

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 LOG0909"

Date: Tue, 1 Sep 2009 10:11:40 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Study Finds Trouble for Internet Surveys
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Study Finds Trouble for Internet Surveys
The Numbers

<http://blogs.abcnews.com/thenumbers/2009/09/study-finds-trouble-for-internet-surveys.html>
or
<http://tinyurl.com/mkmmhj>

September 01, 2009 9:15 AM

A new study led by Stanford University researchers raises doubts about the accuracy of one of the most common forms of survey research, polls done among people who sign up to fill in questionnaires via the internet in exchange for cash and gifts.

In the most extensive such analysis to date, David Yeager and Prof. Jon Krosnick compared seven non-random internet surveys with two others based instead on random or so-called probability samples. The non-probability internet surveys were less accurate, and customary adjustments did not uniformly improve them.

While the random-sample surveys were "consistently highly accurate," the internet surveys based on self-selected or "opt-in" panels "were always less accurate, on average, than probability sample surveys, and were less consistent in their level of accuracy," the researchers said. Further, they said, adjusting these samples to known population values had no effect on accuracy (and in one case even worsened it) as often as that process, known as weighting, improved it.

SNIP

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

Baltimore, MD 21209

<http://www.aapor.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, 1 Sep 2009 10:15:53 -0400

Reply-To: Mike Mokrzycki <mike@MIKEMOKR.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike Mokrzycki <mike@MIKEMOKR.COM>

Subject: AAPORnet and AAPOR website

X-To: AAPORNET@asu.edu

MIME-Version: 1.0

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

As noted in recent emails to all members, today The Sherwood Group assumes responsibility for AAPOR's headquarters and management services. No changes in AAPORnet discussion list or AAPOR website operation will result but you'll see new names responding to support requests.

AAPORnet will continue to be hosted at Arizona State University and be a benefit of AAPOR membership. Since 2002 Danni Altman, Monica Evans-Lombe, Kristin Povilonis and Mike Flanagan at AMP have helped many of us with questions about the list; I'm sure you join me in thanking them.

From The Sherwood Group, Barbara Gunderson, Deanna Marchetti, and John Waxman will support the list, while Shapard Wolf from Arizona State will continue to sponsor it and assist with troubleshooting. Please continue to direct any help requests to aapornet-request@asu.edu.

Meanwhile, the AAPOR website now is running on new servers at Sherwood. Should you encounter any broken links or problems accessing member-only features, please email info@aapor.org -- the new address at Sherwood for general AAPOR membership correspondence -- and CC me at mike@mikemokr.com.

Regards,

Mike Mokrzycki

<http://www.aapor.org>

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

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Date: Tue, 1 Sep 2009 13:54:33 -0400

Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>

Subject: Trouble (?) for Internet Surveys

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

In round numbers the RDD probability sample surveys had an average absolute error of 3 percent, while the corresponding figure for non-probability online panel surveys was 5 percent -- even with inclusion of the deviant Survey 7. The RDD-based results were described as "consistently highly accurate," while panel results were flogged as "always less accurate." The goal of "optimizing methods of conducting non-probability Internet surveys" is futile, the authors imply.

The data for these comparisons are more than five years old. Little has changed in conventional RDD telephone methodology (leaving the hybrid technique aside for the moment) while investment in and professional management of online panels appears to be ever growing, as if panel operators are pressing to close the gap. From the perspective of panel operators, these results can be viewed as evidence of significant accomplishment and a reason to continue the effort since their method has non-trivial cost and schedule advantages. Was it Satchel Paige who said, "Don't look back; something might be gaining on you!"

James P. Murphy, Ph.D.

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772 219 7671 Stuart, Fla.

610 408 8800 Mobile

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Date: Tue, 1 Sep 2009 13:50:59 -0400
Reply-To: Steven Kull <skull@PIPA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Steven Kull <skull@PIPA.ORG>
Subject: Abbot and Costello Become Survey Researchers
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Abbott: So what have you been doing lately?

Costello: I have been developing a new age category.

Abbott: Oh yeah, what age are we talking about?

Costello: A new one.

Abbott: A new age? How can there be a new age?

Costello: Well I don't know I guess you will have to ask the people in the category?

Abbott: Huh? I have to ask the people in the new age category what age they are?!

Costello: Well I guess you could. But some of the women might not like that.

Abbott: So what is the age range?

Costello: It could be people of any age.

Abbott: Huh? What's the value of a new age category like that?

Costello: Well it's kind of like a religion now.

Abbott: You know, I think you are getting a little over invested in your work. I mean you develop a new age category and now it's like a religion for you? I don't really understand it.

Costello: Well actually I don't really understand it very well either.

Abbott: You don't understand it?

Costello: Not really. You know this new age.well it's kind of weird.

Abbott: You think this new age category is kind of weird?

Costello: Well yeah, don't you?

Abbott: Based on what you've said so far, yeah. Why do you want to have a new age category that's weird?

Costello: Well, probably we shouldn't really be judging it.

Abbott: But wait you created this new age category.

Costello: No, I didn't. It's just, you know, happening.

Abbott: Okay, okay, let's start over. This new age category-what does it predict?

Costello: Well, a lot of them say you can't predict because time is an illusion.

Abbott: Are you getting into something mystical here?

Costello: Well yeah, that's what I said. It's a new age category.

Abbott: But what is it? All I know is that it is what it is.

Costello: Right, right they talk like that a lot.

Abbott: Okay, okay. So let's start over. Does this type of analysis have much power?

Costello: Well, probably not. But some people say it does.

Abbott: What people?

Costello: Well mostly the people in the new age category.

Abbott: The people in this new age category analyze its power?

Costello: Oh yeah, all the time. They tend to think it is quite powerful.

Abbott: So are they statisticians?

Costello: No, but I understand a lot of them are into numbers.

Abbott: So what does this new age category tell us?

Costello: Well actually it tells us that there are really no categories. That categories are an illusion. That things are just what they are.

Abbott: Well okay that might be true, but what does it tell us about the public?

Costello: It probably says that the public is a constructed illusion too.

Abbott: Hmm well I guess that is kind of new. Maybe it's even true.

Costello: Who knows, maybe I should classify you as one of them.

Abbott: But wait, I am not even convinced that this category exists. Maybe we are just making it up.

Costello: Oh you're definitely one of them.

Steven Kull

Director
WorldPublicOpinion.org
Program on International Policy Attitudes (PIPA)
1779 Massachusetts Avenue, NW, Ste. 510
Washington, DC 20036
(202) 232-0431 (phone)
<<http://www.worldpublicopinion.org>> <http://www.worldpublicopinion.org>

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Date: Tue, 1 Sep 2009 19:25:49 +0000
Reply-To: "Langer, Gary" <Gary.Langer@ABC.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Langer, Gary" <Gary.Langer@ABC.COM>
Subject: Re: Trouble (?) for Internet Surveys
X-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>, AAPORNET@ASU.EDU
In-Reply-To: <5DCEDC81BAB7424F862945E8785A8699@TulipBreathing>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

"J.P. MURPHY & COMPANY
Marketing and Opinion Research

Technical Guidelines for Resort Guest Satisfaction Surveys
9. Use random sampling. The ability of a survey to represent an entire population with only a small error margin is based on the principle of random sampling."

<http://www.jpmurphy.com/resortguestsatisfaction.html>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, September 01, 2009 1:55 PM
To: AAPORNET@ASU.EDU

Subject: Trouble (?) for Internet Surveys

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Date: Tue, 1 Sep 2009 21:30:20 -0400
Reply-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "James P. Murphy" <jpmurphy@JPMURPHY.COM>
Subject: Re: Trouble (?) for Internet Surveys
X-To: "Langer, Gary" <Gary.Langer@abc.com>, AAPORNET@ASU.EDU
In-Reply-To: <A4E8071AE9E1854FBE1D30AB4666B56D0EBD693B@SM-NYNY-VXMB01B.nena.wdpr.disney.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

That brochure, written in 2003, was intended for resort managers, one of whom I served for 15 years. Requiring only simple hygiene to remove the names of suppliers and the celebrities who registered under fictitious names, the guest file was a survey person's dream -- full name and address, up to date and -- for this property -- people with high involvement. None of this is available for public opinion polling in 2009. In those circumstances who would recommend anything other than a simple random sample or possible occasional random oversampling of key audiences? My point today was that panel operators are lagging by merely two points -- less than a single order of magnitude. Much bigger differences would be more consistent with the headlines and spin that appear to be forming around this important study.

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Lately I grapple with the question, "Can a non-probability sample survey be labeled 'scientific'?" I submitted it about a year ago to the group operating our informal periodical (Survey Practice?). Nobody seems to be interested. Anyone thinking this is mere intellectual speculation will reconsider if they're ever an expert witness and asked in court, "Is this a scientific survey, or not?" Or asked to write something. Or teach. We hang a lot on the phrase "probability of selection." Doug Rivers stirred the pot yesterday by speaking of "probability of inclusion." I wrote my earlier post today because I think more discussion of these issues is needed and wanted to contribute to it.

The context within which my recommendation for resort operators was made is seen in the longer excerpt below:

"9. Use random sampling. The ability of a survey to represent an entire population with only a small error margin is based on the principle of random sampling. Every effort must be made to draw the sample from an exhaustive list of guests within the test period and to select those who are to receive forms in an unbiased manner. One popular restaurant and hotel guide contains prominently featured ratings that are based entirely on self-selected judges, many of whom are travel professionals. Guests returning forms left in rooms are another type of self-selected sample. When

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610 408 8800 Mobile
www.jpmurphy.com
jpmurphy@jpmurphy.com

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

From: Langer, Gary [mailto:Gary.Langer@abc.com]
Sent: Tuesday, September 01, 2009 3:26 PM
To: James P. Murphy; AAPORNET@ASU.EDU
Subject: RE: Trouble (?) for Internet Surveys

"J.P. MURPHY & COMPANY
Marketing and Opinion Research

Technical Guidelines for Resort Guest Satisfaction Surveys

9. Use random sampling. The ability of a survey to represent an entire population with only a small error margin is based on the principle of random sampling."

<http://www.jpmurphy.com/resortguestsatisfaction.html>

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From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of James P. Murphy
Sent: Tuesday, September 01, 2009 1:55 PM
To: AAPORNET@ASU.EDU
Subject: Trouble (?) for Internet Surveys

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Date: Wed, 2 Sep 2009 01:43:07 -0400
Reply-To: Shawna Avila <slstigge@SOUTHERN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Shawna Avila <slstigge@SOUTHERN.EDU>
Subject: Re: Trouble (?) for Internet Surveys
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <E0D21A58755B4AC1B103EACE3A24651A@TulipBreathing>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

I am working on my Masters Thesis and I need a national sample. I know there are problems inherent in non-random internet sampling, but I do not have many options. My school does not provide any thesis funding. I must fund everything myself. I work for close to minimum wage at my school and I am married and have 4 year old so there isn't much money coming in for research. I was able to come up with \$100 to pay for someone to make a website for me and \$200 for surveymonkey. I am doing in person sampling as well, so I would have something

to compare it to. I could also compare the participant demographic data to Census data for the regions where the participants come from.

One thing that also helps it is that I am working with a very controversial issue - immigration policy. Everyone seems to have an opinion on it so that may get me more participants. I am advertising in newspapers too, so the recruiting won't just be online. Also, the people who volunteer for this will most likely be more extreme in their views, but those are the same people who affect what happens with policy. They are the ones who make calls and send to their senators and representatives and those who appear in town halls.

Keeping in mind my budget of next to nothing, what do you advise to make this a better sample?

Shawna Avila

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of James P. Murphy [jpmurphy@JPMURPHY.COM]
Sent: Tuesday, September 01, 2009 9:30 PM
To: AAPORNET@ASU.EDU
Subject: Re: Trouble (?) for Internet Surveys

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

Date: Wed, 2 Sep 2009 10:15:41 -0400
Reply-To: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Butterworth, Michael" <MXB@CBSNEWS.COM>
Subject: Re: Trouble (?) for Internet Surveys
X-To: Shawna Avila <slstigge@SOUTHERN.EDU>, AAPORNET@ASU.EDU
In-Reply-To: <58F0EA3F1AE0D04B8440FFF150A02DA2AA1A7A05A9@EXCH-MB-2.sau.southern.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Can you adapt your research goals to your available data (cut your cloak to fit your cloth, as the saying has it)? Think of clinical trials (human or animal) - they don't make much attempt to be representative, they usually don't tell us anything about population frequencies, but by randomly assigning treatments, they produce important information. For instance, you could compare question wordings or orders.

Two strengths of online surveys are large sample sizes and fast turn-around. You might want to take advantage of them by doing subgroup analyses or iterative refinement of question wording and order. But don't bite off more than you can chew.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Shawna Avila
Sent: Wednesday, September 02, 2009 1:43 AM
To: AAPORNET@ASU.EDU
Subject: Re: Trouble (?) for Internet Surveys

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Keeping in mind my budget of next to nothing, what do you advise to make this a better sample?

Shawna Avila

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of James P. Murphy
[jpmurphy@JPMURPHY.COM]
Sent: Tuesday, September 01, 2009 9:30 PM
To: AAPORNET@ASU.EDU
Subject: Re: Trouble (?) for Internet Surveys

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www.jpMurphy.com
jpmurphy@jpmurphy.com

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From: Langer, Gary [mailto:Gary.Langer@abc.com]
Sent: Tuesday, September 01, 2009 3:26 PM
To: James P. Murphy; AAPORNET@ASU.EDU
Subject: RE: Trouble (?) for Internet Surveys

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=====
Date: Wed, 2 Sep 2009 10:30:01 -0400

Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Michael Koger <mkoger@ALUM.MIT.EDU>

Subject: Funding for research

X-To: aapornet@asu.edu

X-cc: slstigge@SOUTHERN.EDU

MIME-Version: 1.0

Content-Type: multipart/mixed; boundary="-----"

=_Part_5494_26162714.1251901801931"

-----=_Part_5494_26162714.1251901801931

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

Content-Transfer-Encoding: 7bit

The Intercollegiate Studies Institute has fellowships for graduate students

<http://www.isi.org>

Also, the College Blue Book has hundreds of scholarships, fellowships, and grants in many areas of specialization.

<http://www.aapor.org>

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.

-----=_Part_5494_26162714.1251901801931--

=====
Date: Wed, 2 Sep 2009 12:21:10 -0400

Reply-To: "Harrison, Chase" <charrison@HBS.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Harrison, Chase" <charrison@HBS.EDU>

Subject: Re: Trouble (?) for Internet Surveys [Student Resources Thread]

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

In-Reply-To:

<E08D38B65E01D840AB2A6FE5AE75F00418BBA7A6@NYCCNDX01.cbsnewsenps.cbsnews.net>

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

MIME-Version: 1.0

Content-Transfer-Encoding: 8bit

(A) In addition to thinking of the possibility of embedding experiments into your convenience samples, as Michael suggests, there are probably other ways you can gather useful original data to explore questions related to attitudes toward immigration policy given your resources. If you have the ability to do in-person sampling, I wonder if you might capitalize on these interactions to conduct qualitative or semi-structured interviews (or focus-groups, etc.). While these restrict your ability to statistically generalize, they can also provide a much richer source for generating new ideas or a fuller understanding about the dynamics of opinions and attitudes than you might find with standardized survey questions. (This is a variation of the "if stuck with lemons make lemonade strategy"). Also, you should keep in mind if you are talking about a couple of interviewers with no travel budget, your in-person interviews won't be comparable to a national sample in any case, and it would take a very careful and controlled design to have comparable frames to test for mode effects or self-selection bias in your web-based samples.

(B) If what you really want is the ability to generalize standardized survey questions to general populations of US adults, perhaps you can generate a useful analysis using existing data sources. (i.e. secondary analysis of survey data)

Potential sources for existing survey data would include:

The ICPSR at the University of Michigan
(<http://www.icpsr.umich.edu/icpsrweb/ICPSR/>)
The Roper Center at the University of Connecticut
(<http://www.ropercenter.uconn.edu/>)
The Pew Center (<http://people-press.org/dataarchive/>)
(<http://pewresearch.org/databank/>)

All of these sources have relevant national survey data for immigration attitudes. (Many universities have subscriptions to the ICPSR and Roper Center archives, and the Pew data and other datasets should be available for your use in any case).

(C) The TESS program (funded by the National Science Foundation) provides a means for university-based researchers to embed survey questions in probability-based Internet survey samples.
(<http://tess.experimentcentral.org/>)

I hope this helps.

Chase H. Harrison
Director, Research Computing Services
Principal Survey Methodologist

Harvard Business School
Baker Library | Bloomberg Center B-93
Soldiers Field Rd.
Boston, MA 02163

617.495.6100 (Main)
617.496.6252 (Direct)
617.495.5287 (FAX)

charrison@hbs.edu

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Butterworth, Michael
Sent: Wednesday, September 02, 2009 10:16 AM
To: AAPORNET@ASU.EDU
Subject: Re: Trouble (?) for Internet Surveys

Can you adapt your research goals to your available data (cut your cloak to fit your cloth, as the saying has it)? Think of clinical trials (human or animal) - they don't make much attempt to be representative, they usually don't tell us anything about population frequencies, but by randomly assigning treatments, they produce important information. For instance, you could compare question wordings or orders.

Two strengths of online surveys are large sample sizes and fast turn-around. You might want to take advantage of them by doing subgroup analyses or iterative refinement of question wording and order. But don't bite off more than you can chew.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Shawna Avila
Sent: Wednesday, September 02, 2009 1:43 AM
To: AAPORNET@ASU.EDU
Subject: Re: Trouble (?) for Internet Surveys

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Date: Thu, 3 Sep 2009 11:44:16 -0400
Reply-To: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Paul J Lavrakas PhD <pjlavrak@OPTONLINE.NET>
Subject: Congratulations and Thanks to Editors of Survey Practice!!!
X-To: AAPORNET@ASU.EDU
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

I for one, would like to heartily thank the four editors of Survey Practice (John Kennedy, David Moore, Diane O'Rourke and Andy Peytchev) for what they have accomplished in the first year of the journal and for the considerable service they have done for AAPOR and the field of survey research.

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Date: Thu, 3 Sep 2009 10:43:20 -0700
Reply-To: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jacobs Ellen B <Ellen.Jacobs@SRPNET.COM>
Subject: Re: Trouble (?) for Internet Surveys
X-To: "James P. Murphy" <jpmurphy@JPMURPHY.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<E0D21A58755B4AC1B103EACE3A24651A@TulipBreathing>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

The advertising research foundation has just completed a huge research on research study and issued a report on online research, focusing on

the use of multiple panels.
Their website is www.hearf.org/

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Date: Thu, 3 Sep 2009 10:52:15 -0700
Reply-To: Karl Feld <karl.feld@D3SYSTEMS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Karl Feld <karl.feld@D3SYSTEMS.COM>
Subject: Media Research Consultants Wanted
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

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Date: Thu, 3 Sep 2009 11:03:23 -0700
Reply-To: Karl Feld <karl.feld@D3SYSTEMS.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Karl Feld <karl.feld@D3SYSTEMS.COM>
Subject: News Media Research Manager Wanted
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

AAPORneters,

Our firm is looking for someone for the position below. I would be very=20=

appreciative if you would pass it on to someone you think might be=20
interested. For a full job description write to HR@d3systems.com=20
referring to AAPORnet.

Best regards, Karl Feld, Research Manager, D3 Systems

Job Description: D3 seeks candidates to serve as a News Media Research=20=

Manager for its growing international news media research business.=20=20=

Candidates should have a solid background in commercial news media market=
=20

research and a keen interest in international travel.=20=20

The successful candidate will want work with Project Managers to complete=
=20

project design, data collection, analysis and reporting for quantitative=20=

and qualitative news media research projects including media consumption=20=

(TV, online, radio and print), =E2=80=9Cshare wars,=E2=80=9D and possibly=
ad pricing,=20

circulation/subscription and consumer pricing analysis.=20=20

The candidate will have at least 5 years experience in commercial news=20=

media market research analysis, with emphasis on client-facing reporting.=
=20=20

He or she will be willing to travel domestically and internationally to=20=

the less developed world, including Afghanistan. Up to 25% time on=20
international travel required.

=09

<http://www.aapor.org>

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Date: Thu, 3 Sep 2009 13:29:44 -0500

Reply-To: "Gunderson, Barbara - AAPOR" <bgunderson@AAPOR.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Gunderson, Barbara - AAPOR" <bgunderson@AAPOR.ORG>

Subject: Job Posting - Arbitron

X-To: aapornet@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Senior Project Leader, PPM Methods & Analysis =09
Job ID: 09R054=09

Location: Columbia, Maryland=09
Send resumes to:
OE Recruiter=20
9705 Patuxent Woods Dr.=20
Columbia, MD 21046=20
Fax: 410 312-8607=20
Email: opsjobs@arbitron.com=09

Arbitron Inc. is a media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies. Arbitron's core businesses are measuring network and local market radio audiences across the United States; surveying the retail, media and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. The Company has developed the Portable People Meter, a new technology for media and marketing research.=20

Through our Scarborough Research joint venture, Arbitron also provides additional media and marketing research services to the broadcast television, newspaper, out-of-home and online industries.=20

We are looking for a Senior Project Leader, to join our PPM Methods & Analysis team located in Columbia, MD.=20

Responsibilities:=20

- * Evaluating research methodologies to determine consistency with sound research practices, customer requirements and company business objectives.=20

- * Designing and managing pilot studies, methods experiments, detailed secondary analyses and related activities to support the development of new research services. Including primary data analysis activities.=20

- * Participation in cross-functional project teams. Performing leadership role in project management and defining research requirements.=20

- * Preparing detailed project plans, written reports and statistical analyses describing findings from research tests and secondary analyses. This includes reports for internal documentation purposes as well as reports for clients and other external uses.=20

- * Supporting Arbitron marketing and business expansion objectives by participating in the development of detailed written technical proposals for new research services.=20

- * Preparing and delivering oral presentations internally and to clients and industry groups on topics pertaining to Arbitron research activities and findings.=20

- * Leading/directing project teams of other assigned staff on a daily basis to ensure that project timelines and goals are met in an effective and efficient manner.=20

- * Position requires availability for occasional travel as needed.

Skills/Experience Requirements:=20

- * Four-year degree in a related field required. Advanced degree preferred. Specific academic training in survey research methods and statistical analysis strongly preferred.=20

- * A minimum of 8 years of progressively more responsible experience in an applied research setting.=20
- * Experience in project management and/or in a supervisory role.=20
- * Experience with survey design, including data collection processes (e.g. questionnaire design, sampling, data preparation and processing, and performance calculations).=20
- * Strong computer skills, including expertise in SAS and/or SPSS and/or Access. Excel, Word, and PowerPoint skills also necessary.=20
- * Excellent written and oral communication skills, with demonstrated performance in both areas.=20
- * Strong analytic and problem-solving skills, including an advanced knowledge of statistical tools and principles.=20
- * Flexible working hours=20
- * Ability to travel

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

We offer a comprehensive employment package, including competitive compensation, excellent health care plans, 401K matching, tuition assistance, stock purchase, skill development, flexible work environment and more.=20

Immigration Sponsorship will not be available for this position. Send your resume to: opsjobs@arbitron.com or Fax: 410-312-8607 Arbitron Inc., Attn: OE Recruiter, 9705 Patuxent Woods Drive, Columbia, MD. 21046=20 Visit us at www.arbitron.com!!

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=====

Date: Fri, 4 Sep 2009 09:58:54 -0400

Reply-To: "Beatty, Paul C. (CDC/CCHIS/NCHS)" <pbb5@CDC.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Beatty, Paul C. (CDC/CCHIS/NCHS)" <pbb5@CDC.GOV>

Subject: Passing of an AAPOR colleague-- Roberta Sangster

X-To: aapornet@asu.edu

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

For those who haven't heard, long-time AAPOR member Roberta Sangster (Robie to her many friends) died last week after a several-year battle with ALS. Her obituary in the Lewistown Tribune (Idaho) can be found here:

<http://www.lmtribune.com/story/obituaries/44107/>

I had known Robie for many years and had the pleasure of working with

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

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

Sent: Friday, September 04, 2009 10:20 AM

To: AAPORNET@ASU.EDU

Subject: *New Masters degree in Survey Methods*

New Masters degree in Survey Methods at University of Essex

MSc Survey Methods for Social Research is a new degree programme launching in 2009/10 at the University of Essex. It is a unique course in relation to other programmes available in UK higher education in that it concentrates on survey methodology, is taught by practitioners and academics and involves a placement in a survey organisation as part of the training.

Based jointly in the Department of Sociology and the Institute for Social and Economic Research (ISER), this degree course provides advanced postgraduate training in survey research methodology. It is aimed at students who would like to develop a career as social, government or market researchers as well as those who are already working in these fields and wish to undertake further professional development, or as a prelude to a research degree.

Students can study full time (one year), part time (two years) or take individual modules to build gradually towards their final degree over an extended period of up to six years. It is anticipated that most teaching will take place on Fridays during Autumn and Spring terms.

The course covers all of the key topics in survey research, including sampling methods, questionnaire design, the management of the survey process and methods for analysing survey data. Students also choose an optional topic from a range of modules in Sociology or other social science discipline and complete a research dissertation.

Central to the way the course is run is an emphasis on practical learning and experience. All students undertake a work placement in one of a number of professional research organisations and the course is taught by academics and leading survey research practitioners in the department of Sociology and at the Institute for Social and Economic Research (ISER), home of the world's largest and most ambitious longitudinal survey, the UK Household Longitudinal Study.

Prospective students are expected to have a good degree in a social science subject or to demonstrate other relevant experience. The deadline for applications is September 15th 2009. For an application pack, please contact Michele Hall (mehall@essex.ac.uk) or apply online at <https://www.essex.ac.uk/pgapply/>

For more information about the course, please see http://www.essex.ac.uk/sociology/prospective/PG_Programmes/msc_smsr.aspx or contact Dr Nick Allum (nallum@essex.ac.uk)

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=====
Date: Mon, 7 Sep 2009 17:03:12 -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 - the results
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="-----
_=_NextPart_001_01CA2FFE.B7807BF0"

This is a multi-part message in MIME format.

----- _=_NextPart_001_01CA2FFE.B7807BF0
Content-Type: text/plain;
charset="US-ASCII"
Content-Transfer-Encoding: quoted-printable

Thanks to everyone who responded to my query about research evidence on
maximum length for telephone and online surveys.

=20

I am attaching all of the responses received. =20

=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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----- _ = _NextPart_001_01CA2FFE.B7807BF0
Content-Type: multipart/mixed;
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Content-class: urn:content-classes:message

This is a multi-part message in MIME format.

Content-Type: text/plain;
 charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

Keith,=20

=20

I got your AAPOR note from a colleague. We presented some work on this =
at AAPOR. The paper is currently in preparation for a public health =
journal.=20

=20

Conrey, F. R., & Zuwallack, R. (2009). Telephone survey length: How long =
is too long. poster presented at American Association of Public Opinion =
Research. Miami, FL.

=20

The bottom line is that attrition persists throughout the survey, =
decreasing after the first five or ten questions. There's no magic =
bullet survey length, but shorter is definitely better. I have one =
survey in the field right now that averages 51 minutes. We lose more =
than 25% of the sample after they answer the first survey question.=20

=20

Our data suggests that there are significant response biases introduced =
by length-related attrition. We have differential attrition on race and =
age such that the final sample has a different makeup than the starting =
sample.=20

=20

I can send you the paper after submission if you're still interested. =
Like you, I really struggled to find anything on this subject. My =
clients don't seem to want to hear about it. ;)

=20

There's also a recent article on this in POQ. Spring of this year, I =
think. It looked at online research.

=20

Thanks,

=20

Riki Conrey

=20

Frederica Conrey, PhD | Survey Methodologist | 802-264-3785 | =
<mailto:name.m.last@macrointernational.com> =
frederica.r.conrey@macrointernational.com=20

<<http://www.macrointernational.com/>> ICF Macro | 1618 Beekman Pl NW #E =
Washington DC, 20009=20

=20

=20

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----- _ =_NextPart_001_01CA2FFE.B7807BF0
Content-Type: multipart/alternative;
boundary="---- _ =_NextPart_005_01CA1CE2.3F14E100"
Content-Language: en-US
Content-class: urn:content-classes:message

This is a multi-part message in MIME format.

Content-Type: text/plain;
charset="utf-8"
Content-Transfer-Encoding: base64

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-----_=_NextPart_001_01CA2FFE.B7807BF0
Content-Type: multipart/mixed;
boundary="-----_=_NextPart_006_01CA1C92.C3D80E80"
Content-class: urn:content-classes:message

This is a multi-part message in MIME format.

Content-Type: text/plain;
charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

Keith,

I began pulling these types of studies together a while ago, but never finished my review. I didn't find a whole lot of information on the effect of survey length on online research though. =20

The Bogen Lit Review does a nice job of summarizing research up until 1996, but it's fairly dated at this point. I'd be interested in any additional resources you find- best of luck.

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Keith Neuman
Sent: 2009-08-13 8:57 PM
To: AAPORNET@ASU.EDU
Subject: Research evidence on maximum survey length

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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Content-Type: multipart/alternative;

boundary="-----=_NextPart_008_01CA1C83.042F9080"

Content-class: urn:content-classes:message

This is a multi-part message in MIME format.

Content-Type: text/plain;

charset="Windows-1252"

Content-Transfer-Encoding: quoted-printable

On Aug 13, 2009, at 9:46 PM, Keith Neuman wrote:

posed this query because I=92d like to know of any solid evidence on =
the importance of survey length apart from other design considerations. =
I=92m interested in this because one of our main clients, the Government =
of Canada, is establishing new standards for survey research, and its =
bureaucratic wisdom thinks there should be a strict 15 minute maximum on =
all surveys done on its behalf (telephone and online). I think this is =
nuts, but think it=92s worth seeing what evidence might be out there to =
either confirm or challenge this kind of time limit.

Nuts it is, although doesn't OMB consider a 20-minute survey as enough =
to not create too much "respondent burden"? I've heard of 40-45 minutes =
per survey being sufficient, and I once ran a telephone survey in =
semi-structured format for USDA, in which our telephone interviewer team =
called heads of state health depts for their views on revising a food =
safety booklet. We got a 90 percent response rate! Those using the =
first edition of the booklet were so interested in helping us improve =
what they already considered a "winner" of a booklet that they stayed on =
the phone and gave us all sorts of constructive suggestions (about =
microwave oven use, defrosting meat, etc.). I myself ran such an =
interview with the health dept rep from Hawaii and it lasted that long, =
as I asked followup questions to clarify what I was hearing! Care to =
cite that USDA survey for Food Safety and Inspection Service to revise =
the "Safe Food Book"?

Perhaps examining studies of response rate by survey length are =
informative.

But sure, the pollsters ask few questions in terse format and and move =
on to other respondents to complete a good many in the overall time they =
have. But that's not a research survey!

Best of luck, Milt

=20

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 charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

<http://poq.oxfordjournals.org/cgi/content/abstract/73/2/349>

<http://ssc.sagepub.com/cgi/content/abstract/19/2/146>

<http://poq.oxfordjournals.org/cgi/content/abstract/45/4/549>

Marc Zwelling, CMRP
Vector Research + Development Inc. / 416.733.2320
<http://www.vectorresearch.com>=20

... Turning questions into strategy

=20
This message has been scanned by Symantec Endpoint Protection 11
<http://securityresponse.symantec.com/>

=20

=20

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

From: Keith Neuman [<mailto:Keith.Neuman@ENVIRONICS.CA>]=20
Sent: Thursday, August 13, 2009 8:57 PM
To: AAPORNET@ASU.EDU
Subject: Research evidence on maximum survey length

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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Content-Type: multipart/alternative;
boundary="---- _ =_NextPart_010_01CA1C7F.D563EB00"
Content-class: urn:content-classes:message

This is a multi-part message in MIME format.

Content-Type: text/plain;
charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

Keith, this is a very important topic.

I've never thought of length per se as a determiner, but rather to what extent the respondent considers the survey content "meaningful" and thus "worth his/her time" However, I recall my wife's finally getting exasperated at the fifth page of survey questions on a topic that mattered a lot to her. That was it: she finally was worn down by the experience of being asked and asked and asked about the topic (weight control).

That's why the beginning of the survey and its survey topics matter so much: if they're kind of boring up front or considered useless (or "why are these being asked?"), the respondent could break off the survey, regardless of the true length of the instrument. Thus I rarely begin with demographics but instead plunge right into the core of why I'm conducting the survey.

Hope these thoughts, which have been echoed in AAPOR articles, in Presser's book on asking survey questions, etc. are useful. However, I should add that these are impressions gathered in using paper and pencil surveys. With telephone surveys, you have the concern of listening over and over to a single voice/interviewer, so that the shorter each question is and the number of provided response options the better in moving through the survey. With online surveys, the relatively few number of screens or extent of scrolling through the online form, and relatively minimal use of matrix type questions, which make for complicated navigation and respondent fatigue, the better.

I still think, however, that the more interested the respondent is in the topic content and providing the information, the less that survey length is an issue.

Milton Goldsamt

Milton R. Goldsamt, Ph.D.
Consulting Research Psychologist & Statistician
(and former member of the Questionnaire Design Section, USDA/NASS)
Silver Spring, MD=20
miltrgold@comcast.net
301-649-2768
(C) 240-671-7201

On Aug 13, 2009, at 8:57 PM, Keith Neuman wrote:

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

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?

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

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

----- _ = _NextPart_001_01CA2FFE.B7807BF0--

=====
Date: Mon, 7 Sep 2009 20:21:45 -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 - the results - once again.
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

My apologies for forgetting that attachments won't work on AAPORNET. I am listing each of the half dozen or so responses below. Some contain links that I hope still work. =20

=20

Bottom line is that no one provided any definitive evidence about =
maximum survey length, but there is some very useful pieces here, and =
are much appreciated.

=20

Keith

=20

From Milton Goldsant:

=20

Keith, this is a very important topic.=20

=20

I've never thought of length per se as a determiner, but rather to what =
extent the respondent considers the survey content "meaningful" and thus =
"worth his/her time" However, I recall my wife's finally getting =
exasperated at the fifth page of survey questions on a topic that =
mattered a lot to her. That was it: she finally was worn down by the =
experience of being asked and asked and asked about the topic (weight =
control).=20

=20

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are these being asked?"), the respondent could break off the survey, =
regardless of the true length of the instrument. Thus I rarely begin =
with demographics but instead plunge right into the core of why I'm =
conducting the survey.

=20

Hope these thoughts, which have been echoed in AAPOR articles, in =
Presser's book on asking survey questions, etc. are useful. However, I =
should add that these are impressions gathered in using paper and pencil =
surveys. With telephone surveys, you have the concern of listening over =
and over to a single voice/interviewer, so that the shorter each =
question is and the number of provided response options the better in =
moving through the survey. With online surveys, the relatively few =
number of screens or extent of scrolling through the online form, and =
relatively minimal use of matrix type questions, which make for =
complicated navigation and respondent fatigue, the better.

=20

I still think, however, that the more interested the respondent is in the topic content and providing the information, the less that survey length is an issue.

=20

Nuts it is, although doesn't OMB consider a 20-minute survey as enough to not create too much "respondent burden"? I've heard of 40-45 minutes per survey being sufficient, and I once ran a telephone survey in semi-structured format for USDA, in which our telephone interviewer team called heads of state health depts for their views on revising a food safety booklet. We got a 90 percent response rate! Those using the first edition of the booklet were so interested in helping us improve what they already considered a "winner" of a booklet that they stayed on the phone and gave us all sorts of constructive suggestions (about microwave oven use, defrosting meat, etc.). I myself ran such an interview with the health dept rep from Hawaii and it lasted that long, as I asked followup questions to clarify what I was hearing! Care to cite that USDA survey for Food Safety and Inspection Service to revise the "Safe Food Book"?

=20

Perhaps examining studies of response rate by survey length are informative.

=20

But sure, the pollsters ask few questions in terse format and and move on to other respondents to complete a good many in the overall time they have. But that's not a research survey!

=20

Best of luck, Milt

=20

From Mark Zwelling:

=20

<http://poq.oxfordjournals.org/cgi/content/abstract/73/2/349>

=20

<http://ssc.sagepub.com/cgi/content/abstract/19/2/146>

=20

<http://poq.oxfordjournals.org/cgi/content/abstract/45/4/549>

=20

=20

=20

From Patrick Glaser

=20

Keith,

=20

I began pulling these types of studies together a while ago, but never

finished my review. I didn't find a whole lot of information on the

effect of survey length on online research though. =20

=20

The Bogen Lit Review does a nice job of summarizing research up until =
1996, but it's fairly dated at this point. I'd be interested in any =
additional resources you find- best of luck.

=20

Title

Author

Published

Publisher

=20

Survey-Related Experiential and Attitudinal Correlates of Future Health =
Survey Participation: Results of a Statewide Survey

Timothy J. Beebe, PhD; Sarah M. Jenkins, MS; Kari J. Anderson, BS; And =
Michael E. Davern, PhD

2008

Mayo Clinic Proceedings, December 2008;83(12):1358-1363

-

Evaluating Methods for Increasing Physician Survey Cooperation=20

Olmsted, Murrey., McFarlane, Emily., Murphy, Joseph. and Hill, Craig.

2008

Paper presented at the annual meeting of the American Association For =
Public Opinion Association, Fontainebleau Resort, Miami Beach, FL,

-

A Look at the Boredom of the Respondent Experience

Jon Puleston and Deborah Sleep=20

2008

Quirks, November 2008

=20

AMA MR Conference Audience Poll

Dean Wiltse

2008

Vovici Blog

-

TNS Retail Forward Panel

Unknown

2008

TNS Website

-

Greenfield Online Internal Research

Unknown

2007

Published on Greenfield Homepage

-

Questionnaire Length and Response Quality: Myth or Reality?

SSI Paper

2005

Published on Survey Sampling International Homepage

=20

Questionnaire Length and Fatigue Effects

SSI Paper

2005

Published on Survey Sampling International Homepage

=20

Follow-up by Mail in Clinical Studies: Does Questionnaire Length Matter?

Edwards P, Roberts I, Sandercock P, Frost C

2004

Controlled Clinical Trials, Feb, 25(1):31-52

-

Increasing response rates to postal questionnaires: systematic review.

Edwards P, Roberts I, Clarke M, DiGuseppi C, Pratap S, Wentz R, Kwan I. =

2002

BMJ. 2002 May 18;324(7347):1168-9.

-

The effects of questionnaire length and lottery ticket inducement on the =
response rate in mail surveys=20

Natasha A. Koloski; Nicholas J. Talley; Philip M. Boyce; Allen D. =
Morris-yates =20

2001

Psychology & Health, Volume 16, Issue 1 January 2001 , pages 67 - 75

-

Email Survey Response Rates: A Review

Kim Sheehan

2001

Published online at:<http://jcmc.indiana.edu/vol6/issue2/sheehan.html#su>

-

Is Shorter Always Better? Relative Importance of Questionnaire Length =
and Cognitive Ease on Response Rates and Data Quality for Two Dietary =
Questionnaires

Amy F. Subar, Regina G. Ziegler, Frances E. Thompson, Christine Cole =
Johnson, Joel L. Weissfeld, Douglas Reding, Katherine H. Kavounis, and =
Richard B. Hayes

2001

Am. J. Epidemiol., Feb 2001; 153: 404 - 409.=20

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Does length of questionnaire matter? A randomised trial of response =
rates to a mailed questionnaire.

Iglesias CP, Torgerson DJ.

2000

J Health Serv Res Policy 2000;5:219-21.

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Effect of Interview Length and Proxy Interviews on Attrition to the =
Survey of Income and Program Participation

Lieu N. Galvin, Sam Sae-Ung, and Karen King

2000

Proceedings of the Survey Methods Section, ASA (2000)

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Physician Surveys: Recent Difficulties and Proposed

Thran, SL, and Hixson, JS

2000

ASA 2000 Proceedings, 233-237.

-

Size Doesn't Matter: Response Rates of Medicaid Enrollees to =
Questionnaires of Various Lengths

Gallagher, Patricia M. and Floyd J. Fowler, Jr.

1998

Presentation delivered at the 4th National CAHPS User Group Meeting, =

Baltimore, MD, 1998.

-

Controlled Trial of the Effect of Length, Incentives, and Follow-up =
Techniques on Response to a Mailed Questionnaire

Sandra C. Hoffman, Alyce E. Burke, Kathy J. Helzlsouer, and George W. =
Comstock

1998

Am. J. Epidemiol., 15 November 1998; 148: 1007 - 1011.=20

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Response Rate to Mailed Epidemiologic Questionnaires: A Population-based =
Randomized Trial of Variations in Design and Mailing Routines=20

Sonja Eaker, Reinhold Bergstr=F6m, Anna Bergstr=F6m, Hans-Olov Adami, =
and Olof Nyren

1998

American Journal of Epidemiology Vol. 147, No. 1: 74-82=20

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Conducting Physician Mail Surveys on a Limited Budget: A Randomized =
Trial Comparing \$2 Bill Versus \$5 Bill Incentives.

Asch, DA, Christakis, NA, and Ubel, PA (1998).=20

1998

Medical Care, 36 (1), 95-99.

=20

The Effect of Questionnaire Length on Response Rates: A Review of the =
Literature."=20

Bogen, Karen

1996

1996 Proceedings of the Section on Survey Research Methods. Alexandria, =
VA: American Statistical Association, 1996. 1020-1025.

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The Effect of Interview Length on Attrition in the National Longitudinal =
Survey of Youth.

Laura Branden, R. Mark Gritz, and Michael R. Pergamit (3/95)

1995

Published on website of BLS Office of Survey Methods Research

-

The Effect of Interview Length on Nonresponse in the National =
Longitudinal Survey of Youth

Branden, L., R.M. Gritz, and M.R. Pergamit=20

1995

Proceedings of the 1995 Census Bureau Annual Research Conference, =
129-154

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Factors affecting response to mail questionnaire: research topics, =
questionnaire length, and non-response bias.=20

Nagata C, Hara S, Shimizu H.=20

1995

Journal of Epidemiology 1995;5:81-5.=20

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Organisational survey non-response.=20

Tomaskovic-Devey, D., Leiter, J., & Thompson, S.

1994

Administrative Science Quarterly, 39, 439-457

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An Analysis of Attrition in the PSID and SIPP with an Application to a =
Model of Labor Market Behavior

Zabel, JE

1994

SIPP Working Paper Series, Number 9403, US Bureau of the Census

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A note on the applicability of the Bruold-Comer model of mail survey =
response rates to commercial populations.=20

Jobber, D., & Saunders, J.

1993

Journal of Business Research, 26, 223-236.

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Effects of Questionnaire Length, Respondent-Friendly Design, and a =
Difficult Question on Response Rates for Occupant-Addressed Census Mail =
Surveys

Dillman, D.A., M.D. Sinclair, and J.R. Clark

1993

Public Opinion Quarterly, Vol. 57, 289-304

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Surveys of Physicians: An Overview. Proceedings of the International =
Conference on Establishment Surveys: Survey Methods for Businesses, =
Farms and Institutions.

Thran, SL, and Berk, ML

1993

pp. 83-92. Alexandria, VA: American Statistical Association.

=20

Duplicate responses to multiple survey mailings: A problem?

Steele, T. J., Schwendig, W. L., & Kilpatrick, J. A.

1992

Journal of Advertising Research, 37 (March/April), 26-34.

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Response Trends in Europe

de Heer, W.F. and A.Z. Israels

1992

ASA Proceedings of the Section on Survey Research Methods, 92-101

-

Survey Design Features Correlates of Nonresponse

Botman, S.L. and O.T. Thornberry

1992

ASA Proceedings of the Section on Survey Research Methods, 309-314

-

Understanding the Decision to Participate in a Survey

Groves, R.M., R.B. Cialdini, and M.P. Couper

1992

Public Opinion Quarterly , Volume 56, pp. 475-495

-

The Effect of Questionnaire Length on Survey Response

Burchell, B. and C. Marsh

1992

Quality and Quantity, Vol. 26, 233-244

-

Understanding mail survey response behavior.

Yammarino, F. J., Skinner, S., & Childers, T. L.

1991

Public Opinion Quarterly, 55, 613-639.

-

Believe it or not! Longer questionnaires have lower response rates.

Roszkowski MJ, Bean AG.

1990

Journal of Business and Psychology 1990;4:495-509.=20

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A model for estimating the response rate to a mailed survey.

Bruvold, N. T., & Comer, J. M.

1988

Journal of Business Research, 16 (2), 101-116.

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Nonresponse: The UK Experience

Collins, M. W. Sykes, P. Wilson

1988

Telephone Survey Methodology, Wiley and Sons

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Obtaining the Survey Interview--an Analysis of Tape Recorded Doorstep =
Introductions

Morton-Williams, J. and P. Young

1987

Journal of Market Research Society, Vol, 29, No.1, 35-54

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A Quantitative Review of Research Design Effects on Response Rates to =
Questionnaires

Yu, J. and H. Cooper

1983

Journal of Marketing Research, Vol. XX, 36-44.

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Respondent Burden: A Test of Some Common Assumptions

LM Sharp and Frankel J

1983

Public Opinion Quarterly, Vol.47, 36-53

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Solving the Quandry Between Questionnaire Length and Response Rate in =
Educational Research

Adams, LLM and D. Gale

1982

Research in Higher Education, Vol 17, No.3, 231-240

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Predicting the response rates to mailed questionnaires (comment on =
Herberlien & Baumgartner).

Eicherner, K., & Habermehl, W.=20

1981

American Sociological Review, 46, 1-3.

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Measurement of Respondent Burden

Frankel, J and LM Sharp

1981

Statistical Reporter, No 81-4, 105-111

-

Mail Survey Response Rates: Effects of Questionnaire Topic and Length =
and Recipients' Community

Rudd, NM and NL Maxwell

1980

Psychological Reports, Vol 46, 433-440

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Response Rates and Perceived Questionnaire Length in Mail Surveys

Terry L Childers and O.C. Ferrell

1979

Journal of Marketing Research, Vol. XVI (August 1979, 429-31)

-

Survey Response Rates: Some Trends, Causes, and Correllates

Marquis, K.

1979

Health Survey Research Methods, Seonna Biennal Conference, DHEW =
Publication No. (PHS) 79-3207, National Center for Health Services =

Research

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Factors affecting response rates to mailed surveys: A quantitative =
analysis of the published literature.

Heberlein, T. A., & Baumgartner, R.

1978

American Sociological Review, 43, 447-462.

-

Respondent Burden

Bradburn, N. M.

1978

Paper presented at the 138th Annual Meeting of the American Statistical =
Association, San Diego, CA

-

How Survey Researchers Meet Public Resistance

Ohlsten, J.W.

1976

Advertising Age (July 12, 1976)

-

Follow-up methods, questionnaire length, and market differences in mail =
surveys

Roscoe, A.M., Lang, D., Sheth, J.N.=20

1975

Journal of Marketing, Vol. 39 pp.20-7

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The Census Bureau Experience: Respondent Availability and Response Rates

Love, L.T. and A.G. Turner

1975

ASA Proceedings of the Business and Economic Statistical Section, 76-85

-
Impact of Questionnaire Length, Follow-up Methods, and Geographical =
Location on Response Rate to a Mail Survey

Sheth, Jagdish N.; Roscoe, A. Marvin

1975

Journal of Applied Psychology. Vol 60(2), Apr 1975, 252-254.

-
Response Rates in Postal Surveys

Blumberg, H.H., C. Fuller, and A.P. Hare

1974

Public Opinion Quarterly, Vol., 38, 113-123

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Questionnaire Length and Response Rate

Berdie, D.R.

1973

Journal of Applied Statistics, Vol. 58, No.2, 278-280

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Questionnaire and Response Rate: A Methodological Analysis

Champion, D.J. and AM Sear

1969

Social Forces, Vol. 47, 335-339

-
Use of a postcard query in mail surveys.

Brown M.

1965

Public Opinion Quarterly , Winter, 635-637

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An experimental study of factors affecting response to a mail survey of =
beginning teachers.

Mason, W., Dressel, R., & Bain, R.

1961

Public Opinion Quarterly, 25 (Summer), 296-299.

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Survey Procedures for Supplementing Mortality Statistics

Sirken, M.G., J.W. Pifer, and M.L. Brown

1960

American Journal of Public Health

-

Pretesting Questionnaires

Sletto, R.F.

1940

American Sociological Review, Vol 15, 193-200

-

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From Reg Baker:

=20

http://regbaker.typepad.com/regs_blog/2009/08/when-will-we-learn.html

=20

=20

From Riki Conrey:

=20

Keith,=20

=20

I got your AAPOR note from a colleague. We presented some work on this =
at AAPOR. The paper is currently in preparation for a public health =
journal.=20

=20

Conrey, F. R., & Zuwallack, R. (2009). Telephone survey length: How long =
is too long. poster presented at American Association of Public Opinion =
Research. Miami, FL.

=20

The bottom line is that attrition persists throughout the survey, =
decreasing after the first five or ten questions. There's no magic =
bullet survey length, but shorter is definitely better. I have one =
survey in the field right now that averages 51 minutes. We lose more =
than 25% of the sample after they answer the first survey question.=20

=20

Our data suggests that there are significant response biases introduced =
by length-related attrition. We have differential attrition on race and =
age such that the final sample has a different makeup than the starting =
sample.=20

=20

I can send you the paper after submission if you're still interested. =
Like you, I really struggled to find anything on this subject. My =
clients don't seem to want to hear about it. ;)

=20

There's also a recent article on this in POQ. Spring of this year, I =
think. It looked at online research.

=20

Thanks,

=20

Riki Conrey

=20

Frederica Conrey, PhD | Survey Methodologist | 802-264-3785 | =
frederica.r.conrey@macrointernational.com =
<mailto:name.m.last@macrointernational.com> =20

ICF Macro <<http://www.macrointernational.com/>> | 1618 Beekman Pl NW #E =
Washington DC, 20009=20

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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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On your return send this: set aapornet mail
Please ask authors before quoting outside AAPORNET.
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=====
Date: Tue, 8 Sep 2009 12:52:08 -0400
Reply-To: Kate Stewart <KateStewart@BRSPOLL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Kate Stewart <KateStewart@BRSPOLL.COM>
Subject: job posting
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Belden Russonello & Stewart is seeking an administrative assistant for friendly, busy small public opinion research firm. Requirements: excellent computer, verbal, organizational and personal skills, and bachelors degree. Ideal candidate will be smart, a team player, interested in the issues we work on, a self starter, and detail oriented. For a list of our clients and examples of projects, please go to our website: www.brspoll.com.

=20

Responsibilities include office management tasks such as making meeting and travel arrangements, banking and record keeping, answering telephones and email. Research duties may include assisting BRS partners and other staff with reports, proposals, tables and other products, interviewing.

=20

We are located at DuPont Circle in Washington, DC. Benefits include two weeks vacation, health insurance and more.

=20

Please send a cover letter and resume to katestewart@brspoll.com. No calls please. Thank you.

=20

=20

=20

Kate Stewart

Partner

Belden Russonello & Stewart

1320 19th Street, Suite 700

WDC 20036

(w) 202-822-6090

(c) 301-257-0098

(h) 301-270-8090

=20

<http://www.aapor.org>

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

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=====

Date: Tue, 8 Sep 2009 11:30:40 -0700

Reply-To: Chuck Shuttles <chuck.shuttles@NIELSEN.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Chuck Shuttles <chuck.shuttles@NIELSEN.COM>

Subject: Recruiting Young Adults (18-24 year olds) to Participate in Research?

X-To: AAPORNET@ASU.EDU

Mime-Version: 1.0

Content-Transfer-Encoding: quoted-printable

Posting a request on behalf of a colleague:

What best practices or references are available in the recruitment of young adult respondents to participate in research? Obviously, this is a rather broad call for information, but any information that you can refer us to would be appreciated.

Please send your comments directly to Chuck.Shuttles@nielsen.com and Susan.Baylis@nielsen.com. One of us will post a courtesy summary to AAPORNet at the end of the week.

Warm regards,
Chuck

<http://www.aapor.org>

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

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=====
Date: Wed, 9 Sep 2009 08:42:52 -0400

Reply-To: "Mulrow, Jeri M." <jmulrow@NSF.GOV>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Mulrow, Jeri M." <jmulrow@NSF.GOV>

Subject: FW: Employment Opportunity -- NSF

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Survey Statistician - Survey Manager

=20

The National Science Foundation (NSF) has an immediate opening for at least one Survey Statistician / Survey Manager. NSF, in Arlington, VA, brings together scientific and education experts to shape the direction of national research and education in science and technology. NSF is seeking highly qualified candidates for a Survey Manager within the Research and Development Statistics Program (RDS) part of the Division of Science Resources Statistics (SRS), Directorate for Social, Behavioral and Economic Sciences (SBE).

=20

RDS is responsible for data collections on research and development in all sectors, processing and managing those surveys, studies and analyses from the planning and design state through final analysis, publication, and dissemination. RDS accomplishes its work through a combination of in-house performance and grant and contractual arrangements. In addition to having responsibility for six surveys, it also provides analysis of data from those surveys, as well as broader analysis on R&D in the U.S. and internationally. RDS is seeking experienced survey managers to guide its planned data collection activities of parts of the economy not currently being surveyed, including nonacademic nonprofit organizations and micro-businesses.

=20

SALARY RANGE: 86,927.00 - 136,941.00 USD /year

SERIES & GRADE: AD-1530-03/03

PROMOTION POTENTIAL: 03

OPEN PERIOD: Friday, August 28, 2009 to Friday, September 25, 2009

POSITION INFORMATION: Full-Time Permanent

DUTY LOCATIONS: Arlington, VA

WHO MAY BE CONSIDERED: Applications will be accepted from US Citizens. As permitted, Non-Citizens <<http://www.usajobs.gov/EI9.asp>> will be considered.

=20

The full job announcement is available at:
<http://jobview.usajobs.gov/GetJob.aspx?OPMControl=3D1655522&org=3DSRS>

=20

=20

Jeri Mulrow

Senior Mathematical Statistician

Division of Science Resources Statistics

National Science Foundation

703-292-4784

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=20

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

Date: Wed, 9 Sep 2009 11:18:24 -0400
Reply-To: Nancy Whelchel <nancy_whelchel@NCSU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Nancy Whelchel <nancy_whelchel@NCSU.EDU>
Subject: Data request from grad student
X-To: aapornet@asu.edu
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: quoted-printable

Hello all,=20

I'm posting the forwarded email below at the request of a graduate student = who contacted our Executive Office looking for assistance. Please reply = directly to the student at josedelgado3@hotmail.com, as he does not have = access to the listserv.

Thanks.

=20

=20

From: Jose D [<mailto:josedelgado3@hotmail.com>]=20
Posted At: Monday, September 07, 2009 2:04 PM
Posted To: AAPOR General Email
Conversation: Research info request
Subject: Research info request

=20

Greetings;

=20

I am a Harvard Grad student doing research on PV panels. Do you have any = recent surveys on public opinion of PV panels I could use as data?

=20

Thank you;

=20

Jose Delgado

=20

<http://www.aapor.org>=20
Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Archives: <http://lists.asu.edu/archives/aapornet.html> .

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Date: Wed, 9 Sep 2009 16:36:07 -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: Data request from grad student
X-To: AAPORNET@ASU.EDU
X-cc: josedelgado3@hotmail.com
In-Reply-To: <4AA78F00.5CBC.001C.0@gw.ncsu.edu>
MIME-version: 1.0
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Dear Colleagues,

I contacted this grad student and got some additional information about his research interests, that I thought I would pass along in case there are any of you who might be able to help him.

PJL

From: Jose D [mailto:josedelgado3@hotmail.com]
Sent: Wednesday, September 09, 2009 3:51 PM
To: pjlavrak@optonline.net
Subject: RE: PV panel data

I am a Harvard graduate student who is doing research on how having PV panels already installed would increase the value of a home. The purpose of this is to show that purchasing and installing a Photovoltaic panel system would either increase the value of the home, or at the very least pay for itself upon resale of the house, aside from the savings from reduced utility consumption. As part of the research, I am interested in what the public perception is on PV panels. If this is a consideration that homebuyers are showing, or if there is a trend. Any recent surveys or polls on the willingness of the average homebuyer to pay a little more for a house with PV panels compared to a similar home.

Any assistance you can give me is greatly appreciated.

Yours truly;

Jose A. Delgado

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nancy Whelchel
Sent: Wednesday, September 09, 2009 11:18 AM

To: AAPORNET@ASU.EDU
Subject: Data request from grad student

Hello all,
I'm posting the forwarded email below at the request of a graduate student who contacted our Executive Office looking for assistance. Please reply directly to the student at josedelgado3@hotmail.com, as he does not have access to the listserv.
Thanks.

From: Jose D [mailto:josedelgado3@hotmail.com]
Posted At: Monday, September 07, 2009 2:04 PM
Posted To: AAPOR General Email
Conversation: Research info request
Subject: Research info request

Greetings;

I am a Harvard Grad student doing research on PV panels. Do you have any recent surveys on public opinion of PV panels I could use as data?

Thank you;

Jose Delgado

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<http://www.aapor.org>
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: Thu, 10 Sep 2009 06:09:39 -0700
Reply-To: Barb Gunderson <bgunderson@AAPOR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Barb Gunderson <bgunderson@AAPOR.ORG>
Subject: Job Posting - UCLA Center for Health Policy Research
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

Data Access and Confidentiality Manager

The UCLA Center for Health Policy Research (Center) has an outstanding

career opportunity for a Data Access & Confidentiality Manager.

The Center is one of the nation's leading health policy research centers

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Established in 1994, the Center is based in the School of Public Health

and affiliated with the School of Public Affairs.

The Manager is responsible for confidentiality policies and security procedures for confidential data maintained in the Center's Data Access Center. Major responsibilities include:

Evaluating confidentiality policies and data access requests for the California Health Interview Survey (CHIS), the largest state health

survey in the nation.

Developing and implementing computer security plans and risk

assessments; negotiating restricted-access data agreements with funders.

Providing consultation on statistical disclosure limitation

techniques, state and federal data privacy laws (including HIPAA), data

security best practices, and legal and ethical concerns.

Preparing and supervising CHIS applications to the UCLA and state

human subjects protection committees and Federal Office of Management and

Budget (OMB) in compliance with applicable policies and procedures.

Qualifications:

Advanced degree in survey research, public health, law, sociology,

demography or a related field, or combination of relevant experience and

education desirable, preferred.

Knowledge of computer security planning, processes, and standards

(including HIPAA), and the ability to design, evaluate and implement administrative systems related to secure environments.

Ability to develop and implement policies and procedures regarding

confidentiality and security.

Detailed knowledge of statistical disclosure limitations theory and methodology as applied to survey data.

Knowledge of federal and state laws, regulations, policies and procedures related to the protection of human subjects.

Ability to draft and negotiate agreements with federal, state, and private organizations, in consultation with legal counsel, and serve as liaison with legal counsel and institutional review boards.

Compensation: \$5,070 - \$9,126 monthly, commensurate with experience. Excellent benefits. EOE.

How to Apply: Go to: <https://hr.mycareer.ucl>

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set aapornet nomail

On your return send this: set aapornet mail

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Date: Thu, 10 Sep 2009 11:52:35 -0400
Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Zwelling <marc@VECTORRESEARCH.COM>
Subject: % who support installing solar panels....
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

% who support installing solar panels....

<http://www.gallup.com/poll/27298/Americans-Assess-What-They-Can-Reduce-Global-Warming.aspx>

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/>

<http://www.aapor.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: Thu, 10 Sep 2009 21:32:51 -0400
Reply-To: Mike Donatello <mike@DONATELLO.US>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <mike@DONATELLO.US>
Subject: DC chapter workshop
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="=====
AVGMAIL-53006FC5=====

--=====
AVGMAIL-53006FC5=====

This is a multi-part message in MIME format.

Content-Type: text/plain;
charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Thanks to both planners and presenters at today's workshop. Great information and worth every penny of the very affordable price.

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

http://www.aapor.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

-----AVGMAIL-53006FC5-----
Content-Type: text/plain; x-avg=cert; charset=us-ascii
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline
Content-Description: "AVG certification"

No virus found in this outgoing message.
Checked by AVG - www.avg.com
Version: 8.5.409 / Virus Database: 270.13.89/2360 - Release Date: 09/10/09 1=
1:29:00

http://www.aapor.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

-----AVGMAIL-53006FC5-----

Date: Fri, 11 Sep 2009 09:54:51 -0400
Reply-To: Mike Donatello <mike@DONATELLO.US>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike Donatello <mike@DONATELLO.US>
Subject: [JOB POSTING] USA TODAY is hiring
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="-----AVGMAIL-2C31135C-----"

-----AVGMAIL-2C31135C-----

This is a multi-part message in MIME format.

Content-Type: text/plain;
charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Vacancy is for a manager to focus on primary research in the travel
vertical. Please see the posting at
<http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?IPath=QAKV>
<<http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?IPath=QAKV&ff=2>>

1&APath=2.21.0.0.0&job_id=J3F0QX6XTS0Q0XPKDRQ>
&ff=21&APath=2.21.0.0.0&job_id=J3F0QX6XTS0Q0XPKDRQ.

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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--=====AVGMAIL-2C31135C=====

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

No virus found in this outgoing message.
Checked by AVG - www.avg.com
Version: 8.5.409 / Virus Database: 270.13.91/2363 - Release Date: 09/11/09 09:15:00

<http://www.aapor.org>
Archives: <http://lists.asu.edu/archives/aapornet.html> .
Unsubscribe? Send email to listserv@asu.edu with this text:
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Please ask authors before quoting outside AAPORNET.

--=====AVGMAIL-2C31135C=====

=====
Date: Fri, 11 Sep 2009 10:24:27 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: (long rambling) Re: DC chapter workshop
X-To: AAPORNET@ASU.EDU

In-Reply-To: <200909110133.n8AJV5pt026030@lists.asu.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

On Sep 10, 2009, at 9:32 PM, Mike Donatello wrote:

> Thanks to both planners and presenters at today's workshop. Great

> information and worth every penny of the very affordable price.

I also second the applause, and want to thank the organizers for publicizing on AAPORnet so that those of us outside DC could attend. More than 160 people registered; the quality of the agenda was a big draw. They said that some of the presentations will be available from the DC-AAPOR website.

In late August, I discovered that I might need to be doing my first web survey, and thus was in something of a panic. Letting some DC-area friends know about my interest, I got three nice offers of a place to sleep the night before. I slept well, not having to worry about making a wrong turn to the metro or how to find the venue, a real plus of staying with a colleague:) On Wednesday, I was able to work more than half a day at the office, catch a flight from our teensy local airport, and arrive in DC in time for dinner with friends, followed by watching the presidential address, which was chock full of unfootnoted statistics about health care, and I found myself cataloging every data point, "That's the Urban Institute work...oh, there's the FamiliesUSA report...."

The workshop was held at the Kaiser Family Foundation, which to a health policy researcher is like entering a holy temple. How many press conferences and webcasts have I watched from the Barbara Jordan Conference Center? And now I was there in person.

Here are some observations from my notes, which may or may not be wholly accurate (please jump in and correct!), because as I wrote, I was trying to both capture what was said verbatim but also record the lightbulbs clicking in my own head. Overall, I felt it was a great mix of practical info, theoretical considerations, and a glimpse of future research directions.

Mick Couper's introductory and closing comments helped put things in perspective. He noted that the first methodological study on web surveys was only published in 1996. He observed that web surveys are neither "the answer to all our problems," nor "the end of survey research as we know it." But in between those two extremes is appropriate usage as a new method to fit into our toolkit and integrate into other modes, as a supplement, not a replacement. He noted that web surveys have some of the same problems as other methods, as well as challenges unique to this mode. But they also offer methodological advantages that provide insights into other modes, allowing us to address issues that we knew might be a problem but didn't know how to address. For example, work with eye tracking on web surveys might also reveal phenomena that happen in paper questionnaires, but couldn't be measured before. Mick closed with a reminder about the resources at <http://www.websm.org/>

The first talk was from the LISS panel in the Netherlands, which has been using online panels for 17 years; they have a mean panel duration of 7 years.

While this talk was about trained (experienced) vs. fresh respondents, there was a ton of interesting information about the conduct of web surveys, including the effect of answer categories.

Then Roger Tourangeau talked about eye tracking, which you kind of have to see to understand an amazing ability to record what respondents look at and how long and in what order. Other main points I got were that if you want people to use something, it needs to be right out there: drop-down lists that hide later choices or definitions that require a click are less likely to be used. I was also struck by the comment he kind of tossed off, that when we talk about primacy/recency effects, what matters may not be the item to which they are exposed, but the one that they actually process. (And of course this was all delivered in his characteristic witty style: some of us suspect that Roger worked his way through college doing stand-up comedy, others wonder if he went to grad school because he flopped as a stand-up comic, but nobody falls asleep.)

Robin Gentry of Arbitron spoke after the break. (Have I mentioned how much I admire that the Arbitron folks have for years shared methodological research, including freely admitting their mistakes so that others can learn from them?) Anyway, as she started to talk about how when you offer people a choice of web or mail, overall response rates are lower, I got a sense of déjà vu. A similar pattern in a study presented at AAPOR last spring. Similar patterns in a study of ACS, and of college graduates in a NSF study. Isn't mixed mode supposed to increase response rates? Don't Americans want choice? Don Dillman recommended that some of the answers might be found in the book "The Paradox of Choice: Why More Is Less" by Barry Schwartz. Don could not get his powerpoint to open, and did a great job of managing without, telling the story and then showing some slides from other talks (Do other people have that nightmare? For me, it will be less fearful now, having seen the reality handled with such grace). There was discussion of the costs of web surveys to the respondent (in terms of time and effort) and concern about email invitations getting lost in the clutter of our inboxes. Also, Don reported on an experiment to better understand these issues, using college students because they are such a web-savvy group. Turns out that just waiting for old people to die off is not a solution (the mail treatment response rate among the students was higher than the group that got a choice). Don updates his website and makes papers available there <http://134.121.51.35/dillman/papers.html>

So I have to stop writing, but that was only half of the day. Perhaps others can add comments? My brain was an over-saturated sponge by the end; couldn't believe it was really just six hours of actual sessions.

Colleen Porter
Gainesville, FL

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=====

Date: Fri, 11 Sep 2009 10:59:21 -0400
Reply-To: "Rebecca Quarles, PhD" <bquarles@AOL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Rebecca Quarles, PhD" <bquarles@AOL.COM>
Subject: Internet Research Conference
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

I would like to second Mike Donatello's kudos for the conference planners and presenters that was held in Washington, DC yesterday. It was simply superb.

Is there any chance that this could become an annual event?

Best,

Becky Quarles

Rebecca Colwell Quarles, PhD

CEO

QSA Integrated Research Solutions

4920 John Ticer Drive

Alexandria, VA 22304

voice (703) 567-7655

fax (703) 567-6156

email: bquarles@qsaresearch.com

<http://www.aapor.org>

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

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Date: Fri, 11 Sep 2009 12:07:50 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Re: (long rambling) Re: DC chapter workshop
X-To: colleen_porter@COX.NET
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <20090911102427.F7LOE.132014.imal@eastrmwml30>
MIME-Version: 1.0
Content-Type: text/plain; charset=UTF-8; format=flowed
Content-Transfer-Encoding: 7bit

Colleen Porter wrote:

>
> Mick Couper's introductory and closing comments helped put things in
> perspective. He noted that the first methodological study on web
> surveys was only published in 1996.

The Prodigy Network, a proprietary precursor to today's World Wide Web, began studying methodologies for online surveys in 1992. A paper in the Feb/Mar 1995 issue of The Public Perspective authored by Richard Maisel, Katherine Robinson and myself describes methods we developed for conducting online surveys and calibrating them against telephone polls.

Another paper we co-authored, and that I presented at the 1995 AAPOR conference, was published in the 1995 Proceedings of ASA-SRMS (<http://www.jwdp.com/files/astata2s.pdf>). That volume of the Proceedings contains at least one other paper on online surveys that I recall.

Jan Werner

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Date: Mon, 14 Sep 2009 15:39:58 -0400
Reply-To: Joyce Rachelson <j.rachels@EARTHLINK.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joyce Rachelson <j.rachels@EARTHLINK.NET>
Subject: NYAAPOR Events
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

NYAAPOR is kicking off the 2009/10 season with a friendly happy hour at Campanile Restaurant. Come learn about the great series of programs we have in store, meet with friends old and new and mingle with the masters. Restaurant is at 30 E. 29th St. between Park and Madison Aves.

The executive council looks forward to seeing you on Sept. 15 to kick off the season. Be sure to bring your friends and colleagues on the 15th. We want to spread the word about what NYAAPOR has to offer. We'll be there from 6pm to 8pm.

RSVP to: 212.684.0542, or email to: info@nyaapor.org
Walk-ins Welcome !

We are bringing back our most popular "Meet the Masters" workshops as a series of seminars this fall with new and interesting additions. Mark your calendars for the following dates.

Tuesday, September 29

1 to 3 pm: "Choosing a Method" - Barry Feinberg, Executive Vice President, GfK Custom Research

3 to 5 pm: "Questionnaire Design and Data Analysis" - Gary Langer, Director of Polling, ABC News

Tuesday, October 20

1 to 3 pm: "Sampling 101" - Murray Edelman, Distinguished Scholar, Rutgers University

3 to 5 pm: "Responding to RFP's" - Maureen Michaels, President, Michaels Opinion Research

Tuesday, November 17

1 to 3 pm: "Ethnographic Research" - Sandra Bauman, President, Bauman Research & Consulting, LLC

3 to 5 pm: "Weighting Data" (instructor to be announced)

Full details will be sent later this week with pricing and RSVP information.

Finally, please mark your calendars for our Holiday Party on December 8th at El Parador Restaurant.

Visit our website - www.nyaapor.org

--

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

<http://www.aapor.org>

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

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=====
Date: Tue, 15 Sep 2009 09:18:03 -0400

Reply-To: Kelly Foster <kfoster@CUIOG.UGA.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Kelly Foster <kfoster@CUIOG.UGA.EDU>
Organization: Carl Vinson Institute of Government
Subject: Does health actually improve during an economic downturn? Is the future of survey research virtual?
X-To: AAPORNET <AAPORNET@ASU.EDU>
X-cc: "Cohen, Lauren" <lcohen@rti.org>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 8bit

SAPOR invites you to come discuss these questions, and more, at the 2009 SAPOR conference in Raleigh, North Carolina this October.

Our annual conference is an event that brings people together for mutual support, education and inspiration. This year's conference theme is "Surveying During an Economic Downturn". If you're not familiar with SAPOR, we invite you to browse our website (<http://www.survey.uga.edu/sapor/>) and learn more about our organization.

This year we will be holding our 28th annual conference in Raleigh, North Carolina Thursday, October 8th, 2009 through Friday, October 9th, 2009 at the Holiday Inn Brownstone Hotel <<http://www.brownstonehotel.com/>>.

We have an excellent program lined up this year:

- Short Course: Professor of Mass Communication Mark D. West, Ph.D. of UNC Asheville will be presenting "Practical Content Analysis for Survey Research". * This Short Course has been approved by the Marketing Research Association for 2.75 hours of credit towards the Professional Researcher Certification (PRC) program!! * For additional information on our 2009 Short Course please click here <<http://www.survey.uga.edu/sapor/shortcourse.cfm>>.
- Conference Presentations: 25 innovative and engaging presentations! Not to mention a number of poster presentations!
- Panel Discussion: "Is the future of survey research virtual?"
- Keynote Speaker: Dr. Christopher J. Ruhm, Jefferson-Pilot Excellence Professor of Economics at UNC Greensboro, will be joining us after our Thursday evening Social Hour to present new research suggesting that mortality *decreases* and many aspects of physical health *improve* when the economy temporarily weakens. The title of the keynote address he will be presenting is "Sick Economies and Healthy Bodies".

Please come join us!!! Early Registration: register online by September 15th to receive a discounted price! Click here <http://www.survey.uga.edu/sapor/registration_open.cfm> to be directed to our registration page.

If you have any questions or need more information, please contact SAPOR President Kelly Foster by email (kfoster@cviog.uga.edu) or phone

(706-542-2495) or SAPOR Conference Chair Lauren Cohen by email (lcohen@rti.org) or phone (919-541-7278).

--

Kelly N. Foster, M.S.
Research Professional III
Survey Research and Program Evaluation Unit
Governmental Services and Research Division
Carl Vinson Institute of Government
201 N. Milledge Avenue
Athens, GA 30602
706-542-2495 (o)
706-542-9301 (f)
706-540-0449 (c)
kfoster@cviog.uga.edu

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Date: Tue, 15 Sep 2009 14:28:19 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: A (probably) foolish question, the sequel
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Some of you may recall from way back in April my question about margin of error and a census from a list

=20

Now I have a related question: What do those of you who do this sort of thing all the time use as a shorthand methodology statement for a press release? =20

I am talking about the two or three sentence statement that covers when it was in the field, how many people you spoke to, who conducted it, who sponsored it.

=20

(No one liked my version so I am hoping for inspiration - I tried Googling but not surprisingly the US Census and their methodology were every single listing on the first 10 pages)

=20

If anyone is interested in a summary (stripped of identifying characteristics) please let me know.

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

<http://www.aapor.org>

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

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=====
Date: Tue, 15 Sep 2009 15:31:06 -0400

Reply-To: Nancy Whelchel <nancy_wchelchel@NCSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nancy Whelchel <nancy_wchelchel@NCSU.EDU>

Subject: SRCD Policy Fellows openings

X-To: aapornet@asu.edu

Mime-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

I was asked to post the following announcement.

2010-2011 SRCD Policy Fellowships

Policy Fellowships with the Society for Research in Child Development will =

be available for 2010-2011. SRCD Policy Fellows - in both Congressional =

and Executive Branch placements - work as "resident scholars" at the =

interface of science and policy. Both early and mid-career doctoral level =

professionals of all scientific disciplinesrelated to child development =

are encouraged to apply. The deadline for applications is December 15, =

2009. For more information and application instructions, please visit =

http://www.srcd.org/index.php?option=3Dcom_content&task=3Dview&id=3D181&Ite=

[mid=3D306.](http://www.srcd.org/index.php?option=3Dcom_content&task=3Dview&id=3D181&Ite=)=20

Sarah Mandell

Policy Assistant, Office for Policy and Communications

Society for Research in Child Development

1313 L Street, NW, Suite 140

WashingtonDC, 20005

202-289-7903 (phone)

202-289-4203 (fax)

smandell@srcd.org

<http://www.aapor.org>

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

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Date: Tue, 15 Sep 2009 15:49:02 -0400

Reply-To: Nancy Whelchel <nancy_whelchel@NCSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Nancy Whelchel <nancy_whelchel@NCSU.EDU>

Subject: Job posting

X-To: aapornet@asu.edu

Mime-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

I've been asked to post the following.

=20

An opportunity:

Seeking a talented leader in the field of survey research who likes the =
idea of being involved in a vibrant organization doing succession =
planning. This organization of survey professionals supports efforts to =
be involved in presentations in the field, in publishing reports and in =
working closely with their public sector clients. Someone who is =
passionate about research and the impact it can have on public policy =
would be ideal. These are some of the largest longest running survey =
projects that would challenge any professional in the field. =20
=20

An experienced project director to join a multidisciplinary team of =
researchers working on studies within the Federal Government and =
university-based clients in the area adult literacy and early childhood =
education would be ideal. =20
=20

Some of the daily activities that this senior project director will be =
responsible for include; designing and managing large-scale studies =
conducted in households and schools. This will involve the oversight and =
coordination of the research team, interactions with the client, and =
monitoring budget and contractual deliverables. Other responsibilities =
may include summarizing statistical and survey data and preparing written =
reports and briefings of results for technical and nontechnical audiences. =
=20
=20

Professionals must have an advanced degree or equivalent experience in the =
social sciences and at least 10 years of management experience as a =
project director in a research or consulting environment. Demonstrated =
working knowledge of large-scale data collection methods, design and =
analysis, and knowledge of education issues and settings are desired. =
Excellent writing, analytic, and oral presentation skills and the ability =
to thrive in a team-oriented environment are all important requirements.=20=

=20
If interested in this Metropolitan DC based opportunity, please contact:
=20
Melissa Reitkopp
Director, Quantitative Research
MRI Network (d/b/a Talenthunter)
703 442 4842 X208
melreitkopp@talenthunter.net=20
<http://www.linkedin.com/in/melreitkopp> <---connect with me!

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=====
Date: Wed, 16 Sep 2009 13:46:17 +0100
Reply-To: "Moon, Nick (GfK NOP, UK)" <nick.moon@GFK.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Moon, Nick (GfK NOP, UK)" <nick.moon@GFK.COM>
Subject: 2010 Conference
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <729360803-1250876926-cardhu_decombobulator_blackberry.rim.net-1137970515-@bx1264.bisx.prod.on.blackberry>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Good news for those, like me, who had been hoping to combine conference with a trip to the second most iconic ballpark in baseball - the Cubbies are playing at home during the conference (except the Thursday).

Better get booking tickets early though Dave....

The bad news is that to see a game at (ahem) "US Cellular Field" as well you'll have to arrive the Sunday before Conference or stay till the Wednesday after

nick

Consider the environment before printing this email

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=====
Date: Wed, 16 Sep 2009 09:27:57 -0400

Reply-To: Kelly Foster <kfoster@CUIOG.UGA.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Kelly Foster <kfoster@CUIOG.UGA.EDU>

Organization: Carl Vinson Institute of Government

Subject: Does health actually improve during an economic downturn? Is the future of survey research virtual?

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

SAPOR invites you to come discuss these questions, and more, at the 2009 SAPOR conference in Raleigh, North Carolina this October.

Our annual conference is an event that brings people together for mutual support, education and inspiration. This year's conference theme is "Surveying During an Economic Downturn". If you're not familiar with SAPOR, we invite you to browse our website (<http://www.survey.uga.edu/sapor/>) and learn more about our organization.

This year we will be holding our 28th annual conference in Raleigh, North Carolina Thursday, October 8th, 2009 through Friday, October 9th, 2009 at the Holiday Inn Brownstone Hotel <<http://www.brownstonehotel.com/>>.

We have an excellent program lined up this year:

· Short Course: Professor of Mass Communication Mark D. West, Ph.D. of UNC Asheville will be presenting "Practical Content Analysis for Survey Research". * This Short Course has been approved by the Marketing Research Association for 2.75 hours of credit towards the Professional Researcher Certification (PRC) program!! * For additional information on our 2009 Short Course please click here <<http://www.survey.uga.edu/sapor/shortcourse.cfm>>.

· Conference Presentations: 25 innovative and engaging presentations! Not to mention a number of poster presentations!

· Panel Discussion: *"Is the future of survey research virtual?"*

· Keynote Speaker: Dr. Christopher J. Ruhm, Jefferson-Pilot Excellence Professor of Economics at UNC Greensboro, will be joining us after our Thursday evening Social Hour to present new research suggesting that mortality */decreases/* and many aspects of physical health */improve/* when the economy temporarily weakens. The title of the keynote address he will be presenting is *"Sick Economies and Healthy Bodies"*.

Please come join us!!! Click here <http://www.survey.uga.edu/sapor/registration_open.cfm> to be directed to our registration page.

If you have any questions or need more information, please contact SAPOR President Kelly Foster by email (kfoster@cviog.uga.edu) or phone (706-542-2495) or SAPOR Conference Chair Lauren Cohen by email (lcohen@rti.org) or phone (919-541-7278).

--
Kelly N. Foster, M.S.
Research Professional III
Survey Research and Program Evaluation Unit
Governmental Services and Research Division
Carl Vinson Institute of Government
201 N. Milledge Avenue
Athens, GA 30602
706-542-2495 (o)
706-542-9301 (f)
706-540-0449 (c)
kfoster@cviog.uga.edu

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Date: Wed, 16 Sep 2009 09:39:57 -0400

Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Re: A (probably) foolish question, the sequel
X-To: AAPORNET@ASU.EDU
In-Reply-To:
A<3248A9B21DD5574785FE5E2C8E521684E33D08@exchange.local.artsience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Someone asked off-list if I meant a survey methodology blurb or a census methodology blurb and I realized that I have been unclear.

I am looking primarily for a methodology blurb suitable for describing a census.

--

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta
Sent: Tuesday, September 15, 2009 2:28 PM
To: AAPORNET@ASU.EDU
Subject: A (probably) foolish question, the sequel

Some of you may recall from way back in April my question about margin of error and a census from a list

Now I have a related question: What do those of you who do this sort of thing all the time use as a shorthand methodology statement for a press release?

I am talking about the two or three sentence statement that covers when it was in the field, how many people you spoke to, who conducted it, who sponsored it.

(No one liked my version so I am hoping for inspiration - I tried Googling but not surprisingly the US Census and their methodology were every single listing on the first 10 pages)

If anyone is interested in a summary (stripped of identifying characteristics) please let me know.

--

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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Date: Wed, 16 Sep 2009 11:58:22 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Obama's Strong Disapproval
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Obama's Strong Disapproval

Gary Langer

September 16, 2009 11:26 AM

=20

A debate's alight on why disapproval of Barack Obama has become so unusually strong. The answer: It hasn't. Three of the last four

presidents have seen this level of strong unpopularity - one of them faster; another, far deeper.

=20

After eight months in office, 31 percent of Americans in the latest ABC/Post poll

<<http://abcnews.go.com/PollingUnit/Politics/obama-health-care-abc-news-washington-post-poll/story?id=3D8536886>> strongly disapprove of Obama's performance as president. Bill Clinton reached the same level of strong disapproval in five months. And while it took George W. Bush longer to get there, he traveled much farther into strong disapproval, and languished there for years.

=20

SNIP

=20

<http://blogs.abcnews.com/thenumbers/2009/09/obamas-strong-disapproval.html>

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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=====
Date: Wed, 16 Sep 2009 14:23:57 -0400

Reply-To: Eric Plutzer <exp12@PSU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Eric Plutzer <exp12@PSU.EDU>

Subject: sampling college students in specific programs

X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Dear colleagues,

An investigator would like to survey college juniors enrolled in a particular major - with a desire to be nationally representative. I am guessing that we'd need a stratified sample of colleges that offer this major, then seek to get the names of all declared majors at each one, and then either contact the students directly or use the cooperation of the relevant departments.

Sampling is challenging but we know how to estimate the number of majors at each accredited institution. So I think we can generate a sample of PSUs.

I am more concerned with the best way to generate lists, contact students, and gain high levels of cooperation. I would welcome any advice and suggestions on the best way to do this, or referrals to articles or reports that are based on a similar design.

Thanks!
Eric

Eric Plutzer, Professor of Political Science
and Academic Director, Survey Research Center
The Pennsylvania State University

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Date: Wed, 16 Sep 2009 14:45:32 -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: sampling college students in specific programs
X-To: Eric Plutzer <exp12@PSU.EDU>, AAPORNET@ASU.EDU
In-Reply-To: A<7.0.1.0.1.20090916141455.0553f3a0@psu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Eric,

=20

NCES conducts national surveys of students across all sorts of postsecondary institutions. Here is a link for the methodology report for their 2008 survey:

<http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=3D200801>

=20

Good luck,

=20

_Mansour.

=20

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

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

Sent: Wednesday, September 16, 2009 2:24 PM

To: AAPORNET@ASU.EDU

Subject: sampling college students in specific programs

=20

Dear colleagues,

=20

An investigator would like to survey college juniors enrolled in a particular major - with a desire to be nationally representative. I am guessing that we'd need a stratified sample of colleges that offer this major, then seek to get the names of all declared majors at each one, and then either contact the students directly or use the cooperation of the relevant departments.

=20

Sampling is challenging but we know how to estimate the number of majors at each accredited institution. So I think we can generate a sample of PSUs.

=20

I am more concerned with the best way to generate lists, contact students, and gain high levels of cooperation. I would welcome any

advice and suggestions on the best way to do this, or referrals to articles or reports that are based on a similar design.

=20

Thanks!

Eric

=20

=20

~~~~~

Eric Plutzer, Professor of Political Science

=20 and Academic Director, Survey Research Center

The Pennsylvania State University

=20

-----

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---

Date: Wed, 16 Sep 2009 15:41:40 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: Weirdest Poll results in a long time

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

I am dumbstruck (a rare enough event)

## Extremism in New Jersey

We've been uncovering a remarkable level of anger toward Barack Obama in a lot of our recent polling so for New Jersey we decided to go a step further in determining how extreme some people's feelings are about the President and asked respondents if they think he is the Anti-Christ.

8% said yes. 13% aren't sure. Among Republicans 14% said yes and 15% weren't sure.

## SNIP

<http://publicpolicypolling.blogspot.com/2009/09/extremism-in-new-jersey.html>

or

<http://tinyurl.com/ktxyvu>

Full results here

[http://www.publicpolicypolling.com/pdf/PPP\\_Release\\_NJ\\_916.pdf](http://www.publicpolicypolling.com/pdf/PPP_Release_NJ_916.pdf)

or

<http://tinyurl.com/q9lm8p>

--

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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

Date: Wed, 16 Sep 2009 14:52:32 -0500  
Reply-To: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>  
Subject: Congress voting itself a pay increase this year 2009  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Does anyone recall the Congress voting itself a pay raise this year? If so, when did they pass it? And what percentage increase is it?

Will appreciate your observations on this. Thanks.

Howard Gordon

[hgordon@grfiltd.com](mailto:hgordon@grfiltd.com)

[hgordon1962@kellogg.northwestern.edu](mailto:hgordon1962@kellogg.northwestern.edu)

-----  
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=====

Date: Wed, 16 Sep 2009 16:06:27 -0400  
Reply-To: "Williamson, Holly" <[HWilliamson@SI.EDU](mailto:HWilliamson@SI.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Williamson, Holly" <[HWilliamson@SI.EDU](mailto:HWilliamson@SI.EDU)>  
Subject: Re: Congress voting itself a pay increase this year 2009  
X-To: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>, ["AAPORNET@ASU.EDU"](mailto:AAPORNET@ASU.EDU) <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[E1Mo0YH-0008Ip-4X@c136.gs02.gridserver.com](mailto:E1Mo0YH-0008Ip-4X@c136.gs02.gridserver.com)>

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

<http://thomas.loc.gov> should have the answer for that. It has a searchable database of all bills introduced in Congress, including text, amendments and actions taken.

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Howard Gordon  
Sent: Wednesday, September 16, 2009 3:53 PM  
To: AAPORNET@ASU.EDU  
Subject: Congress voting itself a pay increase this year 2009

Does anyone recall the Congress voting itself a pay raise this year? If so, when did they pass it? And what percentage increase is it?

Will appreciate your observations on this. Thanks.

Howard Gordon

hgordon@grfiltd.com

hgordon1962@kellogg.northwestern.edu

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=====  
Date: Thu, 17 Sep 2009 14:23:43 -0400  
Reply-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>

Subject: How do you say "newspaper" to refer to the "front lawn" version?  
X-To: AAPORNET@ASU.EDU  
X-cc: "Falkenheim, Jaquelina C" <jfalkenh@nsf.gov>,  
"Jankowski, John E." <jjankows@nsf.gov>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

> How about "hardcopy version you get on your front lawn (or  
> elsewhere)". I want to save "printed" for our suggestions list.

>=20

> We are concerned that Newspapers could be on-line or the hardcopy  
> version you get on your front lawn (or elsewhere). How would you word  
> the newspaper choice in order to limit respondent thinking to the  
> paper version? =20

>=20

>=20

> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov

>=20

>=20

>=20

> \_\_\_\_\_ =20

> From: Falkenheim, Jaquelina C =20  
> Sent: Thursday, September 17, 2009 9:09 AM  
> To: Featherston, Fran A.  
> Subject: RE: How do you say "newspaper" to refer to the "front  
> lawn" version?

>=20

>=20

> Fran--It looks good. The only think I changed is "published" for  
> "printed" (in green below), because both versions (paper and online)  
> are "published." =20

> Thank you.

>=20

> Jaqui=20

>=20

>=20

> \_\_\_\_\_ =20

> From: Featherston, Fran A. =20  
> Sent: Wednesday, September 16, 2009 6:53 PM  
> To: Falkenheim, Jaquelina C  
> Subject: How do you say "newspaper" to refer to the "front lawn"  
> version?

>=20

> We are considering how to list media alternatives for when we ask  
> (aloud) about news sources. =20  
> The first three items on our list (of nine items) are:

> Newspapers

> Magazines

> Internet

We are concerned that Newspapers could be on-line or the hardcopy version you get on your front lawn (or elsewhere). How would you word the newspaper choice in order to limit respondent thinking to the paper version? =20

> These items should probably be short--two words or less. So far, we  
> have "Print newspapers" or "Printed newspapers." =20  
> Pew uses "Yesterday, did you read a PAPER version of the newspaper, or  
> did you read the newspaper online  
> through the internet?" =20  
> We think "PAPER version of the newspaper" is too long to read with our  
> list. "Paper newspaper" seems silly.  
> Any ideas for us?  
> Please reply off-line and we'll summarize your responses for the list.

>=20

> Thanks!

> (fran)

> Fran Featherston

> National Science Foundation

> 4201 Wilson Blvd.

> Arlington, VA 22230

> 703-292-4221

> ffeatherston@nsf.gov

>=20

>=20

>=20

> \_\_\_\_\_ =20

> From: Falkenheim, Jaquelina C =20

> Sent: Wednesday, September 16, 2009 11:06 AM

> To: Featherston, Fran A.

> Subject: RE: What Pew uses for 'printed newspaper'

>=20

> The problem with "paper version of the newspaper" is that it's a

> mouthful, in a question that is already too long and wordy.=20

> I'm Ok with asking the AAPORNET group. =20

>=20

> \_\_\_\_\_ =20

> From: Featherston, Fran A. =20

> Sent: Wednesday, September 16, 2009 11:02 AM

> To: Falkenheim, Jaquelina C

> Subject: RE: What Pew uses for 'printed newspaper'

>=20

> I like that better than "Print newspapers." Paper is a word that

> everyone understands. So would you suggest "Paper version of the

> newspaper?" Maybe we could keep looking for other ideas. Do you want

> me to ask the AAPORNET group?

> (fran) =20

>=20

> Fran Featherston

> National Science Foundation

> 4201 Wilson Blvd.

> Arlington, VA 22230

> 703-292-4221

> ffeatherston@nsf.gov  
>=20  
>=20  
>=20  
> \_\_\_\_\_=20  
> From: Falkenheim, Jaquelina C =20  
> Sent: Wednesday, September 16, 2009 9:49 AM  
> To: Featherston, Fran A.  
> Subject: What Pew uses for 'printed newspaper'  
>=20  
> Fran--  
> Pew asks many detailed questions on newspaper use and in order to  
> distinguish the print version from the online version they use "paper  
> version of the newspaper"  
>=20  
> Q.11 Yesterday, did you read a PAPER version of the newspaper, or did  
> you read the newspaper online  
> through the internet?  
>=20  
> Jaqui

-----  
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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
Please ask authors before quoting outside AAPORNET.

=====  
Date: Thu, 17 Sep 2009 14:24:32 -0400  
Reply-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
Subject: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
X-cc: "Falkenheim, Jaquelina C" <[jfalkenh@nsf.gov](mailto:jfalkenh@nsf.gov)>,  
"Jankowski, John E." <[jjankows@nsf.gov](mailto:jjankows@nsf.gov)>  
In-Reply-To: <[EEA122A2F2AE254E94C70364E44F0750F30440@NSF-BE-02.ad.nsf.gov](mailto:EEA122A2F2AE254E94C70364E44F0750F30440@NSF-BE-02.ad.nsf.gov)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

> We are considering how to list media alternatives for when we ask  
> (aloud) about news sources. =20  
> The first three items on our list (of nine items) are:  
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> We are concerned that Newspapers could be on-line or the hardcopy  
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> the newspaper choice in order to limit respondent thinking to the  
> paper version? =20  
>=20  
> These items should probably be short--two words or less. So far, we



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> did you read the newspaper online  
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> We think "PAPER version of the newspaper" is too long to read with our  
> list. "Paper newspaper" seems silly.  
> Any ideas for us?  
> Please reply off-line and we'll summarize your responses for the list.

>=20  
> Thanks!  
> (fran)  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov

>=20  
>=20  
>=20  
> \_\_\_\_\_ =20

> From: Falkenheim, Jaquelina C =20  
> Sent: Wednesday, September 16, 2009 11:06 AM  
> To: Featherston, Fran A.  
> Subject: RE: What Pew uses for 'printed newspaper'

>=20  
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> mouthful, in a question that is already too long and wordy.=20  
> I'm Ok with askign the AAPORNET group. =20

>=20  
> \_\_\_\_\_ =20

> From: Featherston, Fran A. =20  
> Sent: Wednesday, September 16, 2009 11:02 AM  
> To: Falkenheim, Jaquelina C  
> Subject: RE: What Pew uses for 'printed newspaper'

>=20  
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> me to ask the AAPORNET group?

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>=20  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov

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> \_\_\_\_\_ =20

> From: Falkenheim, Jaquelina C =20  
> Sent: Wednesday, September 16, 2009 9:49 AM

> To: Featherston, Fran A.  
> Subject: What Pew uses for 'printed newspaper'  
>=20  
> Fran--  
> Pew asks many detailed questions on newspaper use and in order to  
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>=20  
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> through the internet?  
>=20  
> Jaqui

-----  
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signoff aapornet  
Please ask authors before quoting outside AAPORNET.

=====

Date: Thu, 17 Sep 2009 14:27:54 -0400  
Reply-To: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)>  
Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?  
X-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<[EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov](mailto:EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Fran,  
The hardcopy version could just be considered the personally-printed  
internet edition. Why not call it the newsprint version?  
Jim

James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
703-696-8754  
DNS: 426-8754

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Featherston, Fran A.  
Sent: Thursday, September 17, 2009 2:25 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: REVISED VERSION: How do you say "newspaper" to refer to the "front  
lawn" version?

> We are considering how to list media alternatives for when we ask  
> (aloud) about news sources.

> The first three items on our list (of nine items) are:  
> Newspapers  
> Magazines  
> Internet  
> We are concerned that Newspapers could be on-line or the hardcopy  
> version you get on your front lawn (or elsewhere). How would you word  
> the newspaper choice in order to limit respondent thinking to the  
> paper version?  
>  
> These items should probably be short--two words or less. So far, we  
> have "Print newspapers" or "Printed newspapers."  
> Pew uses "Yesterday, did you read a PAPER version of the newspaper, or  
> did you read the newspaper online through the internet?"  
> We think "PAPER version of the newspaper" is too long to read with our  
> list. "Paper newspaper" seems silly.  
> Any ideas for us?  
> Please reply off-line and we'll summarize your responses for the list.

>  
> Thanks!  
> (fran)  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov

>  
>  
>  
>  
>  

---

> From: Falkenheim, Jaquelina C  
> Sent: Wednesday, September 16, 2009 11:06 AM  
> To: Featherston, Fran A.  
> Subject: RE: What Pew uses for 'printed newspaper'

>  
> The problem with "paper version of the newspaper" is that it's a  
> mouthful, in a question that is already too long and wordy.  
> I'm Ok with askign the AAPORNET group.

>  
>  

---

> From: Featherston, Fran A.  
> Sent: Wednesday, September 16, 2009 11:02 AM  
> To: Falkenheim, Jaquelina C  
> Subject: RE: What Pew uses for 'printed newspaper'

>  
> I like that better than "Print newspapers." Paper is a word that  
> everyone understands. So would you suggest "Paper version of the  
> newspaper?" Maybe we could keep looking for other ideas. Do you want  
> me to ask the AAPORNET group?

> (fran)  
>  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.

> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov

---

> From: Falkenheim, Jaqueline C  
> Sent: Wednesday, September 16, 2009 9:49 AM  
> To: Featherston, Fran A.  
> Subject: What Pew uses for 'printed newspaper'

> Fran--  
> Pew asks many detailed questions on newspaper use and in order to  
> distinguish the print version from the online version they use "paper  
> version of the newspaper"  
>  
> Q.11 Yesterday, did you read a PAPER version of the newspaper, or did  
> you read the newspaper online through the internet?  
>  
> Jaqui

---

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signoff aapornet  
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---

Date: Thu, 17 Sep 2009 14:53:49 -0400  
Reply-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?  
X-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
X-cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To: <[EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov](mailto:EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov)>  
Mime-Version: 1.0 (Apple Message framework v753.1)  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset=US-ASCII; delp=; format=flowed

I've heard the two versions referred to, when I call media representatives as part of placing ads for the nonprofit org that I serve as their publicity chairman--- the hardcopy or newsprint version, and the online version. Sounds like you'd need to qualify the term "newspaper" to be something like--- "hardcopy version of

newspaper" and "online version of newspaper" or "newspaper (hardcopy version)" and "newspaper (online version)"

Milt Goldsamt

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

On Sep 17, 2009, at 2:24 PM, Featherston, Fran A. wrote:

>> We are considering how to list media alternatives for when we ask  
>> (aloud) about news sources.  
>> The first three items on our list (of nine items) are:  
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>> Pew uses "Yesterday, did you read a PAPER version of the  
>> newspaper, or  
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>> list. "Paper newspaper" seems silly.  
>> Any ideas for us?  
>> Please reply off-line and we'll summarize your responses for the  
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>>  
>> Thanks!  
>> (fran)  
>> Fran Featherston  
>> National Science Foundation  
>> 4201 Wilson Blvd.  
>> Arlington, VA 22230  
>> 703-292-4221  
>> ffeatherston@nsf.gov  
>>  
>>  
>>

>>  
-----  
>> From: Falkenheim, Jaquelina C  
>> Sent: Wednesday, September 16, 2009 11:06 AM  
>> To: Featherston, Fran A.  
>> Subject: RE: What Pew uses for 'printed newspaper'

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>> The problem with "paper version of the newspaper" is that it's a  
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>> I'm Ok with askign the AAPORNET group.

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>> To: Falkenheim, Jaquelina C  
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>> (fran)

>>  
>> Fran Featherston  
>> National Science Foundation  
>> 4201 Wilson Blvd.  
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>> 703-292-4221  
>> ffeatherston@nsf.gov

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>> To: Featherston, Fran A.  
>> Subject: What Pew uses for 'printed newspaper'

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>> Fran--  
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>> Jaqui

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Date: Thu, 17 Sep 2009 14:57:02 -0400

Reply-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

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

From: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?

X-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[19BD5A24-82C7-4E24-B347-3798B9172B75@comcast.net](mailto:19BD5A24-82C7-4E24-B347-3798B9172B75@comcast.net)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

I have used the term, printed version of the newspaper. It is usually included in a question that distinguishes between the printed version or the online version of the newspaper.

Becky Quarles

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Milton R. Goldsamt

Sent: Thursday, September 17, 2009 2:54 PM

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

Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
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I've heard the two versions referred to, when I call media representatives as part of placing ads for the nonprofit org that I serve as their publicity chairman--- the hardcopy or newsprint version, and the online version. Sounds like you'd need to qualify the term "newspaper" to be something like--- "hardcopy version of newspaper" and "online version of newspaper" or "newspaper (hardcopy version)" and "newspaper (online version)"

Milt Goldsamt

Milton R. Goldsamt, Ph.D.

Consulting Research Psychologist & Statistician

Silver Spring, MD

[miltrgold@comcast.net](mailto:miltrgold@comcast.net)

301-649-2768

(C) 240-671-7201

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>> (fran)  
>> Fran Featherston  
>> National Science Foundation  
>> 4201 Wilson Blvd.  
>> Arlington, VA 22230  
>> 703-292-4221  
>> ffeatherston@nsf.gov  
>>  
>>  
>>  
>>

---

>> From: Falkenheim, Jaquelina C  
>> Sent: Wednesday, September 16, 2009 11:06 AM  
>> To: Featherston, Fran A.  
>> Subject: RE: What Pew uses for 'printed newspaper'  
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>> I'm Ok with askign the AAPORNET group.  
>>  
>>

---

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>> Sent: Wednesday, September 16, 2009 11:02 AM  
>> To: Falkenheim, Jaquelina C



>> Subject: RE: What Pew uses for 'printed newspaper'

>>  
>> I like that better than "Print newspapers." Paper is a word that  
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>> want  
>> me to ask the AAPORNET group?  
>> (fran)

>>  
>> Fran Featherston  
>> National Science Foundation  
>> 4201 Wilson Blvd.  
>> Arlington, VA 22230  
>> 703-292-4221  
>> ffeatherston@nsf.gov

---

>> From: Falkenheim, Jaquelina C  
>> Sent: Wednesday, September 16, 2009 9:49 AM  
>> To: Featherston, Fran A.  
>> Subject: What Pew uses for 'printed newspaper'

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>> through the internet?

>> Jaqui

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---

Date: Thu, 17 Sep 2009 14:05:10 -0500  
Reply-To: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Nick Panagakis <mail@MARKETSHARESCORP.COM>  
Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?  
X-To: "Milton R. Goldsamt" <miltgold@COMCAST.NET>  
X-cc: AAPORNET@ASU.EDU  
In-Reply-To: <19BD5A24-82C7-4E24-B347-3798B9172B75@comcast.net>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

This gets complicated. I don't know how common this is but some newspapers now also have eEditions. These are pdf pages from the printed newspaper that you can read online. They would be considered "printed" or "print" copies.

Again, don't know how common this is, availability or usage. The Chicago Tribune and the LA Times offer eEditions.

Don't know how many questions you have but those who get news from the Internet should then be probed for destination sources by type.

Nick

Milton R. Goldsamt wrote:

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> representatives as part of placing ads for the nonprofit org that I  
> serve as their publicity chairman--- the hardcopy or newsprint  
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> Milt Goldsamt

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

> On Sep 17, 2009, at 2:24 PM, Featherston, Fran A. wrote:

>  
>>> We are considering how to list media alternatives for when we ask  
>>> (aloud) about news sources.  
>>> The first three items on our list (of nine items) are:  
>>> Newspapers  
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>>> Any ideas for us?  
>>> Please reply off-line and we'll summarize your responses for the  
>>> list.

>>>  
>>> Thanks!  
>>> (fran)  
>>> Fran Featherston  
>>> National Science Foundation  
>>> 4201 Wilson Blvd.  
>>> Arlington, VA 22230  
>>> 703-292-4221  
>>> ffeatherston@nsf.gov

>>>  
>>>  
>>>  
>>>  

---

>>> From: Falkenheim, Jaquelina C  
>>> Sent: Wednesday, September 16, 2009 11:06 AM  
>>> To: Featherston, Fran A.  
>>> Subject: RE: What Pew uses for 'printed newspaper'

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>>> I'm Ok with askign the AAPORNET group.  
>>>  
>>>

>>>  

---

>>> From: Featherston, Fran A.  
>>> Sent: Wednesday, September 16, 2009 11:02 AM  
>>> To: Falkenheim, Jaquelina C  
>>> Subject: RE: What Pew uses for 'printed newspaper'

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>>> I like that better than "Print newspapers." Paper is a word that  
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>>>  
>>> -----  
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>>> Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
>>> signoff aapornet

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---

Date: Thu, 17 Sep 2009 15:33:58 -0400  
Reply-To: jwerner@jwdp.com  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Jan Werner <jwerner@JWDP.COM>  
Organization: Jan Werner Data Processing  
Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
"front lawn" version?  
X-To: "Featherston, Fran A." <ffeather@NSF.GOV>  
X-cc: AAPORNET@ASU.EDU  
In-Reply-To: <EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

You probably can't do better than "dead tree edition" to get the meaning across unambiguously, but I'm not a fan of using slang expressions in survey instruments.

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Jan Werner

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signoff aapornet  
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---

Date: Thu, 17 Sep 2009 21:03:20 -0400  
Reply-To: "Richards, Clay F" <[Clay.Richards@QUINNIPIAC.EDU](mailto:Clay.Richards@QUINNIPIAC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Richards, Clay F" <[Clay.Richards@QUINNIPIAC.EDU](mailto:Clay.Richards@QUINNIPIAC.EDU)>  
Subject: How do you say "newspaper" to refer to the "front lawn" version?  
X-To: "jwerner@jwdp.com" <[jwerner@jwdp.com](mailto:jwerner@jwdp.com)>,  
"AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Content-Type: text/plain; charset="us-ascii"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

About as long as i can remember, about 60 years, newspapers came in editions -  
- late sports edition, bulldog edition, street edition etc. it's no different  
now, there's the print edition and the online edition. no need to involve  
trees or paper.

---

Clay F. Richards  
Assistant Director (Retired)  
Quinnipiac University Polling Institute  
203-710-7726

---

From: AAPORNET [[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)] On Behalf Of Jan Werner [[jwerner@JWDP.COM](mailto:jwerner@JWDP.COM)]  
Sent: Thursday, September 17, 2009 3:33 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the  
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>>  
>> Fran Featherston



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

Date: Sat, 19 Sep 2009 18:53:19 -0400  
Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: PIPA Report on Iranian public opinion  
X-To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

The Program on International Policy Attitudes at the University of Maryland has distributed results of a major survey of Iranian public opinion that is likely to receive a good deal of attention. Among other findings, it shows considerable support for the present Iranian President.

I see from its Methodology section--which is not emphasized and which few people are likely to read--that the writers report a Refusal rate of 52%. Was any serious effort made to find out why people refused or who the refusals were? What about other reasons for not completing an interview, e.g., nobody ever reached? Were there break-offs? Was there any attempt to determine how candid the answers were, and how much the respondents trusted the interviewers calling? Etc. Etc.

Many of the detailed conclusions in the detailed report are usefully qualified in one way or another, but the qualifications do not, so far as I can see, include the nature of the final sample obtained or the extent to which answers would have been frank given what been visible on the streets of Tehran and warned repeatedly by Iranian authorities about the fate of dissenters.

A survey of this type, with its large political implications, should be accompanied by the most careful and critical analysis of the data, rather than an emphasis on univariate opinion percentages intended to create headlines, as well as the typically misleading stress on "margin of error."

-Howard Schuman

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-----  
Date: Sat, 19 Sep 2009 16:05:13 -0700

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

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

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

Subject: Re: REVISED VERSION: How do you say "newspaper" to refer to the "front lawn" version?

X-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov](mailto:EEA122A2F2AE254E94C70364E44F0750F30441@NSF-BE-02.ad.nsf.gov)>

MIME-Version: 1.0

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

Fran...

Some of the suggestions you've received are pretty good. You also might want

to consider some of the measures that the Newspaper Association of America (www.naa.org) and the Advertising Research Foundation (www.thearf.org) have developed over the past decades to measure just what you seem to be interested in. They also keep tabs on other types of audience research -- magazine and online, for example. Both of those sites are organized more for members than for the general public so it might be difficult to find what you're looking for.

Keep in mind that there are many ways readers get their news from the printed newspaper -- subscription (mail and home delivery), single-copy sales (newspaper boxes, racks, and retail vendors), third-party (such as when you get a newspaper at hour hotel door), and pass-along. You'd probably want to craft a question that takes into account all those sources, rather than just home delivery.

Measuring audience is tough in these changing times.

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: "Featherston, Fran A." <ffather@NSF.GOV>  
To: AAPORNET@ASU.EDU  
Sent: Thursday, September 17, 2009 1:24:32 PM  
Subject: REVISED VERSION: How do you say "newspaper" to refer to the "front lawn" version?

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---

Date: Mon, 21 Sep 2009 10:16:41 -0400  
Reply-To: "Edward P. Freeland" <[efreelan@PRINCETON.EDU](mailto:efreelan@PRINCETON.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Edward P. Freeland" <[efreelan@PRINCETON.EDU](mailto:efreelan@PRINCETON.EDU)>  
Subject: Attitudes and Action: Public Opinion and the Occurrence of  
International Terrorism  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Alan Krueger and Jitka Maleckova have published a new article in Science on the link between public opinion and the occurrence of international terrorism.

=20

ABSTRACT

=20

The predictors of terrorism are unclear. This paper examines the effect of public opinion in one country toward another country on the number of terrorist attacks perpetrated by people or groups from the former country against targets in the latter country. Public opinion was measured by the percentage of people in Middle Eastern and North African countries who disapprove of the leadership of nine world powers. Count models for 143 pairs of countries were used to estimate the effect of public opinion on terrorist incidents, controlling for other relevant variables and origin-country fixed effects. We found a greater incidence of international terrorism when people of one country disapprove of the leadership of another country.

=20

Full text of their paper can be found online:

<http://www.sciencemag.org/cgi/content/short/325/5947/1534>

=20

Ed Freeland

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Date: Mon, 21 Sep 2009 11:32:55 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: A Tale Of Two Doctor Polls

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

MYSTERY POLLSTER

A Tale Of Two Doctor Polls

[http://www.nationaljournal.com/njonline/mp\\_20090918\\_4062.php](http://www.nationaljournal.com/njonline/mp_20090918_4062.php)

Pollsters Who Don't Disclose Their Methods Render Their Results Suspect

=20

by Mark Blumenthal

=20

Last week saw the release of two new surveys of doctors with very

different results. The first, funded by the Robert Wood Johnson Foundation and published in the New England Journal of Medicine, found a large majority (73 percent) favoring some form of a "public option" health care plan "like Medicare," either alone or in combination with private plans. Another, conducted by Investor's Business Daily and the TechnoMetrica Institute of Policy & Politics found almost as many (65 percent) expressing opposition to a "proposed government expansion [health care] plan."

=20

SNIP

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

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Date: Mon, 21 Sep 2009 12:20:36 -0500

Reply-To: [amccutch@UNLSERVE.UNL.EDU](mailto:amccutch@UNLSERVE.UNL.EDU)

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

From: "Allan L. McCutcheon" <[amccutch@UNLSERVE.UNL.EDU](mailto:amccutch@UNLSERVE.UNL.EDU)>

Subject: Re: A Tale Of Two Doctor Polls

X-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

In-Reply-To:

<[3248A9B21DD5574785FE5E2C8E521684E33F5A@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684E33F5A@exchange.local.artscience.com)>

MIME-Version: 1.0

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

Content-Disposition: inline

Content-Transfer-Encoding: 8bit

A good read (as are most of Mark's articles). Thanks for posting this to AAPORnet.

--

Donald O. Clifton Chair of Survey Science

Professor of Statistics &

Survey Research and Methodology

tel. +402.472.7793  
fax +402.472.7764

Quoting Leo Simonetta <Simonetta@ARTSCI.COM>:

> MYSTERY POLLSTER

>

> A Tale Of Two Doctor Polls

>

> [http://www.nationaljournal.com/njonline/mp\\_20090918\\_4062.php](http://www.nationaljournal.com/njonline/mp_20090918_4062.php)

>

> Pollsters Who Don't Disclose Their Methods Render Their Results Suspect

>

>

>

> by Mark Blumenthal

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>

>

> Last week saw the release of two new surveys of doctors with very  
> different results. The first, funded by the Robert Wood Johnson  
> Foundation and published in the New England Journal of Medicine, found a  
> large majority (73 percent) favoring some form of a "public option"  
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> private plans. Another, conducted by Investor's Business Daily and the  
> TechnoMetrica Institute of Policy & Politics found almost as many (65  
> percent) expressing opposition to a "proposed government expansion  
> [health care] plan."

>

>

>

> SNIP

>

> --

>

> Leo G. Simonetta

>

> Director of Research

>

> Art & Science Group

>

> 6115 Falls Road, Suite 101

>

> Baltimore, MD 21209

>

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> -----

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

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=====

Date: Mon, 21 Sep 2009 12:49:10 -0500

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

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

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

Subject: Re: A Tale Of Two Doctor Polls

X-To: [amccutch@UNLSERVE.UNL.EDU](mailto:amccutch@UNLSERVE.UNL.EDU)

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

In-Reply-To: <[20090921122036.dedk5ayusco4wo08@wm-imp-3.unl.edu](mailto:20090921122036.dedk5ayusco4wo08@wm-imp-3.unl.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Question wording is really quite different here.

Mount Sinai offered a choice of three plans but with no "none of these" option.

IBD asked support or a oppose a "proposed health care plan". However, there is no single proposed health care plan at this time so who knows what they were opposed to.

Nick

> Question Text. The Mount Sinai report includes the verbatim text of  
> how they described the three proposals that they asked physicians to  
> evaluate:

>

> 1. Public and Private Options: Provide people under 65 the choice of  
> enrolling in a new public health insurance plan (like Medicare) or in  
> private plans. [63%]

>

> 2. Private Options Only: Provide people with tax credits or low-income  
> subsidies to buy private insurance coverage (without creating a public  
> plan option). [23%]

>

> 3. Public Option Only: Eliminate private insurance and cover everyone  
> in a single public plan like Medicare. [10%]

>

> When asked to choose "which proposal you most strongly support," 63  
> percent chose the combination of public and private plans, 27 percent  
> chose the private options only and 10 percent chose the public option  
> only.

>

> The IBD article is unclear about the words used to ask their favor or  
> oppose question. In a graphic, the article says "physicians were  
> asked: Do you support or oppose proposed plan," a bit of ungrammatical

> text that suggests it was compressed from something longer. The  
> article itself reports that 65 percent "say they oppose the proposed  
> government expansion plan."

Nick

Allan L. McCutcheon wrote:

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> to AAPORnet.

> --

> Donald O. Clifton Chair of Survey Science

> Professor of Statistics &

> Survey Research and Methodology

> tel. +402.472.7793

> fax +402.472.7764

>

>

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>> TechnoMetrica Institute of Policy & Politics found almost as many (65

>> percent) expressing opposition to a "proposed government expansion

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>> SNIP

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>> --

>>

>> Leo G. Simonetta

>>

>> Director of Research

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>> Art & Science Group  
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>> Baltimore, MD 21209  
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=====  
Date: Mon, 21 Sep 2009 13:47:12 -0400  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Re: A Tale Of Two Doctor Polls  
X-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
X-cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[3248A9B21DD5574785FE5E2C8E521684E33F5A@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684E33F5A@exchange.local.artscience.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

So is the Standards Committee swinging into action on this one?  
Or do we still have a Standards Committee?

Phil

Leo Simonetta wrote:  
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> A Tale Of Two Doctor Polls  
>  
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>  
> SNIP  
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=====  
Date: Mon, 21 Sep 2009 11:16:51 -0700  
Reply-To: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>  
Subject: Re: A Tale Of Two Doctor Polls  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Thanks to Leo for posting. I added some additional thoughts on \*why\* the =  
two  
surveys might be so different (starting with the question text) here:

[http://www.pollster.com/blogs/a\\_tale\\_of\\_two\\_doctor\\_polls.php](http://www.pollster.com/blogs/a_tale_of_two_doctor_polls.php)

<http://bit.ly/1aZ8wM>

Mark Blumenthal

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<http://www.aapor.org>

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

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Date: Mon, 21 Sep 2009 13:02:43 -0700

Reply-To: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>

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

From: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>

Subject: Re: A Tale Of Two Doctor Polls

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

Mime-Version: 1.0

Content-Transfer-Encoding: quoted-printable

Update - A subsequent IBD story includes this additional disclosure:=20

"The questionnaires were sent out Aug. 28 to 25,600 doctors nationwide. The sample was purchased from a list broker, Lake Group Media of Rye, N.Y. One hundred of those responding were retired, and their answers were not included in the final results."

They reported results on "1,376 practicing physicians."

<http://www.investors.com/NewsAndAnalysis/Article.aspx?id=3D506309>

<http://bit.ly/18YVjR>

Mark

---

<http://www.aapor.org>

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

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---

Date: Mon, 21 Sep 2009 16:26:32 -0400

Reply-To: fred goldner <[fgoldner@COMCAST.NET](mailto:fgoldner@COMCAST.NET)>

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

From: fred goldner <[fgoldner@COMCAST.NET](mailto:fgoldner@COMCAST.NET)>

Subject: Re: PIPA Report on Iranian public opinion

X-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

MIME-Version: 1.0

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

reply-type=response

Content-Transfer-Encoding: 7bit

1. Where is the standard's committee on this one. 2. Is there anyone out there comparing opinion polls with street demonstrations such as in Iran and their comparative effects? Does the release of such a poll as this trump the reports we receive of those demonstrations?

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

From: "howard schuman" <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>

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

Sent: Saturday, September 19, 2009 6:53 PM  
Subject: PIPA Report on Iranian public opinion

> The Program on International Policy Attitudes at the University of  
> Maryland has distributed results of a major survey of Iranian public  
> opinion that is likely to receive a good deal of attention. Among other  
> findings, it shows considerable support for the present Iranian President.  
>  
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> the refusals were? What about other reasons for not completing an  
> interview, e.g., nobody ever reached? Were there break-offs? Was there  
> any attempt to determine how candid the answers were, and how much the  
> respondents trusted the interviewers calling? Etc. Etc.  
>  
> Many of the detailed conclusions in the detailed report are usefully  
> qualified in one way or another, but the qualifications do not, so far  
> as I can see, include the nature of the final sample obtained or the  
> extent to which answers would have been frank given what been visible on  
> the streets of Tehran and warned repeatedly by Iranian authorities about  
> the fate of dissenters.  
>  
> A survey of this type, with its large political implications, should be  
> accompanied by the most careful and critical analysis of the data,  
> rather than an emphasis on univariate opinion percentages intended to  
> create headlines, as well as the typically misleading stress on "margin  
> of error."

> -Howard Schuman

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> set aapornet nomail  
> On your return send this: set aapornet mail  
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Date: Mon, 21 Sep 2009 17:03:15 -0400  
Reply-To: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <[swb5@CDC.GOV](mailto:swb5@CDC.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <[swb5@CDC.GOV](mailto:swb5@CDC.GOV)>  
Subject: Re: A Tale Of Two Doctor Polls  
X-To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 8bit

Thank you, Phil, for your concern about the health of the Standards Committee. In accordance with the Schedule of Procedures for Dealing with Alleged AAPOR Code Violations, AAPOR does not initiate investigations of specific individuals or organizations unless a formal written complaint is received. Moreover, investigations remain confidential unless an Evaluation Committee recommends, and the Executive Council approves, public action to censure or exonerate. As a result, the membership is often unaware of our activities.

Please be assured that the Committee is alive and active. Indeed, in collaboration with the Executive Council, we anticipate spending a substantial part of this year on issues of transparency.

--Stephen--

Stephen J. Blumberg, Ph.D.  
Standards Chair, 2009-2010

---

Date: Mon, 21 Sep 2009 13:47:12 -0400  
From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
Subject: Re: A Tale Of Two Doctor Polls

So is the Standards Committee swinging into action on this one?  
Or do we still have a Standards Committee?

Phil

---

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---

Date: Mon, 21 Sep 2009 18:21:28 -0400  
Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michael Koger <mkoger@ALUM.MIT.EDU>  
Subject: Health care reform  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: multipart/mixed; boundary="----  
=\_Part\_5807\_28941591.1253571688978"

-----=\_Part\_5807\_28941591.1253571688978  
Content-Type: text/plain; charset=UTF-8  
Content-Transfer-Encoding: 7bit

The New England Journal of Medicine has published several articles on health care reform during the last two weeks.

The Journal has some links to other resources on the topic.

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-----=\_Part\_5807\_28941591.1253571688978--

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Date: Mon, 21 Sep 2009 19:30:09 -0400

Reply-To: "Fahimi, Mansour" <[mfahimi@M-S-G.COM](mailto:mfahimi@M-S-G.COM)>

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

From: "Fahimi, Mansour" <[mfahimi@M-S-G.COM](mailto:mfahimi@M-S-G.COM)>

Subject: Re: PIPA Report on Iranian public opinion

X-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

This is an interesting study, however, it subject to a serious coverage bias. Accordingly, the data collection has been carried out using an RDD-like design that has included only landline telephone numbers. The vast majority of the younger Iranians, mostly supporters of the opposition party, are cell-only and unreachable via landline phones. Add to this the 20% nontelephone households (different from cell-only) and a hefty 52% refusal rate, the colors begins to run from those colorful charts. Moreover, there are measurement issues related to concerns/fears for providing "socially undesirable" responses.

\_Mansour.

---

From: AAPORNET on behalf of howard schuman

Sent: Sat 9/19/2009 6:53 PM

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

Subject: PIPA Report on Iranian public opinion

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=====  
Date: Mon, 21 Sep 2009 20:19:11 -0400  
Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: [Fwd: Re: PIPA Report on Iranian public opinion]  
X-To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=iso-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

Assuming Mansour Fahimi is correct about cellphone use in Iran, this adds another serious bias to the PIPA study, one not really discussed in

its Methodology report. In addition, I just looked to see how the survey and sponsorship were described to those who answered telephones in Iran, and can find nothing adequate at the beginning of the questionnaire or elsewhere.

Ordinarily there are so many problems with various poll reports in the U.S. that I would hesitate to treat the PIPA report as a matter of great concern. In this case, however, where a survey intervenes in a country like Iran at present, with lives lost and others at considerable risk, this seems one exception that tests that rule. hs

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

Subject: Re: PIPA Report on Iranian public opinion  
Date: Mon, 21 Sep 2009 19:30:09 -0400  
From: Fahimi, Mansour <mfahimi@M-S-G.COM>  
Reply-To: Fahimi, Mansour <mfahimi@M-S-G.COM>  
To: AAPORNET@ASU.EDU  
References: A<4AB560DF.4040601@umich.edu>

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\_Mansour.

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Subject: PIPA Report on Iranian public opinion

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-Howard Schuman

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=====  
Date: Tue, 22 Sep 2009 14:14:04 +0100  
Reply-To: Spagat M <M.Spagat@RHUL.AC.UK>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Spagat M <M.Spagat@RHUL.AC.UK>  
Subject: Re: A Tale Of Two Doctor Polls  
X-To: Mark Blumenthal <mark@POLLSTER.COM>, AAPORNET@ASU.EDU

In-Reply-To: A<LISTSERV%200909211302430484.5D85@LISTS.ASU.EDU>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

I think it's great that Mark Blumenthal is doing such important work on transparency.

Writing from the UK two things jump out at me.

1. Investors Business Daily is the publication that had editorialized:

"People such as scientist Stephen Hawking wouldn't have a chance in the U.K., where the National Health Service would say the life of this brilliant man, because of his physical handicaps, is essentially worthless."

They didn't even properly retract the statement in the end, just noting that actually Hawking lives in the UK while not acknowledging that this fact weakens the argument they make above.

[http://www.cjr.org/the\\_audit/investors\\_business\\_daily\\_short.php](http://www.cjr.org/the_audit/investors_business_daily_short.php)

2. The three options offered in the NEJM piece do not describe the feasible options broadly enough.

"\* Question Text. The Mount Sinai report includes the verbatim text of how they described the three proposals that they asked physicians to evaluate:

1. Public and Private Options: Provide people under 65 the choice of enrolling in a new public health insurance plan (like Medicare) or in private plans.

2. Private Options Only: Provide people with tax credits or low-income subsidies to buy private insurance coverage (without creating a public plan option).

3. Public Option Only: Eliminate private insurance and cover everyone in a single public plan like Medicare."

In the UK everybody is covered by the NHS. But some people supplement this coverage with private insurance. These questions don't really envision such a possibility which some people would find attractive. It is likely that doctors would find this highly attractive so offering would probably affect the results of this particular survey.

It's not that I'm pushing this option. It is controversial here.

Although I'm not an authority I think that the main practical impact of private insurance is that it allows people who have it to jump the queue for procedures that for which there are long waiting lists at the NHS.

These procedures are typically performed by the same doctors and using the same facilities as would perform them with the NHS but these

resources are released more quickly if you have the insurance.  
Unsurprisingly, some people don't like this.

The UK system does not resemble very much anything that's being proposed for the US. But the crucial point is that option 3 is needlessly restrictive, requiring people to give up any possible private option, even private supplementation of a minimum public standard. If you tell people there is going to be a public plan but if they want other stuff they can buy that too the reaction may be a lot different from if you say that there will only be a public plan and they're not allowed to do anything but what it says.

Of course, there is a broader point in all of this. The kind of discussion is only possible because the Mount Sinai people disclosed their questions.

Mike Spagat

Professor Michael Spagat  
Department of Economics  
Royal Holloway College  
University of London  
Egham  
Surrey  
TW20 0EX  
United Kingdom  
+44 1784 414001 (W)  
+44 1784 439534 (F)  
M.Spagat@rhul.ac.uk  
<http://personal.rhul.ac.uk/uhte/014>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mark Blumenthal  
Sent: 21 September 2009 21:03  
To: AAPORNET@ASU.EDU  
Subject: Re: A Tale Of Two Doctor Polls

Update - A subsequent IBD story includes this additional disclosure:

"The questionnaires were sent out Aug. 28 to 25,600 doctors nationwide. The sample was purchased from a list broker, Lake Group Media of Rye, N.Y. One hundred of those responding were retired, and their answers were not included in the final results."

They reported results on "1,376 practicing physicians."

<http://www.investors.com/NewsAndAnalysis/Article.aspx?id=506309>  
<http://bit.ly/18YVjR>

Mark

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Date: Tue, 22 Sep 2009 15:31:17 +0100

Reply-To: Spagat M <[M.Spagat@RHUL.AC.UK](mailto:M.Spagat@RHUL.AC.UK)>

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

From: Spagat M <[M.Spagat@RHUL.AC.UK](mailto:M.Spagat@RHUL.AC.UK)>

Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

X-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: A<[4AB817FF.4040307@umich.edu](mailto:4AB817FF.4040307@umich.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Well, I guess I'll have a go at this one too and then I'll really get back to work...

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

Subject: Re: PIPA Report on Iranian public opinion  
Date: Mon, 21 Sep 2009 19:30:09 -0400  
From: Fahimi, Mansour <mfahimi@M-S-G.COM>  
Reply-To: Fahimi, Mansour <mfahimi@M-S-G.COM>  
To: AAPORNET@ASU.EDU  
References: A<4AB560DF.4040601@umich.edu>

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\_Mansour.

---

From: AAPORNET on behalf of howard schuman  
Sent: Sat 9/19/2009 6:53 PM  
To: AAPORNET@ASU.EDU  
Subject: PIPA Report on Iranian public opinion

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Date: Tue, 22 Sep 2009 10:49:18 -0400  
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Subject: FW: A (probably) foolish question, the sequel  
X-To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

A week ago I asked a follow-up question about how people would or had described an attempted census in a short methodology statement (the actual question is below).

I received numerous requests for a summary and several people suggested that I post the summary to the list.

I only received one substantive response (so it is a short summary)

In [DATE] [XYZ Survey] was fielded among [NUMBER] of [POPULATION(s)]. Among the [NUMBER CONTACTED], [NUMBER] completed the survey resulting in a [PERCENT]% completion rate among [GROUP X] and [PERCENT]% among [GROUP Y]. [A [FLEXIBLE/STANDARDIZED] instrument was used to collect data by means of [MODE DESCRIPTION]. Data was collected by [ABC HOUSE]; project management and analysis were completed by [XYZ HOUSE]. For further information, contact [NAME] at [CONTACT INFO].

In the interest of padding out the summary here is what we ended up using (stripped of information that would identify the client or the population)

"Survey name" reports the findings from 95 quantitative telephone interviews and 22 qualitative follow-up telephone interviews with current XYZs. The quantitative component of the study resulted in an 80% completion rate. The study was conducted by Art & Science Group of Baltimore, MD, from March to July 2009.

(The actual wording of the statement is largely a result client tinkering)

We used numerous tables comparing the known characteristics of the respondents to the population as a whole and to the non-respondents.

--

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Tuesday, September 15, 2009 2:28 PM  
To: AAPORNET@ASU.EDU  
Subject: A (probably) foolish question, the sequel

Some of you may recall from way back in April my question about margin of error and a census from a list . . . .

Now I have a related question: What do those of you who do this sort of thing all the time use as a shorthand methodology statement for a press release?

I am talking about the two or three sentence statement that covers when it was in the field, how many people you spoke to, who conducted it, who sponsored it.

(No one liked my version so I am hoping for inspiration - I tried Googling but not surprisingly the US Census and their methodology were every single listing on the first 10 pages)

If anyone is interested in a summary (stripped of identifying characteristics) please let me know.

--

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

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Date: Tue, 22 Sep 2009 15:24:38 +0000  
Reply-To: Nick Panagakis <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]  
X-To: Spagat M <[M.Spagat@RHUL.AC.UK](mailto:M.Spagat@RHUL.AC.UK)>  
X-cc: AAPORNET@ASU.EDU  
In-Reply-To: <[E5F8E4518B68AA439EE1BDFCF08ABE7102D17616@EXCH-DB-02.cc.rhul.local](mailto:E5F8E4518B68AA439EE1BDFCF08ABE7102D17616@EXCH-DB-02.cc.rhul.local)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

Here is a link to evidence of vote fraud in that election.

[http://www.chathamhouse.org.uk/files/14234\\_iranelection0609.pdf](http://www.chathamhouse.org.uk/files/14234_iranelection0609.pdf)

Nick  
----- Original Message -----  
From: "Spagat M" <[M.Spagat@RHUL.AC.UK](mailto:M.Spagat@RHUL.AC.UK)>  
To: AAPORNET@ASU.EDU  
Sent: Tuesday, September 22, 2009 9:31:17 AM GMT -06:00 US/Canada Central  
Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

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Subject: Re: PIPA Report on Iranian public opinion  
Date: Mon, 21 Sep 2009 19:30:09 -0400  
From: Fahimi, Mansour <mfahimi@M-S-G.COM>  
Reply-To: Fahimi, Mansour <mfahimi@M-S-G.COM>  
To: AAPORNET@ASU.EDU  
References: A<4AB560DF.4040601@umich.edu>

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\_Mansour.

---

From: AAPORNET on behalf of howard schuman  
Sent: Sat 9/19/2009 6:53 PM

To: AAPORNET@ASU.EDU  
Subject: PIPA Report on Iranian public opinion

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-----  
Date: Tue, 22 Sep 2009 12:24:26 -0400  
Reply-To: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Philip Meyer <[pmeyer@EMAIL.UNC.EDU](mailto:pmeyer@EMAIL.UNC.EDU)>  
Subject: Reply to Blumberg  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: multipart/mixed; boundary="-----050501090405070701050705"

This is a multi-part message in MIME format.  
-----050501090405070701050705  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

I meant to copy the list on this last night. Sorry for the delay.

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-----050501090405070701050705

Content-Type: message/rfc822;

name="Re: A Tale Of Two Doctor Polls.eml"

Content-Transfer-Encoding: 7bit

Content-Disposition: inline;

filename="Re: A Tale Of Two Doctor Polls.eml"

Message-ID: <4AB81520.5090407@email.unc.edu>

Date: Mon, 21 Sep 2009 20:06:56 -0400

From: Philip Meyer <pmeyer@email.unc.edu>

User-Agent: Thunderbird 2.0.0.19 (Macintosh/20081209)

MIME-Version: 1.0

To: "Blumberg, Stephen J. (CDC/CCHIS/NCHS)" <swb5@CDC.GOV>

Subject: Re: A Tale Of Two Doctor Polls

References: <CB6AFE613082DD4FB037471AE7A1EDAF068D745F@LTA3VS013.ees.hhs.gov>

In-Reply-To: <CB6AFE613082DD4FB037471AE7A1EDAF068D745F@LTA3VS013.ees.hhs.gov>

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

Content-Transfer-Encoding: 7bit

Thanks, Stephen, well said. At the suggestion of Paul Lavrakas, I took a second look at the web site and was pleased to see that this year's Burnham case, well handled by Mary Losch's Standards Committee, is posted and that it even received attention from ABC and BBC. That is exactly what needs to happen.

It's good that you are revisiting the issue of transparency. It seems to me, as one who was present at the creation and early enforcement of the code, that confidential judgments are pointless. The purpose was never to correct every misuse of polls, which would be impossible, but to keep the code alive and visible by applying it to a few real cases and controversies. Each visible application reminds us all of (a) the code's existence and (b) its meaning. These cases are a lot of work, which is probably why their frequency over the years has varied so much. But work done out of sight of the public and the membership is wasted. AAPOR should continue building a history of visible and specific interpretations of its code.

Phil

Blumberg, Stephen J. (CDC/CCHIS/NCHS) wrote:

- > Thank you, Phil, for your concern about the health of the Standards
- > Committee. In accordance with the Schedule of Procedures for Dealing
- > with Alleged AAPOR Code Violations, AAPOR does not initiate
- > investigations of specific individuals or organizations unless a formal
- > written complaint is received. Moreover, investigations remain
- > confidential unless an Evaluation Committee recommends, and the
- > Executive Council approves, public action to censure or exonerate. As a
- > result, the membership is often unaware of our activities.
- >

> Please be assured that the Committee is alive and active. Indeed, in  
> collaboration with the Executive Council, we anticipate spending a  
> substantial part of this year on issues of transparency.

> --Stephen--

> Stephen J. Blumberg, Ph.D.  
> Standards Chair, 2009-2010

> -----  
>  
> Date: Mon, 21 Sep 2009 13:47:12 -0400  
> From: Philip Meyer <pmeyer@EMAIL.UNC.EDU>  
> Subject: Re: A Tale Of Two Doctor Polls

>  
> So is the Standards Committee swinging into action on this one?  
> Or do we still have a Standards Committee?

> Phil

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

-----050501090405070701050705--

=====  
Date: Tue, 22 Sep 2009 14:16:45 -0400  
Reply-To: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Paul J Lavrakas PhD <[pjlavrak@OPTONLINE.NET](mailto:pjlavrak@OPTONLINE.NET)>  
Subject: Committee on National Statistics Public Seminar, Friday,  
October 30, 2009  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-version: 1.0  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT

FYI



110th Meeting of the Committee on National Statistics

The National Academies, Keck Center, 500 5th St, NW, Washington, DC

Open Session - Public Seminar and Reception - Keck 100

Friday, October 30, 2009

1:30 pm Light refreshments for seminar guests (first floor pre-function space)

2:00 Welcome

-Bill Eddy, CNSTAT Chair and Carnegie Mellon University

2:05 Developments at the OMB Statistical and Science Policy Office

-Katherine K.

Wallman, Chief Statistician

Featured Topic: Challenges for Policy Uses of Economic Statistics

Chair: John Haltiwanger, CNSTAT and University of Maryland

2:20 Using Current Economic Statistics for Understanding the Business Cycle-All

You Wanted to Know about the NBER "Recession Dating" Process

-David Romer, Professor of Economics, University of California at Berkeley

2:40 Using Current Economic Statistics for Economic

## Policy-Making

-Rebecca Blank, Under  
Secretary for Economic Affairs, U.S. Department  
of Commerce

3:00 Perspectives from the Producer Agencies

-Keith Hall, Commissioner,  
Bureau of Labor Statistics

-Steven Landefeld, Director,  
Bureau of Economic Analysis

-Thomas Mesenbourg, Deputy  
Director, U.S. Census Bureau

3:40 Floor discussion

4:00 Reception for seminar guests - 3rd floor Atrium

5:00 Adjourn

Abstract: The federal statistical system produces key statistics that are widely used for monitoring the health of the nation's economy and formulating economic policy. Data users want statistics that are up to date, issued frequently (monthly, if possible), of high quality, and that can indicate turning points in the business cycle—a tall order, indeed. David Romer, a member of the National Bureau of Economic Research's "Business Cycle Dating Committee," will describe how that committee uses economic indicators to date peaks and troughs denoting expansions and recessions in the U.S. economy, and where the committee would most like to see data improvements made. Rebecca Blank will discuss how the administration uses economic statistics to determine economic policy and what improvements in quality, timeliness, and relevance would be most helpful for this purpose. Senior managers from the key economic statistics-producing agencies, including the Bureau of Economic Analysis, the Bureau of Labor Statistics, and the Census Bureau, will offer their perspectives. Key concerns to be addressed by all speakers are the tradeoffs between timeliness of release and quality (as reflected in the magnitude of revisions) and what new or modified indicators could help predict turning points, such as last year's financial collapse.

NOTE: All venues are handicapped-accessible. There is first-come, first-served parking on the first floor of the Keck parking garage, entrance on 6th St between E and F. Pedestrian entrance is on 5th St between E and F. The nearest Metro station is Gallery Place (Red and Green/Yellow lines; arena exit at 7th and F Sts).

Please RSVP by October 28th to Bridget Edmonds at 202-334-3096 or [cnstat@nas.edu](mailto:cnstat@nas.edu).

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

---

Date: Wed, 23 Sep 2009 08:22:03 -0500  
Reply-To: Kelly Elver <[kelver@SSC.WISC.EDU](mailto:kelver@SSC.WISC.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Kelly Elver <[kelver@SSC.WISC.EDU](mailto:kelver@SSC.WISC.EDU)>  
Subject: Job Listings  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
X-cc: Steve Coombs <[scoombs@ssc.wisc.edu](mailto:scoombs@ssc.wisc.edu)>  
MIME-version: 1.0  
Content-transfer-encoding: 7BIT  
Content-type: text/plain; charset=ISO-8859-1; format=flowed

Please see the link below regarding information on new job postings for entry level positions to manage survey research projects at University of Wisconsin Survey Center.  
The deadline for application is October 6, 2009  
Thank You!

[http://www.ohr.wisc.edu/pvl/pv\\_062671.html](http://www.ohr.wisc.edu/pvl/pv_062671.html)

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

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Date: Wed, 23 Sep 2009 09:27:51 -0400

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

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

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

Subject: tactful ways of saying, "This is what I do"

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

So how do you explain to a client or colleague that you are the survey person, while they are the content person? They need to decide WHAT needs to be asked, you will refine HOW to ask it.

How do you deal with people who want to write their own questions from scratch, and are offended if you suggest using another version that has been cognitively tested or norm referenced?

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Those of you who know that I work at a major health science center are probably assuming that I am talking about physicians and dentists. But I am sure this is a widespread problem in dealing with corporate CEOs, university officials, elected politicians, etc.?

So how do you tactfully claim your ground?

Colleen Porter  
Gainesville, FL

-----  
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Date: Wed, 23 Sep 2009 09:32:27 -0400

Reply-To: "Zhang, Zi" <Zi.Zhang@UMASSMED.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Zhang, Zi" <Zi.Zhang@UMASSMED.EDU>  
Subject: Job Posting - UMass Medical School  
X-To: AAPORNET <AAPORNET@asu.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: quoted-printable

Project Director for Survey Research

UMass Medical School

=20

The Center for Health Policy and Research (CHPR), a multi-faceted program within Commonwealth Medicine, is seeking a Project Director for Survey Research for its Office of Survey Research. The Project Director will provide independent, high-level and diverse support functions on multiple survey research projects undertaken with Massachusetts state agencies and by the CHPR.=20

=20

The ideal candidate must have the following qualifications:

- \* Masters degree in public health, public policy, or policy administration with coursework in quantitative and qualitative research methods and analysis=20

- \* 3-5 years experience in project management and/or participation in relevant public policy and health related research and evaluation projects=20

=20

Familiarity and experience in the following areas is strongly preferred:

- \* Basic quantitative and qualitative research methods, including measurements and statistics

- \* Survey sampling, instrument development, survey administration, data analysis and reporting

=20

For additional information, please go to [www.umassmed.edu](http://www.umassmed.edu) and search for requisition 09-0971 within our Careers page or use this link:

[https://prod.fadvhms.com/umm/jobboard/JobDetails.aspx?\\_\\_ID=3D\\*6763B0F98FA=193AE](https://prod.fadvhms.com/umm/jobboard/JobDetails.aspx?__ID=3D*6763B0F98FA=193AE)

=20

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Date: Wed, 23 Sep 2009 10:11:52 -0400

Reply-To: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)>

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

From: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)>

Subject: Re: tactful ways of saying, "This is what I do"

X-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: A<20090923092751.5D7WC.58454.imal@eastrmwml41>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Colleen,

In fact this does often come up in both public and private sectors. What I have tried to do is to get the client to focus on the issues and objectives -- what does he want to know? When the client gives you finished questions, gently advise that it is too early for that, and you need to understand the concepts that are driving the need for a survey. Resist taking questions. Next YOU write the questions and give them to the client for review. If she tries to edit them too much (beyond changing "happy" to "glad," for example) and if you have used that question in an earlier survey, you can fall back on the need to look at comparisons across populations or times.

I also like the fact that it costs so much less and is easier to clear through IRBs when you use established questions with histories.

That being said, I have also worked for organizations that insist on the client writing the question, and then making sure they take the blame when the question flops.

Best,  
Jim Caplan

James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
703-696-8754  
DNS: 426-8754

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of Colleen Porter

Sent: Wednesday, September 23, 2009 9:28 AM  
To: AAPORNET@ASU.EDU  
Subject: tactful ways of saying, "This is what I do"

So how do you explain to a client or colleague that you are the survey person, while they are the content person? They need to decide WHAT needs to be asked, you will refine HOW to ask it.

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Gainesville, FL

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Date: Wed, 23 Sep 2009 11:34:14 -0500  
Reply-To: "Weeks, Brenda S" <[bsweeks@TVA.GOV](mailto:bsweeks@TVA.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Weeks, Brenda S" <[bsweeks@TVA.GOV](mailto:bsweeks@TVA.GOV)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)> ,

AAPORNET@ASU.EDU

In-Reply-To:

A<5D905A2F5510E24CB80F8FEA67AEB49D03B2B8AE@GODFATHER.cpms.osd.mil>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

I agree with Jim Caplan's comments.

When this happens focus the client on explaining why they need information and what they wish to do with the data/information. Then using the research objectives to ensure that all of the information that is needed is captured and that it is captured in the way that is most usable.

We also contract research and at times are the "client from hell" by insisting on final design sign off. This is needed in some cases since our research is more specific related to electricity and makes it possible for us to use a broader array of research firms.

Brenda S. Weeks  
TENNESSEE VALLEY AUTHORITY  
Analyst, Commercial and Industrial Efficiency Product Design  
Phone: 615-232-6919  
Fax: 615-232-6810

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,  
, CPMS Civ  
Sent: Wednesday, September 23, 2009 9:12 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: tactful ways of saying, "This is what I do"

Colleen,  
In fact this does often come up in both public and private sectors. What I have tried to do is to get the client to focus on the issues and objectives -- what does he want to know? When the client gives you finished questions, gently advise that it is too early for that, and you need to understand the concepts that are driving the need for a survey. Resist taking questions. Next YOU write the questions and give them to the client for review. If she tries to edit them too much (beyond changing "happy" to "glad," for example) and if you have used that question in an earlier survey, you can fall back on the need to look at comparisons across populations or times.

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James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
703-696-8754  
DNS: 426-8754

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Sent: Wednesday, September 23, 2009 9:28 AM  
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=====  
Date: Wed, 23 Sep 2009 11:56:38 -0500  
Reply-To: "Trent D. Buskirk, Ph.D." <[tbuskirk@SLU.EDU](mailto:tbuskirk@SLU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Trent D. Buskirk, Ph.D." <[tbuskirk@SLU.EDU](mailto:tbuskirk@SLU.EDU)>  
Subject: How can you say that...  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

I had a client once who wanted to survey prostate cancer patients who were just diagnosed using a 70 page survey. Forgetting about respondent burden I quickly asked for his analytic plan that tied research questions to the actual survey items. It was clear he didn't have one. Once I convinced him that his survey was very burdensome to the respondents (and IRB had already noted this possibility) I helped him construct an analytic plan that was then used as "our rulebook" for shortening the questions. I have also asked clients to take their own surveys- it's amazing what the mirror rule can do to help our cause!

Trent

--  
Trent D. Buskirk, Ph.D.  
Associate Professor of Biostatistics

School of Public Health  
Saint Louis University  
3545 Lafayette Ave.  
St. Louis, MO 63104

Office: 314-977-8127  
Fax: 314-977-3234

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

=====

Date: Wed, 23 Sep 2009 17:10:48 +0000  
Reply-To: Nick Panagakis <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Nick Panagakis <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: Brenda S Weeks <[bsweeks@TVA.GOV](mailto:bsweeks@TVA.GOV)>  
X-cc: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To:  
<[564677388.4520951253725833358.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net](mailto:564677388.4520951253725833358.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=utf-8  
Content-Transfer-Encoding: 7bit

Establishing study objectives comes first - what the client is trying to learn.

Client approval of questions is not an issue. But if clients suggest questions, they should be aware of some rules.

Here is a list I compiled over the years:

1. Language that can be understood at all levels of proficiency;
2. Active voice (i.e., subject-verb-object) written for the ear as in broadcast news (phone interviewing);
3. Unambiguous language so subjects of questions are clearly understood;
4. Neutral, balanced wording when describing a situation - both sides of an issue;
5. Respondent-friendly informal language as used in ordinary conversation;
6. Questions ordered in a manner to avoid bias due to previous question content;
7. Mutually exclusive and exhaustive answer choices;
8. Dichotomous choice of answers such as for/against, favor/oppose or if a list of multiple answer choices, symmetrical or equal distribution of answer

items.

Nick

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

From: "Brenda S Weeks" <bsweeks@TVA.GOV>

To: AAPORNET@ASU.EDU

Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada Central

Subject: Re: tactful ways of saying, "This is what I do"

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Brenda S. Weeks  
TENNESSEE VALLEY AUTHORITY  
Analyst, Commercial and Industrial Efficiency Product Design  
Phone: 615-232-6919  
Fax: 615-232-6810

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From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,  
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To: AAPORNET@ASU.EDU

Subject: Re: tactful ways of saying, "This is what I do"

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James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
703-696-8754  
DNS: 426-8754

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
Sent: Wednesday, September 23, 2009 9:28 AM  
To: AAPORNET@ASU.EDU  
Subject: tactful ways of saying, "This is what I do"

So how do you explain to a client or colleague that you are the survey person, while they are the content person? They need to decide WHAT needs to be asked, you will refine HOW to ask it.

How do you deal with people who want to write their own questions from scratch, and are offended if you suggest using another version that has been cognitively tested or norm referenced?

Really, the job of deciding, focusing and refining what to ask about is an important and huge task. Why is that not enough? Why do some people insist on writing the exact question themselves?

I'm guessing that they figure it is just asking questions, and they already do patient histories or customer intake or whatever, so why is this a big deal?

In part, they don't realize there is a whole science behind good survey research. And after all, it's not rocket science or brain surgery, so if they are, in fact, a brain surgeon they somehow think they can do this, too.

Those of you who know that I work at a major health science center are

probably assuming that I am talking about physicians and dentists. But I am sure this is a widespread problem in dealing with corporate CEOs, university officials, elected politicians, etc.?

So how do you tactfully claim your ground?

Colleen Porter  
Gainesville, FL

---

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---

Date: Wed, 23 Sep 2009 11:11:34 -0700  
Reply-To: [mike.oneil@alumni.brown.edu](mailto:mike.oneil@alumni.brown.edu)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike ONeil <[mikeoneilaz@GMAIL.COM](mailto:mikeoneilaz@GMAIL.COM)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: Nick Panagakis <[mkshares@comcast.net](mailto:mkshares@comcast.net)>  
X-cc: [AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)  
In-Reply-To:  
<[101858749.4521021253725848590.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net](mailto:101858749.4521021253725848590.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1

We also have the other extreme: "you're the expert, so you figure it all out" without getting even a rudimentary explanation of what the objectives

are.

I often find it useful to describe the ideal and most beneficial-to-the-client relationship as representing a middle course:

"Only YOU can tell us what the important objectives are (but we can help you to articulate those).

BUT there IS a body of knowledge that will help us write final questions; that is OUR expertise."

I have no problem with clients writing questions as long as we can adapt them. In fact, I find often it is one of the easiest ways to get clients to be explicit about their objectives. I tell them, I'd be happy to have questions, paragraphs, bullet points, whatever. But IN WRITING is helpful since this forces some level of explicitness.

And, Nick, I love your list.

Mike O'Neil  
www.mikeoneil.org  
www.oneilresearch.com

On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <mkshares@comcast.net> wrote:

- > Establishing study objectives comes first - what the client is trying to
- > learn.
- >
- >
- > Client approval of questions is not an issue. But if clients suggest
- > questions, they should be aware of some rules.
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- > Here is a list I compiled over the years:
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- > items.
- >
- >
- > Nick
- > ----- Original Message -----

> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
> To: AAPORNET@ASU.EDU  
> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
> Central  
> Subject: Re: tactful ways of saying, "This is what I do"

>  
> I agree with Jim Caplan's comments.

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> When this happens focus the client on explaining why they need  
> information and what they wish to do with the data/information. Then  
> using the research objectives to ensure that all of the information that  
> is needed is captured and that it is captured in the way that is most  
> usable.

>  
> We also contract research and at times are the "client from hell" by  
> insisting on final design sign off. This is needed in some cases since  
> our research is more specific related to electricity and makes it  
> possible for us to use a broader array of research firms.

>  
> Brenda S. Weeks  
> TENNESSEE VALLEY AUTHORITY  
> Analyst, Commercial and Industrial Efficiency Product Design  
> Phone: 615-232-6919  
> Fax: 615-232-6810

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,  
> , CPMS Civ  
> Sent: Wednesday, September 23, 2009 9:12 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Re: tactful ways of saying, "This is what I do"

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> Next YOU write the questions and give them to the client for review. If  
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> through IRBs when you use established questions with histories.

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> client writing the question, and then making sure they take the blame  
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> Best,  
> Jim Caplan  
>  
> James R. Caplan, Ph.D.  
> Management and Program Analyst  
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> 703-696-8754  
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> Colleen Porter

> Gainesville, FL

>

> -----

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Mike O'Neil

[www.mikeoneil.org](http://www.mikeoneil.org)

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Date: Wed, 23 Sep 2009 11:41:53 -0700

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

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

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

Subject: Sr. Researcher & Evaluation Job Opportunity at PATH in Seattle  
X-To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Forwarded by request...

Sr. Researcher & Evaluation Associate, Safe Water Project  
Tracking Code: 3808

PATH is searching for a Sr. Researcher & Evaluation Associate to join our Safe Water Project Team in Seattle, Washington. This position is ideal for the individual who wants to design and conduct research; do some analysis of the results; take social science research and communicating those results to commercial entities; helping our country offices and partners; conduct consumer research and design and conduct evaluations of commercial pilots. Below you'll find the job announcement further outlining details for this exciting opportunity.

As an international, nonprofit organization that creates sustainable, culturally relevant solutions, we enable communities worldwide to break longstanding cycles of poor health. PATH's mission is to improve the health of people around the world by advancing technologies, strengthening health systems, and encouraging healthy behaviors.

PATH has grown to nearly 800 employees, 32 offices around the world, and an annual budget of \$250 million. PATH employees are passionate, smart, skilled, and absolutely committed to our vision where innovation ensures that health is within reach for everyone.

PATH is an international, non profit organization that creates sustainable, culturally relevant solutions, enabling communities worldwide to break longstanding cycles of poor health. PATH's mission is to improve the health of people around the world by advancing technologies, strengthening systems, and encouraging healthy behaviors.

Various products exist today to treat and safely store water. These treatment methods and the products have varying effectiveness, costs, acceptability and appeal for the people using them. In recent years, private-sector marketing mechanisms, industrial capacity, and sales and service networks for many consumer-based products in developing countries have demonstrated market viability and growth potential when products are appropriate and affordable for the very poor. PATH's Safe Water Project (SWP) will determine if Household Water Treatment and Storage (HWTS) products can be provided in this same way and seek out technologies and products that are effective and appropriate for consumers in low-resource settings.

The Senior Program Associate will develop and coordinate research and evaluation activities in support of Safe Water Project commercial pilot efforts with a primary focus on understanding user/consumer attitudes and behaviors related to water treatment. Responsibilities include:

\*

Assist with the design of consumer research protocols, tools, implementation, and analysis, including review of existing tools and approaches.

- \* Review and synthesize findings from secondary research related to household water treatment and storage behavior and user experience of water treatment products.
- \* Articulate what users may value in water treatment and safe water and provide technical support for demand creation activities.
- \* Liaise with the technology, commercialization, and country teams as needed to enhance communication and ensure clear sector alignment and understanding.
- \* Co-author research briefs, journal articles, presentations, and case studies related to the consumer perspective around HWTS.
- \* Assist in adapting monitoring and evaluation plans for new SWP business model pilots.
- \* Represent the PATH Safe Water Project in online, phone, or public forums and in support and preparation of presentation of SWP project results.
- \* Engage with external partners, including the SWP technical advisory group, on best practices and indicators for Household Water Treatment and Safe Storage (HWTS), community water treatment, and sanitation research and evaluation.
- \* Develop scopes of work for, coordinate selection of, and manage external contracts and consultants, including those in the field.
- \* Contribute to the compilation of research tools and research results from the SWP for broad dissemination: review, revise, and synthesize formative research plans and instruments, evaluation criteria and plans, and user research efforts based on project experience.
- \* Contribute to community water treatment and sanitation research, evaluation, and strategy development.
- \* Travel within the US and to India and other countries as required; approximately 25% travel anticipated.

## Required Skills

\*

Demonstrated experience with demand generation or marketing for health products or healthy behaviors.

- \* Demonstrated experience with development and analysis of social science and market-segmentation research.
- \* Demonstrated ability to synthesize project findings and translate them into strategic program and policy recommendations.
- \* Working knowledge of global health landscape with a particular focus on household water treatment and/or storage programs.
- \* Excellent oral and written communication skills; demonstrated project representation experience in professional and global forums and experience communicating to multiple audiences ranging from credible technical depth to high level executive summaries.
- \* Ability to work independently and manage project activities to work plan outcomes on schedule.
- \* Strong cross-discipline collaborator that seeks solutions to challenges.
- \* Experience working with international organizations preferred.

## Required Experience

A four year degree in public health, medical anthropology, or health economics, and a minimum of 5 years of experience in qualitative and quantitative research development, analysis, synthesis and dissemination; may be an equivalent combination of education and experience. Training in epidemiology, statistics, ethnography, monitoring and evaluation preferred.

Job Location: Seattle, WA, US.

Position Type: Full-Time/Regular

Sue Wallace CIR, CDR

Global Talent Sourcer

PATH ~ a catalyst for global health

1455 NW Leary Way Seattle, Wa. 98107 USA

Tel# 206.788.2395 [swallace@path.org](mailto:swallace@path.org)

[www.path.org](http://www.path.org)<<http://www.path.org>>

View my LinkedIn<<http://www.linkedin.com/in/sueawallace>> profile

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=====  
Date: Wed, 23 Sep 2009 15:10:53 -0400

Reply-To: [slosh@garnet.acns.fsu.edu](mailto:slosh@garnet.acns.fsu.edu)

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

From: Susan Losh <[slosh@FSU.EDU](mailto:slosh@FSU.EDU)>

Subject: Re: tactful ways of saying, "This is what I do"

X-To: AAPORNET <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>

In-Reply-To: <[17ee023d0909231111m8a31bd5na025796b0ac669d5@mail.gmail.com](mailto:17ee023d0909231111m8a31bd5na025796b0ac669d5@mail.gmail.com)>

MIME-Version: 1.0

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

Content-Disposition: inline

Content-Transfer-Encoding: 7bit

I am with Mike.

I have found having the client "write a questionnaire" to be the faster way to find out what they want to know.

I do this with prospective dissertation topics too.

So far I never had a client wedded to their versions of the questions either.

(But can't say the same for doctoral students...)

Susan

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

From: Mike O'Neil <mikeoneilaz@GMAIL.COM>  
Date: Wednesday, September 23, 2009 2:16 pm  
Subject: Re: tactful ways of saying, "This is what I do"  
To: AAPORNET@ASU.EDU

> We also have the other extreme: "you're the expert, so you figure  
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> And, Nick, I love your list.  
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> Mike O'Neil  
> www.mikeoneil.org  
> www.oneilresearch.com  
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> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis  
> <mkshares@comcast.net> wrote:  
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>> To: AAPORNET@ASU.EDU  
>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
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>> Brenda S. Weeks  
>> TENNESSEE VALLEY AUTHORITY  
>> Analyst, Commercial and Industrial Efficiency Product Design  
>> Phone: 615-232-6919  
>> Fax: 615-232-6810  
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>> , CPMS Civ  
>> Sent: Wednesday, September 23, 2009 9:12 AM  
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>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754  
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>> Colleen Porter  
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>  
> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)  
>

> -----  
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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>

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=====  
Date: Wed, 23 Sep 2009 12:17:35 -0700

Reply-To: Michael Sullivan <michaelsullivan@FSCGROUP.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michael Sullivan <michaelsullivan@FSCGROUP.COM>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: "mike.oneil@alumni.brown.edu" <mike.oneil@alumni.brown.edu>,  
"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>  
In-Reply-To: <17ee023d0909231111m8a31bd5na025796b0ac669d5@mail.gmail.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

I think the best approach is to just let clients who want to be really involved in questionnaire development have at it and then fix whatever they have drafted so that it works properly. That way they have an opportunity to articulate their questions and in a sense get the need to craft the questions out of their system. Rarely have clients who were given this opportunity not accepted the changes I have recommended and when they have refused to accept these recommendations, they have been able to articulate pretty good reasons for it. One probably shouldn't work with clients who are consciously trying to design survey questions to obtain a certain response. Enough said about that.

MS

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil  
Sent: Wednesday, September 23, 2009 11:12 AM  
To: AAPORNET@ASU.EDU  
Subject: Re: tactful ways of saying, "This is what I do"

We also have the other extreme: "you're the expert, so you figure it all out" without getting even a rudimentary explanation of what the objectives are.

I often find it useful to describe the ideal and most beneficial-to-the-client relationship as representing a middle course:

"Only YOU can tell us what the important objectives are (but we can help you to articulate those).

BUT there IS a body of knowledge that will help us write final questions; that is OUR expertise."

I have no problem with clients writing questions as long as we can adapt them. In fact, I find often it is one of the easiest ways to get clients to be explicit about their objectives. I tell them, I'd be happy to have questions, paragraphs, bullet points, whatever. But IN WRITING is helpful since this forces some level of explicitness.

And, Nick, I love your list.

Mike O'Neil  
[www.mikeoneil.org](http://www.mikeoneil.org)  
[www.oneilresearch.com](http://www.oneilresearch.com)

On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <mkshares@comcast.net> wrote:

- > Establishing study objectives comes first - what the client is trying to
- > learn.
- >
- >
- > Client approval of questions is not an issue. But if clients suggest
- > questions, they should be aware of some rules.
- >
- >
- > Here is a list I compiled over the years:
- >
- >
- >
- > 1. Language that can be understood at all levels of proficiency;
- > 2. Active voice (i.e., subject-verb-object) written for the ear as in
- > broadcast news (phone interviewing);
- > 3. Unambiguous language so subjects of questions are clearly understood;
- > 4. Neutral, balanced wording when describing a situation - both sides of an
- > issue;
- > 5. Respondent-friendly informal language as used in ordinary conversation;
- > 6. Questions ordered in a manner to avoid bias due to previous question
- > content;
- > 7. Mutually exclusive and exhaustive answer choices;
- > 8. Dichotomous choice of answers such as for/against, favor/oppose or if a
- > list of multiple answer choices, symmetrical or equal distribution of answer
- > items.

> Nick

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

> From: "Brenda S Weeks" <bsweeks@TVA.GOV>

> To: AAPORNET@ASU.EDU

> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada

> Central

> Subject: Re: tactful ways of saying, "This is what I do"

> I agree with Jim Caplan's comments.

> When this happens focus the client on explaining why they need

> information and what they wish to do with the data/information. Then

> using the research objectives to ensure that all of the information that

> is needed is captured and that it is captured in the way that is most

> usable.

> We also contract research and at times are the "client from hell" by

> insisting on final design sign off. This is needed in some cases since

> our research is more specific related to electricity and makes it

> possible for us to use a broader array of research firms.

> Brenda S. Weeks

> TENNESSEE VALLEY AUTHORITY

> Analyst, Commercial and Industrial Efficiency Product Design

> Phone: 615-232-6919

> Fax: 615-232-6810

>

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,

> , CPMS Civ

> Sent: Wednesday, September 23, 2009 9:12 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: tactful ways of saying, "This is what I do"

>

> Colleen,

> In fact this does often come up in both public and private sectors. What

> I

> have tried to do is to get the client to focus on the issues and

> objectives

> -- what does he want to know? When the client gives you finished

> questions,

> gently advise that it is too early for that, and you need to understand

> the

> concepts that are driving the need for a survey. Resist taking

> questions.

> Next YOU write the questions and give them to the client for review. If

> she

> tries to edit them too much (beyond changing "happy" to "glad," for

> example)

> and if you have used that question in an earlier survey, you can fall

> back

> on the need to look at comparisons across populations or times.

>

> I also like the fact that it costs so much less and is easier to clear

> through IRBs when you use established questions with histories.

>

> That being said, I have also worked for organizations that insist on the

> client writing the question, and then making sure they take the blame

> when

> the question flops.

>

> Best,

> Jim Caplan

>

> James R. Caplan, Ph.D.

> Management and Program Analyst

> DoD Civilian Personnel Management Service

> HR-Business Information Technology Solutions: CDA

> 703-696-8754

> DNS: 426-8754

>

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter

> Sent: Wednesday, September 23, 2009 9:28 AM

> To: AAPORNET@ASU.EDU

> Subject: tactful ways of saying, "This is what I do"

>

> So how do you explain to a client or colleague that you are the survey

> person, while they are the content person? They need to decide WHAT

> needs  
> to be asked, you will refine HOW to ask it.  
>  
> How do you deal with people who want to write their own questions from  
> scratch, and are offended if you suggest using another version that has  
> been  
> cognitively tested or norm referenced?  
>  
> Really, the job of deciding, focusing and refining what to ask about is  
> an  
> important and huge task. Why is that not enough? Why do some people  
> insist  
> on writing the exact question themselves?  
>  
> I'm guessing that they figure it is just asking questions, and they  
> already  
> do patient histories or customer intake or whatever, so why is this a  
> big  
> deal?  
>  
> In part, they don't realize there is a whole science behind good survey  
> research. And after all, it's not rocket science or brain surgery, so  
> if  
> they are, in fact, a brain surgeon they somehow think they can do this,  
> too.  
>  
> Those of you who know that I work at a major health science center are  
> probably assuming that I am talking about physicians and dentists. But  
> I am  
> sure this is a widespread problem in dealing with corporate CEOs,  
> university  
> officials, elected politicians, etc.?  
>  
> So how do you tactfully claim your ground?  
>  
> Colleen Porter  
> Gainesville, FL  
>  
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Mike O'Neil  
[www.mikeoneil.org](http://www.mikeoneil.org)

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=====  
Date: Wed, 23 Sep 2009 16:01:36 -0400  
Reply-To: Casey Tesfaye <[clanger@AIP.ORG](mailto:clanger@AIP.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Casey Tesfaye <[clanger@AIP.ORG](mailto:clanger@AIP.ORG)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[28CCEB02B0B64D4091ED6FD17DF5716917943C8B5D@EX-BE-024-SV1.shared.themessagecenter.com](mailto:28CCEB02B0B64D4091ED6FD17DF5716917943C8B5D@EX-BE-024-SV1.shared.themessagecenter.com)>  
Mime-Version: 1.0  
Content-Type: text/plain; charset=US-ASCII  
Content-Transfer-Encoding: quoted-printable

Colleen's question is one that many of us know intimately through our work =  
experiences. I don't think it's one with such an easy answer. It really =  
depends on the client and your working relationship with them.  
=20

Certainly some clients grow attached to a question formulation that may =  
appear to be right to them, but, in reality, will render fairly useless or =  
even biased data. Usually there are good examples of similar blunders to =  
draw from, and those examples are often quite convincing. Comparability is =

also a big draw to most clients- the prospect of being able to compare =  
their data with other data sources that used a particular question format =  
is enticing.

=20

If your client has that "you're the expert" attitude, it would be very =  
helpful to let them draft question examples and use those to target their =  
research goals. But if they don't, and I get the sense that Colleen is =  
dealing with people who aren't (remember this: "I'm guessing that they =  
figure it is just asking questions, ... so why is this a big deal?") you =  
could end up encouraging a situation where you are performing research =  
that you disagree with.

=20

...another 2 cents...

=20

Casey

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-----  
Date: Wed, 23 Sep 2009 16:30:31 -0400

Reply-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

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

From: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

Subject: Re: "This is what I do"

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Colleen has brought up something almost all of us have experienced at one  
time or another. My advice is to "push back" against inappropriate  
questions whenever possible. By doing so, you not only avoid conducting bad  
research but you also may gain their respect. If you don't push back and  
question does not yield sensible results, you may be blamed. Early in my  
career, I failed to push back hard enough against a triple-barreled question  
that was sure to yield uninterruptable results because another consultant  
insisted that it was one of his standard questions and he needed it to plan  
the communications campaign. Sure enough, the results were uninterruptable  
and I was very embarrassed at the presentation when the client asked why I  
didn't write a better question.

It is more difficult when you are dealing with indices that have been tested  
for reliability and validity. However, one has to ask if the index is  
relevant to the situation at hand and the context in which the index was  
originally tested. If the index does not seem relevant, you can make a case  
for adapting the questions to the situation or writing (and, perhaps,  
testing) entirely new questions.



Becky

Rebecca Colwell Quarles, PhD

CEO

QSA Integrated Research Solutions

4920 John Ticer Drive

Alexandria, VA 22304

voice (703) 567-7655

fax (703) 567-6156

email: [bquarles@qsaresearch.com](mailto:bquarles@qsaresearch.com)

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Date: Wed, 23 Sep 2009 16:32:54 -0400

Reply-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

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

From: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

Subject: Re: "This is what I do"

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

In-Reply-To: <[01cb01ca3c8c\\$b1ff5870\\$15fe0950\\$@com](mailto:01cb01ca3c8c$b1ff5870$15fe0950$@com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Whoops! I meant "uninterpretable."

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Rebecca Quarles, PhD

Sent: Wednesday, September 23, 2009 4:31 PM

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

Subject: Re: "This is what I do"

Colleen has brought up something almost all of us have experienced at one

time or another. My advice is to "push back" against inappropriate questions whenever possible. By doing so, you not only avoid conducting bad research but you also may gain their respect. If you don't push back and question does not yield sensible results, you may be blamed. Early in my career, I failed to push back hard enough against a triple-barreled question that was sure to yield uninterrupted results because another consultant insisted that it was one of his standard questions and he needed it to plan the communications campaign. Sure enough, the results were uninterrupted and I was very embarrassed at the presentation when the client asked why I didn't write a better question.

It is more difficult when you are dealing with indices that have been tested for reliability and validity. However, one has to ask if the index is relevant to the situation at hand and the context in which the index was originally tested. If the index does not seem relevant, you can make a case for adapting the questions to the situation or writing (and, perhaps, testing) entirely new questions.

Becky

Rebecca Colwell Quarles, PhD

CEO

QSA Integrated Research Solutions

4920 John Ticer Drive

Alexandria, VA 22304

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fax (703) 567-6156

email: [bquarles@qsaresearch.com](mailto:bquarles@qsaresearch.com)

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Date: Wed, 23 Sep 2009 16:24:33 -0500

Reply-To: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>

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

From: Howard Gordon <[hgordon@GRFILTD.COM](mailto:hgordon@GRFILTD.COM)>

Subject: Re: tactful ways of saying, "This is what I do"

X-To: "Caplan, James R., , CPMS Civ" <[james.caplan@CPMS.OSD.MIL](mailto:james.caplan@CPMS.OSD.MIL)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To:

<[5D905A2F5510E24CB80F8FEA67AEB49D03B2B8AE@GODFATHER.cpms.osd.mil](mailto:5D905A2F5510E24CB80F8FEA67AEB49D03B2B8AE@GODFATHER.cpms.osd.mil)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

A couple of things I always find useful:

1. What is the management objective? That is, what decisions is management trying to make?
2. Following point 1, decide the information objectives that will address the management decision.
3. Develop the questions that will satisfy point 2.

Howard

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Caplan, James R., , CPMS Civ

Sent: Wednesday, September 23, 2009 9:12 AM

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

Subject: Re: tactful ways of saying, "This is what I do"

Colleen,

In fact this does often come up in both public and private sectors. What I have tried to do is to get the client to focus on the issues and objectives -- what does he want to know? When the client gives you finished questions, gently advise that it is too early for that, and you need to understand the concepts that are driving the need for a survey. Resist taking questions. Next YOU write the questions and give them to the client for review. If she tries to edit them too much (beyond changing "happy" to "glad," for example) and if you have used that question in an earlier survey, you can fall back on the need to look at comparisons across populations or times.

I also like the fact that it costs so much less and is easier to clear through IRBs when you use established questions with histories.

That being said, I have also worked for organizations that insist on the

client writing the question, and then making sure they take the blame when the question flops.

Best,  
Jim Caplan

James R. Caplan, Ph.D.  
Management and Program Analyst  
DoD Civilian Personnel Management Service  
HR-Business Information Technology Solutions: CDA  
703-696-8754  
DNS: 426-8754

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
Sent: Wednesday, September 23, 2009 9:28 AM  
To: AAPORNET@ASU.EDU  
Subject: tactful ways of saying, "This is what I do"

So how do you explain to a client or colleague that you are the survey person, while they are the content person? They need to decide WHAT needs to be asked, you will refine HOW to ask it.

How do you deal with people who want to write their own questions from scratch, and are offended if you suggest using another version that has been cognitively tested or norm referenced?

Really, the job of deciding, focusing and refining what to ask about is an important and huge task. Why is that not enough? Why do some people insist on writing the exact question themselves?

I'm guessing that they figure it is just asking questions, and they already do patient histories or customer intake or whatever, so why is this a big deal?

In part, they don't realize there is a whole science behind good survey research. And after all, it's not rocket science or brain surgery, so if they are, in fact, a brain surgeon they somehow think they can do this, too.

Those of you who know that I work at a major health science center are probably assuming that I am talking about physicians and dentists. But I am sure this is a widespread problem in dealing with corporate CEOs, university officials, elected politicians, etc.?

So how do you tactfully claim your ground?

Colleen Porter  
Gainesville, FL

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Date: Wed, 23 Sep 2009 17:28:08 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: More interesting poll results from Public Policy Polling

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

=20

=20

PPP national "birther"/"truther" poll

By Brendan Nyhan

=20

Tom Jensen of Public Policy Polling continues his interesting polling on political misperceptions in a new national poll (PDF) that was conducted Sept. 18-21 and released today.=20

=20

As in the New Jersey poll released last week, PPP's national poll includes contrasting "truther" and "birther" questions. However, Jensen consulted with me on the wording of the "truther" question, which I had criticized, and ended up selecting new wording I adapted from a Scripps Howard/Ohio University poll. The new question removes the ambiguity associated with the phrase "advance knowledge," which could be interpreted to refer to the August 2001 memo Bush received warning of the threat from Al Qaeda.

=20

SNIP

[http://www.pollster.com/blogs/ppp\\_national\\_birthertruther\\_po.php](http://www.pollster.com/blogs/ppp_national_birthertruther_po.php)

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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Date: Wed, 23 Sep 2009 16:53:26 -0500

Reply-To: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>

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

From: "G. Donald Ferree, Jr." <[gferree@SSC.WISC.EDU](mailto:gferree@SSC.WISC.EDU)>

Subject: Re: "This is what I do"

X-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

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

In-Reply-To: <01d601ca3c8d\$07960d10\$16c22730\$@com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Over the years, I often found that it helped to admit that question writing was fun, but that it was all too often easy for clients to slip into the trap of tinkering with questions rather than concentrating on making clear what substantive questions they needed to answer. That seemed sometimes to go over better than simply asserting "you have your area of expertise; I have mine". Besides being true, it also helped to emphasize that what they could be most helpful with was two-pronged:

what research questions did they have; was there anything wrong with my questions in terms of realistic alternatives, counterfactual assumptions and the like.

Even if a client presents you with a questionnaire acceptable on its face, that is at best one step removed from a comprehensive statement of what they need to find out. You have no way of knowing whether an alternative formulation would better get at their "real" concern. Thus so in essence you are giving up on "what do you need to find out" and substituting their judgement for yours in terms of which questions most closely approximate addressing those concerns. Related to that -- and an argument many have found convincing -- was to suggest that however seductive it might be to imagine getting answers to a particular question, they did not want to discover later that an important dimension had been left untapped, or that a less "sexy" question might well have dealt better with their underlying concern.

Don

> Whoops! I meant "uninterpretable."

>

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Rebecca Quarles, PhD

> Sent: Wednesday, September 23, 2009 4:31 PM

> To: AAPORNET@ASU.EDU

> Subject: Re: "This is what I do"

>

> Colleen has brought up something almost all of us have experienced at one  
> time or another. My advice is to "push back" against inappropriate  
> questions whenever possible. By doing so, you not only avoid conducting bad  
> research but you also may gain their respect. If you don't push back and  
> question does not yield sensible results, you may be blamed. Early in my  
> career, I failed to push back hard enough against a triple-barreled question  
> that was sure to yield uninterrupted results because another consultant  
> insisted that it was one of his standard questions and he needed it to plan  
> the communications campaign. Sure enough, the results were uninterrupted  
> and I was very embarrassed at the presentation when the client asked why I  
> didn't write a better question.

>

>

>

> It is more difficult when you are dealing with indices that have been tested  
> for reliability and validity. However, one has to ask if the index is  
> relevant to the situation at hand and the context in which the index was  
> originally tested. If the index does not seem relevant, you can make a case  
> for adapting the questions to the situation or writing (and, perhaps,  
> testing) entirely new questions.

>

>  
>  
> Becky  
>  
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>  
>  
>  
>  
> Rebecca Colwell Quarles, PhD  
>  
> CEO  
>  
> QSA Integrated Research Solutions  
>  
> 4920 John Ticer Drive  
>  
> Alexandria, VA 22304  
>  
> voice (703) 567-7655  
>  
> fax (703) 567-6156  
>  
> email: bquarles@qsaresearch.com  
>  
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>

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G. Donald Ferree, Jr.

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Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
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=====  
Date: Wed, 23 Sep 2009 18:01:43 -0400  
Reply-To: "Leve, Jay" <[jleve@SURVEYUSA.COM](mailto:jleve@SURVEYUSA.COM)>



Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Leve, Jay" <jleve@SURVEYUSA.COM>  
Subject: US Census field worker found hanged in KY  
X-To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

[http://www.google.com/hostednews/ap/article/ALeqM5jbzG\\_BlK2Hfc818EPRRn1bBIP6gD9AT92400](http://www.google.com/hostednews/ap/article/ALeqM5jbzG_BlK2Hfc818EPRRn1bBIP6gD9AT92400)

=20

AP source: Census worker hanged with 'fed' on body

By DEVLIN BARRETT and JEFFREY McMURRAY (AP) - 39 minutes ago

WASHINGTON - The FBI is investigating the hanging death of a U.S. Census worker near a Kentucky cemetery, and a law enforcement official told The Associated Press the word 'fed' was scrawled on the dead man's chest.

The body of Bill Sparkman, a 51-year-old part-time Census field worker and occasional teacher, was found Sept. 12 in a remote patch of the Daniel Boone National Forest in rural southeast Kentucky. The Census has suspended door-to-door interviews in rural Clay County, where the body was found, pending the outcome of the investigation.

Investigators are still trying to determine whether the death was a killing or a suicide, and if a killing, whether the motive was related to his government job or to anti-government sentiment.

Investigators have said little about the case. The law enforcement official, who was not authorized to discuss the case and requested anonymity, said Wednesday the man was found hanging from a tree and the word "fed" was written on the dead man's chest. The official did not say what type of instrument was used to write the word.

=20

=20

Jay H Leve

SurveyUSA

1425 Broad Street #7

Clifton NJ 07013

=20

973-857-8500 x 551

[jleve@surveyusa.com](mailto:jleve@surveyusa.com)

www.surveyusa.com

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=====  
Date: Wed, 23 Sep 2009 18:03:49 -0400

Reply-To: [MMichaels@MichaelsResearch.com](mailto:MMichaels@MichaelsResearch.com)

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

From: Maureen Michaels <[mmichaels@MICHAELSRESEARCH.COM](mailto:mmichaels@MICHAELSRESEARCH.COM)>

Organization: Michaels Opinion Research, Inc.

Subject: Re: "This is what I do"

X-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[01cb01ca3c8c\\$b1ff5870\\$15fe0950\\$@com](mailto:01cb01ca3c8c$b1ff5870$15fe0950$@com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Our approach is as follows: Ask clients at the outset to prepare a list of topics and questions they need answers to. We tell them not to fret about how the questions are worded, that we will take care of that at a later stage in the process once we understand scope and priorities. We rarely have issues, but if an occasional weird or awkward question needs to be asked in order to satisfy someone who is writing the check for the survey, we bury it in a place on the questionnaire where it won't do damage. We provide the results to the weird question when we deliver marginals, but we don't analyze it or include it in our report.

--Maureen Michaels

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Rebecca Quarles, PhD

Sent: Wednesday, September 23, 2009 4:31 PM

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

Subject: Re: "This is what I do"

Colleen has brought up something almost all of us have experienced at one time or another. My advice is to "push back" against inappropriate questions whenever possible. By doing so, you not only avoid conducting bad research but you also may gain their respect. If you don't push back and question does not yield sensible results, you may be blamed. Early in my career, I failed to push back hard enough against a triple-barreled question

that was sure to yield uninterrupted results because another consultant insisted that it was one of his standard questions and he needed it to plan the communications campaign. Sure enough, the results were uninterrupted and I was very embarrassed at the presentation when the client asked why I didn't write a better question.

It is more difficult when you are dealing with indices that have been tested for reliability and validity. However, one has to ask if the index is relevant to the situation at hand and the context in which the index was originally tested. If the index does not seem relevant, you can make a case for adapting the questions to the situation or writing (and, perhaps, testing) entirely new questions.

Becky

Rebecca Colwell Quarles, PhD

CEO

QSA Integrated Research Solutions

4920 John Ticer Drive

Alexandria, VA 22304

voice (703) 567-7655

fax (703) 567-6156

email: [bquarles@qsaresearch.com](mailto:bquarles@qsaresearch.com)

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Date: Wed, 23 Sep 2009 20:36:05 -0400  
Reply-To: "Milton R. Goldsamt" <miltgold@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Milton R. Goldsamt" <miltgold@COMCAST.NET>  
Subject: Re: "This is what I do"  
X-To: AAPORNET@ASU.EDU  
X-cc: MMichaels@MichaelsResearch.com  
In-Reply-To: <A3E8823BE122426CABB6D320BAF8FCA4@MAUREEN>  
Mime-Version: 1.0 (Apple Message framework v753.1)  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset=US-ASCII; delsp=yes; format=flowed

On Sep 23, 2009, at 6:03 PM, Maureen Michaels wrote:

> Our approach is as follows: Ask clients at the outset to prepare a  
> list of  
> topics and questions they need answers to. We tell them not to  
> fret about  
> how the questions are worded, that we will take care of that at a  
> later  
> stage in the process once we understand scope and priorities.

This has been an extremely interesting discussion, one that probably could stand up well at an AAPOR conference too. What I've heard echoes so much of my own experiences, and drives home the point that the first part of "questionnaire" is "quest"--- what are you, the client, looking for? Why have you commissioned this survey? What payoff do you want?

I've only found one or two clients that were so wedded to the questions per se that they actually drafted full questions, laid out skip patterns and told us, the survey designers, what subpopulation should be answering a given question! We used their format as a tutorial and a basis for walking them through it, pointing out where key followup questions should be inserted. They bought into the marriage of their format and our questions--- just as long as they realized that every question retained had to pull its weight in meeting the overall goals of the study. That usually happened, although I sometimes had to cast their question into a "what this question could provide us as results" format. At that point they saw what the current question version could produce, usually something off the mark. Then they were on my side in understanding the need to revise it.

But generally, as others have pointed out, if a client agrees to put down in writing or to talk through with me what are the goals and need for the survey (or possibly a little beyond that, a list of broadly phrased topics of interest), then that really goes far, and they buy into my casting those goals into draft versions for their review, and an eventual final version.

Milt Goldsamt

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

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Date: Wed, 23 Sep 2009 20:53:47 -0400  
Reply-To: "Leve, Jay" <[jleve@SURVEYUSA.COM](mailto:jleve@SURVEYUSA.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Leve, Jay" <[jleve@SURVEYUSA.COM](mailto:jleve@SURVEYUSA.COM)>  
Subject: Re: US Census field worker found hanged in KY, "Fed" on his chest  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Photos of Mr. Sparkman, and additional details, here:

<http://tinyurl.com/luj75d>

[http://www.wgu.edu/wgu/profile\\_16](http://www.wgu.edu/wgu/profile_16)

Scoutmaster, teacher, census worker, father ... died with the word "Fed" scratched onto his chest, his Census computer in his truck nearby.

Door-to-door census operations suspended in Clay County KY.

If Mr. Sparkman's hanging is related to his work for the Census Bureau -- and unclear yet that it is -- this is an attack on each of us, however we collect our data.

Jay H Leve  
SurveyUSA  
1425 Broad Street #7  
Clifton NJ 07013  
973-857-8500 x 551  
[jleve@surveyusa.com](mailto:jleve@surveyusa.com)

www.surveyusa.com

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leve, Jay

Sent: Wednesday, September 23, 2009 6:02 PM

To: AAPORNET@ASU.EDU

Subject: US Census field worker found hanged in KY

AP source: Census worker hanged with 'fed' on body

By DEVLIN BARRETT and JEFFREY McMURRAY (AP) - 39 minutes ago

WASHINGTON - The FBI is investigating the hanging death of a U.S. Census worker near a Kentucky cemetery, and a law enforcement official told The Associated Press the word "fed" was scrawled on the dead man's chest.

The body of Bill Sparkman, a 51-year-old part-time Census field worker and occasional teacher, was found Sept. 12 in a remote patch of the Daniel Boone National Forest in rural southeast Kentucky. The Census has suspended door-to-door interviews in rural Clay County, where the body was found, pending the outcome of the investigation.

Investigators are still trying to determine whether the death was a killing or a suicide, and if a killing, whether the motive was related to his government job or to anti-government sentiment.

Investigators have said little about the case. The law enforcement official, who was not authorized to discuss the case and requested anonymity, said Wednesday the man was found hanging from a tree and the word "fed" was written on the dead man's chest. The official did not say what type of instrument was used to write the word.

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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=====  
Date: Wed, 23 Sep 2009 21:49:48 -0400  
Reply-To: slosh@garnet.acns.fsu.edu  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Susan Losh <slosh@FSU.EDU>  
Subject: Horrible Thought: More interesting poll results from Public  
Policy Polling  
X-To: AAPORNET <AAPORNET@asu.edu>  
In-Reply-To:  
<3248A9B21DD5574785FE5E2C8E521684E341A4@exchange.local.artsience.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Disposition: inline  
Content-Transfer-Encoding: 7bit

What % of the U.S. population thinks (or is unsure) that Hawaii is NOT part of  
the United States?

Susan

----- Original Message -----  
From: Leo Simonetta <Simonetta@ARTSCI.COM>  
Date: Wednesday, September 23, 2009 5:38 pm  
Subject: More interesting poll results from Public Policy Polling  
To: AAPORNET@ASU.EDU

>  
>  
>  
>  
> PPP national "birther"/"truther" poll  
>  
> By Brendan Nyhan  
>  
>  
>

> Tom Jensen of Public Policy Polling continues his interesting  
> polling on  
> political misperceptions in a new national poll (PDF) that was  
> conducted Sept. 18-21 and released today.  
>  
>  
>  
> As in the New Jersey poll released last week, PPP's national poll  
> includes contrasting "truther" and "birther" questions. However,  
> Jensen consulted with me on the wording of the "truther" question,  
> which I had  
> criticized, and ended up selecting new wording I adapted from a  
> Scripps Howard/Ohio University poll. The new question removes the  
> ambiguity associated with the phrase "advance knowledge," which  
> could be  
> interpreted to refer to the August 2001 memo Bush received warning of  
> the threat from Al Qaeda.

>  
>  
>  
> SNIP

>  
>  
>  
> [http://www.pollster.com/blogs/ppp\\_national\\_birthertruther\\_po.php](http://www.pollster.com/blogs/ppp_national_birthertruther_po.php)  
>  
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> --

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

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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>

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Please ask authors before quoting outside AAPORNET.

=====  
Date: Wed, 23 Sep 2009 19:06:47 -0700  
Reply-To: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mark Blumenthal <[mark@POLLSTER.COM](mailto:mark@POLLSTER.COM)>  
Subject: Re: Horrible Thought: More interesting poll results from Public  
Policy Polling  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Susan asked:

"What % of the U.S. population thinks (or is unsure) that Hawaii is NOT part  
of the United States?"

Actually, PPP asked \*that\* question of a comparable sample back in August=

Do you consider Hawaii to be part of the United States? If yes, press 1. =  
If  
no, press 2. If you're not sure, press 3.  
Yes .....90%  
No ..... 6%  
Not Sure... 4%

Release:  
<http://publicpolicypolling.blogspot.com/2009/08/deeper-look-at-birthers.html>  
<http://bit.ly/1IWHZJ>

Questionnaire:

[http://www.publicpolicypolling.com/pdf/PPP\\_Release\\_National\\_819513.pdf](http://www.publicpolicypolling.com/pdf/PPP_Release_National_819513.pdf)  
<http://bit.ly/2zBtX>

Keep in mind that PPP conducts automated telephone (IVR) surveys of respondents in voter households randomly selected from a national list of registered voters.

Mark Blumenthal  
[www.pollster.com](http://www.pollster.com)

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Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
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Date: Wed, 23 Sep 2009 19:18:26 -0700  
Reply-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: Michael Sullivan <[michaelsullivan@fscgroup.com](mailto:michaelsullivan@fscgroup.com)>  
X-cc: "AAPORNET@ASU.EDU" <[AAPORNET@asu.edu](mailto:AAPORNET@asu.edu)>  
In-Reply-To: <[28CCEB02B0B64D4091ED6FD17DF5716917943C8B5D@EX-BE-024-SV1.shared.themessagecenter.com](mailto:28CCEB02B0B64D4091ED6FD17DF5716917943C8B5D@EX-BE-024-SV1.shared.themessagecenter.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1

Often, it is an attempt to not pay for design costs. We hear "we will provide the instrument". OK, I say, "let me see it" (on the theory that if it is usable, fine). The inevitable response: "well it is not done yet"

It is often awkward when a client really believes that their sorry attempt is a usable instrument. It is especially difficult to suggest that we need to work on the provided instrument when

1. suggestions that we rework questions we are given can be seen as an attempts to jack up project costs
2. they appear to demean the effort of our clients.

Been there many times...and dont see a way out.

Mike O'Neil

]

On Wed, Sep 23, 2009 at 12:17 PM, Michael Sullivan <[michaelsullivan@fscgroup.com](mailto:michaelsullivan@fscgroup.com)> wrote:

> I think the best approach is to just let clients who want to be really  
> involved in questionnaire development have at it and then fix whatever they  
> have drafted so that it works properly. That way they have an opportunity  
> to articulate their questions and in a sense get the need to craft the  
> questions out of their system. Rarely have clients who were given this  
> opportunity not accepted the changes I have recommended and when they have  
> refused to accept these recommendations, they have been able to articulate  
> pretty good reasons for it. One probably shouldn't work with clients who  
> are consciously trying to design survey questions to obtain a certain  
> response. Enough said about that.

>

> MS

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil

> Sent: Wednesday, September 23, 2009 11:12 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: tactful ways of saying, "This is what I do"

>

> We also have the other extreme: "you're the expert, so you figure it all  
> out" without getting even a rudimentary explanation of what the objectives  
> are.

>

> I often find it useful to describe the ideal and most  
> beneficial-to-the-client relationship as representing a middle course:

>

> "Only YOU can tell us what the important objectives are (but we can help  
> you  
> to articulate those).

>

> BUT there IS a body of knowledge that will help us write final questions;  
> that is OUR expertise."

>

> I have no problem with clients writing questions as long as we can adapt  
> them. In fact, I find often it is one of the easiest ways to get clients  
> to

> be explicit about their objectives. I tell them, I'd be happy to have  
> questions, paragraphs, bullet points, whatever. But IN WRITING is helpful  
> since this forces some level of explicitness.

>

> And, Nick, I love your list.

>

> Mike O'Neil

> [www.mikeoneil.org](http://www.mikeoneil.org)

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

>

> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <[mkshares@comcast.net](mailto:mkshares@comcast.net)

> >wrote:

>

> > Establishing study objectives comes first - what the client is trying to  
> > learn.

> >

> >

> > Client approval of questions is not an issue. But if clients suggest  
> > questions, they should be aware of some rules.

>>  
>>  
>> Here is a list I compiled over the years:  
>>  
>>  
>>  
>> 1. Language that can be understood at all levels of proficiency;  
>> 2. Active voice (i.e., subject-verb-object) written for the ear as in  
>> broadcast news (phone interviewing);  
>> 3. Unambiguous language so subjects of questions are clearly understood;  
>> 4. Neutral, balanced wording when describing a situation - both sides of  
> an  
>> issue;  
>> 5. Respondent-friendly informal language as used in ordinary  
> conversation;  
>> 6. Questions ordered in a manner to avoid bias due to previous question  
>> content;  
>> 7. Mutually exclusive and exhaustive answer choices;  
>> 8. Dichotomous choice of answers such as for/against, favor/oppose or if  
> a  
>> list of multiple answer choices, symmetrical or equal distribution of  
> answer  
>> items.  
>>  
>>  
>> Nick  
>> ----- Original Message -----  
>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
>> To: AAPORNET@ASU.EDU  
>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
>> Central  
>> Subject: Re: tactful ways of saying, "This is what I do"  
>>  
>> I agree with Jim Caplan's comments.  
>>  
>> When this happens focus the client on explaining why they need  
>> information and what they wish to do with the data/information. Then  
>> using the research objectives to ensure that all of the information that  
>> is needed is captured and that it is captured in the way that is most  
>> usable.  
>>  
>> We also contract research and at times are the "client from hell" by  
>> insisting on final design sign off. This is needed in some cases since  
>> our research is more specific related to electricity and makes it  
>> possible for us to use a broader array of research firms.  
>>  
>> Brenda S. Weeks  
>> TENNESSEE VALLEY AUTHORITY  
>> Analyst, Commercial and Industrial Efficiency Product Design  
>> Phone: 615-232-6919  
>> Fax: 615-232-6810  
>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,

>> , CPMS Civ  
>> Sent: Wednesday, September 23, 2009 9:12 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Re: tactful ways of saying, "This is what I do"  
>>  
>> Colleen,  
>> In fact this does often come up in both public and private sectors. What  
>> I  
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>> gently advise that it is too early for that, and you need to understand  
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>> Next YOU write the questions and give them to the client for review. If  
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>> on the need to look at comparisons across populations or times.  
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>> I also like the fact that it costs so much less and is easier to clear  
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>>  
>> That being said, I have also worked for organizations that insist on the  
>> client writing the question, and then making sure they take the blame  
>> when  
>> the question flops.  
>>  
>> Best,  
>> Jim Caplan  
>>  
>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754  
>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: tactful ways of saying, "This is what I do"  
>>  
>> So how do you explain to a client or colleague that you are the survey  
>> person, while they are the content person? They need to decide WHAT  
>> needs  
>> to be asked, you will refine HOW to ask it.  
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>> How do you deal with people who want to write their own questions from

>> scratch, and are offended if you suggest using another version that has  
>> been  
>> cognitively tested or norm referenced?  
>>  
>> Really, the job of deciding, focusing and refining what to ask about is  
>> an  
>> important and huge task. Why is that not enough? Why do some people  
>> insist  
>> on writing the exact question themselves?  
>>  
>> I'm guessing that they figure it is just asking questions, and they  
>> already  
>> do patient histories or customer intake or whatever, so why is this a  
>> big  
>> deal?  
>>  
>> In part, they don't realize there is a whole science behind good survey  
>> research. And after all, it's not rocket science or brain surgery, so  
>> if  
>> they are, in fact, a brain surgeon they somehow think they can do this,  
>> too.  
>>  
>> Those of you who know that I work at a major health science center are  
>> probably assuming that I am talking about physicians and dentists. But  
>> I am  
>> sure this is a widespread problem in dealing with corporate CEOs,  
>> university  
>> officials, elected politicians, etc.?  
>>  
>> So how do you tactfully claim your ground?  
>>  
>> Colleen Porter  
>> Gainesville, FL  
>>  
>> -----  
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>  
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>  
> --

>  
> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)

>  
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Mike O'Neil  
[www.mikeoneil.org](http://www.mikeoneil.org)

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Date: Wed, 23 Sep 2009 19:30:46 -0700  
Reply-To: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leora Lawton <[lawton@TECHSOCIETY.COM](mailto:lawton@TECHSOCIETY.COM)>  
Subject: Research Associate at the American Sociological Association  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Fyi...  
-leora

JobID: 5640  
Listing Date: 09/09/2009 to 10/09/2009

Job Listing Title: Senior Research Associate

Salary Range:

\$60,000 - \$69,999

Job Description:

The Research Department of the American Sociological Association is pleased to announce an exciting job opportunity as a Senior Research Associate for a highly motivated quantitative analyst with research experience. Ph.D. in hand preferred, though ABD will be considered. The successful candidate will be given a two-year contract, with potential for renewal, to create and maintain Excel and SPSS databases and to conduct multivariate and network analysis for three National Science Foundation-funded research projects. A fourth project is anticipated. Knowledge of Ucinet and Pajek necessary. The projects include: (1) Diffusion of Innovation in Digital Libraries, (2) Production, Diffusion, and Use of STEM Teaching Materials; and (3) Mentoring, Networks, and Under-represented Minorities in the Science Pipeline. Each of these projects requires creating databases, metrics, and measures that allow for a comparative analysis of the workings and outcomes of intentional networks.

The Senior Research Associate will work with a team of three senior and five junior sociologists under the direction of the Principal Investigator, and will have some responsibility for providing guidance to the junior staff. The outcome of these studies will be research briefs, reports, and articles for peer-reviewed journals in which the Senior Associate will be a co-author. Salary Range \$60,000-\$70,000, plus benefits (12 months).

The American Sociological Association (ASA), founded in 1905, is a non-profit membership organization dedicated to advancing sociology as a scientific discipline and profession serving the public good. With nearly 14,000 members, ASA encompasses sociologists who are faculty members at colleges and universities, researchers, practitioners, and students. The ASA Research Department is responsible for developing and dissemination information about the discipline. Located in downtown DC near Metro Center and McPherson Square, ASA has a 30-person staff and offers a friendly work environment with a competitive salary and benefits package. Equal Opportunity employer.

Applicants should email a cover letter and a current resume (with the names and e-mail addresses of three references) to [spalter-roth@asanet.org](mailto:spalter-roth@asanet.org) or to Roberta Spalter-Roth, American Sociological Association, 1430 K St. #600, Washington, DC 20009. Resumes will be accepted until the job is filled.

Company: American Sociological Association

Contact: Roberta Spalter-Roth

Email: [spalter-roth@asanet.org](mailto:spalter-roth@asanet.org)

Phone: (202) 383-9005

Fax: (202) 638-0882

Address: 1430 K Street NW Suite 600

Washington, DC 20005 USA

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

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Please ask authors before quoting outside AAPORNET.

---

Date: Thu, 24 Sep 2009 08:09:35 -0400

Reply-To: [rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)

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

From: "G. Ray Funkhouser" <[rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)>

Subject: Re: tactful ways of saying, "This is what I do"

X-To: [mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To: <[17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com](mailto:17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com)>

MIME-Version: 1.0

Content-Transfer-Encoding: 7bit

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

This thread is bringing back fond (ha!) memories. ? One of my "favorite" clients was an economist at a major university, who was doing a study of Appalachian poverty, which involved our field research lab surveying rural households. ?One day our field director came to me with a frantic plea that I talk to him. ? He was insisting on questions such as: ? "What percentage of your annual income do you devote to each of your children?" ? That was not the worst of his long and respondent-burdensome questionnaire, but the one I best remember. ? I asked him if he could accurately answer that question about his own family. ? He admitted he could not. ?I asked him how, if he as the designer of the study could not himself answer the question, he expected uneducated rural poor people to answer it. ? He insisted that he needed that data from them. ? I must confess that, confronted with an immovable object, the concept "tactful" at that point became inoperative. ? I managed to get the ques

tionnaire more or less usable, resulting in the client being a less happy camper than one would normally (but not in this case ) desire. ? I doubt he ever figured out that I had actually helped salvage an ill-conceived study.

Apparently nothing has changed in the past 35 years. ? But then, this kind of thing keeps our work endlessly interesting.

Ray Funkhouser

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

From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>  
To: AAPORNET@ASU.EDU  
Sent: Wed, Sep 23, 2009 10:18 pm  
Subject: Re: tactful ways of saying, "This is what I do"

Often, it is an attempt to not pay for design costs. We hear "we will provide the instrument". OK, I say, "let me see it" (on the theory that if it is usable, fine). The inevitable response: "well it is not done yet"

It is often awkward when a client really believes that their sorry attempt is a usable instrument. It is especially difficult to suggest that we need to work on the provided instrument when

1. suggestions that we rework questions we are given can be seen as an attempts to jack up project costs
2. they appear to demean the effort of our clients.

Been there many times...and dont see a way out.

Mike O'Neil

]

On Wed, Sep 23, 2009 at 12:17 PM, Michael Sullivan <michaelsullivan@fscgroup.com> wrote:

> I think the best approach is to just let clients who want to be really  
> involved in questionnaire development have at it and then fix whatever they  
> have drafted so that it works properly. That way they have an opportunity  
> to articulate their questions and in a sense get the need to craft the  
> questions out of their system. Rarely have clients who were given this  
> opportunity not accepted the changes I have recommended and when they have  
> refused to accept these recommendations, they have been able to articulate  
> pretty good reasons for it. One probably shouldn't work with clients who  
> are consciously trying to design survey questions to obtain a certain  
> response. Enough said about that.

>

> MS

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil

> Sent: Wednesday, September 23, 2009 11:12 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: tactful ways of saying, "This is what I do"

>

> We also have the other extreme: "you're the expert, so you figure it all  
> out" without getting even a rudimentary explanation of what the objectives  
> are.  
>  
> I often find it useful to describe the ideal and most  
> beneficial-to-the-client relationship as representing a middle course:  
>  
> "Only YOU can tell us what the important objectives are (but we can help  
> you  
> to articulate those).  
>  
> BUT there IS a body of knowledge that will help us write final questions;  
> that is OUR expertise."  
>  
> I have no problem with clients writing questions as long as we can adapt  
> them. In fact, I find often it is one of the easiest ways to get clients  
> to  
> be explicit about their objectives. I tell them, I'd be happy to have  
> questions, paragraphs, bullet points, whatever. But IN WRITING is helpful  
> since this forces some level of explicitness.  
>  
> And, Nick, I love your list.  
>  
> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)  
> [www.oneilresearch.com](http://www.oneilresearch.com)  
>  
> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <[mkshares@comcast.net](mailto:mkshares@comcast.net)>  
> wrote:  
>  
>> Establishing study objectives comes first - what the client is trying to  
>> learn.  
>>  
>>  
>> Client approval of questions is not an issue. But if clients suggest  
>> questions, they should be aware of some rules.  
>>  
>>  
>> Here is a list I compiled over the years:  
>>  
>>  
>>  
>> 1. Language that can be understood at all levels of proficiency;  
>> 2. Active voice (i.e., subject-verb-object) written for the ear as in  
>> broadcast news (phone interviewing);  
>> 3. Unambiguous language so subjects of questions are clearly understood;  
>> 4. Neutral, balanced wording when describing a situation - both sides of  
> an  
>> issue;  
>> 5. Respondent-friendly informal language as used in ordinary  
> conversation;  
>> 6. Questions ordered in a manner to avoid bias due to previous question  
>> content;  
>> 7. Mutually exclusive and exhaustive answer choices;

>> 8. Dichotomous choice of answers such as for/against, favor/oppose or if  
> a  
>> list of multiple answer choices, symmetrical or equal distribution of  
> answer  
>> items.  
>>  
>>  
>> Nick  
>> ----- Original Message -----  
>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
>> To: AAPORNET@ASU.EDU  
>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
>> Central  
>> Subject: Re: tactful ways of saying, "This is what I do"  
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>> Sent: Wednesday, September 23, 2009 9:12 AM  
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>>  
>> Best,  
>> Jim Caplan

>>  
>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754

>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: tactful ways of saying, "This is what I do"

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>> So how do you explain to a client or colleague that you are the survey  
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>> So how do you tactfully claim your ground?

>> Colleen Porter  
>> Gainesville, FL

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> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)

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Mike O'Neil  
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=====  
Date: Thu, 24 Sep 2009 10:16:15 -0400  
Reply-To: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>  
Subject: Re: tactful ways of saying, "This is what I do"  
X-To: Mike O'Neil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com](mailto:17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Hello, Mike-

Unless we are working with a client who is a professional survey researcher and can be relied upon to provide a good questionnaire, I find it impossible to separate design costs from the analysis costs. A poor questionnaire can add a lot of cost at the analysis stage, not to mention creating even more costly problems in the field. In fact, I strongly believe that every hour our team spends in the design stage saves at least two hours at the analysis stage. But - of course - it is difficult to tell client that their

questionnaire is going to add costs.

I like to ask for a meeting with the client and project stakeholders to talk about their information needs and the ways in which the results will be used. The meeting also provides an opportunity to ask for background information on the study. Then, very shortly after the meeting (before they have had a chance to draft questions themselves), I provide draft questionnaire for review and comment. At that point, they are usually able to make very constructive suggestions and clear any misunderstandings on my part. Several times, the client has been reluctant to have this type of meeting because they were concerned about extra costs, but I tell them that the meeting is meant to help us be more efficient in the design and analysis of the survey and, thus, will help hold down costs.

Hope this is helpful.

Becky Quarles

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil

Sent: Wednesday, September 23, 2009 10:18 PM

To: AAPORNET@ASU.EDU

Subject: Re: tactful ways of saying, "This is what I do"

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil

> Sent: Wednesday, September 23, 2009 11:12 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: tactful ways of saying, "This is what I do"

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> And, Nick, I love your list.

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> Mike O'Neil

> [www.mikeoneil.org](http://www.mikeoneil.org)

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

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> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <[mkshares@comcast.net](mailto:mkshares@comcast.net)>

> >wrote:

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>> ----- Original Message -----  
>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
>> To: AAPORNET@ASU.EDU  
>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
>> Central  
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>>  
>> Brenda S. Weeks  
>> TENNESSEE VALLEY AUTHORITY  
>> Analyst, Commercial and Industrial Efficiency Product Design  
>> Phone: 615-232-6919  
>> Fax: 615-232-6810  
>>

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,  
>> , CPMS Civ  
>> Sent: Wednesday, September 23, 2009 9:12 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Re: tactful ways of saying, "This is what I do"

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>> Best,  
>> Jim Caplan  
>>  
>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754  
>>

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: tactful ways of saying, "This is what I do"

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>> In part, they don't realize there is a whole science behind good survey  
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>> if  
>> they are, in fact, a brain surgeon they somehow think they can do this,  
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>> Those of you who know that I work at a major health science center are  
>> probably assuming that I am talking about physicians and dentists. But  
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>> Colleen Porter  
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> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)  
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Mike O'Neil  
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Date: Thu, 24 Sep 2009 10:26:39 -0400  
Reply-To: [rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Ray Funkhouser" <[rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)>  
Subject: Where our troubles began --Re: tactful ways of saying,  
"This is what I do"  
X-To: [mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com](mailto:17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com)>

MIME-Version: 1.0

Content-Transfer-Encoding: 7bit

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

In my previous post I lamented that nothing has changed in 35 years, but then I thought back a bit further . . .

The first, to my knowledge, field study (ca 1500 BC).

"Take a census of the men twenty years old or more, as the LORD commanded Moses." These were the Israelites who came out of Egypt: ? (Numbers 26:4)

However, several centuries later there was a decisive change in the nature of the client (ca 1000 BC) . . .

"And Satan stood up against Israel, and provoked David to number Israel. And David said to Joab and to the rulers of the people, Go, number Israel from Beersheba even to Dan; and bring the number of them to me, that I may know it." (1 Chronicles 21:1} ?

For the consequences of ill-conceived field studies, read the rest of 1  
Chronicles 21 . . . and let that be a lesson to us all.

Cheers, ? Ray Funkhouser



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

From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

To: AAPORNET@ASU.EDU

Sent: Wed, Sep 23, 2009 10:18 pm

Subject: Re: tactful ways of saying, "This is what I do"

Often, it is an attempt to not pay for design costs. We hear "we will provide the instrument". OK, I say, "let me see it" (on the theory that if it is usable, fine). The inevitable response: "well it is not done yet"

It is often awkward when a client really believes that their sorry attempt is a usable instrument. It is especially difficult to suggest that we need to work on the provided instrument when

1. suggestions that we rework questions we are given can be seen as an attempts to jack up project costs
2. they appear to demean the effort of our clients.

Been there many times...and dont see a way out.

Mike ONeil

]

On Wed, Sep 23, 2009 at 12:17 PM, Michael Sullivan <michaelsullivan@fscgroup.com> wrote:

> I think the best approach is to just let clients who want to be really  
> involved in questionnaire development have at it and then fix whatever they  
> have drafted so that it works properly. That way they have an opportunity  
> to articulate their questions and in a sense get the need to craft the  
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> -----Original Message-----

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

> Sent: Wednesday, September 23, 2009 11:12 AM

> To: AAPORNET@ASU.EDU  
> Subject: Re: tactful ways of saying, "This is what I do"  
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>> Subject: Re: tactful ways of saying, "This is what I do"

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>> Brenda S. Weeks  
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>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754  
>>  
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>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
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>> Colleen Porter  
>> Gainesville, FL

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> Mike O'Neil  
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=====  
Date: Thu, 24 Sep 2009 10:39:15 -0400  
Reply-To: Joe Lenski <[jlenski@EDISONRESEARCH.COM](mailto:jlenski@EDISONRESEARCH.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Joe Lenski <jlenski@EDISONRESEARCH.COM>  
Subject: NYAAPOR "Meet the Masters" workshop series  
X-To: AAPORNET@ASU.EDU  
In-Reply-To: A<003a01ca3d21\$93d0a4e0\$bb71eea0\$@com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
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Tuesday, September 29  
1 to 3 pm: "Choosing a Method" - Barry Feinberg, Executive Vice President, GfK Custom Research  
3 to 5 pm: "Questionnaire Design and Data Analysis" - Gary Langer, Director of Polling, ABC News

Tuesday, October 20  
1 to 3 pm: "Sampling 101" - Murray Edelman, Distinguished Scholar, Rutgers University  
3 to 5 pm: "Responding to RFPs" - Maureen Michaels, President, Michaels Opinion Research

Tuesday, November 17  
1 to 3 pm: "Ethnographic Research" - Sandra Bauman, President, Bauman Research & Consulting  
3 to 5 pm: "Weighting Data" - David Dutwin, Vice President, SSRS/Social Science Research Solutions

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Walk-in registration is \$10 extra if space is available.

Please send a check (payable to NYAAPOR) to:  
Rosemarie Sharpe, NYAAPOR Secretariat



152 Madison Avenue - Suite 801, NY, NY 10016  
You may also register at (212) 684-0542, [info@nyaapor.org](mailto:info@nyaapor.org) or  
<http://www.nyaapor.org>

-----  
Joe Lenski  
Executive Vice President  
edison research

Tel: 908.707.4707 / Fax: 908.707.4740

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

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Reply-To: [rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Ray Funkhouser" <[rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)>  
Subject: Well, that was special. Re: tactful ways of saying,  
"This is what I do"  
X-To: [mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com](mailto:17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com)>  
MIME-Version: 1.0  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset="us-ascii"

A very strange thing -- my "Where our troubles began" post included two Biblical references, early instances of surveys (actually censuses) that for some reason disappeared from the message. ? Hey, guys, I wasn't proselytizing or anything subversive like that. ? It was supposed to be humorous. ? Somebody's sensibilities are hair-trigger, to say the least.

Ray Funkhouser

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

From: Mike ONeil <[mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU)>

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

Sent: Wed, Sep 23, 2009 10:18 pm

Subject: Re: tactful ways of saying, "This is what I do"

Often, it is an attempt to not pay for design costs. We hear "we will provide the instrument". OK, I say, "let me see it" (on the theory that if it is usable, fine). The inevitable response: "well it is not done yet"

It is often awkward when a client really believes that their sorry attempt is a usable instrument. It is especially difficult to suggest that we need to work on the provided instrument when

1. suggestions that we rework questions we are given can be seen as an attempts to jack up project costs
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Been there many times...and dont see a way out.

Mike ONeil

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>

> MS

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

> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike ONeil  
> Sent: Wednesday, September 23, 2009 11:12 AM  
> To: AAPORNET@ASU.EDU  
> Subject: Re: tactful ways of saying, "This is what I do"

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>  
> And, Nick, I love your list.  
>  
> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)  
> [www.oneilresearch.com](http://www.oneilresearch.com)  
>  
> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis <[mkshares@comcast.net](mailto:mkshares@comcast.net)>  
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>>  
>>  
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>> ----- Original Message -----  
>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
>> To: AAPORNET@ASU.EDU  
>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
>> Central  
>> Subject: Re: tactful ways of saying, "This is what I do"  
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>> I agree with Jim Caplan's comments.  
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>>  
>> Brenda S. Weeks  
>> TENNESSEE VALLEY AUTHORITY  
>> Analyst, Commercial and Industrial Efficiency Product Design  
>> Phone: 615-232-6919  
>> Fax: 615-232-6810  
>>  
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>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan, James R.,  
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>> Sent: Wednesday, September 23, 2009 9:12 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: Re: tactful ways of saying, "This is what I do"  
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>> Colleen,  
>> In fact this does often come up in both public and private sectors. What  
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>> Next YOU write the questions and give them to the client for review. If

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>> That being said, I have also worked for organizations that insist on the  
>> client writing the question, and then making sure they take the blame  
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>> Best,  
>> Jim Caplan  
>>  
>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754  
>>  
>> -----Original Message-----  
>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: tactful ways of saying, "This is what I do"  
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>> So how do you explain to a client or colleague that you are the survey  
>> person, while they are the content person? They need to decide WHAT  
>> needs  
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>>  
>> How do you deal with people who want to write their own questions from  
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>> been  
>> cognitively tested or norm referenced?  
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>> Really, the job of deciding, focusing and refining what to ask about is  
>> an  
>> important and huge task. Why is that not enough? Why do some people  
>> insist  
>> on writing the exact question themselves?  
>>  
>> I'm guessing that they figure it is just asking questions, and they  
>> already  
>> do patient histories or customer intake or whatever, so why is this a  
>> big  
>> deal?  
>>  
>> In part, they don't realize there is a whole science behind good survey

>> research. And after all, it's not rocket science or brain surgery, so  
>> if  
>> they are, in fact, a brain surgeon they somehow think they can do this,  
>> too.  
>>  
>> Those of you who know that I work at a major health science center are  
>> probably assuming that I am talking about physicians and dentists. But  
>> I am  
>> sure this is a widespread problem in dealing with corporate CEOs,  
>> university  
>> officials, elected politicians, etc.?  
>>  
>> So how do you tactfully claim your ground?

>> Colleen Porter  
>> Gainesville, FL

>> -----  
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> Mike O'Neil  
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---

Date: Thu, 24 Sep 2009 11:05:55 -0400  
Reply-To: [rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "G. Ray Funkhouser" <[rfunk787@AOL.COM](mailto:rfunk787@AOL.COM)>  
Subject: Oops. Re: tactful ways of saying, "This is what I do"  
X-To: [mike.oneil@ALUMNI.BROWN.EDU](mailto:mike.oneil@ALUMNI.BROWN.EDU), [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com](mailto:17ee023d0909231918w13dcca06mc924fec96036a1e@mail.gmail.com)>  
MIME-Version: 1.0  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset="us-ascii"

My mistake. ? It's a formatting problem. ? In the message I got back there was a huuuuuuge gap between the first sentence and the next, and all the way through the rest of the text, such that I didn't realize anything beyond the first sentence was there, until I belatedly noticed that the message cursor indicated much more message to come. ? My apologies to "somebody's sensibilities" and to everyone else for wasting their time with the previous

post ("That was special") and this one, and for that matter maybe the two before that.

Ray Funkhouser

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

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

To: AAPORNET@ASU.EDU

Sent: Wed, Sep 23, 2009 10:18 pm

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>> Brenda S. Weeks  
>> TENNESSEE VALLEY AUTHORITY  
>> Analyst, Commercial and Industrial Efficiency Product Design  
>> Phone: 615-232-6919  
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>> Jim Caplan  
>>

>> James R. Caplan, Ph.D.  
>> Management and Program Analyst  
>> DoD Civilian Personnel Management Service  
>> HR-Business Information Technology Solutions: CDA  
>> 703-696-8754  
>> DNS: 426-8754

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

>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter  
>> Sent: Wednesday, September 23, 2009 9:28 AM  
>> To: AAPORNET@ASU.EDU  
>> Subject: tactful ways of saying, "This is what I do"

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>> Colleen Porter  
>> Gainesville, FL

>> -----

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>  
>  
> --  
>

> Mike O'Neil  
> [www.mikeoneil.org](http://www.mikeoneil.org)  
>

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--  
  
Mike O'Neil  
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---

Date: Thu, 24 Sep 2009 11:33:01 -0400

Reply-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>

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

From: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>

Subject: Re: tactful ways of saying, "This is what I do"

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

X-cc: "Rebecca Quarles, PhD" <[bquarles@AOL.COM](mailto:bquarles@AOL.COM)>

In-Reply-To: <[003a01ca3d21\\$93d0a4e0\\$bb71eea0\\$@com](mailto:003a01ca3d21$93d0a4e0$bb71eea0$@com)>

Mime-Version: 1.0 (Apple Message framework v753.1)

Content-Transfer-Encoding: 7bit

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

Excellent points: I'm reminded of the client who gave myself and another programmer a questionnaire to be analyzed after it was finalized. We spent a great deal of extra time in the programming stage (primarily because it was necessary to run cross-tabs of multiple response questions against each other!), and both of us were needed. The client's comment when we explained why the analyses were running late--- "I thought the computer could do it." If the questionnaire items had been phrased to use "select the answer that best fits" formats, this wouldn't have happened, and the results would have been more focused.

Milton Goldsamt

Milton R. Goldsamt, Ph.D.

Consulting Research Psychologist & Statistician

Silver Spring, MD

[miltrgold@comcast.net](mailto:miltrgold@comcast.net)

301-649-2768

(C) 240-671-7201



> Sent: Wednesday, September 23, 2009 10:18 PM  
> To: AAPORNET@ASU.EDU  
> Subject: Re: tactful ways of saying, "This is what I do"  
>  
> Often, it is an attempt to not pay for design costs. We hear "we will  
> provide the instrument". OK, I say, "let me see it" (on the theory  
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> yet"  
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> we need  
> to work on the provided instrument when  
>  
> 1. suggestions that we rework questions we are given can be seen as an  
> attempts to jack up project costs  
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> 2. they appear to demean the effort of our clients.  
>  
>  
> Been there many times...and dont see a way out.  
>  
> Mike ONeil  
>  
>  
> ]  
>  
> On Wed, Sep 23, 2009 at 12:17 PM, Michael Sullivan <  
> michaelsullivan@fscgroup.com> wrote:  
>  
>> I think the best approach is to just let clients who want to be  
>> really  
>> involved in questionnaire development have at it and then fix  
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>> pretty good reasons for it. One probably shouldn't work with  
>> clients who  
>> are consciously trying to design survey questions to obtain a certain  
>> response. Enough said about that.  
>>  
>> MS  
>> -----Original Message-----



>> From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Mike O'Neil

>> Sent: Wednesday, September 23, 2009 11:12 AM

>> To: AAPORNET@ASU.EDU

>> Subject: Re: tactful ways of saying, "This is what I do"

>>

>> We also have the other extreme: "you're the expert, so you figure

>> it all

>> out" without getting even a rudimentary explanation of what the

>> objectives

>> are.

>>

>> I often find it useful to describe the ideal and most

>> beneficial-to-the-client relationship as representing a middle

>> course:

>>

>> "Only YOU can tell us what the important objectives are (but we

>> can help

>> you

>> to articulate those).

>>

>> BUT there IS a body of knowledge that will help us write final

>> questions;

>> that is OUR expertise."

>>

>> I have no problem with clients writing questions as long as we can

>> adapt

>> them. In fact, I find often it is one of the easiest ways to get

>> clients

>> to

>> be explicit about their objectives. I tell them, I'd be happy to have

>> questions, paragraphs, bullet points, whatever. But IN WRITING is

>> helpful

>> since this forces some level of explicitness.

>>

>> And, Nick, I love your list.

>>

>> Mike O'Neil

>> [www.mikeoneil.org](http://www.mikeoneil.org)

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

>>

>> On Wed, Sep 23, 2009 at 10:10 AM, Nick Panagakis

>> <[mkshares@comcast.net](mailto:mkshares@comcast.net)

>>> wrote:

>>>

>>> Establishing study objectives comes first - what the client is

>>> trying to

>>> learn.

>>>

>>>

>>> Client approval of questions is not an issue. But if clients suggest

>>> questions, they should be aware of some rules.

>>>

>>>

>>> Here is a list I compiled over the years:

>>>  
>>>  
>>>  
>>> 1. Language that can be understood at all levels of proficiency;  
>>> 2. Active voice (i.e., subject-verb-object) written for the ear  
>>> as in  
>>> broadcast news (phone interviewing);  
>>> 3. Unambiguous language so subjects of questions are clearly  
>>> understood;  
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>>> question  
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>>> oppose or if  
>> a  
>>> list of multiple answer choices, symmetrical or equal  
>>> distribution of  
>> answer  
>>> items.  
>>>  
>>>  
>>> Nick  
>>> ----- Original Message -----  
>>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>  
>>> To: AAPORNET@ASU.EDU  
>>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada  
>>> Central  
>>> Subject: Re: tactful ways of saying, "This is what I do"  
>>>  
>>> I agree with Jim Caplan's comments.  
>>>  
>>> When this happens focus the client on explaining why they need  
>>> information and what they wish to do with the data/information. Then  
>>> using the research objectives to ensure that all of the  
>>> information that  
>>> is needed is captured and that it is captured in the way that is  
>>> most  
>>> usable.  
>>>  
>>> We also contract research and at times are the "client from hell" by  
>>> insisting on final design sign off. This is needed in some cases  
>>> since  
>>> our research is more specific related to electricity and makes it  
>>> possible for us to use a broader array of research firms.  
>>>  
>>> Brenda S. Weeks  
>>> TENNESSEE VALLEY AUTHORITY

>>> Analyst, Commercial and Industrial Efficiency Product Design

>>> Phone: 615-232-6919

>>> Fax: 615-232-6810

>>>

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

>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan,

>>> James R.,

>>> , CPMS Civ

>>> Sent: Wednesday, September 23, 2009 9:12 AM

>>> To: AAPORNET@ASU.EDU

>>> Subject: Re: tactful ways of saying, "This is what I do"

>>>

>>> Colleen,

>>> In fact this does often come up in both public and private

>>> sectors. What

>>> I

>>> have tried to do is to get the client to focus on the issues and

>>> objectives

>>> -- what does he want to know? When the client gives you finished

>>> questions,

>>> gently advise that it is too early for that, and you need to

>>> understand

>>> the

>>> concepts that are driving the need for a survey. Resist taking

>>> questions.

>>> Next YOU write the questions and give them to the client for

>>> review. If

>>> she

>>> tries to edit them too much (beyond changing "happy" to "glad," for

>>> example)

>>> and if you have used that question in an earlier survey, you can

>>> fall

>>> back

>>> on the need to look at comparisons across populations or times.

>>>

>>> I also like the fact that it costs so much less and is easier to

>>> clear

>>> through IRBs when you use established questions with histories.

>>>

>>> That being said, I have also worked for organizations that insist

>>> on the

>>> client writing the question, and then making sure they take the

>>> blame

>>> when

>>> the question flops.

>>>

>>> Best,

>>> Jim Caplan

>>>

>>> James R. Caplan, Ph.D.

>>> Management and Program Analyst

>>> DoD Civilian Personnel Management Service

>>> HR-Business Information Technology Solutions: CDA

>>> 703-696-8754

>>> DNS: 426-8754

>>>

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

>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter

>>> Sent: Wednesday, September 23, 2009 9:28 AM

>>> To: AAPORNET@ASU.EDU

>>> Subject: tactful ways of saying, "This is what I do"

>>>

>>> So how do you explain to a client or colleague that you are the

>>> survey

>>> person, while they are the content person? They need to decide WHAT

>>> needs

>>> to be asked, you will refine HOW to ask it.

>>>

>>> How do you deal with people who want to write their own questions

>>> from

>>> scratch, and are offended if you suggest using another version

>>> that has

>>> been

>>> cognitively tested or norm referenced?

>>>

>>> Really, the job of deciding, focusing and refining what to ask

>>> about is

>>> an

>>> important and huge task. Why is that not enough? Why do some people

>>> insist

>>> on writing the exact question themselves?

>>>

>>> I'm guessing that they figure it is just asking questions, and they

>>> already

>>> do patient histories or customer intake or whatever, so why is

>>> this a

>>> big

>>> deal?

>>>

>>> In part, they don't realize there is a whole science behind good

>>> survey

>>> research. And after all, it's not rocket science or brain

>>> surgery, so

>>> if

>>> they are, in fact, a brain surgeon they somehow think they can do

>>> this,

>>> too.

>>>

>>> Those of you who know that I work at a major health science

>>> center are

>>> probably assuming that I am talking about physicians and

>>> dentists. But

>>> I am

>>> sure this is a widespread problem in dealing with corporate CEOs,

>>> university

>>> officials, elected politicians, etc.?

>>>

>>> So how do you tactfully claim your ground?

>>>  
>>> Colleen Porter  
>>> Gainesville, FL  
>>>  
>>> -----  
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>>>  
>>  
>>  
>>  
>>  
>> --  
>>  
>> Mike O'Neil  
>> [www.mikeoneil.org](http://www.mikeoneil.org)  
>>  
>> -----  
>> <http://www.aapor.org>  
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> request@asu.edu

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---

Date: Thu, 24 Sep 2009 11:36:31 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: A Strategic Vision poll - and a letter of censure  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

A Strategic Vision poll - and a letter of censure

<http://blogs.ajc.com/political-insider-jim-galloway/2009/09/23/a-strategic-vision-poll-and-a-letter-of-censure/>

=20

Strategic Vision, the Republican-oriented polling firm based in Atlanta, came out this morning with another statewide poll <<http://www.strategicvision.biz/political/index.html>> on the governor's race and health care.

John Oxendine and Roy Barnes still lead in their respective Republican and Democratic primaries, and most Georgians don't agree with Jimmy Carter on the topic of race and Barack Obama.

We'll get to those details in a bit.

First, it must be noted that, earlier today, the American Association for Public Opinion Research, a kind of brotherhood of pollsters, publicly censured Strategic Vision <[http://aapor.org/AAPOR\\_Raises\\_Objections\\_to\\_Actions\\_by\\_Strategic\\_Vision](http://aapor.org/AAPOR_Raises_Objections_to_Actions_by_Strategic_Vision)

\_LLC.htm> for its failure to cooperate in an investigation into voter surveys conducted during the 2008 presidential primaries.

SNIP

=20

=20

=20

Note in particular the comments

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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

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

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-----  
Date: Thu, 24 Sep 2009 11:52:47 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: Re: A Strategic Vision poll - and a letter of censure

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

In-Reply-To:

A<[3248A9B21DD5574785FE5E2C8E521684E341F7@exchange.local.artscience.com](mailto:3248A9B21DD5574785FE5E2C8E521684E341F7@exchange.local.artscience.com)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Sorry I forgot the TinyUrl

<http://tinyurl.com/lbyglp>

--

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Leo Simonetta  
Sent: Thursday, September 24, 2009 11:37 AM  
To: AAPORNET@ASU.EDU  
Subject: A Strategic Vision poll - and a letter of censure

A Strategic Vision poll - and a letter of censure

<http://blogs.ajc.com/political-insider-jim-galloway/2009/09/23/a-strategic-vision-poll-and-a-letter-of-censure/>

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SNIP

Note in particular the comments

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Leo G. Simonetta

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=====  
Date: Thu, 24 Sep 2009 12:17:06 -0400

Reply-To: [jannselzer@AOL.COM](mailto:jannselzer@AOL.COM)

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

From: "J. Ann Selzer" <[jannselzer@AOL.COM](mailto:jannselzer@AOL.COM)>

Subject: Re: tactful ways of saying, "This is what I do"

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

In-Reply-To: <[9C009C95-1081-4022-8B80-BA270420B7CD@comcast.net](mailto:9C009C95-1081-4022-8B80-BA270420B7CD@comcast.net)>

MIME-Version: 1.0

Content-Transfer-Encoding: 7bit

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

Can't help adding a couple of war stories.

In early days, I was asked to construct a questionnaire about the safety of certain off-road vehicles.? The client basically wanted to talk to the owners and use the vehicle as the unit of analysis.? "Thinking about all the hours the XXX vehicle is ridden in a month, for what percent of those hours is the driver wearing a helmet?"

Also in early days we did a lot of analytic work for a major software company-meaning they had designed the survey and collected the data.? They were shocked that the cost went down for other projects when I could design the questionnaire.? JAS

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

From: Milton R. Goldsamt <milrgold@COMCAST.NET>  
To: AAPORNET@ASU.EDU  
Sent: Thu, Sep 24, 2009 10:33 am  
Subject: Re: tactful ways of saying, "This is what I do"

Excellent points: I'm reminded of the client who gave myself and?  
another programmer a questionnaire to be analyzed after it was?  
finalized. We spent a great deal of extra time in the programming?  
stage (primarily because it was necessary to run cross-tabs of?  
multiple response questions against each other!), and both of us were?  
needed. The client's comment when we explained why the analyses were?  
running late--- "I thought the computer could do it." If the?  
questionnaire items had been phrased to use "select the answer that?  
best fits" formats, this wouldn't have happened, and the results?  
would have been more focused.?  
?

Milton Goldsamt?  
?

Milton R. Goldsamt, Ph.D.?

Consulting Research Psychologist & Statistician?

Silver Spring, MD?

milrgold@comcast.net?

301-649-2768?

(C) 240-671-7201?  
?

?

?

On Sep 24, 2009, at 10:16 AM, Rebecca Quarles, PhD wrote:  
?

- >?
- > Unless we are working with a client who is a professional survey?
- > researcher?
- > and can be relied upon to provide a good questionnaire, I find it?
- > impossible?
- > to separate design costs from the analysis costs. A poor?
- > questionnaire can?
- > add a lot of cost at the analysis stage, not to mention creating?
- > even more?
- > costly problems in the field. In fact, I strongly believe that?
- > every hour?
- > our team spends in the design stage saves at least two hours at the?
- > analysis?
- > stage. But - of course - it is difficult to tell client that their?
- > questionnaire is going to add costs.?
- >?
- > I like to ask for a meeting with the client and project?
- > stakeholders to talk?
- > about their information needs and the ways in which the results?
- > will be?
- > used. The meeting also provides an opportunity to ask for background?
- > information on the study. Then, very shortly after the meeting?
- > (before they?
- > have had a chance to draft questions themselves), I provide draft?
- > questionnaire for review and comment. At that point, they are?
- > usually able?

> to make very constructive suggestions and clear any?

> misunderstandings on my?

> part. Several times, the client has been reluctant to have this?

> type of?

> meeting because they were concerned about extra costs, but I tell?

> them that?

> the meeting is meant to help us be more efficient in the design and?

> analysis?

> of the survey and, thus, will help hold down costs.?

>?

> Hope this is helpful.?

>?

> Becky Quarles?

>?

>?

>?

>?

>?

>?

>?

>?

>?

>?

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

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

> Sent: Wednesday, September 23, 2009 10:18 PM?

> To: AAPORNET@ASU.EDU?

> Subject: Re: tactful ways of saying, "This is what I do"?

>?

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> 1. suggestions that we rework questions we are given can be seen as an?  
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> ]?  
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> michaelssullivan@fscgroup.com> wrote:?

>?

>> I think the best approach is to just let clients who want to be?

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>> whatever?

> they?

>> have drafted so that it works properly. That way they have an?

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>> Subject: Re: tactful ways of saying, "This is what I do"?

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>>?

>> "Only YOU can tell us what the important objectives are (but we?

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>>?

>> BUT there IS a body of knowledge that will help us write final?

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>>?

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>> Mike ONeil?

>> www.mikeoneil.org?

>> www.oneilresearch.com?

>>?

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>> <mkshares@comcast.net?

>>> wrote:?

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>>>?

>>>?

>>>?

>>> 1. Language that can be understood at all levels of proficiency;?



>>> 2. Active voice (i.e., subject-verb-object) written for the ear?  
>>> as in?  
>>> broadcast news (phone interviewing);?  
>>> 3. Unambiguous language so subjects of questions are clearly?  
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>>> 4. Neutral, balanced wording when describing a situation - both?  
>>> sides of?  
>> an?  
>>> issue;?  
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>> conversation;?  
>>> 6. Questions ordered in a manner to avoid bias due to previous?  
>>> question?  
>>> content;?  
>>> 7. Mutually exclusive and exhaustive answer choices;?  
>>> 8. Dichotomous choice of answers such as for/against, favor/?  
>>> oppose or if?  
>> a?  
>>> list of multiple answer choices, symmetrical or equal?  
>>> distribution of?  
>> answer?  
>>> items.?  
>>>?  
>>>?  
>>> Nick?  
>>> ----- Original Message -----?  
>>> From: "Brenda S Weeks" <bsweeks@TVA.GOV>?

>>> To: AAPORNET@ASU.EDU?

>>> Sent: Wednesday, September 23, 2009 11:34:14 AM GMT -06:00 US/Canada?

>>> Central?

>>> Subject: Re: tactful ways of saying, "This is what I do"?

>>>?

>>> I agree with Jim Caplan's comments.?

>>>?

>>> When this happens focus the client on explaining why they need?

>>> information and what they wish to do with the data/information. Then?

>>> using the research objectives to ensure that all of the?

>>> information that?

>>> is needed is captured and that it is captured in the way that is?

>>> most?

>>> usable.?

>>>?

>>> We also contract research and at times are the "client from hell" by?

>>> insisting on final design sign off. This is needed in some cases?

>>> since?

>>> our research is more specific related to electricity and makes it?

>>> possible for us to use a broader array of research firms.?

>>>?

>>> Brenda S. Weeks?

>>> TENNESSEE VALLEY AUTHORITY?

>>> Analyst, Commercial and Industrial Efficiency Product Design?

>>> Phone: 615-232-6919?

>>> Fax: 615-232-6810?

>>>?

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

>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Caplan,?

>>> James R.,?

>>> , CPMS Civ?

>>> Sent: Wednesday, September 23, 2009 9:12 AM?

>>> To: AAPORNET@ASU.EDU?

>>> Subject: Re: tactful ways of saying, "This is what I do"?

>>>?

>>> Colleen,?

>>> In fact this does often come up in both public and private?

>>> sectors. What?

>>> I?

>>> have tried to do is to get the client to focus on the issues and?

>>> objectives?

>>> -- what does he want to know? When the client gives you finished?

>>> questions,?

>>> gently advise that it is too early for that, and you need to?

>>> understand?

>>> the?

>>> concepts that are driving the need for a survey. Resist taking?

>>> questions.?

>>> Next YOU write the questions and give them to the client for?

>>> review. If?

>>> she?

>>> tries to edit them too much (beyond changing "happy" to "glad," for?

>>> example)?

>>> and if you have used that question in an earlier survey, you can?

>>> fall?

>>> back?

>>> on the need to look at comparisons across populations or times.?

>>>?

>>> I also like the fact that it costs so much less and is easier to?

>>> clear?

>>> through IRBs when you use established questions with histories.?

>>>?

>>> That being said, I have also worked for organizations that insist?

>>> on the?

>>> client writing the question, and then making sure they take the?

>>> blame?

>>> when?

>>> the question flops.?

>>>?

>>> Best,?

>>> Jim Caplan?

>>>?

>>> James R. Caplan, Ph.D.?

>>> Management and Program Analyst?

>>> DoD Civilian Personnel Management Service?

>>> HR-Business Information Technology Solutions: CDA?

>>> 703-696-8754?

>>> DNS: 426-8754?

>>>?

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

>>> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Colleen Porter?

>>> Sent: Wednesday, September 23, 2009 9:28 AM?

>>> To: AAPORNET@ASU.EDU?

>>> Subject: tactful ways of saying, "This is what I do"?

>>>?

>>> So how do you explain to a client or colleague that you are the?

>>> survey?

>>> person, while they are the content person? They need to decide WHAT?

>>> needs?

>>> to be asked, you will refine HOW to ask it.?

>>>?

>>> How do you deal with people who want to write their own questions?

>>> from?

>>> scratch, and are offended if you suggest using another version?

>>> that has?

>>> been?

>>> cognitively tested or norm referenced??

>>>?

>>> Really, the job of deciding, focusing and refining what to ask?

>>> about is?

>>> an?

>>> important and huge task. Why is that not enough? Why do some people?

>>> insist?

>>> on writing the exact question themselves??

>>>?

>>> I'm guessing that they figure it is just asking questions, and they?

>>> already?

>>> do patient histories or customer intake or whatever, so why is?

>>> this a?

>>> big?

>>> deal??

>>>?

>>> In part, they don't realize there is a whole science behind good?

>>> survey?

>>> research. And after all, it's not rocket science or brain?

>>> surgery, so?

>>> if?

>>> they are, in fact, a brain surgeon they somehow think they can do?

>>> this,?

>>> too.?

>>>?

>>> Those of you who know that I work at a major health science?

>>> center are?

>>> probably assuming that I am talking about physicians and?

>>> dentists. But?

>>> I am?

>>> sure this is a widespread problem in dealing with corporate CEOs,?

>>> university?

>>> officials, elected politicians, etc.??

>>>?

>>> So how do you tactfully claim your ground??

>>>?

>>> Colleen Porter?

>>> Gainesville, FL?

>>>?

>>> -----?

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>> --?

>>?

>> Mike O'Neil?

>> [www.mikeoneil.org](http://www.mikeoneil.org)?

>>?

>> -----?

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> [www.mikeoneil.org](http://www.mikeoneil.org)?

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=====  
Date: Thu, 24 Sep 2009 16:47:54 -0400

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

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

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

Subject: Re: A Strategic Vision poll - and a letter of censure

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

In-Reply-To: <[200909241554.n8OFnNRs010058@lists.asu.edu](mailto:200909241554.n8OFnNRs010058@lists.asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

I thought it was interesting that the press release from AAPOR never uses the word "censure." Questions about the appropriateness of that terminology were raised in some of the lively AAPORnet discussion last spring, and those concerns and tweaks seemed reflected in this week's thoughtful press release and public statements by Stephen Blumberg and Peter Miller.

But this article uses the "censure" terminology, and Gary Langer's blog yesterday had it five times.

Maybe such issues are as nitpicky as "revenue enhancement" for "taxes." Or maybe they do matter. But I don't really want to give credence to Frank Luntz ("it's not what you say, it's what people hear").

Colleen Porter  
Gainesville, FL

---- Leo Simonetta <Simonetta@ARTSCI.COM> wrote:

> A Strategic Vision poll - and a letter of censure  
>  
> <http://blogs.ajc.com/political-insider-jim-galloway/2009/09/23/a-strategic-vision-poll-and-a-letter-of-censure/>  
>  
> =20  
>  
> Strategic Vision, the Republican-oriented polling firm based in Atlanta, came out this morning with another statewide poll  
> <<http://www.strategicvision.biz/political/index.html>> on the governor's race and health care.  
>  
> John Oxendine and Roy Barnes still lead in their respective Republican and Democratic primaries, and most Georgians don't agree with Jimmy Carter on the topic of race and Barack Obama.  
>  
> We'll get to those details in a bit.  
>  
> First, it must be noted that, earlier today, the American Association for Public Opinion Research, a kind of brotherhood of pollsters, publicly censured Strategic Vision  
> <[http://aapor.org/AAPOR\\_Raises\\_Objections\\_to\\_Actions\\_by\\_Strategic\\_Vision\\_LLC.htm](http://aapor.org/AAPOR_Raises_Objections_to_Actions_by_Strategic_Vision_LLC.htm)> for its failure to cooperate in an investigation into voter surveys conducted during the 2008 presidential primaries.  
>  
> SNIP  
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> =20  
>  
> Note in particular the comments  
>  
> =20  
>

> --=20  
>  
> Leo G. Simonetta  
>  
> Director of Research  
>  
> Art & Science Group  
>  
> 6115 Falls Road, Suite 101=20  
>  
> Baltimore, MD 21209=20  
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-----  
Date: Thu, 24 Sep 2009 17:15:12 -0400  
Reply-To: "Safir, Adam - BLS" <[Safir.Adam@BLS.GOV](mailto:Safir.Adam@BLS.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Safir, Adam - BLS" <[Safir.Adam@BLS.GOV](mailto:Safir.Adam@BLS.GOV)>  
Subject: Re: A Strategic Vision poll - and a letter of censure  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: A<20090924164754.86KMR.305796.imail@eastrmwml42>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

I thought the press release was very well worded -- kudos to Stephen Blumberg and Council. Of course, there's no controlling what happens once it's released into the wild. Case in point, the Daily Research News has AAPOR "slamming" Strategic Vision (<http://www.mrweb.com/drno/news10599.htm>).

WWE, lookout, here comes AAPOR.

Adam Safir  
U.S. Bureau of Labor Statistics  
\* personal opinions only

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

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

Sent: Thursday, September 24, 2009 4:48 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: A Strategic Vision poll - and a letter of censure

I thought it was interesting that the press release from AAPOR never uses the word "censure." Questions about the appropriateness of that terminology were raised in some of the lively AAPORnet discussion last spring, and those concerns and tweaks seemed reflected in this week's thoughtful press release and public statements by Stephen Blumberg and Peter Miller.

But this article uses the "censure" terminology, and Gary Langer's blog yesterday had it five times.

Maybe such issues are as nitpicky as "revenue enhancement" for "taxes." Or maybe they do matter. But I don't really want to give credence to Frank Luntz ("it's not what you say, it's what people hear").

Colleen Porter  
Gainesville, FL

---- Leo Simonetta <Simonetta@ARTSCI.COM> wrote:

> A Strategic Vision poll - and a letter of censure

>

>

<<http://blogs.ajc.com/political-insider-jim-galloway/2009/09/23/a-strategic-vision-poll-and-a-letter-of-censure/>=20

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=====  
Date: Thu, 24 Sep 2009 22:09:01 -0400

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

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

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

Organization: Jan Werner Data Processing

Subject: Re: A Strategic Vision poll - and a letter of censure

X-To: [colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)

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

In-Reply-To: <20090924164754.86KMR.305796.imal@eastrmwml42>

MIME-Version: 1.0

Content-Type: text/plain; charset=UTF-8; format=flowed

Content-Transfer-Encoding: 7bit

That phrase is not original to Frank Luntz (very little is).

Many decades ago, Red Auerbach, the legendary coach of the champion Boston Celtic teams of the 1950's and 1960's was asked what he told his players to get them to perform the way they did and he replied "It isn't what you tell them, it's what they hear."

Jan Werner

---

Colleen Porter wrote:

> But I don't really want to give  
> credence to Frank Luntz ("it's not what you say, it's what people  
> hear").  
>  
> Colleen Porter Gainesville, FL  
>

-----  
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---

Date: Fri, 25 Sep 2009 11:24:03 -0400

Reply-To: Steven Kull <[skull@PIPA.ORG](mailto:skull@PIPA.ORG)>

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

From: Steven Kull <[skull@PIPA.ORG](mailto:skull@PIPA.ORG)>

Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

X-To: Nick Panagakis <[mkshares@COMCAST.NET](mailto:mkshares@COMCAST.NET)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)

In-Reply-To:

<[1891986426.3999221253633078910.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net](mailto:1891986426.3999221253633078910.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Our recent poll of the Iranian public has generated a number of questions to which I would like to respond.

First we should clarify that the 10 page analysis that we released is not the complete analysis. We recognize that there are key questions about social desirability effects in an authoritarian country especially during a crackdown. These were factored into our design and will be present in our final analysis. This analysis will draw on our previous polls conducted in Iran as well as recent polls by others.

Given the current negotiations we thought it useful to release some key findings showing Iranian public support for establishing diplomatic relations with the US and for agreeing to make a deal that would preclude Iran developing nuclear weapons. It should be noted that these positions are either at odds with the government position or go beyond anything proposed.

Findings related to the election were released, but they were accompanied by an explicit statement that the responses to the question on how respondents voted in the election should not be regarded as a reliable indicator of the actual vote because of the high number of refusals and the potential for a

bandwagon effect.

At the same time we should note that there are good reasons to believe that the finding that has gotten substantial attention-that a large majority of Iranians regard Ahmadinejad as the legitimate president-is in fact a majority position. Even among respondents who said that they voted for Mousavi (and thus were probably not subject to a strong social desirability affect) 53 percent said that they thought Ahmadinejad was the legitimate president-presumably because they believe he got the majority of votes.

Our full analysis will involve other researchers who were also involved in the design of the questionnaire. We are happy to make the data available to any researchers who wish to analyze them further.

Our earlier surveys of the Iranian public were analyzed in great depth by Cale Horn and Ryan Bakker and it appears that they will do so again. Incidentally their conclusion was that "We find substantial support for the reliability and validity of the survey data, even with respect to politically sensitive questions."

Alvin Richman, David B. Nolle and Elaine El Assal also conducted several analyses on our earlier data. Based on their analysis we included items in the new round to enable tracking.

Some other points that were raised:

Howard Schumann comments that the methodology section was not emphasized-in fact we put it on the front page of the report.

Mansour Fahimi asserts that there is a serious coverage bias because we used land-line telephones and that "the vast majority of the younger Iranians, mostly supporters of the opposition party, are cell-only and unreachable via landline phones." I do not know what the basis is for this assertion.

Landline telephone penetration is approximately 80% in Iran and the age distribution of our sample closely matched census data. It was not necessary to upweight the younger population. However, it was necessary to slightly upweight those over 55.

Steven Kull

Director  
WorldPublicOpinion.org  
Program on International Policy Attitudes (PIPA)  
1779 Massachusetts Avenue, NW, Ste. 510  
Washington, DC 20036  
(202) 232-0431 (phone)  
<http://www.worldpublicopinion.org>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Nick Panagakis  
Sent: Tuesday, September 22, 2009 11:25 AM

To: AAPORNET@ASU.EDU  
Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

Here is a link to evidence of vote fraud in that election.

[http://www.chathamhouse.org.uk/files/14234\\_iranelection0609.pdf](http://www.chathamhouse.org.uk/files/14234_iranelection0609.pdf)

Nick  
----- Original Message -----  
From: "Spagat M" <M.Spagat@RHUL.AC.UK>  
To: AAPORNET@ASU.EDU  
Sent: Tuesday, September 22, 2009 9:31:17 AM GMT -06:00 US/Canada Central  
Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

Well, I guess I'll have a go at this one too and then I'll really get back to work...

If you're living in Iran and somebody phones you up and asks if your president is "Legitimate" you've gotta figure that there's a lot of potential downside in saying he isn't while the potential upside in saying that the president isn't legitimate is fairly nebulous. In other words, if you understand and believe that this is actually an opinion poll then you can move the final result infinitesimally with your response whereas if the whole thing is a government trick or if your phone is bugged you risk a lot by questioning the legitimacy of your president. It is true that many people do give answers to the poll that are not what the government would want them to say. But such people may still draw the line at openly questioning the legitimacy of the president.

Despite the sampling problems mentioned below, which appear to be considerable, I still find it interesting that 80% of the respondents said that the president is legitimate. But I don't think this can be taken at face value.

Mike Spagat

Assuming Mansour Fahimi is correct about cellphone use in Iran, this adds another serious bias to the PIPA study, one not really discussed in its Methodology report. In addition, I just looked to see how the survey and sponsorship were described to those who answered telephones in Iran, and can find nothing adequate at the beginning of the questionnaire or elsewhere.

Ordinarily there are so many problems with various poll reports in the U.S. that I would hesitate to treat the PIPA report as a matter of great concern. In this case, however, where a survey intervenes in a country like Iran at present, with lives lost and others at considerable risk,

this seems one exception that tests that rule. hs

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

Subject: Re: PIPA Report on Iranian public opinion  
Date: Mon, 21 Sep 2009 19:30:09 -0400  
From: Fahimi, Mansour <mfahimi@M-S-G.COM>  
Reply-To: Fahimi, Mansour <mfahimi@M-S-G.COM>  
To: AAPORNET@ASU.EDU  
References: A<4AB560DF.4040601@umich.edu>

This is an interesting study, however, it subject to a serious coverage bias. Accordingly, the data collection has been carried out using an RDD-like design that has included only landline telephone numbers. The vast majority of the younger Iranians, mostly supporters of the opposition party, are cell-only and unreachable via landline phones. Add to this the 20% nontelephone households (different from cell-only) and a hefty 52% refusal rate, the colors begins to run from those colorful charts. Moreover, there are measurement issues related to concerns/fears for providing "socially undesirable" responses.

\_Mansour.

---

From: AAPORNET on behalf of howard schuman  
Sent: Sat 9/19/2009 6:53 PM  
To: AAPORNET@ASU.EDU  
Subject: PIPA Report on Iranian public opinion

The Program on International Policy Attitudes at the University of Maryland has distributed results of a major survey of Iranian public opinion that is likely to receive a good deal of attention. Among other findings, it shows considerable support for the present Iranian President.

I see from its Methodology section--which is not emphasized and which few people are likely to read--that the writers report a Refusal rate of 52%. Was any serious effort made to find out why people refused or who the refusals were? What about other reasons for not completing an interview, e.g., nobody ever reached? Were there break-offs? Was there any attempt to determine how candid the answers were, and how much the respondents trusted the interviewers calling? Etc. Etc.

Many of the detailed conclusions in the detailed report are usefully qualified in one way or another, but the qualifications do not, so far as I can see, include the nature of the final sample obtained or the extent to which answers would have been frank given what been visible on the streets of Tehran and warned repeatedly by Iranian authorities about the fate of dissenters.



A survey of this type, with its large political implications, should be accompanied by the most careful and critical analysis of the data, rather than an emphasis on univariate opinion percentages intended to create headlines, as well as the typically misleading stress on "margin of error."

-Howard Schuman

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=====

Date: Fri, 25 Sep 2009 11:56:00 -0400

Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

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

From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>

Subject: Most parents won't have kids get H1N1 flu shots, study finds

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Most parents won't have kids get H1N1 flu shots, study finds

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Germ-spreading schoolchildren are expected to be the focus of a massive U.S. vaccination campaign against the novel H1N1 flu.

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But if their parents are hearing the rallying cry to have their kids vaccinated, they're not buying it, says a new national survey.

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In a poll of 1,678 U.S. parents conducted by the University of Michigan's C.S. Mott Children's Hospital, 40% said they would get their children immunized against the H1N1 virus -- even as 54% indicated they would get their kids vaccinated against regular seasonal flu.

=20

<http://www.latimes.com/news/nationworld/nation/la-sci-parents-flu25-2009-sep25,0,579663.story>

or

<http://tinyurl.com/yaowd3d>

=20

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

---

<http://www.aapor.org>

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

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---

Date: Fri, 25 Sep 2009 11:15:40 -0700

Reply-To: "Berkowitz, Simone" <[sberkowitz@PCGFIRM.COM](mailto:sberkowitz@PCGFIRM.COM)>

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

From: "Berkowitz, Simone" <[sberkowitz@PCGFIRM.COM](mailto:sberkowitz@PCGFIRM.COM)>

Subject: declining response rates

X-To: "aapornet@asu.edu" <[aapornet@asu.edu](mailto:aapornet@asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Hello. Can anyone provide a citation for a recent article on declining response rates (particularly in mail surveys)? The articles I have been able to find are more than 10 years old.

Thanks,  
Simone

Simone Berkowitz  
Pacific Consulting Group  
650-327-8108

---

<http://www.aapor.org>

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

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On your return send this: set aapornet mail

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---

Date: Fri, 25 Sep 2009 19:07:34 -0400  
Reply-To: Michael Koger <mkoger@ALUM.MIT.EDU>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: Michael Koger <mkoger@ALUM.MIT.EDU>  
Subject: Influenza vaccine  
X-To: aapornet@asu.edu  
MIME-Version: 1.0  
Content-Type: multipart/mixed; boundary="-----\_Part\_798\_1180184.1253920054751"

-----\_Part\_798\_1180184.1253920054751  
Content-Type: text/plain; charset=UTF-8  
Content-Transfer-Encoding: 7bit

Thanks for those links about influenza vaccination and parental attitudes, intentions, and beliefs about the condition.

Here is a website that everyone should read:

<http://www.flu.gov>

-----  
<http://www.aapor.org>  
Archives: <http://lists.asu.edu/archives/aapornet.html>  
Vacation hold? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
set aapornet nomail  
On your return send this: set aapornet mail  
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-----\_Part\_798\_1180184.1253920054751--

---

Date: Fri, 25 Sep 2009 22:41:03 -0400  
Reply-To: "Leve, Jay" <jleve@SURVEYUSA.COM>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "Leve, Jay" <jleve@SURVEYUSA.COM>  
Subject: further upsetting details surface about death of census worker  
X-To: AAPORNET@ASU.EDU  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

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<http://www.mytwocensus.com/tag/bill-sparkman/>

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additional details.=20

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<http://tinyurl.com/yc6k92e>

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"The only thing he had on was a pair of socks. And they had duct-taped his hands, his wrists. He had duct tape over his eyes, and they gagged him with a red rag or something. And they even had duct tape around his neck. And they had like his identification tag on his neck. They had it duct-taped to the side of his neck, on the right side, almost on his right shoulder."

Both of the people briefed on the investigation confirmed Sparkman's Census ID was found taped to his head and shoulder area ...=20

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As best I can tell, Mr. Sparkman has not been laid to rest. His body has not been released by authorities to the family. =20

=20

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=20

Jay H Leve

SurveyUSA

1425 Broad Street #7

Clifton NJ 07013

=20

973-857-8500 x 551

jleve@surveyusa.com

www.surveyusa.com

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=====  
Date: Sat, 26 Sep 2009 15:15:46 -0400

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

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

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

Subject: (long rant) Re: further upsetting details surface about death of  
census worker

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

In-Reply-To: <[200909260241.n8PNO0rW027614@lists.asu.edu](mailto:200909260241.n8PNO0rW027614@lists.asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

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not-so-smart things. Crawling under an electric wire after a hurricane (well, I wasn't sure it was live...). Coming across a cock-fighting operation and staying to ask about the person I was seeking (should have tucked the darn ID in my sweater and run fast in the opposite direction). The times I entered an apartment to do a long interview with a male who was twice my body mass, and consciously tried to position myself closest to an escape route. And we live in an area where, when you start driving around on those dirt roads, it is common to drive through through a pine farm or pecan grove into a marijuana field.

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Some of the interviewers in my training cohort confessed that they really wanted to be rural mail carriers, and were settling for census as second-best. It struck me as outrageous that mail carriers are paid so much more, when they never have to put themselves at risk by going into anyone's house. Perhaps an example of a sexist comparable worth issue, since mail carriers have traditionally been male and census workers predominantly female for many decades.

I also flinch a bit when an interviewer is described as a part-time worker. It's true of course, but the term "part-time" is sometimes used to factually describe work schedule and sometimes used as denigration, implying not quite real, not quite serious, only half-invested. But in the moment that a part-time worker is doing their job, they are 100% right there and focused. It may mean no less a commitment to career; I know many devoted census interviewers who did excellent work for decades, albeit on a part-time basis. And it is not a part-tragedy or part-violation if a part-time worker is attacked.

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I think of one time I was pushed out of a mobile home by an outraged redneck. His wife and I had been having such a nice chat before he came home; she

seemed to enjoy telling me about her kids and job in between answering the questions. As I clambered down the steps to avoid being kicked or worse, he hollered, "In MY country, we don't have to answer nosy questions like that!" before the door slammed shut.

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Gainesville, FL

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>  
> Jay H Leve  
>  
> SurveyUSA  
>  
> 1425 Broad Street #7  
>  
> Clifton NJ 07013  
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>=20  
>  
> 973-857-8500 x 551  
>  
> jleve@surveyusa.com  
>  
> www.surveyusa.com  
>

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<http://www.aapor.org>  
Archives: <http://lists.asu.edu/archives/aapornet.html> .  
Unsubscribe? Send email to [listserv@asu.edu](mailto:listserv@asu.edu) with this text:  
signoff aapornet  
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=====  
Date: Sat, 26 Sep 2009 16:31:23 -0400  
Reply-To: Sally Daniels <[sally\\_daniels@COMCAST.NET](mailto:sally_daniels@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Sally Daniels <[sally\\_daniels@COMCAST.NET](mailto:sally_daniels@COMCAST.NET)>  
Subject: Re: (long rant) Re: further upsetting details surface about  
death  
of census worker  
X-To: colleen\_porter@COX.NET, AAPORNET@ASU.EDU  
In-Reply-To: <20090926151546.QOJS4.332447.imal@eastmwm136>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

Colleen,

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Sally Daniels

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter  
Sent: Saturday, September 26, 2009 3:16 PM  
To: AAPORNET@ASU.EDU  
Subject: (long rant) Re: further upsetting details surface about death of census worker

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> Jay H Leve  
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> 1425 Broad Street #7  
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> Clifton NJ 07013  
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> =20  
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> 973-857-8500 x 551  
>  
> jleve@surveyusa.com  
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signoff aapornet  
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Date: Sat, 26 Sep 2009 13:43:10 -0700  
Reply-To: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Sullivan <[michaelsullivan@FSCGROUP.COM](mailto:michaelsullivan@FSCGROUP.COM)>  
Subject: Re: (long rant) Re: further upsetting details surface about death  
of census worker  
X-To: Sally Daniels <[sally\\_daniels@COMCAST.NET](mailto:sally_daniels@COMCAST.NET)>, "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[30BB954D2C9648CF935CF6B1FA1DA560@SallyD](mailto:30BB954D2C9648CF935CF6B1FA1DA560@SallyD)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 8bit

You have to think the FBI has come down on that area like a ton of bricks. It is kind of surprising they haven't turned up anybody yet. Makes you wonder what is going on.

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

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

Sent: Saturday, September 26, 2009 1:31 PM

To: AAPORNET@ASU.EDU

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Date: Sat, 26 Sep 2009 17:03:37 -0400  
Reply-To: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>

Subject: Re: (long rant) Re: further upsetting details surface about death

of census worker

X-To: AAPORNET@ASU.EDU

In-Reply-To: <30BB954D2C9648CF935CF6B1FA1DA560@SallyD>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

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

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Sally Daniels

Sent: Saturday, September 26, 2009 4:31 PM

To: AAPORNET@ASU.EDU

Subject: Re: (long rant) Re: further upsetting details surface about death of census worker

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Date: Sat, 26 Sep 2009 18:46:49 -0400  
Reply-To: Sally Daniels <[sally\\_daniels@COMCAST.NET](mailto:sally_daniels@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Sally Daniels <[sally\\_daniels@COMCAST.NET](mailto:sally_daniels@COMCAST.NET)>  
Subject: Re: (long rant) Re: further upsetting details surface about death

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X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[6187893494F249BC977AACC1F369FD91@TulipBreathing](mailto:6187893494F249BC977AACC1F369FD91@TulipBreathing)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 7bit

I'd be afraid that Census workers carrying concealed weapons, smart phones, or anything else "of value" would make them targets and at even more risk.

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of James P. Murphy  
Sent: Saturday, September 26, 2009 5:04 PM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: Re: (long rant) Re: further upsetting details surface about death of census worker

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To: AAPORNET@ASU.EDU  
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Sent: Saturday, September 26, 2009 3:16 PM

To: AAPORNET@ASU.EDU

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Date: Sat, 26 Sep 2009 19:00:51 -0400

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

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

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

Organization: Jan Werner Data Processing

Subject: Failure to disclose

X-To: AAPORNET <[aapornet@asu.edu](mailto:aapornet@asu.edu)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

For those who despair of the failure of media pollsters to provide requested information about their surveys, it seems that things aren't much better in other fields of scientific research.

Two researchers at Sloan-Kettering decided to test the compliance of authors who published in peer-reviewed journals that require, as a condition of publication, that the original data be made available.

They sent requests to 10 authors and ended up getting just one data set.

Of the remaining 9, 3 did not respond, 4 refused the request, 2 email addresses were no longer valid and the authors could not be contacted.

The full report is at:

<http://www.plosone.org/article/info:doi%2F10.1371%2Fjournal.pone.0007078>

or: <http://tinyurl.com/yb2dzxj>

Jan Werner

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=====

Date: Sun, 27 Sep 2009 09:44:06 -0500

Reply-To: Keith <[fern8ler@SPAMARREST.COM](mailto:fern8ler@SPAMARREST.COM)>

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

From: Keith <[fern8ler@SPAMARREST.COM](mailto:fern8ler@SPAMARREST.COM)>

Subject: Fear and Loathing

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

MIME-Version: 1.0

Content-Type: multipart/mixed;

boundary="-----=\_Part\_19857\_18017916.1254062646467"

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

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I want to thank all those who have written thoughtful comments about the death of the Census worker, especially the comment by Colleen Porter. Although she brought back memories of a couple of close calls I had in a very deteriorated neighborhood when interviewing for the Indianapolis Area Project back in 1967, I needed to hear her story.

My son is a student at the University of North Dakota, and the University distributed press releases this past week asking for civility as they discuss the state of the "Fighting Sioux" nickname. We had a brief talk about what might happen.

Thanks again.

Keith Fernsler

DLN Consulting Inc.

[keith@dlnconsulting.com](mailto:keith@dlnconsulting.com)

Home:

942 9th Ave W

Dickinson, ND 58601-3713

Home: 701-225-3436

Cell: 701-260-5807

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Date: Sun, 27 Sep 2009 15:38:19 -0400  
Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>  
Subject: Re: further upsetting details surface about death of census  
worker]  
X-To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

A "panic button" for interviewers in threatening areas seems like a very good idea. Some rural areas (e.g., mine) do not have adequate cellphone coverage, and may lack other types of wireless communication, but various radio waves should work, as they do in police cars.

In years past, Detroit Area Study students doing household interviewing in areas viewed as dangerous were often paired, with one person waiting in a car while the other went to the door. Bob Groves was once a DAS student interviewer, so would be familiar with this, and quite possibly the Census Bureau offers the same form of protection. Yet if in our large country there are individuals who wish to harm a Census enumerator, whether at the door or later and elsewhere, it would be difficult if not impossible to prevent this entirely. The most useful step for the future may be to apprehend and publicize those who committed this recent act, though that has risks also. hs

James P. Murphy wrote:

- > Would Mr. Sparkman have been spared if he was armed with a handgun,
- > potentially concealed?
- >
- > If a car manufacturer can instantaneously locate and report a fender bender
- > or a driver locked out of her car, might not the Census equip field workers
- > with similar panic buttons? (I think it's called OnStar.) And don't even
- > "smart phones" have GPS capabilities?
- >
- > Might there be categories of residential environments where only pairs of
- > Census takers would work? Maybe, even, all of them?
- >
- > Could it be (in Colleen's example) that the consequences of an "incomplete"
- > are so great they cause workers to take risky actions?
- >
- > Corporate America has the burgeoning science of Risk Management in its
- > service. Federal workers deserve nothing less, and perhaps more.
- >
- > James P. Murphy, Ph.D.
- > J.P. MURPHY & COMPANY

> 609 921 2432 Princeton, N.J.  
> 772 219 7671 Stuart, Fla.  
> 610 408 8800 Mobile  
> www.jpMurphy.com  
> jpmurphy@jpmurphy.com

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

> From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Sally Daniels

> Sent: Saturday, September 26, 2009 4:31 PM

> To: AAPORNET@ASU.EDU

> Subject: Re: (long rant) Re: further upsetting details surface about death  
> of census worker

> Colleen,

> Bud Roper used to tell a story from his earliest days in survey research  
> when he showed up at someone's house to do an interview and where he was  
> forced to conduct the interview flanked by two burly, armed body guards  
> (sounded like Mafia types). That early experience I'm sure helped him  
> appreciate, throughout his career, what interviewers face in the field.

> The accounts of the Census worker in Kentucky were chilling to me too. And  
> reading some of the blogging that accompanied them was pretty depressing as  
> well. There are, I'm sure, many such pockets of our society that we're  
> mostly unaware of. That should help us understand why the Census and many  
> of our surveys are so important. I just hope we can do whatever we need to  
> do to keep our interviewers safe.

> Sally Daniels

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

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

> Sent: Saturday, September 26, 2009 3:16 PM

> To: AAPORNET@ASU.EDU

> Subject: (long rant) Re: further upsetting details surface about death of  
> census worker

> I appreciate Jay Leve bringing this to our attention...except when I am  
> trying to get to sleep. The first night, I had nightmares; on subsequent  
> nights, I just kept putting off going to bed, because if you don't sleep you  
> can't have nightmares.

> This story made me sad for this man's family, of course, and impressed that  
> Bob Groves made a personal visit.

> But it also gave me chills as I relived all those close calls that I had  
> when I was a field interviewer working on recurring Census surveys (CPS,  
> SIPP), doing various special assignments and conducting area listings over a  
> wide swath of North Florida/South Georgia in the mid-1980s.

> Of course, that was in the dark ages, before cell phones and GPS. Things  
> are much safer now, right?

>  
> But hearing about this, I remember all those times when I found myself doing  
> not-so-smart things. Crawling under an electric wire after a hurricane  
> (well, I wasn't sure it was live...). Coming across a cock-fighting  
> operation and staying to ask about the person I was seeking (should have  
> tucked the darn ID in my sweater and run fast in the opposite direction).  
> The times I entered an apartment to do a long interview with a male who was  
> twice my body mass, and consciously tried to position myself closest to an  
> escape route. And we live in an area where, when you start driving around  
> on those dirt roads, it is common to drive through through a pine farm or  
> pecan grove into a marijuana field.  
>  
> Why was I so stupid? Well, I was young, in my 20s. And I needed the job;  
> my husband's student loans were coming due, and it was a perfect job for us  
> in so many ways (he watched our kids while I was out interviewing, I could  
> do self-studies at the playground).  
>  
> And there was tremendous pressure to perform, not to get refusals. If I  
> walked away from a situation I thought was unsafe, it would still count  
> against my completion rate. That might not be legal or policy, but one of  
> my supervisors was a jerk who lied all the time to charge refusals to me  
> when they should have belonged to the office (e.g., when someone called him,  
> and he couldn't convince her, either). He got promoted after a while of  
> course, but while he was there, I was sure I would have to eat any refusal  
> that I failed to do from safety concerns. So I did the interview, even if  
> it put me at some risk.  
>  
> One supervisor did note all the dogs I had to deal with, and sent me canine  
> pepper spray, but no training in how to use it. I did hear that they were  
> thinking of sending interviewers in high-crime urban areas out in pairs, but  
> this incident shows that rural assignments are not as pastoral as one might  
> think, either.  
>  
> Some of the interviewers in my training cohort confessed that they really  
> wanted to be rural mail carriers, and were settling for census as  
> second-best. It struck me as outrageous that mail carriers are paid so much  
> more, when they never have to put themselves at risk by going into anyone's  
> house. Perhaps an example of a sexist comparable worth issue, since mail  
> carriers have traditionally been male and census workers predominantly  
> female for many decades.  
>  
> I also flinch a bit when an interviewer is described as a part-time worker.  
> It's true of course, but the term "part-time" is sometimes used to factually  
> describe work schedule and sometimes used as denigration, implying not quite  
> real, not quite serious, only half-invested. But in the moment that a  
> part-time worker is doing their job, they are 100% right there and focused.  
> It may mean no less a commitment to career; I know many devoted census  
> interviewers who did excellent work for decades, albeit on a part-time  
> basis. And it is not a part-tragedy or part-violation if a part-time worker  
> is attacked.  
>  
> Did this incident have anything to do with Michele Bachmann's anti-census  
> rants, that were picked up and amplified by hate-monger radio hosts? I  
> don't understand the logic of that argument, but I've certainly felt it.

>  
> I think of one time I was pushed out of a mobile home by an outraged  
> redneck. His wife and I had been having such a nice chat before he came  
> home; she seemed to enjoy telling me about her kids and job in between  
> answering the questions. As I clambered down the steps to avoid being  
> kicked or worse, he hollered, "In MY country, we don't have to answer nosy  
> questions like that!" before the door slammed shut.

>  
> Colleen Porter  
> Gainesville, FL

>  
> ---- "Leve wrote:  
>> The following link contains a short statement from Bob Groves and,  
>> separately, contains the detailed reporting of a blogger who appears to  
>> be following the case closely.

>>  
>> =20  
>>  
>> <http://www.mytwocensus.com/tag/bill-sparkman/>

>>  
>> =20  
>>  
>> =20  
>>  
>> The following link contains tonight's AP story, with sickening  
>> additional details.=20

>>  
>> =20  
>>  
>> =20  
>>  
>> <http://tinyurl.com/yc6k92e>

>>  
>> =20  
>>  
>> BIG CREEK, Ky. - A part-time census worker found hanging in a rural  
>> Kentucky cemetery was naked, gagged and had his hands and feet bound  
>> with duct tape, said an Ohio man who discovered the body two weeks ago  
>> ...=20

>>  
>> Federal, state and local authorities have refused to say if Sparkman was  
>> at work going to door-to-door for census surveys in the time before his  
>> death, but his Census identification tag was found taped to his body ...  
>>  
>> "The only thing he had on was a pair of socks. And they had duct-taped  
>> his hands, his wrists. He had duct tape over his eyes, and they gagged  
>> him with a red rag or something. And they even had duct tape around his  
>> neck. And they had like his identification tag on his neck. They had it  
>> duct-taped to the side of his neck, on the right side, almost on his  
>> right shoulder."

>>  
>> Both of the people briefed on the investigation confirmed Sparkman's  
>> Census ID was found taped to his head and shoulder area ...=20

>>



>>  
>>  
>>  
>>  
>>  
>> =20  
>>  
>> =3D  
>>  
>> =20  
>>  
>> As best I can tell, Mr. Sparkman has not been laid to rest. His body has  
>> not been released by authorities to the family. =20  
>>

>> =20  
>>  
>> =20  
>>  
>> =20  
>>  
>> Jay H Leve  
>>  
>> SurveyUSA  
>>  
>> 1425 Broad Street #7  
>>  
>> Clifton NJ 07013  
>>  
>> =20  
>>  
>> 973-857-8500 x 551  
>>  
>> jleve@surveyusa.com  
>>  
>> www.surveyusa.com  
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-----  
Date: Sun, 27 Sep 2009 16:54:43 -0400

Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>

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

From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>

Subject: Re: PIPA Report on Iranian public opinion]

X-To: Steven Kull <[skull@PIPA.ORG](mailto:skull@PIPA.ORG)>, aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>

In-Reply-To: <023901ca3df4\$3896ec50\$6d01a8c0@SKull>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Steven Kull has responded to questions I and others have raised about the recent PIPA Report on Iranian Public Opinion. He indicates that the purpose of its release to many email recipients (and presumably media) was because of current negotiations relevant to Iran's "establishing diplomatic relations with the US and for agreeing to make a deal that would preclude Iran developing nuclear relations." He also notes his plans to consider in further data analysis "key questions about social desirability effects in an authoritarian country especially during a crackdown."

Why then include in the initial PIPA email release the poll result that 8 in 10 Iranians consider Ahmadinejad "the country's legitimate president"? If the goal had to do with relations to the US and nuclear issues, and the writer plans further analysis to consider "social desirability effects," why include an irrelevant finding that legitimizes the head of a government that has shown great brutality toward dissenters and has excluded (or imprisoned) virtually all representatives of Western news media?

No qualification is added in the initial email release other than the misleading claim that "the margin of error is 3.1 percent"--not even the standard blurb about other sources of error in all surveys. Only if one clicks "Read more" does one obtain further information and graphs, including a colorful chart showing that 81% of Iranians "consider Ahmadinejad to be the legitimate president of Iran." In addition, "62% are said to have a lot of confidence in the declared election results." Other findings are that 55% say they voted for Ahmadinejad, and it is only in this case there is a qualification regarding "the extremely high number of people refusing to answer questions about their voting preferences"—though this does not prevent giving an exact percentage. Nothing further is said about Refusals to be interviewed at all, as well

as other problems in doing such a survey in Iran. (The PIPA report can be found at: <http://tinyurl.com/n2wmzu>.)

One must click elsewhere in the report to be led to the specific questions asked, with univariate percentages, followed at the end by “Methodology” where we learn that “the interview refusal rate was 52 percent.” We never learn (nor has Kull indicated in response to earlier questions) the other components of non-response such as phones never answered or answered with recordings, etc.) Nor is anything further said in the Methodology section about the problems of interviewing a sample of adults (a term that is not defined) in a country where the leaders have arrested many dissenters and put them on public trial, where other people have been killed during protest marches, where the son of a prominent (conservative) political leader was widely acknowledged to have been beaten to death in prison, and where there are many other claims of torture that cannot be investigated by outside organizations (for example, this from yesterday’s New York Times: <http://tinyurl.com/ybqnnmm>).

I am therefore requesting that PIPA make public the disposition of ALL cases in its original sample, including phones never answered, or answered with recorded messages, persons too ill to be interviewed, and all other reasons for non-response. It would also be useful to learn the basis of PIPA’s estimate of cellphone only usage and its correlates in Iran. Answers to these questions will fit the spirit of AAPOR’s standards for public disclosure of relevant information about the design and execution of a survey. This is particularly important when a survey investigator provides results likely be used by one side in another country where lives are at stake in a deadly political struggle. hs

Steven Kull wrote:

- > Our recent poll of the Iranian public has generated a number of questions to
- > which I would like to respond.
- >
- > First we should clarify that the 10 page analysis that we released is not
- > the complete analysis. We recognize that there are key questions about
- > social desirability effects in an authoritarian country especially during a
- > crackdown. These were factored into our design and will be present in our
- > final analysis. This analysis will draw on our previous polls conducted in
- > Iran as well as recent polls by others.
- >
- > Given the current negotiations we thought it useful to release some key
- > findings showing Iranian public support for establishing diplomatic
- > relations with the US and for agreeing to make a deal that would preclude
- > Iran developing nuclear weapons. It should be noted that these positions
- > are either at odds with the government position or go beyond anything
- > proposed.
- >
- > Findings related to the election were released, but they were accompanied by

- > an explicit statement that the responses to the question on how respondents
- > voted in the election should not be regarded as a reliable indicator of the
- > actual vote because of the high number of refusals and the potential for a
- > bandwagon effect.
- >
- > At the same time we should note that there are good reasons to believe that
- > the finding that has gotten substantial attention-that a large majority of
- > Iranians regard Ahmadinejad as the legitimate president-is in fact a
- > majority position. Even among respondents who said that they voted for
- > Mousavi (and thus were probably not subject to a strong social desirability
- > affect) 53 percent said that they thought Ahmadinejad was the legitimate
- > president-presumably because they believe he got the majority of votes.
- >
- > Our full analysis will involve other researchers who were also involved in
- > the design of the questionnaire. We are happy to make the data available to
- > any researchers who wish to analyze them further.
- >
- > Our earlier surveys of the Iranian public were analyzed in great depth by
- > Cale Horn and Ryan Bakker and it appears that they will do so again.
- > Incidentally their conclusion was that "We find substantial support for the
- > reliability and validity of the survey data, even with respect to
- > politically sensitive questions."
- >
- > Alvin Richman, David B. Nolle and Elaine El Assal also conducted several
- > analyses on our earlier data. Based on their analysis we included items in
- > the new round to enable tracking.
- >
- > Some other points that were raised:
- >
- > Howard Schumann comments that the methodology section was not emphasized-in
- > fact we put it on the front page of the report.
- >
- > Mansour Fahimi asserts that there is a serious coverage bias because we used
- > land-line telephones and that "the vast majority of the younger Iranians,
- > mostly supporters of the opposition party, are cell-only and unreachable via
- > landline phones." I do not know what the basis is for this assertion.
- >
- > Landline telephone penetration is approximately 80% in Iran and the age
- > distribution of our sample closely matched census data. It was not
- > necessary to upweight the younger population. However, it was necessary to
- > slightly upweight those over 55.
- >
- >
- > Steven Kull
- >
- > Director
- > WorldPublicOpinion.org
- > Program on International Policy Attitudes (PIPA)
- > 1779 Massachusetts Avenue, NW, Ste. 510
- > Washington, DC 20036
- > (202) 232-0431 (phone)
- > <http://www.worldpublicopinion.org>
- >
- >

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

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

> Sent: Tuesday, September 22, 2009 11:25 AM

> To: AAPORNET@ASU.EDU

> Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

>

> Here is a link to evidence of vote fraud in that election.

>

>

> [http://www.chathamhouse.org.uk/files/14234\\_iranelection0609.pdf](http://www.chathamhouse.org.uk/files/14234_iranelection0609.pdf)

>

>

> Nick

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

> From: "Spagat M" <M.Spagat@RHUL.AC.UK>

> To: AAPORNET@ASU.EDU

> Sent: Tuesday, September 22, 2009 9:31:17 AM GMT -06:00 US/Canada Central

> Subject: Re: [Fwd: Re: PIPA Report on Iranian public opinion]

>

> Well, I guess I'll have a go at this one too and then I'll really get

> back to work...

>

>

> If you're living in Iran and somebody phones you up and asks if your

> president is "Legitimate" you've gotta figure that there's a lot of

> potential downside in saying he isn't while the potential upside in

> saying that the president isn't legitimate is fairly nebulous. In other

> words, if you understand and believe that this is actually an opinion

> poll then you can move the final result infinitesimally with your

> response whereas if the whole thing is a government trick or if your

> phone is bugged you risk a lot by questioning the legitimacy of your

> president. It is true that many people do give answers to the poll that

> are not what the government would want them to say. But such people may

> still draw the line at openly questioning the legitimacy of the

> president.

>

> Despite the sampling problems mentioned below, which appear to be

> considerable, I still find it interesting that 80% of the respondents

> said that the president is legitimate. But I don't think this can be

> taken at face value.

>

> Mike Spagat

>

>

>

>

> Assuming Mansour Fahimi is correct about cellphone use in Iran, this

> adds another serious bias to the PIPA study, one not really discussed in

> its Methodology report. In addition, I just looked to see how the survey

> and sponsorship were described to those who answered telephones in Iran,

> and can find nothing adequate at the beginning of the questionnaire or

> elsewhere.

>

> Ordinarily there are so many problems with various poll reports in the

> U.S. that I would hesitate to treat the PIPA report as a matter of great  
> concern. In this case, however, where a survey intervenes in a country  
> like Iran at present, with lives lost and others at considerable risk,  
> this seems one exception that tests that rule. hs

>

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

> Subject: Re: PIPA Report on Iranian public opinion  
> Date: Mon, 21 Sep 2009 19:30:09 -0400  
> From: Fahimi, Mansour <mfahimi@M-S-G.COM>  
> Reply-To: Fahimi, Mansour <mfahimi@M-S-G.COM>  
> To: AAPORNET@ASU.EDU  
> References: A<4AB560DF.4040601@umich.edu>

>

> This is an interesting study, however, it subject to a serious coverage  
> bias. Accordingly, the data collection has been carried out using an  
> RDD-like design that has included only landline telephone numbers. The  
> vast majority of the younger Iranians, mostly supporters of the  
> opposition party, are cell-only and unreachable via landline phones. Add  
> to this the 20% nontelephone households (different from cell-only) and a  
> hefty 52% refusal rate, the colors begins to run from those colorful  
> charts. Moreover, there are measurement issues related to  
> concerns/fears for providing "socially undesirable" responses.

>

>

>

> \_Mansour.

>

>

>

>

>

> From: AAPORNET on behalf of howard schuman  
> Sent: Sat 9/19/2009 6:53 PM  
> To: AAPORNET@ASU.EDU  
> Subject: PIPA Report on Iranian public opinion

>

>

>

> The Program on International Policy Attitudes at the University of  
> Maryland has distributed results of a major survey of Iranian public  
> opinion that is likely to receive a good deal of attention. Among other  
> findings, it shows considerable support for the present Iranian  
> President.

>

> I see from its Methodology section--which is not emphasized and which  
> few people are likely to read--that the writers report a Refusal rate of  
> 52%. Was any serious effort made to find out why people refused or who  
> the refusals were? What about other reasons for not completing an  
> interview, e.g., nobody ever reached? Were there break-offs? Was there  
> any attempt to determine how candid the answers were, and how much the  
> respondents trusted the interviewers calling? Etc. Etc.

>

> Many of the detailed conclusions in the detailed report are usefully  
> qualified in one way or another, but the qualifications do not, so far  
> as I can see, include the nature of the final sample obtained or the

> extent to which answers would have been frank given what been visible on  
> the streets of Tehran and warned repeatedly by Iranian authorities about  
> the fate of dissenters.

>  
> A survey of this type, with its large political implications, should be  
> accompanied by the most careful and critical analysis of the data,  
> rather than an emphasis on univariate opinion percentages intended to  
> create headlines, as well as the typically misleading stress on "margin  
> of error."

> -Howard Schuman

>  
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---

Date: Mon, 28 Sep 2009 09:22:02 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: National polling firm battling back amid controversy over fraud  
allegations  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

National polling firm battling back amid controversy over fraud  
allegations

The Hill

=20

<http://thehill.com/homenews/campaign/60443-national-polling-firm-battling-back-amid-controversy>

or

<http://tinyurl.com/ybjm4sb>

=20

=20

A national polling firm is fighting back after a week that included an industry censure and accusations of potential fraud.



=20

Atlanta-based Strategic Vision, LLC, has become an increasing presence in public polling, releasing widely distributed polls on statewide races, national issues and the 2008 presidential race.

=20

But because the GOP firm has refused to share its methodology in a couple of 2008 primary states, the American Association for Public Opinion Research (AAPOR) on Wednesday formally censured the firm. That led well-known political polling blogger Nate Silver to look into the company's data, and he unleashed a bombshell Friday morning by suggesting that Strategic Vision has cooked the books and made up its polling data.

=20

SNIP

=20

--=20

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101=20

Baltimore, MD 21209=20

=20

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=====  
Date: Mon, 28 Sep 2009 18:46:22 -0400

Reply-To: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>

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

From: howard schuman <[hschuman@UMICH.EDU](mailto:hschuman@UMICH.EDU)>

Subject: brief addendum re PIPA Iranian poll

X-To: aapor <[aapornet@asu.edu](mailto:aapornet@asu.edu)>, Steven Kull <[skull@HIS.COM](mailto:skull@HIS.COM)>

MIME-Version: 1.0

Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

At the risk of using up too much space on aapornet, especially from the standpoint of those without an interest in Iranian elections, here are three further points to supplement my previous message:

1. PIPA should also make public how their poll was explained to those it contacted as potential respondents, including its goals, location, and sponsorship/financing. Also important to know is the number of interviewers used, how and from where recruited, and whether there is information available on interviewer variance and possible bias. These seem reasonable questions to ask of any serious survey organization.

2. I have no reason to believe that PIPA intended to provide support for Ahmadinejad. My best guess is that PIPA circulated its results primarily to garner publicity for its organization and its polls, and was not concerned about its effect on either the Iranian government or its critics.

3. I should note that I have no personal conviction as to whether the election of Ahmadinejad resulted from a fair counting of ballots in the recent election in Iran.

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<http://www.aapor.org>

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---

Date: Tue, 29 Sep 2009 09:30:19 -0400

Reply-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>

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

From: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>

Subject: REPORT: Search for term to imply published edition of newspaper

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

X-cc: "Falkenheim, Jaquelina C" <[jfalkenh@nsf.gov](mailto:jfalkenh@nsf.gov)>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Dear AAPORNETers,

> Thanks so much for your help on our request for how to characterize  
> the published editions of today's newspapers. We are now convinced  
> that we need to juxtapose the on-line and print editions in our  
> wording of choices. Five of 12 suggestions recommended "Printed  
> newspapers," so that's the wording we'll pursue for our upcoming tests  
> of an alternate to just saying, "Newspapers." We are also thinking a  
> second choice would probably be worded "On-line newspapers." Of  
> course, Jan Werner gets the prize for lack of ambiguity for "dead tree  
> edition." =20

- > I'm attaching the replies we received. It was wonderful to have
- > this expert opinion to guide us in our musings.
- > Thanks so very much,
- > (fran)

Fran Featherston  
National Science Foundation  
4201 Wilson Blvd.  
Arlington, VA 22230  
703-292-4221  
ffeatherston@nsf.gov

> 1. Thursday, September 17, 2009 9:03 PM

- > About as long as i can remember, about 60 years, newspapers came in
- > editions -- late sports edition, bulldog edition, street edition etc.
- > it's no different now, there's the print edition and the online
- > edition. no need to involve trees or paper.
- > Clay F. Richards

>=20

> 2. Thursday, September 17, 2009 4:39 PM

- > Tom Smith has wrestled with this, but I'm not sure how the GSS handles
- > it now. I think he has used a follow-up question to those who
- > specified newspapers to see whether they were reading ink or pixels.
- > Phil Meyer

>=20

> 3. Thursday, September 17, 2009 3:34 PM

- > You probably can't do better than "dead tree edition" to get the
- > meaning
- > across unambiguously, but I'm not a fan of using slang expressions in
- > survey
- > instruments.
- > A recent survey by the Newspaper Association of America simply used
- > "printed
- > newspaper" and that seems adequate to me for the purpose.
- > Jan Werner

>=20

> 4. Thu 09/17/2009 3:05 PM

- > This gets complicated. I don't know how common this is but some
- > newspapers now also have eEditions. These are pdf pages from the
- > printed newspaper that you can read online. They would be considered
- > "printed"
- > or "print" copies.
- > Again, don't know how common this is, availability or usage. The
- > Chicago Tribune and the LA Times offer eEditions.
- > Don't know how many questions you have but those who get news from
- > the Internet should then be probed for destination sources by type.
- > Nick Panagakis

>=20

> 5. Thu 09/17/2009 3:03 PM

- > I was thinking a bit more on this.

> 1. Do you have a response option for "online newspapers"?

> 2. There are also online versions of magazines. Do you feel like  
> you'll need to distinguish between the print and online version for  
> that as well?

> Holly Williamson

>=20

> 6. Thu 09/17/2009 2:57 PM

> I have used the term, printed version of the newspaper. It is usually  
> included in a question that distinguishes between the printed version  
> or the online version of the newspaper.

>=20

> Becky Quarles

>=20

> 7. Thu 09/17/2009 2:54 PM

> I've heard the two versions referred to, when I call media  
> representatives as part of placing ads for the nonprofit org that I  
> serve as their publicity chairman--- the hardcopy or newsprint  
> version, and the online version. Sounds like you'd need to qualify  
> the term "newspaper" to be something like--- "hardcopy version of  
> newspaper" and "online version of newspaper" or "newspaper (hardcopy  
> version)" and "newspaper (online version)"

> Milt Goldsamt

>=20

> 8. Thu 09/17/2009 2:40 PM

> We do a great deal of newspaper research and tend to say "printed  
> newspapers" when using a question format similar to what you are  
> describing.=20

> It also can depend on whether the list is randomized, and the order of  
> items if they are fixed. You can have the same issue with magazines,  
> and even television.

>=20

> Feel free to contact me if you have other questions.

> Brent Stahl

>=20

> 9. Thu 09/17/2009 2:38 PM

> Newspapers (paper edition)

> Newspapers (online edition)

> Gaurav Sood=20

>=20

> 10. Thu 09/17/2009 2:30 PM

> It wasn't clear what mode your survey will utilize.

> PAPER newspaper looks okay to me on a screen. Especially next to a  
> choice that says "ONLINE newspaper."

> But over the telephone, "paper newspaper" does sound strange, I agree.

> Colleen Porter

>=20

> 11. Thu 09/17/2009 2:31 PM

> "physical copy"?

> Chris Hardtke

>=20

> Thursday, September 17, 2009 2:28 PM

> The hardcopy version could just be considered the personally-printed  
> internet edition. Why not call it the newsprint version?=20

> Jim Caplan

>=20

> 12. Thursday, September 17, 2009 2:26 PM  
> When I refer to the traditional format, I say "print(ed) newspaper".  
> Holly Williamson=20  
>=20  
> Later replies/thoughts  
>=20  
> 13. Thursday, September 17, 2009 5:50 PM  
> On the Tribune and LA Times web sites, eEdition links appear at the  
> bottom of their home pages. Again, I don't know how many papers offer  
> this service. It's free to Tribune subscribers and available at a low  
> rate to non-subscribers.  
> Nick Panagakis  
>=20  
> 14. Thursday, September 17, 2009 6:27 PM  
> The Internet is so varied now that the answer category doesn't tell  
> you as much anymore other than indicating a preference for a channel  
> other than traditional TV, radio or print. "News" from Facebook pages  
> on a mobile device is an experience different than reading NYTimes.com  
> at your desk, an e-Reader version of the paper online (a sort of PDF  
> of the printed paper), a couple of headlines at a Cable TV vendor's  
> home page, or a news broadcast from Minnesota Public Radio simulcast  
> online.  
> Whether to go into more detail on your survey question depends on  
> what you are trying to accomplish with it. We have tracked simple  
> versions of this question asking simply about TV vs. radio vs.  
> Internet, etc., and also versions asking about many options within  
> each general media channel.  
> Brent Stahl  
>=20  
>=20  
> Original request for help:  
> Thu 09/17/2009 2:25 PM  
> We are considering how to list media alternatives for when we ask  
> (aloud) about news sources. =20  
> The first three items on our list (of nine items) are:  
> Newspapers  
> Magazines  
> Internet  
> We are concerned that Newspapers could be on-line or the hardcopy  
> version you get on your front lawn (or elsewhere). How would you word  
> the newspaper choice in order to limit respondent thinking to the  
> paper version? =20  
>=20  
> These items should probably be short--two words or less. So far, we  
> have "Print newspapers" or "Printed newspapers." =20  
> Pew uses "Yesterday, did you read a PAPER version of the newspaper, or  
> did you read the newspaper online  
> through the internet?" =20  
> We think "PAPER version of the newspaper" is too long to read with our  
> list. "Paper newspaper" seems silly.  
> Any ideas for us?  
> Please reply off-line and we'll summarize your responses for the list.  
> Thanks!  
> (fran)

> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov  
>=20  
>=20  
>=20  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov  
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Date: Tue, 29 Sep 2009 10:53:30 -0400  
Reply-To: Aneta Genova <[genovaa@INTERMEDIA.ORG](mailto:genovaa@INTERMEDIA.ORG)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Aneta Genova <[genovaa@INTERMEDIA.ORG](mailto:genovaa@INTERMEDIA.ORG)>  
Subject: Job posting: Research Analyst, Eurasia  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

Research Analyst/Project Manager: Eurasia Focus

InterMedia Survey Institute-a global research, evaluation and consulting =  
firm  
specializing in media and communication-is seeking an experienced =  
Research  
Analyst/Project Manager who will be responsible for the management of  
quantitative and qualitative research and evaluation projects throughout =  
the  
Eurasia Region. This is a highly multifaceted position with duties =  
including  
client interface, research design, project management, subcontractor  
oversight, fieldwork observation, research analysis, report writing,  
presentations and proposal support. The Project Manager will have =  
primary  
responsibility for Russia and secondary responsibility for other Eurasia  
countries.

=20

## Key Requirements

### Knowledge, Skills & Experience:

- \* A minimum of a Master's Degree in political or social science, market research, international affairs or related field
- \* A minimum of 3 years of relevant professional experience in applied social or market research, analysis and reporting with an emphasis on insight generation
- \* Solid knowledge of quantitative and qualitative research methods
- \* Strong ability to analyze, synthesize and present quantitative and qualitative data
- \* Proficiency with statistical analysis (e.g., SPSS), word processing and presentation software
- \* Deep interest in and knowledge of media, communication and development trends and issues throughout the Eurasia region, ideally with first-hand on-the-ground experience
- \* Strong oral and written communication skills
- \* Ability to work with colleagues and clients of diverse professional and cultural backgrounds
- \* Proven organizational, and project and time management skills=20
- \* Ability to work to multiple and tight deadlines
- \* Fluency in Russian
- \* Ability to travel (approximately 25%)

=20

### Personal Characteristics:

- \* Innate curiosity; passion for research, analysis and delivering insights to clients
- \* Commitment to quality and accuracy

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

\* First-rate interpersonal skills

=20

The position is based in Washington, D.C. InterMedia provides a = friendly work environment and a generous benefits package and salary commensurate = with

experience. Qualified candidates should send a cover letter and resume = to

pm-eurasia@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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Date: Tue, 29 Sep 2009 15:41:23 -0400

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

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

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

Subject: trading favors--telephone survey expert review??

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

I need two more reviews of a telephone questionnaire that will be ready tomorrow, with feedback required back by Monday. My usual go-to people are



mostly unavailable due to various reasons, so I was wondering if anyone was interested in helping?

It is a 16-minute interview, so about 20 pages of Word text (but that's with repeating answer options). It's a health-related survey regarding knowledge about head and neck cancer.

We didn't budget a consultant fee, but I would be happy to return the favor sometime, either a questionnaire or manuscript review.

Also, I would consider a senior grad student with telephone lab experience, and it might be a good learning experience for them.

Colleen Porter  
Gainesville, FL

-----  
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Date: Tue, 29 Sep 2009 13:46:35 -0700  
Reply-To: Michael Larsen <[mlarsen@BSC.GWU.EDU](mailto:mlarsen@BSC.GWU.EDU)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Michael Larsen <[mlarsen@BSC.GWU.EDU](mailto:mlarsen@BSC.GWU.EDU)>  
Subject: webinar, Nov 10, dual frame theory and application  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Dear AAPOR Member:

The Section on Survey Research Methods is proud to announce its new=20  
webinar program. The first webinar in the series is =E2=80=9CDual Frame T=  
heory=20  
Applied to Landline and Cell Phone Surveys=E2=80=9D to be presented by J.=  
Michael=20  
Brick on Tuesday, November 10, from 1:00 p.m. to 3:00 p.m. Eastern time.

Webinar Description:

As the number of households that have only cell phones has increased=20  
dramatically over the past 5 years, telephone surveys have addressed this=  
=20  
problem by sampling from both landline and cell phone numbers. One of the=  
=20  
issues emerging from these dual frame surveys is that the theoretical=20  
foundation for these surveys largely ignores nonsampling errors. Because=20=  
  
these errors may be large and result in biases, they must be considered i=  
n=20  
dual frame telephone surveys. This Webinar begins with a review of dual=20=

frame theory with particular attention to surveys that sample landline and cell phone numbers. It then examines the effect of nonsampling errors when surveys are conducted without considering these errors. In particular, we describe the potential effect of nonresponse and measurement error using data from surveys of landlines and cell phone numbers. We discuss both practical sample design issues such as whether to screen for cell-only households, and weighting methods to reduce the effects of the errors. The advantages and disadvantages of different sample designs and estimation methods are discussed. The examples are from actual dual frame telephone surveys.

For more information on the webinar program and to register, please visit the SRMS web site at: <http://www.amstat.org/sections/SRMS/webinar.html>

If you have any questions, please feel free to contact Rick Peterson at the ASA office using the below information.

Rick Peterson  
Education Programs Associate  
American Statistical Association  
732 North Washington Street  
Alexandria, VA 22153  
(703) 684-1221 ext. 1864  
FAX: (703) 684-3768  
[rick@amstat.org](mailto:rick@amstat.org)  
[www.amstat.org](http://www.amstat.org)

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=====  
Date: Tue, 29 Sep 2009 21:50:59 -0400  
Reply-To: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Colleen Porter <[colleen\\_porter@COX.NET](mailto:colleen_porter@COX.NET)>  
Subject: Re: trading favors--telephone survey expert review??  
X-To: AAPORNET list <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
Mime-Version: 1.0 (Apple Message framework v936)  
Content-Type: text/plain; charset=US-ASCII; format=flowed; delsp=yes  
Content-Transfer-Encoding: 7bit

Just wanted to say that we have our reviewers.

I was so impressed with the many offers of help.

Colleen Porter

Begin forwarded message:

> From: Colleen Porter <colleen\_porter@COX.NET>  
> Date: September 29, 2009 3:41:23 PM EDT  
> To: AAPORNET@ASU.EDU  
> Subject: trading favors--telephone survey expert review??  
> Reply-To: colleen\_porter@COX.NET  
>  
> I need two more reviews of a telephone questionnaire that will be  
> ready tomorrow, with feedback required back by Monday. My usual go-  
> to people are mostly unavailable due to various reasons, so I was  
> wondering if anyone was interested in helping?  
>  
> It is a 16-minute interview, so about 20 pages of Word text (but  
> that's with repeating answer options). It's a health-related survey  
> regarding knowledge about head and neck cancer.  
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> We didn't budget a consultant fee, but I would be happy to return  
> the favor sometime, either a questionnaire or manuscript review.  
>  
> Also, I would consider a senior grad student with telephone lab  
> experience, and it might be a good learning experience for them.  
>  
> Colleen Porter  
> Gainesville, FL  
>  
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Date: Wed, 30 Sep 2009 12:52:27 +0000  
Reply-To: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>  
Subject: Chicago DMA  
X-To: AAPORNET <AAPORNET@ASU.EDU>

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

Can anyone provide me with the Chicago DMA area as defined by Nielsen?

My google search yielded a 16-county area including 5 counties in Indiana.

Thanks in advance.

Nick Panagakis

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

=====  
Date: Wed, 30 Sep 2009 14:04:18 +0100  
Reply-To: "Moon, Nick (GfK NOP, UK)" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Moon, Nick (GfK NOP, UK)" <[nick.moon@GFK.COM](mailto:nick.moon@GFK.COM)>  
Subject: religion on panel studies  
X-To: "AAPORNET@ASU.EDU" <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
In-Reply-To: <[612678336.7007591254315147229.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net](mailto:612678336.7007591254315147229.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net)>  
Content-Type: text/plain; charset="utf-8"  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

Posting this for a colleague who is temporarily unsubscribed from AAPORNET.

He's looking for recent (last 10 years) US panel study data where adults have been asked about their religious affiliation in a repeated measures design (e.g. questions repeated at intervals of between 1-5 years)

If you can help can you please reply to him direct on

[i.noble@westminster.ac.uk](mailto:i.noble@westminster.ac.uk).

Thanks

nick

Consider the environment before printing this email

\*\*\*\*\*

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and do not necessarily represent those of GfK NOP or any of its associated companies.

\*\*\*\*\*

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London  
SE1 9UL

Place of registration:England and Wales

Company number:2512551

Registered office:GfK NOP Limited,14 New Street,London,EC2M 4HE

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=====  
Date: Wed, 30 Sep 2009 09:21:37 -0400

Reply-To: Jeanette Janota <[JJanota@ASHA.ORG](mailto:JJanota@ASHA.ORG)>

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

From: Jeanette Janota <[JJanota@ASHA.ORG](mailto:JJanota@ASHA.ORG)>

Subject: establishing a panel

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

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

At the professional membership association where I work, we've been asked to consider establishing a panel with a subset of our members. We might ask for a limited commitment (a year?). The panel, or portions of it, would be queried on current hot topics via the Web.

Panels are new for us, so I need your expertise. Is there a resource that we should be sure to read before getting into this? Are there pitfalls we should avoid? What have you learned first-hand that would be helpful?

Thanks for your generosity in sharing, as always.

Jeanette  
Jeanette Janota, PhD  
Senior Research Associate/Statistician  
American Speech-Language-Hearing Association  
2200 Research Boulevard, #245  
Rockville, MD 20850-3289  
301-296-8738  
jjanota@asha.org<mailto:jjanota@asha.org>

---

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---

Date: Wed, 30 Sep 2009 11:00:28 -0400  
Reply-To: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: Leo Simonetta <[Simonetta@ARTSCI.COM](mailto:Simonetta@ARTSCI.COM)>  
Subject: More on the Problems with Opt-in Internet Surveys  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: 8bit

Guest Blog: More on the Problems with Opt-in Internet Surveys

<http://blogs.abcnews.com/thenumbers/2009/09/guest-blog-more-on-the-problems-with-optin-internet-surveys.html>  
or  
<http://tinyurl.com/ydng4ng>

September 28, 2009 8:24 AM

In a Sept. 1 post I reported on a groundbreaking study by a team of researchers led by David Yeager and Prof. Jon Krosnick of Stanford University, finding significant data quality problems in surveys of people who sign up to click through online questionnaires - so-called "opt-in" panels. Their study, laudably, was accompanied by highly detailed methodological disclosure.

Postings challenging its conclusions followed - one here from Prof. Douglas Rivers, CEO of an opt-in online company; another here from Joel Rubinson, chief research officer of the Advertising Research Foundation, many of whose members conduct or purchase such studies. At my invitation, Yeager, Krosnick and one of their co-authors, Harold Javitz of SRI International, a nonprofit research institute, have written a reply. It follows.

SNIP

## More on the Problems with Opt-in Internet Surveys

By David Yeager and Jon A. Krosnick, Stanford University

and Harold A. Javitz, SRI International, Inc.

We are delighted that our new paper comparing the quality of data obtained from RDD telephone surveys, probability sample Internet surveys, and non-probability sample Internet surveys has been the focus of some discussion across the country and may help providers and purchasers of survey data to understand survey research methods better.

SNIP

--

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

-----  
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=====  
Date: Wed, 30 Sep 2009 14:52:37 -0400

Reply-To: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>

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

From: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>

Subject: Interviewing Public School Teachers

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

Mime-Version: 1.0 (Apple Message framework v936)

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

Content-Transfer-Encoding: 7bit

I have a question about obtaining a nationally representative sample of public school teachers. Has anyone conducted surveys of this population and have any ideas how I might obtain a representative sample? A few folks have suggested contacting the NEA to try and sample their list. I'm a bit doubtful about the prospects of getting a random sample from them and I'm not sure how representative it would be. I'd be interested to hear from anyone with experience doing this.

Thanks.

Dan

Daniel Cox  
Research Director  
Public Religion Research

Phone: 202-435-0278  
Email: dcox@publicreligion.org  
www.publicreligion.org

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Date: Wed, 30 Sep 2009 15:22:42 -0400  
Reply-To: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Featherston, Fran A." <[ffeather@NSF.GOV](mailto:ffeather@NSF.GOV)>  
Subject: Do layout and question order affect factual questions  
(self-administered)?  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
X-cc: "Frase, Mary J." <[mfrase@nsf.gov](mailto:mfrase@nsf.gov)>,  
"Jankowski, John E." <[jjankows@nsf.gov](mailto:jjankows@nsf.gov)>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

> Survey responses can be affected by 1) the format and response  
> categories of a survey item in self-administered surveys (web or  
> paper), and 2) by question order effects (all modes). Recently two  
> different individuals stated to us only "opinion" or "subjective"  
> questions are affected by such considerations.=20  
>=20  
> Are "objective" survey questions subject to these effects in  
> self-administered survey--dates of events; a person's employment,  
> family composition, or race/ethnicity? We would like references on  
> this topic, especially if you have something that is not overly  
> technical for non-survey researchers.  
>=20  
> I will summarize the results and get back to everyone. =20  
>=20  
> (fran)  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> [ffeatherston@nsf.gov](mailto:ffeatherston@nsf.gov)  
>=20  
>=20  
>=20  
> \_\_\_\_\_=20



> From: Frase, Mary J. =20  
> Sent: Tuesday, September 29, 2009 6:13 PM  
> To: Featherston, Fran A.  
> Cc: Carlson, Lynda T; Leach, Nancy; Cohen, Stephen H.; Fiegener,  
> Mark K; Rivers, Emilda B.  
> Subject: FW: How's this for a question to AAPORNET?

>=20

> Fran--  
> Here's the question.

> Mary

>=20

>=20

>=20

> Could people suggest a few references that make a clear and not overly  
> technical case that the responses to "objective" survey questions such  
> as the date of an event, a person's employment, family composition, or  
> race/ethnicity are affected by 1) the format and response categories  
> of a survey item and 2) by the context and placement of such items  
> within a survey, i.e., by the questions that precede or surround such  
> an item. Recently two different individuals stated to us that only  
> responses to "opinion" or "subjective" questions are affected by such  
> considerations and they requested research evidence for our position  
> that all survey items are affected by such considerations..

>=20

> \_\_\_\_\_=20

> From: Carlson, Lynda T =20  
> Sent: Friday, September 25, 2009 4:34 PM  
> To: Featherston, Fran A.  
> Cc: Jankowski, John E.; Frase, Mary J.  
> Subject: RE: A Favor Please

>=20

> Mary--Fran has a brilliant idea about AAPORNET. Do you want to phrase  
> the question? It really isn't the issue of interleaving of opinion  
> and factual questions.

>=20

> \_\_\_\_\_=20

> From: Featherston, Fran A. =20  
> Sent: Friday, September 25, 2009 4:32 PM  
> To: Carlson, Lynda T  
> Cc: Jankowski, John E.  
> Subject: RE: A Favor Please

>=20

> Lynda,  
> Don Dillman's latest book supports visual design for both factual  
> and opinion questions. For example, page 78 has any example of two  
> ways to word a question and two ways to show a response category for  
> the month and year of a student's enrollment. The number of students  
> reporting in the correct format ranged from 44% to 94%, depending on  
> both the format and the wording of the question. =20

> John says you might be interested in the interleaving of opinion and  
> factual questions. I know of no literature on that. Should I put out  
> a request to AAPORNET on Monday?

> (fran)

>=20

> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230  
> 703-292-4221  
> ffeatherston@nsf.gov  
>=20  
>=20  
>=20  
> \_\_\_\_\_=20

> From: Carlson, Lynda T =20  
> Sent: Friday, September 25, 2009 4:06 PM  
> To: Featherston, Fran A.  
> Cc: Jankowski, John E.  
> Subject: A Favor Please

>=20  
> Fran-  
>=20  
> I need your help. Could you, or some of your colleagues give me some  
> references regarding item placement, wording, and format for "factual"  
> items. We are trying to make it clear to some of the Universities  
> that these concepts relate not just to opinion surveys.  
> Thanks in advance,

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

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=====  
Date: Wed, 30 Sep 2009 20:00:28 +0000  
Reply-To: [amyrsimon@aol.com](mailto:amyrsimon@aol.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Amy R. Simon" <[amyrsimon@AOL.COM](mailto:amyrsimon@AOL.COM)>  
Subject: Re: Interviewing Public School Teachers  
X-To: Dan Cox <[dcox@PUBLICRELIGION.ORG](mailto:dcox@PUBLICRELIGION.ORG)>, [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Content-Type: text/plain  
MIME-Version: 1.0  
Content-Transfer-Encoding: 8bit

NEA members are not representative; American Federation of Teachers tend to

have more urban members, NEA more suburban. Also many public schools have no union representation at all.

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

From: Dan Cox

Sender: AAPORNET

To: AAPORNET@ASU.EDU

ReplyTo: Dan Cox

Sent: Sep 30, 2009 11:52 AM

Subject: Interviewing Public School Teachers

I have a question about obtaining a nationally representative sample of public school teachers. Has anyone conducted surveys of this population and have any ideas how I might obtain a representative sample? A few folks have suggested contacting the NEA to try and sample their list. I'm a bit doubtful about the prospects of getting a random sample from them and I'm not sure how representative it would be. I'd be interested to hear from anyone with experience doing this.

Thanks.

Dan

Daniel Cox

Research Director

Public Religion Research

Phone: 202-435-0278

Email: dcox@publicreligion.org

www.publicreligion.org

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=====  
Date: Wed, 30 Sep 2009 17:02:42 -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: Interviewing Public School Teachers  
X-To: Dan Cox <dcox@PUBLICRELIGION.ORG>  
X-cc: AAPORNET@ASU.EDU  
In-Reply-To: <9254B170-7F12-4439-9A29-CCD131F1A59E@publicreligion.org>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1; format=flowed  
Content-Transfer-Encoding: 7bit

In the most recent survey that I've done of teachers, I used schools as the primary sampling unit and did a cluster sample. My sample frame was the Common Core of Data from the US Dept. of Ed. National Center for Education Statistics.

--Rich Clark

Dan Cox wrote:

> I have a question about obtaining a nationally representative sample  
> of public school teachers. Has anyone conducted surveys of this  
> population and have any ideas how I might obtain a representative  
> sample? A few folks have suggested contacting the NEA to try and  
> sample their list. I'm a bit doubtful about the prospects of getting a  
> random sample from them and I'm not sure how representative it would  
> be. I'd be interested to hear from anyone with experience doing this.

>  
>  
> Thanks.

> Dan  
>  
> Daniel Cox  
> Research Director  
> Public Religion Research

>  
> Phone: 202-435-0278  
> Email: dcox@publicreligion.org  
> www.publicreligion.org

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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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Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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Date: Wed, 30 Sep 2009 17:05:54 -0400  
Reply-To: "Featherston, Fran A." <[ffeature@NSF.GOV](mailto:ffeature@NSF.GOV)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Featherston, Fran A." <[ffeature@NSF.GOV](mailto:ffeature@NSF.GOV)>  
Subject: SHORTER VERSION: Do layout and question order affect factual  
questions (self-administered)?  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

I mistakenly included all our internal musings; this version much  
shorter to read.  
(fran)

> Survey responses can be affected by 1) the format and response  
> categories of a survey item in self-administered surveys (web or  
> paper), and 2) by question order effects (all modes). Recently two  
> different individuals stated to us only "opinion" or "subjective"  
> questions are affected by such considerations.=20  
>=20  
> Are "objective" survey questions subject to these effects in  
> self-administered survey--dates of events; a person's employment,  
> family composition, or race/ethnicity? We would like references on  
> this topic, especially if you have something that is not overly  
> technical for non-survey researchers.  
>=20  
> I will summarize the results and get back to everyone. =20  
>=20  
> (fran)  
> Fran Featherston  
> National Science Foundation  
> 4201 Wilson Blvd.  
> Arlington, VA 22230

> 703-292-4221  
> ffeatherston@nsf.gov  
>=20  
>=20  
>=20

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Archives: <http://lists.asu.edu/archives/aapornet.html> .  
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Date: Wed, 30 Sep 2009 21:29:53 +0000  
Reply-To: [jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "James P. Murphy" <[jpmurphy@JPMURPHY.COM](mailto:jpmurphy@JPMURPHY.COM)>  
Organization: J.P. MURPHY & COMPANY  
Subject: Re: More on the Problems with Opt-in Internet Surveys  
X-To: [aapornet@asu.edu](mailto:aapornet@asu.edu)  
MIME-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

The phrase "data quality," I believe, refers to a number of attributes, such as accuracy of estimates, item non-response, internal consistency, incompletes, outliers, length and content of answers to open-ended items, and probably more. As I remember it, the study in question addressed only the issue of accuracy. I think it would be wise to confine the discussion to terms referring to what was actually measured, as opposed to an umbrella expression with multiple and very different connotations. If the Krosnik et al. study has any conclusions on criteria other than accuracy of estimates, it would be interesting to hear them.

James P. Murphy, Ph.D.  
J.P. MURPHY & COMPANY  
609 921 2432 Princeton, N.J.  
772 219 7671 Stuart, Fla.  
610 408 8800 Mobile  
[www.jpmurphy.com](http://www.jpmurphy.com)

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

From: Leo Simonetta [<mailto:Simonetta@ARTSCI.COM>]  
Sent: Wednesday, September 30, 2009 11:00 AM  
To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
Subject: More on the Problems with Opt-in Internet Surveys

Guest Blog: More on the Problems with Opt-in Internet Surveys <http://blogs.abcnews.com/thenumbers/2009/09/guest-blog-more-on-the-problems-with-opt-in-internet-surveys.html> or <http://tinyurl.com/ydng4ng> September 28, 2009 8:24 AM In a Sept. 1 post I reported on a groundbreaking study by a team of researchers led by David Yeager and Prof. Jon Krosnick of Stanford University, finding significant data quality problems in surveys of people who sign up to click through online questionnaires - so-called "opt-in" panels. Their study, laudably, was accompanied by highly detailed methodological disclosure. Postings challenging its conclusions followed - one h

ere from Prof. Douglas Rivers, CEO of an opt-in online company; another h=  
ere from Joel Rubinson, chief research officer of the Advertising Researc=  
h Foundation, many of whose members conduct or purchase such studies. At =  
my invitation, Yeager, Krosnick and one of their co-authors, Harold Javit=  
z of SRI International, a nonprofit research institute, have written a re=  
ply. It follows. SNIP More on the Problems with Opt-in Internet Surveys B=  
y David Yeager and Jon A. Krosnick, Stanford University and Harold A. Jav=  
itz, SRI International, Inc. We are delighted that our new paper comparin=  
g the quality of data obtained from RDD telephone surveys, probability sa=  
mple Internet surveys, and non-probability sample Internet surveys has be=  
en the focus of some discussion across the country and may help providers=  
and purchasers of survey data to understand survey research methods bett=  
er. SNIP -- Leo G. Simonetta Director of Research Art & Science Group 611=  
5 Falls Road, Suite 101 Baltimore, MD 21209 -----=  
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st@asu.edu

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Date: Wed, 30 Sep 2009 17:38:54 -0400  
Reply-To: John Healy <jhealy@NYSUTMAIL.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: John Healy <jhealy@NYSUTMAIL.ORG>  
Subject: Re: Interviewing Public School Teachers  
X-To: amyrsimon@aol.com, AAPORNET@ASU.EDU  
In-Reply-To: <899506961-1254340865-cardhu\_decombobulator\_blackberry.rim.net-  
5062133-@bda650.bisx.prod.on.blackberry>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit  
Content-Disposition: inline

Amy Simon has got the ball rolling here below very concisely and Richard Clark just suggested exactly where I would go first, in his reply, USDoE, National Center for Education Statistics. There are some 2.3 million public school teachers out there and Dan, you will need to make some decisions on how you would handle charter schools - they get the public funding per student whenever a student moves to their school from a public school. Charter schools are massively funded by private capital but are commonly considered public alternatives. So, do those folks teaching at charter schools get included or not? Where do you get sample for teachers in, say, Texas, many of whom with no labor affiliation? I have done organizing work from lists culled from wastebaskets, dumpsters, you name it. That does not make for valid sample source data, just for organizing. Theoretically, what representative sample is not possible until proven otherwise? Logistically, I have to wonder and I work for the largest state affiliate of AFT. I have worked with AFT, NEA - your question has got

me thinking. JohnH

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

>>> "Amy R. Simon" <amyrsimon@AOL.COM> 9/30/2009 4:00 PM >>>  
NEA members are not representative; American Federation of Teachers  
tend to have more urban members, NEA more suburban. Also many public  
schools have no union representation at all.

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

From: Dan Cox  
Sender: AAPORNET  
To: AAPORNET@ASU.EDU  
ReplyTo: Dan Cox  
Sent: Sep 30, 2009 11:52 AM  
Subject: Interviewing Public School Teachers

I have a question about obtaining a nationally representative sample  
of public school teachers. Has anyone conducted surveys of this  
population and have any ideas how I might obtain a representative  
sample? A few folks have suggested contacting the NEA to try and  
sample their list. I'm a bit doubtful about the prospects of getting a  
random sample from them and I'm not sure how representative it would  
be. I'd be interested to hear from anyone with experience doing this.

Thanks.

Dan

Daniel Cox  
Research Director  
Public Religion Research

Phone: 202-435-0278  
Email: dcox@publicreligion.org  
www.publicreligion.org

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Date: Wed, 30 Sep 2009 22:12:24 -0400  
Reply-To: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>  
From: "Milton R. Goldsamt" <[miltrgold@COMCAST.NET](mailto:miltrgold@COMCAST.NET)>  
Subject: Re: Interviewing Public School Teachers  
X-To: [AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)  
In-Reply-To: <[4AC397AE0200003600040038@nysutmail.org](mailto:4AC397AE0200003600040038@nysutmail.org)>  
Mime-Version: 1.0 (Apple Message framework v753.1)  
Content-Transfer-Encoding: 7bit  
Content-Type: text/plain; charset=US-ASCII; delpsp=yes; format=flowed

From my work on national education program evaluations some years ago, the firms I was with went back slightly further, but pretty much did what's been nicely outlined below:

-- Contact the State Superintendants via their umbrella organization, the Council of State School Officers, thus giving you access to sampled school districts

-- Heads of school districts would issue approval to have school principals in their districts work with you

-- The principals in the schools sampled would issue permission for the teachers to have time to complete the survey (which may also involve the teachers' union allowing the teachers to complete the survey during the school day), also after finding coverage for the classes taught by those teachers

It's essentially a multi-stage sample with clustering, drawn from the universe of public school systems. Such studies have been commissioned over the years by NCES, which is on New Jersey Avenue, NW in Washington. Ask for the Longitudinal Studies Branch, and someone there should be able to find a report containing a detailed methodology of how such samples were drawn.

Milton Goldsamt

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

On Sep 30, 2009, at 5:38 PM, John Healy wrote:

> Amy Simon has got the ball rolling here below very concisely and  
> Richard  
> Clark just suggested exactly where I would go first, in his reply,  
> USDoE, National Center for Education Statistics. There are some 2.3  
> million public school teachers out there and Dan, you will need to  
> make  
> some decisions on how you would handle charter schools - they get the  
> public funding per student whenever a student moves to their school  
> from  
> a public school. Charter schools are massively funded by private  
> capital but are commonly considered public alternatives. So, do those  
> folks teaching at charter schools get included or not? Where do  
> you get  
> sample for teachers in, say, Texas, many of whom with no labor  
> affiliation? I have done organizing work from lists culled from  
> wastebaskets, dumpsters, you name it. That does not make for valid  
> sample source data, just for organizing. Theoretically, what  
> representative sample is not possible until proven otherwise?  
> Logistically, I have to wonder and I work for the largest state  
> affiliate of AFT. I have worked with AFT, NEA - your question has got  
> me thinking. JohnH  
>  
> John Healy  
> Manager, Polling Center  
> NYSUT  
> 800 Troy-Schenectady Road  
> Latham, NY 12110-2455  
> Office: (518) 213-6000  
> Fax: (518) 213-6409  
> x.6680  
> jhealy@nysutmail.org  
>  
>  
>>>> "Amy R. Simon" <amyrSimon@AOL.COM> 9/30/2009 4:00 PM >>>>  
> NEA members are not representative; American Federation of Teachers  
> tend to have more urban members, NEA more suburban. Also many public  
> schools have no union representation at all.  
>



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