

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 LOG1007"

Date: Thu, 1 Jul 2010 11:52:01 -0400
Reply-To: "Featherston, Fran A." <ffeather@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Featherston, Fran A." <ffeather@NSF.GOV>
Subject: NSF Announces Potential Opportunity for Survey Vendors
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Please visit the link (below) to Fed Biz Ops (Federal Business Opportunities) for details. =20

=20

If you have questions, you must contact the NSF contract specialist.=20

Lyn S. Orrell,

lorrell@nsf.gov

=20

Summary:

The National Science Foundation (NSF) has issued a Sources Sought Notice to identify potential businesses that have the capability to design, field and analyze findings from a survey of microbusinesses (businesses with fewer than five employees). The Division of Science Resources Statistics of NSF is seeking capability statements from businesses that are qualified to collect data on research and development expenditures and related innovative and entrepreneurial activities (such as sales of significantly improved goods and services, operating agreements and licensing activities, technology transfer, patents and intellectual property, and sources of technical knowledge) at U.S. based microbusinesses. =20

=20

The response due date is July 29, 2010 4:00 pm EST.

=20

Please see the link below for the full notice as well as instructions. =20

=20

https://www.fbo.gov/index?s=3Dopportunity&mode=3Dform&id=3D913795141520d9=e4c9f19ba89523b6e6&tab=3Dcore&_cview=3D0

=20

(fran)

Fran Featherston=20
National Science Foundation=20
4201 Wilson Blvd.=20
Arlington, VA 22230=20
703-292-4221=20
ffeatherston@nsf.gov=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: Thu, 1 Jul 2010 14:16:40 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Estimates of cell-phone-only by Hispanic subgroup?
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

Has anyone seen a reliable estimate of the rates of cell-phone-only households among Hispanics, broken down by specific subgroup (i.e. Cubans, Puerto Ricans, Mexicans, etc.)?

Hispanics have one of the highest rates of wireless substitution overall, but are there significant differences between the groups?

Thanks much,

Colleen Porter
Gainesville, FL

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Date: Thu, 1 Jul 2010 18:29:58 +0000
Reply-To: statguy@aol.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "David G. Wegge" <statguy@AOL.COM>
Subject: Re: Estimates of cell-phone-only by Hispanic subgroup?
X-To: colleen_porter@COX.NET, AAPORNET@ASU.EDU
In-Reply-To: <20100701141640.C530J.931222.imal@eastrmwml44>
Content-Type: text/plain; charset="utf-8"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Colleen,

Have you checked the recent CDC studies? I am not sure if they broke it down as finely as you want.

David G. Wegge, Ph.D.
St. Norbert College Survey Center
100 Grant Street
De Pere, WI 54115
920-403-3960
Dave.wegge@snc.edu
Sent on the Sprint® Now Network from my BlackBerry®

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

From: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@asu.edu>
Date: Thu, 1 Jul 2010 14:16:40
To: <AAPORNET@ASU.EDU>
Reply-To: colleen_porter@COX.NET
Subject: Estimates of cell-phone-only by Hispanic subgroup?

Has anyone seen a reliable estimate of the rates of cell-phone-only households among Hispanics, broken down by specific subgroup (i.e. Cubans, Puerto Ricans, Mexicans, etc.)?

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

Date: Thu, 1 Jul 2010 13:29:21 -0500
Reply-To: "Levy, Eric" <Eric.Levy@MARITZ.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Levy, Eric" <Eric.Levy@MARITZ.COM>
Subject: Re: Estimates of cell-phone-only by Hispanic subgroup?
X-To: colleen_porter@COX.NET, AAPORNET@ASU.EDU
In-Reply-To: A<20100701141640.C530J.931222.imal@eastrmwml44>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Colleen,

I'm not sure if this will help, but I just saw a press release for a new Carlson Marketing study regarding Mobile User Segmentation. At least one of the segments were "mobile only" so, if you contact them, they might be able to tell you what proportion of this segment is Hispanic (and possibly subgroups). The researcher quoted in the article I saw was Doug Rozen.

Worth a try anyway! www.carlsonmarketing.com

Eric S. Levy
Senior Director, Marketing
Maritz Research
W: (636) 827-4932
M: (314) 560-8909
eric.levy@maritz.com
<http://www.maritzresearch.com/>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Colleen Porter
Sent: Thursday, July 01, 2010 1:17 PM
To: AAPORNET@ASU.EDU
Subject: Estimates of cell-phone-only by Hispanic subgroup?

Has anyone seen a reliable estimate of the rates of cell-phone-only households among Hispanics, broken down by specific subgroup (i.e. Cubans, Puerto Ricans, Mexicans, etc.)?

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Thanks much,

Colleen Porter
Gainesville, FL

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=====
Date: Thu, 1 Jul 2010 13:45:18 -0500
Reply-To: "Ziegenfuss, Jeanette Y., Ph.D." <Ziegenfuss.Jeanette@MAYO.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Ziegenfuss, Jeanette Y., Ph.D." <Ziegenfuss.Jeanette@MAYO.EDU>
Subject: Phonelessness
X-To: AAPORNET@ASU.EDU
In-Reply-To: <1782942594-1278008948-cardhu_decombobulator_blackberry.rim.net-1161234662-@bda2214.bisx.prod.on.blackberry>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Hello all,
I have heard that some organizations are dropping the question about phone interruption in RDD surveys and are no longer making this adjustment. The thought being that the rate of phonelessness has been very low and stable and the impact of the Keeter adjustment so small that it is not worth the real estate in the survey. I am wondering if anyone has any empirical evidence or further thoughts on this that they would be willing to share.

Thanks in advance,
Jeanette

Jeanette Ziegenfuss, Ph.D.
Assistant Professor
Mayo Clinic
Division of Health Care Policy and Research

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=====
Date: Thu, 1 Jul 2010 15:10:56 -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: Phonelessness
X-To: "Ziegenfuss, Jeanette Y., Ph.D." <Ziegenfuss.Jeanette@MAYO.EDU>,
AAPORNET@ASU.EDU
In-Reply-To:
A<79C6E8A963E5F84CB43DD491CAA62E805F5EBF9@msgebe11.mfad.mfroot.org>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Jeanette,

=20

That adjustment is not a standard refinement for RDD surveys, and to the best of my knowledge very few surveys use that. One major argument against it being that the resulting variance inflation due to unequal weighting may not justify the modest gain in bias reduction. That said, I have done some work on this topic using the BRFSS data and found it to be somewhat promising. Here is the reference to that work.

=20

Fahimi, M., L. Trofimovich, P. Levy, and H.E. Wells (2004). "An Assessment of Interrupted Telephone Service Adjustment in Random Digit Dialing Telephone Surveys." Proceedings of the American Statistical Association, Survey Research Methods Section, Toronto, Canada.

=20

_Mansour.

=20

=20

=20

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Ziegenfuss, Jeanette Y., Ph.D.

Sent: Thursday, July 01, 2010 2:45 PM

To: AAPORNET@ASU.EDU

Subject: Phonelessness

=20

Hello all,

I have heard that some organizations are dropping the question about phone interruption in RDD surveys and are no longer making this adjustment. The thought being that the rate of phonelessness has been very low and stable and the impact of the Keeter adjustment so small that it is not worth the real estate in the survey. I am wondering if anyone has any empirical evidence or further thoughts on this that they would be willing to share.

=20

Thanks in advance,

Jeanette

=20

Jeanette Ziegenfuss, Ph.D.

Assistant Professor

Mayo Clinic

Division of Health Care Policy and Research

=20

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=====
Date: Thu, 1 Jul 2010 15:21:40 -0400
Reply-To: "Hargraves, Lee" <Lee.Hargraves@UMASSMED.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hargraves, Lee" <Lee.Hargraves@UMASSMED.EDU>
Subject: Re: Estimates of cell-phone-only by Hispanic subgroup?
X-To: "statguy@aol.com" <statguy@aol.com>,
"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <1782942594-1278008948-cardhu_decombobulator_blackberry.rim.net-1161234662-@bda2214.bisx.prod.on.blackberry>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 8bit

The recent CDC report shows estimates for wireless-only among Hispanic or Latino households (21.6%, See Table 2).

<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200812.pdf>

Lee Hargraves
UMass Medical School, Worcester, MA

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of David G. Wegge
Sent: Thursday, July 01, 2010 2:30 PM
To: AAPORNET@ASU.EDU
Subject: Re: Estimates of cell-phone-only by Hispanic subgroup?

Colleen,

Have you checked the recent CDC studies? I am not sure if they broke it down as finely as you want.

David G. Wegge, Ph.D.
St. Norbert College Survey Center
100 Grant Street
De Pere, WI 54115
920-403-3960
Dave.wegge@snc.edu
Sent on the Sprint® Now Network from my BlackBerry®

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

From: Colleen Porter <colleen_porter@COX.NET>
Sender: AAPORNET <AAPORNET@asu.edu>
Date: Thu, 1 Jul 2010 14:16:40
To: <AAPORNET@ASU.EDU>
Reply-To: colleen_porter@COX.NET
Subject: Estimates of cell-phone-only by Hispanic subgroup?

Has anyone seen a reliable estimate of the rates of cell-phone-only households among Hispanics, broken down by specific subgroup (i.e. Cubans, Puerto Ricans, Mexicans, etc.)?

Hispanics have one of the highest rates of wireless substitution overall, but are there significant differences between the groups?

Thanks much,

Colleen Porter
Gainesville, FL

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

Date: Thu, 1 Jul 2010 16:31:32 -0400

Reply-To: "Becker, Risa" <Risa.Becker@GFKMRI.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Becker, Risa" <Risa.Becker@GFKMRI.COM>

Subject: Re: Estimates of cell-phone-only by Hispanic subgroup?

X-To: aapornet@asu.edu

In-Reply-To:

<B16B1D92BC09C842B1F88DC942F104DD01CD8E4A0B@mrixchsvr3.mriexch.mediamark.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Colleen,

GfK MRI does capture that information in its national study. In our Spring 2010 report (released in May) we found that 33% of Hispanics, aged 18+, live in cell-phone only households as opposed to 21% of non-Hispanics, aged 18+. We also release the subgroups Mexican, Puerto Rican, Cuban, Dominican Republic/Central American and South American/Other. We do see some differences in cell-phone only household incidence among these 5 groups. Please feel free to contact me for additional information.

Best,

Risa

Risa Becker
VP, Research Operations
212.884.9282

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Growth from Knowledge
www.gfkmri.com

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Sent: Thursday, July 01, 2010 2:17 PM
To: AAPORNET@ASU.EDU
Subject: Estimates of cell-phone-only by Hispanic subgroup?

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Thanks much,

Colleen Porter
Gainesville, FL

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=====
Date: Fri, 2 Jul 2010 09:17:18 -0400
Reply-To: "Featherston, Fran A." <ffeature@NSF.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Featherston, Fran A." <ffeature@NSF.GOV>
Subject: REPOSTED with Solicitation Number: NSF Announces Potential
Opportunity for Survey Vendors
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Please visit the link (below) to Fed Biz Ops (Federal Business Opportunities) for details. =20

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NOTE: If the URL appears on two lines, it may take you to the overall site when you cut and paste it. =20

If so, enter this solicitation number in the Keyword/Solicitation box:

NSFDACS10QLO01

=20

If you have questions, you must contact the NSF contract specialist.=20

Lyn S. Orrell,

lorrell@nsf.gov

=20

Summary:

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The response due date is July 29, 2010 4:00 pm EST.

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Please see the link below for the full notice as well as instructions. =20

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https://www.fbo.gov/index?s=3Dopportunity&mode=3Dform&id=3D913795141520d9=e4c9f19ba89523b6e6&tab=3Dcore&_cvview=3D0

=20

=20

(fran)

Fran Featherston=20

National Science Foundation=20

4201 Wilson Blvd.=20
Arlington, VA 22230=20
703-292-4221=20
ffeatherston@nsf.gov=20

=20

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Date: Fri, 2 Jul 2010 08:07:40 -0700
Reply-To: Ann Duffett <aduffett@THEFDRGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Ann Duffett <aduffett@THEFDRGROUP.COM>
Subject: Randomly surveying teachers, students
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii

Hello all --
A question for those of you who do education research:
Can you point me to various methods used to randomly survey public school teachers and students, other than relying on listed sample (e.g., MDR)?
Thanks.
Ann

Ann Duffett, Ph.D.
FDR Group, LLC
6 East 39th Street, 9th Floor
New York, NY 10016
646-695-2169 (phone)
646-306-2113 (mobile)
212-889-3461 (fax)
www.thefdrgroup.com

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Date: Fri, 2 Jul 2010 12:36:47 -0400
Reply-To: "Lamatsch, Thomas" <tlamatsc@MONMOUTH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Lamatsch, Thomas" <tlamatsc@MONMOUTH.EDU>
Subject: Re: Randomly surveying teachers, students
X-To: Ann Duffett <aduffett@THEFDRGROUP.COM>,
"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>

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Date: Wed, 7 Jul 2010 11:58:55 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: a cautionary tale of privacy breach and (unimportant) thoughts
on poisoning the well
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

"University of Florida officials have notified more than 2,000 adolescent girls that their Social Security or Medicaid identification numbers were mistakenly printed on address labels sent on letters inviting them to take part in a research study...."

These letters were recruiting minors into a telephone survey. The guts of the privacy breach is here:

"The numbers on the labels were supposed to have been randomly generated. Instead, the labels included 647 Social Security numbers and about 1,400 Medicaid numbers, in both cases preceded by an alphabetical character with the hyphens omitted, according to UF."

full story:
<http://www.gainesville.com/article/20100706/ARTICLES/100709745>

That's the straight news story; what follows is my opinion and analysis. How could this happen? Is this a problem with one inattentive project manager or does it affect all of us?

The issue of how it could happen is one that we've discussed here before, that in a medical setting, there tends to be less care taken to surveys, because they are often only a small part of an overall research project that may include blood draws, record review, experimental testing, etc. Study staff tend to be more concerned with electrocuting someone with their pain testing machine, and thus the survey methods tend to be trivialized. It's just a question, what's the big deal? Physicians are experts in asking questions, after all, they take medical histories all the time. Don't tell them how to ask questions. And a number on an envelope--someone else is handling that nit-picky stuff.

I'm not excusing the lack of attention to detail, I'm only saying that I can see how it could happen. I overheard some gossip, which I hope is not true, that when asked about it, the guilty investigators' first response was that they ran out of random numbers...I know there were problems with earlier versions of the Excel random number generator, but really, folks!

And I guess this incident brings into stark focus the way I am disconcerted at

the attitudes toward surveys displayed by some medical researchers I encounter.

A lot of surveys they use will be carried out in a clinical setting, where there is always someone to "help" if the question isn't clear, so no sense wasting time pretesting. Never mind the dubious nature of the interpretation offered by the patient's spouse or a candystriper or nursing assistant. (Wouldn't it be better just to develop clear questions to begin with?)

And a lot of the survey work they do is program evaluation, a context in which respondents are often willing to answer a longer, lower-quality questionnaire, viewing their participation in the survey as a way to "give back" to a program that has helped them.

For researchers accustomed to those kinds of surveys, who pride themselves on having done successful surveys for years or decades, they assume that they can just use the same kind of approach and apply it to a general population study. But the general population is busier, pickier about how they spend their time, and less tolerant of errors. Attention to every possible detail is required if you want to play in that arena.

Another attitude that amazes me is those who think that their answers are totally valid, irregardless of the sample design or what comes before or after. A while back I had my hands slapped and was told not to do anything about some items that occur early in a questionnaire, which are pretty biased (if it were politics instead of health policy, some might consider them a push poll). But the lead investigator insisted that we were not to spend time on those items. And this investigator was convinced that the questions that came later would not be affected at all by the earlier ones. I think this comes out of a medical mindset in which medical tests are looked at independently, with no concern about the order in which tests were done, or how many the same day.

I guess I take an ecological approach to survey research. I think the cover letter matters, all the questionnaire items interact with one another, and even details like using stamps on the return envelope matter. And I try to view things from the respondent's point of view, rather than the investigator's needs, which can be a failing when taken to the extreme. If I have to choose between ease of administration for a respondent vs. a theoretically grounded question with multiple parts and confusion for the respondent, I would choose ease of administration. (And I think we can have both if we really work at it!)

And considering an ecological approach, I think that to some extent we do all affect one another. If a respondent completes a survey that is easy to fill out and makes them feel their opinion is truly valued, they are more likely to do my survey next time. If someone gets a survey that makes them feel stupid due to unclear directions and bad questions, not only will they trash that questionnaire, but also throw away mine next time, without even reading it.

And so I feel that when researchers don't pay sufficient attention to details or knowingly inflict confusing questions on respondents, that it poisons the well for all of us. I am sad that my university's good name is just a bit more tarnished today.

(Not that I am claiming to be perfect or that I don't occasionally let my vial of venom slip into the well.)

Colleen Porter
Gainesville, FL

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

On your return send this: set aapornet mail

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

Date: Wed, 7 Jul 2010 12:49:25 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Can't believe I didn't catch this sooner

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Americans Strongly Support Ideals of Declaration of Independence
by Scott Rasmussen

http://www.kcsg.com/view/full_story/8369740/article-Americans-Strongly-Support-Ideals-of-Declaration-of-Independence?instance=home_stories1
or
<http://tinyurl.com/2a3ojx2>

This Independence Day, Americans overwhelmingly agree with the core ideals instilled in the founding document of the United States.

The Declaration of Independence, written primarily by Thomas Jefferson, asserts that "we are all endowed by our Creator with certain inalienable rights, among them life, liberty and the pursuit of happiness." The latest Rasmussen Reports national telephone survey finds that 88% of American Adults agree with this phrase. Only six percent (6%) do not.

The following sentence dives deep into the focus of government, stating, "Governments derive their only just powers from the consent of the governed." Two-thirds (68%) agree with this statement while 13% disagree and 19% are not sure.

However, one of the most depressing realities in today's world is that only 21% of voters nationwide believe that the federal government now enjoys the consent of the governed.

SNIP

--

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

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

Date: Wed, 7 Jul 2010 16:31:20 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Huffington Post Acquires Pollster.com
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Huffington Post Acquires Pollster.com

http://www.pollster.com/blogs/huffington_post_acquires_polls.php
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Problems?-don't reply to this message, write to: aapornet-request@asu.edu

=====

Date: Wed, 7 Jul 2010 16:48:20 -0400
Reply-To: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Keith Neuman <Keith.Neuman@ENVIRONICS.CA>
Subject: Re: Huffington Post Acquires Pollster.com
X-To: "Simonetta@ARTSCI.COM" <Simonetta@ARTSCI.COM>, <AAPORNET@ASU.edu>
In-Reply-To: <3248A9B21DD5574785FE5E2C8E52168401095A68@exchange.local.artsience.com>
Content-Type: text/plain; charset="iso-8859-1"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Perhaps her AAPOR Conference appearance a few years ago rubbed off on her.

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

From: AAPORNET <AAPORNET@asu.edu>
To: AAPORNET@ASU.EDU <AAPORNET@ASU.EDU>
Sent: Wed Jul 07 16:31:20 2010
Subject: Huffington Post Acquires Pollster.com

Huffington Post Acquires Pollster.com

http://www.pollster.com/blogs/huffington_post_acquires_polls.php
or
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Please ask authors before quoting outside AAPORNET.
Problems?-don't reply to this message, write to: aapornet-request@asu.edu

Date: Wed, 7 Jul 2010 21:27:22 +0000
Reply-To: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>
Subject: Re: Huffington Post Acquires Pollster.com
X-To: Leo Simonetta <Simonetta@ARTSCI.COM>
X-cc: AAPORNET@ASU.EDU, ".nickp" <nickp@marketsharescorp.com>
In-Reply-To: <273976028.198572.1278537915360.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

This does seem odd. Has Arianna offered an explanation?

Nick

Say "No" to Pollsters!: a HuffPost Call to Action
January 11, 2008

In 1996, Harry Shearer and I founded the Partnership for a Poll-Free America, a campaign urging people to hang up on the pollsters who are polluting our political environment by dominating media coverage, influencing election outcomes, and turning our political leaders into slavish followers.

We were able to get a few thousand people to take our Say No to Pollsters pledge but, at the time, the Huffington Post wasn't even a glimmer in my eye, and "going viral" was still something that required a visit to the doctor.

In the dozen years since then, the problems caused by polling have only gotten worse.

SNIP

http://www.huffingtonpost.com/arianna-huffington/say-no-to-pollsters-a-huf_b_81128.html

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

From: "Leo Simonetta" <Simonetta@ARTSCI.COM>

To: AAPORNET@ASU.EDU

Sent: Wednesday, July 7, 2010 3:31:20 PM

Subject: Huffington Post Acquires Pollster.com

Huffington Post Acquires Pollster.com

http://www.pollster.com/blogs/huffington_post_acquires_polls.php

or

<http://tinyurl.com/2cabjy5>

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Baltimore, MD 21209

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Date: Thu, 8 Jul 2010 11:58:10 +0100
Reply-To: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Subject: Re: Huffington Post Acquires Pollster.com
X-To: "nickp@marketsharescorp.com" <mkshares@COMCAST.NET>, AAPORNET@ASU.EDU

In-Reply-To:
A<233441022.198702.1278538042911.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>

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

More importantly, are the previous proprietors of Pollster.com going to get the drinks in at the next AAPOR conference?

Iain Noble
Research and Enterprise Service (RES)
University of Westminster

Room G1
4-12 Little Titchfield Street
London W1W 7UW
Â
Tel: 0207 911 5000 Ext 2651
Mobile: 0753 832 8523

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of
nickp@marketsharescorp.com
Sent: 07 July 2010 22:27
To: AAPORNET@ASU.EDU
Subject: Re: Huffington Post Acquires Pollster.com

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From: "Leo Simonetta" <Simonetta@ARTSCI.COM>

To: AAPORNET@ASU.EDU

Sent: Wednesday, July 7, 2010 3:31:20 PM

Subject: Huffington Post Acquires Pollster.com

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Leo G. Simonetta

Director of Research

Art & Science Group

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Date: Thu, 8 Jul 2010 08:32:04 -0400
Reply-To: "Vile, Matthew" <matthew.vile@GOODWILL.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Vile, Matthew" <matthew.vile@GOODWILL.ORG>
Subject: Re: Huffington Post Acquires Pollster.com
X-To: AAPORNET <AAPORNET@asu.edu>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

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Matthew A. Vile, Ph.D.
Director, Research and Development

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

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

Sent: Wednesday, July 07, 2010 4:31 PM

Subject: Huffington Post Acquires Pollster.com

Huffington Post Acquires Pollster.com

http://www.pollster.com/blogs/huffington_post_acquires_polls.php

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Leo G. Simonetta
Director of Research
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6115 Falls Road, Suite 101
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Date: Thu, 8 Jul 2010 09:38:06 -0400
Reply-To: Claire.Durand@umontreal.ca
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Claire Durand <Claire.Durand@UMONTREAL.CA>
Organization: =?windows-1252?Q?Universit=E9_de_Montr=E9al?=
Subject: Canadian Census
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=windows-1252; format=flowed
Content-Transfer-Encoding: 8bit

Hi,
A note to inform you of the Canadian situation regarding the Census.

You may have heard about the government's recent decision to abolish *the mandatory long-form questionnaire at the 2011 Canadian census*. As you know, the CIQSS offers access to census micro-files that contain all information from the long form. Our holdings already include detailed data from the 1991, 1996, 2001 and 2006 censuses. If the government decision holds, it looks like 2006 will be the last.

The rich analytic potential of census data explains their rising popularity among researchers. At the CIQSS alone, more than 75 university and government researchers working on over thirty research projects are currently analysing long form data. *The majority of projects focus on Canada's most vulnerable groups*: immigrants, aboriginal people, linguistic minority groups, school dropouts, single mothers etc. The census is not only an important data source of data, it is often the only source, for studying these subgroups.

*The proposed changes raise *major concerns about the future of this analytic potential. An insightful article on the subject, "Canadians must be able to count on Statistics Canada", / by Richard Shearmur, Canada Chair holder and CIQSS user, is well worth a read.

(<http://www.montrealgazette.com/news/Canadians+must+able+count+Statistics+Canada/3234040/story.html>
)

If you haven't already done so, please find out more about the proposed changes and their impact on social statistics research, at our website (<http://www.ciqss.umontreal.ca/en/census2011.htm>). Make your various networks aware of the disastrous consequences this decision could have, and consider adding your name to the « Keep the Canadian Census Long Form Petition ». Please let us know your views on this issue as well as any suggestions you may have for measures that should be taken.

Thank you,

/Jean Poirier/, PhD/

Directeur adjoint

Centre interuniversitaire québécois de statistiques sociales - CIQSS

--

Claire Durand
professeur titulaire
département de sociologie
Université de Montréal
Secrétaire-trésorière World Association of Public Opinion Research (WAPOR)
Vice-présidente, (ISA - RC33) Association internationale de méthodologie
sociologique

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Please ask authors before quoting outside AAPORNET.

Date: Thu, 8 Jul 2010 11:13:51 -0400

Reply-To: Michael McDonald <mmcdon@GMU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Michael McDonald <mmcdon@GMU.EDU>

Subject: Re: Huffington Post Acquires Pollster.com

X-To: AAPORNET@ASU.EDU

In-Reply-To: <A5D76F073518AF41A6E7F2C50BFEB443B94436F1@GIIMAIL.goodwill.org>

MIME-version: 1.0

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

Content-Transfer-Encoding: 8bit

For full disclosure, I am a regular contributor to Pollster and a friend of Mark Blumenthal.

You are within your rights to be suspicious of all information you receive. Until we know the details of the arrangement and we can actually view Pollster's content in its new home, I would ask that you not prejudge. Mark has contributed much to AAPOR and shown himself to be honorable even in criticizing YouGov/Polimetrix, where Pollster was now formerly housed. I think most on this list will therefore give Mark the benefit of the doubt that Pollster will continue to provide the same independent voice as before. This is an opportunity for Pollster and the polling community to educate the public since Huffington Post has a much higher level of traffic and visibility than Pollster did as a standalone site.

As for the comment that Doug Rivers as president of YouGov/Polimetrix should buy everyone a drink at the next AAPOR meeting, I would say that anyone who has enjoyed Pollster owes Doug a drink and a debt of gratitude. I hope that I am not revealing sensitive information by saying that Pollster has not been a money-making enterprise. I hope that this sale has allowed Doug to recoup the investment he has made into Pollster. And we should also acknowledge that Doug supported a website that was sometimes critical of YouGov/Polimetrix. That Doug would be willing to accept criticism in order to improve internet-based surveying speaks to the same commitment of self-introspection of polling methodology in the pursuit of improvement that is Pollster's hallmark and should be the goal of AAPOR.

And before people ask why Huffington Post would want to buy Pollster if it is not making money, Huffington Post has a different business model than Pollster, when it stood on its own. I suspect that Huffington Post believes that people who view Pollster's content will stay to click around their website.

My biggest concern is less about the content of Pollster than the commenting. If you click around the comments at Huffington Post, you will

see vitriol spewed from the left and the right with little substantive discussion. (Yes, there are quite a few people on the right who visit Huffington Post.) This is encouraged by a commenting feature that enables people to become "fans" of other people. The number of fans a commentor has, and other social networking "badges" of achievement, are displayed along with their comments. The most outrageous commentors tend to attract the most fans. Pollster has mostly had a few, but high quality, comments. Now, those comments will be drowned out by the worst of the web.

=====
Dr. Michael P. McDonald
Associate Professor, George Mason University
Non-Resident Senior Fellow, Brookings Institution

Mailing address:

(o) 703-993-4191 George Mason University
(f) 703-993-1399 Dept. of Public and International Affairs
mmcdon@gmu.edu 4400 University Drive - 3F4
<http://elections.gmu.edu> Fairfax, VA 22030-4444

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

From: AAPORNET [mailto:AAPORNET@ASU.EDU] On Behalf Of Vile, Matthew
Sent: Thursday, July 08, 2010 8:32 AM
To: AAPORNET@ASU.EDU
Subject: Re: Huffington Post Acquires Pollster.com

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Matthew A. Vile, Ph.D.
Director, Research and Development

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

From: Leo Simonetta [mailto:Simonetta@ARTSCI.COM]
Sent: Wednesday, July 07, 2010 4:31 PM
Subject: Huffington Post Acquires Pollster.com

Huffington Post Acquires Pollster.com

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or
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SNIP

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Leo G. Simonetta
Director of Research
Art & Science Group
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Baltimore, MD 21209

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Date: Thu, 8 Jul 2010 11:54:43 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: McClatchy D.C. Bureau Cuts Polling, Follows Trend

X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

McClatchy D.C. Bureau Cuts Polling, Follows Trend

<http://mediamatters.org/strupp/201007080012>

July 08, 2010 9:22 am ET by Joe Strupp

McClatchy Newspapers has long been praised for keeping its Washington, D.C., bureau largely intact despite budget cutbacks and diminishing resources.

But one longtime element of its coverage is disappearing in the coming weeks: polling.

Robert Rankin, government and politics editor for the chain that serves the San Jose Mercury News, The Miami Herald, and 28 other daily papers, said the bureau is dropping its contract with Ipsos, which conducted polls for the news outlet for years.

SNIP

--

Leo G. Simonetta
Director of Research
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6115 Falls Road, Suite 101
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=====
Date: Thu, 8 Jul 2010 11:04:24 -0500
Reply-To: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Subject: teach survey sampling through song
X-To: "aapor.net@asu.edu" <aapor.net@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

In my teaching, I often write song lyrics to popular tunes - and perform them - to help students remember key concepts. A few years ago, I wrote a song for my Research Methods class, entitled "SRS or Systematic," to cover two

of our basic sampling techniques. I just finished teaching the class again=, during Texas Tech's first summer session. One of the students filmed my p=erformance with a camera phone and put the video on YouTube (which is fine =by me). I invite everyone to peruse the lyrics and watch the video, by clic=king on the following link to my lecture notes on sampling (you'll also nee=d to scroll down a bit, once the page opens):

<http://courses.ttu.edu/hdfs3390-reifman/samp.htm>

Alan Reifman, Ph. D., Professor
Dept of Human Dev't and Family Studies
College of Human Sciences
Texas Tech University
Lubbock, TX 79409-1230
(806) 742-3000
<http://www.depts.ttu.edu/hdfs/reifman.php>

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=====
Date: Thu, 8 Jul 2010 15:58:26 -0400
Reply-To: mdweiner@rci.rutgers.edu
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Marc D. Weiner" <mdweiner@RUTGERS.EDU>
Organization: Bloustein Center for Survey Research
Subject: Surveying the Elderly
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

Colleagues,

I am interested in, but have found very little written on, surveying the elderly. More specifically, I'm seeking literature on the difficulties of surveying older people, especially (1) the eldest elderly; and (2) the frail elderly, i.e., those with physical and/or cognitive disabilities. If anyone has any insight to share on the best mechanism(s) for data capture from these groups, or a white paper on best practices that I might be missing, I'd be very grateful for a head's up.

Thanks in advance, and please reply offline to mdw@ejb.rutgers.edu .

Regards,
Marc Weiner

Marc D. Weiner, J.D., Ph.D.

Assistant Research Professor

Edward J. Bloustein School of Planning and Public Policy

Faculty Fellow and Associate Director
Bloustein Center for Survey Research
33 Livingston Avenue / Room 273
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V. 732-932-1900, Ext. 217
F. 732-932-1881
W. <<http://policy.rutgers.edu/faculty/weiner/>>
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Date: Thu, 8 Jul 2010 17:07:25 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Questions and Answers about the Huffington Acquisition
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Questions and Answers about the Huffington Acquisition

http://www.pollster.com/blogs/questions_and_answers_about_th.php
or
<http://tinyurl.com/2e28oph>

--
Leo G. Simonetta
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6115 Falls Road, Suite 101
Baltimore, MD 21209

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Date: Thu, 8 Jul 2010 14:33:10 -0700
Reply-To: steve johnson <stevejohnson.survey@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: steve johnson <stevejohnson.survey@GMAIL.COM>
Subject: Re: survey on infection control
X-cc: AAPORNET@ASU.EDU
In-Reply-To: <3248A9B21DD5574785FE5E2C8E52168401095B01@exchange.local.artsience.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

Does anyone know of an existing instrument on infection control that has been used in an ambulatory health care setting? Please respond offline to: stevejohnson.survey@gmail.com

Thanks in advance
Steve Johnson
Steve Johnson & Associates

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Date: Fri, 9 Jul 2010 20:10:57 -0500
Reply-To: "Gravelle, Tim" <Tim_Gravelle@GALLUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Gravelle, Tim" <Tim_Gravelle@GALLUP.COM>
Subject: Re: Canadian Census
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <4C35D4BE.80003@umontreal.ca>
Content-Type: text/plain; charset="windows-1256"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

The Statistical Society of Canada has now weighed in on this issue.

From the Globe and Mail:
<http://www.theglobeandmail.com/news/politics/dont-mess-with-census-statisticians-tell-tories/article1635031/>
or
<http://tinyurl.com/3xsflcd>

The group representing Canada's statisticians is calling on the Conservative government to reverse its decision to replace the mandatory long census with a

voluntary survey.

The Statistical Society of Canada wrote to Industry Minister Tony Clement on Friday “in the interests of maintaining the high quality of information” for which Statistics Canada is famous.

“We view it as surprising that decisions are made limiting the ability of experts at Statistics Canada to carry out a mandate for the benefit of Canadian policy makers, educators, small business and science without consulting these same experts,” the letter says.

“We respectfully submit that, in the interests of both cost and retention of the Canadian reputation for the quality of statistical information, the decision to replace the long form by a voluntary survey be revisited, reinforced and reversed.”

The letter was signed by the president of the statisticians' society, Don McLeish, his predecessor, his successor-to-be and the head of the American Statistical Association.

SNIP

Cheers,

Tim

TIMOTHY B. GRAVELLE
Senior Consultant
55 University Avenue, Suite 1805
Toronto, Ontario M5J 2H7 CANADA
GALLUP

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Claire Durand
Sent: Thursday, July 08, 2010 9:38 AM
To: AAPORNET@ASU.EDU
Subject: Canadian Census

Hi,
A note to inform you of the Canadian situation regarding the Census.

You may have heard about the government’s recent decision to abolish *the mandatory long-form questionnaire at the 2011 Canadian census*. As you know, the CIQSS offers access to census micro-files that contain all information from the long form. Our holdings already include detailed data from the 1991, 1996, 2001 and 2006 censuses. If the government decision holds, it looks like 2006 will be the last.

The rich analytic potential of census data explains their rising popularity among researchers. At the CIQSS alone, more than 75 university and government researchers working on over thirty research projects are currently analysing long form data. *The majority of

projects focus on Canada's most vulnerable groups*: immigrants, aboriginal people, linguistic minority groups, school dropouts, single mothers etc. The census is not only an important data source of data, it is often the only source, for studying these subgroups.

*The proposed changes raise *major concerns about the future of this analytic potential. An insightful article on the subject, "Canadians must be able to count on Statistics Canada", / by Richard Shearmur, Canada Chair holder and CIQSS user, is well worth a read.

(<http://www.montrealgazette.com/news/Canadians+must+able+count+Statistics+Canada/3234040/story.html>)

If you haven't already done so, please find out more about the proposed changes and their impact on social statistics research, at our website (<http://www.ciqss.umontreal.ca/en/census2011.htm>). Make your various networks aware of the disastrous consequences this decision could have, and consider adding your name to the « Keep the Canadian Census Long Form Petition ». Please let us know your views on this issue as well as any suggestions you may have for measures that should be taken.

Thank you,

/Jean Poirier//, PhD/

Directeur adjoint

Centre interuniversitaire québécois de statistiques sociales - CIQSS

--

Claire Durand
professeur titulaire
département de sociologie
Université de Montréal
Secrétaire-trésorière World Association of Public Opinion Research (WAPOR)
Vice-présidente, (ISA - RC33) Association internationale de méthodologie sociologique
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Date: Sat, 10 Jul 2010 06:27:27 -0400

Reply-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Paul Braun <pbraun@BRAUNRESEARCH.COM>

Subject: FW: UK Census to be dropped

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

From: Paul Braun [<mailto:pbraun@braunresearch.com>]

Sent: Saturday, July 10, 2010 6:26 AM

To: 'Paul Braun'

Subject: UK Census to be dropped

Good morning.

I am in London and I opened the Daily Telegraph this morning to a report that the Cabinet is voting to drop the Census after 200 years in favor of alternative measures for a more accurate count.

<http://www.telegraph.co.uk/news/newsttopics/politics/7882774/National-census-to-be-axed-after-200-years.html>

Best Regards

Paul

Paul A. Braun

Braun Research Inc.

271 Wall Street

Princeton, NJ 08540

Office: (609) 279-1600

Fax: (609) 279-0381

Cell: (609) 658-1434

pbraun@braunresearch.com

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Date: Sat, 10 Jul 2010 11:27:39 -0700

Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>

Subject: Re: teach survey sampling through song

X-To: "Reifman, Alan" <Alan.Reifman@ttu.edu>

X-cc: AAPORNET@asu.edu

In-Reply-To: <C66975A407CAC84A85EF5E9F52DE76BE94373116CB@CEBREN.ttu.edu>

MIME-Version: 1.0

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

Alan

I suggest you hang on to that day job.

Thanks for sharing.

Mike O'Neil

www.mikeoneil.org

On Thu, Jul 8, 2010 at 9:04 AM, Reifman, Alan <Alan.Reifman@ttu.edu> wrote:

> In my teaching, I often write song lyrics to popular tunes - and perform
> them - to help students remember key concepts. A few years ago, I wrote a

> song for my Research Methods class, entitled "SRS or Systematic," to cover
> two of our basic sampling techniques. I just finished teaching the class
> again, during Texas Tech's first summer session. One of the students filmed
> my performance with a camera phone and put the video on YouTube (which is
> fine by me). I invite everyone to peruse the lyrics and watch the video, by
> clicking on the following link to my lecture notes on sampling (you'll also
> need to scroll down a bit, once the page opens):

>
> <http://courses.ttu.edu/hdfs3390-reifman/samp.htm>

>
> Alan Reifman, Ph. D., Professor
> Dept of Human Dev't and Family Studies
> College of Human Sciences
> Texas Tech University
> Lubbock, TX 79409-1230
> (806) 742-3000
> <http://www.depts.ttu.edu/hdfs/reifman.php>

>
>
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=====
Date: Sat, 10 Jul 2010 16:33:28 -0500
Reply-To: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Subject: L.A. Times article on "don't ask, don't tell" survey of military
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
Content-Type: text/plain; charset="iso-8859-1"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

The Los Angeles Times has an article (clickable link below) on the survey being administered throughout the U.S. military as part of the study on repealing the military's "Don't Ask, Don't Tell" policy (which would effectively allow gay men and lesbians to serve openly). The article gives some examples of question-wording and discusses other objections that have been raised regarding the survey.

One line of objection is that the survey shouldn't have been conducted at all, because it could reinforce stereotypes about gays and lesbians. While a worthy

issue, in my mind, it would seem to fall outside the scope of survey methodology. Within the scope of methodology, here are some thoughts I had:

1. Quoting from the article:

"Among the questions posed in the survey: 'If don't ask, don't tell is repealed and you are working with a service member in your immediate unit who has said he or she is gay or lesbian, how would that affect your own ability to fulfill your mission during combat?' Respondents can answer with a range of choices from 'very positively' to 'very negatively,' as well as 'no effect' or 'don't know.' "

If a question like this is going to be asked, I would say the "how would that affect you?" approach is preferable to one that asks "would that affect you negatively?" The latter would, of course, be leading and subject to acquiescence bias.

2. Again quoting from the article: "Critics of the survey noted that it did not ask about the effect on unit morale or readiness due to the current policy of discharging troops found to be gay."

I find this to be a valid point. If the aim is to obtain as complete an understanding as possible of military members' attitudes toward a proposed policy change, attitudes toward not only the proposed policy, but also the existing one, should be assessed. A parallel issue came up during the discussion of polling on health care reform: Though the public expressed widespread reservations toward the proposed new laws, it also would have been useful to assess public attitudes toward the status quo (which, as I recall, was done only rarely).

3. I have a hard time seeing why a sample size of 400,000 is needed (even the original proposed N of 200,000, which Defense Secretary Gates ordered doubled, seems like overkill). As we know, once a sample size of 1,000 is reached, additional respondents do little to reduce the margin of error. One common justification for larger sample sizes is the desire to conduct extensive subgroup analyses (i.e., having 1,000 respondents within each of a number of demographic subgroups). This reason would not seem to call for an N of 400,000, however.

4. Though non-response is always an issue in polling, it may be particularly salient here, with a sensitive issue and major policy implications at stake. The article notes: "The Pentagon has been concerned that many military members would decline to participate in the anonymous survey, despite privacy protections aimed at guarding the identities and sexual orientations of those who participate." A Pentagon spokesperson is quoted to the effect that, "nothing in the survey asks a participant to reveal his or her sexual orientation."

Anticipated non-response may be a reason why the Pentagon leadership requested such a large sample size. Large sample size, in and of itself, is no remedy for (potential) unrepresentativeness. Post hoc weighting on demographics could be done to compensate for disproportionately low participation by some groups, but the representativeness question still could remain intractable.

<http://www.latimes.com/news/nationworld/nation/la-na-military-gays-20100710,0,6119129.story>

Alan Reifman, Ph.D., Professor
Human Development & Family Studies
Texas Tech University

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Date: Mon, 12 Jul 2010 14:50:41 +0100
Reply-To: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Subject: Re: UK Census to be dropped
X-To: Paul Braun <pbraun@BRAUNRESEARCH.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<001c01cb201a\$80109500\$8031bf00\$@com>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

Useful rule: be sceptical about anything you read in the Daily Telegraph, it has a habit of making Fox News look balanced and calm. Rather more measured report on the BBC website <http://tinyurl.com/2cagr7o>. The Government (or as the BBC insist on calling it 'the coalition government') has set up a review to look at the *possibility* of doing away with the National Census. This has been talked about before but it's always been found that the disadvantages of the alternatives (which rarely save as much money as touted) outweigh any gain.

Iain Noble
Research and Enterprise Service (RES)
University of Westminster
Room G1
4-12 Little Titchfield Street
London W1W 7UW

Tel: 0207 911 5000 Ext 2651
Mobile: 0753 832 8523

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Paul Braun
Sent: 10 July 2010 11:27

To: AAPORNET@ASU.EDU
Subject: FW: UK Census to be dropped

From: Paul Braun [mailto:pbraun@braunresearch.com]
Sent: Saturday, July 10, 2010 6:26 AM
To: 'Paul Braun'
Subject: UK Census to be dropped

Good morning.

I am in London and I opened the Daily Telegraph this morning to a report that the Cabinet is voting to drop the Census after 200 years in favor of alternative measures for a more accurate count.

<http://www.telegraph.co.uk/news/newsttopics/politics/7882774/National-census-to-be-axed-after-200-years.html>

Best Regards

Paul

Paul A. Braun
Braun Research Inc.
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Princeton, NJ 08540

Office: (609) 279-1600

Fax: (609) 279-0381

Cell: (609) 658-1434

pbraun@braunresearch.com

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Date: Mon, 12 Jul 2010 09:55:45 -0400
Reply-To: "Zhang, Zi" <Zi.Zhang@UMASSMED.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Zhang, Zi" <Zi.Zhang@UMASSMED.EDU>
Subject: Job Posting: Survey Operations Manager at UMass Medical School
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 8bit

Survey Operations Manager
Office of Survey Research
UMass Medical School
Shrewsbury, Massachusetts

The Office of Survey Research within UMass Medical School's Commonwealth
Medicine is seeking a Survey Operations Manager. The Survey Operations
Manager is primarily responsible for supervising operations staff,
managing vendors, tracking productivity and budget performance.

The ideal candidate will have the following qualifications:
* Master's Degree in human service, management, business administration
or related field.
* Three years supervisory or management experience with specific
knowledge in survey operations.
* Superior computer skills, including strong knowledge of spreadsheet
software and/or financial management applications.

For additional information, please go to www.umassmed.edu and search for
requisition 18237 within our Careers page or click on this link:

https://www.hrapply.com/umm/IntlJobView.jsp?link=18237&page=IntlJobList.jsp&skimSessionName=com.hrlogix.view.cont.app.JobListTable&skimName=requestion.requisition_id&skimNdx=0&op=reset

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Date: Mon, 12 Jul 2010 13:06:20 -0400
Reply-To: Carl M Ramirez <RamirezC@GAO.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Carl M Ramirez <RamirezC@GAO.GOV>
Subject: Forensic tools for survey data?
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit

Reading about the Strategic Vision and Research 2000 allegations concerning faked survey data, this occurred to me: are there canned diagnostics that non-"statistics wizards" who are users of surveys can run to detect unlikely anomalies? I'm thinking that could be a product idea for someone out there in app development land.

Although maybe the methods are accessible enough and I'm just being lazy. Also, as one of the "statistics wizards" who identified the Research 2000 issues stated after his descriptions of them (at <http://imaginarynums.wordpress.com/> by the way), someone who knew at least this much could find a way to fake data in undetectable ways. And I do think the emphasis on transparency and sponsor due diligence is the way to go in the long run.

Carl

Carl Ramirez
Assistant Director, Design Methodology
Center for Design, Methods & Analysis
U.S. Government Accountability Office

Phone: (202) 512-3721
Fax: (202) 512-3938
Email: ramirez@gao.gov

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=====

Date: Mon, 12 Jul 2010 16:19:48 -0400
Reply-To: "Trussell, Norman" <Norman.Trussell@NIELSEN.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Trussell, Norman" <Norman.Trussell@NIELSEN.COM>
Subject: Request for info on Gift Cards versus Checks research
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

I'd appreciate any references list members might know of regarding literature on respondent preferences for cash/gift cards versus checks as incentives in a survey research study. I'm looking for any reference to a study that either asked the respondent which incentive they would prefer or tested which was more effective (either contingent or non-contingent).

=20
Kindly respond offline and I will post a summary of responses to the list.

=20
Thanks much.

=20
Norm Trussell
norman.trussell@nielsen.com <<mailto:norman.trussell@nielsen.com>> =20
Research Project Specialist
Research Methods COE
The Nielsen Company
501 Brooker Creek
Oldsmar, Florida 34677

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

Date: Tue, 13 Jul 2010 12:16:15 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Confidence in Obama reaches new low,
Washington Post-ABC News poll finds
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 8bit

Confidence in Obama reaches new low, Washington Post-ABC News poll finds

<http://www.washingtonpost.com/wp-dyn/content/article/2010/07/12/AR2010071205453.html>

or

<http://tinyurl.com/23f2b7q>

Public confidence in President Obama has hit a new low, according to the latest Washington Post-ABC News poll. Four months before midterm elections that will define the second half of his term, nearly six in 10 voters say they lack faith in the president to make the right decisions for the country, and a clear majority once again disapproves of how he is dealing with the economy.

SNIP

Or for ABC's version

Poll: Confidence in President Obama Drops, GOP Congress Gains Support

http://abcnews.go.com/Politics/2010_Elections/poll-2010-elections-confidence-in-obama-drops/story?id=11146584

or

<http://tinyurl.com/29tpkuf>

--

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

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

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

set aapornet nomail

On your return send this: set aapornet mail

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Date: Wed, 14 Jul 2010 11:15:12 -0400

Reply-To: "J. Ann Selzer" <jannselzer@AOL.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Bloomberg National Poll

X-To: AAPORNET@ASU.EDU

In-Reply-To: <8959435CF4DFDF49BC6CD5398DBCACDF068BFC8A92@SM-NYNY-VXMB02B.nena.wdpr.disney.com>

MIME-Version: 1.0

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

Two stories this morning:

=20
This one speaks to weariness with the recession, concerns with unemploymen=
t, and the deficit.

One of the most interesting points as we approach the general election is=
the partisan divide on the deficit. Republicans rank it as their most im=
portant issue. It ranks first among those who say they will definitely vo=
te in November and are extremely interested in the election. By contrast,=
the deficit and government spending ranks last of five issues tested amon=
g Democrats=E2=80=94they appear all but deaf. =20

<http://tinyurl.com/2eyr2os>

=20
=20
This story addresses disgust with the banking industry. History sometimes=
rewrites itself to fit later facts. Most Americans believe TARP was an=
unnecessary bailout of the banking industry. They have no confidence the=
financial reform act scheduled for a vote this week will prevent a future=
crisis or keep their own financial assets safer. And, if there were to=
be another bank on the verge of collapse, the public would just as soon=
see it go bankrupt or fail than have the government step in.

=20
<http://tinyurl.com/36xs2xr>

=20
=20
=20

J. Ann Selzer, Ph.D.
Selzer & Company
1430 Locust Street
Des Moines, Iowa 50309
515.271.5700

=20
Visit our website www.SelzerCo.com=20

=20

.html

=20

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=====
Date: Wed, 14 Jul 2010 12:48:32 -0400

Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Obama's erosion among white voters continues
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Obama's erosion among white voters continues

<http://voices.washingtonpost.com/thefix/white-house/obamas-problems-with-white-vot.html>

or

<http://tinyurl.com/2e9oy4c>

The latest Washington Post/ABC News poll shows President Obama's standing among white voters continuing to slip, a potentially ominous sign for his party with the midterm elections fast approaching.

Just 40 percent of whites in the Post/ABC survey approve of the job Obama is doing, his lowest rating among this key demographic since the start of his presidency and well below the 50 percent approval number that he carries nationwide. Forty-three percent of white voters strongly disapprove of the job Obama is doing, while just 19 percent strongly approve.

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/aapor.net.html> .
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=====
Date: Wed, 14 Jul 2010 14:32:29 -0400
Reply-To: "Hill, Jason" <JHill@AIR.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Hill, Jason" <JHill@AIR.ORG>
Subject: web videos for boosting response rates
X-To: AAPORNET <AAPORNET@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Hi,

My client has the opportunity to make use of a pretty funny YouTube video specifically designed for the respondents that we're trying to reach. I'm thinking the video could be another way to entice hold-outs to respond, particularly young groups. Does anyone have experience with using multimedia in a web survey? Know any literature to say if it works? Has anyone dealt with the logistical side, such as when/where to place the link, how to handle ISPs that block Youtube, etc. Please send off-line and I will compile for everyone.

Thanks, Jason

Jason Hill
American Institutes for Research
1990 K St., NW - Suite 500 | Washington, DC 20006
202-403-6508 (phone) | 202-737-4918 (fax)

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Date: Wed, 14 Jul 2010 14:53:56 -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: web videos for boosting response rates
X-To: "Hill, Jason" <JHill@AIR.ORG>, AAPORNET@ASU.EDU
In-Reply-To: A<D64131216A582A4E9B514E2977EC2CBC0DDE4BE302@DC1EX07CMS.air.org>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Jason,

=20

I cannot think of any immediate references, but beware that for something to be effectively funny it often needs to be edgy. And that's when your funny can be a respondent's insult and backfire in terms of low response rates.

=20

_Mansour.

=20

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

From: AAPORNET [<mailto:AAPORNET@asu.edu>] On Behalf Of Hill, Jason
Sent: Wednesday, July 14, 2010 2:32 PM
To: AAPORNET@ASU.EDU

Subject: web videos for boosting response rates

=20

Hi,

=20

My client has the opportunity to make use of a pretty funny YouTube video specifically designed for the respondents that we're trying to reach. I'm thinking the video could be another way to entice hold-outs to respond, particularly young groups. Does anyone have experience with using multimedia in a web survey? Know any literature to say if it works? Has anyone dealt with the logistical side, such as when/where to place the link, how to handle ISPs that block Youtube, etc. Please send off-line and I will compile for everyone.

=20

Thanks, Jason

=20

Jason Hill

American Institutes for Research

1990 K St., NW - Suite 500 | Washington, DC 20006

202-403-6508 (phone) | 202-737-4918 (fax)

=20

=20

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=====
Date: Wed, 14 Jul 2010 12:39:09 -0700

Reply-To: TimothyJames Beebe <beebe.timothy@MAYO.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: TimothyJames Beebe <beebe.timothy@MAYO.EDU>

Subject: Mode Switching

X-To: AAPORNET@ASU.EDU

Mime-Version: 1.0

Content-Transfer-Encoding: quoted-printable

Hello,

Can anyone point me to some solid research (preferably peer-reviewed=20 papers) looking at the effects of switching modes of administration on=20=

response rates and nonresponse bias (with an emphasis on the latter)? I'= m=20

mainly interested in research looking at mixing mail and telephone modes=20=

(viz. starting with mail and switching to telephone for nonrespondents) b= ut=20

would welcome alternative designs composed of those and other modes. Als= o,=20

there appears to be a paucity of research in the health and health care=20=

realm so if someone can cough up studies in that area, I would likely wee= p=20

with joy.

Thanks in advance.

Regards,

Tim

Timothy J. Beebe, Ph.D.

Associate Professor of Health Services Research
Mayo Clinic College of Medicine

Vice Chair, Division of Health Care Policy & Research
Director, Survey Research Center
Department of Health Sciences Research

Mayo Clinic
200 First Street SW
Rochester, MN 55905
Tel: (507) 538-4606
Fax: (507) 284-1180
E-mail: beebe.timothy@mayo.edu

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=====
Date: Wed, 14 Jul 2010 13:54:56 -0700
Reply-To: Hank Zucker <hank@SURVEYSYSTEM.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Hank Zucker <hank@SURVEYSYSTEM.COM>
Subject: Re: Obama's erosion among white voters continues
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; format=flowed; charset="iso-8859-1";
reply-type=original
Content-Transfer-Encoding: 7bit

Do any of the presidential approval polls ask any follow-up questions of those who disapprove? While a majority of the people who disapprove of the job Obama is doing undoubtedly do so from the right, some disapprove from the left. The latter don't think that health care reform went far enough or that financial reform is going far enough or that sending more troops to Afghanistan was a bad idea. It would be good to know what percentage of disapprovers do so from the left. Certainly the political implications of thinking Obama is too far to the right are different from those of thinking is too far to the left.

Hank Zucker
Creative Research Systems
(707) 765-1001
hank@surveysystem.com

----- Original Message -----
From: "Leo Simonetta" <Simonetta@ARTSCI.COM>
To: <AAPORNET@ASU.EDU>
Sent: Wednesday, July 14, 2010 9:48 AM
Subject: Obama's erosion among white voters continues

> Obama's erosion among white voters continues
>
> <http://voices.washingtonpost.com/thefix/white-house/obamas-problems-with-white-vot.html>

> or
> <http://tinyurl.com/2e9oy4c>
>
> The latest Washington Post/ABC News poll shows President Obama's
> standing among white voters continuing to slip, a potentially ominous
> sign for his party with the midterm elections fast approaching.
>
> Just 40 percent of whites in the Post/ABC survey approve of the job
> Obama is doing, his lowest rating among this key demographic since the
> start of his presidency and well below the 50 percent approval number
> that he carries nationwide. Forty-three percent of white voters strongly
> disapprove of the job Obama is doing, while just 19 percent strongly
> approve.

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

> -----
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=====
Date: Thu, 15 Jul 2010 07:03:40 -0400
Reply-To: Jason Boxt <jboxt@GLOVERPARKGROUP.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jason Boxt <jboxt@GLOVERPARKGROUP.COM>
Subject: Job opening
X-To: "AAPORNET@asu.edu" <AAPORNET@asu.edu>
In-Reply-To:
<4B057B6CD4B082488FADE7ABB7AAEA970489D2CB1F@exchange2007.hq.gpg.local>
Content-Type: text/plain; charset="Windows-1252"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

JUNIOR ANALYST, RESEARCH

The Glover Park Group has an immediate need for a motivated junior analyst for its growing public opinion research division in the company's Washington, DC

office, working on corporate, political and issue advocacy research. The Research Division plans and executes quantitative and qualitative research projects designed to inform public affairs campaigns, message development, and corporate strategy. Public opinion and/or market research experience is a must.

Qualifications

Minimum Bachelor's degree

3+ years public opinion and/or market research experience required

Ability to manage multiple highly visible projects simultaneously

Ability to meet aggressive deadlines without sacrificing product quality

Ability to work cooperatively as a team and across multiple departments well

Excellent written and oral communication skills

Responsibilities

Supports every phase of division projects from proposal to client presentation including:

Proposal writing and developing project budgets,

Helping to design and develop research tools such as questionnaire and discussion guides.

Field management and vendor coordination,

Data analysis, and

Report writing and preparation of client presentations.

Ideal candidate may analyze data and draw strategic observations with recommendations that are both innovative and actionable to non-technical audiences.

To apply, please submit a cover letter, résumé to hr@gloverparkgroup.com.

Please reference "Junior Analyst" in the subject line of your email. You can also mail your cover letter and résumé to Human Resources, The Glover Park Group, 1025 F Street, NW, 9th Floor, Washington, DC 20004.

GPG is an equal opportunity employer and seeks qualified candidates regardless of race, religion, gender, sexual orientation, disability, national origin or age.

Jason Boxt

The Glover Park Group

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

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=====
Date: Thu, 15 Jul 2010 10:02:01 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Many More Students Are Defaulting Than Official Tallies Show -

Government - The Chronicle of Higher Education

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

<http://chronicle.com/article/Many-More-Students-Are/66223/>

According to unpublished data obtained by The Chronicle, one in every five government loans that entered repayment in 1995 has gone into default. The default rate is higher for loans made to students from two-year colleges, and higher still, reaching 40 percent, for those who attended for-profit institutions.

- Sent using Google Toolbar

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=====
Date: Thu, 15 Jul 2010 10:06:58 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Re: Many More Students Are Defaulting Than Official Tallies Show
- Government - The Chronicle of Higher Education

X-To: AAPORNET@ASU.EDU

In-Reply-To:

A<3248A9B21DD5574785FE5E2C8E52168401095D23@exchange.local.artsience.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Wrong Group, Mea Culpa

(I really ought to set up a one key macro for that apology).

--

Leo 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, July 15, 2010 10:02 AM

To: AAPORNET@ASU.EDU

Subject: Many More Students Are Defaulting Than Official Tallies Show -
Government - The Chronicle of Higher Education

<http://chronicle.com/article/Many-More-Students-Are/66223/>

According to unpublished data obtained by The Chronicle, one in every five government loans that entered repayment in 1995 has gone into default. The default rate is higher for loans made to students from two-year colleges, and higher still, reaching 40 percent, for those who attended for-profit institutions.

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=====
Date: Thu, 15 Jul 2010 11:12:46 -0400
Reply-To: "Blumberg, Stephen J. (CDC/OSELS/NCHS)" <swb5@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Blumberg, Stephen J. (CDC/OSELS/NCHS)" <swb5@CDC.GOV>
Subject: Call for Papers: 10th Conference on Health Survey Research
Methods
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: quoted-printable

The 10th Conference on Health Survey Research Methods will be held April 8-11, 2011. The Call for Papers is now available at:

<http://www.srl.uic.edu/10chsr.html>

The Tenth Conference on Health Survey Research Methods (CHSRM) will continue the series that began in 1975 to discuss new, innovative survey research methods that improve the quality of health survey data. The CHSRM will bring together researchers from various disciplines who are at the forefront of survey methods research, who are responsible for major health surveys, and who use survey data to develop health policy. This call seeks abstracts for general overview papers that summarize and integrate current knowledge, papers that identify and address future research challenges, innovative theoretical essays, and other papers that describe new empirical research that advances the field beyond what is currently known about survey methods and their application to health-related issues using the following topics as general guidelines:

TOPIC 1: Optimizing Health Survey Strategies: Collecting What Is Needed
TOPIC 2: Building the Health Data Sets of Tomorrow
TOPIC 3: Monitoring Health Care Reform

TOPIC 4: Advances in Measuring Health Status & Health Behaviors
TOPIC 5: Potential for Innovations with New Technology & Communication
Tools

The CHSRM Proceedings will be published. Attendance will be limited to approximately 90 invited individuals who will present papers, chair sessions, discuss presentations and the state of knowledge in specific areas, and serve as rapporteurs.

Archives: <http://lists.asu.edu/archives/aapornet.html> .
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Date: Thu, 15 Jul 2010 15:47:26 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: letters of support
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

We know that for surveys of people in a particular career (lawyers, nurses, physicians, etc.), a letter of support from their professional organization can be helpful in encouraging response.

But has anyone done research as to what elements, arguments, or buzzwords are most effective and should be included in such a letter of support?

Or, if you want to share one that has worked well for you, I'd be glad to have a look.

I know that brevity and organizational letterhead are critical, but it's been a while since I have assisted with one of these.

Many thanks,

Colleen Porter
Gainesville, FL

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

Date: Thu, 15 Jul 2010 16:43:36 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: Emmy Nomination for ABC News Polls in Afghanistan & Iraq - The
Numbers

X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

<http://blogs.abcnews.com/thenumbers/2010/07/emmy-nomination-for-abc-news-polls-in-afghanistan-iraq.html>

or

<http://tinyurl.com/23tgj9k>

Emmy Nomination for ABC News Polls in Afghanistan & Iraq

July 15, 2010 4:14 PM

Reports based on a pair of ABC News polls in Afghanistan and Iraq last year were nominated today for an Emmy award for outstanding continuing coverage of a news story.

The reports aired in February and March 2009 on ABC's World News Tonight and Good Morning America Weekend as part of the network's ongoing "Where Things Stand" series, supported by detailed, in-person, random-sample surveys of more than 1,500 adults in Afghanistan and 2,200 in Iraq.

SNIP

- Sent using Google Toolbar

--

Leo G. Simonetta
Director of Research, Art & Science Group
As always opinions expressed are solely those of the author.
Causing trouble on AAPORnet since 1995

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=====
Date: Thu, 15 Jul 2010 17:06:53 -0400
Reply-To: "J. Ann Selzer" <jannselzer@AOL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <jannselzer@AOL.COM>
Subject: Having trouble posting
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset="us-ascii"

I tried to send through a post similar to yesterday's with links to Bloomberg National Poll story. Both attempts were bounced back saying it wasn't appropriate to test messages on this list or that I was inappropriately posting my out of office automated response to this list.

Anyone else having trouble? Or have a fix?

=20

=20

J. Ann Selzer, Ph.D
Selzer & Company
Des Moines, Iowa 50309

For purposes of this list, use JAnnSelzer@aol.com
For other purposes, use JASelzer@SelzerCo.com

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

Date: Fri, 16 Jul 2010 09:40:52 -0400
Reply-To: Carl M Ramirez <RamirezC@GAO.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Carl M Ramirez <RamirezC@GAO.GOV>
Subject: Re: letters of support
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit

Hi Colleen,

we use endorsement letters from time to time, but have no hard evidence of their effect, except anecdotally. So I can't say anything meaningful about which design elements work best. However, some possible rules of thumb which make sense to me: the messages should be neutral in terms of the subject matter of the survey; these may be more about establishing the legitimacy of your request. You'd want to be careful that they don't advance one position over another, or promote the agenda of the endorsing organization. Also consider the nature of the group itself - is their agenda so strong and well known that even a carefully worded letter would imply a certain position? Finally, keep control, if you can, of the wording and timing of all communications the organization makes to your population, in letters, emails, newsletters, etc.

Colleen Porter wrote:

Date: Thu, 15 Jul 2010 15:47:26 -0400
From: Colleen Porter <colleen_porter@COX.NET>
Subject: letters of support

We know that for surveys of people in a particular career (lawyers, nurses, physicians, etc.), a letter of support from their professional organization can be helpful in encouraging response.

But has anyone done research as to what elements, arguments, or buzzwords are most effective and should be included in such a letter of support?

Or, if you want to share one that has worked well for you, I'd be glad to have a look.

I know that brevity and organizational letterhead are critical, but it's been a while since I have assisted with one of these.

Many thanks,

Colleen Porter
Gainesville, FL

Carl Ramirez
Assistant Director, Design Methodology
Center for Design, Methods & Analysis
U.S. Government Accountability Office
Phone: (202) 512-3721
Fax: (202) 512-3938
Email: ramirezc@gao.gov

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: Fri, 16 Jul 2010 12:52:29 -0400
Reply-To: "J. Ann Selzer" <jannselzer@AOL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "J. Ann Selzer" <jannselzer@AOL.COM>
Subject: 2008 exit poll
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset="us-ascii"

A client just asked me to see a breakout of women by age in the 2008 presidential election. The CNN website seems to have the most comprehensive listing, but we do not see women broken out by age. Can anyone help? JAS

=20

J. Ann Selzer, Ph.D
Selzer & Company

Des Moines, Iowa 50309

For purposes of this list, use JAnnSelzer@aol.com

For other purposes, use JASelzer@SelzerCo.com

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: Fri, 16 Jul 2010 14:33:10 -0400

Reply-To: Michael McDonald <mmcdon@GMU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Michael McDonald <mmcdon@GMU.EDU>

Subject: Re: 2008 exit poll

X-To: AAPORNET@ASU.EDU

In-Reply-To: <8CCF31E693B0172-1534-8C5F@webmail-m082.sysops.aol.com>

MIME-version: 1.0

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

Content-Transfer-Encoding: 8bit

The raw 2008 exit poll data are posted at ROPER.

=====
Dr. Michael P. McDonald

Associate Professor, George Mason University

Non-Resident Senior Fellow, Brookings Institution

Mailing address:

(o) 703-993-4191 George Mason University

(f) 703-993-1399 Dept. of Public and International Affairs

mmcdon@gmu.edu 4400 University Drive - 3F4

<http://elections.gmu.edu> Fairfax, VA 22030-4444

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

From: AAPORNET [<mailto:AAPORNET@ASU.EDU>] On Behalf Of J. Ann Selzer

Sent: Friday, July 16, 2010 12:52 PM

To: AAPORNET@ASU.EDU

Subject: 2008 exit poll

A client just asked me to see a breakout of women by age in the 2008 presidential election. The CNN website seems to have the most comprehensive listing, but we do not see women broken out by age. Can anyone help? JAS

J. Ann Selzer, Ph.D

Selzer & Company
Des Moines, Iowa 50309

For purposes of this list, use JAnnSelzer@aol.com
For other purposes, use JASelzer@SelzerCo.com

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

Date: Fri, 16 Jul 2010 14:43:35 -0400
Reply-To: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Milton R. Goldsamt" <miltrgold@COMCAST.NET>
Subject: Re: letters of support
X-To: AAPORNET@ASU.EDU
X-cc: Carl M Ramirez <RamirezC@GAO.GOV>
In-Reply-To: <4C402924.5965.00A1.0@GAO.GOV>
Mime-Version: 1.0 (Apple Message framework v753.1)
Content-Transfer-Encoding: 7bit
Content-Type: text/plain; charset=US-ASCII; delp=; format=flowed

Colleen,

I would endorse the concept of using such letters, but there also is another side: such letters may not result in greater response if the members are not strongly tied to the organizational goals, or even feel negatively toward the org, believing that the organization has not particularly helped them as individual members. The level of organizational identification should be investigated a bit before deciding to use such letters. (For instance, if the organization's had a good deal of member turnover, then perhaps members don't feel that close to the central org and aren't really motivated by receiving such a letter.)

However, if that's not the case, then neutrally worded letters that dwell on the overall value of responding per se, and perhaps cite some benefits to individual members of responding would work well. Regarding the wording, I was fortunate enough as an evaluator to compose the text of endorsement letters used in a study a few years

ago. Thus I knew what content was being used.

Best of luck,

Milton Goldsamt

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

On Jul 16, 2010, at 9:40 AM, Carl M Ramirez wrote:

> Hi Colleen,

>
> we use endorsement letters from time to time, but have no hard
> evidence of their effect, except anecdotally. So I can't say
> anything meaningful about which design elements work best.
> However, some possible rules of thumb which make sense to me: the
> messages should be neutral in terms of the subject matter of the
> survey; these may be more about establishing the legitimacy of your
> request. You'd want to be careful that they don't advance one
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> From: Colleen Porter <colleen_porter@COX.NET>
> Subject: letters of support

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>
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> glad to have a look.

>
> I know that brevity and organizational letterhead are critical, but

> it's been a while since I have assisted with one of these.

>

> Many thanks,

>

> Colleen Porter

> Gainesville, FL

>

> -----

>

>

> -----

> Carl Ramirez

> Assistant Director, Design Methodology

> Center for Design, Methods & Analysis

> U.S. Government Accountability Office

> Phone: (202) 512-3721

> Fax: (202) 512-3938

> Email: ramirezcz@gao.gov

>

> -----

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

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> On your return send this: set aapornet mail

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

> request@asu.edu

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

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

set aapornet nomail

On your return send this: set aapornet mail

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

=====
Date: Fri, 16 Jul 2010 11:24:00 -0700

Reply-To: John Fries <jfries@AARP.ORG>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: John Fries <jfries@AARP.ORG>

Subject: References on "Best" Mode for Reaching African Americans and
Hispanics

X-To: AAPORNET@ASU.EDU

Mime-Version: 1.0

Content-Transfer-Encoding: quoted-printable

I am looking for research into the advantages and disadvantages of=20
different survey modes when targeting African American and Hispanic=20
populations. In particular I am interested in information on Mail vs.=20=

Phone...and primarily on which mode yields the least bias, all else being=

=20

equal.

I'm just starting to dig into this, and so there may be some low hanging fruit I'll find in some POQ and other lit searches (as well as the AAPORN archives), but I figured some of you might be willing to share your wisdom/experience as well.

As always, thanks in advance.

Best,
John

John C. Fries| Team Lead| AARP Integrated Tracking Survey
Phone: 202-434-6313 (Primary)| 804-358-0370 (Secondary)| 202-243-9100 (Cell)
eMail: JFries@aarp.org| Mailing Address: 601 E St., N.W., Washington, DC 20049

"It is a popular delusion that the scientific enquirer is under an obligation not to go beyond generalization of observed facts...but anyone who is practically acquainted with scientific work is aware that those who refuse to go beyond the facts, rarely get as far." -- Thomas Huxley

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, 16 Jul 2010 14:52:22 -0500
Reply-To: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Reifman, Alan" <Alan.Reifman@TTU.EDU>
Subject: Re: References on "Best" Mode for Reaching African Americans and Hispanics
X-To: John Fries <jfries@AARP.ORG>, "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To: <LISTSERV%201007161124003238.234C@LISTS.ASU.EDU>
Content-Type: text/plain; charset="us-ascii"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

The University of Michigan's Program for Research on Black Americans (apparently using the name National Survey of American Life in more recent years) has been conducting major surveys for nearly 35 years. I suspect that in the project's numerous publications, methodological issues have been discussed extensively. See: <http://www.rcgd.isr.umich.edu/prba/> . There's also a National Latino and Asian American Study. I'm not up on the details, but NLAAS may be linked in some way with the PRBA. The URL for that is: <http://www.multiculturalmentalhealth.org/nlaas.asp>

Alan Reifman, Ph.D., Professor
Human Development & Family Studies
Texas Tech University

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of John Fries
Sent: Friday, July 16, 2010 1:24 PM
To: AAPORNET@ASU.EDU
Subject: References on "Best" Mode for Reaching African Americans and Hispanics

I am looking for research into the advantages and disadvantages of different survey modes when targeting African American and Hispanic populations. In particular I am interested in information on Mail vs. Phone...and primarily on which mode yields the least bias, all else being equal.

I'm just starting to dig into this, and so there may be some low hanging fruit I'll find in some POQ and other lit searches (as well as the AAPORNet archives), but I figured some of you might be willing to share your wisdom/experience as well.

As always, thanks in advance.

Best,

John

John C. Fries| Team Lead| AARP Integrated Tracking Survey
Phone: 202-434-6313 (Primary)| 804-358-0370 (Secondary)| 202-243-9100 (Cell)
eMail: JFries@aarp.org| Mailing Address: 601 E St., N.W., Washington, DC
20049

"It is a popular delusion that the scientific enquirer is under an obligation not to go beyond generalization of observed facts...but anyone who is practically acquainted with scientific work is aware that those who refuse to go beyond the facts, rarely get as far." -- Thomas Huxley

Archives: <http://lists.asu.edu/archives/aapornet.html>
Vacation hold? Send email to listserv@asu.edu with this text:

Reply-To: Dave Howell <dahowell@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Howell <dahowell@ISR.UMICH.EDU>
Subject: Call for papers: Survey Research in the Gulf conference
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Dear AAPOR colleagues,

Below is a call for papers for the conference "Survey Research in the Gulf: Challenges and Policy Implications" to be held in Qatar in the first quarter of 2011. Travel and accommodation will be paid for the presenter on accepted papers. The deadline for submitting abstracts is September 30, 2010.

Best wishes,
-Dave
David Howell
Assistant Director, Center for Political Studies
University of Michigan

CALL FOR PAPERS

Qatar University
Social and Economic Survey Research Institute (SESRI)
First International Conference on Survey Research
"Survey Research in the Gulf: Challenges and Policy Implications"
Doha, Qatar
February 27 - March 1, 2011
Abstract Deadline is September 30, 2010

This first international SESRI conference will be held in Doha, Qatar from February 27 to March 1st, 2011. The central theme of this conference is Survey Research in the Gulf: Opportunities/Challenges and Policy Implications.

This interdisciplinary conference will bring together social scientists and policy makers to discuss the opportunities and challenges associated with conducting survey research in Qatar and in the Gulf region.

The conference will cover four themes:

- 1) Objectives and methods (Survey Research Methodologies)
- 2) Population health and demography
- 3) Labor migration
- 4) Values and identity

It is expected that each session will present empirical findings of survey studies conducted in the Gulf. The presentation should highlight the innovative ways in which survey research can contribute to a better

understanding of social and economic issues and to evidence-based policy formulation.

1) Objectives and methods (Survey Research Methodologies)

Participants are invited to submit abstracts for papers related to objectives and methods associated with the conduct of survey research in Qatar and the Gulf region. Contributions may highlight challenges and innovations that inform surveys in the Gulf and/or that make a contribution to the broader field of public opinion research.

2) Labor Migration

Participants are invited to submit abstracts for papers related to immigration policies, labor laws, and demographic and social consequences of labor migration in Qatar and in the Gulf region. Contributions are also expected to shed light on the lives and experiences of labor migrants in the gulf and on policy options for addressing labor migrant issues.

3) Population health and demography

Participants are invited to submit abstracts for papers related to the unique demographic features of the Gulf, including fertility and marriage/divorce, as well as to the most pressing health issues in Qatar and in the Gulf region.

4) Values and identity

Participants are invited to submit abstracts for papers related to the impact of globalization and rapid social and economic changes on the values system and national/Arab identity in Qatar and in the Gulf region.

Submission:

SESRI invites all researchers and policy makers in the relevant areas to submit a preliminary abstract not exceeding 500 words - which may be in the form of declaration of intent - plus a provisional title. Please send your submission by email to sesri@qu.edu.qa by September 30, 2010. Abstracts may be submitted in English or Arabic.

Notifications of acceptance of papers will be sent as soon as the reviewing process is completed, no later than October 30, 2010. In the case of acceptance on the basis of an abstract, the completed paper must be submitted by February 13, 2011. If the paper is co-authored, please indicate the names of co-authors at the end of the abstract. Submission should be made by the author who will attend the conference.

Possible outcomes from the conference include publishing the papers as conference proceedings or an edited volume. Papers submitted should be unpublished and remain the property of the SESRI until the committee makes a decision with regard to their possible publication.

Travel and accommodations in Doha will be provided for the presenters of the accepted abstracts by SESRI.

Sincerely

Darwish Alemadi, Ph.D.
Director, Social and Economic Survey Research Institute (SESRI)

The Social and Economic Survey Research Institute (SESRI) is an academic survey research institute at Qatar University. Its goal is to collect, analyze and disseminate high quality survey data in order to inform public policy and contribute to evidence-based planning and research in the social and economic sectors at the local, regional, and global levels. Consistent with Qatar University's mission to promote the socio-cultural and scientific development of Qatari society while preserving its Arabic and Islamic cultural heritage, SESRI conducts social science research in areas of importance to Qatar and the Gulf region. Website: www.qu.edu.qa/sesri

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

Date: Tue, 20 Jul 2010 09:38:16 -0400
Reply-To: Leo Simonetta <Simonetta@ARTSCI.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leo Simonetta <Simonetta@ARTSCI.COM>
Subject: AP-Univision Poll: US Hispanics mix hopes, strains
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

AP-Univision Poll: US Hispanics mix hopes, strains

By ALAN FRAM and CHRISTINE ARMARIO (AP) - 2 hours ago

http://www.google.com/hostednews/ap/article/ALeqM5i_HZ0xdpgLwgxrDSZTctCB
[A6ycegd9H2ONIO0](http://www.google.com/hostednews/ap/article/ALeqM5i_HZ0xdpgLwgxrDSZTctCB)

or

<http://tinyurl.com/24xv9x4>

MIAMI - Hispanics worry more than most Americans about losing jobs and paying bills. But they place a high importance on education and expect their children to go to college - even if most of them don't expect the United States to elect a Latino president in the next 20 years.

An Associated Press-Univision poll of more than 1,500 Latinos shows them eager to blend into American society while still holding onto their

cultural identity. They are likewise torn between hopes for tomorrow and daily doses of financial stress.

SNIP

The AP-Univision Poll was conducted from March 11 to June 3 by the National Opinion Research Center at the University of Chicago. Using a sample of Hispanic households provided by The Nielsen Company, 1,521 Hispanics were interviewed in English and Spanish, mostly by mail but also by telephone and the Internet. The margin of sampling error was plus or minus 3.5 percentage points.

--

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> .

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=====
Date: Tue, 20 Jul 2010 16:29:25 +0100

Reply-To: Iain Noble <I.Noble@WESTMINSTER.AC.UK>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Iain Noble <I.Noble@WESTMINSTER.AC.UK>

Subject: A surefire way to improve your response rates

X-To: AAPORNET@ASU.EDU

In-Reply-To:

A<3248A9B21DD5574785FE5E2C8E521684010FC436@exchange.local.artscience.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Never mind incentive payments, auspices effects, sponsor letters or the like. Just follow the example of the UK Higher Education Statistical Agency (HESA). Every year universities in the UK have to carry out for HESA 'destination surveys' of graduates six months after they leave their university (for details see:

http://www.hesa.ac.uk/index.php?option=com_content&task=view&id=1602&Itemid=23

3) and are set minimum 'response rates' to achieve. But here's one detail about how they work out that 'response rate':

"Explicit refusals

An explicit refusal is where a leaver either sends back the questionnaire marking it as a refusal, emails, or writes a letter including a statement that they do not wish to be included in the survey. It can result from a telephone conversation where the leaver verbally states that they do not wish to be included in the survey. A leaver who does not send back the questionnaire and/or does not submit an electronic version and/or is un-contactable by

telephone should not have a DLHE record returned to HESA, and is not regarded as having explicitly refused. Leavers with DLHE records identified as METHOD = 9 'Reply received explicitly refusing to provide information' will be counted towards an institution's response rate."

Not surprisingly 'response rates' on these surveys are quite high (by UK standards anyway).

Iain Noble
Research and Enterprise Service (RES)
University of Westminster
Room G1
4-12 Little Titchfield Street
London W1W 7UW

Tel: 0207 911 5000 Ext 2651

Mobile: 0753 832 8523

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<http://www.aapor.org>

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

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Please ask authors before quoting outside AAPORNET.

Date: Tue, 20 Jul 2010 12:12:12 -0400

Reply-To: Joseph.Bauer@CANCER.ORG

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: "Joseph E. Bauer" <Joseph.Bauer@CANCER.ORG>

Subject: Re: A surefire way to improve your response rates

X-To: Iain Noble <I.Noble@WESTMINSTER.AC.UK>

X-cc: AAPORNET@ASU.EDU

In-Reply-To: <999A7C2B264EA640B183B790D772DE7602FF8B52@isls-exch-be-1.intranet.wmin.ac.uk>

MIME-Version: 1.0

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

Hi Iain,

Do you know if that caveat/definition for response rate calculation under 'Method = 9' was modified from earlier versions of the HESA's DLHE? (when the cited response rates could not be achieved). That's why the 'technical notes' for methodology can be critically important - when one is trying to discern the quality of the research and the results that are produced.

Joe

Joseph E. Bauer, Ph.D., Director of Survey Research | Statistics & Evaluation Center (SEC)
National Home Office | American Cancer Society, Inc.
250 Williams Street NW, Atlanta, GA 30303 | cancer.org
404.929.6905 | fax: 404.321.4669

Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Sent by: AAPORNET <AAPORNET@asu.edu>
07/20/2010 11:31 AM
Please respond to
Iain Noble <I.Noble@WESTMINSTER.AC.UK>

To
AAPORNET@ASU.EDU
cc

Subject
A surefire way to improve your response rates

Never mind incentive payments, auspices effects, sponsor letters or the like. Just follow the example of the UK Higher Education Statistical Agency (HESA). Every year universities in the UK have to carry out for HESA 'destination surveys' of graduates six months after they leave their university (for details see:
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Iain Noble
Research and Enterprise Service (RES)
University of Westminster
Room G1
4-12 Little Titchfield Street
London W1W 7UW

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Mobile: 0753 832 8523

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<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.

Date: Tue, 20 Jul 2010 17:53:14 +0100
Reply-To: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Subject: Re: A surefire way to improve your response rates
X-To: Joseph.Bauer@CANCER.ORG, AAPORNET@ASU.EDU
In-Reply-To: A<OFD0DCD0FD.064DBCB0-ON85257766.00585C94-85257766.005901F2@cancer.org>
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

Difficult to tell without going back through their previous records. I think the intention here (which is good) is to encourage universities to reduce non-contact rates in these surveys which would normally be the big worry (in the current survey refusals are about 8% and NCs about 26%). I just think this is not a very good way of going about it. And typical of the sort of thing that happens when non-survey people begin to mess around with survey terms. As someone pointed out to me, if they sent all non-contacts a letter saying if they didn't reply in 14 days then they would be treated as an explicit refusal they could claim 100% response rate.

Iain Noble
Research and Enterprise Service (RES)
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4-12 Little Titchfield Street
London W1W 7UW

Tel: 0207 911 5000 Ext 2651

Mobile: 0753 832 8523

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Joseph E. Bauer

Sent: 20 July 2010 17:12

To: AAPORNET@ASU.EDU

Subject: Re: A surefire way to improve your response rates

Hi Iain,

Do you know if that caveat/definition for response rate calculation under 'Method = 9' was modified from earlier versions of the HESA's DLHE? (when the cited response rates could not be achieved). That's why the 'technical notes' for methodology can be critically important - when one is trying to discern the quality of the research and the results that are produced.

Joe

Joseph E. Bauer, Ph.D., Director of Survey Research | Statistics & Evaluation Center (SEC)
National Home Office | American Cancer Society, Inc.
250 Williams Street NW, Atlanta, GA 30303 | cancer.org
404.929.6905 | fax: 404.321.4669

Iain Noble <I.Noble@WESTMINSTER.AC.UK>
Sent by: AAPORNET <AAPORNET@asu.edu>
07/20/2010 11:31 AM
Please respond to
Iain Noble <I.Noble@WESTMINSTER.AC.UK>

To
AAPORNET@ASU.EDU
cc

Subject
A surefire way to improve your response rates

Never mind incentive payments, auspices effects, sponsor letters or the like. Just follow the example of the UK Higher Education Statistical Agency (HESA). Every year universities in the UK have to carry out for HESA 'destination surveys' of graduates six months after they leave their university (for details see:
http://www.hesa.ac.uk/index.php?option=com_content&task=view&id=1602&Itemid=23
3
) and are set minimum 'response rates' to achieve. But here's one detail about how they work out that 'response rate':

"Explicit refusals

An explicit refusal is where a leaver either sends back the questionnaire marking it as a refusal, emails, or writes a letter including a statement that they do not wish to be included in the survey. It can result from a telephone conversation where the leaver verbally states that they do not wish to be included in the survey. A leaver who does not send back the

questionnaire and/or does not submit an electronic version and/or is un-contactable by telephone should not have a DLHE record returned to HESA, and is not regarded as having explicitly refused. Leavers with DLHE records identified as METHOD = 9 'Reply received explicitly refusing to provide information' will be counted towards an institution's response rate."

Not surprisingly 'response rates' on these surveys are quite high (by UK standards anyway).

Iain Noble
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=====

Date: Wed, 21 Jul 2010 09:29:43 -0400

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leo Simonetta <Simonetta@ARTSCI.COM>

Subject: Six in 10 Workers Hold No Hope of Receiving Social Security

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 8bit

Six in 10 Workers Hold No Hope of Receiving Social Security

Americans aged 18 to 34 are least likely to believe they will ever see benefits

by Frank Newport

<http://www.gallup.com/poll/141449/Six-Workers-Hold-No-Hope-Receiving-Social-Security.aspx>

or

<http://tinyurl.com/34425p7>

PRINCETON, NJ -- Six in 10 Americans who have not yet retired believe they will get no Social Security benefits when they retire, more pessimistic than at any time since Gallup began asking this question in 1989. Similarly, retired Americans are now significantly more likely than they were five years ago to believe their existing Social Security benefits will eventually be cut.

SNIP

--

Leo G. Simonetta

Director of Research

Art & Science Group

6115 Falls Road, Suite 101

Baltimore, MD 21209

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Date: Wed, 21 Jul 2010 09:47:19 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Happy follow-up on advance cash token incentives and university policies
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

A few months ago, I inquired here about putting \$10 bill in a survey invitation letter, and how to work with university fiscal policies.

I am happy to report that this was approved, with no required revisions. They are asking that an auditor be allowed to stop in on the day the mailing is prepared, to see that we follow the procedures we promised. That is no problem, since we do plan to do what we said (such as having three people in the room at all times, with one being senior staff or faculty.)

One thing I didn't mention in the summary, is that I decided to get explicit permission from the funding agency to spend the project dollars this way, prior to IRB approval. I had heard that was a problem for others, so we tackled that first, which was good because it took a month or so.

It may have been easier for me because they were dentists scattered throughout the state, and thus unlikely to participate in other UF studies with participant payments.

But anyway, it is a victory for truth, justice, and the Dillman way!!

Actually, a lot of AAPOR members helped with this one, from those who responded to my AAPORnet question, to the many AAPOR conference papers on this subject, the published articles, and so on.

Colleen Porter
Gainesville, FL

Subject: Summary on advance (cash) token incentives and university policies
From: Colleen Porter <colleen_porter@COX.NET>
Reply-To: colleen_porter@COX.NET
Date: Wed, 21 Apr 2010 11:35:56 -0400
Content-Type: text/plain

Thanks to all the folks who responded, both on- and off-line as well as the phone calls. Here is basically what I learned:

1. There is going to be a session on this topic at Field Director's this year,

so that will be a great resource.

2. This is a common problem for a lot of university-based researchers.

Nobody said they had issues with IRB on this topic, but lots of folks reported getting the procedure through IRB, but then hit the wall when it came to the fiscal folks.

3. Some universities have a set minimum below which a social security/signature is not required. The common dollar amounts I heard more than once were \$25, \$100, and \$300. That is my goal: \$25 would be fine.

4. Some (many?) researchers get around institutional intransigence on this issue by hiring an outside bulk mailing firm to both prepare the mailing and include the incentive. (Let's think about the privacy consequences of that one.....)

5. Some IRBs have gotten involved in supporting the researchers and protecting the subjects, on the grounds that the payment requirements should not be more invasive and a threat to privacy than the research itself.

6. For people who do it themselves, strict cash handling procedures need to be followed. You need to have at least two people at all times from the time the check is picked up, to cashing it, to pickup/drop-off of envelopes to the mail or courier service. One place needed to have four people doing it so that three would be in the room at all times. Some places are picky about who does it--at least one salaried employee or faculty must be with it at all times (not hourly workers or students). For the paperwork, keep careful logs of the addresses to which they were sent, but on the university paperwork, specify: "This is a mailing and will not be reconciled." That way auditors can come over and see your paperwork, but you are not sending people's information through campus mail, to offices that don't really need to have it. You have to have a plan for money that is returned; once a week or \$100 is a common schedule; you need to specify how it is stored until returned, have a log, and possibly two people involved with returns.

7. Everyone learns this one way or another but just to mention....if you're preparing a mailing yourself, never seal the envelopes until the very end. New bills tend to stick together, and it is not uncommon to get to the end of a batch of 100 and realize you are short one, because two have stuck together!

8. It does seem that those of us at universities with medical centers have a tougher time of it, because of the reasons pointed out in the online discussion.

There are lots of studies that pay hundreds of dollars, and there are people who participate in all kinds of studies, doing all kinds of things I personally would not (I used to work in a pain lab). Even though our informed consent forms say that they should let the researchers know about other studies, people routinely blow off that disclosure--even health care profession students who should know better! There are concerns about the quality of test results when you think you have a naive subject and do not, as well as the fiscal consequences.

9. One of the points often made in favor of advance incentives is that "even the feds do it." Indeed, a non-trivial percentage of federally sponsored surveys do include some sort of incentive. You might want to check out this report; I appreciated the distinction between honorarium and incentive.

http://www.whitehouse.gov/omb/assets/omb/inforeg/pmc_survey_guidance_2006.pdf

10. I twitched every time someone said "paid" or "earnings" in this discussion.

We want social exchange, not a monetary exchange, so I try to avoid words like "earned" or "paid" when we talk about advance incentives. It's a token thank-you, not payment per se.

11. Research has clearly shown that advance cash token incentives increase response rates. If a university fails to allow implementation of that "best practice," they are putting their researchers at a disadvantage in competing for grants.

12. For those who are allowed to do this, there is mutual respect and confidence between the research team and administrators. The researchers avoided being confrontational or dismissive of the administrators, and developed a relationship with the fiscal folks. When faced with someone who was uncooperative or had no authority, they smiled and said thank-you, then went up the line to someone else who could be of more help. However, in once place it took "months" to be allowed to do it, and lots of study timelines could not survive that delay. Of course lots of folks smiled at everyone and still got nixed by the tax lawyers. Smiling and being nice isn't a guarantee it will get approved, but failing to do so is pretty much a guarantee it will NOT. And it was a bit freaky to hear quotes from my "Merry-go-rounds and Roller Coasters" presentation quoted back to me, because it is such a common observation that courtesy and respect grease the wheels on this kind of undertaking.

13. I know that some homeland security laws took effect just last October that have greatly influenced university hiring practices. I don't know if that has had an effect on this type of thing, but just keep it in mind if someone tells you about a successful project three years ago or something.

14. Of course if cash is not allowed after all your efforts, other incentives may be considered: charitable donations, university logo paraphernalia, kid's books for surveys of parents, etc. (Although that classic chocolate square study would NOT work in Florida--it would quickly turn liquid, and we know about mailing liquids.)

Colleen

Colleen K. Porter, Coordinator
SE Center for Research to Reduce Disparities in Oral Health
"Taking the bite out of head and neck cancer"
<http://www.dental.ufl.edu/TakeTheBite/>
University of Florida, College of Dentistry
cporter@dental.ufl.edu

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=====
Date: Wed, 21 Jul 2010 10:57:21 -0400
Reply-To: Dave Howell <dahowell@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Howell <dahowell@ISR.UMICH.EDU>
Subject: Job posting (first): Research Associate in Doha, Qatar
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Dear AAPOR colleagues,

Please find below a job opportunity (the first of two I am forwarding today) for a RESEARCH ASSOCIATE at the Social and Economic Survey Research Institute (SESRI), in Doha, Qatar. Applications are due on or before August 7, 2010. If interested, please send a cover note and CV/resume by email to both of the following email addresses: SESRI@qu.edu.qa and dahowell@umich.edu

Thanks, and best wishes,
-Dave

David Howell
Assistant Director, Center for Political Studies, University of Michigan

Survey Research Associate (Job Reference 3000-10-001)
Academic, Full Time, Three Years Renewable Position

The Research Associate, reporting to the Head of Research, is responsible for ensuring the data processing and data analysis capabilities of SESRI; coordinating and providing technical direction for the analysis of data collected in each survey undertaken by SESRI:

initiating and directing efforts to ensure accuracy and, where appropriate, to promote innovation, in measurement and instrument design; and managing SESRI's data archiving activities. Towards this end the Research Associate will, as appropriate, contribute to decisions for the acquisition and use of the hardware and software needed for data processing operations; maintain familiarity with relevant statistical and other data analysis methods and monitor the development of methodological innovations; and establish and maintain professional relationships with institutions and individuals with significant collections of survey data.

Duties and responsibilities: Develop and administer procedures for all data processing, analysis and management operations; Coordinate and provide technical leadership/assistance for the design, application, and evaluation of survey instruments, with particular attention to concerns of validity, reliability, precision and cost-effectiveness; Coordinate and provide technical leadership/assistance for the analysis of data collected in each survey undertaken by SESRI, including index and scale construction and univariate, bivariate, and multivariate statistical analyses; Participate in writing of papers, articles, and research reports that present findings from surveys undertaken by SESRI; Provide administrative and technical leadership/assistance for all data archiving operations , including cleaning and standardization, storage and retrieval, distribution and dissemination, and merging and the construction of integrated data files.

Competencies: Broad knowledge of the survey research process and relevant methodologies; Strong comfort with computers and technology; Expertise in the use of statistical packages such as R, SAS, SPSS, or STATA; Strong familiarity with statistical analysis techniques; Excellent written and verbal communication skills in English; Strong organizational, planning, and systems skills; Excellent attention to detail and an orientation to results; Strong team orientation; Ability to work well with individuals from diverse backgrounds; Demonstrated success in a similar position in another survey research.

Qualifications: PhD degree with a concentration in a relevant discipline. Applications from political science, education, and communication and media studies are encouraged; Four or more years of experience in the conduct of survey research, including data analysis and data management

Benefits:

1. Competitive tax-free salary;
2. Furnished accommodation in accordance with QU HR policies;
3. Annual round trip air tickets for faculty member and dependents in accordance with QU HR policies;
4. Educational allowance for candidate's children in accordance with QU HR policies;
5. Annual leave in accordance with QU HR policies;
6. End-of-contract indemnity.

The Social and Economic Survey Research Institute (SESRI), with a research and an educational mission, has been established at Qatar

University to conduct high-quality survey research of current and future social and economic issues. SESRI is an initiative of Qatar University, in association with the Institute for Social Research (ISR) at the University of Michigan. Founded in 1977, Qatar University (<http://www.qu.edu.qa/>) is the national university of the state of Qatar, an established and dynamic institution dedicated to academic and research excellence. Established in 1948, the University of Michigan's Institute for Social Research (<http://www.isr.umich.edu/>) is among the world's oldest academic survey research organizations, and a world leader in the development and application of social science methodology

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Date: Wed, 21 Jul 2010 10:59:03 -0400
Reply-To: Dave Howell <dahowell@ISR.UMICH.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Dave Howell <dahowell@ISR.UMICH.EDU>
Subject: Job posting (second): Survey Sampling Specialist in Doha, Qatar
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

Dear AAPOR colleagues,

Please find below a job opportunity (the second of two I am forwarding today) for a SURVEY SAMPLING SPECIALIST at the Social and Economic Survey Research Institute (SESRI), in Doha, Qatar. Applications are due on or before August 7, 2010. If interested, please send your cover letter and CV/resume by email to both of the following email addresses: SESRI@qu.edu.qa and dahowell@umich.edu

Thanks, and best wishes,
-Dave
David Howell
Assistant Director, Center for Political Studies, University of Michigan

Survey Research Sampling Specialist
Academic, Full Time, Three Years Renewable Position

The Sampling Specialist, reporting to the Head of the Research Department, is responsible for coordinating the development of procedures and an information base to guide the construction of samples for surveys undertaken by SESRI and ensuring the construction of an appropriate representative and/or analytical sample for each survey undertaken by SESRI. The position is expected to develop and promote technological and methodological innovations related to sampling, as well as maintain familiarity with relevant modern technical literature in order to ensure rigor, accuracy and currency in all aspects of

research relating to sampling.

Duties and responsibilities: Develop sample designs and procedures for major projects; Acquire, maintain, refine, and regularly update information bases needed to construct sampling frames for major projects; Coordinate the development of procedures and an information base to guide the construction of samples for surveys undertaken by SESRI; Maintain liaison with project sponsors, directors, and research teams in order to identify sampling requirements; Plan, schedule, and supervise the conduct of individual sampling projects; Monitor the implementation of sample designs and procedures in the field and carry out post-survey assessment; Develop and promote technological and methodological innovations related to sampling; Participate in writing research proposals and reports and in developing cost estimates; Update sampling frame regularly; Maintain familiarity with relevant technical literature in order to ensure rigor, accuracy and currency in all aspects of research relating to sampling.

Competencies: Strong mathematical and quantitative analysis skills; Excellent knowledge of sampling and probability theory; Strong knowledge of computers and technology; Expertise with data base management software and procedures; Expertise in the use of a statistical package such as R, SAS, SPSS, or STATA; Strong customer service and team orientation. Able to monitor and follow-up on requests in a timely fashion; Excellent written and verbal communication skills in English; Excellent interpersonal and team-building skills; Ability to work well with individuals from diverse backgrounds.

Qualifications: University and preferably graduate degree with a concentration in a relevant discipline; Four or more years of experience in the conduct of survey research, including the design and implementation of sampling procedures; Experience in the conduct of survey research in the Arab world, preferably in the Gulf region (preferred); Experience in the conduct of survey research in locations where survey research is not widespread (preferred).

Benefits:

1. Competitive tax-free salary;
2. Furnished accommodation in accordance with QU HR policies;
3. Annual round trip air tickets for faculty member and dependents in accordance with QU HR policies;
4. Educational allowance for candidate's children in accordance with QU HR policies;
5. Annual leave in accordance with QU HR policies;
6. End-of-contract indemnity.

The Social and Economic Survey Research Institute (SESRI), with a research and an educational mission, has been established at Qatar University to conduct high-quality survey research of current and future social and economic issues. SESRI is an initiative of Qatar University, in association with the Institute for Social Research (ISR) at the University of Michigan. Founded in 1977, Qatar University (<http://www.qu.edu.qa/>) is the national university of the state of Qatar, an established and dynamic institution dedicated to academic and research excellence. Established in 1948, the University of Michigan's

Institute for Social Research (<http://www.isr.umich.edu/>) is among the world's oldest academic survey research organizations, and a world leader in the development and application of social science methodology

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Date: Wed, 21 Jul 2010 09:51:33 -0700
Reply-To: Leah Christian <lchristian@PEWRESEARCH.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Leah Christian <lchristian@PEWRESEARCH.ORG>
Subject: Temporary Research Assistant at the Pew Research Center for the People & the Press
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

The Pew Research Center for the People & the Press has an immediate need=20= for a full-time, temporary Research Assistant through spring 2011. The=20=

Research Assistant will be involved in all aspects of the survey research= =20 process, including assisting with questionnaire development, data=20 management, statistical analysis, reporting of survey results and quality= =20 control. For all of these tasks, attention to detail and individual=20 judgment are critical.

The Research Assistant will work integrally within a broader research tea= m=20 to ensure that questionnaires are designed and developed effectively, tha= t=20 data management and coding is carried out without errors, and that data=20=

analysis and reports meet the highest standards of accuracy and=20 impartiality. On each project, the Research Assistant will be assigned=20=

specific roles within the broader research team, and must be able to=20 fulfill his/her primary responsibilities while meeting tight deadlines an= d=20 balancing multiple tasks at once.

For more details about the position and how to apply, see=20 <http://pewresearch.org/docs/?DocID=3D116>=20

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Date: Wed, 21 Jul 2010 10:54:35 -0700

Reply-To: Royce Park <npark@UCLA.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Royce Park <npark@UCLA.EDU>
Subject: Job Posting: Survey Methodologist
X-To: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable

EMPLOYMENT OPPORTUNITY

DATA QUALITY & SURVEY METHODOLOGY MANAGER California Health Interview Survey (CHIS)

Job Description:

The UCLA Center for Health Policy Research (Center) has an outstanding career opportunity for a California Health Interview Survey (CHIS) Data

Quality and Survey Methodology Manager (Manager). CHIS is one of the nation's largest ongoing health surveys and is conducted by the Center in collaboration with the multiple state agencies and private organizations. The Center, which was established in 1994, is the premier source of health policy information for California.

The Manager will have primary responsibility for CHIS survey methodology, and will conduct studies to evaluate data quality for peer review journal publications. The Manager may also consult on related issues for other surveys conducted and used at the Center.

Responsibilities:

- * Plan, evaluate, assess, and document issues associated with CHIS data quality
- * Develop sample design, post-survey statistical activities, data analysis, and other data and estimate issues in collaboration with statisticians
- * Collaborate and consult on quality control issues, improvement of survey methodology, and changes to survey methodology for future CHIS cycles
- * Maintain the data quality section on the CHIS website
- * Supervise research and technical assistance staff
- * Author and co-author methodology reports, technical documents and peer-reviewed journal articles
- * Assist with post-survey data production activities, including weighting and imputation and the evaluation of weights and imputation methods

Qualifications:

- * Graduate degree in survey methodology, social science or related field
- * Demonstrated experience working with complex surveys and large data sets
- * Experienced in survey data development, weighting, imputation, response rate calculation, variable construction, data file management, technical documentation and quality control

documentation and quality control

- * Excellent writing and analytical skills and oral presentation skills
- * Demonstrated knowledge of statistical methods and data collection techniques related to the administration of survey projects
- * Proficient in statistical programming (SAS, SUDAAN, Stata, SPSS) and data management programs
- * Supervisory experience. Demonstrated ability to develop, plan and direct the work of support staff

Compensation:

Full-time, career position. Salary range: \$5067 - \$9125 monthly. Salary commensurate with experience. Excellent benefits. EOE.

How to Apply:

Go to <https://hr.mycareer.ucla.edu> and search for Requisition #14352. If you have questions regarding this position that are not addressed in the complete online job description, contact Karen Markus at kmarkus@ucla.edu.

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Date: Wed, 21 Jul 2010 21:37:51 -0400
Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Zwelling <marc@VECTORRESEARCH.COM>
Subject: head of Statistics Canada resigns over govt's decision to scrap mandatory census
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

Read more:

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<http://www.cbc.ca/canada/story/2010/07/21/statistics-canada-quits.html#ixzz0uN3nyn00>

<http://www.cbc.ca/canada/story/2010/07/21/statistics-canada-quits.html>

Marc Zwelling

Vector Research + Development Inc. / 416.733.2320

<http://www.vectorresearch.com>

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Date: Thu, 22 Jul 2010 13:07:54 -0400
Reply-To: "Schwartz, Jim" <SCHWJI@CONSUMER.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Schwartz, Jim" <SCHWJI@CONSUMER.ORG>
Subject: Seeking research firms with expertise in China
X-To: "AAPOR - National list serve (AAPORNET@asu.edu)"
<AAPORNET@asu.edu>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Would appreciate recommendations for excellent research firms with expertise in conducting marketing research projects in mainland China. Firms could be located in China or in the US with Chinese affiliates. Offices in Beijing and/or Shanghai would be a plus.

In addition to contact information, a description of your experience with these firms would be welcome.

Please respond off line. Thank you.

Jim Schwartz

Consumer Reports(r) National Research Center
schwji@consumer.org
www.ConsumerReports.org

**

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=====
Date: Thu, 22 Jul 2010 10:12:23 -0700

Reply-To: Leora Lawton <lawton@TECHSOCIETY.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Leora Lawton <lawton@TECHSOCIETY.COM>

Subject: Consulting opportunity for demographer - education sector

X-To: soc_practice-announce@listserv.asanet.org, AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Fyi..

-Leora

> I am emailing you from Maxwell Stamp PLC in London in relation to an
> opportunity that may be of interest to you and your colleagues at the
> University of Berkeley Population Center. We are a development economics
> consulting company and we are currently implementing the ADEC Abu Dhabi
> Master Plan for Schools Programme which aims to produce demand and
> supply-side population forecasts for schools focusing on school age
> children up to the year 2020. We are looking for an academic/demographer
> with experience in the education sector that would be able to review the
> methodology that our team have developed for this programme.

>

> I would be most grateful if you would let me know if this is something
> that any of your faculty or colleagues would be interested in pursuing.

>

> I look forward to hearing from you.

>

> All the best

>
> Alexander Zdravkovic
>
> International Development Consultant - Public Administration and
Governance
> Maxwell Stamp PLC
> Abbot's Court
> Farringdon Lane
> London EC1R 3AX
>
> T: +44 (0) 207 251 0154
> F: +44 (0) 207 490 8561
> E: azdravkovic@maxwellstamp.com
> W: www.maxwellstamp.com <http://www.maxwellstamp.com/>
>
>

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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=====
Date: Thu, 22 Jul 2010 14:33:18 -0400
Reply-To: John Hall <JHall@MATHEMATICA-MPR.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: John Hall <JHall@MATHEMATICA-MPR.COM>
Subject: experience with the decennial census
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

A colleague who is not a member of AAPPOR reported the following =
experience:

=20

Because my townhouse up here is a new construction, I was proactive last
February and March and tried to find out if our address was on the =
frame, but
to no avail. No one could tell me whether it was or wasn't.

=20

When the census advance letter and census forms had been mailed, and I =
didn't
get one, I called again and was told to pick up a form at the local =
YMCA.
(Which I did, and got forms for the 7 other townhouse units.) I mailed =
it in
right away.

=20

Then the enumerator came by weeks later to say they hadn't gotten my =
form. I
spoke to the local supervisor who told me that she was being enumerated =
too,
even though she knows she sent her form in. She told me not to worry =
about
double-counting, that they get rid of duplicates. So I gave the =
information
to the enumerator over the phone.

=20

Then a different enumerator left a notice at my house this week, saying =
they
had no record of [either of] my previous census form[s], and wanted to
enumerate our household again.

=20

If someone who is willing [eager, even!] and able to complete the =
census
form does so, and is still not counted, I don't even want to think about =
the
hard-to-count and reluctant-to-complete folks.=20

=20

=20

John Hall

Senior Statistician

Mathematica Policy Research

600 Alexander Park

Princeton, NJ 08540

609-275-2357

=20

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=====

Date: Thu, 22 Jul 2010 23:22:09 -0400
Reply-To: Joel Bloom <joeldbloom@GMAIL.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Joel Bloom <joeldbloom@GMAIL.COM>
Subject: Question: References on legitimacy of web survey tools
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1

Posted for a colleague, and former AAPOR member:

Has AAPOR or you or anyone you know of written anything on the use of Survey Monkey in academic research? I did some research on ballot type using Survey Monkey (because you can't call someone and ask them about a ballot...they need to be looking at it while you ask the questions). Now I want to know if I am going to get knocked in the peer-review process because I used Survey Monkey. Any citations or literature would be appreciated.

Thanks,

I told him that the rigor of the methods one uses, and the detail in which one documents and describes the research, are far more important than the particular web survey tool used to collect the data, but my friend wants references.

Does anyone know of any direct references? In lieu of direct references, examples of research published in peer-reviewed journals that used SurveyMonkey, Zoomerang, or other such online tools would be helpful as well. Thanks!

-- Joel

--

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

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

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

Date: Fri, 23 Jul 2010 06:51:56 -0400
Reply-To: jtanur@NOTES.CC.SUNYSB.EDU
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Judith Tanur <jtanur@NOTES.CC.SUNYSB.EDU>
Subject: Help, please
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-type: text/plain; charset=ISO-8859-1
Content-transfer-encoding: quoted-printable

A former student has a question that she and I could use some help on.
Here is what she writes:

"I'm working on the problem of household food security measurement using a sample of HH's in Uganda. My collaborator just added a whole new group of individuals (children) to the data set. I now have anthropometric data (DV) on 130 children with HH level data on food security for the 68 HHs where these children dwell. I thought of doing a sample of one child from each HH but it would be a shame to lose the data. I also thought of doing a coefficient of variation showing intra vs inter hh variability, but I'm not sure where to go with that or if it is a standardly used measure. My current thinking on it is that I have to run a mixed-effect/multi-level regression on these data (stata command "xtmixed") so that I can see what the effect is of people in the same household and then on the second level, people within the same "parish" (village). My concern here is that I never have more than two to three children per household so I don't know how that works. Would this be the correct way to proceed with these data?"

Any help would be appreciated. You may respond to the list if you think there is general interest, to me at jtanur@notes.cc.sunysb.edu or directly to her at monique.centrone.stefani@ic.sunysb.edu.

Thanks in advance.

Best, Judy=

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Date: Fri, 23 Jul 2010 15:06:35 -0400
Reply-To: jwerner@jwdp.com
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Jan Werner <jwerner@JWDP.COM>
Organization: Jan Werner Data Processing
Subject: Science as redefined by Nate Silver
X-To: AAPORNET <aapornet@asu.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1; format=flowed
Content-Transfer-Encoding: 7bit

This past Monday, Nate Silver posted a rambling analysis of Rasmussen's polling methods which contains the following priceless sentence:

"One definition of how "scientific" a poll is is the percentage of the adult population that it can potentially hope to reach."

<http://www.fivethirtyeight.com/2010/07/is-poll-scientific-if-it-excludes-more.html>

or: <http://tinyurl.com/27bva8t>

Silver's article actually does contain some interesting information (if it can be trusted) about how people spend their time during those parts of the day during which they are likely to be reachable by pollsters, and how this can potentially distort the sampling frame. Can't say much that's positive about his analysis, however.

Jan Werner

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Date: Fri, 23 Jul 2010 20:43:04 GMT
Reply-To: "mpcohen@juno.com" <mpcohen@JUNO.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "mpcohen@juno.com" <mpcohen@JUNO.COM>
Subject: Re: Help, please

X-To: jtanur@NOTES.CC.SUNYSB.EDU, mcentron@ic.sunysb.edu
X-cc: AAPORNET@ASU.EDU
Mime-Version: 1.0
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline
Content-Type: text/plain; charset=ISO-8859-1

My short answer would be "yes", ML regression is a very sensible approach. Not having more than two or three kids per HH is not a problem and is quite common in ML modeling.

Michael P. Cohen
mpcohen@juno.com

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

From: Judith Tanur <jtanur@NOTES.CC.SUNYSB.EDU>
To: AAPORNET@ASU.EDU
Subject: Help, please
Date: Fri, 23 Jul 2010 06:51:56 -0400

A former student has a question that she and I could use some help on. Here is what she writes:

"I'm working on the problem of household food security measurement using a sample of HH's in Uganda. My collaborator just added a whole new group of individuals (children) to the data set. I now have anthropometric data (DV) on 130 children with HH level data on food security for the 68 HHs where

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to her at monique centrone stefani <mcentron@ic.sunysb.edu>.

Thanks in advance.

Best, Judy

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<http://thirdpartyoffers.juno.com/TGL3141/4c49ff238015045f4f5st01vuc>

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Date: Fri, 23 Jul 2010 15:05:38 -0700
Reply-To: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Mike O'Neil <mike.oneil@ALUMNI.BROWN.EDU>
Subject: Re: Science as redefined by Nate Silver
X-To: jwerner@jwdp.com
X-cc: AAPORNET@asu.edu
In-Reply-To: <4C49E83B.9000605@jwdp.com>
MIME-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1

Jan et al.

I read Nate Silver's blog every day, and learn a lot from it. Furthermore, even though he does not come from our tradition (he's an economist, not a survey researcher), the gist his work is very much allied with sound methodological practice.

I think you are being too picky. OK, he should have said "coverage" rather than "scientific." But his essential point is absolutely correct and actually contributes to public understanding. Indeed, low coverage is the primary weakness of the ubiquitous web surveys most of us are being asked to conduct (because they are quick and cheap).

Without stating what aspect of his analysis you don't like, it's hard to react. But the sentence you quote, despite poor word choice, is right-on.

Mike O'Neil
www.mikeoneil.org

On Fri, Jul 23, 2010 at 12:06 PM, Jan Werner <jwerner@jwdp.com> wrote:

> This past Monday, Nate Silver posted a rambling analysis of Rasmussen's
> polling methods which contains the following priceless sentence:

> "One definition of how "scientific" a poll is is the percentage of the
> adult population that it can potentially hope to reach."

> <http://www.fivethirtyeight.com/2010/07/is-poll-scientific-if-it-excludes-more.html>

> or: <http://tinyurl.com/27bva8t>

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> Jan Werner

> -----
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Date: Sat, 24 Jul 2010 04:11:45 -0400

Reply-To: jwerner@jwdp.com

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Jan Werner <jwerner@JWDP.COM>

Organization: Jan Werner Data Processing

Subject: Re: Science as redefined by Nate Silver

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

X-cc: AAPORNET@ASU.EDU

In-Reply-To: <AANLkTimTWE3ZrHGX5LbZ8cm4Ts-zFP=i0B9AD-xeLy_1@mail.gmail.com>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Try substituting the word "coverage" for the word "scientific" in the
quoted sentence and it makes even less sense.

I suspect most AAPOR members understand that Silver's main topic is what we would call "coverage," but his sentence defines an adjective used to imply quality, not a noun used as the technical name for an aspect of sample design.

Folks like you and me, with decades of polling experience under our belts, can read Silver's blog and pick out the nuggets of information that it contains, discarding the dross that surrounds them. But what is the less informed reader going to take away?

I often enjoy reading Silver, if only because I am sympathetic to his politics and his concerns about polls. But I consider him neither knowledgeable nor reliable on his chosen subject. Unfortunately, far too many people believe that the appearance of mathematical sophistication is ipso facto evidence of trustworthiness.

I find it ironic that the New York Times has picked up FiveThirtyEight.com, while the Huffington Post (which I consider to be just this side of an online supermarket tabloid) has acquired the infinitely more authoritative Pollster.com.

Jan Werner

Mike O'Neil wrote:

> Jan et al.

>

> I read Nate Silver's blog every day, and learn a lot from it. Furthermore, > even though he does not come from our tradition (he's an economist, not a > survey researcher), the gist his work is very much allied with sound > methodological practice.

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>

> Mike O'Neil
> www.mikeoneil.org

>

>

> On Fri, Jul 23, 2010 at 12:06 PM, Jan Werner<jwerner@jwdp.com> wrote:

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>>
>>
>> <http://www.fivethirtyeight.com/2010/07/is-poll-scientific-if-it-excludes-more.html>

>>
>> or: <http://tinyurl.com/27bva8t>
>>
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>>
>>
>> Jan Werner

>>
>> -----
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Date: Sat, 24 Jul 2010 18:04:11 -0400
Reply-To: Marc Zwelling <marc@VECTORRESEARCH.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Marc Zwelling <marc@VECTORRESEARCH.COM>
Subject: 52% of Canadians think govt should keep mandatory long-form census
X-To: AAPORNET@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

<http://www.theglobeandmail.com/news/politics/spector-vision/canadians-support-long-form-census/article1650650/>

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

Turning questions into strategies

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=====
Date: Sun, 25 Jul 2010 13:34:02 -0400
Reply-To: "Beatty, Paul C. (CDC/OSELS/NCHS)" <pbb5@CDC.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Beatty, Paul C. (CDC/OSELS/NCHS)" <pbb5@CDC.GOV>
Subject: Invited Sessions for 2011 JSM
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: quoted-printable

Apologies for cross-posting:

=20

=20

=20

Proposals for invited sessions are now being accepted for next year's Joint Statistical Meetings, which will be held July 30-August 4, 2011 in Miami, FL. Invited sessions can consist of paper sessions, poster sessions, or panel discussions. More information can be found in the Call for Invited Sessions, located here:
<http://www.amstat.org/meetings/jsm/2011/index.cfm?fuseaction=3Dsessions>

=20

The Survey Research Methods Section (SMRS) has been allotted 4 slots for

invited sessions in 2011. If you would like to submit a proposal for one, please send me a short description and justification of the proposed topic (a paragraph should be sufficient), the nature of the session (papers, posters, or panel) and a list of proposed participants (please confirm their interest and availability before submitting), to pbeatty@cdc.gov. I would be happy to answer any questions and discuss preliminary ideas for sessions with anyone as well. =20

=20

Please send me proposals by Wednesday, August 25. Final decisions on sessions will be made shortly thereafter and will need to be entered into the JSM website before September 8. =20

=20

Best regards,

=20

Paul Beatty

2011 SRMS Program Chair

=20

=20

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Date: Mon, 26 Jul 2010 09:26:53 -0400
Reply-To: colleen_porter@COX.NET
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Colleen Porter <colleen_porter@COX.NET>
Subject: Re: 52% of Canadians think govt should keep mandatory long-form census
X-To: AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset=utf-8
Content-Transfer-Encoding: 7bit

I appreciate Marc updating us on this situation, and was surprised there was not more discussion on the list, although I appreciate that a lot of us are on vacation.

In so much of what our industry does, Census data is the firm foundation--the basis of much sampling, used in weighting, relied on as an objective "gold

standard" against which the representativeness of a sample is measured. Utilization of census data is a unifying force across the AAPOR membership, because it may be one of the few things in common to the political pollsters, health researchers, market researchers, and so on.

To undermine the census in such a significant way is kinda like seeing a concrete building turn to jello.

This polling data, if accurate, is interesting because it seems to suggest a tyranny of the majority. Only a minority thinks the census is overly intrusive--and hard to know what that number would have been before recent media coverage that raised concerns.

Also, that a respected public official felt he had to resign over the issue is another concern. One of my teenagers was in the car when NPR reported news of the Berwick recess appointment. I mentioned to her that perhaps the Obama administration was a turning point when government posts were now being filled by people of great competence, who sacrificed comfortable homes and jobs they loved in order to serve in the meat-grinder of Washington DC for a season. As opposed to earlier administrations where those jobs were filled by political appointees without real expertise in the field they directed and/or those who served as a steppingstone to cash in as lobbyists later. She was surprised: "But shouldn't the brightest and most competent people be running the country?"

Colleen Porter
Gainesville, FL

---- Marc Zwelling <marc@VECTORRESEARCH.COM> wrote:

>
> <http://www.theglobeandmail.com/news/politics/spector-vision/canadians-support-long-form-census/article1650650/>
>
>
>
>
>

> Marc Zwelling
> Vector Research + Development Inc. / 416.733.2320
> <http://www.vectorresearch.com>
>
> Turning questions into strategies
>
>
>
> Follow Vector Research on Twitter:
>
> <<http://www.twitter.com/vectorresearch>> www.twitter.com/vectorresearch
>

<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.

Date: Mon, 26 Jul 2010 08:56:45 -0500
Reply-To: "Levy, Eric" <Eric.Levy@MARITZ.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Levy, Eric" <Eric.Levy@MARITZ.COM>
Subject: Re: Help, please
X-To: "mpcohen@juno.com" <mpcohen@JUNO.COM>, AAPORNET@ASU.EDU
In-Reply-To: A<20100723.164304.8213.10@webmail12.vgs.unttd.com>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 8bit

With low sample sizes like that, she might also consider one of the many Bayesian techniques that have sprung up in the past few years. In particular, if your former student uses "R", there are quite a few stat routines already written for that.

Eric S. Levy
Senior Director, Marketing
Maritz Research
W: (636) 827-4932
M: (314) 560-8909
eric.levy@maritz.com
<http://www.maritzresearch.com/>

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of mpcohen@juno.com
Sent: Friday, July 23, 2010 3:43 PM
To: AAPORNET@ASU.EDU
Subject: Re: Help, please

My short answer would be "yes", ML regression is a very sensible approach. Not having more than two or three kids per HH is not a problem and is quite common in ML modeling.

Michael P. Cohen
mpcohen@juno.com

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

From: Judith Tanur <jtanur@NOTES.CC.SUNYSB.EDU>
To: AAPORNET@ASU.EDU
Subject: Help, please
Date: Fri, 23 Jul 2010 06:51:56 -0400

A former student has a question that she and I could use some help on. Here is what she writes:

"I'm working on the problem of household food security measurement using a sample of HH's in Uganda. My collaborator just added a whole new group of individuals (children) to the data set. I now have anthropometric data (DV) on 130 children with HH level data on food security for the 68 HHs where these children dwell. I thought of doing a sample of one child from each HH but it would be a shame to lose the data. I also thought of doing a coefficient of variation showing intra vs inter hh variability, but I'm not sure where to go with that or if it is a standardly used measure. My current thinking on it is that I have to run a mixed-effect/multi-level regression on these data (stata command "xtmixed") so that I can see what the effect is of people in the same household and then on the second level, people within the same "parish" (village). My concern here is that I never have more than two to three children per household so I don't know how that works. Would this be the correct way to proceed with these data?"

Any help would be appreciated. You may respond to the list if you think there is general interest, to me at jtatur@notes.cc.sunysb.edu or directly to her at [monique.centrone.stefani <mcentron@ic.sunysb.edu>](mailto:monique.centrone.stefani@ic.sunysb.edu).

Thanks in advance.

Best, Judy

<http://www.aapor.org>
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Please ask authors before quoting outside AAPORNET.

Date: Mon, 26 Jul 2010 14:56:27 +0000

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Resurgent Republic Poll

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

In-Reply-To:

<1837502991.520700.1280155923159.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>

MIME-Version: 1.0

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

Content-Transfer-Encoding: 7bit

Here is a story making the rounds this morning.

WSJ reports "A GOP research group plans to release new poll results Monday showing voters in 12 swing states might punish Democratic incumbents for failing to take action on the expiring tax cuts ahead of the election. The poll by Resurgent Republic says 55% of voters in those states would be less likely to vote for Democratic congressional candidates if Congress doesn't stop or delay next year's scheduled tax increases before Election Day."

The GOP research group Resurgent Republic reports:

"Voters in the dozen states with 2010 U.S. Senate races designated as "toss ups" by the Cook Political Report overwhelmingly oppose tax increases scheduled to take effect on January 1, 2011..."

But the only voting question asked was:

"In general, would you prefer that the next congressman from your congressional district be (ROTATE: a Republican or a Democrat)?" (GOP 39%, Dem 36%)

Your "next congressman from your congressional district representative"...not "your next senator".

Download the poll report here.

http://www.resurgentrepublic.com/polling_analyses/14

<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.

=====
Date: Mon, 26 Jul 2010 08:12:14 -0700

Reply-To: Ryan Tandler <ryan.tandler@YAHOO.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Ryan Tandler <ryan.tandler@YAHOO.COM>

Subject: Fw: Re: Resurgent Republic Poll

X-To: AAPORNET@ASU.EDU

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Not surprising. There are two kinds of political polls: those for internal use and those for external use. In the former, the primary goal is of course to yield unbiased estimates. In the latter, the primary goal is to tell the public a story.

That said, they may have asked the wrong question (even though the WSJ seems to have reported accurately given the question), does anyone really doubt that voters are opposed to higher taxes and look unfavorably on lawmakers whose actions lead to higher taxes? This was more likely than not a poll done to issue to media for the publicity it brings their organization, not to bring to light an interesting new trend.

-
Ryan Tandler

--- On Mon, 7/26/10, nickp@marketsharescorp.com <mkshares@COMCAST.NET> wrote:

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

Subject: Resurgent Republic Poll

To: AAPORNET@ASU.EDU

Date: Monday, July 26, 2010, 2:56 PM

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Date: Tue, 27 Jul 2010 14:51:16 +0000

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

Sender: AAPORNET <AAPORNET@ASU.EDU>

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

Subject: Re: Resurgent Republic Poll

X-To: Ryan Tandler <ryan.tandler@YAHOO.COM>

X-cc: AAPORNET@ASU.EDU

In-Reply-To:

<629804843.575822.1280242253678.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>

MIME-Version: 1.0

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

(I sent Ryan a copy of the Resurgent Republic report.)

The second question in the interview asked was if "you prefer that the next congressman from your congressional district be... " led to a GOP 39%/Dem 36% House win, however slight. That followed a right direction/wrong track question (possible order effect bias, details, details).

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As a consequence, the results anomalous. Are Republicans ahead 39%/36% or ahead by 55%/21%?

Both should have been reported by the WSJ.

Background. In the news (e.g., Geitner last Sunday) this is not an increase but expiration of tax cuts for high income people. This passed during the Bush administration's first term with a GOP controlled House and Senate. The news is reporting this properly as expiration. The poll mischaracterized it as an "increase".

Nick Panagakis

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

From: "Ryan Tandler" <ryan.tandler@YAHOO.COM>

To: AAPORNET@ASU.EDU

Sent: Monday, July 26, 2010 10:12:14 AM

Subject: Fw: Re: Resurgent Republic Poll

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To: AAPORNET@ASU.EDU
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=====

Date: Tue, 27 Jul 2010 11:22:13 -0400
Reply-To: Aneta Genova <genovaa@INTERMEDIA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Aneta Genova <genovaa@INTERMEDIA.ORG>
Subject: Job posting: Qualitative research manager
X-To: aapornet@asu.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

Qualitative Research Manager:

=20

We are seeking an experienced, DC based, Qualitative Research Manager =
who
will be responsible for the management of all qualitative research =
projects
under InterMedia's contract to conduct global audience/media research =
for the
Broadcasting Board of Governors. The ideal person for this position will
bring to InterMedia background and experience in qualitative research,
up-to-date knowledge on the world of qualitative research (new =
initiatives,
new methodologies and new platforms being used), knowledge on how new =
media

is impacting on traditional approaches to qualitative research = methodologies and techniques, insights and idea generation skills. An essential = component of this role is experience and eagerness to lead a team of regional and project managers on global projects in emerging markets and developing countries. The position will require someone with first class client management, project management and supervisory skills. Someone with a = strong leadership capability but also a team player will find this role = exciting and rewarding.

=20

The Qualitative Manager will supervise and work with regional and = project managers to ensure client needs are met (and surpassed!) and will ensure = the teams maintain schedules and meet deadlines. This person will be key in terms of delivery of results to clients, ensuring that all deliverables provide meaningful insight and adhere to presentation best practice. A = keen interest in audience attitudes and behavior in the context of rapidly evolving media markets and information and communication technologies, = as well as someone who thrives on working on challenging briefs and = research being conducted in challenging research environments around the world. Specifically, we seek candidates with the following attributes:

=20

=20

Key Requirements

Knowledge, Skills & Experience:

- * Proven track record as a qualitative researcher at research = agency, client company and/or NGO, including skills in qualitative design, moderation, analysis, reporting and debriefing.=20
- * Experience managing a team and running multi-country = qualitative research programs and projects, including initiating improvements in qualitative research design, implementation and reporting.
- * A minimum of 8 years relevant professional work experience and = a Bachelors Degree in political or social science, market research, international affairs or related field.

- * Knowledge and practical experience of all 'standard' = qualitative techniques - and an interest and willingness to help develop new methodologies, especially using new technologies.
- * Genuine interest in media and new, emerging media in = particular, in transitional and developing societies around the world, ideally with first-hand on-the-ground experience.
- * Evidence of impactful and insightful writing and presentation skills, combining multiple inputs specifically related to qualitative research projects for clients.
- * Proven supervisory, organizational, client relations, project = and time management skills.=20
- * Strong oral and written communication skills.
- * High proficiency with word processing, graphics and = presentation software.
- * Ability to work to multiple and tight deadlines.
- * Proficiency in foreign languages advantageous.=20
- * Ability to travel domestically and, on occasion overseas = (unlikely to exceed 15% as position is full-time, based in DC).

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 with ability to lead a team of regional and project managers.

=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=20

qualmgrhr@intermedia.org or via fax# 866-500-4095.=20

=20

Please note that only shortlisted candidates will be contacted.

=20

=20

EOE/M/F/V/D

=20

7/10

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recipient, or an employee or agent responsible for delivering the =
message to the intended recipient, is prohibited. If you are not the =
addressee or it appears from the context or otherwise that you have =
received this e-mail in error, please notify the sender of the e-mail =
immediately by reply e-mail, keep the contents confidential, and =
immediately delete the message and any attachments from your system. =
Thank you for your cooperation.

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=====
Date: Tue, 27 Jul 2010 08:48:25 -0700
Reply-To: Eleni Delimpaltadaki <eleni@OPPORTUNITYAGENDA.ORG>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Eleni Delimpaltadaki <eleni@OPPORTUNITYAGENDA.ORG>
Subject: Full-time fall internship at The Opportunity Agenda
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
In-Reply-To:
<AD33558BAA5D8646A6772C3940016E9302256E51@Mercury.sbs.intermedia.org>
MIME-Version: 1.0
Content-Type: text/plain; charset="Windows-1252"
Content-Transfer-Encoding: quoted-printable

Please feel free to share with students or other interested parties outside=
the listserv.

Best,

Eleni

Eleni Delimpaltadaki

Opinion and Media Research Coordinator

The Opportunity Agenda

www.opportunityagenda.org

Read the latest Public Opinion Monthly (http://opportunityagenda.org/public_opinion)

Public Opinion Research and Communications

Full Time Fall Internship 2010

The Opportunity Agenda (www.opportunityagenda.org) is dedicated to building the national will to expand opportunity for all in America through communications, research, and advocacy. We are seeking a student fall Intern with a demonstrated commitment to social justice and equal opportunity, good research skills and understanding of communications, and the initiative to take on new and innovative assignments. A sense of humor and a dose of modesty are essential. The internship is open to graduate students with a specific interest in public opinion research and media content analysis around social justice issues including immigration, health care, racial justice, poverty and human rights in general. The intern will work under the supervision of the Public Opinion and Media Research Coordinator in the communications department of the organization. The precise nature of the work varies by project and is based on the office's needs, but examples of work include:

- > Monitoring new public opinion research;
- > Assisting in coordinating logistics of public opinion research projects (polling and focus groups);
- > Assisting in analyzing existing public opinion research
- > Creating visual presentations of data (charts, table, graphics)
- > Blogging on public opinion topics
- > Assisting in media content analysis including using LexisNexis and other databases to identify appropriate articles;
- > Working with the communications team and highly acclaimed research consultants
- > Creating power point presentations of public opinion data
- > Assisting in communications projects based on the department's team
- > Assorted administrative duties

Qualifications: Candidates for this position should have a strong desire to work in public opinion research and public policy. The ideal candidate will have some experience working in a professional environment and therefore bring to the position analytical, organizational, and general office skills along with strong verbal, written, and interpersonal skills. Good statistical skills and Strong Microsoft Office skills, especially Excel and PowerPoint, are required. The candidate must be comfortable taking initiative and is a detail-oriented, energetic and quick learner possessing writing, editing and research skills. Applicants with previous political or consumer opinion research experience will be given preference.

The intern must be able to commit to a minimum of 35-40 hours weekly for ten weeks dependent on their availability. The hours are flexible, and some work may be completed off-site. The internship will begin the third week of

September. School credit or a stipend are available.

Location: New York City

Application Instructions: Please e-mail your resume and a cover letter (necessary to be considered) to jmizell@opportunityagenda.org. Please no phone calls.

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

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=====
Date: Tue, 27 Jul 2010 09:41:05 -0700

Reply-To: Ryan Tandler <ryan.tandler@YAHOO.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Ryan Tandler <ryan.tandler@YAHOO.COM>

Subject: Re: Resurgent Republic Poll

X-To: "nickp@marketsharescorp.com" <mkshares@comcast.net>

X-cc: AAPORNET@ASU.EDU

In-Reply-To:

<2009599951.575843.1280242276062.JavaMail.root@sz0107a.emeryville.ca.mail.comcast.net>

MIME-Version: 1.0

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

Content-Transfer-Encoding: quoted-printable

Nick,

Again this is a common practice. That they asked who respondents would be voting for multiple times after posing multiple messages suggest that this is some form of message testing going on (message tests usually are some kind of push question; they're testing a partisan message after all). Message testing usually asks a respondent how they will vote, presents a set of messages, and asks about voting again. This allows them to see how many voters they can pick up by using particular message. In combination with different types of questions, they can use cross-tabs to see that message A works best among voters in the northeast while message B is best among males 35-4, and then they can advise a candidate's team on things like travel, budget, scheduling, and talking points.

That said, I'm sticking by what I said yesterday; I think they did some combination of push polling/message testing for the publicity. There is all the more reason to think so since they weren't, as far as we know, doing this poll for a candidate. There really is no way to do message testing without offering skewed items, and given a strictly defined internal purpose that's fine. Message testing should be used for testing messages, not for predicting how the population will vote. It was completely improper of them to report their results as if they had done the latter (and the WSJ should have checked it out more thoroughly; a wise decision would have been to report none of it), but again they were using surveys as a tool to advance their goals, doing so in a manner that all political pollsters do (including this one), and aside from releasing their results to a newspaper as if they had found some truth about how the population will vote, their

practices are in line with the rest of that subset of the survey industry.

--- On Tue, 7/27/10, nickp@marketsharescorp.com <mkshares@comcast.net> wrote:

From: nickp@marketsharescorp.com <mkshares@comcast.net>
Subject: Re: Resurgent Republic Poll
To: "Ryan Tandler" <ryan.tandler@YAHOO.COM>
Cc: AAPORNET@ASU.EDU
Date: Tuesday, July 27, 2010, 2:51 PM

#yiv1187625362 p {margin:0;}

(I sent Ryan a copy of the Resurgent Republic report.)

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Nick Panagakis

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

From: "Ryan Tandler" <ryan.tandler@YAHOO.COM>
To: AAPORNET@ASU.EDU
Sent: Monday, July 26, 2010 10:12:14 AM
Subject: Fw: Re: Resurgent Republic Poll

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Date: Monday, July 26, 2010, 2:56 PM

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=====
Date: Tue, 27 Jul 2010 14:14:56 -0400
Reply-To: Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>
Subject: 0% would pay to use Twitter
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: quoted-printable

There's a survey out today getting a lot of press from USC's Annenberg School of Communications and Journalism that claims 0% of Twitter users would pay to use Twitter.

Time's coverage here: <http://newsfeed.time.com/2010/07/27/dollars-and-sense-survey-says-nobody-would-pay-for-twitter/>
Actual release here: http://annenberg.usc.edu/News%20and%20Events/News/100726_CDFStudy.aspx

Nowhere in the release or on their website was I able to find a methodology statement. No sense of the question's language, how many people were interviewed, how they were selected or even the survey mode. Despite this severe flaw the survey is still being widely reported on.

Also, I don't think I have EVER seen a survey response of zero percent - am I wrong to find that number completely suspicious?

- Alex

Alexander Lundry,
VP & Director of Research
TargetPoint Consulting<<http://bit.ly/targetpoint>>
twitter: @alexlundry<<http://bit.ly/altwitter>>
703-535-8505

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Facebook<<http://www.facebook.com/targetpoint>> | @tpctweet<<http://www.twitter.com/tpctweet>>

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

Please ask authors before quoting outside AAPORNET.

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

=====

Date: Tue, 27 Jul 2010 13:38:03 -0500

Reply-To: Trent Buskirk <tbuskirk@SLU.EDU>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Trent Buskirk <tbuskirk@SLU.EDU>

Subject: Re: 0% would pay to use Twitter

X-To: Alex Lundry <alundry@targetpointconsulting.com>

X-cc: AAPORNET@asu.edu

In-Reply-To:

<47E5853FE34B0E4AB6DE854C289BB9E405D0D3D0C3@MAIL.crosstarget.com>

MIME-Version: 1.0

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

It would be interesting to note the age of respondents as well as how much a user would have to pay? Was there a specific dollar amount or range used. That seems Luke it would help explain the very unusual estimate. Could this be a specific subpopulation estimate?

Trent D. Buskirk, Ph.D.

On Jul 27, 2010 1:28 PM, "Alex Lundry" <alundry@targetpointconsulting.com> wrote:

There's a survey out today getting a lot of press from USC's Annenberg School of Communications and Journalism that claims 0% of Twitter users would pay to use Twitter.

Time's coverage here:

<http://newsfeed.time.com/2010/07/27/dollars-and-sense-survey-says-nobody-would-pay-for-twitter/>

Actual release here:

http://annenberg.usc.edu/News%20and%20Events/News/100726_CDFStudy.aspx

Nowhere in the release or on their website was I able to find a methodology statement. No sense of the question's language, how many people were interviewed, how they were selected or even the survey mode. Despite this severe flaw the survey is still being widely reported on.

Also, I don't think I have EVER seen a survey response of zero percent - am I wrong to find that number completely suspicious?

- Alex

Alexander Lundry,
VP & Director of Research
TargetPoint Consulting<<http://bit.ly/targetpoint>>
twitter: @alexlundry<<http://bit.ly/altwitter>>
703-535-8505

Connect with TargetPoint
Facebook<<http://www.facebook.com/targetpoint>> | @tpctweet<
<http://www.twitter.com/tpctweet>>

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

=====
Date: Tue, 27 Jul 2010 20:11:53 +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: 0% would pay to use Twitter
X-To: Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>, AAPORNET@ASU.EDU
MIME-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

I just poked around myself and also couldn't find anything really about =
methodology. =20

You can purchase the report. Possibly then you would see the =
methodology. I wonder whether a policy of disclosing your methodology =
but only if people pay you money would be acceptable under the new AAPOR =
standards? Of course, maybe they would disclose for free if asked. I =
don't know. It does seem foolish, though, for people to be citing this, =
apparently without seeing anything at all on methodology. =20

0% on anything does sound pretty implausible. However, I could imagine =
a question wording that might produce something at least close to that. =
If people are currently getting a service for free and they are asked if =
they would rather pay money for the same service how many people are =
really going to say "yes". I would think that to get people to support =
fees you'd have to hold out some possibility of better service if you =
pay compared to what you're now getting for free. =20

Still, I would have thought that some people wouldn't really be paying =
attention to the question or interviewers would tick the wrong box or =
something. Literally zero percent seems like a stretch.

Mike Spagat

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

From: AAPORNET on behalf of Alex Lundry

Sent: Tue 27/07/2010 19:14

To: AAPORNET@ASU.EDU

Subject: 0% would pay to use Twitter

=20

There's a survey out today getting a lot of press from USC's Annenberg =
School of Communications and Journalism that claims 0% of Twitter users =
would pay to use Twitter.

Time's coverage here: =

<http://newsfeed.time.com/2010/07/27/dollars-and-sense-survey-says-nobody-would-pay-for-twitter/>

Actual release here: =

http://annenberg.usc.edu/News%20and%20Events/News/100726_CDFStudy.aspx

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methodology statement. No sense of the question's language, how many =
people were interviewed, how they were selected or even the survey mode. =
Despite this severe flaw the survey is still being widely reported on.

Also, I don't think I have EVER seen a survey response of zero percent - =
am I wrong to find that number completely suspicious?

- Alex

Alexander Lundry,

VP & Director of Research

TargetPoint Consulting<<http://bit.ly/targetpoint>>

twitter: @alexlundry<<http://bit.ly/altwitter>>

703-535-8505

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@tpctweet<<http://www.twitter.com/tpctweet>>

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aapornet-request@asu.edu

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=====
Date: Tue, 27 Jul 2010 15:48:47 -0400

Reply-To: "Safir, Adam - BLS" <Safir.Adam@BLS.GOV>
Sender: AAPORNET <AAPORNET@ASU.EDU>
From: "Safir, Adam - BLS" <Safir.Adam@BLS.GOV>
Subject: Job opening at the Bureau of Labor Statistics
X-To: "AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>
Content-Type: text/plain; charset="iso-8859-1"
MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

(Apologies for cross-posting)

The Branch of Research and Program Development in the Division of Consumer Expenditure Surveys at the Bureau of Labor Statistics has a position open. Detailed information is below and at <http://www.usajobs.com/>. The job announcement numbers are:

- . Government-Wide Economist, GS-0110-13: MS-10-BLS-PL-142
- . Government-Wide Statistician, GS-1530-13: MS-10-BLS-PL-143
- . All-Sources Economist, GS-0110-13: DE-10-BLS-PL-145
- . All-Sources Statistician, GS-1530-13: DE-10-BLS-PL-146

Please feel free to forward this information to any qualified and interested colleagues.

Best,
Adam

Adam Safir
U.S. Bureau of Labor Statistics
safir.adam@bls.gov
(202) 691-5175

Title: Economist / Statistician (Economics)
Open Period: Tuesday, July 27, 2010 to Monday, August 16, 2010
Series & Grade: GS-0110-13 / GS-1530-13

This is an interdisciplinary position and may be filled as either an Economist or a Statistician (Economics). This position is located in the Division of Consumer Expenditure Surveys (DCES), Branch of Research and Program Development (BRPD). The Bureau of Labor Statistics (BLS) is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics. The BLS is an independent national statistical agency that collects, processes, analyzes, and disseminates essential statistical data to the American public, the U.S. Congress, other Federal agencies, State and local governments, business, and labor. The BLS also serves as a statistical resource to the Department of Labor.

The incumbent serves as an Economist or Statistician (Economics) in the Division of Consumer Expenditure Surveys (DCES) and specifically for the Branch of Research and Program Development (BRPD). Major duties may include:

1. The incumbent initiates and conducts economic, statistical, and

methodological studies aimed at the measurement and reduction of survey errors from sampling and non-sampling sources and at the identification of factors leading to those errors. Assignments may include the conceptualization of the problem, application of new techniques or methods of attack, and development of sound recommendations, which may affect the basic survey design. This may require the ability to use new or unconventional methods, both quantitative and qualitative. A facility with the use of quantitative methods in order to analyze problems and propose solutions is required. Familiarity with qualitative methods and the ability to develop and implement laboratory and field studies of measurement issues applying those methods is highly desirable.

2. The incumbent acts as project manager for special projects. This may involve working with representatives of support offices in BLS, with Census Bureau subject matter and support areas, and with outside organizations working under contract to BLS. In addition to technical and economic knowledge, incumbent must possess the project management skills to coordinate and assimilate different priorities and approaches to the task by the different organizations. Incumbent must plan and manage resources assigned to projects, ensure that standards are maintained, and see to it that processes and products are well documented. The incumbent is responsible for making assignments and for providing guidance to other staff members. This guidance includes coaching and/or mentoring staff on the performance of assignments and providing leadership on teams. Incumbent assists the Branch Chief in the effective utilization of staff resources.

3. The incumbent, as a specialist in his/her field of expertise, is responsible for conducting research focusing on data collection aspects of the Consumer Expenditure Surveys. The incumbent is required to demonstrate an in-depth understanding of data collection methodologies and survey error sources. The incumbent represents the Branch or the Division to other organizations, both inside and outside BLS. The incumbent must possess a high degree of technical ability as well as a thorough knowledge of program objectives and practices. The incumbent must communicate effectively, both orally and in writing, as he/she serves as a primary resource person for Branch projects.

4. The incumbent has overall responsibility for developing and implementing studies and field tests with the goal of maintaining or improving the accuracy of the information collected by the Surveys. The incumbent ensures that the studies are methodologically sound and consistent with program goals.

For inquiries about the position or application process, please contact:

Oscar Iraheta
Phone: 202-691-6622
Fax: 202-691-5507
TDD: 800-877-8339
Email: DOORS@bls.gov

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ed Market Research Analyst position =0Aavailable at Facebook. Interested ap=
plicants should apply here: =0Awww.facebook.com/careers/apply.php?id=3D1349=
02639874054&jobBoardId=3D152758947036.=0A =0ABest wishes, =0AKathy=0A =0Aka=
thy dykeman | facebook =0AO +44 203 386 6192 M UK +44 7738 439297 =0A22 Gan=
ton Street 4th Floor | London | W1F 7BY=0Akathydykeman@facebook.com =0A=
=0AMarket Research Analyst (New York)=0AWith 500 million active users and c=
ounting, the Facebook platform is an =0Aincredible place to understand how =
consumers think, feel, and behave. Facebook =0Ais seeking a market research=
analyst to join the Measurement and Insights Group =0Ato help design and o=
perate the next generation of research and measurement =0Atools. The ideal =
candidate will have a passion for creating new and innovative =0Aways of un=
derstanding consumers and advertising effectiveness through innovative =0Aa=
nalytics, methods, and products. Applicants should have a strong quantitati=
ve =0Abackground in market research, behavioral sciences research, consumer=
insights, =0Aor business analytics. Experience in designing research studi=
es, soliciting =0Aconsumer feedback and analyzing consumer behavior is a pl=
us. This position is =0Afull time and located in our offices in New York, N=
Y. =0A=0AResponsibilities=0A=09* Identify and develop new approaches f=
or obtaining consumer insights =0Ausing the Facebook platform=0A=09* Consul=
t with the sales and operations team to develop custom measurement =0A=
solutions for clients=0A=09* Manage quantitative measurement programs =
for Facebook=E2=80=99s monetization =0Aproducts=0A=09* Design and analyze =
results of advertising effectiveness studies and =0Adevelop reporting a=
nd client presentations=0A=09* Develop and evaluate metrics for d=
escribing the impact of advertising =0Acampaigns and other Facebook pr=
oducts on user behavior or attitudes =0A=0ARequirements=0A=09* 2+ years exp=
erience working in a similar capacity with a degree focused =0Ain soci=
al science preferred=0A=09* Excellent quantitative skills, signif=
icant experience with survey =0Adesign, sampling, and data analysis=0A=
=09* Expertise with statistical data analysis (e.g. regression, factor=
=0Aanalysis, and multivariate analysis), experimental design, and mod=
el =0Adevelopment=0A=09* Experience using SPSS, SAS, R, Matlab, or oth=
er statistical packages=0A=09* Working knowledge of SQL=0A=09* Passion for =
& background in consumer internet and social media=0A=09* General know=
ledge of internet advertising market=0A=09* Ability to work auton=
omously & make critical decisions independently=0APlease apply directly thr=
ough this link:=0A =0Awww.facebook.com/careers/apply.php?id=3D1349026398740=
54&jobBoardId=3D152758947036

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

Please ask authors before quoting outside AAPORNET.

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=====

Date: Wed, 28 Jul 2010 18:18:57 -0400

Reply-To: Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>

Sender: AAPORNET <AAPORNET@ASU.EDU>

From: Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>

Subject: Re: 0% would pay to use Twitter

X-To: Jennifer Agiesta <AgiestaJ@WASHPOST.COM> ,

"AAPORNET@ASU.EDU" <AAPORNET@ASU.EDU>

In-Reply-To: <OFFFCAAF89.28E38CFD-ON8525776D.006D775B-

8525776D.006DF5F2@washpost.com>

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

MIME-Version: 1.0
Content-Transfer-Encoding: 8bit

Thanks for getting this!

It's better than nothing, but this information is for the 2009 study, not the 2010 study with the Twitter headline.

So ultimately, we still really don't know anything about this poll.

- Alex

From: AAPORNET [AAPORNET@asu.edu] On Behalf Of Jennifer Agiesta [AgiestaJ@WASHPOST.COM]
Sent: Tuesday, July 27, 2010 4:01 PM
To: AAPORNET@ASU.EDU
Subject: Re: 0% would pay to use Twitter

Alex, sometimes you've just got to ask... I requested and was sent a full methodology statement. Still trying on the questionnaire. There's more on weighting, but here's how respondents were selected/interviewed...

Research methods

For both the original sample drawn in 2000, and the replacement samples selected in subsequent years until 2006, a national Random Digit Dial (RDD) telephone sample was used. This method gives every telephone number in the 50 states and the District of Columbia a close to equal chance of being selected.

In the initial call, an interviewer spoke to a person in the household 18 years of age or older to obtain a roster of all household members. At this point, a computer system ("CFMC Survent" CATI) randomly selected one individual from among those 12 years of age and over in the household to be the interviewee from that household.

If the randomly selected individual was between 12 and 17 years of age, the interviewer asked a parent or guardian for permission to interview the child.

In years 2000 to 2007, once the selection of a household member was made, only that individual was eligible to complete the interview. In 2008 and 2009, if the household member who was originally selected to complete the interview was not available, up to two other individuals could be randomly selected from the roster to represent the household in the survey. If both of the randomly selected individuals were not available, the individual on the phone was interviewed.

In 2009, up to 3 call attempts were made to complete an interview. If a household refused once, it was not

contacted again.

The data were collected from 1,981 respondents through a combination of telephone and web surveys. In 2009, those repeat respondents and new random respondents who indicated by phone that they had Internet access were directed to complete the interview via the Web. A URL was provided verbally, and a web link and password were e-mailed to the potential respondent to allow that respondent to complete the survey via the Web. Respondents not willing to give an e-mail address for the survey were not included in the study. A small number of respondents who indicated that they had Internet access but preferred to complete the survey over the phone were allowed to do so.

In 2009, when contacting panel members from the original sample, up to 15 call attempts were made to reach them. If the person interviewed in the prior year was no longer a member of the household, no substitution of a different household member was made.

Those participating in the survey for the second, third, fourth, fifth, sixth, seventh, or eighth year were paid a monetary incentive.

Interviews were conducted in English. Interviewing took place between April 8th and August 10th, 2009.

~~~~~  
Jennifer Agiesta  
Polling Analyst  
The Washington Post  
1150 15th St. NW  
Washington, DC 20071  
202.334.4578

Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>  
Sent by: AAPORNET <AAPORNET@asu.edu>  
07/27/2010 02:14 PM  
Please respond to  
Alex Lundry <alundry@TARGETPOINTCONSULTING.COM>

To  
AAPORNET@ASU.EDU  
cc

Subject  
0% would pay to use Twitter

There's a survey out today getting a lot of press from USC's Annenberg School of Communications and Journalism that claims 0% of Twitter users would pay to use Twitter.

Time's coverage here:  
<http://newsfeed.time.com/2010/07/27/dollars-and-sense-survey-says-nobody-would-pay-for-twitter/>

Actual release here:  
[http://annenberg.usc.edu/News%20and%20Events/News/100726\\_CDFStudy.aspx](http://annenberg.usc.edu/News%20and%20Events/News/100726_CDFStudy.aspx)

Nowhere in the release or on their website was I able to find a methodology statement. No sense of the question's language, how many people were interviewed, how they were selected or even the survey mode. Despite this severe flaw the survey is still being widely reported on.

Also, I don't think I have EVER seen a survey response of zero percent - am I wrong to find that number completely suspicious?

- Alex

Alexander Lundry,  
VP & Director of Research  
TargetPoint Consulting<<http://bit.ly/targetpoint>>  
twitter: @alexlundry<<http://bit.ly/altwitter>>  
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<http://www.twitter.com/tpctweet>>

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

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

=====  
Date: Wed, 28 Jul 2010 18:20:35 -0400  
Reply-To: Mike Donatello <[mike@DONATELLO.US](mailto:mike@DONATELLO.US)>  
Sender: AAPORNET <[AAPORNET@ASU.EDU](mailto:AAPORNET@ASU.EDU)>

From: Mike Donatello <mike@DONATELLO.US>  
Subject: Re: 0% would pay to use Twitter  
X-To: AAPORNET@ASU.EDU  
In-Reply-To: <AANLkTimvc70kGeXPVnCK3uB7=fvxZ1Oec4qYPRytHOW8@mail.gmail.com>  
MIME-Version: 1.0  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

Given that assessments of price sensitivity and willingness to pay are extremely sensitive to method, I refuse to take seriously any research which (1) does not disclose its method publicly, and (2) does not employ multiple indicators in an attempt to establish some degree of convergence. As far as I'm concerned, this is BS until demonstrated otherwise.

---

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

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

From: AAPORNET [mailto:AAPORNET@asu.edu] On Behalf Of Trent Buskirk  
Sent: Tuesday, July 27, 2010 2:38 PM  
To: AAPORNET@ASU.EDU  
Subject: Re: [AAPORNET] 0% would pay to use Twitter

It would be interesting to note the age of respondents as well as how much a user would have to pay? Was there a specific dollar amount or range used. That seems Luke it would help explain the very unusual estimate. Could this be a specific subpopulation estimate?

Trent D. Buskirk, Ph.D.

No virus found in this outgoing message.  
Checked by AVG - www.avg.com  
Version: 9.0.851 / Virus Database: 271.1.1/3029 - Release Date: 07/28/10 04:37:00

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

---

Date: Thu, 29 Jul 2010 14:42:43 -0700

Reply-To: AAPOR Headquarters <dmarchetti@AAPOR.ORG>  
Sender: AAPORNET <AAPORNET@ASU.EDU>  
From: AAPOR Headquarters <dmarchetti@AAPOR.ORG>  
Subject: AAPOR Strategic Plan: Member Feedback Requested  
X-To: AAPORNET@ASU.EDU  
Mime-Version: 1.0  
Content-Transfer-Encoding: quoted-printable

Since December 2009, the AAPOR Executive Council has been developing a Strategic Plan that would serve as a blueprint for its actions over the next three-to-five years. Because member participation is vital to the success of the plan, you are invited to share your thoughts, questions and general comments before the plan is formally adopted at the September Council meeting.

All communication should be directed to [strategic\\_plan@aapor.org](mailto:strategic_plan@aapor.org) by August 23, 2010.

Visit the AAPOR website to review the strategic plan.  
([http://www.aapor.org/Content/NavigationMenu/MembersOnly/StrategicPlan/AP\\_OR\\_Strategic\\_Plan\\_Version\\_1-9.pdf](http://www.aapor.org/Content/NavigationMenu/MembersOnly/StrategicPlan/AP_OR_Strategic_Plan_Version_1-9.pdf))

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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:  
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