so fascinating, because it provides federal authority and guidance, but decisions are made at the local level. About the only corollary I can think of is draft boards during the late 1960s/early 70s, which wielded great power in a capricious manner.

A few months ago when I was preparing a protocol to collect oral histories, I looked in depth at the issue of "generalizability," because it is so critical as to whether oral histories are considered research or not. If one records oral histories and compares them, finds common themes among them, or applies content analysis techniques (in other words, attempts to generalize from them), it is research. Just recording each case as a narrative that stands on its own is not usually considered research. The Oral History Association has done a lot of work in clarifying the considerations.

When I looked around at other universities and how they defined the "generalizable" in the OHRP definition, there was variation.

Examples:

What does generalizable mean? Beyond the immediate situation, Beyond the institution.

-----

Will information be used to draw conclusions about a general principle

or question? [Note that the conclusions must be directly drawn from the collected information – speculation not directly drawn from the collected information would not be considered generalizable.]

-----  
Is the intent of this project to contribute to knowledge in the field or discipline?

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-----  
Will the information be disseminated beyond the immediate setting in which it was collected (e.g., a school or a laboratory)?

So various places do consider "generalizable" in assessing whether a study is considered research, some used a checklist on their forms.

And precise meanings of that term do vary.

Colleen Porter  
Gainesville, FL

-----  
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-----  
Date: Thu, 30 Jul 2009 23:02:32 -0400

Reply-To: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>

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

From: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

X-To: "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

In-Reply-To: <[CEB03518-5A92-4EC7-BF61-3132AC3F754C@cox.net](mailto:CEB03518-5A92-4EC7-BF61-3132AC3F754C@cox.net)>

Content-Type: text/plain; charset="Windows-1252"

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

How does deliberative polling mesh with this definition ("...through which there is no attempt to influence a respondent's attitudes or behavior.")? The discussions in deliberative polling are not slanted so as to affect participants' opinions, knowledge, or behaviors in a particular direction, but they most definitely do influence participants' responses on the follow-up instrument. <http://cdd.stanford.edu/> This response-information-response pattern sometimes is used outside the deliberative polling framework as well.

-----  
Richard C. ROCKWELL  
Professor and Associate Head  
Department of Sociology  
University of Connecticut Unit 2068  
344 Mansfield Road

Storrs-Mansfield, CT 06269-2068

+1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax  
richard.rockwell@uconn.edu<mailto:richard.rockwell@uconn.edu>

---

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Colleen Porter  
[colleen\_porter@COX.NET]

Sent: Thursday, July 30, 2009 8:56 PM

To: AAPORNET@ASU.EDU

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

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-----

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Colleen Porter  
Gainesville, FL

-----

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=====

Date: Fri, 31 Jul 2009 10:09:26 +0100

Reply-To: [Iain.NOBLE@DCSF.GSI.GOV.UK](mailto:Iain.NOBLE@DCSF.GSI.GOV.UK)

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

From: Iain Noble <Iain.NOBLE@DCSF.GSI.GOV.UK>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: AAPORNET@ASU.EDU  
In-Reply-To: A<4A71B77B.D108.0097.0@rentrak.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

If Bruce is right, and the reason such a definition is being sought is to prevent sugging, frugging and all other sorts of ugging, then this chimes with a thought that struck me when this thread started: that it is far easier to say what is \*not\* research than what is and it may well be better to start from there.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 783 8443

Mobile: 0753 832 8523

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

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

>Sent: 30 July 2009 20:09

>To: AAPORNET@ASU.EDU

>Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From

>The Research Profession

>

>I believe the purpose of this language is to prevent "selling under the  
guise of research". I

>don't have the time to wordsmith, but that is the direction this should  
be sharpened to.

>

>Bruce Goerlich

>Chief Research Officer

>Rentrak

>The Chrysler Building, 26th Floor

>405 Lexington Avenue

>New York, NY 10174

>212-541-2437

>

>>>> "Jonathan E. Brill, Ph.D." <jonathan.brill.wh82@WHARTON.UPENN.EDU>

07/30/09

>2:39 PM >>>

>Sorry to disagree again, but

>

>The government would disagree. And the issue is whether the data is used to  
>generate generalizeable knowledge, not whether it is truly generalizeable or  
>statistically representative. Tell me why you do a focus group if not to  
>generate knowledge that can be used for decision making about policy,  
>products, communications etc.

>Regards,  
>Jonathan

>Jonathan E. Brill, Ph.D.  
>3 Oak Ridge Court  
>Voorhees, New Jersey 08043

>e-Mail: jonathan.brill.wh82@wharton.upenn.edu  
>Office telephone: 856.772-9030  
>Fax: 775.898-2651  
>Website: <http://jonathanbrill.resumeconnect.com/>

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

>From: "Phillip Downs" <pd@kerr-downs.com>  
>To: "'Jonathan E. Brill, Ph.D.'" <jonathan.brill.wh82@wharton.upenn.edu>;  
><AAPORNET@ASU.EDU>  
>Sent: Thursday, July 30, 2009 2:06 PM  
>Subject: RE: Input Needed On Legal Definition Of Research - CMOR Seeks  
>Feedback From The Research Profession

>> Qualitative research is not generalizable at all.

>> Phillip Downs, Ph.D.  
>> Senior Partner | Kerr & Downs Research  
>> Professor of Marketing | Florida State University  
>> ph. 800.564.3182 | fax 850.906.3112  
>> pd@kerr-downs.com

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

>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E. Brill,  
>> Ph.D.  
>> Sent: Thursday, July 30, 2009 1:50 PM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
>> Feedback From The Research Profession

>> I don't agree with Leora's comment here, but I would invite her to make me

>> eat crow by describing a research project that does not generate  
>> generalizable knowledge.  
>>  
>> Perhaps, though, the root of our "disagreement" is that the term  
>> "generalizable knowledge" is not well understood by many who read  
this  
>> definition of research. According to the Office of Human Research  
>> Protection (U.S. Dept of HHS), when reading this definition of  
research,  
>> one  
>> should understand that knowledge is considered generalizable  
whenever  
>> data  
>> gathered from or about two or more subjects are combined to form a  
>> conclusion about that collectivity itself or the population to which  
that  
>> collectivity belongs.

>>  
>> Regards,  
>> Jonathan  
>>  
>> Jonathan E. Brill, Ph.D.  
>> 3 Oak Ridge Court  
>> Voorhees, New Jersey 08043  
>>  
>> e-Mail: jonathan.brill.wh82@wharton.upenn.edu  
>> Office telephone: 856.772-9030  
>> Fax: 775.898-2651  
>> Website: <http://jonathanbrill.resumeconnect.com/>

>> ----- Original Message -----  
>> From: "Leora Lawton" <lawton@TECHSOCIETY.COM>  
>> To: <AAPORNET@ASU.EDU>  
>> Sent: Thursday, July 30, 2009 1:03 PM  
>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks

>> Feedback From The Research Profession

>>  
>>  
>>> Some research projects don't contribute to generalizable knowledge.

>>>  
>>> -Leora Lawton  
>>> TechSociety Research  
>>> [www.techsociety.com](http://www.techsociety.com)

>>>  
>>> -----Original Message-----  
>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jonathan E.  
Brill,  
>>> Ph.D.  
>>> Sent: Thursday, July 30, 2009 9:51 AM  
>>> To: AAPORNET@ASU.EDU  
>>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks  
>>> Feedback From The Research Profession

>>>>  
>>> Why reinvent the wheel? Why not use the definition the U.S.  
Government  
>>> uses for regulations pertaining to human subjects research: "a  
>>> systematic investigation, including research development, testing  
and  
>>> evaluation, designed to develop or contribute to generalizable  
>>> knowledge."? (Title 45 Code of Federal Regulations Part 46 Subpart A  
>>> Section 46.102).

>>>>  
>>> This definition certainly covers anything a legitimate marketing  
>>> research study would do and would not apply to suggesting or any  
>>> questionable collection or application of data sought or obtained  
from  
>>> the public.

>>>>  
>>> Regards,  
>>> Jonathan

>>>>  
>>> Jonathan E. Brill, Ph.D.  
>>> 3 Oak Ridge Court  
>>> Voorhees, New Jersey 08043  
>>>>  
>>> e-Mail: jonathan.brill.wh82@wharton.upenn.edu  
>>> Office telephone: 856.772-9030  
>>> Fax: 775.898-2651  
>>> Website: <http://jonathanbrill.resumeconnect.com/>

>>>>  
>>>>  
>>>>  
>>> ----- Original Message -----  
>>> From: "Michael Sullivan" <michaelsullivan@FSCGROUP.COM>  
>>> To: <AAPORNET@ASU.EDU>  
>>> Sent: Thursday, July 30, 2009 11:56 AM  
>>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks

>>>> Feedback From The Research Profession

>>>>  
>>>>  
>>>> Mr. Feinberg,

>>>>>  
>>>>> This ought to start up a really interesting thread. So here is my  
>>>>> take on the definition.

>>>>>  
>>>>> I'm afraid the definition your organization has developed is too  
>>>> narrow.

>>>>> An important element of market research is market testing or what  
>>>>> sometimes is called pilot testing. In such testing, it is often  
the

>>>>> case that products are offered to market specifically with the  
>>>>> objective of determining how consumers will react to them in the  
real  
>>>> world.

>>>>> There is also a very considerable amount of market research



designed

>>>> to observe the choice behavior of consumers that are offered products

>>>> at different prices, in combination with other products and so on.

>>>> Even in political polling there is what can be thought of as market

>>>> research intended to observe the persuasiveness of different

messages

>>>> and delivery channels.

>>>>

>>>> Maybe the problem here is that we are trying to put too fine a point

>>>> on the activities that comprise research rather than the heart of the

>>>> matter. The heart of the matter is that research is an activity whose

>>>>

>>>> principal objective is to discover how the world works. The methods

>>>> used to do that vary a lot. To use a shopworn analogy, I may not be

>>>> able to give you a definition of research, but I know it when I see >>> it.

>>>>

>>>> MS

>>>>

>>>>

>>>>

>>>> Michael J. Sullivan, Ph.D.

>>>> Chairman

>>>> Freeman, Sullivan & Co.

>>>>

>>>>

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

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

>>>> Sent: Thursday, July 30, 2009 8:20 AM

>>>> To: AAPORNET@ASU.EDU

>>>> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks

>>>> Feedback From The Research Profession

>>>>

>>>> Input Needed On Legal Definition Of Research - CMOR Seeks Feedback

>>>> From The Research Profession

>>>>

>>>> (Glastonbury, Conn.) CMOR, a division of the Marketing Research

>>>> Association, is requesting input from the survey and opinion

research

>>>> profession on its proposed legal definition of "research."

>>>>

>>>> Definitions of research in U.S. state and federal law are few and

far

>>>> between. Therefore, CMOR's Government Affairs Committee developed one.

>>>>

>>>> "How can we best encompass all modes and methods of research in one

>>>> concise and coherent definition? How can we take account of what we  
>>>> know research to generally be right now, while keeping it flexible  
>>>> enough to encompass what research might be a decade or more down  
the  
>>>> road?" asked Howard Fienberg, Director of Government Affairs, CMOR.

>>>>  
>>>> CMOR seeks your feedback on this proposed definition:  
>>>>

>>>> the term "bona fide opinion and market research" means the  
collection  
>>>> and analysis of data regarding opinions, needs, awareness,  
knowledge,  
>>>> views and behaviors of a population, through the administration of  
>>>> surveys, interviews, focus groups, polls, observation, or other  
>>>> research methodologies, in which no sales, promotional or marketing  
>>>> efforts are involved and through which there is no attempt to  
>>>> influence a respondent's attitudes or behavior.

>>>>  
>>>> Feedback should be directed to MRA's Twitter and LinkedIn pages or  
to  
>>>> howard.fienberg@mra-net.org . Full background and further  
discussion

>>>> on this topic are featured in the "Legislative Watch" column in the  
>>>> August issue of Alert!.

>>>>  
>>>> ###

>>>>  
>>>> The Marketing Research Association is the leading and largest  
>>>> association of the survey and opinion research profession. It  
>>>> promotes, advocates and protects the integrity of the survey and  
>>>> opinion research profession and strives to improve respondent  
>>>> cooperation in opinion research which is a multi-billion dollar a  
year

>>>>  
>>>> industry dedicated to providing valuable information to guide  
>>>> decisions of companies, individuals and others. For more  
information,

>>> visit [www.mra-net.org](http://www.mra-net.org).

>>>>  
>>>>  
>>>> -----

>>>> Howard Fienberg  
>>>> Director of Government Affairs  
>>>> Marketing Research Association (MRA)  
>>>> howard.fienberg@mra-net.org  
>>>> 1111 16th St. NW, Suite 120  
>>>> Washington, DC 20036  
>>>> (202) 775-5170  
>>>> Fax: (202) 775-5172  
>>>> <http://www.mra-net.org> <<http://www.mra-net.org/>>  
<http://www.cmor.org>

>>>> <<http://www.cmor.org/>>  
>>>>  
>>>>

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>  
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call your  
>organisation's IT Helpdesk.  
>Communications via the GSi may be automatically logged, monitored  
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>legal purposes.

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Date: Fri, 31 Jul 2009 08:49:59 -0400  
Reply-To: "Millman, Steven [USA]" <[millman\\_steven@BAH.COM](mailto:millman_steven@BAH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Millman, Steven [USA]" <[millman\\_steven@BAH.COM](mailto:millman_steven@BAH.COM)>  
Subject: Does the PRA apply to surveys of foreign nationals?

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

A curious question arose recently in conversation about the PRA. If a government agency is surveying individuals who are not US citizens and are not in the United States, is that agency bound by the PRA? My assumption is that foreign nationals abroad would not fall into the definition of "the public" and that the effort would therefore be exempt from OMB/PRA oversight.

Thoughts?

Thanks,

Steven

Steven Millman  
Senior Associate  
Organization and Strategy  
Booz | Allen | Hamilton

---

703.377.9280 (Office)  
703.638.5942 (Mobile)

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Date: Fri, 31 Jul 2009 11:13:52 -0400  
Reply-To: Michael Koger <[mkoger@ALUM.MIT.EDU](mailto:mkoger@ALUM.MIT.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Koger <[mkoger@ALUM.MIT.EDU](mailto:mkoger@ALUM.MIT.EDU)>  
Subject: research  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: multipart/mixed; boundary="-----\_Part\_4896\_183236.1249053232417"

-----\_Part\_4896\_183236.1249053232417  
Content-Type: text/plain; charset=UTF-8  
Content-Transfer-Encoding: quoted-printable

Here is Merriam-Webster's definition of research:

research  
Pronunciation:  
ri-CB=88s=C9=99rch, =CB=88r=C4=93=-CB=8C\  
Function:  
noun  
Etymology:  
Middle French recerche, from recercher to go about seeking, from Old French

recherchier, from re- + cerchier, sercher to search =E2=80=94 more at SEARC=  
H=20

Date:=20

1577=20

1: careful or diligent search2: studious inquiry or examination ; especiall=  
y : investigation or experimentation aimed at the discovery and interpretat=  
ion of facts, revision of accepted theories or laws in the light of new fac=  
ts, or practical application of such new or revised theories or laws3: the =  
collecting of information about a particular subject

-----  
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-----=\_Part\_4896\_183236.1249053232417--

=====  
Date: Fri, 31 Jul 2009 09:19:40 -0700

Reply-To: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>

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

From: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

X-To: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>,  
[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[9CF8AED8-A1B1-479C-A9EA-EDA1B748C88F@mimectl](mailto:9CF8AED8-A1B1-479C-A9EA-EDA1B748C88F@mimectl)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Watching this conversation evolve I am increasingly concerned about the  
idea the CMOR is going to go on record saying what market research is  
and is not. This seems like a formula for real legal trouble down the  
road, especially for those of us that engage in market research used in  
litigation or regulatory settings. As several parties have stated, it  
might be better to focus attention on defining the practices that CMOR  
and other legitimate research agree is not market research (i.e.,  
practices that use a survey introduction as a pretext for  
telemarketing).

Michael J. Sullivan, Ph.D.

Chairman

Freeman, Sullivan & Co.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Rockwell, Richard

Sent: Thursday, July 30, 2009 8:03 PM

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

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

How does deliberative polling mesh with this definition ("...through which there is no attempt to influence a respondent's attitudes or behavior.")? The discussions in deliberative polling are not slanted so as to affect participants' opinions, knowledge, or behaviors in a particular direction, but they most definitely do influence participants' responses on the follow-up instrument.  
<http://cdd.stanford.edu/> This response-information-response pattern sometimes is used outside the deliberative polling framework as well.

-----  
Richard C. ROCKWELL  
Professor and Associate Head  
Department of Sociology  
University of Connecticut Unit 2068  
344 Mansfield Road  
Storrs-Mansfield, CT 06269-2068  
+1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax  
[richard.rockwell@uconn.edu](mailto:richard.rockwell@uconn.edu)<<mailto:richard.rockwell@uconn.edu>>

---

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Colleen Porter [colleen\_porter@COX.NET]  
Sent: Thursday, July 30, 2009 8:56 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

> Again, the OHRP regulations are often difficult to understand and lead  
> to this kind of confusion.

Which makes that definition not so very helpful, then?

I like the proposed definition, and hope that the tangential discussion (while very interesting) does not distract from Howard's original posting:

> CMOR seeks your feedback on this proposed definition:  
>  
> the term "bona fide opinion and market research" means the collection  
> and analysis of data regarding opinions, needs, awareness, knowledge,  
> views and behaviors of a population, through the administration of  
> surveys, interviews, focus groups, polls, observation, or other  
> research methodologies, in which no sales, promotional or marketing  
> efforts are involved and through which there is no attempt to  
> influence a respondent's attitudes or behavior.

I think that does encompass the concerns voiced by Bruce Goerlich about suggesting/frugging/etc.

My only suggestion would be to consider changing the word "respondent" to "participant" in the last line, since "respondent" is kind of jargonish.

- > The reason that the quality improvement activities are excluded is not
- > because they do not generate "generalizable knowledge"
- > but because they are not defined as "human subjects" research.

I think it may depend on the local review board. The human protections legislation is so fascinating, because it provides federal authority and guidance, but decisions are made at the local level.

About the only corollary I can think of is draft boards during the late 1960s/early 70s, which wielded great power in a capricious manner.

A few months ago when I was preparing a protocol to collect oral histories, I looked in depth at the issue of "generalizability," because it is so critical as to whether oral histories are considered research or not. If one records oral histories and compares them, finds common themes among them, or applies content analysis techniques (in other words, attempts to generalize from them), it is research. Just recording each case as a narrative that stands on its own is not usually considered research. The Oral History Association has done a lot of work in clarifying the considerations.

When I looked around at other universities and how they defined the "generalizable" in the OHRP definition, there was variation.

Examples:

What does generalizable mean? Beyond the immediate situation, Beyond the institution.

-----

Will information be used to draw conclusions about a general principle or question? [Note that the conclusions must be directly drawn from the collected information - speculation not directly drawn from the collected information would not be considered generalizable.]

-----

Is the intent of this project to contribute to knowledge in the field or discipline?

Are there hypotheses or research questions?

Will analysis of data lead to generalizable claims, inform policy?

Is there an intent to publish or present the project as research?

-----

Will the information be disseminated beyond the immediate setting in which it was collected (e.g., a school or a laboratory)?

So various places do consider "generalizable" in assessing whether a study is considered research, some used a checklist on their forms.

And precise meanings of that term do vary.

Colleen Porter  
Gainesville, FL

-----

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=====

Date: Fri, 31 Jul 2009 13:45:09 -0400

Reply-To: Kenneth Steve <[ksteve09@GMAIL.COM](mailto:ksteve09@GMAIL.COM)>

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

From: Kenneth Steve <[ksteve09@GMAIL.COM](mailto:ksteve09@GMAIL.COM)>

Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

X-To: Iain.NOBLE@DCSF.GSI.GOV.UK, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[735BFE980C9E5A4590AA9DC39B50A36D14EA1276@SBEXC01.AD.HQ.DEPT](mailto:735BFE980C9E5A4590AA9DC39B50A36D14EA1276@SBEXC01.AD.HQ.DEPT)>

MIME-Version: 1.0

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Content-Transfer-Encoding: 7bit

Several have posted thoughts that get at aspects of this but no one has explicitly used the reference. Research is not confined as much by method as it is by aim. Research, regardless of methodology or focus, should be able to be tied back to the scientific method. There may steps omitted, but not added to the method. We may not start with a hypothesis, but we do start out with a question and collect data in an effort to answer it. We do not, however, try to sell things to people or change their beliefs. The basic aim is always to seek Truth. Sugging, frugging, etc., clearly have a different objective at their core.

[http://en.wikipedia.org/wiki/Scientific\\_method](http://en.wikipedia.org/wiki/Scientific_method)

[http://www.sciencebuddies.org/science-fair-projects/project\\_scientific\\_method.shtml](http://www.sciencebuddies.org/science-fair-projects/project_scientific_method.shtml)

Kenneth W. Steve

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Iain Noble  
Sent: Friday, July 31, 2009 5:09 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession

If Bruce is right, and the reason such a definition is being sought is to prevent sugging, frugging and all other sorts of ugging, then this chimes with a thought that struck me when this thread started: that it is far easier to say what is \*not\* research than what is and it may well be better to start from there.

Iain Noble  
Department for Children, Schools and Families  
Young People Analysis Division - Youth Research Team,

4th Floor, Sanctuary Buildings  
Great Smith Street  
London SW1P 3BT

0207 783 8443

Mobile: 0753 832 8523

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

>From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Bruce Goerlich  
>Sent: 30 July 2009 20:09  
>To: AAPORNET@ASU.EDU  
>Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From  
>The Research Profession

>  
>I believe the purpose of this language is to prevent "selling under the  
guise of research". I  
>don't have the time to wordsmith, but that is the direction this should  
be sharpened to.

>  
>Bruce Goerlich  
>Chief Research Officer  
>Rentrak  
>The Chrysler Building, 26th Floor  
>405 Lexington Avenue  
>New York, NY 10174  
>212-541-2437

>  
>>>> "Jonathan E. Brill, Ph.D." <jonathan.brill.wh82@WHARTON.UPENN.EDU>  
07/30/09

>2:39 PM >>>  
>Sorry to disagree again, but

>  
>The government would disagree. And the issue is whether the data is  
used to  
>generate generalizeable knowledge, not whether it is truly

generalizeable or

>statistically representative. Tell me why you do a focus group if not

to

>generate knowledge that can be used for decision making about policy,

>products, communications etc.

>

>Regards,

>Jonathan

>

>Jonathan E. Brill, Ph.D.

>3 Oak Ridge Court

>Voorhees, New Jersey 08043

>

>e-Mail: jonathan.brill.wh82@wharton.upenn.edu

>Office telephone: 856.772-9030

>Fax: 775.898-2651

>Website: <http://jonathanbrill.resumeconnect.com/>

>

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

>From: "Phillip Downs" <pd@kerr-downs.com>

>To: "'Jonathan E. Brill, Ph.D.'"

<jonathan.brill.wh82@wharton.upenn.edu>;

><AAPORNET@ASU.EDU>

>Sent: Thursday, July 30, 2009 2:06 PM

>Subject: RE: Input Needed On Legal Definition Of Research - CMOR Seeks

>Feedback From The Research Profession

>

>

>> Qualitative research is not generalizable at all.

>>

>> Phillip Downs, Ph.D.

>> Senior Partner | Kerr & Downs Research

>> Professor of Marketing | Florida State University

>> ph. 800.564.3182 | fax 850.906.3112

>> pd@kerr-downs.com

>>

>>

>>

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

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

Brill,

>> Ph.D.

>> Sent: Thursday, July 30, 2009 1:50 PM

>> To: AAPORNET@ASU.EDU

>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR

Seeks

>> Feedback From The Research Profession

>>

>>

>> I don't agree with Leora's comment here, but I would invite her to

make me

>> eat crow by describing a research project that does not generate

>> generalizeable knowledge.

>>

>> Perhaps, though, the root of our "disagreement" is that the term  
>> "generalizeable knowledge" is not well understood by many who read  
this  
>> definition of research. According to the Office of Human Research  
>> Protection (U.S. Dept of HHS), when reading this definition of  
research,  
>> one  
>> should understand that knowledge is considered generalizeable  
whenever  
>> data  
>> gathered from or about two or more subjects are combined to form a  
>> conclusion about that collectivity itself or the population to which  
that  
>> collectivity belongs.

>>

>> Regards,

>> Jonathan

>>

>> Jonathan E. Brill, Ph.D.

>> 3 Oak Ridge Court

>> Voorhees, New Jersey 08043

>>

>> e-Mail: [jonathan.brill.wh82@wharton.upenn.edu](mailto:jonathan.brill.wh82@wharton.upenn.edu)

>> Office telephone: 856.772-9030

>> Fax: 775.898-2651

>> Website: <http://jonathanbrill.resumeconnect.com/>

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

>> From: "Leora Lawton" <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>

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

>> Sent: Thursday, July 30, 2009 1:03 PM

>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks

>> Feedback From The Research Profession

>>

>>

>>> Some research projects don't contribute to generalizable knowledge.

>>>

>>> -Leora Lawton

>>> TechSociety Research

>>> [www.techsociety.com](http://www.techsociety.com)

>>>

>>>

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

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

Brill,

>>> Ph.D.

>>> Sent: Thursday, July 30, 2009 9:51 AM

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

>>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks

>>> Feedback From The Research Profession

>>>

>>> Why reinvent the wheel? Why not use the definition the U.S.

Government

>>> uses for regulations pertaining to human subjects research: "a  
>>> systematic investigation, including research development, testing  
and  
>>> evaluation, designed to develop or contribute to generalizable  
>>> knowledge."? (Title 45 Code of Federal Regulations Part 46 Subpart A  
>>> Section 46.102).

>>>  
>>> This definition certainly covers anything a legitimate marketing  
>>> research study would do and would not apply to sugging or any  
>>> questionable collection or application of data sought or obtained  
from  
>>> the public.

>>>  
>>> Regards,  
>>> Jonathan

>>>  
>>> Jonathan E. Brill, Ph.D.  
>>> 3 Oak Ridge Court  
>>> Voorhees, New Jersey 08043  
>>>  
>>> e-Mail: jonathan.brill.wh82@wharton.upenn.edu  
>>> Office telephone: 856.772-9030  
>>> Fax: 775.898-2651  
>>> Website: <http://jonathanbrill.resumeconnect.com/>

>>>  
>>>  
>>>  
>>> ----- Original Message -----  
>>> From: "Michael Sullivan" <michaelsullivan@FSCGROUP.COM>  
>>> To: <AAPORNET@ASU.EDU>  
>>> Sent: Thursday, July 30, 2009 11:56 AM  
>>> Subject: Re: Input Needed On Legal Definition Of Research - CMOR  
Seeks  
>>> Feedback From The Research Profession

>>>  
>>>  
>>>> Mr. Feinberg,  
>>>>  
>>>> This ought to start up a really interesting thread. So here is my  
>>>> take on the definition.

>>>>  
>>>> I'm afraid the definition your organization has developed is too  
>>>> narrow.  
>>>> An important element of market research is market testing or what  
>>>> sometimes is called pilot testing. In such testing, it is often  
the  
>>>> case that products are offered to market specifically with the  
>>>> objective of determining how consumers will react to them in the  
real  
>>>> world.  
>>>> There is also a very considerable amount of market research  
designed  
>>>> to observe the choice behavior of consumers that are offered  
products

>>>> at different prices, in combination with other products and so on.  
>>>> Even in political polling there is what can be thought of as market  
>>>> research intended to observe the persuasiveness of different  
messages  
>>>> and delivery channels.  
>>>>  
>>>> Maybe the problem here is that we are trying to put too fine a  
point  
>>>> on the activities that comprise research rather than the heart of  
the  
>>>> matter. The heart of the matter is that research is an activity  
whose  
>>>>  
>>>> principal objective is to discover how the world works. The  
methods  
>>>> used to do that vary a lot. To use a shopworn analogy, I may not  
be  
>>>> able to give you a definition of research, but I know it when I see  
>>>> it.  
>>>>  
>>>> MS  
>>>>  
>>>>  
>>>>  
>>>> Michael J. Sullivan, Ph.D.  
>>>> Chairman  
>>>> Freeman, Sullivan & Co.  
>>>>  
>>>>  
>>>> -----Original Message-----  
>>>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard  
Fienberg  
>>>> Sent: Thursday, July 30, 2009 8:20 AM  
>>>> To: AAPORNET@ASU.EDU  
>>>> Subject: Input Needed On Legal Definition Of Research - CMOR Seeks  
>>>> Feedback From The Research Profession  
>>>>  
>>>> Input Needed On Legal Definition Of Research - CMOR Seeks Feedback  
>>>> From The Research Profession  
>>>>  
>>>> (Glastonbury, Conn.) CMOR, a division of the Marketing Research  
>>>> Association, is requesting input from the survey and opinion  
research  
>>>> profession on its proposed legal definition of "research."  
>>>>  
>>>> Definitions of research in U.S. state and federal law are few and  
far  
>>>> between. Therefore, CMOR's Government Affairs Committee developed  
one.  
>>>>  
>>>> "How can we best encompass all modes and methods of research in one  
>>>> concise and coherent definition? How can we take account of what we  
>>>> know research to generally be right now, while keeping it flexible  
>>>> enough to encompass what research might be a decade or more down

the  
>>>> road?" asked Howard Fienberg, Director of Government Affairs, CMOR.

>>>>  
>>>> CMOR seeks your feedback on this proposed definition:

>>>>  
>>>> the term "bona fide opinion and market research" means the collection

>>>> and analysis of data regarding opinions, needs, awareness, knowledge,

>>>> views and behaviors of a population, through the administration of  
>>>> surveys, interviews, focus groups, polls, observation, or other  
>>>> research methodologies, in which no sales, promotional or marketing  
>>>> efforts are involved and through which there is no attempt to  
>>>> influence a respondent's attitudes or behavior.

>>>>  
>>>> Feedback should be directed to MRA's Twitter and LinkedIn pages or to

>>>> howard.fienberg@mra-net.org . Full background and further discussion

>>>> on this topic are featured in the "Legislative Watch" column in the  
>>>> August issue of Alert!.

>>>>  
>>>> ###

>>>>  
>>>> The Marketing Research Association is the leading and largest  
>>>> association of the survey and opinion research profession. It  
>>>> promotes, advocates and protects the integrity of the survey and  
>>>> opinion research profession and strives to improve respondent  
>>>> cooperation in opinion research which is a multi-billion dollar a  
year

>>>>  
>>>> industry dedicated to providing valuable information to guide  
>>>> decisions of companies, individuals and others. For more  
information,

>>>> visit [www.mra-net.org](http://www.mra-net.org).

>>>>  
>>>>  
>>>> -----

>>>> Howard Fienberg  
>>>> Director of Government Affairs  
>>>> Marketing Research Association (MRA)  
>>>> howard.fienberg@mra-net.org  
>>>> 1111 16th St. NW, Suite 120  
>>>> Washington, DC 20036  
>>>> (202) 775-5170  
>>>> Fax: (202) 775-5172  
>>>> <http://www.mra-net.org> <<http://www.mra-net.org/>>  
>>>> <http://www.cmor.org>  
>>>> <<http://www.cmor.org/>>

>>>>  
>>>>  
>>>> -----

>>>> Archives: <http://lists.asu.edu/archives/aapornet.html>  
>>>> Vacation hold? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:

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

>>

>>

>

>-----

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>Problems?-don't reply to this message, write to:

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

>

>This email was received from the INTERNET and scanned by the Government  
Secure

>Intranet anti-virus service supplied by Cable&Wireless in partnership  
with MessageLabs.

>(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.

The original of this email was scanned for viruses by the Government Secure  
Intranet virus scanning service supplied by Cable&Wireless in partnership  
with MessageLabs. (CCTM Certificate Number 2007/11/0032.) On leaving the GSi  
this email was certified virus free.

Communications via the GSi may be automatically logged, monitored and/or  
recorded for legal purposes.

-----  
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-----  
Date: Fri, 31 Jul 2009 14:10:21 -0400

Reply-To: Daniel Birdsong <[birdsodr@EMAIL.UC.EDU](mailto:birdsodr@EMAIL.UC.EDU)>

Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Daniel Birdsong <birdsodr@EMAIL.UC.EDU>  
Subject: A New Technology for AAPORNET?  
X-To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

Dear fellow AAPORNETers,

At the time of this email, 18 responses have posted to the original email inquiry under the subject line "Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession," for a total of 19 emails.

Obviously there is a need for communication among AAPORNET to further knowledge and better our field.

So, I would like to propose the AAPOR-Wiki. Like Wikipedia, but focused on Public Opinion and Survey Research.

Instead of an email listserv, utilizing a wiki would create a one-stop spot for questions and issues within our field. Links to literature can direct us to research past and present.

AAPOR members would have access to edit and create pages. Thus, instead of a series of emails, there would be one place to check and access information. What is more, an archive would develop for others to search.

Clearly, an AAPOR-Wiki would be a fruitful endeavor, beyond limiting email. The goal is to create a better line of communication within an evolving and diverse field.

Thank you for reading.

Dan

Daniel R. Birdsong, PhD

---

Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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---

Date: Fri, 31 Jul 2009 15:38:53 -0400  
Reply-To: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Mike Mokrzycki <mike@MIKEMOKR.COM>  
Subject: Re: A New Technology for AAPORNET?  
X-To: Daniel Birdsong <birdsodr@email.uc.edu>  
X-cc: AAPORNET@asu.edu  
In-Reply-To: <20090731141021.BXZ16282@mirapoint2.uc.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1

Content-Transfer-Encoding: 7bit

Dear Dr. Birdsong,

Thanks for the suggestion. I'd been mulling something along these lines too and will raise the idea with the Communications Committee to assess how it might fit with our overall information strategy.

I would see a wiki as complementing rather than supplanting AAPORNET as a focus for these kinds of issues. Wiki software includes a discussion module but many longtime members are familiar with AAPORNET and I suspect prefer to engage in or monitor discussion of these issues from the from the comfort of their email inboxes.

While we do have a searchable archive of all AAPORNET posts, I would see value in having a wiki where someone summarizes the collective wisdom from a thread like "legal definition of research." That would make it a more useful reference, including in case someone (new member, etc) raises the same issue at some point in the future on AAPORNET.

I will say this though: A wiki is only as good as its contributors and the time they put into it. I've seen plenty that go through fits and starts depending on activity of contributors. And I've seen some wikis wither on the vine.

I'd also note that for certain topics, Survey Practice (<http://surveypractice.org> -- soon to be a year old!) already is a valuable, searchable resource focusing on the latest research on practical aspects of survey methodology.

Thanks again for the input and I'll report back after we've thought it through some more. Appreciate others' feedback, either privately to me or in reply to this thread.

Mike Mokrzycki  
AAPOR Communications Chair 2009-2010

On Fri, Jul 31, 2009 at 2:10 PM, Daniel Birdsong <birdsodr@email.uc.edu>wrote:

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- >
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- > diverse field.

> Thank you for reading.

> Dan

> Daniel R. Birdsong, PhD

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

---

Date: Fri, 31 Jul 2009 17:23:33 -0400  
Reply-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Subject: Fwd: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
Mime-Version: 1.0 (Apple Message framework v753.1)  
Content-Type: text/plain; charset=US-ASCII; delsp=yes; format=flowed  
Content-Transfer-Encoding: 7bit

- > Some of this discussion sounds like the issue we faced in a grad
- > school class, with heated points of view on both sides:
- >
- > Is the following research? Someone goes to Africa and measures the
- > feet sizes of some of those living there. He's trying to gather
- > information about the range of feet sizes so that he can build a
- > shoe factory in that area and properly calibrate his equipment so
- > that well-fitting shoes are manufactured.
- >
- > The consensus in the class was that because there was no "research
- > hypothesis" that he was testing, the person gathering the
- > information was not conducting research. However, those on that

> side had to admit he was gathering information so that he could  
> generalize from it in designing his equipment!  
>  
> Milton R. Goldsamt  
>  
>  
> Milton R. Goldsamt, Ph.D.  
> Consulting Research Psychologist & Statistician  
> Silver Spring, MD  
> miltrgold@comcast.net  
> miltgold@aol.com  
> 301-649-2768  
> (C) 240-671-7201  
>>

-----  
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=====

Date: Fri, 31 Jul 2009 18:06:11 -0400

Reply-To: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>

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

From: "Hargraves, Lee" <[Lee.Hargraves@UMASSMED.EDU](mailto:Lee.Hargraves@UMASSMED.EDU)>

Subject: Re: A New Technology for AAPORNET?

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

In-Reply-To: <[57df0eb009073112381681804aag2bb5f2fa24f11674@mail.gmail.com](mailto:57df0eb009073112381681804aag2bb5f2fa24f11674@mail.gmail.com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

I have been wishing for a searchable database to supplement/complement email discussion and online conversations for some time. In my opinion, there is a wealth of survey knowledge out there that never makes it into either a reference book or textbook.

For example, I asked a colleague for her opinion about the use of a matrix style question formatting in self-administered questionnaires (i.e., question stem in rows, response options in columns). She was able to elaborate for some time on cognitive testing that she conducted with many people that found that not everyone is adept at understanding tables, many get confused in how to select "strongly agree" when the response is in a box embedded in a large table.

It would be great if information that doesn't make it into peer-reviewed journals has a place to be succinctly presented. Maybe this isn't a great example, as there is discussion in textbooks. However, the detail as to the setting, respondent, topic, etc for why we know what we know isn't always in print. I can think of dozens of topics that people ask me about all the time (e.g., use of incentives, response options for attitude and experience measures, optimal fonts for readability. If it was in a wiki, I could access from my phone while driving. (Okay maybe that's not the best example).

I second the desire for a survey methods wiki. I have found some of these listserv discussions fun to follow, but wonder what happens after some consensus is obtained and the discussion moves on to another topic. BTW, what is frugging? ... Oh, nevermind, it's not a dance. <http://en.wikipedia.org/wiki/Frugging>, accessed moments ago.

Thanks, Lee

Lee Hargraves, PhD  
Research Associate Professor  
UMass Medical School  
Dept. of Family Medicine & Community Health  
voice: (508) 334-2082  
fax: (508) 856-1212  
email: [lee.hargraves@umassmed.edu](mailto:lee.hargraves@umassmed.edu)

From: Mike Mokrzycki  
Sent: Fri 31-Jul-09 15:38  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: A New Technology for AAPORNET?

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Mike Mokrzycki  
AAPOR Communications Chair 2009-2010

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>  
> Dan  
>  
> Daniel R. Birdsong, PhD  
>  
> -----

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Date: Fri, 31 Jul 2009 18:18:19 -0400  
Reply-To: Mike Mokrzycki <[mike@MIKEMOKR.COM](mailto:mike@MIKEMOKR.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike Mokrzycki <[mike@MIKEMOKR.COM](mailto:mike@MIKEMOKR.COM)>  
Subject: Re: A New Technology for AAPORNET?  
X-To: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[F45FEFDC-3EC8-40B5-A1DF-D6D2A0E782B9@mimectl](mailto:F45FEFDC-3EC8-40B5-A1DF-D6D2A0E782B9@mimectl)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit

A reminder that all AAPORNET posts -- going back to the very first message in November 1994 -- are archived and searchable at <http://lists.asu.edu/archives/aapornet.html>

<<http://lists.asu.edu/archives/aapornet.html>>That URL is appended to every AAPORNET post, so I'm sure most folks eyes' skip past it at this point ...

If you have trouble accessing the archive, email me privately and I'll get help for you.

Mike Mokrzycki  
AAPOR Communications Chair

On Fri, Jul 31, 2009 at 6:06 PM, Hargraves, Lee  
<[Lee.Hargraves@umassmed.edu](mailto:Lee.Hargraves@umassmed.edu)>wrote:

> I have been wishing for a searchable database to supplement/complement  
> email discussion and online conversations for some time. In my opinion,  
> there is a wealth of survey knowledge out there that never makes it into  
> either a reference book or textbook.  
>  
> For example, I asked a colleague for her opinion about the use of a matrix



> style question formatting in self-administered questionnaires (i.e.,  
> question stem in rows, response options in columns). She was able to  
> elaborate for some time on cognitive testing that she conducted with many  
> people that found that not everyone is adept at understanding tables, many  
> get confused in how to select "strongly agree" when the response is in a box  
> embedded in a large table.

>  
> It would be great if information that doesn't make it into peer-reviewed  
> journals has a place to be succinctly presented. Maybe this isn't a great  
> example, as there is discussion in textbooks. However, the detail as to the  
> setting, respondent, topic, etc for why we know what we know isn't always in  
> print. I can think of dozens of topics that people ask me about all the time  
> (e.g., use of incentives, response options for attitude and experience  
> measures, optimal fonts for readability. If it was in a wiki, I could access  
> from my phone while driving. (Okay maybe that's not the best example).

>  
> I second the desire for a survey methods wiki. I have found some of these  
> listserv discussions fun to follow, but wonder what happens after some  
> consensus is obtained and the discussion moves on to another topic. BTW,  
> what is frugging? ... Oh, nevermind, it's not a dance.  
> <http://en.wikipedia.org/wiki/Frugging>, accessed moments ago.

>  
> Thanks, Lee

>  
> Lee Hargraves, PhD  
> Research Associate Professor  
> UMass Medical School  
> Dept. of Family Medicine & Community Health  
> voice: (508) 334-2082  
> fax: (508) 856-1212  
> email: [lee.hargraves@umassmed.edu](mailto:lee.hargraves@umassmed.edu)

>  
>  
>  
> From: Mike Mokrzycki  
> Sent: Fri 31-Jul-09 15:38  
> To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
> Subject: Re: A New Technology for AAPORNET?

>  
>  
> Dear Dr. Birdsong,

>  
> Thanks for the suggestion. I'd been mulling something along these lines too  
> and will raise the idea with the Communications Committee to assess how it  
> might fit with our overall information strategy.

>  
> I would see a wiki as complementing rather than supplanting AAPORNET as a  
> focus for these kinds of issues. Wiki software includes a discussion module  
> but many longtime members are familiar with AAPORNET and I suspect prefer  
> to  
> engage in or monitor discussion of these issues from the from the comfort  
> of  
> their email inboxes.

>

> While we do have a searchable archive of all AAPORNET posts, I would  
> see value in having a wiki where someone summarizes the collective  
> wisdom from a thread  
> like "legal definition of research." That would make it a more useful  
> reference, including in case someone (new member, etc) raises the same  
> issue  
> at some point in the future on AAPORNET.  
>  
> I will say this though: A wiki is only as good as its contributors and the  
> time they put into it. I've seen plenty that go through fits and starts  
> depending on activity of contributors. And I've seen some wikis wither on  
> the vine.  
>  
> I'd also note that for certain topics, Survey Practice (  
> <http://surveypractice.org> -- soon to be a year old!) already is a  
> valuable,  
> searchable resource focusing on the latest research on practical aspects of  
> survey methodology.  
>  
> Thanks again for the input and I'll report back after we've thought it  
> through some more. Appreciate others' feedback, either privately to me or  
> in  
> reply to this thread.  
>  
> Mike Mokrzycki  
> AAPOR Communications Chair 2009-2010  
>  
>  
> On Fri, Jul 31, 2009 at 2:10 PM, Daniel Birdsong <[birdsodr@email.uc.edu](mailto:birdsodr@email.uc.edu)>  
> >wrote:  
>  
>> Dear fellow AAPORNETers,  
>>  
>> At the time of this email, 18 responses have posted to the original email  
>> inquiry under the subject line "Input Needed On Legal Definition Of  
>> Research  
>> - CMOR Seeks Feedback From The Research Profession," for a total of 19  
>> emails.  
>>  
>> Obviously there is a need for communication among AAPORNET to further  
>> knowledge and better our field.  
>>  
>> So, I would like to propose the AAPOR-Wiki. Like Wikipedia, but focused  
>> on  
>> Public Opinion and Survey Research.  
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Date: Fri, 31 Jul 2009 22:15:44 -0400  
Reply-To: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Rockwell, Richard" <[richard.rockwell@UCONN.EDU](mailto:richard.rockwell@UCONN.EDU)>  
Subject: Re: Input Needed On Legal Definition Of Research - CMOR Seeks  
Feedback From The Research Profession  
X-To: "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[2D92F339-1C3C-4919-AC75-8F43282E5192@comcast.net](mailto:2D92F339-1C3C-4919-AC75-8F43282E5192@comcast.net)>  
Content-Type: text/plain; charset="iso-8859-1"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

In sociology, relatively less research is hypothesis-testing research in comparison, say, to my impression of psychology. We are more likely to do exploratory and/or descriptive research before we attempt explanatory research -- and even that is not necessarily cast as testing hypotheses.

Most public opinion polling is not presented as hypothesis-testing, and indeed most of it does not seek to test hypotheses. It is exploratory and/or descriptive.

Then we have all the major Federal surveys that serve to describe attributes of the population, starting with the Census.

Unlike the graduate students, I don't think the word "hypothesis" belongs in a definition of research as the criterion. And I would note that measuring the size of feet could be of interest to geneticists, anthropologists, and physicians, as well as shoe manufacturers.

In other words, I think that defining "research" is an extremely hard thing to do. It's not the case that "we know research when we see it," as I discovered from one suggestion that qualitative research methods (e.g., depth interviews or field observation) are not research. It may well be that it will be easier to define what is not research by focusing on the purpose for which data collection is being done, while noting that the purpose can change as the data collection proceeds. But it needs to be carefully considered whether there might be now-unanticipated consequences if this definition were to come to have legal status.

---

Richard C. ROCKWELL  
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University of Connecticut Unit 2068  
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Storrs-Mansfield, CT 06269-2068  
+1.860.486.0086 Office +1.860.486.4422 Department +1.860.486-6356 Fax  
richard.rockwell@uconn.edu<mailto:richard.rockwell@uconn.edu>

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From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Milton R. Goldsamt [miltgold@COMCAST.NET]  
Sent: Friday, July 31, 2009 5:23 PM  
To: AAPORNET@ASU.EDU  
Subject: Fwd: Input Needed On Legal Definition Of Research - CMOR Seeks Feedback From The Research Profession

- > Some of this discussion sounds like the issue we faced in a grad
- > school class, with heated points of view on both sides:
- >
- > Is the following research? Someone goes to Africa and measures the
- > feet sizes of some of those living there. He's trying to gather
- > information about the range of feet sizes so that he can build a
- > shoe factory in that area and properly calibrate his equipment so
- > that well-fitting shoes are manufactured.
- >
- > The consensus in the class was that because there was no "research

> hypothesis" that he was testing, the person gathering the  
> information was not conducting research. However, those on that  
> side had to admit he was gathering information so that he could  
> generalize from it in designing his equipment!

> Milton R. Goldsamt

> Milton R. Goldsamt, Ph.D.

> Consulting Research Psychologist & Statistician

> Silver Spring, MD

> miltgold@comcast.net

> miltgold@aol.com

> 301-649-2768

> (C) 240-671-7201

>>

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