

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 LOG0908"

Date: Sun, 2 Aug 2009 11:11:18 -0400
Reply-To: Young Chun <y Chun2@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Young Chun <y Chun2@GMAIL.COM>
Subject: Re: AAPOR's Invited Session at the 2009 JSMs next Monday,
August 3, in DC
X-To: AAPORNET@asu.edu
In-Reply-To: <009f01ca1140\$0f5b6ef0\$2e124cd0\$@net>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: 7bit

I would certainly attend this invited session to see Paul and our AAPOR colleagues.

There are a number of JSM sessions where AAPORites are active when it is also about nonresponse, data confidentiality and mode effects among other methodological issues. Go AAPOR!!

Very best,

Asaph Young Chun, Senior Survey Methodologist
NORC at the University of Chicago
"Our mission is to conduct high quality social science research in the public interest."

On Thu, Jul 30, 2009 at 2:03 PM, Paul J Lavrakas PhD <pjlavrak@optonline.net> wrote:

> 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
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>
> Room CC-101
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- > 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

>

>

> -----

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

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

> set aapornet nomail

> On your return send this: set aapornet mail

> Please ask authors before quoting outside AAPORNET.

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

>

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

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

set aapornet nomail

On your return send this: set aapornet mail

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=====

Date: Mon, 3 Aug 2009 14:00:09 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Margin for Error in Reporting on Polls

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

<Washington Post is updating its standards on polls and their reporting>

=20

=20

Margin for Error in Reporting on Polls

By Andrew Alexander

Washington Post

http://www.washingtonpost.com/wp-dyn/content/article/2009/07/24/AR2009072401957_pf.html

or

<http://tinyurl.com/lumcm2>

Sunday, July 26, 2009=20

You don't need a survey to know that Americans love polls. Election polls. Issue polls. Polls on whether Michael Jackson was murdered. Polls on boxers or briefs for men.=20

=20

Polls are proliferating, and so are problems with the way they're conducted and reported. The Post is taking steps to tighten controls on both.=20

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Several weeks ago, the news staff was given updated standards that spell out do's and don'ts.=20

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The goal, said Post polling director Jon Cohen, is to remind reporters and editors that "not all polls are equal." While many are statistically valid, others are pseudo surveys masquerading as serious scientific research. And some are pure hokum. "

=20

SNIP

=20

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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

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

signoff aapornet

Please ask authors before quoting outside AAPORNET.

Date: Fri, 7 Aug 2009 10:13:21 -0700
Reply-To: "Hugh M. Clark" <cji@COLUMBUS.RR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hugh M. Clark" <cji@COLUMBUS.RR.COM>
Subject: local email databases
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Is anyone aware of sources of highly localized (e.g. city/county) email databases other than those controlled by organizations such as local newspapers? I.e. other than some specialized panels, is there any equivalent (yet) of non-national sources of sample that can be targeted to a locality?

[Background - a client "has heard" from a competitor that their substitution of a local e-survey has saved them money and has given them "the same results" as a previous RDD sample of parents of kids 17 and younger in a specific 7 county area. Sounds doubtful at best.)

Any thoughts welcome,
Thanks,
Hugh Clark
CJI Research Corporation

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

Date: Fri, 7 Aug 2009 13:57:13 -0700
Reply-To: Joyce Rachelson <j.rachels@EARTHLINK.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <j.rachels@EARTHLINK.NET>
Subject: Re: local email databases
X-To: "Hugh M. Clark" <cji@COLUMBUS.RR.COM>
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <LISTSERV%200908071013219277.95F9@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

I do not know of anything from an online sample house, or other source, that is going to be highly localized, unless it belongs to a specific company, like a news station, chamber of commerce, government, etc. Sample houses simply take the county/city codes and see how many they have on their panels. Based on a recent bid for 2 mid size cities/counties in Indiana among several providers that resulted in maybe getting single digit completes. RDD or CLT still seems the way to go in this type of specific needles in haystacks.

Joyce

Hugh M. Clark wrote:

- > Is anyone aware of sources of highly localized (e.g. city/county) email
- > databases other than those controlled by organizations such as local
- > newspapers? I.e. other than some specialized panels, is there any equivalent
- > (yet) of non-national sources of sample that can be targeted to a locality?
- > [Background - a client "has heard" from a competitor that their
- > substitution of a local e-survey has saved them money and has given them
- > "the same results" as a previous RDD sample of parents of kids 17 and
- > younger in a specific 7 county area. Sounds doubtful at best.)
- >
- > Any thoughts welcome,
- > Thanks,
- > Hugh Clark
- > CJI Research Corporation
- >
- > -----
- > Archives: <http://lists.asu.edu/archives/aapornet.html> .
- > Please ask authors before quoting outside AAPORNET.
- > Unsubscribe?-don't reply to this message, write to: aapornet-request@asu.edu
- >
- >

--

Joyce Rachelson, PRC
Dir. Marketing & Sales
Ocucom
JoyceR@ocucom.com
+1 513-846-9353

Archives: <http://lists.asu.edu/archives/aapornet.html> .
Please ask authors before quoting outside AAPORNET.
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=====
Date: Sat, 8 Aug 2009 10:43:15 +1000
Reply-To: Bob White <bob.white@NETSPEED.COM.AU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob White <bob.white@NETSPEED.COM.AU>
Subject: Re: Interesting/useful webinars
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 7bit

Hi

Was wondering if anybody out there was aware of any webinars that they would recommend for professional development of researchers.

Reply offline and I can summarise.

Bob White
Chair, Professional Development Committee

Australian Market and Social Research Society (AMSRS)

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

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Date: Fri, 7 Aug 2009 21:25:39 -0400

Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Marc Zwelling <marc@VECTORRESEARCH.COM>

Subject: Re: Interesting/useful webinars

X-To: Bob White <bob.white@NETSPEED.COM.AU>, AAPORNET@ASU.EDU

In-Reply-To: <[005c01ca17c1\\$38b89bb0\\$3edfea9@syddwhiteb1](mailto:005c01ca17c1$38b89bb0$3edfea9@syddwhiteb1)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

There you go. Must be something like it in America.

http://ontariolearn.com/index.php?page=course_232

Marc Zwelling

Vector Research + Development Inc. / 416.733.2320

<http://www.vectorresearch.com>

... Turning questions into strategy

This message has been scanned by Symantec Endpoint Protection 11

<http://securityresponse.symantec.com/>

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

From: Bob White [<mailto:bob.white@NETSPEED.COM.AU>]

Sent: Friday, August 07, 2009 8:43 PM

To: AAPORNET@ASU.EDU

Subject: Re: Interesting/useful webinars

Hi

Was wondering if anybody out there was aware of any webinars that they would recommend for professional development of researchers.

Reply offline and I can summarise.

Bob White

Chair, Professional Development Committee

Australian Market and Social Research Society (AMSRS)

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

Please ask authors before quoting outside AAPORNET.

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

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

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Date: Fri, 7 Aug 2009 18:35:04 -0700

Reply-To: Joyce Rachelson <j.rachels@EARTHLINK.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Joyce Rachelson <j.rachels@EARTHLINK.NET>

Subject: [Fwd: Re: Interesting/useful webinars]

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Here's a link to a list of upcoming webinars sponsored by the Marketing Research Association.

<http://www.mra-net.org/education/upcoming.cfm?=&View+Upcoming+Webinars>

Hope you find it helpful.

Joyce

Bob White wrote:

> Hi
>
> Was wondering if anybody out there was aware of any webinars that they would
> recommend for professional development of researchers.

> Reply offline and I can summarise.

> Bob White

> Chair, Professional Development Committee

> Australian Market and Social Research Society (AMSRS)

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

> Please ask authors before quoting outside AAPORNET.

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

--

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--

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Dir. Marketing & Sales
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+1 513-846-9353

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

Date: Sun, 9 Aug 2009 06:59:30 -0400
Reply-To: "Baker, Reg" <Reg.Baker@MARKETSTRATEGIES.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Baker, Reg" <Reg.Baker@MARKETSTRATEGIES.COM>
Subject: Re: local email databases
X-To: "Hugh M. Clark" <cji@COLUMBUS.RR.COM>,
"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <LISTSERV%200908071013219277.95F9@LISTS.ASU.EDU>
Content-Type: text/plain; charset="utf-8"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Hugh - All of the major online panels can create samples based on zip codes. That's likely what someone has done here. Because these panels are often not large enough to deliver a census balanced sample for smaller geographic areas the people who did the study may have gone to multiple panels in order to get sufficient N. One classic and well know practitioner of this approach is JD Power. As to their getting the same results as an RDD sample, well, that's another matter.

Reg Baker
Chief Operating Officer
Market Strategies International
D 734.542.7640
M 734.945.9682
F 734.542.7620
reg.baker@marketstrategies.com

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Hugh M. Clark
Sent: Friday, August 07, 2009 1:13 PM
To: AAPORNET@ASU.EDU
Subject: local email databases

Is anyone aware of sources of highly localized (e.g. city/county) email databases other than those controlled by organizations such as local newspapers? I.e. other than some specialized panels, is there any equivalent (yet) of non-national sources of sample that can be targeted to a locality? [Background - a client "has heard" from a competitor that their substitution of a local e-survey has saved them money and has given them

"the same results" as a previous RDD sample of parents of kids 17 and younger in a specific 7 county area. Sounds doubtful at best.)

Any thoughts welcome,
Thanks,
Hugh Clark
CJI Research Corporation

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

=====
Date: Mon, 10 Aug 2009 06:37:36 -0700
Reply-To: Grant Benson <gdbenson@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Grant Benson <gdbenson@ISR.UMICH.EDU>
Subject: Job Announcements - Multiple Postings
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

SRC JOB ANNOUNCEMENT

The Survey Research Center at the University of Michigan=80=99s Institute for

Social Research has openings for new staff members across all units of Survey Research Operations. For more than 60 years, the Survey Research Center (SRC) has been a national and international leader in interdisciplinary social science research involving the collection and analysis of data from scientific sample surveys. Survey Research Operati=

ons (SRO) is the operations branch of SRC. SRO provides a wide range of services in the areas of survey and statistical design, technical systems=

development, data collection and processing, and data analysis.

SRO currently has 8 postings with the potential for multiple hires within=

each. Positions sought include Survey Directors, Survey Specialists and=

various technical titles.

Survey Director and Survey Specialist positions seek to hire project managers primarily responsible for the management of complex data collect=

ion projects, which includes working with research investigators and other clients to define project and sample design, coordinating all aspects of

preproduction and production, providing regular progress and cost reports=
,
and documenting all procedures. Positions also seek production managers
mainly responsible for the recruiting, hiring, training, supervision, and=

support of data collection staff (centralized and decentralized). SRC
currently has approximately 700 interviewers.=20=20

Technical positions seek programmers, data managers, and help desk staff
that will be responsible for the development and support of computer
assisted survey instruments and survey sample management and reporting
systems.=20=20

To apply or to find out more about these positions including the full
description of duties and qualifications, please visit the University of
Michigan Career website: <http://www.umich.edu/~jobs/> and reference the
appropriate job posting number(s) using the =E2=80=9Cdetailed search=E2=80=
=9D option:

Requisition #	Job Title
33066	Survey Specialist Associate
33068	Survey Specialist Senior/Interm=
mediate	
33069	Survey Director
33070	Help Desk Coordinator
Intermediate/Associate	
33071	Applications Programmer/Analyst=
Lead	
33073	Applications Programmer/Analyst=
Senior/Intermediate	
33074	Data Manager
33075	Applications Programmer/Analyst=

Associate

The University of Michigan is an Equal Opportunities/Affirmative Action
Employer.

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

=====
Date: Mon, 10 Aug 2009 13:36:49 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: The End Of Polling?
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

MYSTERY POLLSTER
The End Of Polling?

National Journal

CELL PHONES AND AN INCREASINGLY WIRED WORLD COULD SPELL THE PROFESSION'S
DOOM, ONE POLLSTER WARNS

Monday, Aug. 10, 2009

http://www.nationaljournal.com/njonline/print_friendly.php?ID=mp_20090810_1804

or

<http://tinyurl.com/nrgqo9>

by Mark Blumenthal

A statistics convention is not exactly the place you would expect to see a dramatic presentation. But if not drama, one presentation at last week's Joint Statistical Meeting in Washington, billed as the world's largest annual gathering of statisticians, did at least offer something of a surprise: A pollster willing to say that the telephone polling he conducts for a living is "doomed" by 2012.

The pollster was Jay Leve, editor and founder of SurveyUSA, and he spoke as part of a panel discussion organized by the American Association for Public Opinion Research.

SNIP

--

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

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

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=====
Date: Mon, 10 Aug 2009 11:01:06 -0700
Reply-To: Mark Blumenthal <mark@POLLSTER.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark Blumenthal <mark@POLLSTER.COM>
Subject: Re: The End Of Polling?
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Unfortunately, the original version of the headline and subhead of my column, as reproduced here by Leo, distorts the message of Jay Leve's JSM=

presentation. What Jay says is "doomed," as described fully in the body of the column, is a particular kind of polling -- what he calls "barge-in" telephone polling conducted by live interviewers or an automated (IVR) methodology.

Leve did not say or imply in any way that the polling *profession* is doomed. In fact, as noted by the last paragraph of the column, he expresses optimism:

"And for those who might ask, [Leve] adds that he 'doesn't look to the future with despair but with wonder' at the opportunities for the polling profession."

We have subsequently corrected the headline that appears in Leo's post.

Apologies to Jay and the AAPOR listserv for our error.

Regards,
Mark Blumenthal

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

Date: Mon, 10 Aug 2009 16:50:46 -0500
Reply-To: Kerryann DiLoreto <kdiloret@SSC.WISC.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kerryann DiLoreto <kdiloret@SSC.WISC.EDU>
Subject: Job Posting: University of Wisconsin Survey Center - Madison
X-To: AAPORNET@ASU.EDU
MIME-version: 1.0
Content-type: text/plain; charset=ISO-8859-1; format=flowed
Content-transfer-encoding: 7BIT

The University of Wisconsin Survey Center in Madison, Wisconsin has posted the position of CAPI Field Supervisor for the Wisconsin Longitudinal Study (WLS). For more information, please visit: http://www.ohr.wisc.edu/pvl/pv_062453.html

Kerryann DiLoreto
Project Director
University of Wisconsin Survey Center
1800 University Avenue
Madison, WI 53726
608-265-6598
kdiloret@ssc.wisc.edu

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

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

Date: Mon, 10 Aug 2009 15:02:36 -0700
Reply-To: Arlene Weissman <aweissman@ACPONLINE.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Arlene Weissman <aweissman@ACPONLINE.ORG>
Subject: Job Posting -- American College of Physicians
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

The American College of Physicians in Philadelphia has posted the position=20
of Senior Research Analyst. For more information, please visit:

http://www.acponline.org/career_connection/acp/#sra

Arlene Weissman, Ph.D.
Director, Research Center
American College of Physicians
190 N. Independence Mall West
Philadelphia, PA 19106-1572
p: 215-351-2720 f: 215-351-2869=20=20
e: aweissman@acponline.org

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

Date: Tue, 11 Aug 2009 17:40:59 +0200
Reply-To: michael.braun@gesis.org
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "michael.braun" <michael.braun@GESIS.ORG>
Subject: Job Offer: Translation Scientist for the European Social Survey
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

GESIS – the Leibniz Institute for the Social Sciences – is funded by the
Federal Ministry of Education and Research (BMBF) and the Federal States.

The Centre for Survey Design and Methodology/ESS is looking for a

Researcher (m/w) (TVL-13)
(initial period of 3 years, starting October 1, 2009)

leading the work package ‘translation’ of the European Social Survey
(<http://www.europeansocialsurvey.org/>).

As head of the work package 'translation' the successful applicant will provide advice during the construction of the source questionnaire; draft or review translation guidelines and assessment procedures; provide guidance to national teams on translation and assessment; coordinate further translation-related activities; and advance the knowledge of questionnaire translation and comparability within comparative surveys by own research activities. S/he will also contribute to GESIS consultations and other international comparative projects. Applicants should demonstrate a keen interest in comparability issues, especially as regards questionnaire design and translation.

Applicants should have a degree in linguistics/translation science and expertise in survey methodology and particularly questionnaire design. Excellent proficiency in the English language is essential as well as good working knowledge of German. Knowledge of additional languages of the European Social Survey is of advantage. High communication and organisation skills, the ability to work as a member of an international team and the willingness to travel are required. Experience with the design and implementation of international social surveys and familiarity with the European Social Survey are of advantage.

GESIS is an equal opportunities employer and therefore encourages equal treatment of men and women. Guidelines for the employment of the disabled are adhered to, as are the legal requirements regarding part-time work. Please send your CV with the usual documents by September 4 to Prof. Dr. Michael Braun, GESIS, P.O. Box 12 21 55, 68072 Mannheim, Germany, and by email to ess@gesis.org.

--

Prof. Dr. Michael Braun
GESIS - Leibniz Institute for the Social Sciences
B 2.1
P.O. Box 12 21 55
D-68072 Mannheim
Germany

Tel: ++49-(0)621-1246-176
Fax: ++49-(0)621-1246-100
e-mail: michael.braun@gesis.org
www.gesis.org/

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

=====
Date: Tue, 11 Aug 2009 11:27:27 -0500
Reply-To: Nancy A Mathiowetz <nancym2@UWM.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nancy A Mathiowetz <nancym2@UWM.EDU>
Subject: Moderator for strategic planning
X-To: AAPORNET <AAPORNET@ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: quoted-printable

Dear AAPOR colleagues,

A colleague (chair of a department at a major public university in the midwest) is interested in conducting a directed planning/vision session or sessions (up to three sessions)

for approximately 25 attendees, Fall of 2009, and is looking for recommendations for a group moderator/discussion leader.

The goal of the session or sessions would be to refine their mission statement/vision and outline objectives for the department for the next 5 to 10 years.

Please send recommendations directly to me at: nancym2@uwm.edu

Thanks,

Nancy Mathiowetz

=20

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Date: Wed, 12 Aug 2009 08:01:03 -0700
Reply-To: John Fries <jfries@AARP.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Fries <jfries@AARP.ORG>
Subject: Prevalence of Predictive Dialers
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

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In particular, I'd appreciate hearing from anyone about the following:

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Tools/Tips/Tricks for eliminating/minimizing the potential for

negative respondent experiences (if there are any)?

Opinions about predictive dialer use?

Alternatives to predictive dialers?

We certainly don't want the everyone is doing it argument to be rational for a change in methodology, but we also don't want to be stubbornly persisting in less cost effective method if there is an alternative that falls within the realm of accepted best practices.

Thanks in advance for any and all opinions/advice/data.

Best,

John

John Fries
Interim Team Lead, Integrated Tracking Survey (ITS)
Organizational and Tracking Research, AARP
601 E St., N.W., Washington, DC 20049
Phone: 202-434-6313 | eMail: jfries@aarp.org

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-- Albert Einstein

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=====
Date: Wed, 12 Aug 2009 12:58:38 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Prevalence of Predictive Dialers
X-To: John Fries <jfries@AARP.ORG>, AAPORNET@ASU.EDU
In-Reply-To: <LISTSERV%200908120801030746.D154@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset="UTF-8"
Content-Transfer-Encoding: 8bit

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To: AAPORNET@ASU.EDU
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=====
Date: Wed, 12 Aug 2009 10:26:41 -0700
Reply-To: Jason Kerns <jkerns@DAVISRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Kerns <jkerns@DAVISRESEARCH.COM>
Subject: Re: Prevalence of Predictive Dialers
X-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>, AAPORNET@ASU.EDU
In-Reply-To:
A<E08D38B65E01D840AB2A6FE5AE75F00418BBA74B@NYCCNDX01.cbsnewsenps.cbsnews.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

It should be noted that predictive dialers are not all created equal and you can set your dialer to behave differently.

The predictive dialers that most of us are used to hearing are ones used by

telemarketers (in which they set very high abandonment rates and have ratios of 8 phones ringing for every live operator - this translates to very long delays when you pick up the phone). Most reputable market research firms will use ratios of 1.5:1 or 2:1 and have very low abandonment rates (less than 1 percent). I have added my own personal number in some of our samples and tested it with the predictive dialer and I could not hear a delay (because of the ratios that we use).

Jason Kerns / Davis Research / 818-223-4046

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 9:59 AM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

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Date: Wed, 12 Aug 2009 13:34:14 -0400
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leve, Jay" <jleve@SURVEYUSA.COM>
Subject: Re: Prevalence of Predictive Dialers
X-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

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Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 12:59 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

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=====
Date: Wed, 12 Aug 2009 13:37:00 -0400

Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Prevalence of Predictive Dialers
X-To: "Leve, Jay" <jleve@surveyusa.com>, AAPORNET@ASU.EDU
In-Reply-To:
<033131AB4310364FB652738936135D000102A072@exchange.hypotenuse.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="UTF-8"
Content-Transfer-Encoding: 8bit

CBS still does, and we record the call dispositions.

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From: Leve, Jay [mailto:jleve@surveyusa.com]
Sent: Wednesday, August 12, 2009 1:34 PM
To: Butterworth, Michael; AAPORNET@ASU.EDU
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=====
Date: Wed, 12 Aug 2009 13:45:26 -0400
Reply-To: David Jones <david.jones@WRIGHT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: David Jones <david.jones@WRIGHT.EDU>
Subject: Re: Prevalence of Predictive Dialers
X-To: AAPORNET@ASU.EDU
In-Reply-To: <033131AB4310364FB652738936135D000102A072@exchange.hypotenuse.com>

MIME-version: 1.0
Content-type: text/plain; charset=windows-1252
Content-transfer-encoding: quoted-printable
Content-disposition: inline

Our survey lab is considerably smaller scale than CBS (just 21 stations)=
=2C but we still do about 30-40 telephone surveys annually and all of ou=
r dialing is done by hand=2E Not necessarily because we want to=2C but b=
ecause of some issues with our university=27s phone system=2E Increases =
our costs some=2C but in our case=2C it is better than the alternative=2E=

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

From=3A =22Leve=2C Jay=22 =3Cjleve=40SURVEYUSA=2ECOM=3E
Date=3A Wednesday=2C August 12=2C 2009 1=3A40 pm
Subject=3A Re=3A Prevalence of Predictive Dialers
To=3A AAPORNET=40ASU=2EEDU

=3E Michael=2C is CBS still dialing the phone by hand in all cases=3F =

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=3E =

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=3E Michael the last=3F

=3E =

=3E =

=3E Jay H Leve

=3E SurveyUSA

=3E 1425 Broad Street =237

=3E Clifton NJ 07013

=3E 973-857-8500 x 551

=3E jleve=40surveyusa=2Ecom

=3E www=2Esurveyusa=2Ecom

=3E =

=3E =

=3E =

=3E -----Original Message-----

=3E From=3A AAPORNET =5Bmailto=3AAAPORNET=40asu=2Eedu=5D On Behalf Of =

=3E Butterworth=2C Michael

=3E Sent=3A Wednesday=2C August 12=2C 2009 12=3A59 PM

=3E To=3A AAPORNET=40ASU=2EEDU

=3E Subject=3A Re=3A Prevalence of Predictive Dialers

=3E =

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=3E =

=3E -----Original Message-----

=3E From=3A AAPORNET =5Bmailto=3AAAPORNET=40asu=2Eedu=5D On Behalf Of Jo=hn Fries

=3E Sent=3A Wednesday=2C August 12=2C 2009 11=3A01 AM

=3E To=3A AAPORNET=40ASU=2EEDU

=3E Subject=3A Prevalence of Predictive Dialers

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=3E However=2C we=E2=80=99ve been told by others in the industry=2C that=
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=3E to us as

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=3E the industry=3F
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=3E =E2=80=A2 Personal experiences using a predictive dialer (good or ba=
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=3E We certainly don=27t want the =E2=80=9Ceveryone is doing it=E2=80=9D=
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=3E alternative that falls within the realm of accepted best practices=2E=

=3E =

=3E Thanks in advance for any and all opinions/advice/data=2E
=3E =

=3E Best=2C
=3E =

=3E John
=3E =

=3E ---

=3E John Fries
=3E Interim Team Lead=2C Integrated Tracking Survey (ITS)
=3E Organizational and Tracking Research=2C AARP
=3E 601 E St=2E=2C N=2EW=2E=2C Washington=2C DC 20049
=3E Phone=3A 202-434-6313 =7C eMail=3A jfries=40aarp=2Eorg

=3E -----

=3E ----
=3E =22If you can=27t explain it simply=2C you don=27t understand it wel=
l enough=2E=22

=3E -- Albert Einstein
=3E =

=3E -----

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=====
Date: Wed, 12 Aug 2009 10:50:56 -0700
Reply-To: Michael Sullivan <michaelsullivan@FSCGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Sullivan <michaelsullivan@FSCGROUP.COM>
Subject: Re: Prevalence of Predictive Dialers
X-To: "Leve, Jay" <jleve@SURVEYUSA.COM>, AAPORNET@ASU.EDU
In-Reply-To:
<033131AB4310364FB652738936135D000102A072@exchange.hypotenuse.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8

Content-Transfer-Encoding: 8bit

We operate a boutique laboratory (i.e., 40 station laboratory) with autodialers, but the interviewer is live on the line and records call dispositions. We do more than 12 studies a year.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leve, Jay
Sent: Wednesday, August 12, 2009 10:34 AM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

Michael, is CBS still dialing the phone by hand in all cases? (Meaning: the interviewer can hear every single call disposition, and record the dispositions accurately.)

Is anyone else on this list who does the fieldwork for 12 or more telephone surveys a year still dialing by hand? Or is Michael the last?

Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 12:59 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Fries
Sent: Wednesday, August 12, 2009 11:01 AM
To: AAPORNET@ASU.EDU
Subject: Prevalence of Predictive Dialers

Recently my organization (AARP) has had some internal discussions regarding the use of predictive dialers. For the most part, we have resisted their use because of the potential for bad respondent experiences, such as abandoned calls/dead air or hang-ups. (We do, however, generally allow interviewers to use autodialers.)

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I'm posting this query in the hopes that AAPORNet can help inform our internal discussion on this.

In particular, I'd appreciate hearing from anyone about the following:

The perceived (or actual) prevalence of predictive dialer use in the industry?

Personal experiences using a predictive dialer (good or bad experiences)?

Tools/Tips/Tricks for eliminating/minimizing the potential for negative respondent experiences (if there are any)?

Opinions about predictive dialer use?

Alternatives to predictive dialers?

We certainly don't want the "everyone is doing it" argument to be the rationale for a change in methodology, but we also don't want to be stubbornly persisting in less cost effective method if there is an alternative

that falls within the realm of accepted best practices.

Thanks in advance for any and all opinions/advice/data.

Best,

John

John Fries

Interim Team Lead, Integrated Tracking Survey (ITS) Organizational and Tracking Research, AARP

601 E St., N.W., Washington, DC 20049

Phone: 202-434-6313 | eMail: jfries@aarp.org

"If you can't explain it simply, you don't understand it well enough."

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=====
Date: Wed, 12 Aug 2009 14:05:44 -0400

Reply-To: "Edward C. Ratledge" <ratledge@UDEL.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Edward C. Ratledge" <ratledge@UDEL.EDU>

Subject: Re: Prevalence of Predictive Dialers

X-To: AAPORNET <AAPORNET@asu.edu>

In-Reply-To:

<E08D38B65E01D840AB2A6FE5AE75F00418BBA74C@NYCCNDX01.cbsnewsenps.cbsnews.net>

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

We also dial all calls by hand for all the reasons Michael mentions and record every disposition as accurately as possible. Small shop with volume of 10k-20k interviews annually. Average calls to disposition is about seven so a lot of hand dialing is involved with our protocol.

Ed Ratledge
Center for Applied Demography & Survey Research
University of Delaware
302-831-1684

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 1:37 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

CBS still does, and we record the call dispositions.

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

From: Leve, Jay [mailto:jleve@surveyusa.com]
Sent: Wednesday, August 12, 2009 1:34 PM
To: Butterworth, Michael; AAPORNET@ASU.EDU
Subject: RE: Prevalence of Predictive Dialers

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Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
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Subject: Re: Prevalence of Predictive Dialers

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• The perceived (or actual) prevalence of predictive dialer use in the industry?

Ã¢â¬Â Personal experiences using a predictive dialer (good or bad experiences)?

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We certainly don't want the Ã¢â¬Â“everyone is doing itÃ¢â¬Â argument to be the rational for a change in methodology, but we also don't want to be stubbornly persisting in less cost effective method if there is an alternative that falls within the realm of accepted best practices.

Thanks in advance for any and all opinions/advice/data.

Best,

John

John Fries
Interim Team Lead, Integrated Tracking Survey (ITS)
Organizational and Tracking Research, AARP
601 E St., N.W., Washington, DC 20049
Phone: 202-434-6313 | eMail: jfries@aarp.org

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Date: Wed, 12 Aug 2009 14:29:38 -0400
Reply-To: Mary Ellen Colten <MaryEllen.Colten@UMB.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mary Ellen Colten <MaryEllen.Colten@UMB.EDU>
Subject: Re: Prevalence of Predictive Dialers
X-To: AAPORNET@ASU.EDU
In-Reply-To:
A<5AFE18BCC258B94BAB20A3EFE28EB21308142777D1@zeke2.cadsr.udel.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="utf-8"
Content-Transfer-Encoding: 8bit

Our interviewers also do their own dialing by hand and record every disposition, even on studies that entail a considerable amount of screening.

Mary Ellen Colten, Ph.D.
Director
Center for Survey Research
University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125
phone: 617-287-7200
fax: 617-287-7210
www.csr.umb.edu
maryellen.colten@umb.edu

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Edward C. Ratledge
Sent: Wednesday, August 12, 2009 2:06 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

We also dial all calls by hand for all the reasons Michael mentions and record every disposition as accurately as possible. Small shop with volume of 10k-20k interviews annually. Average calls to disposition is about seven so a lot of hand dialing is involved with our protocol.

Ed Ratledge
Center for Applied Demography & Survey Research
University of Delaware
302-831-1684

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From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 1:37 PM
To: AAPORNET@ASU.EDU

Subject: Re: Prevalence of Predictive Dialers

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

From: Leve, Jay [mailto:jleve@surveyusa.com]
Sent: Wednesday, August 12, 2009 1:34 PM
To: Butterworth, Michael; AAPORNET@ASU.EDU
Subject: RE: Prevalence of Predictive Dialers

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Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 12:59 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

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be interesting to hear from someone with experience with this type of survey.

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

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

Sent: Wednesday, August 12, 2009 11:01 AM

To: AAPORNET@ASU.EDU

Subject: Prevalence of Predictive Dialers

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In particular, I'd appreciate hearing from anyone about the following:

1. The perceived (or actual) prevalence of predictive dialer use in the industry?

2. Personal experiences using a predictive dialer (good or bad experiences)?

3. Tools/Tips/Tricks for eliminating/minimizing the potential for negative respondent experiences (if there are any)?

4. Opinions about predictive dialer use?

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Thanks in advance for any and all opinions/advice/data.

Best,

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John Fries
Interim Team Lead, Integrated Tracking Survey (ITS)
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=====
Date: Wed, 12 Aug 2009 11:50:28 -0700
Reply-To: Nancy Tienhaara <nancy@DASH.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Tienhaara <nancy@DASH.CA>
Subject: Re: Prevalence of Predictive Dialers

X-To: John Fries <jfries@AARP.ORG>
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <LISTSERV%200908120801030746.D154@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

John:

In researching the impact of predictive dialers on respondents a few years ago, I was able to find only one study. It was done by Brookmead Consulting in the UK for the Direct Marketing Association and was called "Silent Calls Research 2005". Unfortunately, it is no longer posted on the web site where I originally downloaded it.

The specific purpose of the Silent Calls Research study was to document the problem with silent calls in the UK, including the impact on the Telephone Preference Service (TPS), the UK do-not-call list registry. Using their definition, a "silent call" results when more calls are answered than was predicted by the predictive dialer, so for some calls there is no agent available to handle the call, with the result that the called party picks up the phone but hears nothing on the line. As the report points out, "Predictive dialing systems are guaranteed to generate some silent calls." (page 6). There are both voluntary and government-regulated codes intended to keep the proportion of silent calls within a range of 3-5% of all calls. but the number of silent calls consumers actually receive is far in excess of that number. The report estimated that the number of silent calls received by each UK adult annually was 45-68, far above the 4-8 silent calls that would be received if dialers were kept within their mandated 5% abandon rate.

Although their research was specifically into the problem of silent calls, Brookmead discovered that when consumers were asked about their attitude towards silent calls, their answers related to a whole range of different nuisance call types, including short rings, instant hang-up, and dead air, all of which are associated with predictive dialers. Some of their specific findings on this are especially relevant to your organization's audience:

- The mean number of silent calls reported per month was 5.7, but for the over-65's it was higher with a mean of 7.3 per month, a finding the authors attributed to the likelihood they spend more time at home.
- Reaction to silent calls differed, with 23% of respondents unconcerned about them but 53% indicating that silent calls cause them unacceptable inconvenience or anxiety.
- Generally, older respondents felt more inconvenienced than younger respondents and cited issues such as mobility problems.
- Anxiety was expressed by 30% of women but only 11% of men, and the sex differential showed for all age groups. The specific issues mentioned included worry that it was a targeted malicious call, a burglar checking to see if anyone was home, or a failed call from a family member in

distress.

The Broadmead study specifically mentioned that the UK agency handling consumer complaints had not received any complaints up to Jan. 2004 that could be identified as coming from the survey research sector. The majority (40-50%) of complaints they received about silent calls were attributed to debt collection

agencies working in a variety of industry sectors (financial, telecoms, utilities, etc.). However, CATI operations must deal with the fallout from dialer abuses, as a person's reaction to a dialer-generated call may be negative before he or she even knows that the reason for the call is a research study.

An alternative to a predictive dialer is usually called a 'power' dialer. Like a predictive dialer, all non-connects (not in service, busy, no answer, etc.) are handled automatically with the correct call disposition code recorded without interviewer involvement. Unlike a predictive dialer, there is a one-to-one correspondence between the interviewer and the line being dialed, so a connect is passed directly to the interviewer and there is no dead air, short ring, or silent call to annoy the respondent. We feel this option provides most of the benefits of a predictive dialer without any of the downsides.

Nancy Tienhaara
DASH Software Ltd.

John Fries wrote:

- > Recently my organization (AARP) has had some internal discussions regarding
- > the use of predictive dialers. For the most part, we have resisted their
- > use because of the potential for bad respondent experiences, such as
- > abandoned calls/dead air or hang-ups. (We do, however, generally allow
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- > the industry?
- >

> â€¢ Personal experiences using a predictive dialer (good or bad
> experiences)?
>
> â€¢ Tools/Tips/Tricks for eliminating/minimizing the potential for
> negative respondent experiences (if there are any)?
>
> â€¢ Opinions about predictive dialer use?
>
> â€¢ Alternatives to predictive dialers?
>
> We certainly don't want the "everyone is doing it" argument to be the
> rational for a change in methodology, but we also don't want to be
> stubbornly persisting in less cost effective method if there is an
> alternative that falls within the realm of accepted best practices.
>
> Thanks in advance for any and all opinions/advice/data.

> Best,

> John

> ---

> John Fries

> Interim Team Lead, Integrated Tracking Survey (ITS)

> Organizational and Tracking Research, AARP

> 601 E St., N.W., Washington, DC 20049

> Phone: 202-434-6313 | eMail: jfries@aarp.org

> -----
> "If you can't explain it simply, you don't understand it well enough."

> -- Albert Einstein

> -----
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=====
Date: Wed, 12 Aug 2009 14:01:00 -0500

Reply-To: "Frank, Stephen" <sfrank@STCLOUDSTATE.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Frank, Stephen" <sfrank@STCLOUDSTATE.EDU>

Subject: Re: Prevalence of Predictive Dialers

X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>

In-Reply-To: <65E1AF7EB70BF947A526D1A950866332041E75F9@ebe1.umassb.net>

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

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

We have a 19 station calling lab. Starting last year we call cell phones and we use rdd when appropriate. All calls done by hand. sf

I am on sabbatical until January 2010. I intend to respond to emails and phone calls. I will be working with interns and the Survey but responses may be slower than usual. Dr. Steven Wagner is chair.

Nine-tenths of democracy is just showing up

Dr. Steve Frank, SCSU Professor of Political Science
302 Building 51 SCSU St. Cloud, MN. 56301
Â Codirector SCSU Survey (320) 308-4131 fax (320) 308-5422
Personal Homepage: <http://web.stcloudstate.edu/sfrank>
POL Department web page--<http://www.stcloudstate.edu/politicalscience/>
SCSU Survey Homepage: <http://web.stcloudstate.edu/scsusurvey>
Email: sfrank@stcloudstate.edu

UMD Masters of Advocacy and Leadership Program sfrank2@umn.edu
112 CINA 1123 University Drive Duluth, MN 55812 Â

City of St. Joseph Council Person (2007-2011)
<http://webpages.charter.net/sfrank06/>
City Web Page <http://stjoseph.govoffice.com/http://stjoseph.govoffice.com/>

Jay and Silent Bob Strike Back
Banky: That's what the internet is for. Slandering others anonymously.
Stopping the flick isn't gonna stop that.
ï Please consider the environment before printing this email

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Mary Ellen Colten
Sent: Wednesday, August 12, 2009 1:30 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

Our interviewers also do their own dialing by hand and record every disposition, even on studies that entail a considerable amount of screening.

Mary Ellen Colten, Ph.D.
Director
Center for Survey Research
University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125
phone: 617-287-7200
fax: 617-287-7210
www.csr.umb.edu
maryellen.colten@umb.edu

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Edward C. Ratledge
Sent: Wednesday, August 12, 2009 2:06 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

We also dial all calls by hand for all the reasons Michael mentions and record every disposition as accurately as possible. Small shop with volume of 10k-20k interviews annually. Average calls to disposition is about seven so a lot of hand dialing is involved with our protocol.

Ed Ratledge
Center for Applied Demography & Survey Research
University of Delaware
302-831-1684

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 1:37 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

CBS still does, and we record the call dispositions.

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

From: Leve, Jay [mailto:jleve@surveyusa.com]
Sent: Wednesday, August 12, 2009 1:34 PM
To: Butterworth, Michael; AAPORNET@ASU.EDU
Subject: RE: Prevalence of Predictive Dialers

Michael, is CBS still dialing the phone by hand in all cases? (Meaning: the interviewer can hear every single call disposition, and record the dispositions accurately.)

Is anyone else on this list who does the fieldwork for 12 or more telephone surveys a year still dialing by hand? Or is Michael the last?

Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, August 12, 2009 12:59 PM
To: AAPORNET@ASU.EDU
Subject: Re: Prevalence of Predictive Dialers

CBS news has never used predictive dialers and we do not intend to. We are

concerned about possible response bias: people who have not learned to recognize the half-second pause or don't care what it means, may also differ from the rest of the population in some of our study variables.

We also want to do our small part in reducing the Pavlovian increase in antagonism induced by incoming phone calls.

A smaller, but still important, consideration is that we call cell phones, for which predictive dialers cannot be used. Having different dialing methods would make the interviewer's task and training more difficult.

We can understand that cost may outweigh these considerations for surveys in which there are many calls per completed interview, or in which completed interviews are short. Really low incidence surveys are one example, since most interviews end after the screener (but calling 50% "low incidence" seems like a stretch). On the other hand, some surveys make many calls per completed interview over a long period of time to maximize the contact rate. Predictive dialing seems less useful for these because immediate hang-ups during the dead period postpone classification of the number and require more calls. It would be interesting to hear from someone with experience with this type of survey.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Fries
Sent: Wednesday, August 12, 2009 11:01 AM
To: AAPORNET@ASU.EDU
Subject: Prevalence of Predictive Dialers

Recently my organization (AARP) has had some internal discussions regarding the use of predictive dialers. For the most part, we have resisted their use because of the potential for bad respondent experiences, such as abandoned calls/dead air or hang-ups. (We do, however, generally allow interviewers to use autodialers.)

Even when our organization is not identified as the sponsor, we have felt that there were ethical reasons to avoid situations that could potentially cause anxiety or frustration among respondents, particularly among respondents for whom getting to the phone "in time" is a challenge (for example, among older respondents).

However, we've been told by others in the industry, that "everyone uses predictive dialers" and that for low incidence studies (defined to us as below 50%) it is not even a question; they must be used for the study to be cost effective.

I'm posting this query in the hopes that AAPORNet can help inform our internal discussion on this.

In particular, I'd appreciate hearing from anyone about the following:

• The perceived (or actual) prevalence of predictive dialer use in the industry?

Ã¸â,Â¸ Personal experiences using a predictive dialer (good or bad experiences)?

Ã¸â,Â¸ Tools/Tips/Tricks for eliminating/minimizing the potential for negative respondent experiences (if there are any)?

Ã¸â,Â¸ Opinions about predictive dialer use?

Ã¸â,Â¸ Alternatives to predictive dialers?

We certainly don't want the Ã¸â,Â¸ "everyone is doing itÃ¸â,Â¸ argument to be the rational for a change in methodology, but we also don't want to be stubbornly persisting in less cost effective method if there is an alternative that falls within the realm of accepted best practices.

Thanks in advance for any and all opinions/advice/data.

Best,

John

John Fries
Interim Team Lead, Integrated Tracking Survey (ITS)
Organizational and Tracking Research, AARP
601 E St., N.W., Washington, DC 20049
Phone: 202-434-6313 | eMail: jfries@aarp.org

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-- Albert Einstein

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Date: Thu, 13 Aug 2009 09:01:16 -0700
Reply-To: Jason Kerns <jkerns@DAVISRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Kerns <jkerns@DAVISRESEARCH.COM>
Subject: Portuguese Interviewing
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Hello -

=20

Can someone recommend a call center that specializes in Portuguese in-language interviewing?

=20

~ Jason Kerns / 818-223-4046 / JKerns@davisresearch.com

=20

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Date: Thu, 13 Aug 2009 16:17:09 -0400
Reply-To: Aneta Genova <genovaa@INTERMEDIA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Aneta Genova <genovaa@INTERMEDIA.ORG>
Subject: Job posting: Consultant position, Iraq Media Research Analyst

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

Consultant position available:

Iraq Media Research Analyst=20

InterMedia is a leading global research, evaluation and consulting firm specializing in the field of 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 vast geographical expertise spanning 100 countries around the world.

=20

We have a potential opportunity for a Media Research Analyst that will focus on quantitative and qualitative research and assessment of media and communication programs in Iraq. This consultant position is contingent upon contract award and requires a mix of technical research and analysis skills, strong organizational and communication abilities, and project and client management.=20

=20

Key Requirements:

=20

Knowledge & Skills

- * Strong ability to analyze and synthesize quantitative and qualitative, as well as primary and secondary research data
- * Experience with media analysis, audience segmentation, and measures of effectiveness
- * Deep interest in/knowledge of media use and communication patterns in Iraq (including, but not limited to, rapid changes in the media environment, new technologies, audience attitudes and behavior, etc.)
- * Strong oral and written communication skills, including compelling presentations/briefings to clients
- * Ability to work with colleagues and clients of diverse =

professional
and cultural backgrounds

* Strong proficiency in Microsoft Office applications and SPSS =
(or
other statistical analysis software)

* Ability to work to multiple and tight deadlines

* Proficiency in Arabic

=20

Education & Experience

* A minimum of a Master's Degree in communications, political or
social science, international relations, or related degree, plus 10 =
years of
professional experience

* Professional experience in research, analysis and reporting =
with an
emphasis on making meaning out of data and delivering actionable
recommendations

* Proven ability to work with large and complex data sets

* Experience living, studying and/or working in Iraq or the =
Middle
East a plus

=20

Position may require travel or relocation to Iraq

=20

Qualified candidates should send their letter of interest and resume to
consult-iraq@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.

EOE/M/F/V/D

=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. =
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Date: Thu, 13 Aug 2009 20:57:07 -0400
Reply-To: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>
Subject: Research evidence on maximum survey length
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I'm looking for research evidence that speaks to the issue of how survey
length impacts data quality and/or respondent burden (for telephone
and/or online research). =20

=20

Are there any published, peer-reviewed studies (or other data) that
speak to this point, and provide guidance as to how long surveys should
be, and provide evidence of what might perhaps be an advisable maximum
length?

=20

You can respond on AAPORNET or to me directly. Responses would be much
appreciated. I will post responses received.=20

=20

Keith Neuman, Ph.D.=20
Group Vice President - Public Affairs=20
Environics Research Group=20
613-230-5089=20
keith.neuman@environics.ca=20

=20

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Date: Thu, 13 Aug 2009 21:33:13 -0600
Reply-To: lawton@TECHSOCIETY.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: lawton@TECHSOCIETY.COM
Subject: newspaper assignment
X-To: AAPORNET <AAPORNET@ASU.EDU>
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit
Content-Type: text/plain; charset="UTF-8"

I'd like to create an undergrad assignment where students one week read a print newspaper and then another week read the same newspaper's online version. I'm wondering if anyone's done anything like that and has some feedback. My goal is to demonstrate the difference in experience and what it means for how media can (or doesn't) serve to inform the public about elite deviance. Right now I have it that students will record how many articles and how much time they spend reading, and then discuss their experience, differences between the two, what it means for hearing about elite deviance and the social control mechanisms.

Thanks
Leora Lawton

Sociology Dept
UC Berkeley

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Date: Fri, 14 Aug 2009 08:05:52 -0400
Reply-To: Mike Donatello <mike@DONATELLO.US>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <mike@DONATELLO.US>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
In-Reply-To: <92b1a28e6ae377915f57e93953b3ab6a@techsociety.com>
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="====AVGMAIL-239C7E53===="

--====AVGMAIL-239C7E53====
Content-Type: text/plain;
charset="UTF-8"
Content-Transfer-Encoding: quoted-printable

Rather than a week of each, I'd make it a month of reading the two = concurrently. That way, they'll have a sense of how the two differ (or = do not), as well as some ideas about how the two media are being = targeted to distinct audiences or purposes (or, again, are not). Split = the class into teams and have each team look at a separate print/online = pair.

BTW, you need to operationalize "online version" for us. Do you mean =

web site, digital replica edition, or something else?

Mike Donatello
Director, Research
USA TODAY
7950 Jones Branch Dr., McLean, VA 22108
V 703.854.4572 F 703.854.2165
mdonatello@usatoday.com

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of =
lawton@TECHSOCIETY.COM
Sent: Thursday, August 13, 2009 11:33 PM
To: AAPORNET@ASU.EDU
Subject: [AAPORNET] newspaper assignment

I'd like to create an undergrad assignment where students one week read =
a
print newspaper and then another week read the same newspaper's online
version. I'm wondering if anyone's done anything like that and has some
feedback. My goal is to demonstrate the difference in experience and =
what
it means for how media can (or doesn't) serve to inform the public about
elite deviance. Right now I have it that students will record how many
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Thanks
Leora Lawton

Sociology Dept
UC Berkeley

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Version: 8.5.392 / Virus Database: 270.13.54/2300 - Release Date: =
08/13/09 06:11:00

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--=====AVGMAIL-239C7E53=====

Content-Type: multipart/alternative;
boundary="=====AVGMAIL-4C366437====="

--=====AVGMAIL-4C366437=====

Content-Type: text/plain; x-avg=cert; charset=UTF-8
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline
Content-Description: "AVG certification"

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6:11:00

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--=====AVGMAIL-4C366437=====--
--=====AVGMAIL-239C7E53=====--

=====
Date: Fri, 14 Aug 2009 08:45:31 -0400
Reply-To: Barry Hollander <barry@UGA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barry Hollander <barry@UGA.EDU>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; format=flowed; charset="UTF-8"; reply-type=original
Content-Transfer-Encoding: 7bit

Slate did a brief experiment in which journalists were
assigned to get their news only from print or online
(with no print version) stories.

The setup is here:

<http://www.slate.com/id/2223262/entry/2223263/>

And an audio discussion of what they found here:

<http://www.slate.com/id/2223262/>

There is some research that looks a bit like what you're discussing, my favorite being the study that had subjects read print and online versions of the NYTimes to examine differences in learning, etc. I can't find the cite, but I vaguely remember the print group having superior recall to the online group.

Barry Hollander
Grady College of Journalism
and Mass Communication
University of Georgia
barry@uga.edu
www.barryhollander.com
www.whatpeopleknow.com

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

=====
Date: Fri, 14 Aug 2009 09:09:13 -0400
Reply-To: Richard Clark <clark@CVIOG.UGA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Clark <clark@CVIOG.UGA.EDU>
Organization: Carl Vinson Institute of Government
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
In-Reply-To: <002d01ca1cd7\$91ad23b0\$b5076b10\$@us>
MIME-Version: 1.0
Content-Type: text/plain; charset=UTF-8; format=flowed
Content-Transfer-Encoding: 7bit

Having the students read the online and print versions simultaneously will also control for differences in the attractiveness of the news stories. For example, if the students were reading the print when Michael Jackson died, Gov. Sanford was "hiking the Appalachian trail," and Sen. Ensign was busy explaining himself, they may read more than they would have the previous week just because the news was so sensational.

--Rich Clark

Mike Donatello wrote:

> Rather than a week of each, I'd make it a month of reading the two concurrently. That way, they'll have a sense of how the two differ (or do not), as well as some ideas about how the two media are being targeted to distinct audiences or purposes (or, again, are not). Split the class into teams and have each team look at a separate print/online pair.

>
> BTW, you need to operationalize "online version" for us. Do you mean web site, digital replica edition, or something else?

>
>
>
> ---

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

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>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of lawton@TECHSOCIETY.COM
> Sent: Thursday, August 13, 2009 11:33 PM
> To: AAPORNET@ASU.EDU
> Subject: [AAPORNET] newspaper assignment

>
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>
> Thanks
> Leora Lawton
>
> Sociology Dept
> UC Berkeley

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06:11:00

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>
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> Version: 8.5.392 / Virus Database: 270.13.54/2300 - Release Date: 08/13/09
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>
>

--

Richard L. Clark, Ph.D.
Survey Research Unit
Division of Governmental Services and Research
Carl Vinson Institute of Government
University of Georgia
201 N. Milledge Avenue
Athens, Georgia 30602

706-542-9404 (office)
706-542-9301 (fax)

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Date: Fri, 14 Aug 2009 06:16:42 -0700
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

I agree with Mike. If your goal is to get at real differences in experience you don't want to confound the issue by isolating media by time segments (i.e., one channel one week & another the following week) -- particularly in the volatile news environment. Reading both the print and online versions on a daily basis makes sense; but, because having read one version can impact (predispose) how you read the subsequent version, you might ask students to switch the order of their reading so they read print then online one day followed by online then print the next and so on.

Margaret R. Roller
rmr@rollerresearch.com

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Date: Fri, 14 Aug 2009 09:52:44 -0400
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: Re: newspaper assignment
X-To: lawton@TECHSOCIETY.COM
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <92b1a28e6ae377915f57e93953b3ab6a@techsociety.com>
Mime-Version: 1.0 (Apple Message framework v753.1)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset=US-ASCII; delp=US-ASCII; format=flowed

You may also want to control for a few factors that could affect the

results and what students read: what day of the week has been chosen for each edition, print and online. Some events are "broken" to news outlets on Fridays or weekends so that their impact is less, the same with corporations releasing their income statements after stock markets close. There also are early ("home") editions of newspapers that have relatively light coverage of certain topics, then expand on that coverage later in the day. And of course, some newspapers use more garish headlines than others, being more likely to catch readers' eyes.

So, I'm suggesting you consider these factors in devising the useful experiment you have in mind.

Milton Goldsamt

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

On Aug 13, 2009, at 11:33 PM, lawton@TECHSOCIETY.COM wrote:

> I'd like to create an undergrad assignment where students one week
> read a
> print newspaper and then another week read the same newspaper's online
> version. I'm wondering if anyone's done anything like that and has
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> feedback. My goal is to demonstrate the difference in experience
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> it means for how media can (or doesn't) serve to inform the public
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> about
> elite deviance and the social control mechanisms.
>
> Thanks
> Leora Lawton
>
> Sociology Dept
> UC Berkeley
>
> -----
> Archives: <http://lists.asu.edu/archives/aapornet.html> .
> Please ask authors before quoting outside AAPORNET.

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

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

Date: Fri, 14 Aug 2009 07:15:40 -0700
Reply-To: Rob Daves <rob_daves@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Daves <rob_daves@YAHOO.COM>
Subject: Re: newspaper assignment
X-To: lawton@TECHSOCIETY.COM, AAPORNET@ASU.EDU
In-Reply-To: <92b1a28e6ae377915f57e93953b3ab6a@techsociety.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

Leora...

My learned colleague Mike Donatello makes a good point about operationalization. I'd extend his comments to what it is you're going to measure with respect to experience -- or at least provide a framework for your students to use when they do their critical analysis of the media.

I'd suggest you take a look at the uses and gratifications literature that blossomed in the 1970s and was modernized by the Readership Institute's recent "experience" research. When I was the research director for a regional newspaper, we worked with institute to measure the experiences that readers got from both online and print newspapers as a part of the redesign of the print product. The Institute's work, including its questionnaires, is published online at readership.org.

All best wishes...

Rob

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

From: "lawton@TECHSOCIETY.COM" <lawton@TECHSOCIETY.COM>
To: AAPORNET@ASU.EDU
Sent: Thursday, August 13, 2009 10:33:13 PM
Subject: newspaper assignment

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Thanks
Leora Lawton

Sociology Dept
UC Berkeley

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

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

Date: Fri, 14 Aug 2009 10:42:19 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
In-Reply-To: <200908141353.n7E84U8D019926@lists.asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

---- "Milton R. Goldsamt" <miltrgold@COMCAST.NET> wrote:
> You may also want to control for a few factors that could affect the
> results and what students read:

This principle, of controlling variable factors, is certainly something to consider. While Milt mentioned some of the variables in print news, it should also be noted that there are differences in how "online" news is viewed. There is some variation between web browsers, and a big difference between the iPhone version and full screen version for some media sources, even though both are technically "online."

And of course students doing an assignment have a tendency to push right up to the limits of any definition they are given, so some specification might be in order.

Colleen Porter
Gainesville, FL

(who has been pondering undergraduate mindset because a daughter is starting at Florida State University next week)

- > what day of the week has been chosen
- > for each edition, print and online. Some events are "broken" to news outlets on Fridays or weekends so that their impact is less, the same with corporations releasing their income statements after stock markets close. There also are early ("home") editions of newspapers that have relatively light coverage of certain topics, then expand on that coverage later in the day. And of course, some newspapers use more garish headlines than others, being more likely to catch readers' eyes.

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- >
- > Milton Goldsamt
- >
- > Milton R. Goldsamt, Ph.D.
- > Consulting Research Psychologist & Statistician
- > (Also, Publicity Coordinator of a nonprofit organization)
- > Silver Spring, MD
- > miltrgold@comcast.net
- > 301-649-2768
- > (C) 240-671-7201

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>> Sociology Dept
>> UC Berkeley
>>

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Please ask authors before quoting outside AAPORNET.
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Date: Fri, 14 Aug 2009 15:16:47 +0000
Reply-To: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
In-Reply-To: <425362247.11758801250262933679.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: quoted-printable

1. One concern I have about this project is that if this is a typical college town, it would be difficult to generalize about newspaper print vs. online because the extent of news coverage (print and online) in many smaller towns may be limited; e.g., no national or world news. Colleges in major urban

an centers that have more news coverage, especially breaking news, may be more suitable for content comparison, for example Minneapolis, Rob's hometown.

2. This discussion brings to mind another issue of mine. National polling sources for news have not distinguished between print and online. The answer choices were something like: TV news, newspapers, cable news, radio, online, etc. Nothing more.

The last one I remember showed internet news rivaling newspapers as a source. Internet as a source for news calls for some follow-up asking whether the sites visited were newspaper sites, TV news, cable news, etc. On-line access is becoming an important source for readers, viewers and ad revenue. Also, news portals such as Google should be listed with some follow-up to identify destination news sources.

Nick Panagakis

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

From: "Rob Daves" <rob_daves@YAHOO.COM>

To: AAPORNET@ASU.EDU

Sent: Friday, August 14, 2009 9:15:40 AM GMT -06:00 US/Canada Central

Subject: Re: newspaper assignment

Leora...

My learned colleague Mike Donatello makes a good point about operationalization. I'd extend his comments to what it is you're going to measure with respect to experience -- or at least provide a framework for your students to use when they do their critical analysis of the media.

I'd suggest you take a look at the uses and gratifications literature that blossomed in the 1970s and was modernized by the Readership Institute's recent "experience" research. When I was the research director for a regional newspaper, we worked with institute to measure the experiences that readers got from both online and print newspapers as a part of the redesign of the print product. The Institute's work, including its questionnaires, is published online at readership.org.

All best wishes...

Rob

Robert P. Daves

Daves & Associates Research

5412 Hampshire Drive

Minneapolis MN 55419=20
LL: 612-822-0085=20
rob_daves@yahoo.com=20
Rob@DavesAndAssociates.com=20
Skype: davesrp=20

=20
From: "lawton@TECHSOCIETY.COM" <lawton@TECHSOCIETY.COM>=20
To: AAPORNET@ASU.EDU=20
Sent: Thursday, August 13, 2009 10:33:13 PM=20
Subject: newspaper assignment=20

I'd like to create an undergrad assignment where students one week read a=20
=20
print newspaper and then another week read the same newspaper's online=20
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Thanks=20
Leora Lawton=20

Sociology Dept=20
UC Berkeley=20

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

Date: Fri, 14 Aug 2009 17:29:35 +0000

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Re: newspaper assignment

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

In-Reply-To:

<773779729.11759271250263007436.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Regarding my first concern, Berkeley residents may have daily access to a nearby big city daily paper, such as a San Francisco or Oakland. Then it wouldn't matter.

Nick

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

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

To: AAPORNET@ASU.EDU

Sent: Friday, August 14, 2009 10:16:47 AM GMT -06:00 US/Canada Central

Subject: Re: newspaper assignment

1. One concern I have about this project is that if this is a typical college town, it would be difficult to generalize about newspaper print vs. online because the extent of news coverage (print and online) in many smaller towns may be limited; e.g., no national or world news. Colleges in major urban centers that have more news coverage, especially breaking news, may be more suitable for content comparison, for example Minneapolis, Robeson, hometown.

2. This discussion brings to mind another issue of mine. National polling sources for news have not distinguished between print and online. The answer choices were something like: TV news, newspapers, cable news, radio, online, etc. Nothing more.

The last one I remember showed internet news rivaling newspapers as a source. Internet as a source for news calls for some follow-up asking whether the sites visited were newspaper sites, TV news, cable news, etc. On-line access is becoming an important source for readers, viewers and ad revenue. Also, news portals such as Google should be listed with some follow-up to identify

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Nick Panagakis=20

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

From: "Rob Daves" <rob_daves@YAHOO.COM>=20

To: AAPORNET@ASU.EDU=20

Sent: Friday, August 14, 2009 9:15:40 AM GMT -06:00 US/Canada Central=20

Subject: Re: newspaper assignment=20

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All best wishes...=20

Rob=20

-----=20

Robert P. Daves=20

Daves & Associates Research=20

5412 Hampshire Drive=20

Minneapolis MN 55419=20

LL: 612-822-0085=20

rob_daves@yahoo.com=20

Rob@DavesAndAssociates.com=20

Skype: davesrp=20

=20

From: "lawton@TECHSOCIETY.COM" <lawton@TECHSOCIETY.COM>=20

To: AAPORNET@ASU.EDU=20

Sent: Thursday, August 13, 2009 10:33:13 PM=20

Subject: newspaper assignment=20

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Thanks=20
Leora Lawton=20

Sociology Dept=20
UC Berkeley=20

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=20

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Archives: <http://lists.asu.edu/archives/aapornet.html>=20
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Date: Fri, 14 Aug 2009 13:53:03 -0400
Reply-To: slosh@garnet.acns.fsu.edu

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Susan Losh <slosh@FSU.EDU>
Subject: Re: newspaper assignment
X-To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To:
<773779729.11759271250263007436.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252
Content-Disposition: inline
Content-Transfer-Encoding: 8bit

The NSF Surveys of Public Understanding of Science and Technology have a question about general news source including the Internet and one on science news including the Internet for 2006.

Here's an excerpt:

"in 2006, 14% of the sample used the Internet as their major news source, compared with 50% relying on television, 24% on newspapers and 6% on radio. Significantly more adults, 23%, used the Internet as their primary science news source (paired t, 9.82 with n = 1818, p < .001); 41% watched science news on television, 11% read newspapers, 11% read magazines, and only 2% largely obtained science news via radio."

And the entire reference is here: Susan Carol Losh, "Generation, Education, Gender and Ethnicity in American Digital Divides". In Ferro, E., Dwivedi, Y.K., Gil-Garcia, J.R. & Williams, M.D. (Eds.) (2009, forthcoming September). IGI Handbook: Overcoming Digital Divides: Constructing an Equitable and Competitive Information Society. Hershey, PA: IGI Global.

<http://mailer.fsu.edu/~slosh//LoshREVDigitalDivide8306.doc>

Susan

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

From: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>
Date: Friday, August 14, 2009 11:21 am
Subject: Re: newspaper assignment
To: AAPORNET@ASU.EDU

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- > typical college town, it would be difficult to generalize about
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- >
- >
- >
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>
>
> Nick Panagakis
>
>
>
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> From: "Rob Daves" <rob_daves@YAHOO.COM>
> To: AAPORNET@ASU.EDU
> Sent: Friday, August 14, 2009 9:15:40 AM GMT -06:00 US/Canada
> Central
> Subject: Re: newspaper assignment
>
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> All best wishes...
>
> Rob
>
> -----
> Robert P. Daves
> Daves & Associates Research
> 5412 Hampshire Drive
> Minneapolis MN 55419
> LL: 612-822-0085
> rob_daves@yahoo.com
> Rob@DavesAndAssociates.com
> Skype: davesrp

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I try to take one day at a time but sometimes several days attack me all at once. Anonymous.

Susan Carol Losh, PhD

Department of Educational Psychology
and Learning Systems
Florida State University
Tallahassee FL 32306-4453

VOICE (850) 644-8778
FAX (850) 644-8776

American Statistical Association/NSF Research Fellow
<http://mailer.fsu.edu/~slosh/index.html>

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

=====
Date: Sat, 15 Aug 2009 17:27:22 -0400
Reply-To: Michael Koger <mkogger@ALUM.MIT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Koger <mkogger@ALUM.MIT.EDU>
Subject: newspaper assignment
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="-----
=_Part_5404_22374604.1250371642216"

-----=_Part_5404_22374604.1250371642216
Content-Type: text/plain; charset=UTF-8
Content-Transfer-Encoding: 7bit

Communication Research has quite a few articles which address the question of what motivates people to choose their source of news. The references for those articles are quite good as well. Here's one article:

Knobloch-Westerwick, S. and Meng, J. (2009). Looking the other way: Selective exposure to attitude-consistent and counterattitudinal political information. *Communication Research*, 36, 426-448.

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signoff aapornet
Please ask authors before quoting outside AAPORNET.
-----=_Part_5404_22374604.1250371642216--

Date: Sun, 16 Aug 2009 09:46:44 -0700
Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leora Lawton <lawton@TECHSOCIETY.COM>
Subject: Re: newspaper assignment
X-To: AAPORNET@ASU.EDU
In-Reply-To: <236279.71378.qm@web65409.mail.ac4.yahoo.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Thanks to everyone who responded for your wonderful feedback. Here's the summary of suggestions:

1. Alternate days, not weeks. But see #2:
2. Have students read both online and print each day to note the differences in the ways the same stories are covered, and note which stories don't appear in both. Several people mentioned this.
3. Read non-US papers to compare from page cover stories.
4. Give a quiz on the content. I presume this would work best if everyone read the same paper.
5. Specify which day they read, in terms of both what was happening and in terms of day of week.
6. Define 'experience'. Rob Daves reference to www.readership.org <<http://www.readership.org/>> was particularly helpful here.
7. Define 'online'. Reading on a regular browser, in an i-phone, etc.

On the basis of this I decided (subject to change) to split the students up (by alphabet last name) to four groups: those who read both online and print each day, those who read print one week then online the next, vice-versa, and alternate each day. Using some of the documents in the readership.org site, I'll create a standard set of metrics for students to use (which they'll submit using an online survey software so we can compile and compare easily), in addition to their written comments and analysis. I'm now working on arranging student discounts from the various papers.

About the 'cover stories' of print versus online. One thing I've concluded lately is that the online 'home page' is distinctly different from the print cover, and needs to be because they serve different purposes given the technological characteristics. Also, last year I asked students informally how many people read news daily, and if so, where. About half read the news daily, most of whom read it online, with only a handful reading the daily

print paper.

I think this assignment could be tailored to meet the designs of other courses - mine is a soc class in deviance & social control, and obviously a class in journalism or communications would have different learning goals.

Thanks again,

Leora

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

From: Rob Daves [mailto:rob_daves@yahoo.com]
Sent: Friday, August 14, 2009 7:16 AM
To: lawton@TECHSOCIETY.COM; AAPORNET@ASU.EDU
Subject: Re: newspaper assignment

Leora...

My learned colleague Mike Donatello makes a good point about operationalization. I'd extend his comments to what it is you're going to measure with respect to experience -- or at least provide a framework for your students to use when they do their critical analysis of the media.

I'd suggest you take a look at the uses and gratifications literature that blossomed in the 1970s and was modernized by the Readership Institute's recent "experience" research. When I was the research director for a regional newspaper, we worked with institute to measure the experiences that readers got from both online and print newspapers as a part of the redesign of the print product. The Institute's work, including its questionnaires, is published online at readership.org.

All best wishes...

Rob

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

From: "lawton@TECHSOCIETY.COM" <lawton@TECHSOCIETY.COM>
To: AAPORNET@ASU.EDU
Sent: Thursday, August 13, 2009 10:33:13 PM
Subject: newspaper assignment

I'd like to create an undergrad assignment where students one week read a print newspaper and then another week read the same newspaper's online version. I'm wondering if anyone's done anything like that and has some feedback. My goal is to demonstrate the difference in experience and what it means for how media can (or doesn't) serve to inform the public about elite deviance. Right now I have it that students will record how many articles and how much time they spend reading, and then discuss their experience, differences between the two, what it means for hearing about elite deviance and the social control mechanisms.

Thanks
Leora Lawton

Sociology Dept
UC Berkeley

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

Date: Sat, 15 Aug 2009 13:54:48 -0700
Reply-To: Mike Koger <mkoger@ALUM.MIT.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Koger <mkoger@ALUM.MIT.EDU>
Subject: Newspaper assignment An article from Communication Research
(<http://crx.sagepub.com:80>)
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

Mike Koger (mkoger@alum.mit.edu) has sent this article to you from
Communication Research:

Agenda Setting and the "New" News: Patterns of Issue Importance Among Readers
of the Paper and Online Versions of the New York Times

<http://crx.sagepub.com/cgi/reprint/29/2/180?eaf>

I thought you might be interested in the article I found in the
publication: Communication Research.

This is sent to you as an email-a-friend feature from
Communication Research at <http://crx.sagepub.com>

The IP address of the sender was 129.72.2.97.

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

Date: Mon, 17 Aug 2009 10:24:47 -0400
Reply-To: Nancy Belden <NancyBelden@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Belden <NancyBelden@BRSPOLL.COM>
Subject: Re: Newspaper assignment
X-To: AAPORNET@ASU.EDU
X-cc: alanmiller@thenewsliteracyproject.org
In-Reply-To: A<20090815205448.039D6464@brunts.stanford.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

The News Literacy Project (www.thenewsliteracyproject.org) may be of interest to some of you -- especially those teaching young people -- or visiting in the classroom. It is a non-profit created by award winning LA Times reporter Alan Miller, that aims to teach middle and high school students how to be effective news consumers in the new media/digital age.

The lessons about how to evaluate news, sources and such certainly apply to our field.

Nancy Belden
202.822.6090

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Mike Koger
Sent: Saturday, August 15, 2009 4:55 PM
To: AAPORNET@ASU.EDU
Subject: Newspaper assignment An article from Communication Research (<http://crx.sagepub.com:80>)

Mike Koger (mkoger@alum.mit.edu) has sent this article to you from Communication Research:

Agenda Setting and the "New" News: Patterns of Issue Importance Among Readers of the Paper and Online Versions of the New York Times

<http://crx.sagepub.com/cgi/reprint/29/2/180?eaf>

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The IP address of the sender was 129.72.2.97.

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set aapornet nomail
On your return send this: set aapornet mail
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu
=====

Date: Mon, 17 Aug 2009 10:38:17 -0400
Reply-To: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Subject: Re: Newspaper assignment
X-To: Nancy Belden <NancyBelden@BRSPOLL.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<314ECE8B29B8634388BA137A66B8D6D92B3434@FS.BRSPOLL.local>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

August 17, 2009

Let me put in a plug for the Newseum for those of you in the Washington, DC area. They have an exhibit on 'Digital News' that documents the way that technology has changed, and continues to change the way that news is collected and presented. With respect to newspapers vs. on-line presentations, I think that there have been a number of good comments already. I would add a few: (1) some publications have gone to all on-line publication already (Christian Science Monitor, U.S. News and World Report), and (2) perhaps more importantly, the on-line content is (or can be) continually updated as events unfold, can contain video as well as text, and can easily have the 'person-in-the-street' contributing to the on-line coverage (as well as other differences). It's complicated, but very interesting.

Mark Pierzchala
Senior Fellow
Mathematica Policy Research, Inc.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Nancy Belden
Sent: Monday, August 17, 2009 10:25 AM
To: AAPORNET@ASU.EDU
Subject: Re: Newspaper assignment

The News Literacy Project (www.thenewsliteracyproject.org) may be of interest to some of you -- especially those teaching young people -- or visiting in the classroom. It is a non-profit created by award winning LA Times reporter Alan Miller, that aims to teach middle and high school students how to be effective news consumers in the new media/digital age.

The lessons about how to evaluate news, sources and such certainly apply

to our field.

Nancy Belden
202.822.6090

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike Koger
Sent: Saturday, August 15, 2009 4:55 PM
To: AAPORNET@ASU.EDU
Subject: Newspaper assignment An article from Communication Research
(<http://crx.sagepub.com:80>)

Mike Koger (mkoger@alum.mit.edu) has sent this article to you from
Communication Research:

Agenda Setting and the "New" News: Patterns of Issue Importance Among
Readers of the Paper and Online Versions of the New York Times

<http://crx.sagepub.com/cgi/reprint/29/2/180?eaf>

I thought you might be interested in the article I found in the
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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
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=====

Date: Tue, 18 Aug 2009 09:48:14 +0100
Reply-To: Joe Stead <Joe.Stead@IPSOS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Stead <Joe.Stead@IPSOS.COM>
Subject: Mobile Only Question Design
X-To: "aapornet@asu.edu" <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Hi,

At the AAPOR conference I heard of a number of different ways of establishing whether a household/individual had access to a landline or whether they were mobile only.

These ranged from the straightforward 'Do you have a fixed line telephone service' to a further question 'If we had called you now on your landline and you had been at home, would you have picked it up and answered?'

I would be very grateful for thoughts from the list on best practice in the design of questions to establish presence of telephony services and then usage of services.

Thanks

Joe

Joe Stead
Director, Ipsos MORI Telephone
Ipsos MORI

T +44 (0) 131 561 4509

F +44 (0) 131 561 4522

M +44 (0) 7876 394165

E joe.stead@ipsos.com<<mailto:joe.stead@ipsos.com>>

W www.ipsos-mori.com<[blocked::http://www.ipsos-mori.com/](http://www.ipsos-mori.com/)>

Suite 1/2, 15 Links Place, Edinburgh EH6 7EZ

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=20

=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, 18 Aug 2009 16:18:47 +0000

Reply-To: howard.fienberg@mra-net.org

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Howard Fienberg <howard.fienberg@MRA-NET.ORG>
Subject: Re: Under 18
X-To: "Simpson, Leonard" <Leonard.Simpson@SJCD.EDU>, AAPORNET@ASU.EDU
In-Reply-To: <1C9D68D2F532B945BCC25D4974DAD50C045ECE03@D-EXCH01.main.sjcd.edu>
Content-Type: text/plain
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

It depends on what kind of research you do, using what mode, and where your participants are from.

IRB's each have their own standards and interpretations of the federal Human Subjects Rule.

If you're doing the research online, you may be subject to the federal COPPA law, which sets all sorts of data collection and privacy restrictions (including verifiable parental consent) for any kid under 13.

And Maine just passed a new law limiting data collection from anyone under 18 if for marketing purposes, but also seems to forbid transferring personal information of kids under 18 for any purpose.

The landscape is interesting in law. CMOR recommends getting parental consent for research with anyone under the age of majority (which varies by state) no matter what mode you use.

Cheers,
Howard Fienberg
Director of Government Affairs
CMOR, a division of the Marketing Research Association

..... Howard Fienberg, Director of Government Affairs, Marketing Research Association (MRA)

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

From: "Simpson, Leonard" <Leonard.Simpson@SJCD.EDU>

Date: Tue, 18 Aug 2009 10:38:25

To: <AAPORNET@ASU.EDU>

Subject: Under 18

Good morning AAPOR Members:

Would anyone happen to know the law/policy that restricts individuals under the age of 18 from being surveyed, unless parental consent is given? Please advise.

Thank you.

-Leonard

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>

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=====
Date: Tue, 18 Aug 2009 19:00:56 -0400

Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Re: Mobile Only Question Design

X-To: Joe Stead <Joe.Stead@IPSOS.COM>, AAPORNET@ASU.EDU

In-Reply-To:

<7A706AA2D653C7499FF31970D03862AC9AC3C23EF1@EUUKLONEML5.eu.ipsos>

MIME-version: 1.0

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

Content-transfer-encoding: 7BIT

Joe,

The AAPOR Task Force on cell Phone Surveying in the US has been reconstituted and this is likely one of the areas we will be including in the enhanced update of the report we issued in 2008. The updated report will be out in spring of 2010.

PJL

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

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

Sent: Tuesday, August 18, 2009 4:48 AM

To: AAPORNET@ASU.EDU

Subject: Mobile Only Question Design

Hi,

At the AAPOR conference I heard of a number of different ways of establishing whether a household/individual had access to a landline or whether they were mobile only.

These ranged from the straightforward 'Do you have a fixed line telephone service' to a further question 'If we had called you now on your landline and you had been at home, would you have picked it up and answered?'

I would be very grateful for thoughts from the list on best practice in the design of questions to establish presence of telephony services and then usage of services.

Thanks

Joe

Joe Stead
Director, Ipsos MORI Telephone
Ipsos MORI

T +44 (0) 131 561 4509

F +44 (0) 131 561 4522

M +44 (0) 7876 394165

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

Date: Wed, 19 Aug 2009 10:29:05 -0400
Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Koger <mkoger@ALUM.MIT.EDU>

Subject: Child Informed Consent
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="-----
=_Part_6784_10533028.1250692145062"

-----=_Part_6784_10533028.1250692145062
Content-Type: text/plain; charset=UTF-8
Content-Transfer-Encoding: 7bit

Here is information about child informed consent to do research.

<http://www.hhs.gov/ohrp/researchfaq.html>

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

From: "Simpson, Leonard" <Leonard.Simpson@SJCD.EDU> Date: Tue, 18 Aug 2009
10:38:25 To: <AAPORNET@ASU.EDU>

Subject: Under 18

Good morning AAPOR Members:

Would anyone happen to know the law/policy that restricts individuals under
the age of 18 from being surveyed, unless parental consent is given? Please
advise.

Thank you.

Leonard

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

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-----=_Part_6784_10533028.1250692145062--

Date: Wed, 19 Aug 2009 17:25:06 +0200
Reply-To: Edith de Leeuw <edithl@XS4ALL.NL>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Edith de Leeuw <edithl@XS4ALL.NL>
Subject: Re: Child Informed Consent

X-To: Michael Koger <mkoger@ALUM.MIT.EDU>, AAPORNET@ASU.EDU
In-Reply-To: <28980756.6785.1250692145064.JavaMail.help@alum.mit.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

See also the Esomar guidelines on interviewing children
http://www.esomar.org/uploads/pdf/ESOMAR_Codes&Guidelines_InterviewingChildren.pdf

Warm regards, Edith

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

e-mail edithl@xs4all.nl

At 10:29 AM 8/19/2009 -0400, Michael Koger wrote:

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>

><http://www.hhs.gov/ohrp/researchfaq.html>

>

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

>

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>10:38:25To: <AAPORNET@ASU.EDU>

>

>Subject: Under 18

>

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>

>Would anyone happen to know the law/policy that restricts individuals

>under the age of 18 from being surveyed, unless parental consent is given?

>Please advise.

>

>Thank you.

>

>Leonard

>

>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

>

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

=====
Date: Wed, 19 Aug 2009 11:53:05 -0700

Reply-To: Doug.A.Strand@KP.ORG

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Douglas Strand <Doug.A.Strand@KP.ORG>

Subject: Anyone like to teach a short course at PAPOR's December San Francisco Meeting?

X-To: AAPORNET@ASU.EDU

In-Reply-To: <28980756.6785.1250692145064.JavaMail.help@alum.mit.edu>

MIME-Version: 1.0

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

Come teach us and get a free trip to San Francisco! PAPOR, the Pacific Chapter of AAPOR, is looking for candidates for teaching a short course on Thursday December 10 at its annual meeting in San Francisco. The short course should last approximately 3 hours and provide information on some issue(s) useful to those who do survey research. The person(s) picked to teach a short course will be compensated by getting their necessary travel, lodging, meals and conference registration expenses covered.

If you have any questions or wish to submit a proposal, or know someone else we should ask, please email Doug Strand, past president of PAPOR, at doug.a.strand@kp.org.

Douglas Strand, Ph.D.

Consultant

National Market Research

Kaiser Foundation Health Plan

1 Kaiser Plaza

Oakland, CA 94612

Phone: 510-271-5603

E-mail: doug.a.strand@kp.org

Fax: 510- 267-2130

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Date: Wed, 19 Aug 2009 15:11:40 -0400
Reply-To: "Timmsferrara, Lois" <lois.timmsferrara@UCONN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Timmsferrara, Lois" <lois.timmsferrara@UCONN.EDU>
Subject: Roper Center RFP
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

The Roper Center for Public Opinion Research is issuing a Request for Proposal for Sales and Marketing Services. The Center maintains the largest archive of public opinion data in existence anywhere in the world. Access to the archives and to the Center's search and retrieval tools is granted to individuals and institutions who are paid members. The Roper Center seeks the services of a consultant to assist it in the continued expansion of its membership. Please, contact me directly (lois.timmsferrara@uconn.edu<mailto:lois.timmsferrara@uconn.edu>) if you are interested in receiving a copy of the RFP.

Lois E. Timms-Ferrara
Associate Director
The Roper Center
University of Connecticut
369 Fairfield Way, Unit 2164
Storrs, CT 06269-2164
Tel. 860-486-0656; Fax: 860-486-6308
www.RoperCenter.UConn.edu<http://www.ropercenter.uconn.edu/>
email: lois.timmsferrara@uconn.edu<mailto:lois.timmsferrara@uconn.edu>

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Date: Thu, 20 Aug 2009 08:26:14 -0400
Reply-To: Young Chun <y Chun2@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Young Chun <y Chun2@GMAIL.COM>
Subject: Statistics without Borders
X-To: AAPORNET@asu.edu
X-cc: g.shapiro4@verizon.net, Scheuren-Fritz <scheuren@aol.com>, pierson@amstat.org, jcochran@latech.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: 7bit

Dear AAPOR colleagues,

As a group affiliated with American Statistical Association, *Statistics without Borders* has a Facebook for you to network with volunteer professionals working with nonprofit organizations across the globe for the cause of humanitarian or human rights. SWB consists of survey methodologists, statisticians and other social scientists who provide *pro bono* professional service for the good cause. A number of AAPOR and ASA colleagues are active in SWB including Gary Shapiro, Fritz Scheuren, Steve Pierson, and James Cochran.

<http://www.facebook.com/photo.php?id=118114963213&pid=2481861#/pages/Statistics-without-Borders/118114963213>

Feel free to join the SWB Facebook, exchange ideas for the good work, and update your activities for the good cause!

Very best,

Asaph Young Chun

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=====
Date: Thu, 20 Aug 2009 13:30:44 -0400
Reply-To: Scott Clement <sclement@PEWFORUM.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Scott Clement <sclement@PEWFORUM.ORG>
Subject: Web Survey Workshop presented by DC-AAPOR
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

DC-AAPOR is proud to once again host a one day workshop based on the most recent special issue of Public Opinion Quarterly, published in March 2009. This issue, edited by Mick Couper and Peter Miller, focuses on web survey issues that are currently occupying center stage among researchers. Over the last decade, the impact of web surveys has taken on increased importance for the survey industry. As more and more surveys are conducted online, questions about the reliability and generalizability of the estimates assume increasing importance. Contributing authors to the special issue of POQ and invited researchers with web survey expertise will summarize recent findings in these areas and beyond.=20

This workshop, which will feature the most up-to-date theory and research relevant to web survey methods, is recommended for survey practitioners and survey methodologists. The agenda for the workshop is attached.

Please RSVP at www.dc-aapor.org <<http://www.dc-aapor.org/>> . The cost of the workshop is \$65 for DC-AAPOR members, \$75 for non-members, and \$20 for students.

=20

When: Thursday, September 10, 2009, 9:00am-4:00pm

Where: Kaiser Family Foundation

1330 G Street, NW

Washington, DC 20005

=20

Speakers: Mick Couper, Mario Callegaro, Don Dillman, Robin Gentry, Frauke Kreuter, Larry Malakhoff, Jennifer Romano, Vera Toepoel, Roger Tourangeau

=20

Scott F. Clement

Associate Program Chair,

DC-AAPOR

=20

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Date: Thu, 20 Aug 2009 16:27:40 -0400

Reply-To: "Christine L. Matthews" <christinelmatthews@COMCAST.NET>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Christine L. Matthews" <christinelmatthews@COMCAST.NET>

Subject: Polling for potential referendum

X-To: aapornet@asu.edu

MIME-Version: 1.0

Content-Type: text/plain; charset="Windows-1252"
Content-Transfer-Encoding: quoted-printable

BlankHi,

I will be conducting a survey to measure the public's support for an expansion of the public transportation system in a major metro area. We will test support for various funding mechanisms (tax increases, fee increases). Ultimately, each county impacted will likely hold a referendum on this.

I have limited experience working with referendum campaigns (far more experience in political campaigns). In political campaigns there are benchmarks, so to speak, with regard to an incumbent's job approval level or ballot support and intensity. Am wondering if there is research or anyone has experience they can share that gives some similar guidelines on how to interpret the results of the public's support/opposition to fee/tax increases and what that may mean for the referendum outcome. Of course, this polling is being done prior to any campaign and much will depend on that - but going into it, we'd like to know how our numbers might compare with other research and ultimate outcomes.

Thank you.

Christine L. Matthews
Bellwether Research & Consulting

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=====
Date: Fri, 21 Aug 2009 00:09:57 -0400
Reply-To: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: (unimportant) First night in the field
X-To: AAPORNET list <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)

I know web surveys are the wave of the future, and mail surveys garner the best response rates in some populations, but there is nothing like the instant gratification of a phone survey, giving realtime feedback and an intense reminder that there are real people behind every data point.

And there is nothing like the magic of that first night in the field. The clicking of keys in the background, the low hum of other people's surveys, the triumph of the first interview. It is too soon to worry about whether you have enough black males in the sample, and you might even have an hour before the first refusal hits.

That person turns out to be very polite, and says thank you before hanging up.

The interviewer is amazing. Her surname is Hispanic--is she this good in Spanish, too? Of course they put their best interviewers on the first night; I would, too, when I was at a survey lab.

When she asks about the location of an event, the respondent commences a story about the many times it has happened. The interviewer repeats the question exactly as worded, with emphasis on "LAST TIME," but a tone of complete patience as if reading a new question. The respondent focusses, and answers promptly.

That is exactly how it is supposed to work. Score! As the respected client, I am off in a room alone, and there is no one to give a high five. I punch the air. I love to hear good interviewing.

I try not to look at the CATI screen as I listen. If this questionnaire is to work, it has to work for the ears. I want to be exposed to what the respondent hears, since they don't get to see the screen, either. Is that word clear? She added a "please" to that question, should we add it permanently after this pretest?

But when she types in an open-ended field, I can't resist watching, mesmerized as each character is entered and stored. Data.

As some no-answers are dialed, my attention wanders, and I glance at the date on the computer, and realize that it was 25 years ago this summer that I was being trained as an interviewer (that's what they called them back then) for the Census Bureau. I remember viewing those black-and-white movies from Mathematica, learning all the strange terms, being overwhelmed at the forms. I recall the amazing, competent supervisory field representative (all gray-haired matrons in our neck of the woods) who mentored me those first few months, sharing tips, pointing out what worked for me, but all the while dubious that a young mother of small children could do the job. It was an eye-opener for them when I "stuck" and proved competent despite being a social misfit in their ranks, and they ultimately welcomed me to the sisterhood.

Tonight, I passed people of various ages, genders and ethnicities in the hall of the survey lab. Some things are different, some the same. I may be the respected client instead of wearing headphones, but at least I am here.

Colleen Porter
Gainesville, FL

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=====

Date: Fri, 21 Aug 2009 11:53:10 +0100
Reply-To: Joe Stead <Joe.Stead@IPSOS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joe Stead <Joe.Stead@IPSOS.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To:
<7A706AA2D653C7499FF31970D03862AC9AC3C23EF1@EUUKLONEML5.eu.ipsos>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Of course in hindsight, I should have labelled the subject line as 'cell only', apologies for any confusion.

In summary, the main response I received was the difficulty of defining a landline/fixed line telephone to respondents over the phone.

Other responses included the difficulty of caller ID screening and accounting for that in a supplementary question.

Although I never received any examples of actual wording, it was clear from the responses that there was little consistency as of yet in how to ask the questions.

'You asked for advice on establishing the existence of a landline and potential use. I had an unsettling conversation with my school-teacher sister recently wherein she believes that a "land line" is the telephone in your home that is not portable/cordless (e.g. one that is attached to the wall or only sits on a table) and that cordless phones are something else (some third category of telephone), but not cell phones. So, even among rather educated respondents not everyone knows what the term "landline" refers to, although they may know that it is not a cell phone. Maybe ask about "telephones that are not cell phones" and in probing include something about "landlines may be portable or cordless as well as stand alone sets?" The whole landline ("copper wire") v radio wave transmission situation is beyond quite a lot of people, apparently. '

'Once you have that settled, your follow-up "would you have answered" is a question I have seen elsewhere so I assume it works. Be prepared for answers from people with caller ID who respond "I would answer only if the (originating) number were visible/one that I recognize," and so forth.'

Thanks to all those who responded.

Joe

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

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

Sent: 18 August 2009 09:48

To: AAPORNET@ASU.EDU

Subject: Mobile Only Question Design

Hi,

At the AAPOR conference I heard of a number of different ways of establishing whether a household/individual had access to a landline or whether they were mobile only.

These ranged from the straightforward 'Do you have a fixed line telephone service' to a further question 'If we had called you now on your landline and you had been at home, would you have picked it up and answered?'

I would be very grateful for thoughts from the list on best practice in the design of questions to establish presence of telephony services and then usage of services.

Thanks

Joe

Joe Stead
Director, Ipsos MORI Telephone
Ipsos MORI

T +44 (0) 131 561 4509

F +44 (0) 131 561 4522

M +44 (0) 7876 394165

E joe.stead@ipsos.com<<mailto:joe.stead@ipsos.com>>

W www.ipsos-mori.com<[blocked::http://www.ipsos-mori.com/](http://www.ipsos-mori.com/)>

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P Save a tree...please don't print this email unless you really need to

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Date: Fri, 21 Aug 2009 07:46:04 -0700
Reply-To: "Stephen J. Blumberg" <swb5@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Stephen J. Blumberg" <swb5@CDC.GOV>
Subject: Re: Mobile Only Question Design (Summary)
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Hi Joe,

The confusion over landlines and cordless telephones is the reason we do not use those terms in the National Health Interview Survey. If you wish to use the same questions as we have been using for the national estimates we produce, the questions are:

- 1) Is there at least one telephone inside your home that is currently working and is not a cellular phone?
- 2) Does anyone in your family have a working cellular telephone?
- 3) Of all the telephone calls that your family receives, are ... (1) All or almost all calls received on cell phones? (2) Some received on cell phones and some on regular phones? (3) Very few or none received on cell phones?

Mobile-only families are defined as a NO response to #1 and a YES response to #2.

We have found that the third question is quite complex and may need to be modified for telephone administration, and we recognize that it is not a measure of respondents' likelihood to answer a ringing landline.

--Stephen--

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Date: Fri, 21 Aug 2009 11:31:13 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: AAPORNET@ASU.EDU
In-Reply-To: A<LISTSERV%200908210746044938.585A@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Regarding the confusion Stephen has alluded to, there is a growing number of households that are turning to VoIP for their voice communication needs. For example, Magic Jack claims to be signing over a quarter of a million new customers every month! Currently, there is

an inadequate distinguish between a landline and VoIP status - some VoIP households may indicated they have no landlines. Moreover, a good number of VoIP households will not have their numbers listed in any public directories. This means that many of the VoIP-only households are not part of the traditional RDD frame, but that's another story.

=20

_Mansour.

=20

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

=20

Hi Joe,

=20

The confusion over landlines and cordless telephones is the reason we do

not use those terms in the National Health Interview Survey. If you wish=20

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=20

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working and is not a cellular phone?

=20

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=20

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or almost all calls received on cell phones? (2) Some received on cell=20

phones and some on regular phones? (3) Very few or none received on cell

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=20

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to #2.

=20

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=20

--Stephen--

=20

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Date: Fri, 21 Aug 2009 08:50:15 -0700
Reply-To: Rob Daves <rob_daves@YAHOO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rob Daves <rob_daves@YAHOO.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: AAPORNET@ASU.EDU
In-Reply-To: <19C7D9BC73C7914BAB5D21A6C05F2AD7020F2A1B@Delmar2.m-s-g.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

Mansour makes a good point about VoIP. In addition to technologies such as Magic Jack, there's also Skype. Skype's extremely popular among gamers -- perhaps similar demographic profiles to cell-only HHs -- who conference in with each other, spending hours using Skype's VoIP technology to talk with each other all over the world while they're in World of Warcraft or some other game.

Moreover, I suspect Skype is growing to be a larger tool for those who need a cheap way of doing both national and international phoning. Skype also allows one to purchase a phone number that landlines can call and be called from. Are these numbers in our sampling frames? (Probably, but I don't know for certain, and that could be an additional coverage error issue.)

Let's all go take an aspirin.

Rob

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

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
To: AAPORNET@ASU.EDU
Sent: Friday, August 21, 2009 10:31:13 AM
Subject: Re: Mobile Only Question Design (Summary)

Regarding the confusion Stephen has alluded to, there is a growing number of households that are turning to VoIP for their voice communication needs. For example, Magic Jack claims to be signing over a quarter of a million new customers every month! Currently, there is

an inadequate distinguish between a landline and VoIP status - some VoIP households may indicated they have no landlines. Moreover, a good number of VoIP households will not have their numbers listed in any public directories. This means that many of the VoIP-only households are not part of the traditional RDD frame, but that's another story.

_Mansour.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

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--Stephen--

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=====

Date: Fri, 21 Aug 2009 11:58:03 -0400

Reply-To: "Wolford, Monica L Dr CIV USA HQDA ARI"

<monica.wolford@US.ARMY.MIL>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Wolford, Monica L Dr CIV USA HQDA ARI"

<monica.wolford@US.ARMY.MIL>

Subject: Re: Mobile Only Question Design (Summary) (UNCLASSIFIED)

X-To: Rob Daves <rob_daves@YAHOO.COM>, AAPORNET@ASU.EDU

In-Reply-To: A<470749.14965.qm@web65401.mail.ac4.yahoo.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Classification: UNCLASSIFIED

Caveats: NONE

I've had VoIP from two providers now, both allowed me to keep my landline # and act just like a landline, so I'd assume a good chunk of these types are in sampling frames, though I haven't used Skype in its current incarnation or Magic Jack at all.

Monica

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

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

Sent: Friday, August 21, 2009 11:50 AM

To: AAPORNET@ASU.EDU

Subject: Re: Mobile Only Question Design (Summary)

Mansour makes a good point about VoIP. In addition to technologies such as Magic Jack, there's also Skype. Skype's extremely popular among gamers -- perhaps similar demographic profiles to cell-only HHs -- who conference in with each other, spending hours using Skype's VoIP technology to talk with each other all over the world while they're in World of Warcraft or some other game.

Moreover, I suspect Skype is growing to be a larger tool for those who need a cheap way of doing both national and international phoning. Skype also allows one to purchase a phone number that landlines can call and be called from. Are these numbers in our sampling frames? (Probably, but I don't know for certain, and that could be an additional coverage error issue.)

Let's all go take an aspirin.

Rob

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

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
To: AAPORNET@ASU.EDU
Sent: Friday, August 21, 2009 10:31:13 AM
Subject: Re: Mobile Only Question Design (Summary)

Regarding the confusion Stephen has alluded to, there is a growing number of households that are turning to VoIP for their voice communication needs. For example, Magic Jack claims to be signing over a quarter of a million new customers every month! Currently, there is an inadequate distinguish between a landline and VoIP status - some VoIP households may indicated they have no landlines. Moreover, a good number of VoIP households will not have their numbers listed in any public directories. This means that many of the VoIP-only households are not part of the traditional RDD frame, but that's another story.

_Mansour.

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Hi Joe,

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not use those terms in the National Health Interview Survey. If you wish

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Classification: UNCLASSIFIED

Caveats: NONE

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Date: Fri, 21 Aug 2009 11:05:23 -0500
Reply-To: "Streicher, Janet" <janet.streicher@CITI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Streicher, Janet" <janet.streicher@CITI.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: Rob Daves <rob_daves@YAHOO.COM> ,

"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <470749.14965.qm@web65401.mail.ac4.yahoo.com>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Skype is used by business people who travel....

Janet L. Streicher
SVP, Market and Strategic Research
Citibank N.A.
718.248.3010
janet.streicher@citi.com

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Rob Daves
Sent: Friday, August 21, 2009 11:50 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

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Let's all go take an aspirin.

Rob

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

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
To: AAPORNET@ASU.EDU
Sent: Friday, August 21, 2009 10:31:13 AM
Subject: Re: Mobile Only Question Design (Summary)

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_Mansour.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

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Date: Fri, 21 Aug 2009 12:19:09 -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: Mobile Only Question Design (Summary)
X-To: AAPORNET@ASU.EDU
In-Reply-To:
A<B4943BCF522B6F4D8F9B28E69CE1198B01ADE885DE@exgtmb08.nam.nsroot.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Skype is used by my wife and I to video call our family members.
Jim Caplan
Rockville, MD

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Streicher, Janet
Sent: Friday, August 21, 2009 12:05 PM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Skype is used by business people who travel....

Janet L. Streicher
SVP, Market and Strategic Research
Citibank N.A.
718.248.3010
janet.streicher@citi.com

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

Sent: Friday, August 21, 2009 11:50 AM

To: AAPORNET@ASU.EDU

Subject: Re: Mobile Only Question Design (Summary)

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Rob

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

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>

To: AAPORNET@ASU.EDU

Sent: Friday, August 21, 2009 10:31:13 AM

Subject: Re: Mobile Only Question Design (Summary)

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_Mansour.

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

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=====

Date: Fri, 21 Aug 2009 16:30:39 +0000
Reply-To: wolfiettny@verizon.net
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jackie Wolf Enrione <wolfiettny@VERIZON.NET>
Subject: Re: Mobile Only Question Design (Summary)
X-To: "Streicher, Janet" <janet.streicher@CITI.COM>, AAPORNET@ASU.EDU
In-Reply-To:
<B4943BCF522B6F4D8F9B28E69CE1198B01ADE885DE@exgtmb08.nam.nsroot.net>
Content-Type: text/plain; charset="Windows-1252"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Skype is also used by families whose members are spread worldwide.

Jackie Wolf-ÉNRIONE
Sent via BlackBerry by AT&T

-----Original Message-----
From: "Streicher, Janet" <janet.streicher@CITI.COM>
Date: Fri, 21 Aug 2009 11:05:23
To: <AAPORNET@ASU.EDU>
Subject: Re: Mobile Only Question Design (Summary)

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Janet L. Streicher
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Rob@DavesAndAssociates.com
Skype: davesrp

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
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Date: Fri, 21 Aug 2009 12:48:20 -0400
Reply-To: Leslyn Hall <leslyn.hall@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leslyn Hall <leslyn.hall@GMAIL.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: wolfietny@verizon.net
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <473479333-1250872359-cardhu_decombobulator_blackberry.rim.net-1718730070-@bxel264.bisx.prod.on.blackberry>
Mime-Version: 1.0 (Apple Message framework v935.3)
Content-Type: text/plain; charset=ISO-8859-1; format=flowed; delsp=yes
Content-Transfer-Encoding: quoted-printable

Skype is also required for many students taking online classes from both traditional and online only post-secondary education programs. Faculty require students to obtain Skype accounts in order to participate in class discussions and to work with their classmates.

Leslyn Hall

Redstone Research, LLC
66 Hoover Street
Burlington, Vermont 05401-4110

Telephone: 802-859-9253
Mobile: 802-310-6570
Fax:802-540-0453
Email: leslyn.hall@gmail.com
=09

On Aug 21, 2009, at 12:30 PM, Jackie Wolf Enrione wrote:

> Skype is also used by families whose members are spread worldwide.
>
> Jackie Wolf=C9NRIONE
> Sent via BlackBerry by AT&T
>
> -----Original Message-----
> From: "Streicher, Janet" <janet.streicher@CITI.COM>
>
> Date: Fri, 21 Aug 2009 11:05:23
> To: <AAPORNET@ASU.EDU>
> Subject: Re: Mobile Only Question Design (Summary)

> From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
> To: AAPORNET@ASU.EDU
> Sent: Friday, August 21, 2009 10:31:13 AM
> Subject: Re: Mobile Only Question Design (Summary)

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>
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>
> -----
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=====
Date: Fri, 21 Aug 2009 21:45:57 +0430

Reply-To: rkakar@orca.com.af
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rafiq Ullah Kakar <rkakar@ORCA.COM.AF>
Organization: Opinion Research Center of Afghanistan
Subject: Re: Mobile Only Question Design (Summary)
X-To: wolfietny@verizon.net, AAPORNET@ASU.EDU
In-Reply-To: <473479333-1250872359-cardhu_decombobulator_blackberry.rim.net-1718730070-@bx1264.bisx.prod.on.blackberry>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

I agree with you, Skype is now very popular in Afghanistan. You can measure its coverage and usage!

Thanks,

Rafiq Ullah Kakar,
President,

Opinion Research Center of Afghanistan (ORCA)

House No. P304, Police District No. 3, Karta-e-Char, Kabul City, Afghanistan

E: rkakar@orca.com.af
W: www.orca.com.af
P: +93-799-890933

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Jackie Wolf Enrione
Sent: Friday, August 21, 2009 9:01 PM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Skype is also used by families whose members are spread worldwide.

Jackie Wolf-ÉNRIONE
Sent via BlackBerry by AT&T

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

From: "Streicher, Janet" <janet.streicher@CITI.COM>

Date: Fri, 21 Aug 2009 11:05:23
To: <AAPORNET@ASU.EDU>
Subject: Re: Mobile Only Question Design (Summary)

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Robert P. Daves

Daves & Associates Research

5412 Hampshire Drive

Minneapolis MN 55419

LL: 612-822-0085

rob_daves@yahoo.com

Rob@DavesAndAssociates.com

Skype: davesrp

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To: AAPORNET@ASU.EDU

Sent: Friday, August 21, 2009 10:31:13 AM

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To: AAPORNET@ASU.EDU

Subject: Re: Mobile Only Question Design (Summary)

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3) Of all the telephone calls that your family receives, are ... (1) All

or almost all calls received on cell phones? (2) Some received on cell

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Mobile-only families are defined as a NO response to #1 and a YES response to #2.

We have found that the third question is quite complex and may need to be modified for telephone administration, and we recognize that it is not a measure of respondents' likelihood to answer a ringing landline.

--Stephen--

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Date: Fri, 21 Aug 2009 17:46:45 +0000
Reply-To: wolfiettny@verizon.net
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jackie Wolf Enrione <wolfiettny@VERIZON.NET>
Subject: Re: Mobile Only Question Design (Summary)
X-To: "Streicher, Janet" <janet.streicher@CITI.COM>, AAPORNET@ASU.EDU
In-Reply-To:
<B4943BCF522B6F4D8F9B28E69CE1198B01ADE885DE@exgtmb08.nam.nsroot.net>
Content-Type: text/plain; charset="Windows-1252"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

One could ask: "Are we talking on a cell phone? Landline? Or something else?".

If one cares to probe further one could ask is it an internet phone? Or a car security phone?
But first we need to determine what is a landline. An internet phone could be a landline or not. The question is I guess where can one access these lines.

It is all really quite complex.

Jackie Wolf-ÉNRIONE
Sent via BlackBerry by AT&T

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

From: "Streicher, Janet" <janet.streicher@CITI.COM>

Date: Fri, 21 Aug 2009 11:05:23
To: <AAPORNET@ASU.EDU>
Subject: Re: Mobile Only Question Design (Summary)

Skype is used by business people who travel....

Janet L. Streicher
SVP, Market and Strategic Research
Citibank N.A.
718.248.3010
janet.streicher@citi.com

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Rob Daves
Sent: Friday, August 21, 2009 11:50 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Mansour makes a good point about VoIP. In addition to technologies such as Magic Jack, there's also Skype. Skype's extremely popular among gamers -- perhaps similar demographic profiles to cell-only HHs -- who conference in with each other, spending hours using Skype's VoIP technology to talk with each other all over the world while they're in World of Warcraft or some other game.

Moreover, I suspect Skype is growing to be a larger tool for those who need a cheap way of doing both national and international phoning. Skype also allows one to purchase a phone number that landlines can call and be called from. Are these numbers in our sampling frames? (Probably, but I don't know for certain, and that could be an additional coverage error issue.)

Let's all go take an aspirin.

Rob

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

From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
To: AAPORNET@ASU.EDU
Sent: Friday, August 21, 2009 10:31:13 AM
Subject: Re: Mobile Only Question Design (Summary)

Regarding the confusion Stephen has alluded to, there is a growing number of

households that are turning to VoIP for their voice communication needs. For example, Magic Jack claims to be signing over a quarter of a million new customers every month! Currently, there is an inadequate distinguish between a landline and VoIP status - some VoIP households may indicated they have no landlines. Moreover, a good number of VoIP households will not have their numbers listed in any public directories. This means that many of the VoIP-only households are not part of the traditional RDD frame, but that's another story.

_Mansour.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Stephen J. Blumberg
Sent: Friday, August 21, 2009 10:46 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

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Date: Fri, 21 Aug 2009 14:56:12 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: Mobile Only Question Design (Summary)
X-To: wolfietny@verizon.net
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <729360803-1250876926-cardhu_decombobulator_blackberry.rim.net-1137970515-@bx1264.bisx.prod.on.blackberry>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

My office phone is a cellphone but when I am in my office, it runs over the Internet through a WiFi network and is also connected to my desktop phone system through a bluetooth link. My office is in my home and the desktop phone system also carries my home telephone line which is POTS.

So if you were to call me and ask that question, the correct answer would probably be all three of those choices.

Jan Werner

Jackie Wolf Enrione wrote:

- > One could ask: "Are we talking on a cell phone? Landline? Or something else?".
- >
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> Subject: Re: Mobile Only Question Design (Summary)

>

>

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>

> Janet L. Streicher

> SVP, Market and Strategic Research

> Citibank N.A.

> 718.248.3010

> janet.streicher@citi.com

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> To: AAPORNET@ASU.EDU

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>

> Let's all go take an aspirin.

>

> Rob

>

> -----

> Robert P. Daves

> Daves & Associates Research

> 5412 Hampshire Drive

> Minneapolis MN 55419

> LL: 612-822-0085

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Date: Fri, 21 Aug 2009 15:28:00 -0400
Reply-To: "Rebecca Quarles, PhD" <bquarles@AOL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rebecca Quarles, PhD" <bquarles@AOL.COM>
Subject: Re: (unimportant) First night in the field
X-To: Colleen Porter <colleen_porter@COX.NET>, AAPORNET@ASU.EDU

In-Reply-To: <5225A9A9-E8E7-4AEB-BC3B-D9F22CA66AF3@cox.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Dear Colleen-

Thank you for your eloquent defense of telephone surveys. Despite cell phones, declining response rates and other issues, telephone surveys are still predict voting behavior quite well, even when landline samples are not augmented with cell phone only users. The ability to monitor interviews and hear real respondents react to your questions is an enlightening, and sometimes humbling experience. Monitoring is a wonderful training ground for junior researchers. I believe that the fact that you can't monitor an Internet survey in the same way contributes to the poor quality of so many online questionnaires.

Best,

Becky Quarles

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter
Sent: Friday, August 21, 2009 12:10 AM
To: AAPORNET@ASU.EDU
Subject: (unimportant) First night in the field

I know web surveys are the wave of the future, and mail surveys garner the best response rates in some populations, but there is nothing like the instant gratification of a phone survey, giving realtime feedback and an intense reminder that there are real people behind every data point.

And there is nothing like the magic of that first night in the field. The clicking of keys in the background, the low hum of other people's surveys, the triumph of the first interview. It is too soon to worry about whether you have enough black males in the sample, and you might even have an hour before the first refusal hits.

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I try not to look at the CATI screen as I listen. If this questionnaire is to work, it has to work for the ears. I want to be exposed to what the respondent hears, since they don't get to see the screen, either. Is that word clear? She added a "please" to that question, should we add it permanently after this pretest?

But when she types in an open-ended field, I can't resist watching, mesmerized as each character is entered and stored. Data.

As some no-answers are dialed, my attention wanders, and I glance at the date on the computer, and realize that it was 25 years ago this summer that I was being trained as an interviewer (that's what they called them back then) for the Census Bureau. I remember viewing those black-and-white movies from Mathematica, learning all the strange terms, being overwhelmed at the forms. I recall the amazing, competent supervisory field representative (all gray-haired matrons in our neck of the woods) who mentored me those first few months, sharing tips, pointing out what worked for me, but all the while dubious that a young mother of small children could do the job. It was an eye-opener for them when I "stuck" and proved competent despite being a social misfit in their ranks, and they ultimately welcomed me to the sisterhood.

Tonight, I passed people of various ages, genders and ethnicities in the hall of the survey lab. Some things are different, some the same. I may be the respected client instead of wearing headphones, but at least I am here.

Colleen Porter
Gainesville, FL

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Date: Fri, 21 Aug 2009 16:34:23 -0400
Reply-To: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Subject: Re: (unimportant) First night in the field

X-To: "Rebecca Quarles, PhD" <bquarles@AOL.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<001a01ca2295\$7f0b5100\$7d21f300\$@com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

The only reason you can monitor a telephone survey is because there is an interviewer and a phone line between the respondent and the questionnaire. Is it not better to have the respondent react directly with the questionnaire, especially on the web where dynamic routing, text fills, and data checks can be applied real-time?

As for quality phone vs. web, there are so many aspects to it including coverage, response rates, success with sub-populations (this list extends a long ways).

But getting back to what monitoring gives you (undeniably) are the insights. You can still get these with web surveys. A few ways include the pre-testing of questionnaires using the tried and true 'think-aloud' and 'retrospective' techniques. Yes, expensive, but we should be doing this anyway.

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Mark Pierzchala
Senior Fellow
Mathematica Policy Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rebecca Quarles, PhD
Sent: Friday, August 21, 2009 3:28 PM
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Subject: Re: (unimportant) First night in the field

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Best,

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=====
Date: Fri, 21 Aug 2009 16:48:00 -0400
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Leve, Jay" <jleve@SURVEYUSA.COM>
Subject: Re: (unimportant) First night in the field
X-To: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

I thought what colleen wrote was beautiful and heartfelt, as is almost everything that college posts to this list.

I did not infer that colleen was advocating one method over another, just reflecting on the magic that occurs when you give create something new and get the very first, real-world reaction to it.

Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark Pierzchala
Sent: Friday, August 21, 2009 4:34 PM
To: AAPORNET@ASU.EDU
Subject: Re: (unimportant) First night in the field

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To: AAPORNET@ASU.EDU
Subject: (unimportant) First night in the field

I know web surveys are the wave of the future, and mail surveys garner

the best response rates in some populations, but there is nothing like the instant gratification of a phone survey, giving realtime feedback and an intense reminder that there are real people behind every data point.

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Tonight, I passed people of various ages, genders and ethnicities in the hall of the survey lab. Some things are different, some the same. I may be the respected client instead of wearing headphones,

but at least I am here.

Colleen Porter
Gainesville, FL

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Date: Fri, 21 Aug 2009 16:50:56 -0400
Reply-To: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mark Pierzchala <MPierzchala@MATHEMATICA-MPR.COM>
Subject: Re: (unimportant) First night in the field
X-To: "Leve, Jay" <jleve@surveyusa.com>, AAPORNET@ASU.EDU
In-Reply-To:
<033131AB4310364FB652738936135D00010A5B8A@exchange.hypotenuse.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Thank you. I can see why you said what you said.

I think I was reacting more to the last sentence in Colleen's paragraph.

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

From: Leve, Jay [mailto:jleve@surveyusa.com]
Sent: Friday, August 21, 2009 4:48 PM
To: Mark Pierzchala; AAPORNET@ASU.EDU
Subject: RE: (unimportant) First night in the field

I thought what colleen wrote was beautiful and heartfelt, as is almost everything that college posts to this list.

I did not infer that colleen was advocating one method over another, just reflecting on the magic that occurs when you give create something new and get the very first, real-world reaction to it.

Jay H Leve
SurveyUSA
1425 Broad Street #7
Clifton NJ 07013
973-857-8500 x 551
jleve@surveyusa.com
www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark Pierzchala
Sent: Friday, August 21, 2009 4:34 PM
To: AAPORNET@ASU.EDU
Subject: Re: (unimportant) First night in the field

The only reason you can monitor a telephone survey is because there is an interviewer and a phone line between the respondent and the questionnaire. Is it not better to have the respondent react directly with the questionnaire, especially on the web where dynamic routing, text fills, and data checks can be applied real-time?

As for quality phone vs. web, there are so many aspects to it including coverage, response rates, success with sub-populations (this list extends a long ways).

But getting back to what monitoring gives you (undeniably) are the insights.

You can still get these with web surveys. A few ways include the pre-testing of questionnaires using the tried and true 'think-aloud' and 'retrospective' techniques. Yes, expensive, but we should be doing this anyway.

Another way to get insights with web questionnaires is with the paradata

that
some of the better web-survey systems give you. For example, you can
measure
average length of time to get a response to questions, where respondents
tend
to exit, and so forth. But then you're into the interpretation of these
kind
of paradata; yes, a challenge.

A reason that phone surveys can yield high quality is that it takes a
large
number of resources to put one on, and in order to do it you have to
hire a
firm, and with this comes staff who know how to do a survey. It is so
easy to
put up a web survey these days, this can often be done without engaging
a
high-quality survey outfit.

Mark Pierzchala
Senior Fellow
Mathematica Policy Research

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rebecca Quarles,
PhD
Sent: Friday, August 21, 2009 3:28 PM
To: AAPORNET@ASU.EDU
Subject: Re: (unimportant) First night in the field

Dear Colleen-

Thank you for your eloquent defense of telephone surveys. Despite cell
phones, declining response rates and other issues, telephone surveys are
still predict voting behavior quite well, even when landline samples are
not
augmented with cell phone only users. The ability to monitor interviews
and
hear real respondents react to your questions is an enlightening, and
sometimes humbling experience. Monitoring is a wonderful training ground
for
junior researchers. I believe that the fact that you can't monitor an
Internet survey in the same way contributes to the poor quality of so
many
online questionnaires.

Best,

Becky Quarles

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

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

Sent: Friday, August 21, 2009 12:10 AM

To: AAPORNET@ASU.EDU

Subject: (unimportant) First night in the field

I know web surveys are the wave of the future, and mail surveys garner the best response rates in some populations, but there is nothing like the instant gratification of a phone survey, giving realtime feedback and an intense reminder that there are real people behind every data point.

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Colleen Porter
Gainesville, FL

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Date: Fri, 21 Aug 2009 15:33:51 -0700
Reply-To: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Voigt, Lynda" <lvoigt@FHCRC.ORG>
Subject: RE M-W RDD includes VoIP numbers
X-To: "Fahimi, Mansour" <mfahimi@m-s-g.com>
X-cc: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

We are still using M-W. We went back to it for all of our = population-based case-control studies after the report at AAPOR last = year of only 80% coverage of list-assisted frames. Representativeness = is more important than efficiency in our work investigating cancer = causes . I believe other epidemiologic studies are still using M-W as = well. We just completed a study of sampling cell phones and will be = including cellular sampling in our future RDD work. Until then, our = analyses exclude cases with cellular only service for comparability with = our landline RDD controls. Most cancers occur in people over 40, but the = cellular only issue is an immediate concern for testicular cancer = studies and other cancers that have a high incidence in young adults. We = get pretty good landline response rates (70-85% screening rates and = 75-80% interview rates) because our cancer center is well known in our = study areas and people are generally willing to participate in cancer = studies, so landline RDD works for our studies of cancer in middle-aged = and older adults right now. Screening rate in the recent cellular only = sampling was considerably lower (around 50%) but interview response = rates were high. Cell-only prevalence is creeping up in the people >40, = however, so we will include cellular sampling in all of our future RDD = work. =20

Lynda Voigt
Fred Hutchinson Cancer Research Center
Seattle

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

From: Fahimi, Mansour [mailto:mfahimi@m-s-g.com]
Sent: Fri 8/21/2009 12:29 PM
To: Voigt, Lynda
Subject: RE: Mobile Only Question Design (Summary)

=20

That is true, Lynda.

=20

However, the MW method was abandoned over a decade ago because of its operational complexities and technical inefficiencies. These days, there are folk who keep using list-assisted RDD and ignore the fact that there are coverage issues for landline households. What's more, some use only telephone banks with more than one listed number to increase their hit rates.

=20

Regards,

=20

Mansour Fahimi, Ph.D.

VP, Statistical Research Services

Marketing Systems Group

240-477-8277

=20

From: Voigt, Lynda [mailto:lvoigt@fhcrc.org]=20
Sent: Friday, August 21, 2009 3:11 PM
To: Fahimi, Mansour
Subject: RE: Mobile Only Question Design (Summary)

=20

VoIP numbers will not be in the sampling frame of list-assisted RDD, but are in the frame for simple RDD (sampling from all areacode-prefix combinations that serve the geographic area of interest) and Mitofsky-Waksberg RDD.

Lynda Voigt
Fred Hutchinson Cancer Research Center
Seattle

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

From: AAPORNET on behalf of Fahimi, Mansour
Sent: Fri 8/21/2009 8:31 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Regarding the confusion Stephen has alluded to, there is a growing number of households that are turning to VoIP for their voice communication needs. For example, Magic Jack claims to be signing over a quarter of a million new customers every month! Currently, there is an inadequate distinguish between a landline and VoIP status - some VoIP households may indicated they have no landlines. Moreover, a good number of VoIP households will not have their numbers listed in any public directories. This means that many of the VoIP-only households are not part of the traditional RDD frame, but that's another story.

_Mansour.

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=====
Date: Sun, 23 Aug 2009 14:59:55 -0400
Reply-To: howard schuman <hschuman@UMICH.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>
From: howard schuman <hschuman@UMICH.EDU>
Subject: Re phone interviewing: it's all relative
X-To: aapor <aapornet@asu.edu>
In-Reply-To: <001a01ca2295\$7f0b5100\$7d21f300\$@com>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

For those who remember household interviewing it is somewhat odd to read a defense of telephone interviewing in terms of hearing "real respondents." The move to the telephone during Medieval times seemed a sacrifice over interviewing in homes where one saw how respondents lived, and where there was usually less time pressure (once inside) than on the phone. Naturally the defense of the internet in the current era as more "direct" is a logical next step, on the way to wireless tapping of blood flow in selected areas of a respondent's brain.

Given all the problems of reaching people by phone(cell only, caller ID, ease of hanging up, etc.), perhaps a return to household interviewing may become a possibility, with omnibus surveys sharing the admittedly high costs. Not likely, with growing acceptance of tiny coverage and response rates, but when campaigning in New Hampshire in 2008 it was nostalgic to revisit those olden days and talk to real people in their real homes, no matter the nature of their replies. hs

Rebecca Quarles, PhD wrote:

> Dear Colleen-
>
> Thank you for your eloquent defense of telephone surveys. Despite cell
> phones, declining response rates and other issues, telephone surveys are
> still predict voting behavior quite well, even when landline samples are not
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>
> Best,
>
> Becky Quarles
>
>
>
> -----Original Message-----
> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter
> Sent: Friday, August 21, 2009 12:10 AM
> To: AAPORNET@ASU.EDU
> Subject: (unimportant) First night in the field
>
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> Colleen Porter
> Gainesville, FL
>
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Date: Sun, 23 Aug 2009 15:44:59 -0400
Reply-To: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <swb5@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <swb5@CDC.GOV>
Subject: Re: Mobile Only Question Design (Summary)
X-To: AAPORNET <AAPORNET@asu.edu>
In-Reply-To: <AAPORNET%200908212100001761.5FC8@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 8bit

Indeed, VoIP may add to RDD coverage problems to the extent that VoIP numbers are not available in the list-assisted landline frames from our major sample suppliers. However, we think it is premature to expect the general public to be able to distinguish between landlines and VoIP lines. (Even my local cable TV rep didn't know that there was a difference between the internet telephone he was selling and analog landlines.)

With the NHIS questions, the respondent does not need to make this distinction. Even if they don't know anything technical about internet telephones, we expect that most respondents will recognize that telephone as a "telephone inside the home that is working and is not a cellular phone."

Thus, with the estimates we produce, all households with VoIP lines are included in the households with landlines estimate. I will leave it to Monsour and others to continue the debate about how many of those households with landlines are missing from our list-assisted frames.

--Stephen--

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Date: Mon, 24 Aug 2009 09:46:46 -0400

Reply-To: Nandita Murukutla <nandita.murukutla@GMAIL.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nandita Murukutla <nandita.murukutla@GMAIL.COM>

Subject: Surveys in low and middle income countries

X-To: AAPORNET@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Hello all,

I have recently begun to conduct surveys in low and middle income countries on smoking behavior and related issues. I have been encountering some sampling challenges, such as creating cost-effective rural samples in countries that have vast and dispersed rural areas; creating representative samples of female smokers in societies that consider female smoking a taboo, etc.

I would love to learn of others' experiences in conducting research (particularly, door-to-door household surveys) in countries like India, China, Vietnam, Bangladesh, Egypt, Turkey, Brazil, Mexico. I know that the issues in these countries differs greatly, and I would love to learn from your varied experiences.

Please let me know if you have conducted research in these countries and if you would be willing to communicate with me offline about your experiences.

Thanks very much for your time!

Sincerely,
Nandita Murukutla

Research and Evaluations Manager
World Lung Foundation
New York City

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Date: Mon, 24 Aug 2009 10:42:49 -0400
Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Koger <mkoger@ALUM.MIT.EDU>
Subject: Global Smoking Surveys
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="----
=_Part_985_20763006.1251124969519"

-----=_Part_985_20763006.1251124969519
Content-Type: text/plain; charset=UTF-8
Content-Transfer-Encoding: 7bit

Here is a link to the World Health Organization's approach to smoking surveys in many of the countries where you are collecting data.

<http://www.cdc.gov/tobacco/global/gtss/index.htm>

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New York City

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Date: Mon, 24 Aug 2009 08:17:29 -0700

Reply-To: Michael Halberstam <halberstam@ISACORP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Halberstam <halberstam@ISACORP.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <swb5@CDC.GOV>,
AAPORNET@ASU.EDU

In-Reply-To:
A<CB6AFE613082DD4FB037471AE7A1EDAF068D7338@LTA3VS013.ees.hhs.gov>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

All,
This is from Chris DeAngelis, SVP of Survey Sampling. I hope this is helpful,

VoIP household phones or MagicJack phones would be part of a traditional RDD sample frame. VoIP services are not connected with specific area codes and prefixes so they are included in traditional RDD designs. VoIP is just another way to carry the call through feeds that make the connection between two points.

VoIP services are included in POTS (plain Old Telephone Service) prefixes, either directly by entities such as cable providers or indirectly by non-service providers such as Vonage who lease blocks of numbers from a wide variety of services providers. VoIP-only companies such as Vonage and Skype are not considered exchange carriers or operating companies and obtain phone numbers from an existing operating company.

In short, VoIP numbers will be included in RDD sample if one or more directory listed numbers exist in a 100-block utilized for VoIP service.

Mike -Here is where I think things get tangled up between researchers and consumers when asking questions about telephone service.

Researchers see the world as: landline or wireless/mobile? because they think of the coverage of the sampling frame.

Consumers think of the world in terms of service: landline or wireless/mobile and then there's VoIP..... so if you ask them if they are landline or wireless/mobile? in a questionnaire the ones that are VoIP and have MagicJack phones might put themselves in the wireless/mobile category.....even though they are covered in a landline frame the way a researcher thinks of it. Having a third category (VoIP) in the questionnaire could help avoid confusion in the minds of the consumer.

Michael Halberstam (PRC)
President
Interviewing Service of America

15400 Sherman Way, 4th Floor
Van Nuys, CA 91406
818-989-1044
818-756-7489 fax
halberstam@isacorp.com
www.isacorp.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Blumberg, Stephen J. (CDC/CCHIS/NCHS)
Sent: Sunday, August 23, 2009 12:45 PM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

Indeed, VoIP may add to RDD coverage problems to the extent that VoIP numbers are not available in the list-assisted landline frames from our major sample suppliers. However, we think it is premature to expect the general public to be able to distinguish between landlines and VoIP lines. (Even my local cable TV rep didn't know that there was a difference between the internet telephone he was selling and analog landlines.)

With the NHIS questions, the respondent does not need to make this distinction. Even if they don't know anything technical about internet telephones, we expect that most respondents will recognize that telephone as a "telephone inside the home that is working and is not a cellular phone."

Thus, with the estimates we produce, all households with VoIP lines are included in the households with landlines estimate. I will leave it to Monsour and others to continue the debate about how many of those households with landlines are missing from our list-assisted frames.

--Stephen--

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On your return send this: set aapornet mail
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=====
Date: Mon, 24 Aug 2009 11:39:45 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: Re phone interviewing: it's all relative
X-To: AAPORNET@ASU.EDU, howard schuman <hschuman@UMICH.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

---- howard schuman <hschuman@UMICH.EDU> wrote:

> For those who remember household interviewing it is somewhat odd to read
> a defense of telephone interviewing in terms of hearing "real
> respondents." The move to the telephone during Medieval times seemed a
> sacrifice over interviewing in homes where one saw how respondents
> lived, and where there was usually less time pressure (once inside) than
> on the phone.

Not only that, but as you walk up to the house, you can make mental notes about the bumper stickers on the car, indeed what kind of car, whether there is a tricycle on the lawn, and so on. That information helps an interviewer come up with the best door approach to sell the survey.

I had a hard time switching from in-person interviewing to phoning strangers. What finally helped was that I started imagining a face to the left of the screen, and talk to them, and it made my voice more conversational.

> Given all the problems of reaching people by phone(cell only, caller ID,
> ease of hanging up, etc.), perhaps a return to household interviewing
> may become a possibility, with omnibus surveys sharing the admittedly
> high costs.

I was hoping that Trish Gallagher might jump in here, because she has done much recent work regarding in-person interviewing. The paper she presented at the 2007 health survey methods conference caused quite a stir.

For a big nationwide survey, only an omnibus would likely be cost effective. But something like a program evaluation in one county or two? That might be most cost-effective in person. Anecdotally, I've heard from folks who do Medicaid studies that while they used to do telephone with mail followup, they have quietly shifted to mail with in-person followup.

The other great thing about in-person is that one can use flashcards, including visual response scales like the thermometer, smiley faces, or +/- . This may make a huge difference to lower-literacy populations.

I would like to believe that we live in a time and place where everyone can comfortably do a web survey that is carefully crafted to be 6th grade reading level. But it just isn't so. In some Florida counties, the seemingly acceptable rates of high school completion, etc., is like having a person with one hand in cold water and the other in hot. The average doesn't accurately reflect the disparate reality. Some counties still have "shadow" school systems with an excellent private Christian academy (set up in the late 50s, early 60s) and very substandard public schools that only the poorest children attend. Not to digress, but these literacy issues pose a barrier to web being widespread and reaching everyone.

So yes, I do agree that a return to in-person interviewing is a valuable part of the arsenal for how social scientists will cope with the changes going forward.

Colleen

Colleen K. Porter, M.A.
Coordinator
Southeast Center for Research to Reduce Disparities in Oral Health
"Taking the bite out of head and neck cancer"
<http://www.dental.ufl.edu/TakeTheBite/>
University of Florida, College of Dentistry
Community Dentistry & Behavioral Science
US Mail: Box 103628, Gainesville, FL 32610-3628
Physical Location: 1329 SW 16th Street, Room 5180
Gainesville, FL 32608

PHONE 352-273-5983
CELL 352-215-1192
FAX 352-273-5985
cporter@dental.ufl.edu

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Date: Mon, 24 Aug 2009 12:24:17 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Re: Mobile Only Question Design (Summary)
X-To: Michael Halberstam <halberstam@ISACORP.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<4808DD12FF3CB9409AA806CDBC383F3A3DDE61@vn-srv-mail01.corp.isacorp.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I suggest Chris to consult the following website of Magic Jack to read the following answer in their FAQ section:
<http://www.magicjack.com/2/faq/>

=20

Q: "Will my magicJack telephone number be listed in directory assistance?"

A: "Your magicJack number will remain unlisted. We cannot add your magicJack telephone number to directory assistance."

=20

That is, all such numbers are unlisted and many of them end up in 0-listed 100-series banks that are outside of the traditional RDD frame. What's more, when these numbers are assigned within the listed banks they can gradually erode the residential density of listed banks, eventually demoting some of them to become unlisted and out of the frame.

=20

_Mansour.

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Michael Halberstam
Sent: Monday, August 24, 2009 11:17 AM
To: AAPORNET@ASU.EDU
Subject: Re: Mobile Only Question Design (Summary)

=20

All,

This is from Chris DeAngelis, SVP of Survey Sampling. I hope this is helpful,

=20

VoIP household phones or MagicJack phones would be part of a traditional RDD sample frame. VoIP services are not connected with specific area codes and prefixes so they are included in traditional RDD designs.

VoIP is just another way to carry the call through feeds that make the connection between two points.

=20

=20VoIP services are included in POTS (plain Old Telephone Service) prefixes, either directly by entities such as cable providers or indirectly by non-service providers such as Vonage who lease blocks of numbers from a wide variety of services providers. VoIP-only companies such as Vonage and Skype are not considered exchange carriers or operating companies and obtain phone numbers from an existing operating company.

=20

In short, VoIP numbers will be included in RDD sample if one or more directory listed numbers exist in a 100-block utilized for VoIP service.

=20

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=20

=20

=20

=20

Michael Halberstam (PRC)

President

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Van Nuys, CA 91406

818-989-1044

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=20

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Blumberg, Stephen
J. (CDC/CCHIS/NCHS)

Sent: Sunday, August 23, 2009 12:45 PM

To: AAPORNET@ASU.EDU

Subject: Re: Mobile Only Question Design (Summary)

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--Stephen--

=20

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Date: Mon, 24 Aug 2009 12:21:17 -0500
Reply-To: Jan Kiley <jankiley@SOLTEC.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Kiley <jankiley@SOLTEC.NET>
Subject: coming to Illinois
X-To: Aapornet <AAPORNET@asu.edu>, kkutz@san.rr.com
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 7bit

Hi Kathy,

We are trying to round up the loose ends prior to our trip to Norway and Finland starting on Sept. 5. Any idea when you will be coming to Illinois? We return Sept. 18 and won't get back to Champaign until about 3 am (UGH!) on 9/19.

Hope all is well with you and Don.

JK

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Unsubscribe? Send email to listserv@asu.edu with this text:
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Date: Mon, 24 Aug 2009 10:40:11 -0700
Reply-To: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Margaret R. Roller" <rmr@ROLLERRESEARCH.COM>
Subject: Re: (unimportant) First night in the field
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Thanks, Colleen, for this. Interesting that you wrote this message just =
as
I was finishing up three days of monitoring. I have always thought of it=
as
a necessary evil but as I sit alone and get deep into the rhythm of the
process -- and joy at an interview that is working -- I actually love it.=
=20
It is also a great way to make sense of/enrich the survey data. I have b=
een
known to jot down verbatims (comments made in the non-open-end portion of=
the interview) to use somewhere in reporting.

--

Margaret R. Roller
rnr@rollerresearch.com

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Unsubscribe? Send email to listserv@asu.edu with this text:
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=====
Date: Mon, 24 Aug 2009 14:07:12 -0400
Reply-To: John Polich <jpolich@SBCGLOBAL.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Polich <jpolich@SBCGLOBAL.NET>
Subject: Re: (unimportant) First night in the field
X-To: "Margaret R. Roller" <rnr@rollerresearch.com>
X-cc: AAPORNET@asu.edu
In-Reply-To: <LISTSERV%200908241040111126.7840@LISTS.ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Transfer-Encoding: 7bit

If this ongoing dialogue is, as advertised, "unimportant," could someone move it to another forum or to email? Thank you.

John Polich
polichmedia@gmail.com
Please visit www.johnpolich.com

On Mon, Aug 24, 2009 at 1:40 PM, Margaret R. Roller
<rnr@rollerresearch.com>wrote:

> Thanks, Colleen, for this. Interesting that you wrote this message just as
> I was finishing up three days of monitoring. I have always thought of it
> as
> a necessary evil but as I sit alone and get deep into the rhythm of the
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> been
> known to jot down verbatims (comments made in the non-open-end portion of
> the interview) to use somewhere in reporting.

>
> --

> Margaret R. Roller
> rnr@rollerresearch.com

>
> -----
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Date: Tue, 25 Aug 2009 14:44:49 -0400
Reply-To: jannselzer@AOL.COM
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <jannselzer@AOL.COM>
Subject: Gallup Award announced
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset="us-ascii"

And the winner is . . . Gary Langer.? Again!? Congratulations!

J. Ann Selzer, Ph.D.
Selzer & Company
Des Moines, IA

University of Iowa News Release

?

Aug. 25, 2009

ABC News blog wins Iowa Gallup Award for Excellent Journalism Using Polls

ABC News is the recipient of the 2008 Iowa Gallup Award for Excellent Journalism Using Polls. The annual award is presented by the University of Iowa School of Journalism and Mass Communication and The Gallup Organization.

The award-winning entry, "The Numbers," is an ongoing ABCNews.com blog

(<http://blogs.abcnews.com/thenumbers/>)
addressing public opinion polling. "The Numbers" in 2008 marshaled current and historical polling data from a wide range of sources, focusing chiefly on the presidential election, but also describing political and social trends, testing conventional wisdom and exploring a range of issues in survey research in concise, yet thorough summaries.

Beyond politics and the election, the blog's more than 150 entries covered subjects ranging from economic discontent to gun control, women in the workforce, the war in Iraq, polling methodology and more. ABC News Director of Polling Gary Langer writes "The Numbers."

"ABC News's 'The Numbers' provided an exemplary public service with its illuminating reports on polling results," said Jim Clifton, chairman and CEO of Gallup. "Important issues throughout the historic election year were meticulously investigated and clearly explained to their broad audience in articles that highlighted the value of polling when it was well executed and chastised practitioners when it was not."

The Iowa Gallup Award is a joint endeavor to honor pioneering pollster George H. Gallup (photo, left), an Iowa native who earned three degrees from the UI, was an instructor with the School of Journalism, and founded Quill and Scroll, an international honorary society for high school journalists. Quill and Scroll, with more than 14,400 chapters, has kept its ties with the university and has offices in the School of Journalism and Mass Communication. Gallup developed many of his public opinion research methodologies and theories while at the UI.

The award recognizes the importance of the news media's use of polls in understanding public opinion and shaping discourse on social and political issues. Journalists' accurate, creative and intelligent analysis of polling data can add depth and dimension to their reporting, as well as enhance the quality of public debate. The award is designed to reward news media stories that feature such analysis and thus promote the best use and presentation of polls and data in journalism and media.

David D. Perlmutter, director of the UI School of Journalism and Mass Communication, thanked the judges who reviewed the entries.

"A panel of judges with expertise in polls, journalism and academia took on the task of rating and scoring the stories on the basis of creativity, writing style and impact," Perlmutter said. "We appreciate their involvement. We feel that the Iowa Gallup Award is the highest honor bestowed in the news polling world."

As the recipient of the Iowa Gallup Award, ABC News will receive a \$2,500 stipend, a specially made medallion, and be honored at a presentation Nov. 11 at the Gallup World Headquarters in Washington, D.C.

ABC News won the inaugural Iowa Gallup Award in 2005 for its "Iraq: Where Things Stand" and "Afghanistan: Where Things Stand" broadcasts, both based on ABC's national public opinion polls in those countries.

Last year, The Des Moines Register received the Iowa Gallup Award for "The Iowa Caucuses."

Award-winning stories must be accurate in analyzing and interpreting data, have clarity of presentation, and have implications for public discourse. Complete details of the judging criteria, including the requirements, and an entry form can be found at the award Web site: <http://www.uiowa.edu/jmc/GallupAward>. The deadline for 2009 entries will be announced in January.

The School of Journalism and Mass Communication is in the UI College of Liberal Arts and Sciences.

STORY SOURCE: University of Iowa News Services, 300 Plaza Centre One, Suite 371, Iowa City, Iowa 52242-2500

MEDIA CONTACT: Vanessa Shelton, UI School of Journalism and Mass Communication, vanessa-shelton@uiowa.edu, 319-335-3321; Nicole Riehl, University News Services, 319-384-0070, nicole-riehl@uiowa.edu

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Date: Wed, 26 Aug 2009 05:58:59 +0430
Reply-To: rkakar@orca.com.af
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Rafiq Ullah Kakar <rkakar@ORCA.COM.AF>
Organization: Opinion Research Center of Afghanistan
Subject: Re: Gallup Award announced
X-To: jannselzer@AOL.COM, AAPORNET@ASU.EDU
In-Reply-To: <8CBF3CB42BCB8BB-6C8-2EFDA@webmail-d012.sysops.aol.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Many congratulations! You really deserved it!

Best,

-

Rafiq Ullah Kakar
President,
ORCA (Opinion Research Center of Afghanistan)

ORCA HQ | House No. P284, Opp. Police District No.3,
Karta-e-Char, Kabul City, Afghanistan
Tel: +93 20 2501176
Mobile: +93 799 890933 | +93 786 233333
Satellite: +88216-8-444-000-7
Email: kakar@orca.com.af
Web: <http://www.orca.com.af>

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of J. Ann Selzer
Sent: Tuesday, August 25, 2009 11:15 PM
To: AAPORNET@ASU.EDU
Subject: Gallup Award announced

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J. Ann Selzer, Ph.D.
Selzer & Company
Des Moines, IA

University of Iowa News Release

?

Aug. 25, 2009

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ABC

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STORY SOURCE: University of Iowa News Services, 300 Plaza Centre One, Suite 371, Iowa City, Iowa 52242-2500

MEDIA CONTACT: Vanessa Shelton, UI School of Journalism and Mass Communication, vanessa-shelton@uiowa.edu, 319-335-3321; Nicole Riehl, University News Services, 319-384-0070, nicole-riehl@uiowa.edu

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Date: Wed, 26 Aug 2009 08:45:19 -0400
Reply-To: Joseph.Bauer@CANCER.ORG
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Joseph E. Bauer" <Joseph.Bauer@CANCER.ORG>
Subject: Re: Reference for a standard? for a survey question format for Education Level (in India)
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Hi,

I am looking for a reference (or suggestions) for formatting a survey question (to be administered in India) - with respect to asking

about a persons education level (formal). Is there a standard nomenclature used? I know there are three grade levels 10 + 2 + 3 / I also know that there is a Primary (Elementary) and Middle (Elementary), a Secondary (grades 9 and 10), a Higher Secondary (grades 11 and 12) (which is also considered to be junior college?) Are there designations for Graduate School or Other Certificate-Levels of education? There appears to be multiple terms used and at this point, it is problematic for me to choose 'typical' cut points for relevant strata. The frame for the proposed study will include people who are employed in businesses throughout India and participate in an American Cancer Society stop smoking program called Freshstart (Trademarked). Any thoughts, Ideas, Comments, Questions, etc. would be appreciated.

Joe

Joseph E. Bauer, Ph.D.
Director - Survey Research
Statistics & Evaluation Center (SEC)
Director - Tobacco Science Advisory Council
and Expert Quitline Consultant
American Cancer Society - National Home Office
250 Williams Street NW
Atlanta, Georgia 30303-1002
(404) 929-6905 (Office)
(404) 321-4669 (Fax)
and
Research Associate Professor
Department of Biostatistics and Bioinformatics
Rollins School of Public Health
Emory University
Atlanta, Georgia

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=====
Date: Wed, 26 Aug 2009 09:26:40 -0700
Reply-To: Daniel Harrington <harrington.daniel@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Daniel Harrington <harrington.daniel@GMAIL.COM>
Subject: Re: Reference for a standard? for a survey question format for
Education Level (in India)
X-To: Joseph.Bauer@cancer.org
X-cc: AAPORNET@asu.edu
In-Reply-To: <OF87E34FD7.439F1F3F-ON8525761E.004430A5-8525761E.00461162@cancer.org>
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252
Content-Transfer-Encoding: quoted-printable

Hi Joseph-

In India, there is no universal standard for the nomenclature of levels of education. This is especially true of higher degrees. In a pretest, I found that there are various levels of education that might be called a "college degree" because the name of the school had the word "college" in it. It is by no means a standard, but I had success with this question:

"How many years of formal education have you completed? _____

* *Typical years of schooling for reference:

5
years
Primary school complete =96=

=96
7 years
Secondary school complete =

years
High school complete =96 10

Complete =96 12 years
Higher Secondary School

s +
years pursuing degree"
Advanced Degree =96 12 year=

Just to be clear, the reference was printed on the questionnaire for the benefit of the respondent and interviewer.

Hope this helps.

Best of luck,

Dan

--
Dan Harrington
harrington.daniel@gmail.com
SkypeID: dharrington4580

On Wed, Aug 26, 2009 at 5:45 AM, Joseph E. Bauer <Joseph.Bauer@cancer.org> wrote:

>
> Hi,
>
> I am looking for a reference (or suggestions) for formatting a
> survey question (to be administered in India) - with respect to asking
> about a persons education level (formal). Is there a standard
> nomenclature used? I know there are three grade levels 10 + 2 + 3 / I
> also know that there is a Primary (Elementary) and Middle (Elementary), a
> Secondary (grades 9 and 10), a Higher Secondary (grades 11 and 12) (which

> is also considered to be junior college?) Are there designations for
> Graduate School or Other Certificate-Levels of education? There appears
> to be multiple terms used and at this point, it is problematic for me to
> choose 'typical' cut points for relevant strata. The frame for the
> proposed study will include people who are employed in businesses
> throughout India and participate in an American Cancer Society stop
> smoking program called Freshstart (Trademarked). Any thoughts, Ideas,
> Comments, Questions, etc. would be appreciated.

>
> Joe
>
>
> Joseph E. Bauer, Ph.D.
> Director - Survey Research
> Statistics & Evaluation Center (SEC)
> Director - Tobacco Science Advisory Council
> and Expert Quitline Consultant
> American Cancer Society - National Home Office
> 250 Williams Street NW
> Atlanta, Georgia 30303-1002
> (404) 929-6905 (Office)
> (404) 321-4669 (Fax)
> and
> Research Associate Professor
> Department of Biostatistics and Bioinformatics
> Rollins School of Public Health
> Emory University
> Atlanta, Georgia

>
> -----
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Date: Wed, 26 Aug 2009 12:44:28 -0400
Reply-To: bradwright@UNC.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "David B. Wright" <bradwright@UNC.EDU>
Subject: Occupational Classifications?
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format="flowed"
Content-Disposition: inline

Content-Transfer-Encoding: 7bit

I'm looking for a way to classify individual's occupations into class, status, or prestige categories. I know that the CPS has general occupation codes, but I need a system of tying these codes to an ordered ranking.

The context is: I am trying to identify individuals as low-income, less-educated, etc. vs. higher-income and better educated, but I only have occupations to use as a proxy.

Any suggestions?

Thanks,

Brad Wright, Ph.D.(Cand.)
Dept. of Health Policy & Management
Univ. of North Carolina at Chapel Hill

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

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Date: Wed, 26 Aug 2009 13:35:06 -0400

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

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

<jonathan.brill.wh82@WHARTON.UPENN.EDU>

Subject: Re: Occupational Classifications?

X-To: bradwright@UNC.EDU, AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

I have used ONET and recommend it for associating occupations with status.
Visit www.onetcenter.org for details and tools.

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: "David B. Wright" <bradwright@UNC.EDU>

To: <AAPORNET@ASU.EDU>

Sent: Wednesday, August 26, 2009 12:44 PM

Subject: Occupational Classifications?

> I'm looking for a way to classify individual's occupations into class,
> status, or prestige categories. I know that the CPS has general
> occupation codes, but I need a system of tying these codes to an
> ordered ranking.

>
> The context is: I am trying to identify individuals as low-income,
> less-educated, etc. vs. higher-income and better educated, but I only
> have occupations to use as a proxy.

>
> Any suggestions?

>
> Thanks,

>
> Brad Wright, Ph.D.(Cand.)
> Dept. of Health Policy & Management
> Univ. of North Carolina at Chapel Hill

>
> -----
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Date: Wed, 26 Aug 2009 15:16:06 -0400
Reply-To: Eleni Delimpaltadaki <eleni@OPPORTUNITYAGENDA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eleni Delimpaltadaki <eleni@OPPORTUNITYAGENDA.ORG>
Subject: Fall Internship in NYC in Public Opinion Research and
Communications
X-To: AAPORNET@ASU.EDU
Mime-version: 1.0
Content-type: text/plain; charset="ISO-8859-1"
Content-transfer-encoding: quoted-printable

Hello,=20

We are looking for a qualified undergraduate or graduate student for fall internship in Public Opinion Research and Communications. The program is comprehensive, and built to offer a strong educational and professional experience in research and communications in the social justice movement.

Please feel free to spread the word.

Best Regards,=20

Eleni=20

Eleni Delimpaltadaki
Public Opinion and Media Research Coordinator
The Opportunity Agenda
568 Broadway, Suite 302
New York, NY=A0 10012
212-334-5778 phone
www.opportunityagenda.org

Public Opinion Research and Communications
Fall Internship 2009

The Opportunity Agenda is dedicated to building the national will to expand opportunity for all in America through communications, research, and advocacy. We are seeking a student fall Intern with a demonstrated commitment to social justice and equal opportunity, good research skills an= d understanding of communications, and the initiative to take on new and innovative assignments. A sense of humor and a dose of modesty are essential.

The internship is open to undergraduate and graduate students with a specific interest in public opinion research and media content analysis around social justice issues including immigration, health care, racial justice, poverty and human rights in general. The intern will work directly with the Public Opinion and Media Research Coordinator in the communication= s department of the organization. The precise nature of the work varies by project and is based on the office's needs, but examples of work include:
=80 Monitoring new public opinion research;
=80 Assisting in coordinating logistics of public opinion research project= s (polling and focus groups);
=80 Assisting in analyzing existing public opinion research
=80 Blogging on public opinion topics
=80 Assisting in media content analysis including using LexisNexis and

other databases to identify appropriate articles;

=80 Working with the communications team and highly acclaimed research consultants=20

=80 Creating power point presentations of public opinion data

=80 Assisting in communications projects based on the department=B9s team

=80 Assorted administrative duties

Qualifications: Candidates for this position should have a strong desire to work in policy opinion research and strategic communications such as message development and targeting.=A0 The ideal candidate will have some experience working in a professional environment and therefore bring to the position analytical, organizational, and general office skills along with strong verbal, written, and interpersonal skills.=A0 The candidate must be comfortable taking initiative and is a detail-oriented, energetic and quick learner possessing writing, editing and research skills.=A0 Applicants with previous policy or market research experience will be given preference.

The intern must be able to commit to a minimum of hours weekly throughout the fall semester dependent on their availability.=A0 The hours are flexible, and some work may be completed off-site.=A0 The internship will begin September.=A0 School credit is available.

The Opportunity Agenda, a project of the Tides Center, values a diverse workplace and encourages students with non-traditional experiences and from historically underrepresented groups to apply.=A0

About The Opportunity Agenda:

The Opportunity Agenda was founded in 2004 with the mission of building the national will to expand opportunity in America. Focused on moving hearts, minds and policy over time, the organization works with social justice groups, leaders, and movements to advance solutions that expand opportunity for everyone. Through active partnerships, The Opportunity Agenda synthesizes and translates research on barriers to opportunity and corresponding solutions; uses communications and media to understand and influence public opinion; and identifies and advocates for policies that improve people=B9s lives. To learn more about The Opportunity Agenda, go to our website at <http://www.opportunityagenda.org>.

The Opportunity Agenda is a project of Tides Center.

Location: New York City

Application Instructions: Please e-mail your resume and a cover letter (necessary to be considered) to eleni@opportunityagenda.org.=A0 Please no phone calls.

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Date: Thu, 27 Aug 2009 09:47:24 -0600
Reply-To: Karen Wikstrom <karen@WEPC.BIZ>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Karen Wikstrom <karen@WEPC.BIZ>
Subject: assuring security and anonymity with online surveys
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

We're launching an online survey for attorneys to evaluate the performance of judges. The attorneys are VERY concerned about remaining anonymous and are highly skeptical that this can be guaranteed with an online survey. Any help in referrals to studies or research or publications dealing with this would be appreciated.

=20

Karen Wikstrom

Wikstrom Economic & Planning Consultants, Inc.

422 North 300 West

Salt Lake City, UT 84103

Phone: 801.521.7724

Fax: 801.521.7725

Karen@wepc.biz <mailto:Karen@wepc.biz>=20

=20

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Date: Thu, 27 Aug 2009 09:54:15 -0700
Reply-To: Bob Klein <bklein@AMS-INC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Bob Klein <bklein@AMS-INC.COM>
Subject: Re: assuring security and anonymity with online surveys
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <CFC1959231E307448AE3171D9611C1C21F8480@cottonwood.WEPC.local>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

I don't think the issue is any different for an online study than for one done face-to-face, by phone, etc. It all comes down to the security protocols of the firm collecting and analyzing the data. Somehow you are going to have to verify the identity of the respondent, and you will need to have procedures in place to protect that information from disclosure.

Bob Klein
President
Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451
781.250.6301

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Karen Wikstrom
Sent: Thursday, August 27, 2009 11:47 AM
To:
Subject: assuring security and anonymity with online surveys

We're launching an online survey for attorneys to evaluate the performance of judges. The attorneys are VERY concerned about remaining anonymous and are highly skeptical that this can be guaranteed with an online survey. Any help in referrals to studies or research or publications dealing with this would be appreciated.

Karen Wikstrom

Wikstrom Economic & Planning Consultants, Inc.

422 North 300 West

Salt Lake City, UT 84103

Phone: 801.521.7724

Fax: 801.521.7725

Karen@wepc.biz <mailto:Karen@wepc.biz>

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Date: Thu, 27 Aug 2009 13:02:57 -0400

Reply-To: Howard Fienberg <howard.fienberg@MRA-NET.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Howard Fienberg <howard.fienberg@MRA-NET.ORG>

Subject: Re: assuring security and anonymity with online surveys

X-To: Karen@wepc.biz, AAPORNET@ASU.EDU

X-cc: Bob Klein <bklein@AMS-INC.COM>

In-Reply-To: A<2B53647AB916744283C5EE1E7CC9CFC777FE22B90B@EXVMBX015-1.exch015.msoutlookonline.net>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Karen, pursuant to Bob's advice, it would be wise to lead with your privacy policy (and/or that of your research provider, if you're outsourcing). It serves as a binding contract with your research participants on how they and their data will be handled and protected.

Of course, violating your stated policy can be actionable under Section 5 of the Federal Trade Commission (FTC) Act as an unfair or deceptive trade practice or applicable state unfair and deceptive trade practice law.

Happy to discuss further if you're interested.

Sincerely,

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>

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

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

Sent: Thursday, August 27, 2009 12:54 PM

To: AAPORNET@ASU.EDU

Subject: Re: assuring security and anonymity with online surveys

I don't think the issue is any different for an online study than for one done face-to-face, by phone, etc. It all comes down to the security protocols of the firm collecting and analyzing the data. Somehow you are going to have to verify the identity of the respondent, and you will need to have procedures in place to protect that information from disclosure.

Bob Klein
President
Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451
781.250.6301

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Karen Wikstrom
Sent: Thursday, August 27, 2009 11:47 AM
To:
Subject: assuring security and anonymity with online surveys

We're launching an online survey for attorneys to evaluate the performance of judges. The attorneys are VERY concerned about remaining anonymous and are highly skeptical that this can be guaranteed with an online survey. Any help in referrals to studies or research or publications dealing with this would be appreciated.

Karen Wikstrom

Wikstrom Economic & Planning Consultants, Inc.

422 North 300 West

Salt Lake City, UT 84103

Phone: 801.521.7724

Fax: 801.521.7725

Karen@wepc.biz <mailto:Karen@wepc.biz>

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=====
Date: Thu, 27 Aug 2009 11:30:00 -0700
Reply-To: Hank Zucker <hank@SURVEYSYSTEM.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hank Zucker <hank@SURVEYSYSTEM.COM>
Subject: Re: assuring security and anonymity with online surveys
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

Hi Karen,

Some web survey software, such as ours, lets you authenticate respondents by having them use passwords you have supplied. The researcher has a choice as to whether survey answers are associated with passwords. If your choice is "no," then respondents are authenticated and restricted to completing only one survey, but there is no way for the researcher to know which respondent gave which answers.

You could tell respondents that the survey works this anonymous way in your invitation, but in the end, they would have to trust that you are being truthful.

I would also recommend that you use a secure server (https, instead of http), just like sites that ask for credit card information. You could also point that out in your invitation (since many people will not notice the one-letter difference by themselves). Doing so helps show you take privacy seriously and should help reduce the lawyers' concerns.

Regards,

Hank Zucker
Creative Research Systems
www.surveysystem.com
707-765-1001

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

From: "Howard Fienberg" <howard.fienberg@MRA-NET.ORG>
To: <AAPORNET@ASU.EDU>
Sent: Thursday, August 27, 2009 10:02 AM
Subject: Re: assuring security and anonymity with online surveys

> Karen, pursuant to Bob's advice, it would be wise to lead with your
> privacy policy (and/or that of your research provider, if you're
> outsourcing). It serves as a binding contract with your research
> participants on how they and their data will be handled and protected.
>
> Of course, violating your stated policy can be actionable under Section
> 5 of the Federal Trade Commission (FTC) Act as an unfair or deceptive
> trade practice or applicable state unfair and deceptive trade practice
> law.
>
> Happy to discuss further if you're interested.

> Sincerely,
> 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>

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> counsel regarding the interpretation and application of any laws to your
> business.

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Bob Klein
> Sent: Thursday, August 27, 2009 12:54 PM
> To: AAPORNET@ASU.EDU
> Subject: Re: assuring security and anonymity with online surveys

> I don't think the issue is any different for an online study than for
> one done face-to-face, by phone, etc. It all comes down to the security
> protocols of the firm collecting and analyzing the data. Somehow you are
> going to have to verify the identity of the respondent, and you will
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> disclosure.

> Bob Klein
> President
> Applied Marketing Science, Inc.
> 303 Wyman Street, Suite 205
> Waltham, MA 02451
> 781.250.6301

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Karen Wikstrom
> Sent: Thursday, August 27, 2009 11:47 AM
> To:
> Subject: assuring security and anonymity with online surveys
>
> We're launching an online survey for attorneys to evaluate the
> performance of judges. The attorneys are VERY concerned about remaining
> anonymous and are highly skeptical that this can be guaranteed with an
> online survey. Any help in referrals to studies or research or
> publications dealing with this would be appreciated.

> Karen Wikstrom
>
> Wikstrom Economic & Planning Consultants, Inc.
>
> 422 North 300 West
>
> Salt Lake City, UT 84103
>
> Phone: 801.521.7724
>
> Fax: 801.521.7725
>
> Karen@wepc.biz <mailto:Karen@wepc.biz>

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Date: Thu, 27 Aug 2009 16:17:31 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Frugging
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Apparently the RNC is fund-raising in the guise of a survey.

=20

<http://washingtonindependent.com/56844/obtained-the-rncs-health-care-survey>

=20

I particularly like question #4

=20

"It has been suggested that the government could use voter registration to determine a person's political affiliation, prompting fears that GOP voters might be discriminated against for medical treatment in a Democrat-imposed health care rationing system. Does this possibility concern you?"

=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: Thu, 27 Aug 2009 16:52:43 -0400

Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Michael Koger <mkoger@ALUM.MIT.EDU>
Subject: Online survey confidentiality
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="-----
= _Part_ 3147_ 11002245.1251406363173"

-----= _Part_ 3147_ 11002245.1251406363173
Content-Type: text/plain; charset=UTF-8
Content-Transfer-Encoding: 7bit

If you visit this website and click on "Ethical Issues and Netiquette," there is a section on confidentiality.

<http://www.utexas.edu/learn/surveys/index.html>

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-----= _Part_ 3147_ 11002245.1251406363173--

Date: Fri, 28 Aug 2009 13:10:49 -0400
Reply-To: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Murray, Patrick" <pdmurray@MONMOUTH.EDU>
Subject: Question re Early/Late Candidate Debate schedules and voter impact
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Does anyone have any data or can point me to research about the impact of the timing of candidate debates on informing an electorate? I'm specifically looking for data that talks about how much voters pay attention to debates that are, say, one month before the election versus two weeks before the election. Also any data about spreading debates over a few weeks versus compressing the schedule to one week. Again the dependent variable is how much attention or information voters get from debates and the independent variable is differences in debate schedules.

I'm looking for empirical evidence rather than speculation as this is for a presentation to ourstate election agency on Monday. Please respond off-line. Thanks much.

Patrick Murray
Monmouth University Polling Institute

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

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Date: Fri, 28 Aug 2009 19:49:09 +0200
Reply-To: Matthias Kretschmer <MKretschmer@GMX.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Matthias Kretschmer <MKretschmer@GMX.NET>
Subject: Invites throttled by providers
X-To: AAPORNET@asu.edu
Content-Type: text/plain; charset="utf-8"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Hi all,

A colleague of mine has the following issue:

They are using our own server to send out invites from a client provided list of customers. What they experience is that after a day or two, completes drop for certain domains (e.g. yahoo.com; hotmail.com) – presumably because their Anti-Spam software flags our e-mails. In other cases (e.g., AOL), they have stopped getting completes from people who use that mail service altogether.

Is anybody aware of ways to avoid these barriers of throttling down and outright halting of completes, e.g. notifying the various providers and get on a white list – or does that include a lot of red tape that is not worth the effort?

Matthias

Matthias Kretschmer | Senior Consultant

The Taylor Research & Consulting Group, Inc.
Phone: 603-422-7618 Fax: 603-422-7610

--

GRATIS f¼r alle GMX-Mitglieder: Die maxdome Movie-FLAT!
Jetzt freischalten unter <http://portal.gmx.net/de/go/maxdome01>

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

Date: Fri, 28 Aug 2009 14:27:53 -0400
Reply-To: Patrick Glaser <patrick.glaser@MRA-NET.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Patrick Glaser <patrick.glaser@MRA-NET.ORG>
Subject: Re: Invites throttled by providers
X-To: AAPORNET@ASU.EDU
In-Reply-To: A<20090828174909.274330@gmx.net>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

Matthias,

It can be very hard to be removed from a blackhole list, so it's advisable to consider your email standards very carefully. IMRO and MRA have a set of guidelines for online surveying that provide some info and recommendations on the subject.

You can access them at the url below.

http://www.imro.org/pdf/IMRO_Guidelines_for_Best_Practices_in_Online_Sample_and_Panel_Management.pdf

Patrick Glaser
Director of Research Standards
Marketing Research Association
110 National Drive, 2nd Floor
Glastonbury, CT 06033-1212
Ph:203.300.5563
Fx:860.682.1010
patrick.glaser@mra-net.org
www.mra-net.org

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Matthias Kretschmer
Sent: 2009-08-28 1:49 PM
To: AAPORNET@ASU.EDU
Subject: Invites throttled by providers

Hi all,

A colleague of mine has the following issue:

They are using our own server to send out invites from a client provided list of customers. What they experience is that after a day or two, completes drop for certain domains (e.g. yahoo.com; hotmail.com) - presumably because their Anti-Spam software flags our e-mails. In other cases (e.g., AOL), they have stopped getting completes from people who use that mail service altogether.

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Matthias

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Phone: 603-422-7618 Fax: 603-422-7610

--

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=====
Date: Fri, 28 Aug 2009 14:41:27 -0400

Reply-To: jwerner@jwdp.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jan Werner <jwerner@JWDP.COM>

Organization: Jan Werner Data Processing

Subject: Re: Invites throttled by providers

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

X-cc: AAPORNET@ASU.EDU

In-Reply-To: <20090828174909.274330@gmx.net>

MIME-Version: 1.0

Content-Type: text/plain; charset=UTF-8; format=flowed

Content-Transfer-Encoding: 8bit

Unless you have a lot of time to spend dealing with ISPs, your best bet is probably to use one of the commercial e-mail marketing services, such as Constant Contact or iContact.

While primarily designed to allow smaller organizations to conduct permission-based marketing, they do provide the ability to do what you want at a reasonable cost, and more important for your purpose, they have generally made the necessary arrangements with the bigger e-mail services to avoid being blocked as potential spam.

You can find a number of them reviewed at:

<http://email-marketing-service-review.toptenreviews.com/index.html>

although I would suggest doing your own research before picking one.

Jan Werner

Matthias Kretschmer wrote:

> Hi all,
>
> A colleague of mine has the following issue:
>
> They are using our own server to send out invites from a client
> provided list of customers. What they experience is that after a day
> or two, completes drop for certain domains (e.g. yahoo.com;
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> Matthias
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> Matthias Kretschmer | Senior Consultant
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> The Taylor Research & Consulting Group, Inc. Phone: 603-422-7618
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>

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Date: Mon, 31 Aug 2009 08:01:04 -0400
Reply-To: Richard Clark <clark@CVIOG.UGA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Richard Clark <clark@CVIOG.UGA.EDU>
Organization: Carl Vinson Institute of Government
Subject: reaching younger residents via mail

X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

A recent general population mail survey that we have conducted resulted in a dismal return rate among residents younger than 35. Our sample was simply an address based sample; we matched name where we had it, but sent to residents when we had no name.

Has anyone tried to oversample by mail to increase the number of younger respondents? If so, what criteria did you use?

--Rich

--

Richard L. Clark, Ph.D.
Survey Research Unit
Division of Governmental Services and Research
Carl Vinson Institute of Government
University of Georgia
201 N. Milledge Avenue
Athens, Georgia 30602

706-542-9404 (office)
706-542-9301 (fax)

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

Date: Mon, 31 Aug 2009 08:16:14 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Re: reaching younger residents via mail
X-To: Richard Clark <clark@CVIOG.UGA.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<4A9BBB80.3060808@cviog.uga.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Rich,

=20

One of the beauties of ABS is that we can incorporate various geodemographic indices onto the frame for detailed stratification without jeopardizing the probability-based nature of the resulting samples. Of course, this needs to be done effectively.

=20

Good luck,

=20

Mansour Fahimi, Ph.D.

VP, Statistical Research Services

Marketing Systems Group (MSG)

240-477-8277

=20

=20

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

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

Sent: Monday, August 31, 2009 8:01 AM

To: AAPORNET@ASU.EDU

Subject: reaching younger residents via mail

=20

A recent general population mail survey that we have conducted resulted in a dismal return rate among residents younger than 35. Our sample was simply an address based sample; we matched name where we had it, but sent to residents when we had no name.

=20

Has anyone tried to oversample by mail to increase the number of younger respondents? If so, what criteria did you use?

=20

=20

--Rich

=20

--

Richard L. Clark, Ph.D.

Survey Research Unit

Division of Governmental Services and Research

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201 N. Milledge Avenue

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=20

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=====

Date: Mon, 31 Aug 2009 10:13:06 -0700
Reply-To: Charles DiSogra <cdisogra@KNOWLEDGENETWORKS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Charles DiSogra <cdisogra@KNOWLEDGENETWORKS.COM>
Subject: Re: reaching younger residents via mail
X-To: AAPORNET@ASU.EDU
In-Reply-To: A<19C7D9BC73C7914BAB5D21A6C05F2AD7020F2A42@Delmar2.m-s-g.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 8bit

Rich,

Employing a targeting strategy may certainly get more of your mailings into homes with younger persons, but you may also want to revisit what materials you are sending to these households. Design, messages, images, salience of topic are all elements that can impact your "open rate" and yield. Qualitatively testing these dimensions with younger adults before investing in another large targeted mailing could be a worthwhile task if you have the time and resources.

Charles DiSogra
Chief statistician
Knowledge Networks

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Fahimi, Mansour
Sent: Monday, August 31, 2009 5:16 AM
To: AAPORNET@ASU.EDU
Subject: Re: reaching younger residents via mail

Rich,

One of the beauties of ABS is that we can incorporate various geodemographic indices onto the frame for detailed stratification without jeopardizing the probability-based nature of the resulting samples. Of course, this needs to be done effectively.

Good luck,

Mansour Fahimi, Ph.D.

VP, Statistical Research Services

Marketing Systems Group (MSG)

240-477-8277

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Richard Clark
Sent: Monday, August 31, 2009 8:01 AM
To: AAPORNET@ASU.EDU
Subject: reaching younger residents via mail

A recent general population mail survey that we have conducted resulted in a dismal return rate among residents younger than 35. Our sample was simply an address based sample; we matched name where we had it, but sent to residents when we had no name.

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=====
Date: Mon, 31 Aug 2009 11:05:10 -0700
Reply-To: Douglas Rivers <doug@YOUNGOV.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Douglas Rivers <doug@YOUNGOV.COM>
Subject: Re: reaching younger residents via mail
X-To: Douglas Rivers <AAPORNET@ASU.EDU>
X-cc: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
In-Reply-To: <19C7D9BC73C7914BAB5D21A6C05F2AD7020F2A42@Delmar2.m-s-g.com>
MIME-Version: 1.0 (Apple Message framework v1075.2)
Content-Type: text/plain; charset="us-ascii"; format=flowed; delp=yes
Content-Transfer-Encoding: 7bit

Stratification is a great idea, but what I think you are describing (increasing the number of units initially selected in strata that are expected to have low response rates) does, in fact, jeopardize "the probability-based nature of the resulting samples." Stratified sampling needs to have random samples within strata, i.e. to have known probabilities of selection within each stratum. When there are high levels of non-response in some strata, the actual selection probabilities (the probability of being selected and responding) are unknown. It is still possible to do model-based inferences under the assumption that nonresponse is missing completely at random within strata, but this is a strong assumption (similar to what is needed to justify quota sampling).

On a side note, I've seen references to "probability-based" sampling

with increasing frequency in recent years. What do people mean by this? Is it probability sampling with nonresponse?

Doug Rivers

On Aug 31, 2009, at 5:16 AM, Fahimi, Mansour wrote:

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> Mansour Fahimi, Ph.D.

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> VP, Statistical Research Services

>

> Marketing Systems Group (MSG)

>

> 240-477-8277

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

> Sent: Monday, August 31, 2009 8:01 AM

> To: AAPORNET@ASU.EDU

> Subject: reaching younger residents via mail

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> Survey Research Unit
>
> Division of Governmental Services and Research
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> Carl Vinson Institute of Government
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Douglas Rivers, Ph.D.
President & CEO
YouGov Polimetrix
285 Hamilton Ave., Suite 200
Palo Alto, CA 94301
(650) 462-8002
doug@yougov.com

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

=====
Date: Mon, 31 Aug 2009 15:24:46 -0400
Reply-To: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Fahimi, Mansour" <mfahimi@M-S-G.COM>
Subject: Re: reaching younger residents via mail
X-To: Douglas Rivers <doug@YOUGOV.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<C7CAFF12-B3BB-4295-A8F0-E497E72E4B58@yougov.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Doug,

=20

Nonresponse is one of the painful realities of survey research and it is virtually inescapable. In the nonacademic world survey practitioners tend to deal with this evil using a two-pronged approach: we try to minimize it by adopting sound data collection protocols and then compensate for what we encounter via effective adjustment procedures. True, nonresponse rarely occurs at random and certain assumptions have to be made when calculating weights, however, nonresponse does not violate selection probabilities so long as you start with a probability-based sample. That is, a sample selected from a universe for which every single unit has a known and non-zero chance of selection.

=20

_Mansour.

=20

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

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

Sent: Monday, August 31, 2009 2:05 PM

To: AAPORNET@ASU.EDU

Subject: Re: reaching younger residents via mail

=20

Stratification is a great idea, but what I think you are describing (increasing the number of units initially selected in strata that are expected to have low response rates) does, in fact, jeopardize "the probability-based nature of the resulting samples." Stratified sampling needs to have random samples within strata, i.e. to have known probabilities of selection within each stratum. When there are high levels of non-response in some strata, the actual selection probabilities (the probability of being selected and responding) are unknown. It is still possible to do model-based inferences under the assumption that nonresponse is missing completely at random within strata, but this is a strong assumption (similar to what is needed to justify quota sampling).

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Doug Rivers

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On Aug 31, 2009, at 5:16 AM, Fahimi, Mansour wrote:

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> Rich,

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> Mansour Fahimi, Ph.D.

>=20

> VP, Statistical Research Services

>=20

> Marketing Systems Group (MSG)

>=20

> 240-477-8277

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

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

> Sent: Monday, August 31, 2009 8:01 AM

> To: AAPORNET@ASU.EDU

> Subject: reaching younger residents via mail

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> respondents? If so, what criteria did you use?

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>=20

> --Rich

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> _____

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> Richard L. Clark, Ph.D.

>=20

> Survey Research Unit

>=20

> Division of Governmental Services and Research

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> Carl Vinson Institute of Government

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> University of Georgia

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> 201 N. Milledge Avenue

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Douglas Rivers, Ph.D.

President & CEO

YouGov Polimetrix

285 Hamilton Ave., Suite 200

Palo Alto, CA 94301

(650) 462-8002

doug@yougov.com

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=====

Date: Mon, 31 Aug 2009 14:12:21 -0700
Reply-To: Douglas Rivers <doug@YOUGOV.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Douglas Rivers <doug@YOUGOV.COM>
Subject: Re: reaching younger residents via mail
X-To: Douglas Rivers <AAPORNET@ASU.EDU>
X-cc: Mansour Fahimi <mfahimi@m-s-g.com>
In-Reply-To: <19C7D9BC73C7914BAB5D21A6C05F2AD7020F2A48@Delmar2.m-s-g.com>
MIME-Version: 1.0 (Apple Message framework v1075.2)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset="us-ascii"; format=flowed; delp=

Nonresponse is certainly unavoidable, but the relevant probability is not the initial probability of selection, but the probability of actually being in the sample. This can be seen by considering the usual proof of unbiasedness of the (weighted) sample mean for the population mean. There is a population of size N with measurements y_1, \dots, y_N , which are taken as fixed. The Horvitz-Thompson estimate is $(1/N) \sum_i Z_i y_i / \pi_i$ where Z_i is the sample inclusion indicator. You need to have $E(Z_i) = \pi_i$ for the HT estimate to be unbiased, but $E(Z_i)$ is unknown if there is non-response. With a low response rate, the actual probability of inclusion must be much lower than the probability of selection and calling it "probability-based" won't make them the same.

You might assume that $E(Z_i)$ is proportional to π_i . Or you might model $E(Z_i)$ as a function of some covariates. But these are modeling assumptions and the main attraction of design-based inference is robustness to model misspecification. So modeling is also unavoidable in a world of nonresponse.

Doug

On Aug 31, 2009, at 12:24 PM, Fahimi, Mansour wrote:

> Doug,
>
> Nonresponse is one of the painful realities of survey research and
> it is virtually inescapable. In the nonacademic world survey
> practitioners tend to deal with this evil using a two-pronged
> approach: we try to minimize it by adopting sound data collection
> protocols and then compensate for what we encounter via effective
> adjustment procedures. True, nonresponse rarely occurs at random
> and certain assumptions have to be made when calculating weights,
> however, nonresponse does not violate selection probabilities so
> long as you start with a probability-based sample. That is, a
> sample selected from a universe for which every single unit has a
> known and non-zero chance of selection.
>

> _Mansour.

>

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

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

> Sent: Monday, August 31, 2009 2:05 PM

> To: AAPORNET@ASU.EDU

> Subject: Re: reaching younger residents via mail

>

> Stratification is a great idea, but what I think you are describing
> (increasing the number of units initially selected in strata that are
> expected to have low response rates) does, in fact, jeopardize "the
> probability-based nature of the resulting samples." Stratified
> sampling needs to have random samples within strata, i.e. to have
> known probabilities of selection within each stratum. When there are
> high levels of non-response in some strata, the actual selection
> probabilities (the probability of being selected and responding) are
> unknown. It is still possible to do model-based inferences under the
> assumption that nonresponse is missing completely at random within
> strata, but this is a strong assumption (similar to what is needed to
> justify quota sampling).

>

> On a side note, I've seen references to "probability-based" sampling
> with increasing frequency in recent years. What do people mean by
> this? Is it probability sampling with nonresponse?

>

> Doug Rivers

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> On Aug 31, 2009, at 5:16 AM, Fahimi, Mansour wrote:

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>> Rich,

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>> One of the beauties of ABS is that we can incorporate various
>> geodemographic indices onto the frame for detailed stratification
>> without jeopardizing the probability-based nature of the resulting
>> samples. Of course, this needs to be done effectively.

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>> Good luck,

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>> Mansour Fahimi, Ph.D.

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