

**PROGRAM  
and  
ABSTRACTS**

**34th Annual  
Conference**

THE INN  
Buck Hill Falls  
Pennsylvania

**May 31-June 3  
1979**

**AMERICAN  
ASSOCIATION for  
PUBLIC OPINION  
RESEARCH**



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## 34th ANNUAL CONFERENCE

## AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

The Inn, Buck Hill Falls, Pennsylvania  
May 31 through June 3, 1979

THURSDAY            MAY 31

3:00-9:00            REGISTRATION  
Main Lobby

2:00-6:00            MEETING OF OLD AND NEW EXECUTIVE COUNCILS  
West Lounge A

6:00-8:30            DINNER  
Main Dining Rm

8:30                 FIRST PLENARY SESSION: POLLING, POLITICAL  
Ballroom             ADVOCACY, AND THE PUBLIC INTEREST

Chair: Donald E. Payne, Oxtoby-Smith

Speakers: Harry W. O'Neill, Opinion Research Corporation  
Donald A. Hughes, Sears, Roebuck and Co.  
Mervin D. Field, Field Research Corporation

10:00                GET-TOGETHER PARTY - DUTCH TREAT  
Upper Lobby

FRIDAY	JUNE 1
7:00-9:45 Main Dining Room	BREAKFAST
8:00-9:00 West Lounge A	GENERAL MEETING OF LOCAL CHAPTERS  William C. Eckerman, Research Triangle Institute
9:00 Seminar Room	EDITORIAL BOARD, PUBLIC OPINION QUARTERLY
9:15 West Lounge A	EXHIBIT: A Sampling of Questionnaires Since 1941, National Opinion Research Center
All Day Upper Lobby	EXHIBITS  Word Processing Systems Applied to Questionnaires and Reports Thomas Mittelhauser, Digital Equipment Corp. Edward Hildebrandt, Digital Equipment Corp. Sally Huns, Digital Equipment Corp.  Drawing Random Digit Dialing Samples Using Computers Thomas Danbury, Survey Sampling, Inc.  An Exhibit of Current U.S. Census Forms and Publications
9:15-10:45 Library	NON-SAMPLING ERROR  Chair: Howard Schuman, University of Michigan  Some Sources and Consequences of False Reporting in Public Opinion Surveys (3) * George Bishop, University of Cincinnati Stephen E. Bennett, University of Cincinnati  Testing Interviewer Effects in Survey Data (11) * Ed Blair, University of Houston  Assessing Response Validity in National Surveys of Voting Behavior (3) * Michael W. Traugott, University of Michigan John P. Katosh, University of Michigan  Discussant: Stanley Presser, University of North Carolina

\* Number in parentheses refers to page number where abstract appears.

FRIDAY

9:15-10:45  
West Lounge B

## MULTIPLE CRITERIA OF MEDIA EFFECTS

Chair: W. Phillips Davison, Columbia University

Religious Cults, Public Opinion, and the  
Media (9)Gillian Lindt, Columbia University  
Albert Gollin, Newspaper Advertising BureauFamily and Media Influences on Children's  
Political Orientations (20)Thelma Anderson, Newspaper Advertising Bureau  
Don Cesario, Child Research ServicesTelevision and Leisure Time: A New Tomorrow? (23)  
John P. Robinson, Cleveland State University9:15-10:45  
East Room

## PUBLIC ATTITUDES TOWARD THE POLLS

Chair: Sidney Hollander, Hollander, Cohen Associates

Attitudes About Surveys (22)

Charles D. Cowan, Bureau of the Census

Trends in Public Attitudes toward Survey  
Research and What We Can Do About Them (7)

Judith S. Corson, Custom Research, Inc.

Discussant: Lester Frankel, Audits and Surveys

11:00-12:30

## ROUNDTABLES

Co-Chairs: Pearl Zinner, National Opinion  
Research Center  
Corinne Kirchner, American Foundation  
for the Blind

East Room

## INFORMED CONSENT: CURRENT STATUS OF THE ISSUE

Chair: Eleanor Singer, Columbia University  
Richard A. Tropp, DHEW

Seminar Room

DECLINING NEWSPAPER USE: POSITIVELY, NEGATIVELY,  
OR INSIGNIFICANTLY RELATED TO AGE?

Chair: Philip Meyer, Knight-Ridder Newspapers

West Lounge A

## AGENDA-SETTING INFLUENCE OF MASS COMMUNICATION

Chair: Maxwell McCombs, Syracuse University  
William DeGeorge, Syracuse University  
James Winter, Syracuse University  
Chaim Eyal, Syracuse University

FRIDAY

- Room 1102                    APPROACHES TO INCREASING THE ACCURACY OF DATA  
OBTAINED BY USING QUESTIONNAIRES  
                                 Chair: Patricia J. Labaw, RL Associates
- Library                    REFERENDA AS TESTS OF PUBLIC OPINION:  
                                 METHODOLOGICAL ISSUES  
                                 Chair: Gary Nordlinger, Nordlinger Associates  
                                 Glenn Newkirk, National Conference of  
                                 State Legislatures  
                                 Richard Smolka, American University
- Room 1106                    CURRENT STATUS OF CONTENT ANALYSIS  
                                 Chair: Cecil Baber, The Research Counsel
- Fountain Room                PRESSURES TOWARD COMPROMISING QUALITY IN  
SOCIAL RESEARCH  
                                 Chair: Ann F. Brunswick, Columbia University
- West Lounge B                PUBLIC OPINION AND FOREIGN POLICY  
                                 Chair: Dennis K. Davis, Cleveland State University  
                                 John P. Robinson, Cleveland State University
- 12:30-1:45                LUNCH  
Main Dining Room
- 2:00-3:30                    DIDACTIC SESSION: FOCUS GROUP INTERVIEWS: WHAT  
West Lounge B                THEY ARE AND WHAT THEY ARE NOT (5)  
  
                                 Chair: Carole R. Holden, Prudential Insurance  
                                 Company  
  
                                 Speakers: Bobby J. Calder, Northwestern University  
                                 Ronald Bohr, National Analysts
- 2:00-3:30                    THE REFUSAL PROBLEM  
Library  
  
                                 Chair: Anitra Rustemeyer, U. S. Bureau of the Census  
  
                                 Understanding and Dealing with the Refusal  
                                 Problem in Telephone Interviewing (2)  
                                 Alfred Tuchfarber, University of Cincinnati  
                                 Robert Oldendick, University of Cincinnati  
  
                                 Response Rates and Respondent Resistance: The  
                                 Case of Mail Surveys (12)  
                                 Carol P. Sosdian, Westat, Inc.  
                                 Laure M. Sharp, Bureau of Social Science Research  
  
                                 The Effect of Incentives on Response Rates in the  
                                 National Longitudinal Survey of Educational Effects (6)  
                                 Donald A. King, Research Triangle Institute



FRIDAY

v

2:00-3:30  
East Room

NEEDS ASSESSMENT AT THE CITY, STATE, AND NATIONAL  
LEVELS: ALTERNATIVE APPROACHES

Chair: Corinne Kirchner, American Foundation  
for the Blind

Conceptual Issues in Needs Assessment (9)  
Susan Maizel Chambré and Joyce Packer Bialik,  
New York City Human Resources Administration

Needs Assessment, Scientific Research, and  
Program Evaluation: Their Differences and  
Similarities  
Ronald Muttall, Boston College

Needs Assessment at the Federal Level (18)  
Jeffrey Koshel, The Urban Institute

Discussant: Melinda Upp, Social Security Administration

3:30-5:00  
Library

STUDIES OF CONSUMER AND PUBLIC SATISFACTION

Chair: Donald E. Payne, Oxtoby-Smith

Consumer Satisfaction with Survey Incentives (23)  
Robert Steen, Fleishman-Hillard, Inc.

The Roles of Information in Consumer-Oriented  
Communication (14)  
G. Ray Funkhouser, National Analysts

America's Most Important Problem: A Trend  
Analysis, 1946-76 (5)  
Tom W. Smith, National Opinion Research Center

3:30-5:00  
West Lounge B

NON-SURVEY APPROACHES TO MEASURING OPINION AND  
BEHAVIOR

Chair: Ruth Scheer, Abt Associates

Community Case Studies: An Exploratory Approach  
to Opinion Research (16)  
Walter K. Lindenmann, Hill and Knowlton, Inc.

The Use of Focus Groups in Political Research (7)  
Wm. Michael Denney, University of Texas at Austin  
J. Stephen Hendricks, University of Texas at Austin

How Body Rhythms Influence Opinion  
Ronald Gatty, City University of New York  
Judith Mack, City University of New York

Discussant: James J. Vanecko, U. S. Office of Education

FRIDAY

3:30-5:00  
East Room

THE PUBLIC TALKS BACK

Chair: John L. Curry, American Telephone  
and Telegraph Co.

QUBE as a Tool for Public Opinion  
Julius Litman, QUBE

Talking Back on the Telephone  
Roger Percy, R. D. Percy and Company

Viewers Talk Back to Television (11)  
André De Verneil, Peter D. Hart Research

5:00  
Seminar Room

NEW YORK CHAPTER

Stuart Herman, Technical Analysis and Comm., Inc.

5:30-6:30  
Upper Lobby

INVITATION RECEPTION FOR NEW ATTENDEES

7:00-8:30  
Main Dining Room

DINNER

8:30  
Ballroom

SECOND PLENARY SESSION: POLLS IN THE LEGAL  
AND REGULATORY PROCESS

Chair: Eve Weinberg, Policy Research Corporation

Speakers: Wallace Snyder, Federal Trade Commission  
Hans Zeisel, University of Chicago

SATURDAY JUNE 2

7:00-9:45 BREAKFAST  
Main Dining Room

9:15-10:45 THE TAX REVOLT  
West Lounge B

Chair: William Spinrad, Adelphi University

Television and the Origins of Proposition 13:  
Did the Nightly News Make the Tax Revolt  
Inevitable? (4)

Lee B. Becker, Ohio State University

Jeffrey W. Fruit, Ohio State University

Tax Revolt: The California Data (1)

I. A. Lewis, The Roper Organization, Inc.

The Tax Revolt and the 1978 Election

Warren Mitofsky, CBS News

Discussant: William Spinrad, Adelphi University

9:15-10:45 PUBLIC OPINION--THE EDITORS MEET THE READERS  
East Room

Chair: Bernard Roshco, U. S. Department of State

Eleanor Singer, Editor, Public Opinion Quarterly

George Gerbner, Editor, and

Marsha Siefert, Assoc. Editor, Journal of Communication

David Gergen, Managing Editor, Public Opinion

9:15-10:45 MAIL SURVEYS  
Library

Chair: Gloria Shaw Hamilton, Westat, Inc.

Repeated Mail Surveys of a Population of  
Educational Institutions (2)

Cynthia Forbes, Westat, Inc.

Is a Copy of the Questionnaire Necessary in a  
Second Mailing: Experimental and Nonexperimental  
Results (19)

Thomas A. Heberlein, University of Wisconsin

Robert Baumgartner, University of Wisconsin

Beyond the Total Design Method (3)

Don A. Dillman, Washington State University

SATURDAY

11:00  
East Room

FILM

What Goes on in the Field?--Videotaped Survey  
Research Training Module  
Conrad Pologe, American Telephone and  
Telegraph Co.

11:00-12:30

ROUNDTABLES

West Lounge A

ALTERNATIVE APPROACHES TO THE STUDY OF  
TELEVISION VIOLENCE

Chair: Peter V. Miller, University of  
Illinois at Urbana-Champaign  
Paul M. Hirsch, University of Chicago

Fountain Room

CURRENT TRENDS IN OUTDOOR RECREATION AND  
OTHER LEISURE ACTIVITY

Chair: Geoffrey C. Godbey, Pennsylvania  
State University  
John P. Robinson, Cleveland State University  
Michael Smith, University of Salford (England)

Seminar Room

FOLLOW-UP STUDIES AMONG DRUG ABUSERS

Chair: Stanley M. Zdep, Opinion Research Corporation  
Mary W. Kilkenny, Opinion Research Corporation  
Rose Mary Schwartz, Opinion Research Corporation

Room 1102

FACTORS AFFECTING THE QUALITY OF DATA: QUESTIONS  
FOR SYSTEMATIC REVIEW

Chair: Stephanie Scharf, National Opinion  
Research Center  
Barbara A. Bailar, Bureau of the Census

Library

LOOKING TOWARD 1980 AND BEYOND: THE REVOLUTION  
IN PUBLIC OPINION POLLING FOR THE MEDIA

Chair: Sheldon R. Gawiser, NBC News  
G. Evans Witt, Associated Press  
Joel Schurkin, Philadelphia Inquirer  
Kathleen Frankovic, CBS News

West Lounge B

PLANNING THE 1985 MID-DECADE CENSUS: WHAT'S AT  
STAKE FOR SURVEY RESEARCHERS?

Chair: Marie G. Argana, U. S. Bureau of the Census  
Corinne Kirchner, American Foundation for  
the Blind

Room 1106

WHAT NEW MEMBERS FEEL ABOUT AAPOR

Chair: William C. Eckerman, Research Triangle  
Institute

## SATURDAY

12:30-1:45 LUNCH  
Main Dining Room

2:00-3:30  
East Room

## RESEARCH ON TELEPHONE SURVEYS

Chair: Charles Cowan, U. S. Bureau of the Census

Varieties of Random Digit Dialing Sampling  
Designs (14)

Michael J. O'Neil, University of Michigan

Studying Interviewer-Respondent Interaction  
and Other Task Variables Using CATI (19)

Gerald H. Shure, University of California, Los Angeles

An Alternative to RDD Sampling Methods in Small  
Area Studies (1)

Henry Jay Becker, Johns Hopkins University

2:00-3:30  
West Lounge B

## ATTITUDE RESEARCH ON CURRENT PUBLIC POLICY ISSUES

Chair: D. Garth Taylor, National Opinion  
Research Center

Attitude of Future Business Leaders toward Quality  
of Environment: Forces or Products of Change? (6)

R. Richard Ritti, Pennsylvania State University

The Effectiveness of Alternative Information and  
Education Programs in Increasing Awareness of the  
Risk from the Use of Playground Equipment

Helen Hall, U. S. Consumer Product Safety Commission  
Irving Reid, Howard University

The Public's Changing Sense of Personal Control:  
Report from a Decade of Research (17)

Mathew Greenwald, American Council of Life Insurance  
Harris Schrank, Equitable Life Assurance Society  
of the U. S.

3:30-5:00  
West Lounge A

## AAPOR BUSINESS MEETING

MG

7:00-8:30  
Upper Lobby

## PRE-BANQUET DUTCH TREAT COCKTAIL PARTY

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SATURDAY

8:30                      BANQUET  
Main Dining Room

Presiding: Jack Elinson, President

Remarks: Reuben Cohen, Past President

Presentation of AAPOR Student Award

Presentation of AAPOR Award

After Banquet            PRESIDENT'S DUTCH TREAT PARTY  
Upper Lobby

SUNDAY JUNE 3

7:00-9:45 BREAKFAST  
Main Dining Room

9:15-10:45 DIDACTIC SESSION: PANEL ANALYSIS  
West Lounge B

Chair: Kurt Back, Duke University

Speaker: Richard Campbell, Duke University

9:15-10:45 ATTITUDES TOWARD ERA AND ABORTION  
East Room

Chair: June Esserman, Hyatt and Esserman

Trends in the Abortion Issue as Measured  
by Events, Media Coverage, and Public Opinion  
Indicators

James R. Beniger, Princeton University

Public Opinion and Legislative Decision-  
Making: Illinois Considers the Equal  
Rights Amendment (8)

Harriet H. Imrey, University of Illinois

Richard Day, Richard Day Research

New Trends and Attitudes toward Women's Issues

Patricia Gurin, Celinda Lake, Aileen Townsend,  
and Oksanna Malanchuk, University of Michigan

9:15-10:45 ISSUES IN SCREENING  
Library

Chair: Matt Hauck

Screening for Ancestry in the National Survey of  
Mexican-Descent Households (13)

Carlos H. Arce, University of Michigan

On Finding the Needle in a Haystack: Multiplicity  
Sampling Procedures (21)

Michelle Fine, Center for Policy Research

George Rothbart, Center for Policy Research

Seymour Sudman, University of Illinois at

Urbana-Champaign

The Importance of Wording of Screening Questions (21)

Marvin Berkowitz, American Foundation for the Blind

Carol Suhr, American Foundation for the Blind

SUNDAY

11:00-12:30  
East Room

OMB AND SURVEY RESEARCH (15)

Chair: Jean-Marie Mayas, Lawrence Johnson and  
Associates

Robert W. Raynsford, Office of Management and Budget  
Andrew Brown, Chilton Research Services  
Carol Stocking, National Opinion Research Center

11:00-12:30  
West Lounge B

THE AGING

Chair: Kurt Back, Duke University

Differential Views on the Funding of a Social  
Services Agency for the Elderly (10)  
Stephanie Smith, Indiana University Northwest  
Howard Baumgartel, University of Kansas

TV and the Aging: Exposure, Functions, Perceptions,  
and Self-Concept (10)

Felipe Korzenny, Michigan State University  
Kimberly Neuendorf, Michigan State University

Aging and Television: Portrayals in Prime-  
Time Drama and Conceptions of Social Reality (8)  
Nancy Signorielli, University of Pennsylvania

Discussant: Linda Brookover Bourque, University  
of California, Los Angeles

11:00-12:30  
Library

NEW RESEARCH ON RESPONSE EFFECTS IN SURVEYS

Chair: Mary A. Spaeth, University of Illinois at  
Urbana-Champaign

Question Order Effects in Measuring Public Confid-  
ence in National Institutions (13)  
Bertram Gold, Hofstra University

Effects of Interviewer and Respondent Gender  
Matching vs. Mismatching on Responses to Survey  
Questions (4)

Paul J. Strasser, National Analysts  
Susan A. Stephens, Indiana University

Levels of Conceptualization: Student Paper Award (12)  
Eric R. A. N. Smith, University of California-  
Berkeley

12:30  
Main Dining Room

LUNCH



Henry Jay Becker  
Johns Hopkins University

Random digit dialing (RDD) methods, although extremely valuable for most studies where telephone interviewing procedures are used, are not amenable to surveys where the sampling unit or the unit of analysis must be defined in terms of small local geographic areas--for example, school assignment districts, planning districts, "neighborhoods," or census tracts.

In such circumstances, where telephone exchanges are not well-matched to geographic units of analysis, RDD methods may be an impossible alternative because of the large fraction of calls that would have to be made to households outside the geographic areas of interest. Here I describe an alternative method of small-area surveying at somewhat lower cost than a 100% personal interviewing strategy but which is superior in population coverage to RDD methods.

The method involves (1) in-office block listing using utility company detailed physical structural area maps and (2) a two-phase interview procedure where telephone subscribers currently listed in a street-address directory are accessed by telephone in the first wave and neighborhoods are physically canvassed in a second wave.

The paper describes an application of this procedure--a study of the problem-solving activities of residents and neighborhood associations in 21 Baltimore neighborhoods. Discussion includes the sampling and listing methods used, response rates, and a breakdown of costs. Special attention is given to the thorny problem of matching dwelling units in multiple-unit structures on the second wave with corresponding units identified in the first wave only by directory-listed name.

#### TAX REVOLT: THE CALIFORNIA DATA

I. A. Lewis  
The Roper Organization, Inc.

Longitudinal data from nine Los Angeles Times Polls between March and November, 1978 (two of them Election Day exit polls of voters as they left the polling booths), describe the changing support for Proposition 13 in California; test the hypothesis of a tax revolt; explore some of the motivation for Jarvis-Gann in public attitudes toward inflation, taxation, government efficiency, responsiveness, responsibility; detail the effectiveness of certain candidate postures on the issue; and suggest some implications for 1980.

REPEATED MAIL SURVEYS OF A POPULATION  
OF EDUCATIONAL INSTITUTIONS

Cynthia Forbes  
Westat, Inc.

The repeat mail surveys are actually two different surveys that are sent in alternate years to the same population of schools. The Survey of Noncollegiate Postsecondary Schools has been conducted during the 1971-72, 1973-74, 1975-76, and 1977-78 school years. This survey requires that a form be sent to all public and private noncollegiate postsecondary schools in the United States which offer one or more occupational programs to prepare students for a specific career. The questionnaires provide current information on the characteristics of career schools including the types of programs, length of programs, tuition, enrollments, and other variables.

The Survey of Students Attending Noncollegiate Postsecondary Schools has been conducted during the spring term of 1977 and 1979. This survey was sent to a ten percent sample of schools to request their cooperation in sampling between 10 and 30 of the students currently attending the school. Data were collected on the age, sex, race, current employment status, future education and work plans, and parents' education and occupation.

Primary design problems in conducting these surveys include: (1) maintaining good relationships with State officials by working with them to collect the data and providing them with the results of the survey; (2) maintaining good relationships with the school officials by being available to discuss the surveys with them, providing a number of different acceptable data collection methods from which the school official can choose the one most acceptable to him/her, and sending letters of appreciation with the results of the survey; and (3) obtaining response rates greater than 90 percent by using endorsements of agencies and organizations, telephone clerks who are familiar with the schools, officials located at the school to serve as coordinators, and a series of combined mail and telephone nonresponse followup techniques.

UNDERSTANDING AND DEALING WITH THE  
REFUSAL PROBLEM IN TELEPHONE INTERVIEWING

Alfred Tuchfarber  
University of Cincinnati

Robert Oldendick  
University of Cincinnati

This paper reports on an experiment which was designed to investigate several problems related to refusals in telephone survey research. These include questions such as why do respondents refuse; are there ways to get them to change their minds about refusing; what is the relationship of a partial completion to a refusal; and during what times of the day and week are you most likely to get a refusal? In addition, the paper attempts to develop a theoretical perspective on the nature of refusing/cooperating with surveys.

SOME SOURCES AND CONSEQUENCES OF FALSE REPORTING  
IN PUBLIC OPINION SURVEYS

George F. Bishop  
University of Cincinnati

Stephen E. Bennett  
University of Cincinnati

This paper reports on the often suspected, but rarely researched, tendency of survey respondents to give opinions about issues, objects or events which they know nothing about. The analysis, which is based on a larger set of field experiments in question wording conducted by telephone in Greater Cincinnati, focuses on responses to a question about a "nonexistent" issue of public policy. It begins by identifying some of the demographic and social-psychological sources of this disposition and goes on to explore the substantive consequences of excluding or not excluding respondents who manifest such tendencies. The data also raise fundamental questions about the construction of "reality" in public opinion research.

BEYOND THE TOTAL DESIGN METHOD

Don A. Dillman  
Washington State University

Recent developments in the Total Design Method (TDM) for mail surveys will be discussed. Among them:

1. Difficulties that others have experienced in attempting to use the TDM,
2. Recent research that suggests ways for modifying procedural details of the TDM, and
3. Unanswered questions which research needs to address.

ASSESSING RESPONSE VALIDITY IN NATIONAL SURVEYS OF VOTING BEHAVIOR

Michael W. Traugott  
University of Michigan

John P. Katosh  
University of Michigan

This paper presents the results of a project which validated the reported registration and voting behavior of respondents in the National Election Study conducted by the Center for Political Studies in 1976. The accuracy of reported behavior is assessed in terms of the demographic characteristics of the respondents as well as the extent of their participation in a panel since 1972. Increased levels of registration and turnout are observed in association with the number of interviews in which respondents participated, and three alternative social psychological models of the effects of pre-election interviews are evaluated. While the interview apparently served as a stimulus to voting, neither a model associated with self-concept theory nor alienation theory appears to explain the phenomenon adequately. The interview effect is significant and appears to be cumulative, indicating that researchers using the survey method with panel designs should be sensitive to the effects of their method on the behavior which they are trying to measure.

TELEVISION AND THE ORIGINS OF PROPOSITION 13:  
DID THE NIGHTLY NEWS MAKE TAX REVOLT INEVITABLE?

Lee B. Becker  
Ohio State University

Jeffrey W. Fruit  
Ohio State University

Based upon a reanalysis of data from a national study of public attitudes toward government conducted for the U.S. Senate in 1973, the authors have concluded that many of the attitudes which seem to underlie the recent tax revolt have existed for several years. What is more important, those persons most inclined to support such a revolt are those persons most dependent on television for their news. Several explanations for these findings are offered, and recent research consistent with the findings is reviewed.

EFFECTS OF INTERVIEWER AND RESPONDENT GENDER MATCHING  
VS. MISMATCHING ON RESPONSES TO SURVEY QUESTIONS

Paul J. Strasser  
National Analysts

Susan A. Stephens  
Indiana University

Social psychological theories suggest that revelation of one's attitudes and private activities is more difficult in the presence of a person who does not share the same basic orientation and understanding about these matters. Gender is a highly visible characteristic that is believed to be related to life experiences and outlook; in addition there are norms about what may be discussed with persons who share or do not share this trait. The survey interview situation is probably similar in these respects to other social interactions. Although previous research suggests that only the most sensitive questions call forth interviewer effects, it would seem plausible that asking a person to describe and evaluate important aspects of his or her life may also elicit concern with self-presentation and proper management of the situation. Our analysis will examine the effects of interviewer-respondent gender matching on responses to a variety of questions asked on a recent survey of non-Black adults (21-64) in the Indianapolis area. This survey covered topics concerned with identity, self-concept, and activities in four areas of adult life: marriage, parenthood, work, and religion. In assessing the interviewer-respondent gender matching effects, the analysis will also include such variables as the respondent's propensity to give socially desirable responses, the presence of other audiences during the interview, the respondent's level of self-esteem, and his or her age and educational level. Separate analyses will be used to compare the degree of effect of these variables on responses to high vs. low gender-related questions.

AMERICA'S MOST IMPORTANT PROBLEM:  
A TREND ANALYSIS, 1946-76

Tom W. Smith  
National Opinion Research Center

This paper traces American history over three decades from the close of World War II to the mid-seventies by following trends in the public evaluation of the most important problem facing the country. Data are from a series of over 100 AIPO surveys. The most important problem series clearly indicates that there have been major changes in the public selection of areas of prime concern. These changes are both short term or episodic and long term or secular. Further analysis of the selection of the MIP by social and demographic sub-groups indicates that most inter-group differences are not large and that associations frequently are not constant over the entire time span but vary according to sub-periods. The inter-group differences are also inspected for evidence of massification.

FOCUS GROUP INTERVIEWS: WHAT THEY ARE AND WHAT THEY ARE NOT

Ronald H. Bohr                      Carole R. Holden                      Bobby J. Calder  
Booz, Allen & Hamilton Prudential Ins. Co.      Northwestern Univ.

Although the use of group interviews is rapidly gaining in popularity, considerable confusion exists about the most appropriate use of this technique in public opinion research. This didactic session will be devoted to summary presentations on group interview theory and applications, followed by a discussion devoted to identifying and clarifying current issues.

Bobby Calder will analyze focus groups from a philosophy of science perspective, differentiating among three distinct approaches which are often confused in current practice. The implications of these differences in approach for effective use of focus groups will be outlined.

Current applications of focus groups in marketing and social science research will be described by Ron Bohr. He will assess their heuristic use for problem solving, providing guidelines for the analysis of group data. Specific attention will be devoted to the implementation of focus groups, describing how groups are recruited and conducted.

Both presenters adopt a systematic approach to the analysis of group data. They articulate a distinct viewpoint which is at variance with the often ad hoc approach used by qualitative researchers. A considerable amount of time in this session will be provided for audience response.

THE EFFECT OF INCENTIVES ON RESPONSE RATES IN THE  
NATIONAL LONGITUDINAL SURVEY OF EDUCATIONAL EFFECTS

Donald A. King  
Research Triangle Institute

The National Longitudinal Study of the High School Class of 1972 (NLS) was designed to provide information on a national sample of seniors as they move out of our school system into early adulthood. It began with a survey of over 22,000 of these young adults conducted in spring 1972 prior to their leaving high school. There have been three followup mail surveys with personal interviews of nonrespondents. The most recent of these occurred in the fall of 1976 and a fourth is scheduled to begin in the fall of 1979.

Each of the surveys for this group of 1972 high school seniors has been preceded by a field test with a sample of 903 persons who were high school seniors in 1971. The field test for the fourth followup was recently completed and included a mail survey with prior contacts, mailed questionnaires and mail-gram followups. One half of the sample members received a \$3 incentive check with the initial questionnaire mailing. This report will compare the effects of the incentive on the overall response rate and costs, and for subgroups who had responded, not responded, or refused during an earlier field test. The responses by sex, race, education and income will also be reviewed and a look will be taken at who cashed and didn't cash their incentive checks.

ATTITUDES OF FUTURE BUSINESS LEADERS TOWARD QUALITY OF  
ENVIRONMENT: FORCES OR PRODUCTS OF CHANGE?

R. Richard Ritti  
Pennsylvania State University

From 1969 through 1971 a series of surveys was conducted of the attitudes of MBAs at one Ivy League university toward issues of the physical, social and organizational environment. The results showed a remarkable level of both altruism and idealism. Seven years later, a second study of these attitudes with a group of experienced executives currently enrolled in a parallel masters program at that university revealed major differences between the two groups. A third study of a second student group similar to the first MBA group showed that, while still different from the executive group, attitudes had changed significantly over the intervening years in the direction of less altruism and idealism.

These changes, it is argued, are the result of forces in the social environment that mold the attitudes of these future business leaders. Specifically, with the end of the Vietnam conflict, the recession of the economy, and the evaporation of student unrest, students find less need to justify their choice of a business career by maintaining altruistic attitudes. Finally, questions are raised about the role of such attitudes as the forces for, or the products of change.

TRENDS IN PUBLIC ATTITUDES TOWARD SURVEY RESEARCH  
AND WHAT WE CAN DO ABOUT THEM

Judith S. Corson  
Custom Research, Inc.

This presentation reviews the trends of three attitudes studies conducted by Walker Research in 1974, 1976 and 1978. The studies measure the image people have about polls and research surveys. The presentation outlines practices various research companies and professional associations are utilizing to improve the public's attitude toward survey research.

THE USE OF FOCUS GROUPS IN POLITICAL RESEARCH

Wm. Michael Denney  
The University of Texas, Austin

J. Stephen Hendricks  
The University of Texas, Austin

The use of focus-groups is a well-established data collection practice in market research. It is a method especially suited for exploratory study, where qualitative insight and instrument development for subsequent quantitative research are the main concerns. Despite the proven utility of this data collection procedure, focus-groups remain essentially unheard of among discipline-oriented social scientists. This paper aims at presenting the methodology and rationale for the use of focus-groups to a larger scholarly audience.

The paper draws upon experiences in using this technique for an investigation of citizen reactions to the dual problems of energy and inflation in this country. The basic procedures for conducting focus-groups are set forth, and methods for doing quantitative analysis of the resulting "raw data" of discussion are outlined. One innovative feature given particular attention is the use of videotaping facilities as an unusually powerful method of recording such raw data. Videotape permits, for example, the observation of facial expressions and body language, as well as verbal communication.

The paper also examines a number of differences that appear between the use of focus-groups for sociopolitical rather than market research. Of special importance here is the high degree of overt reasoning and opinion formation that seems to occur in the sociopolitical discussion groups. This provides an especially useful vantage point for studying social and political reasoning processes - a subject that has largely defied the traditional survey interview.

Finally, consideration is given to the manner in which qualitative focus-group data can be interfaced with more systematic and quantitative survey data. Whereas most market research employs focus-groups as an exploratory or developmental phase of inquiry, it seems quite feasible to carry the technique forward to serve as a parallel and substantiating complement to more quantitative survey methods.

AGING AND TELEVISION: PORTRAYALS IN PRIME-TIME  
 DRAMA AND CONCEPTIONS OF SOCIAL REALITY

Nancy Signorielli  
 University of Pennsylvania

This research investigates television's role in shaping public conceptions of old age. In short, it assesses what viewers of different ages learn from television's most vivid lessons--its dramatic fare--about aging and the aged.

"Aging and Television" is part of Cultural Indicators, a continuing project studying trends in network television drama and the conceptions of social reality that viewing cultivates in different groups of viewers.

The study used CI content data archives to isolate the image of the elderly in ten years of prime-time network dramatic television programming. Two important findings are that the elderly are barely visible, comprising only four percent of the major character population. Moreover, the elderly are the least likely either to commit violence or to be victimized. But when victimized, the elderly are more likely than any other age group to be killed; that is, they are less likely to be just hurt.

Cultivation Analysis has revealed a consistent, significant, and generally "positive" relationship between television exposure and three aspects of social reality--perceived danger, mistrust and alienation, and sex-role socialization. For the most part, heavy viewers of all ages are more likely to perceive crime and danger as more prevalent in the real world than light viewers. Heavy viewers more than light viewers are also pessimistic about the future and about other's motives in interpersonal interaction. Finally, television viewing contributes to the cultivation and maintenance of traditional and stereotypical views of the roles of men and women in our society.

PUBLIC OPINION AND LEGISLATIVE DECISION-MAKING:  
 ILLINOIS CONSIDERS THE EQUAL RIGHTS AMENDMENT

Harriet H. Imrey  
 University of Illinois

Richard Day  
 Richard Day Research

This paper is an analysis of the status of ERA ratification efforts in the state of Illinois. Public opinion toward the Equal Rights Amendment was measured through various random sample surveys of the Illinois electorate conducted by Richard Day Research between 1974 and 1978. This information is compared with legislative voting records and campaign commitments made by state candidates in the 1978 elections. The linkage between public opinion and legislative decisions is examined on a region-by-region basis. The analysis shows that the constituency influence model of representation gives an adequate fit to observed legislative behavior, but the policy outcome is inconsistent with majority rule due to procedural rules and partisan cleavages which are unique to the Illinois political environment.



## RELIGIOUS CULTS, PUBLIC OPINION AND THE MEDIA

Albert E. Gollin  
Newspaper Advertising Bureau

Gillian Lindt  
Columbia University

Studies of public opinion about religious movements in America need to be placed in the context of the historical shift from religious toleration to religious freedom. Cults and sects have always been viewed with suspicion or hostility; for succeeding generations, however, the definition of "mainstream" American religions has widened and the norm of toleration has become more firmly anchored. But new religious movements continue to be seen as deviant, especially those whose recruitment patterns, doctrines, and practices set them off from the rest of the society.

This paper will show how minority religious movements have been treated by wider publics since colonial times. Against this backdrop, findings from a survey of public attitudes toward religious cults, conducted in the wake of the People's Temple episode in a major East coast city, will be presented and compared with the results of a content analysis of the coverage of selected themes linked with that episode appearing in that city's major newspapers and in national newsweeklies. Historical influences may underlie the striking convergence between public attitudes and media treatment.

## CONCEPTUAL ISSUES IN NEEDS ASSESSMENT

Susan Maizel Chambré  
New York City Human Resources Administration

Joyce Packer Bialik

The term 'needs assessment' covers a broad range of methodological possibilities. This paper presents a paradigm which defines four different approaches to needs assessment and presents examples of studies which illustrate these approaches. The two criteria used in the paradigm are the nature of the sampling frame, representative of analytical, and the range of social services which are included, comprehensive or strategic.

To illustrate one of these approaches, the representative-strategic, we discuss a study of disabled SSI beneficiaries in New York City which will be conducted by the local public welfare agency. This study will use a representative sample of noninstitutionalized adults receiving SSI. The service needs selected for consideration have been identified by program administrators and lay advocates for the disabled.

DIFFERENTIAL VIEWS ON THE FUNDING OF A  
SOCIAL SERVICES AGENCY FOR THE ELDERLY

Stephanie Smith  
Indiana University Northwest

Howard Baumgartel  
University of Kansas

Social services agencies for the elderly have become more and more prevalent in the United States in recent years. While the elderly are certainly benefitting from these increased services, the question must be raised as to who should pay for these services? Nineteen members of the staff of a local Council on Aging, 18 members of the Board of Directors of the agency, and 100 elderly members of the community participated in a survey. One section of the survey asked respondents to what extent the federal government, state government, local government, local private funds and fees and contributions of users should financially support the agency. Both populations felt that the federal and state governments ought to provide financial support for the agency. The populations differed, however, as to how much they felt the local government, local private funds and contributions of users ought to support the agency. The Board and Staff felt that the local government should be a more major source of support than the elderly did. Conversely, the elderly felt that local private funds should be a more major source of support than the Board and Staff did. Furthermore, the elderly felt that contributions of users should be a more major source of support than the Board and Staff did. In light of this finding, it may be that users of the services are more willing to contribute toward the cost of the services than the Board and Staff of the agency realize.

TV AND THE AGING:  
EXPOSURE, FUNCTIONS, PERCEPTIONS AND SELF-CONCEPT

Felipe Korzenny  
Michigan State University

Kimberly Neuendorf  
Michigan State University

In the Winter of 1978 a quota sample of 112 individuals of 60 years of age and older were interviewed in order to try to answer the following questions: (1) What are the levels and patterns of exposure to TV that are current among the aging? (2) Which are the functions that TV serves for the aging? (3) How do the aging perceive TV portrayals of the elderly? (4) How do the above factors, i.e. exposure, functions and perceptions, influence the ways in which the elderly view themselves? (5) What are some avenues for promising research and policy? The results obtained from the study were found to be suggestive of possible ill effects of senior citizens' exposure to and interpretation of TV content. It also seemed that their attitudes toward life influence the way in which they interpret their TV experience. One of the strongest recommendations derived from the data of this study is that more informative programs be made available for the aging since the TV medium is so pervasive in their lives and their needs for useful information may be only partially satisfied with the current state of TV's emphases. The results of the study are discussed in light of the available research literature and implications for the future are suggested.

## TESTING INTERVIEWER EFFECTS IN SURVEY DATA

Ed Blair  
University of Houston

Survey researchers recently have shown considerable interest in interviewer effects. However, research into these effects often has suffered from a failure to measure their behavioral bases.

This paper relates some behaviors that have been cited as plausible bases for interviewer effects to responses in a household interview. The method used is a cue-counting procedure, and the behaviors considered are: 1) spontaneous feedback, 2) leading probes, failures to probe, improper clarifications, and misrecorded answers, and 3) reading errors and speech disfluencies.

The results of this study have implications for future efforts to test interviewer effects.

## VIEWERS TALK BACK TO TELEVISION

André De Verneil  
Peter D. Hart Research

One of the little-known and virtually ignored channels of viewer feedback about television programming is the volunteered "Comments and Suggestions" solicited in ratings diary booklets. By compiling remarks proffered in two ratings diary sweeps, one in rural southeastern Ohio and the other in metropolitan Washington, D.C., this paper attempts to get a glimpse of viewers' reactions to and involvement with television. While these relatively few comments cannot claim to accurately represent all viewers' reactions, they are valuable because they reveal a depth of feeling, thought, and concern. In general, viewers both praise and chide today's television practices. The body of this paper gives frequent voice to viewers' comments by utilizing verbatim quotations from their remarks.

Through their satisfaction, anger, and expectations we see that viewers are intelligently involved with television. They are not cranks or prudes having nothing good to say about television. On the contrary, they see the good television can do and they urge television to do its best more often. Although viewers are sometimes typified as being rather passive in their television behavior, their attitudes about television are rather precise and manifest a desire to take more control over television in their lives. We can safely venture that new technologies which allow a wide range of television program choices and more flexible viewing schedules will find an appreciative audience.

RESPONSE RATES AND RESPONDENT RESISTANCE:  
THE CASE OF MAIL SURVEYS

Carol P. Sosdian  
Westat, Inc.

Laure M. Sharp  
Bureau of Social Science Research

Selected findings from a followup telephone survey of a sample of nonrespondents to a mail survey of over 3,000 adults who had been awarded a nontraditional associate of bachelor degree are presented. The followup findings were examined in reference to an issue of increased concern to survey researchers and their sponsors: increased respondent resistance to surveys and declining response rates, attributed to such factors as privacy invasion, informed consent requirements, respondent burden, and skepticism about research. The survey was conducted in 1977; some pertinent data from earlier mail surveys conducted with similar populations are also presented.

Throughout the mail survey, indicators of inconsistent post office handling and evidence that first class mailings received second-class treatment in some instances had suggested that postal service factors were at least in part responsible for low response. The telephone followup interviews yielded further evidence of nonreceipt of mailings, as well as indications that questionnaires mailed back had not always been delivered to the research organization. These interviews provided no tangible evidence of respondent resistance or hostility to surveys. Overt reasons given for nonresponse were similar to those obtained in earlier surveys of nonrespondents from similar populations; the proportion of refusals was slightly higher.

Taken together, the data suggested that when mail surveys yield lower response rates than would be otherwise expected, investigators would be well advised first to investigate technical problems rather than accept and act upon undocumented beliefs about growing respondent resistance. Attention to respondent access may be more useful than emphasis on reducing respondent burden or improving the image of surveys if high response rates are to be maintained in survey research.

Levels of Conceptualization: Student Paper Award

Eric R. A. N. Smith  
University of California-Berkeley

This paper examines the validity and reliability of two of the measures of the 'Levels of Conceptualization,' those of Field and Anderson (1969) and Nie, Verba, & Petrocik (1976). The investigation reaches two major conclusions: (1) the measures are neither reliable nor valid measures of the Level of Conceptualization construct; and (2) the measures reflect the language of contemporary political discourse rather than the actual process of political evaluation.

SCREENING FOR ANCESTRY IN THE NATIONAL  
SURVEY OF MEXICAN-DESCENT HOUSEHOLDS

Carlos H. Arce  
University of Michigan

A national survey of an American ethnic group, such as people of Mexican descent in the United States, requires a pre-interview of households to ascertain the ancestry of the household members. In the National Chicano Survey of the University of Michigan's Survey Research Center, a brief screening interview to elicit the national origin of the household head and spouse was conducted in households selected according to their probability of having Mexican-descent persons in them. The experience and data on which this paper is based are preliminary since the National Chicano Survey is still in progress, although nearly at the completion of the data gathering phase.

This paper reports on several procedures related to screening: a) the definition of the population and its operationalization for field interviewing; b) the form of screening at sampled households; c) criteria for respondent eligibility and implementation of these criteria by interviewers; and d) the coding scheme for screening data. Experience from the field and response data are presented.

QUESTION ORDER EFFECTS IN MEASURING PUBLIC CONFIDENCE  
IN NATIONAL INSTITUTIONS

Bertram Gold  
Hofstra University

The divergent results of concurrent national surveys of public confidence in the leaders of national institutions suggest that question order may be a contributing factor. Comparison of NORC and Harris polls using different question orders shows that confidence attitudes were more favorable when derived from the very-first question of a survey than when based on a later positioning of the same question. This research was a controlled evaluation of the effects of the very-first question vs. other positions of the same question for confidence and several other issues (awareness of product problems and price expectations) and voting, a behavioral item.

The very-first question elicited more favorable confidence attitudes than later positioning of the question and confirms the results of previous confidence surveys. The very-first question also elicited more favorable response for the other issues studied, i.e. lower awareness of product problems and a directional trend for more optimistic price expectations. Reports of voting, a "behavioral" measure, were not influenced by question order.

The favorable effect of the very-first question may reflect greater respondent caution, which inhibits unfavorable response, at the outset of an interview. These results underscore the importance of controlling the effects of the very-first question by split-order methods or standard "warm-up" questions.

## VARIETIES OF RANDOM DIGIT DIALING SAMPLING DESIGNS

Michael J. O'Neil  
University of Michigan

Telephone surveys are increasingly employed in academic survey research. Random digit dialing (RDD) methods circumvent one of the most substantial objections to telephone surveys, their failure to include households with unlisted telephone numbers. Most references to random digit dialing, however, have treated it as if it were a single procedure, ignoring the fact that there are several variations on RDD telephone sampling designs. The range of RDD methods are reviewed and important advantages and disadvantages of each are discussed. The advisability of various RDD strategies depends not only on the particular research design, but also on organizational capabilities. Finally, modest, but easily attainable improvements in basic RDD strategies are proposed.

## THE ROLES OF INFORMATION IN CONSUMER-ORIENTED COMMUNICATION

G. Ray Funkhouser  
National Analysts

The issue of consumer information has been receiving increasing attention recently, particularly by consumerists and government regulators. However, the unique roles of information in different consumer situations, as well as the unique criteria for measuring "effectiveness" in different situations, are often overlooked.

This paper explores five situations involving communication directed at consumers:

- \* Informed consent
- \* Pharmaceutical Package Inserts
- \* Product warning messages
- \* Consumer legal documents
- \* Lectures by museum guides and park rangers

Each situation requires a different model of the communication process, as well as a different approach to measuring effectiveness. The conclusions of the paper are:

- \* Information can play a multitude of roles in consumer situations, many of them rather subtle.
- \* Evaluation must be based on an appropriate approach and appropriate criteria; and the "schoolroom model" of memory testing is rarely appropriate.

## OMB AND SURVEY RESEARCH - AN OMB VIEW

Robert W. Raynsford  
Office of Management and Budget

I. General OMB responsibility with regard to reports management

The Office of Management and Budget (formerly the U.S. Bureau of the Budget) has had the responsibility since 1942 under the Federal Reports Act to act as the central coordinating point for the control of information collected by the Federal government from the public. Some agencies are excluded from the OMB review authority, but not the agencies which sponsor nearly all of the government's public opinion and social science research. The general rule is that when the identical information is to be secured from 10 or more members of the public, OMB approval must be obtained.

II. Impact of Burden Reduction Program

Since 1977, the OMB has by Presidential direction also established a special program to reduce the burden of reporting by the public. This has involved OMB establishment of reporting ceilings and agency-established goals for reduction in collection of information. Social science studies have not been excluded from this program.

III. Other Factors Affecting Clearance of Social Science Studies

The basic criteria for OMB review are minimization of burden on the public, avoidance of unnecessary duplication, and minimization of cost to the government. Generally, an agency's information must be related to its mission. This tends to limit the amount of public opinion research that can be sponsored. Also, studies which involve probing into sensitive personal areas are limited, and politically oriented surveys are generally not considered appropriate.

IV. Pretesting of Research

Pre-tests with nine or fewer respondents are not subject to OMB approval, but are generally recognized to be of limited value in final question selection and insufficient for hypothesis testing. Various proposals have been put forth to provide some relief in the clearance of pre-tests. OMB with its existing authority can provide agencies considerable flexibility in setting up sequential pre-tests with a single clearance and is sensitive to the need for flexibility in pre-tests.

COMMUNITY CASE STUDIES: AN EXPLORATORY APPROACH  
TO OPINION RESEARCH

Walter K. Lindenmann  
Hill and Knowlton, Inc.

Those of us who do opinion research often tend to get hung up on hard numbers; we get so fascinated with the statistics we develop, that one has to wonder if anyone is really concerned whether the numbers we generate really represent the true views, attitudes, beliefs, and values of the people that we claim to be measuring.

An examination of the journals that cover our field shows that researchers today seem to spend most of their time not on field work nor on innovative data gathering techniques, but rather on scale construction, on statistical techniques that move far beyond simple demographics and cross-tabulations, on computer simulation studies, and on mathematical model building. There is clearly value in pursuing such methodological approaches, but isn't there a danger also that we may be letting our statistically-oriented heavily quantitative techniques color our interpretation and analysis of what is happening in the real world?

To try to get a different handle on reality and to use techniques other than the pre-coded questionnaire and the poll, attitude researchers at Hill and Knowlton, Inc., the international public relations firm, have been exploring a new approach in qualitative data collection. Building on the classic studies in community research carried out by sociologists like Robert and Helen Lynd, William F. Whyte and August Hollingshead, we have explored the application of a smaller-scale version of the community case study approach to opinion gathering and problem solving in the commercial world.

In this paper, we review the observation, participation, and informal field interviewing techniques we have utilized in carrying out community case studies for several commercial organizations, identify some of the problems we encountered, discuss some of our findings in general terms, and suggest possibilities for wider utilization of the case study approach by other opinion researchers in the future.



THE PUBLIC'S CHANGING SENSE OF PERSONAL CONTROL:  
REPORT FROM A DECADE OF RESEARCH

Mathew Greenwald  
Amer. Council of Life Ins.

Harris Schrank  
Equitable Life Assurance Soc.

The problem of individuals' feelings of control over their own lives has long been considered of central importance by many social commentators. The development of concepts such as powerlessness, and perhaps to a lesser degree anomie and alienation attests to the role of the notion of personal control within the tradition of social science. Since the early 1950s, when Julian Rotter and his associates formulated the concept of locus of control there have been, according to Orville Brim, some 500 research studies on sense of personal control. Questions on people's feelings of control have generally fallen into two groups - those that use the concept of personal control, and those that use the concept of control ideology. The former deals with the degree of control that individuals feel they have over specific exigencies they are faced with. The later, control ideology, refers to people's beliefs about the role of chance, luck, individual initiative, etc., in people's lives generally.

Gerald and Patricia Gurin have studied the relationship of these two types of questions to various types of behavior, and found that the predictive power of feelings of personal control is greater than that of control ideology. Yet, Brim states that regarding data on people's feelings of control over specific aspects of their lives there is "not much to go on." Brim went on to call for research that would disaggregate the general concept of perceived control.

This paper is responsive to those needs by reporting on data from five nationwide representative surveys on the public's perceptions of their long and short-term financial responsibilities. The surveys, conducted in 1968, 1973, 1975, 1977 and 1978, provide trend data over a period of high inflation in the United States. The substantial decline in the public's sense of control over long-term financial commitments such as, accumulating funds for retirement, providing for dependents and providing for children's college education will be described. The increasing sense of control over short-term problems, such obtaining good services and products at reasonable prices will also be discussed. These findings, and others, suggest that the public may be increasingly "inflation-hardened" and more knowledgeable as consumers.

The availability of five data points, over a decade, permit a cohort analysis, which traces how feelings of control of seven cohorts differentially changed over the various responsibilities measured. The relationship of feelings of control to other aspects of life including support for consumerism, civil rights and other social movements and attitudes toward finances and retirement will also be described.

In the 1978 survey respondents were asked if they has become more dependent on others, become more self-reliant, or had not changed on six aspects of life: filing tax forms, making home repairs, and taking care of financial matters, minor illnesses, legal matters and family problems. On some aspects of life, such as filing tax forms, greater dependence on others is correlated positively with high sense of control. On other aspects, such as dealing with family problems, greater dependence on others is correlated negatively with high sense of control. These relationships will be described and discussed in a major section of this paper.

#### NEEDS ASSESSMENT AT THE FEDERAL LEVEL

Jeffrey Koshel  
The Urban Institute

Establishing the need for human service programs at the federal or national level is not typically based on formal needs assessment mechanisms. Congressional consideration of a proposed program, for instance, is usually based on testimony regarding some exemplary demonstration project(s) or poignant case studies. Sometimes this testimony is augmented by fragmentary information that is gleamed from small studies conducted by a private agency, university or local unit of government.

One major exception to this tradition involves a proposed program for independent living for severely handicapped people. As part of a compromise between the 93rd Congress, which wanted such a program, and the Nixon Administration, which did not, a comprehensive needs assessment of severely handicapped people was authorized.

The Urban Institute led a large study consortium, whose task was to address the following six questions: Who are the most severely handicapped? How appropriate are alternative operational definitions? How many severely handicapped individuals are there? What are their personal, social and vocational situations? What are their needs? How are their needs being met, and what gaps remain? These issues are addressed through data file analysis, a review of the existing literature, and special surveys of handicapped people and those supplying services to such people.

The results of the needs assessment conducted by The Urban Institute revealed substantial evidence of serious unmet needs of severely handicapped people. The 95th Congress and the Carter Administration do not seem to be overly impressed by these findings; funding for an independent living program is not expected to yield more than a few million dollars for next fiscal year. On the other hand, the programming of these funds should be more effective, given the data that are now available on the needs of this population group.

IS A COPY OF THE QUESTIONNAIRE NECESSARY IN A  
SECOND MAILING: EXPERIMENTAL AND NONEXPERIMENTAL RESULTS

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Robert Baumgartner  
University of Wisconsin

The well established effectiveness of follow-up contacts to increase mailed questionnaire response raises a strategic question. Does the inclusion of a replacement questionnaire in a follow-up contact produce an actual increase in the response rate from contacts without a second instrument? A replacement questionnaire often requires more postage than would a follow-up letter alone. However, it may increase response by reducing the costs to the respondent who is prompted to respond, but does not have the first questionnaire at hand.

A review of the published literature on response rates revealed 32 studies using one follow-up contact, 16 including a replacement questionnaire and 16 using only a follow-up letter. The mean final response rates for each group were 62.5 percent and 64.9 percent respectively, a difference that was not statistically significant.

In seven experiments conducted on recreational populations, those who did not respond to a first mailing were randomly divided into two groups, one of which received a new questionnaire and reminder, and the other a reminder only. In each case there was no statistically significant difference in responses.

In an eighth experiment involving Wisconsin farmers, a less motivated group with a more difficult instrument, response rates were found to be higher when a replacement questionnaire was enclosed.

The results suggest that, generally, with motivated respondents, a replacement copy of the questionnaire does not increase responses over the use of a follow-up letter only. There may be specific populations, however, where the motivation to respond is low or the costs of responding are high, for which the use of a replacement questionnaire will produce a greater response rate for the first follow-up contact.

STUDYING INTERVIEWER-RESPONDENT INTERACTION  
AND OTHER TASK VARIABLES USING CATI

Gerald H. Shure  
University of California, Los Angeles

In the summary of the 1975 HEW-sponsored conference on advances in survey research methods, it was observed that the "quality of interviewing can affect the data as much or more than response rates, sample design, and so on." Yet there is no significant body of research on this fundamental aspect of the interviewing process itself--the relationship and interaction between interviewer and respondent. This fact distressing, is not unsurprising for a number of reasons.

A major deterrent to the direct study of interviewer-respondent interaction and other related task variables has been the relative difficulty in obtaining such data, particularly field interviewing. This setting virtually precludes systematic manipulation and observation of the interaction process by third parties without perturbing the interview itself.

This paper, addresses itself to new opportunities, that recent developments in Computer-Assisted Telephone Interviewing (CATI) provide for an experimental laboratory approach to study the interaction process and other aspects of the survey interview. These new capabilities provide essential components to support a basic methodological research program on survey interviewing. Among the capabilities provided in the UCLA CATI system are those for more complex and powerful control and manipulation of treatment variables and for methodologically diverse measures of dependent variables.

Traditionally used questionnaire items maybe augmented by hitherto unavailable behavioral and observational data. These capabilities provided by on-line computer techniques and television monitoring can be used unobtrusively within the framework of the normally conducted telephone interview. Illustrations and implications of these techniques for studying a number of problem areas in survey interviewing are discussed.

#### FAMILY AND MEDIA INFLUENCES ON CHILDREN'S POLITICAL ORIENTATIONS

Thelma Anderson  
Newspaper Advertising Bureau

Don Cesario  
Child Research Services

What role in-the shaping of children's political orientations do the media play, indirectly in the family context and directly through the children's own media exposure? Findings from a nationwide survey of 1,156 children ages 6-17 will be used to examine this question. Personal interviews were conducted with children and their mothers in 817 households.

Children's political orientations were measured in three ways: awareness of political issues and public figures; political learning, which entails knowledge of political and constitutional rights; and personal interest in a variety of social and political issues.

Family background is assessed by means of both demographic and family structure variables as well as a measure of the range and frequency of family discourse on various social and political issues.

The independent and conjoint effects of family and media influences on the political socialization of children are controlled for age, since each measure of media use and political orientation displays the effects of maturation.

## THE IMPORTANCE OF WORDING SCREENING QUESTIONS

Marvin Berkowitz

Carol Suhr

American Foundation for the Blind

There has been considerable research on how to choose precise wording of questions to obtain desired information from a given sample. In most cases, samples are selected randomly or based on objective characteristics such as demographics or prior behavior. Much less research has been done on wording of questions used to identify a sample by telephone for a later or extended interview when qualification is based on subjective information like attitudes, feelings, or projected behavior. Here, wording is even more crucial because the sample and prevalence rates of desired characteristics may change depending on the wording of the screening questions. For telephone surveys in which the desired sample has relatively rare characteristics, wording is critical.

The awareness and attitudes of proxy respondents in the same family as the desired individual also may be significant factors in the screens. The screening questions need to be worded to be so inclusive as to limit false negatives but screen in false positives that may be excluded on revalidation.

This paper reviews several screening efforts to identify samples of visually impaired persons by piggybacking on national omnibus surveys. It describes the affect of different screening questions on the identification rates and demographic characteristics of the samples. Additionally, the paper describes the response rates of three treatments used to encourage participation in telephone reinterviews of persons identified by the screenings--preceeding the interview with a short letter, a long letter with a return post card giving the desired time to call, and no letter.

ON FINDING THE NEEDLE IN A HAYSTACK:  
MULTIPLICITY SAMPLING PROCEDURESMichelle Fine and George Rothbart  
Center for Policy ResearchSeymour Sudman  
University of Illinois  
Urbana-Champaign

In a large scale survey of Vietnam era men, ordinary telephone screening, procedures would have failed to produce a sufficient number of respondents for our veteran cells (at affordable costs). Therefore we adopted a multiplicity sampling procedure. In a previous paper, we outlined the development of this method for survey use with the hard-to-find population of veterans. With the present procedure, potential respondents are nominated by kin for inclusion in the sample. This multiplicity procedure approximately doubled our overall yield, tripled the yield for our rarest cell, the black Vietnam veteran, while additional location costs were minimal. The estimate of savings in

screening costs for an N of 1000 from use of multiplicity ranges from \$18,000 to \$24,400 (or \$18-\$24 per completed interview).

Beyond financial benefits, multiplicity sampling procedure discovers respondents who might have remained undiscovered with household random sampling methods. Earlier, we found that multiplicity nominees were likely to be of lower SES than "direct" subjects. This suggested to us that class linked variations in access to or availability at ordinary household telephones may result in greater sample bias for telephone surveys than has previously been assumed. To further assess the special characteristics of the multiplicity respondents, a study was conducted, comparing 100 randomly selected multiplicity respondents with 100 randomly selected non-multiplicity sampling respondents. Using these data, we report a number of ways in which multiplicity expands or reweaves the net that researchers use to catch rare respondents. Finally, practical issues in applying the method are discussed.

#### ATTITUDES ABOUT SURVEYS

Charles D. Cowan  
Bureau of the Census

In 1975, the Bureau of the Census commissioned the Committee on National Statistics of the National Academy of Sciences to study how problems of privacy and confidentiality affect survey response. The Committee established a multi-disciplinary panel of experts who investigated in detail what factors relating to privacy and confidentiality might impact on a survey respondent's willingness to give fully accurate responses when contacted in a sample survey. One suggestion made by the panel was to conduct an attitudinal survey about surveys. The Bureau of the Census conducted this survey jointly with the Institute for Social Research at the University of Michigan in the latter half of 1976.

This paper presents results from data collected in one portion of this survey, the section on attitudes about surveys. The survey also collected data on previous contacts by surveys, and knowledge of the uses of survey data, but analysis of this data will follow in a later report. The focus of this paper is on the respondents' attitudes about the survey process and beliefs (and disbeliefs) in the confidentiality of the data. Some discussion will be devoted to attempts at validating the attitudinal data by examining respondent behavior.

## TELEVISION AND LEISURE TIME: A NEW TOMORROW?

John P. Robinson  
Cleveland State University

Previous studies of time devoted to the mass media have indicated convergent support for the "constancy of viewing" hypothesis. Not only cross-time studies, but evidence from cross-sectional and cross-national research, indicated there was a predictable limit to the amount of time people would or could devote to television on an average day.

Results from more recent time-use studies challenge this deterministic homeostatic picture. Both the 1975 replication of the 1965 study of Americans' Use of Time and data from other studies indicate at least a 15% increase in viewing has occurred over that decade. Analyses of the 1975 time-use data indicate that the increase has occurred in all demographic groups, but more so among persons of higher social status, indicating an important blurring of class distinctions in the television audience.

Methodological, technological and content explanations for these results are discussed, along with their implications for the overall quality of life in this country.

## CONSUMER SATISFACTION WITH SURVEY INCENTIVES

Robert E. Steen  
Fleishman-Hillard, Inc.

Respondents are consumers. They can accept or reject a product of the research business--the interview. The use of incentives is one technique used to make the survey interview more attractive to our consumers.

This presentation examines how silver dollars were treated differently from dollar bills when used as incentives in a seven-wave panel study (Media and the Presidential Campaign, 1976, Tom Patterson, Syracuse University and Response Analysis Corp., Princeton, N.J.).

The findings suggest who is most likely to save the silver dollars, give them away or treat them as they would a dollar bill. This knowledge should be helpful in assessing when and how to use silver dollars as incentives to keep the consumer satisfied.







