

American Association for
Public Opinion Research

Program and Abstracts
38th Annual Conference

May 19-22
1983

Buck Hill Inn
Buck Hill Falls, Pennsylvania

American Association for
Public Opinion Research

Program and Abstracts
38th Annual Conference

May 19-22
1983

Buck Hill Inn
Buck Hill Falls, Pennsylvania

Additions and Corrections to the 1983 AAPOR Program

NEWLY ELECTED OFFICERS FOR 1983-84:

Vice President	Albert E. Gollin
Associate Secretary-Treasurer	Robert M. Groves
Standards Associate	Norman H. Bradburn
Conference Associate	Eleanor Singer
Membership and Chapter Relations Associate	Doris R. Northrup
Publications and Information Associate	Barbara Lee
Councillor-at-large	Barbara Bailar

Late Changes to Program:

- page 2 **Media Reporting of Social Science** Zahava Doering, Department of Defense, additional discussant, Friday, A.M. 9:15, East Room
- page 4 **Round Table "Television Drama and Statistical Reality: Should They Mesh?"** led by Hope Lunin Klapper, New York University and additional speaker, Quentin Anderson, Columbia University
- page 8 **Polling On Controversial Issues "Corporate Executives, Environmental Activists, and the Public: A Comparison of Values, Beliefs, Attitudes and Trade-off Preferences"** by Riley E. Dunlap and Kathy Bloomgarden
- page 11 **Performance of the Polls in the 1982 Elections: What Have We Learned**
Tom Wicker cannot be present. However, dozens of other people have volunteered to be discussants, so a lively session can be expected.

Revised List of Publishers:

Abt Books
Academic Press
American Demographics
Basic Books
Butterworths
Walter DeGrviter, Inc.
Foundation Center
The Free Press
Greenwood Press
Institut for Demoskopie Allensbach
Jossey-Bass
The Russell Sage Foundation
Seven Locks Press
John Wiley and Sons

ADDITIONAL ABSTRACTS

American Attitudes Toward the Middle East Since Israel's Invasion of Lebanon

Alvin Richman, Department of State

National polls show that the American public's attitudes toward the Arab-Israel conflict have featured five major distinctions in recent years: (1) Considerably greater "sympathy" and support for Israel compared to the "Arab nations"; (2) a distinctly more favorable image of Israel than of Israeli governments and policies; (3) increased differentiation in viewing Arab countries -- for example, Egypt is now seen about on a par with Israel in terms of "favorableness," and Saudi Arabia is seen at least on a par with Israel in terms of "importance" to U.S. interests; (4) concern for Israel's security outweighs sympathy for Palestinian claims to a national homeland on the West Bank; and (5) the PLO is viewed as not representative of most Palestinians and not entitled to a role in negotiating a Middle East peace settlement, until it recognizes Israel and disavows use of terrorism.

The Israeli invasion of Lebanon and, particularly, reports of the massacre of Palestinians in Beirut refugee camps in September had the immediate effect of significantly narrowing the differences in the public's perceptions of Israel vs. Arab nations, Israel vs. Palestinians, and Palestinians vs. PLO. Recent polls indicate, however, that the effects were mainly short-term, and that those distinctions have rebounded to about their pre-invasion levels.

On the other hand, the distinction between the public's sympathy for Israel and its disapproval of Israeli government policies widened considerably as a result of events last summer and fall, and this gap has narrowed only partially since then.

AAPOR Student Award Paper:

The Role of Elites in Shaping Public Opinion

John Zaller, University of California, Berkeley

The United States has witnessed major changes in public attitudes over the past several decades on race, sexual equality, foreign policy, and lifestyle. At present, however, the reasons for these changes are very poorly understood. Researchers have been able to do little more than to apportion variance among such standard but none-too-illuminating categories as "period effect" and "generational replacement."

This paper develops and tests a model which is, in principle, capable of explaining several of the most salient changes in public attitudes in recent decades. The model is based on three principal assumptions: 1) New political attitudes originate among "elites" and are transmitted to the public via the mass media; 2) the exposure of ordinary citizens to new political attitudes in the media is positively correlated with citizens' level of political information; and 3) the willingness of people to accept new attitudes (having been exposed to them) is negatively associated with level of information and ideological distance.

By adding some formal structure to these assumptions, a variety of otherwise disorderly phenomena can be explained. In particular, the model developed in this paper can explain new public attitudes toward school desegregation in the 1950s, the Vietnam War in the 1960s, and gay rights in the 1970s.

American Association for
Public Opinion Research

Program and Abstracts
38th Annual Conference

May 19-22
1983

Buck Hill Inn
Buck Hill Falls, Pennsylvania

AAPOR EXECUTIVE COUNCIL

	<u>1982-83</u>	<u>1983-84</u>
President	Burns W. Roper	Laure M. Sharp
Past-President	Seymour Sudman	Burns W. Roper
Vice President	Laure M. Sharp	
Secretary-Treasurer	Eve Weinberg	Kenneth P. Adler
Associate Secretary-Treasurer	Kenneth P. Adler	
Standards	Barbara A. Bailar	Deborah R. Hensler
Standards Associate	Deborah Hensler	
Conference	Howard Schuman	J. Ronald Milavsky
Conference Associate	J. Ronald Milavsky	
Membership and Chapter Relations	Pearl R. Zinner	Selma F. Monsky
Membership and Chapter Relations Associate	Selma F. Monsky	
Publications and Information	Mary A. Spaeth	Philip Meyer
Publications and Information Associate	Philip Meyer	
Councillors-at-large	Paul B. Sheatsley Warren J. Mitofsky	Warren J. Mitofsky

1982-83 CONFERENCE COMMITTEE

Chair: Howard Schuman

Associate Chair: J. Ronald Milavsky

James R. Beniger
Albert H. Cantril
Diane Colasanto
Charles D. Cowan
Albert E. Gollin
Robert M. Groves
Helen J. Kaufmann

William L. Nicholls, II
S. Lorna Opatow
Stanley Presser
David L. Sills
Eleanor Singer
Horst H. Stipp
Seymour Sudman

AAPOR AWARD COMMITTEE

Chair: Burns W. Roper

Jack Elinson
Helen Kaufmann
Seymour Sudman

STUDENT AWARD COMMITTEE

Chair: Allen H. Barton

Norval Glenn
Judith Tanur

SITE SELECTION

James H. Fouss
Charles D. Cowan

EXHIBITS ARRANGEMENTS

Charles D. Cowan
Diane Colasanto

PREPARATION OF PROGRAM AND ABSTRACTS

Nancy J. Crosbie

AAPOR SECRETARIAT

Diana Druker, Administrator
Esmond Druker, Finance Administrator

EXHIBITS

2:00-6:00 pm, Thursday-Saturday
Upper Lobby

Books

Abt Books
Academic Press
Basic Books
Foundation Center
Jossey-Bass
The Russell Sage Foundation
Sage Publications
Transaction

CATI Systems

Wisconsin Survey Research Laboratory
Representative: Charles Palit

Survey Research Center
University of California, Berkeley
Representative: J. Merrill Shanks

Audits and Surveys, Inc.
Representative: Stanley Zdep

Computers for Marketing
Representative: Joyce Rachelson

Westat, Inc.
Representative: Sanford Schwartz

Marketing and Research Counselors
Representative: George Harmon

CENSUS DOCUMENTS AND PUBLICATIONS

Kathy Gostomski
Tim Jones

AAPOR AWARD

(to be announced at Banquet)

STUDENT PAPER AWARD WINNER

JOHN ZALLER
University of California, Berkeley

Honorable Mention

Cynthia Fletcher, Iowa State University
John G. Geer, Princeton University
Jon A. Krosnick, University of Michigan
Bruce Peterson, University of Chicago

Film: MAGIC TOWN

(to be shown Saturday night, after Banquet)

Magic Town (1947) is a satire about a pollster who finds a small bell weather city that perfectly reflects national opinions. The movie, starring James Stewart and Jane Wyman, was directed by William Wellman and written by Robert Riskin. Francis Fullam of the Survey Research Laboratory of the University of Illinois will introduce the movie.

38TH ANNUAL CONFERENCE
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

The Inn, Buck Hill Falls, Pennsylvania
May 19 through May 22, 1983

THURSDAY

May 19

3:00-9:00
Main Lobby

REGISTRATION

2:30-5:30
West Lounge B

PRE-CONFERENCE DIDACTIC WORKSHOP*
**LATENT VARIABLE MODELS FOR RESPONSE ERRORS IN
SURVEY DATA: An Introduction to Linear Structural Relations
(LISREL)**
Duane Alwin, University of Michigan

2:00-5:30
Library

MEETING OF OLD AND NEW EXECUTIVE COUNCILS

6:00-8:30
Main Dining Room

DINNER

8:45
Ballroom

FIRST PLENARY SESSION:
THE IMPACT OF THE POLLS ON THE POLITICAL PARTIES

Chair: Albert H. Cantril, Director, Bureau of Social Science Research

Polls and the Partyless Campaign
William J. Crotty, Northwestern University

Polling and the New Technologies of Politics
Matt Reese, Matt Reese & Associates

Discussant
Nelson W. Polsby, University of California, Berkeley

*This workshop requires separate registration and a small fee.

FRIDAY

7:30-9:30
Main Dining Room

BREAKFAST

9:15-10:45
East Room

MEDIA REPORTING OF SOCIAL SCIENCE

Chair: Albert Gollin, Newspaper Advertising Bureau

Press Coverage of the 1982 NIMH Report on Television and Behavior
Renee Hobbs, Harvard University

Press Coverage of the 1982 Profile of American Youth Study:
The Intersection of Journalism, Social Science Research,
and the Pentagon
Lynne Sussman, Harvard University

Social Scientists Cited in the Media
Carol Weiss, Harvard University

Discussants: Mark R. Levy, University of Maryland

9:15-10:45
West Lounge B

AFFINITY AMONG NATIONS: PUBLIC OPINION AND FOREIGN POLICY

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

The Role of the People in Conflict Resolution: Pilot Study on the Falklands/Malvinas Conflict
Archibald M. Crossley and Helen M. Crossley, ArchCross Associates, Inc.

American Attitudes Toward the Middle East Since Israel's Invasion of Lebanon
Alvin Richman, Department of State

Another Look At What Affects Attitudes Toward Foreign Countries
Albert R. Tims, Indiana University and M. Mark Miller, University of Tennessee

Discussant: Gerald Hursh-Cesar, U.S. Information Agency

9:15-10:45
Library

DIDACTIC SESSION:
Exploratory Data Analysis

Samuel Leinhardt, Carnegie-Mellon University

FRIDAY

May 20

11:00-12:30
Library**PUBLIC OPINION AND THE CONSTRUCTION OF SOCIAL REALITY**

Chair: Jeffrey Moore, Bureau of the Census

Television and Polls in Representative Government
C. Anthony Broh, Rutgers UniversityPerceptions of Public Opinion
Marie Crane, The University of Texas at AustinThe Neo-Nazi "March" in Skokie: An Exploratory Study of Mass
Media Influence on Audience Conceptions
Josephine R. Holz, Rutgers University

Discussant: Elizabeth Martin, Bureau of Social Science Research

11:00-12:30
East Room**RESPONSE RATES TO SURVEYS**

Chair: Seymour Sudman, University of Illinois at Urbana-Champaign

Effects of an Advance Phone Call in Personal Interview Surveys
of the Elderly
Jane W. Bergsten, Michael Weeks, and Fred Bryan, Research
Triangle InstituteNew Issues in Mail Questionnaire Response Rates
Don A. Dillman, Washington State University, and Dan Moore,
Pennsylvania State UniversityAlternative Procedures for Reducing Refusals in Telephone Surveys
Richard Kulka, Jennifer McNeill, and Lynn Guess, Research
Triangle InstituteIncreasing Informant Cooperation for Random Respondent Selection
in a Telephone Survey
Diane O'Rourke and Johnny Blair, University of Illinois at Urbana-
ChampaignDiscussant: Owen Thornberry, Jr., National Center for Health
Statistics11:00-12:30
West Lounge B**RESEARCH ON POLICY ISSUES**

Chair: Charles Cowan, Bureau of Census

The Suburban Movement to Limit Growth: Consensus or Coalition?
Mark Baldassare, University of California, IrvineA Comparison of Media Use Measures: The Relationship of Four
Measures of Media Use to Economic Knowledge and Discussion
J. David Kenamer, Virginia Commonwealth UniversityThe Case for "Quick and Dirty" Research: A Federal Government
Model
Alan S. Meyer, U.S. Dept. of Health and Human Services

Discussant: George S. Rothbart, Center for Policy Research

FRIDAY

May 20

12:30-2:00

LUNCH

2:15-3:45

ROUND TABLE SESSIONS

East Room

Academic vs. Firehouse: A Methodological Comparison in
Two Election Surveys
Sue Dowden and John Robinson, University of Maryland
Douglas Mayer, University of Delaware
Barry Sussman, Washington Post
Carole Trippe, University of Michigan

Seminar Room

Television Drama and Statistical Reality: Should They Mesh?
Hope Klapper, New York University

West Lounge B

Roundtable for Planning a Coordinated Research Effort to
Trace the Agendas for the 1984 Elections
Maxwell McCombs, Syracuse University, and Gladys Engel Lang
and Kurt Lang, State University of New York at Stony Brook

Library

Implications of an Aging Population: Training Interviewers to Work
with the Elderly (Videotape presentation)
Audrey McDonald, Mathematica Policy Research, Princeton

Fountain Room

Survey Findings on the New Technologies: Attitudes on the
Impact of Computers
Greg Martire, Yankelevich, Skelly and White

West Lounge A

Paul Lazarsfeld's Research Strategies: Some Lessons for Today
Ann Pasanella, Columbia University

There will be three displays for browsing throughout much of the
Conference:

Recent Books on survey research and public opinion, provided
by several publishers.

Exhibit of materials by the Bureau of the Census and the National
Center for Health Statistics.

Several CATI systems, with demonstrations.

The hours planned are 2:00-6:00 pm, Thursday, Friday, and Saturday.

FRIDAY

May 20

4:00-5:30

West Lounge A

POLITICAL IDEOLOGY AND PUBLIC OPINION

Chair: Allen H. Barton, Columbia University

The Age of Limits: Political and Class Consequences

David B. Brinkerhoff and Lynn K. White, University of Nebraska

Social Conservatism, New Republicans, and the 1980 Elections

Jerome L. Himmelstein, Amherst College, and Jim McRae,
University of South Carolina

Tolerance, Intolerance, and Left-Right Ideology: A Latent Class
Analysis of Tolerance for Nonconformity in the American Public

Allan L. McCutcheon, University of Delaware

Discussant: Richard Christie, Columbia University

4:00-5:30

West Lounge B

**TRAINING SURVEY RESEARCHERS FOR BUSINESS:
ARE UNIVERSITIES PRODUCING WHAT BUSINESS NEEDS?**

Chair: Helen Kaufmann, Clairol, Inc.

Panel:

G. Ray Funkhouser, Rutgers Graduate School of Management

Lawrence D. Gibson, General Mills, Inc.

Robert M. Groves, University of Michigan

Donald A. Hughes, Sears, Roebuck and Co.

4:00-5:30

East Room

QUESTION ORDER AND CONTEXT EFFECTS

Chair: George F. Bishop, University of Cincinnati

Question Order Effects on Voting Preferences in 1982

Irving Crespi, Irving Crespi Associates, and
Dwight Morris, The New York Times

Question Order Effects and the Sense of Well-Being

McKee J. McClendon and David J. O'Brien, The University
of Akron

Measuring Local Policy Opinions: Order and Wording Effects

Susan A. Stephens and John Hall, Mathematica Policy Research

The Self-Anchoring Striving Scale Question Series--The Impact of
Not Asking Open-Ended Questions

Leonard A. Wood, The Gallup Organization

Discussant: Robert N. Oldendick, University of Cincinnati

FRIDAY

May 20

6:00-7:00
Fountain Room

RECEPTION FOR NEW ATTENDERS

7:00-8:30
Main Dining Room

DINNER

8:45
Ballroom

SECOND PLENARY SESSION:
**SPEAKING YOUR MIND WITHOUT ELECTIONS, SURVEYS,
OR SOCIAL MOVEMENTS**

Chair: Norman H. Bradburn, National Opinion Research Center

Speaker: Charles H. Tilly
Theodore M. Newcomb Professor of Social Science
Departments of Sociology and History
University of Michigan

Discussants: James Beniger, Princeton University
Leo Bogart, Newspaper Advertising Bureau

SATURDAY

May 21

7:30-9:30

Main Dining Room

BREAKFAST

9:15-10:45

East Room

VALIDITY OF SELF-REPORTS

Chair and Discussant: Tom W. Smith, National Opinion
Research Center

Reliability in Large Scale Household Surveys: The Case of
the Annual Housing Survey
Andrew A. Beveridge, Queens College of the City University
of New York and Columbia University

Measuring Reporting Accuracy of Criminal Victimization Through
Record Checks
Peter V. Miller, Northwestern University, and Robert M. Groves,
University of Michigan

Inaccurate Reports In Surveys: Are They Stable Over Time?
Stanley Presser and Michael Traugott, University of Michigan

Sociodemographic Characteristics, Perceived Normative Threat,
and Response Falsification for Survey Topics with High
Social Desirability
Kenneth Rosow, Eric Marder Associates, Inc.

9:15-10:45

West Lounge B

WHAT HAVE THE MEDIA DONE FOR (OR TO) US LATELY

Chair: Philip Meyer, University of North Carolina

The Effect of Media on Voters' Considerations in
Congressional Elections
Roy L. Behr, Yale University

Impact of Television on High School Academic Achievement
Gary D. Gaddy, University of North Carolina at Chapel Hill

Using the Media for Crime Prevention
Harold Mendelsohn, University of Denver

Discussant: Michael Maidenberg, Grand Forks Herald

9:15-10:45

Library

THE GENDER GAP IN RECENT ELECTIONS

Chair: Kathleen Frankovic, CBS News

Candidates Images in a Mayoral Race: Of Feminism, Racism, and
Ghosts of the Past
Doris A. Graber, University of Illinois at Chicago

The Gender Gap in the 1982 Elections
Arthur H. Miller and Oksana Malanchuk, University of Michigan

Beyond the Gender Gap: Working Women and the 1982 Election
Kurt Schlichting and Peter Tuckel, Fairfield University

Discussant: Dotty Lynch, Lynch Research, Inc.

SATURDAY

May 21

11:00-12:30
East Room

POLLING ON CONTROVERSIAL ISSUES

Chair: David L. Sills, Social Science Research Council

Corporate Executives, Environmental Activists, and the Public
Riley E. Dunlap, Washington State University, and Kathy
Bloomgarden, Research and Forecasts, Inc.

Black Support for Affirmative Action Programs
Cardell K. Jacobson, Brigham Young University

Forensic Psychiatry: Public Opinion Following the Hinckley Verdict
Dan Slater and Valerie P. Hans, University of Delaware

Discussant: Donald R. DeLuca, The Roper Center

11:00-12:30
Library

**DIDACTIC SESSION:
Using Products from the 1980 Census**

Kathy Gostomski, Philadelphia Regional Office,
Bureau of the Census

Tim Jones, Field Division, Bureau of the Census

11:00-12:30
West Lounge B

OPINION FORMATION AND CHANGE

Chair and Discussant: Lorna Opatow, Opatow Associates, Inc.

Opinion Formation, Social Interaction and Other Influences
on Consumer Purchase Behavior
Martin Beilinson, Clairrol Appliance Division, Bristol-Myers, Co.

The Formation of Public Opinion on Complex Issues:
The Case of Nuclear Energy
Stephen Cole and Robert Fiorentine, State University of
New York at Stony Brook

Opinion Formation and Change Among the Elderly: Implications for
for Current Public Opinion Theory and Methods
Don D. Smith and Greg Olson, University of Iowa

The Role of Elites in Shaping Public Opinion
(AAPOR Student Paper Award)
John Zaller, University of California, Berkeley

SATURDAY

May 22

12:30-1:45
BallroomLUNCH

1:45-2:15

Presiding: Seymour Sudman, Past President

Presidential Address: **Burns Roper, AAPOR President, 1982-83**
"Some Things That Concern Me"

2:30-4:00

ROUND TABLE SESSIONS

Seminar Room

Reflections on the History of Survey Research in America
Don Cahalan, University of California, Berkeley

West Lounge A

Television Viewing and Psychographics: A Step Beyond Demographics
Gene Cooper, American Broadcasting Company

Fountain Room

Communicating with the Ill
Susan Evans and Peter Clark, University of Southern California

West Lounge B

New Strategies for the Use of Focus Groups for Social Scientists and
Survey Researchers
Linda Kaboolian and William A. Gamson, University of Michigan

Library

Finding the Needle in the Haystack: Application of New Sampling
Techniques to Finding Rare Populations
Mark A. Schulman, Schulman, Ronca and Bucuvalas, Inc., and
Menachem Daum, Brookdale Center on Aging of Hunter College

4:00-5:30

AAPOR BUSINESS MEETING

West Lounge A

7:00-8:00

COMPLIMENTARY COCKTAIL PARTY

Upper Lobby

8:15

BANQUET

Ballroom

Presiding: Laure M. Sharp, AAPOR President, 1983-84Presentation of AAPOR Student AwardPresentation of AAPOR Award

After Banquet:

The film "Magic Town" will be shown.

After Banquet:
Upper Lobby**PRESIDENT'S DUTCH TREAT PARTY**

SUNDAY

May 22

7:30-9:30

Main Dining Room

BREAKFAST

9:15-10:45

East Room

THE MEDIA AND THE MESSAGE: HOW WILL THE NEW TECHNOLOGY AFFECT MASS COMMUNICATIONS?

Chair: W. Russell Neuman, Massachusetts Institute of Technology

The New Choices Provided by Cable: How Do Audiences Respond?

Lee Becker, Ohio State University

Will Electronic Text Influence the Organization of Public Knowledge?

John Carey, New York University

Psychological Characteristics of High Definition Television

Herbert E. Krugman, Herbert E. Krugman & Associates

Discussant: Paul Kramer, Warner Communications

9:15-10:45

West Lounge B

BEHAVIORAL ANALYSIS OF RESPONDENT MOTIVATION

Chair: Judith Tanur, State University of New York at Stony Brook

Some Effects of Requesting Active Commitment from Survey Respondents

Edward Blair, University of Houston

An Experiment on the Effectiveness of Confidentiality Assurance

Diane Colasanto, University of Wisconsin

Results of the 1980 Applied Behavior Analysis Survey or What People Do With Their Census Forms

Theresa DeMaio, Bureau of the Census

Discussant: Eleanor Singer, Columbia University

SUNDAY

May 22

11:00-12:30
West Lounge B

TV OR NOT TV: WHAT IS THE QUESTION ?

Chair: John Robinson, University of Maryland

The Public Looks at Television: 1960, 1970 and 1980
Robert Bower, Bureau of Social Science Research

Television 1983: Competing for a Changing Audience
Bernadette McGuire and Lawrence Patrick, National
Association of Broadcasters

Living Without Television
Charles Winick, City University of New York

Discussant: Michael Gurevitch and Jay Blumler,
University of Maryland

11:00-12:30
East Room

**PERFORMANCE OF THE POLLS IN THE 1982 ELECTIONS:
WHAT HAVE WE LEARNED**

Chair: Everett C. Ladd, The Roper Center

The Illinois Experience
Richard Day, Richard Day Research, Inc.

The California Experience
Mervin D. Field, The Field Institute

The New Jersey Experience
Cliff Zukin, The Eagleton Poll, Rutgers University

Discussant: Tom Wicker, The New York Times

12:30
Main Dining Room

LUNCH

AAPOR OWES MUCH TO THE AGENCIES WHICH HAVE HELPED
TO INSURE ITS FINANCIAL HEALTH BY GIVING CONTRIBUTIONS
OF \$50 OR MORE DURING THE PAST YEAR.

Alaska Analysts/Dittman Research
Corporation
Anchorage, Alaska

American Broadcasting Companies, Inc.
New York, New York

American Council of Life Insurance
Washington, D.C.

Audits & Surveys, Inc.
New York, New York

Behavioral Sciences Laboratory
Institute for Policy Research
Cincinnati, Ohio

R. H. Bruskin Associates
New Brunswick, New Jersey

Business Decisions, Inc.
New York, New York

Canadian Broadcasting Corporation
Research Department
Ottawa, Ontario, Canada

Center for Public and Urban Research
Georgia State University
Atlanta, Georgia

Centrac, Inc.
Bergenfield, New Jersey

Central Surveys, Inc.
Shenandoah, Iowa

Chilton Research Services
Radnor, Pennsylvania

Communications Workshop, Inc.
Chicago, Illinois

Creative Research Associates, Inc.
Chicago, Illinois

Irving Crespi and Associates
Princeton, New Jersey

CROP Inc.
Montreal, Quebec, Canada

Crossley Surveys, Inc.
New York, New York

Datatab, Inc.
New York, New York

Datos, C.A.
Caracas, Venezuela

Decision/Making/Information
Santa Ana, California

Decision Marketing Research Limited
Toronto, Ontario, Canada

Directions Research Corporation
Denver, Colorado

Field Research Corporation
San Francisco, California

J.D. Franz Research
Sacramento, California

The Gallup Organization, Inc.
Princeton, New Jersey

General Foods Corporation
White Plains, New York

Goldstein/Krall Marketing Resources, Inc.
Stamford, Connecticut

Great Lakes Marketing Associates, Inc.
Toledo, Ohio

Group Attitudes Corporation
New York, New York

Hollander, Cohen Associates, Inc.
Baltimore, Maryland

Home Box Office
New York, New York

Babette Kass Creative Research
Sun City (Phoenix), Arizona

Frank N. Magid Associates, Inc.
Marion, Iowa

Manning, Selvage & Lee, Inc.
New York

Eric Marder Associates, Inc.
New York, New York

Mathematica Policy Research
Princeton, New Jersey

Media General, Inc.
Richmond, Virginia

Monroe Mendelsohn Research, Inc.
New York, New York

Mid-America Research
Mt. Prospect, Illinois

Mid-Continent Surveys
Minneapolis, Minnesota

Moran, Inc.
Greenwich, Connecticut

The William Moss Institute
Washington, D.C.

MSI International
Los Angeles, California

National Analysts (Division of Booz-
Allen & Hamilton Inc.)
Philadelphia, Pennsylvania

National Opinion Research Center
Chicago, Illinois

Needham, Harper & Steers
Advertising, Inc.
Chicago, Illinois

A.C. Nielsen Company
Northbrook, Illinois

O'Neil Associates
Tempe (Phoenix), Arizona

Opatow Associates, Inc.
New York, New York

Oxtoby-Smith, Inc.
New York, New York

Stanley Peterfreund Associates, Inc.
Closter, New Jersey

Plurimar Inc.
St. Lambert, Quebec, Canada

Research 100
Princeton, New Jersey

Research Services, Inc.
Denver, Colorado

Research Triangle Institute
Research Triangle Park, North Carolina

Response Analysis Corporation
Princeton, New Jersey

The Roper Center for Public Opinion
Research
University of Connecticut
Storrs, Connecticut

The Roper Organization, Inc.
New York, New York

Schrader Research & Rating Service
Cranbury, New Jersey

Sears, Roebuck and Company
Chicago, Illinois

S A Shapiro Research Corporation
New York, New York

Herschel Shosteck Associates
Silver Spring, Maryland

Sirota and Alper Associates, Inc.
New York, New York

CONTRIBUTORS (Continued)

Social Data Analysts, Inc.
Setauket, New York

Southwest Research, Inc.
Dallas, Texas

Starch INRA Hooper, Inc.
Mamaroneck, New York

Survey Research Center
University of California
Berkeley, California

Survey Sampling, Inc.
Westport, Connecticut

Technical Analysis &
Communications, Inc.
Teaneck, New Jersey

Television Audience Assessment, Inc.
Cambridge, Massachusetts

Walker Research, Inc.
Indianapolis, Indiana

Heidi Washburn Marketing, Inc.
New York, New York

Westat, Inc.
Rockville, Maryland

Yankelovich, Skelly, & White
New York, New York

Young & Rubicam, Inc.
New York, New York

ABSTRACTS

Abstracts are organized by Session, following the order of the Program. Where a title is given but no abstract, the latter was not available as this went to press. Round table abstracts, where available, are listed at the end. Authors of specific abstracts can also be located through the Index.

MEDIA REPORTING OF SOCIAL SCIENCE

PRESS COVERAGE OF THE 1982 NIMH REPORT ON TELEVISION AND BEHAVIOR
Renee Hobbs, Harvard University

This paper provides an analysis of the press coverage of the 1982 National Institute of Mental Health's update, Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties. By examining the news coverage in the national and regional press, in television broadcasts, and in national magazines, we identified prominent themes in the way the press played the release of the government report. The press coverage highlighted the report's conclusion about the relationship between violence on television and children's aggressive behavior. In addition, the television industry's critical perspective on the government report generated controversy about the report's conclusions and became an integral part of the press coverage of the report.

In the paper, we describe 1) the evolution of the press coverage in the print and electronic media, and the role of television news coverage in emphasizing the television industry's criticisms of the report, 2) the specific controversial issues presented in the press about the NIMH report, 3) the role of features and editorial stories about the report on television, 4) the difference in press coverage between the 1972 Surgeon General's report on television violence and the 1982 NIMH update and 5) public response to the government report. Finally, we review the journalist's role in making the government report on television newsworthy, and the constraints upon journalists in the news gathering process.

PRESS COVERAGE OF THE 1982 PROFILE OF AMERICAN YOUTH STUDY:
THE INTERSECTION OF JOURNALISM, SOCIAL SCIENCE RESEARCH,
AND THE PENTAGON

Lynne Sussman, Harvard University

This paper analyzes press coverage of the Profile of American Youth, a social science study commissioned by the Department of Defense. In this study NORC administered the Armed Services Vocational Aptitude Battery to a national sample of twelve thousand youths in an effort to determine whether the All-Volunteer Force was recruiting a representative group of youth or the "bottom of the barrel" as some critics had charged, as well as to establish new norms for the test. In analyzing media coverage of this study we interviewed journalists, government officials and social scientists involved and we studied fifty news clippings from newspapers, magazines and broadcast news stories, editorials and letters to the editor, as well as copy from wire services.

Journalists highlighted four angles which indicated their interests and a variety of criteria for newsworthiness. The most common theme was black-white differences in test scores. Journalists, social scientists, and Pentagon officials collectively contributed to the creation of the news. Choices were made based on the organizational norms of each sphere. Because the story was scooped prior to the official release date and the scheduled plan for dissemination of information was altered, the initial reporter affected events and became part of the story. Social scientists involved in the study communicated information according to their professional norms; journalists used the information selectively. And the Pentagon officials trying to manage the news were put in a defensive position that hindered their ability to promote their interpretation of the test results. The creative, interactional nature of story development emerges from our analysis. Since the news media are an important force in educating policymakers and the public about social conditions, it is important to understand the criteria which influence choices.

SOCIAL SCIENTISTS CITED IN THE MEDIA

Carol Weiss, Harvard University

As part of a study of the reporting of the social sciences in ten elite media* conducted in 1982, we selected 130 stories that (1) reported the results of social science studies or (2) included quotes from social scientists. For 129 stories, we succeeded in interviewing the social scientist whose work or comments were mentioned, and these data are discussed here. (For 128 studies, we also interviewed the journalist who wrote the story, which yields a total of 127 stories for which both social scientist and journalist interviews were completed.)

Contrary to much anecdotal evidence about the unhappy consequences of becoming the object of media attention, the social scientists in this study tended to be satisfied with the reports that had appeared in the media about their work. Asked about the accuracy of the account, over two-thirds said the story was accurate, and only 8 per cent had serious complaints. About 80 per cent believed the emphasis of the story was appropriate, with 10 percent mentioning serious distortion. The most common complaints were omission of information and oversimplification.

Their views about the general caliber of media reporting of social science were more jaundiced, and many of them gave examples of biased, incomplete, or inaccurate reports in earlier brushes with the press. Nevertheless, they overwhelmingly believed that media attention was an advantage, for reasons ranging from career advancement, greater support from their administrative offices, and access to further research grants, to ego satisfaction and the ability to make their message known to the public.

Most of the social scientists had been covered by the media prior to the story that we inquired about; all of those who were quoted had had prior coverage by the press.

Satisfaction with media reporting in the current instance is analyzed in terms of prior media coverage, institutional affiliation, discipline, initiative for the news story, extent of contact with the journalist, and the journalist's background and attitudes.

*New York Times, Wall Street Journal, Washington Post, Boston Globe, Time, Newsweek, U.S. News and World Report, nightly network newscasts of NBC, CBS, and ABC.

AFFINITY AMONG NATIONS: PUBLIC OPINION AND FOREIGN POLICY

THE ROLE OF THE PEOPLE IN CONFLICT RESOLUTION:
PILOT STUDY ON THE FALKLANDS/MALVINAS DISPUTE

Archibald M. Crossley and Helen M. Crossley
ArchCross Associates, Inc.

Demonstration that the attitudes and opinions of peoples affected by armed conflicts could play a useful part in ameliorating a situation was obtained by a pilot study which looked at both sides of the Falklands/Malvinas war. Simultaneous interviewing at the termination of the conflict was conducted by the Gallup Organization on a grant by members of the First World War Princeton Class of 1917 and their families.

The hypothesis was that measures to reduce intensity of feeling at times of potential or initial armed action could help prevent or limit such action. To test this belief a personal interview study was carried out on a strictly pilot basis with limited numbers and restricted sampling. The purpose was not to develop exact percentages but rather to explore the directions of attitudes being formed. More precise sampling could be applied as needed to meet future situations.

This study clearly demonstrated that 1) much useful information on conflict issues can be obtained by directly interviewing people of different population segments and 2) where direct interviewing is difficult surrogates can be used.

It was found possible to separate by scaling the issues of highest tension from lesser ones and to relate the implications of one group of attitudes to those of another. Thus the way can be eased for mediation or other counter-measures. (One counter-measure, of course, could be education of the people by one medium or another.) Through survey research techniques steps can be explored toward reaching the people with information which can reduce tensions underlying conflict.

AMERICAN ATTITUDES TOWARD THE MIDDLE EAST SINCE ISRAEL'S INVASION OF LEBANON

Alvin Richman, Department of State

ANOTHER LOOK AT WHAT AFFECTS ATTITUDES TOWARD FOREIGN COUNTRIES

Albert R. Tims, Indiana University
M. Mark Miller, University of Tennessee

This study re-examines the hypothesis offered by Nincic and Russett (1979) that perceived similarity and perceived commonalities in national interests are strong predictors of overall opinion ratings. Conceptual and operational limitations of the Nincic and Russett study are outlined and an elaborated model of the factors affecting overall opinion ratings using individual level survey data appropriate for studying perceptual processes is introduced. Consistent with expectations based on findings in the interpersonal attraction literature, perceived trust in a foreign country as an ally was shown to be a significant predictor of overall opinion along with similarity and shared interests. In addition, it was shown that perceptions of recent foreign policy actions in areas apparently high in personal salience also play a significant role in opinion ratings.

PUBLIC OPINION AND THE CONSTRUCTION OF SOCIAL REALITY

TELEVISION AND POLLS IN REPRESENTATIVE GOVERNMENT
C. Anthony Broh, Rutgers University

Polling on television reinforces a long-term trend in United States presidential elections toward direct representation. From the debates at the constitutional convention over the dangers of a popularly elected executive, to the Progressive reforms of the Twentieth century in selecting the president, to the McGovern-Frazier Commission mandate for wider participation by rank-and-file, we can see a trend away from nomination by deliberative bodies that are independent of public opinion. The tendency has been toward binding influence for citizen activists, a model of representation supported by the growth of primaries and the increasing presentation of public opinion polls in the media.

This trend toward direct representation has had the unintended consequence of increasing the importance of television. With polling, the networks could, and did, provide credible, professional commentary on the meaning of each electoral contest. Television correspondents, rather than the party elite, become the interpreters of electoral opinion. The networks become major components of the presidential nominating procedures.

PERCEPTIONS OF PUBLIC OPINION
Marie Crane, The University of Texas at Austin

This paper examines the process by which estimates of public opinion are derived by ordinary people in their roles as naive survey researchers. In particular, individuals' perceptions of the political attitudes of others are examined. An investigation is undertaken of one type of systematic bias in individuals' estimates of others' opinions, an egocentric bias herein called the "projection effect." Evidence for the effect is found; analyses of data collected in the 1980 American National Election Study reveal a strong positive relationship between individuals' own attitudes and their perceptions of the prevalence of their preferences among others.

Two factors were hypothesized to influence the magnitude of the projection effect--attitude intensity and exposure to media reports of the actual distribution of opinion. The former was predicted to enhance the projection effect and the latter was predicted to diminish it. There is rather consistent but no strong support for the effect of attitude intensity, but very little support for the expectation that the projection effect would diminish as a function of exposure to information.

In sum, the projection effect appears to be quite robust; in making estimates of the distribution of others' opinions, ordinary people tend to be influenced by their own opinions. Several possible explanations for the projection effect are offered and the impact of this effect on the political process is discussed.

THE NEO-NAZI "MARCH" IN SKOKIE:
AN EXPLORATORY STUDY OF MASS MEDIA
INFLUENCE ON AUDIENCE CONCEPTIONS

Josephine R. Holz
Rutgers University

This paper reports on a study of the role of mass communication in the development of people's conceptions about a distant event for which the mass media served as their primary sources of information -- a "march" planned by a neo-Nazi group for Skokie, Illinois, in 1978. The purpose of the study was to determine whether and in what respects different types of people had developed common conceptions about the event and what role mass communication played in this development.

Information about the beliefs, opinions, and information sources about the "march" of a random sample of 192 respondents in the Philadelphia area was obtained through a telephone survey conducted prior to the event's occurrence. These data were then compared with the findings of a content analysis of reports about the "march" in the mass media sources cited by most respondents.

While respondents differed in awareness, interest, and opinions regarding the "march," according to religion, education, and age, they shared a number of similar conceptions and beliefs about the incident. These shared conceptions were similar to the explicit and implicit messages communicated by the mass media, among which considerable similarity of content was found.

It was concluded that mass communication contributes to the development of a common social reality among different social groups by providing a common set of messages to which different groups all respond.

RESPONSE RATES TO SURVEYS

EFFECTS OF AN ADVANCE PHONE CALL IN PERSONAL INTERVIEW
SURVEYS OF THE ELDERLY

Jane W. Bergsten, Michael F. Weeks, and Fred A. Bryan
Research Triangle Institute

Whether or not to telephone sample members in advance to schedule an appointment for a personal interview is a common dilemma for survey researchers. Although an advance phone call can reduce unproductive visits, it is easier for a sample member to refuse an interview when the initial contact is made by telephone rather than by personal visit.

An experiment to test the comparative effectiveness of two interview approaches was conducted among senior citizens randomly selected to be interviewed in a federally sponsored survey dealing with source and utilization of medical care. The survey was conducted in three geographic sites. In each site the sample was split in two. Half of the 1200 sample members received a lead letter, then a phone call to schedule an appointment for a personal interview. The other half of the sample received a lead letter, then a personal visit without the initial telephone contact.

The data from the experiment are analyzed to assess the effect of a lead phone call on the final survey response rate and to determine the effectiveness of a lead phone call in reducing the number of personal visits required to obtain an interview. This is done by comparing the lead-phone-call and no-lead-phone-call groups with respect to final interview result, magnitude of the data collection effort and estimated data collection cost. Additional analyses are done for the lead-phone-call group. The magnitude and result of the lead telephone effort are assessed, and the result of the lead telephone effort is compared with the final survey result.

There has been an increasing focus in survey research on the "over 65" population. The results obtained from this recent survey should shed some light on the most effective approach to use when surveying senior citizens.

NEW ISSUES IN MAIL QUESTIONNAIRE RESPONSE RATES:
RESULTS OF FIVE EXPERIMENTS

Don A. Dillman, Washington State University
Dan Moore, Pennsylvania State University

Despite considerable improvement, response rates to general population mail surveys remain somewhat below those that can usually be obtained from telephone and face-to-face interviews. Thus, continued research on how to maximize mail questionnaire response rates is needed.

Two distinct, yet very complimentary approaches have emerged to understanding why response rates vary from study to study, and how they might be further improved. One approach is represented by the regression analyses of past response rate studies by Heberlein and Baumgartner (1978, 1981). The other is the Total Design Method (TDM) developed by Dillman and associates (1972, 1974, 1978).

The purpose of this paper is three-fold: first we will compare the two approaches, evaluating the ways in which they are similar and different. Secondly, we build on these two approaches by reporting the results of a series of five quasi-experiments analyzing two abstracts of mail survey research procedures, type of return postage, and method of final followup. Thirdly, we make specific recommendations for further research with the explicit goals of maximizing response rates to mail surveys.

The experiments reported were implemented in Pennsylvania, Washington, and Oregon on general populations. Some populations were drawn from drivers license lists and others from telephone directories. The sample sizes ranged from 900 to 20,000.

Results of the research result in two recommended revisions in the Total Design Method as originally published in the book, Mail and Telephone Surveys: The Total Design Method (1978). Also based on the results, recommendations are made for revisions in the analytic approach used by Heberlein and Baumgartner (1978).

AN EVALUATION OF ALTERNATIVE PROCEDURES FOR REDUCING REFUSALS
ON TELEPHONE SURVEYS OF THE GENERAL PUBLIC

Richard A. Kulka, Jennifer J. McNeill, and Lynn Guess
Research Triangle Institute

In recognition of past research and experience indicating that telephone interview refusals most frequently occur at the end of introductory remarks and prior to the first question, this paper describes an experiment in which three factors were varied in an attempt to reduce refusals in a statewide telephone survey conducted for the State of Louisiana. There were the use of: (1) an advance letter from either the state or RTI versus no letter; (2) an opening statement verifying the telephone number versus one emphasizing the household's identity; and (3) introductory remarks emphasizing that "even answering a few questions will help" versus no such statement. The initial refusal rate for residents receiving an advance letter from the state was approximately half that of those receiving no letter, while refusals among those receiving a letter from RTI were essentially the same as among households receiving no letter at all. Final refusal rates among these three groups were not significantly different, however. In contrast, whether a telephone number or household name was used in the opening statement had no apparent influence on either initial or final refusal rates, nor did the use of a "low-key plea" in the introduction. Although there were no significant interactions among these variables, additional analyses by size of place revealed that the Louisiana letter was particularly effective in reducing refusals in rural areas (and to a lesser extent towns and smaller cities) while essentially having no significant effect in metropolitan areas.

INCREASING INFORMANT COOPERATION FOR RANDOM
RESPONDENT SELECTION IN A TELEPHONE SURVEY

Diane O'Rourke and Johnny Blair
University of Illinois

A split-ballot respondent selection experiment was conducted on a probability sample of Illinois residents surveyed by telephone. Respondent selection was conducted in two ways: Half of the 2,252 households were given the Kish procedure whereby first men and then women were listed and numbered in order of decreasing age. One of six random number tables was then used to select the respondent. The other households were asked which adult in the household had the most recent birthday. The intent was to compare the refusal rates and demographic characteristics of the samples and also to validate the birthday procedure.

Results indicate that the birthday method had a lower refusal rate than the Kish method (12.5% and 16.9%, respectively), particularly refusals incurred at the time of selection (1.8% and 4.1%, respectively). The demographic characteristics of the respondents selected by each of the methods were similar. The birthday method was validated in several ways. When the informant's most recent birthday selection was compared to birthday information on all adults in the household given by the respondent at the end of the interview, it was correct 91 percent of the time.

RESEARCH ON POLICY ISSUES

THE SUBURBAN MOVEMENT TO LIMIT GROWTH: CONSENSUS OR COALITION?

Mark Baldassare, University of California, Irvine

Studies have shown that suburban residents favor local growth limits. The environmental concerns of high status residents are proposed as an explanation but the evidence is inconclusive. This paper argues that support for growth limits is composed of different groups favoring growth limits for different reasons. A survey of Orange County residents finds strong support for growth limits. Motivations include environmental concerns, urban congestion, taxes and spending, and property values. High status residents, homeowners, and conservatives vary in the reasons they support growth limits. The implications of these findings for studies of growth limits, and for public policy in the suburban context, are discussed.

A COMPARISON OF MEDIA USE MEASURES: THE RELATIONSHIP OF
FOUR MEASURES OF MEDIA USE TO ECONOMIC KNOWLEDGE AND DISCUSSION

J. David Kenamer, Virginia Commonwealth University

The purpose of this paper is to compare four measures of news media use: frequency of exposure to news programs on television and to newspapers, amount of attention paid to economic issues in these media, time spent on an average day with television news and with newspapers, and reliance on one of them for political and economic news.

These four measures of media use--included in a 1982 survey conducted in Madison, WI--were compared in their ability to predict economic knowledge and discussion of economic issues. Both of these variables are assumed to be important concomitants of news media use, and perhaps the results of such media use as well.

The attention measures proved to be the strongest in their relationships to these criterion measures. The frequency-of-exposure measures were only very weakly correlated with knowledge and discussion. The attention measures were also the most important of the media variables in regression analyses.

The varying ways of measuring news media use point to the ambiguity of the concept in much survey work. News media use is a complex behavior with important cognitive antecedents as well as results. Simple frequency-of-use measures, for example, do not differentiate between headline scanners and serious consumers of news.

The meaning of reliance on a medium is particularly ambiguous. It probably consists in part of an estimate of past frequency-in-use. It almost certainly contains some assessment of the credibility of the media as well. The most empirically efficacious variables here are clearly the attention measures. These questions seem to measure the person's actual exposure to specific types of information.

THE CASE FOR "QUICK AND DIRTY" RESEARCH:
A FEDERAL GOVERNMENT MODEL

Alan S. Meyer, U.S. Dept. of Health and Human Services

For the last five years, a unique "quick and dirty" research tool has been used by three Secretaries of the Department of Health and Human Services to help make top management decisions on Departmental programs and policies.

Established in 1978, to serve as the Secretary's "eyes and ears in the field", small units in ten regional Offices have conducted quick field studies, called Service Delivery Assessment (SDA's), for Secretaries under two administrations.

The typical "SDA" has the following characteristics: (1) it is quick (3-5 months); (2) it is largely qualitative, (3) it is done by in-house generalists; (4) it is based on confidential discussions with varied respondents around the country; and (5), and most importantly, SDAs are reported, usually in-person, to the Secretary while the topic is still "hot".

Experiences gained in doing these non-rigorous surveys in a timely manner, at a specific request of top officials, throw new light on values as well as pitfalls of "quick and dirty" research. Relative quickness has assured that SDAs receive the personal attention of the Secretary. However, methodological weaknesses, untrained staff, and hasty analysis could produce policy recommendations based on faulty findings. This danger has been generally avoided by using a highly competent group of conscientious careerists and a series of built-in checkpoints. Recognizing SDA's value as a management tool, the Department's Inspector General has integrated this unique function into his policy and planning division.

POLITICAL IDEOLOGY AND PUBLIC OPINION

THE AGE OF LIMITS: POLITICAL AND CLASS CONSEQUENCES

David B. Brinkerhoff and Lynn K. White,
University of Nebraska

The scarcity/conflict thesis suggests that economic expansion has been an essential element in American political and class relationships and that, in an "age of limits," there will be profound changes in these relationships. Using data from 1300 midwesterners, this paper provides an exploratory test of four hypotheses from this literature: that persons who are downwardly mobile, have experienced recent declines in financial prospects, and who have little faith in the material future will be 1) less tolerant of inequality; 2) more politically distrustful; 3) more politically active; and 4) more favorable toward government regulation of scarce resources. The results suggest that distrust, intolerance of inequality, and support for government regulation do indeed increase with economic troubles. The evidence is mixed, however, with regard to the political participation hypothesis. Overall, the effects are quite small and this exploratory analysis suggests that the political effects of scarcity or "no growth" will be small.

SOCIAL CONSERVATISM, NEW REPUBLICANS, AND THE 1980 ELECTIONS

Jerome L. Himmelstein, Amherst College

Jim McRae, University of South Carolina

In the 1980 elections, Ronald Reagan won the presidency by gaining substantial support from "New Republicans," voters who in 1976 had voted Democratic or had not voted at all. Who were these "New Republicans"? One common answer is that they were disproportionately white lower middle strata voters who switched to the Republican Party on the basis of a profound "social conservatism"--manifested in opposition to abortion and the Equal Rights Amendment and in a general concern over the decay of morality, family, and religion. These voters were more religious than average and more likely to be alienated from and angry at a federal government that they viewed as the source of secular, liberal values and programs. They were, in short, a constituency of what has been called "Middle American Radicals" or "neopopulists," similar to the one-time supporters of George Wallace.

Using data from the 1980 National Election Study, we dispute this social conservatism theory. The "New Republicans," we argue, were not drawn disproportionately from the middle to lower strata of the population; their conservatism was not more marked on social issues than on economic issues; they were neither more religiously oriented nor more alienated from government than other voters; finally, they bore little similarity to the 1968 Wallace constituency. These findings have important implications for prominent theories about conservative political movements and about the changing nature of party politics in a postindustrial society.

TOLERANCE, INTOLERANCE, AND LEFT-RIGHT IDEOLOGY:
A LATENT CLASS ANALYSIS OF TOLERANCE FOR
NONCONFORMITY IN THE AMERICAN PUBLIC

Allan L. McCutcheon
University of Delaware

Most studies of the American public's tolerance for the expression of political ideology have assessed Americans' tolerance or intolerance toward particular societal groups. Tolerance has been treated as a dichotomous variable. Recent research, however, indicates an increase in the ideological content of the public's attitudes. In view of this research an alternative conceptualization of tolerance is required--one that considers an ideological aspect of tolerance. In addition to generalized tolerance and intolerance, tolerance may be directed toward either politically left groups or politically right groups. In this paper, latent class analysis is used to examine the proposition that left-right ideology plays a role in Americans' tolerance for nonconformity. Data are taken from the 1976 and 1977 General Social Survey conducted by the National Opinion Research Center. Results support a conceptualization of political tolerance that includes four categories: generally tolerant, tolerant of the left, tolerant of the right, and generally intolerant. The estimated proportion of the sample population falling into each of the classes was 10% in the "tolerant of the left" class, 11% in the "tolerant of the right" class, 24% in the generally tolerant class, and 55% in the generally intolerant class. A log-linear analysis of the effects of education and cohort on political tolerance indicate that (1) persons with higher levels of education are more likely to be generally tolerant, (2) persons with lower levels of education are more likely to be tolerant of the right or generally intolerant, (3) members of younger cohorts are more likely to be generally tolerant or tolerant of the left, and (4) members of older cohorts are more likely to be generally intolerant.

TRAINING SURVEY RESEARCHERS FOR BUSINESS:
ARE UNIVERSITIES PRODUCING WHAT BUSINESS NEEDS?

A Panel Discussion

Representatives from commercial firms and from academic training programs discuss the quality of current graduate instruction in survey research methods. Those panel members from commercial firms describe the skills they seek in newly hired employees and what kinds of knowledge they feel better equipped to give. Special attention will be given to the "I'd rather train them to do surveys our way" philosophy. The representatives from universities discuss components of current training programs, with special attention given to coursework that attempts to simulate real design and survey administrative problems. The audience is invited to offer their comments on whether university programs can be improved to serve the needs of commercial survey organizations.

QUESTION ORDER AND CONTEXT EFFECTS

QUESTION ORDER EFFECTS ON VOTING PREFERENCES IN 1982

Irving Crespi, Irving Crespi Associates
Dwight Morris, The New York Times

On October 14, 1983, The New York Times and the Hartford Courant published the results of polls that each had just completed on the upcoming Connecticut senatorial and gubernatorial elections. While the two polls had virtually identical gubernatorial results, they were in sharp conflict on the senatorial race. The New York Times poll had Toby Moffett, the Democratic challenger, leading Lowell Weicker, the Republican incumbent, by 43%-38%. The Hartford Courant poll reported Weicker leading by 49%-33%.

A review by the Times of its sampling, interviewing, coding, data entry and tabulation procedures found nothing that could explain the difference. However, it was discovered that the two polls had used a different sequence in testing preference in the two elections. In the Times poll, gubernatorial preference was asked first and senatorial preference second. The reverse sequence was used in the Courant poll.

To test further its polling methodology, the Times conducted a second poll, using the same sample design and questions, but with a new sample. Suspecting that difference in question sequence might account for the conflicting results, a split sample design was used. One half of the sample was asked the gubernatorial questions first and the senatorial question second. This order was reversed for the other half sample. The specific hypotheses tested was that question order would affect preference for Senator, but not for Governor.

The results of the second survey confirmed the hypothesis. In both half samples, preference in the gubernatorial race was virtually identical. However, senatorial results differed, with Weicker stronger when the senatorial question was asked first and weaker when it was asked second. Survey results are further analyzed by party identification and political philosophy to help explain why question order affected the senatorial race.

QUESTION ORDER EFFECTS AND THE SENSE OF WELL-BEING

McKee J. McClendon and David J. O'Brien,
The University of Akron

This paper reports an experiment to determine the effect of question order on the sense of well-being and its determinants. The sense of well-being about life in general is specified to be an additive function of well-being in specific life domains, such as employment, friendships, marriage, standard of living, and health. Well-being in each domain and in general is measured by four semantic differential scales. The order experiment involves randomly varying the placement of the indicators of general well-being. In order one the general questions follow the questions about the specific life domains and in order two the general questions precede the specific questions. This is referred to as a part-whole order experiment (Schuman and Presser, 1981). It is predicted that the level of general well-being will be higher in order one and that the specific domains will have stronger effects on general well-being in order one. These hypotheses are tested with data from the first annual Akron Area Survey.

MEASURING LOCAL POLICY OPINIONS: QUESTION ORDER AND QUESTION WORDING EFFECTS

John W. Hall and Susan A. Stephens
Mathematica Policy Research, Inc.

Survey methodological literature in recent years has become more interested in question order effects and research has begun to focus on the conditions under which such effects are found and the social and psychological mechanisms by which they operate. Question wording effects have also been the subject of considerable methodological study and analysis. This paper describes the results of an experiment in question order and question wording conducted in the context of a survey to determine the likely effect of off-track betting (OTB) on attendance and revenues at New Jersey's racetracks.

The paper will consider two less well explored issues in question design: what response effects can be expected from combinations of wording and order decisions in questionnaire construction, and do respondents react to question design in the same way when asked to express an opinion on a discrete, local policy issue as when asked about more global policy issues, such as abortion or gun control, or about personal values? Multivariate analysis was used to examine the conditions under which question order and question wording affected reported opinion on OTB in New Jersey.

THE SELF-ANCHORING STRIVING SCALE QUESTION SERIES -- THE IMPACT OF NOT ASKING THE OPEN-ENDED QUESTIONS

Leonard A. Wood, The Gallup Organization

In the late 1950's Hadley Cantril developed a series of questions known as the self-anchoring striving scale, the purpose of which was to measure the hopes and fears of various population groups.

In order to accommodate each individual's own unique set of experiences, the self-anchoring striving scale uses a non-verbal ladder scale upon which respondents are asked to rate their past, present and future status of their nation. Both the personal and national ratings are preceded by two open-ended questions asking respondents to describe the best and worst possible lives they can imagine for themselves and their nation.

Because of the time and expense involved in asking the open-ended questions, a recent Gallup survey sought to test the impact of eliminating these questions by using a split sample design. One replication of the nationally representative sample asked the entire series while the other replication omitted the open-ended questions.

While the results showed no significant differences in mean ladder ratings between the two groups, the split sample did, however, reveal a higher incidence of non-response to the ladder scale questions among the group asked the entire series than was seen among the group asked only the scale rating questions. For the group asked the entire series the incidence of non-response was particularly high among those with less than a high school degree.

Thus, it would seem that the results of this experiment suggest two things. First, they suggest it is possible to ask only the ladder scale questions and still compare the results with earlier surveys which included the open-ended questions. Secondly, further research is needed as to the effect of open-ended questions on respondents' ability to answer questions which may follow.

VALIDITY OF SELF-REPORTS

RELIABILITY IN LARGE SCALE HOUSEHOLD SURVEYS: THE CASE OF THE ANNUAL HOUSING SURVEY

Andrew A. Beveridge, Queens College of the City University of New York and
Columbia University

Since 1973 HUD through the Census Bureau has conducted an Annual Housing Survey consisting of roughly 175,000 interviews per year. These have been conducted for a national sample of 75,000 on a yearly basis, and in 60 other SMSA samples every three or four years. The survey is longitudinal, so that the same units are visited during each wave. Through 1982 roughly 1.5 million interviews had been conducted at a cost of about \$90 million dollars.

Significant errors and problems have been found in this "typical" large scale household survey, which raise serious questions about its accuracy, reliability and validity. These include, the following: 1) Misclassification of the location of some of the housing units included in the survey. This resulted in an underestimate of the number of units in the New York SMSA by 850,000 (and a corresponding overestimate of the number in small city suburbs in the Northeast) for every year of national data from 1974 through 1979. 2) Significant and endemic response inconsistencies for a large set of, presumably seldom changing, structural and demographic variables. Each year, for example, the respondent is asked whether or not the housing unit he or she is living in has a basement. For any two years for which data exist, fully 5.5 percent of the respondents apparently reported that their units possessed a basement one year but not in the next year or vice versa. In units for which full data are available, 12 percent reported such a transformation at least once during the period 1974-1977. Virtually all demographic and structural variables are similarly affected. The error structure seems to be largely random.

These errors directly affect uses of the data to estimate and analyze the sources of housing change. Their existence and possible causes raises a rather serious problem: "Is the Annual Housing Survey peculiarly afflicted with such data problems, or do these problems exist in all large scale social surveys of household and are merely easier to uncover in the Annual Housing Survey because of its longitudinal design?"

MEASURING REPORTING ACCURACY OF CRIMINAL
VICTIMIZATION THROUGH RECORD CHECKS

Peter V. Miller, Northwestern University and
Robert M. Groves, University of Michigan

One method which has been used to assess the validity of survey responses is the record check study. This paper reports the findings of a recently conducted reverse record check study of victimization reporting. This investigation involved telephone interviews with households in a medium-size midwestern city. Telephone numbers were sampled from police records of people who had reported crimes in the previous year. Persons 12 years old and older in selected households were interviewed using one of two questionnaires which were randomly assigned to the households -- the current National Crime Survey questionnaire or an experimental instrument which we developed for a methodological comparison. The analyses presented here examine the survey report--record "match rates" for the different questionnaires and for the study as a whole.

Match rates are compared employing more or less restrictive match criteria. For example, we look at the correspondence between survey reports and record evidence using various computer algorithms versus human judgements. These analyses reveal marked differences in the level of survey--record correspondence. Since the level of match rate appears highly variable depending on the definition of a "match," we argue that the "lessons" of record check studies --which often employ only vaguely specified match criteria -- should be carefully drawn. We argue, further, that record evidence may be best employed in constructing alternative indicators of phenomena to be measured, rather than as the arbiter of survey response validity.

INACCURATE REPORTS IN SURVEYS: ARE THEY STABLE OVER TIME?

Stanley Presser and Michael Traugott, University of Michigan

This paper examines three related issues about response errors in surveys using validated data on voting from the 1972-74-76 Michigan Election Study Panel. First, we test the hypothesis that 1976 misreporters are in fact habitual voters (and did not vote due to factors idiosyncratic to that one election), by comparing their actual turnout in preceding elections (1972 and 1974) with the turnout of true 1976 voters in the preceding elections. Second, we investigate whether reporting accuracy is related across the three surveys, i.e., whether reporting accurately is a stable respondent characteristic. Third, we determine if the associations between a "total vote" variable (coded 0 to 3 based on participation in the three elections) and standard predictors of voting (age, education, political interest, etc.,) differ using self-reported versus validated data.

SOCIODEMOGRAPHIC CHARACTERISTICS, PERCEIVED NORMATIVE THREAT,
AND RESPONSE FALSIFICATION FOR SURVEY TOPICS WITH HIGH SOCIAL DESIRABILITY
Kenneth Rosow, Eric Marder Associates, Inc.

This study focuses on one type of nonsampling error: erroneous information deliberately given by respondents in answer to questions on threatening topics. The study seeks to refine the concept of threat by establishing it within the framework of social norms and reference groups. The thesis is that the key to understanding the variable of threat lies in analyzing the normative orientation of groups of respondents to particular survey topics.

The study involves a secondary analysis of data collected in 1972 by Norman Bradburn and Seymour Sudman of the National Opinion Research Center. The original study compared rates of response falsification for five items for which external validation information was available. All respondents were asked how threatening they found the questions. Two descriptive words, "uneasy" and "annoy" were used to assess respondents' feelings. A scale of threat was formed by combining the scores from the "uneasy" and "annoy" questions.

The present study examined rates of response falsification and scores on the scale of threat in relation to four sociodemographic variables: education, age, sex, and race, for three of the original five topics. Hypotheses were formulated which predicted, for each topic, which categories of respondents would be most likely to feel threatened by questions on that topic, and therefore falsify their answers. Path analysis was used to examine the hypothesized relationships among the variables.

Results showed that none of the hypotheses received unqualified support. Further, contrary to the findings of the original study, scores on the scale of threat did not predict rates of response falsification.

The study ends by theorizing that the variable of threat per se is not the exclusive determinant of response falsification. Rather, the relationship between a respondent's attitude toward a topic (i.e., whether the respondent feels threatened by the content of questions on the topic) and the respondent's behavior with regard to questions on that topic (i.e., whether the respondent deliberately provides inaccurate information) is mediated by the respondent's attitudes toward performing the role of respondent in a survey.

WHAT HAVE THE MEDIA DONE FOR (OR TO) US LATELY

THE EFFECT OF MEDIA ON VOTERS' CONSIDERATIONS IN CONGRESSIONAL ELECTIONS
Roy L. Behr, Yale University

Many observers saw the 1982 midterm congressional elections as a referendum on President Reagan's handling of the economy. To these people, a landslide Democratic victory would have been indicative of widespread disaffection with the President's economic policies, while limited Republican losses would have signalled a willingness by voters to "stay on course." But other observers viewed the election not as a national referendum, but as 435 separate contests, each involving local candidates, personalities, and issues.

Political scientists have found evidence in support of both views. Quite likely, both are partly correct: some citizens evaluate national economic conditions when deciding for whom they shall vote, others consult local factors, while still others consider some mix of the two or an entirely different set of variables. What determines the factors that people consider when they make their voting decisions? Why do some people consult the state of the national economy, while others focus on local considerations? In this paper, I explore the effect of the media in determining the sorts of variables people consult when they vote in congressional elections.

IMPACT OF TELEVISION ON HIGH SCHOOL ACADEMIC ACHIEVEMENT

Gary D. Gaddy, University of North Carolina at Chapel Hill

USING THE MEDIA FOR CRIME PREVENTION

Harold Mendelsohn, University of Denver

The findings to be reported here stem from a national personal interview survey of 1,188 adults that was conducted by the University of Denver's Center for Mass Communications Research and Policy in 1981 for the National Institute of Justice. The focus of the study was on delineating the factors that both facilitate and hamper citizen participation in crime prevention actions. One very important cluster that was examined in detail centered on the media.

Major selected findings from the 1981 study follow:

People who see themselves in some actual or potential danger from crime and whose levels of knowledge regarding its prevention are low are highly sensitized to their need for information on how to reduce or eliminate crime hazards. The reverse holds true for individuals whose experiences, previously acquired knowledge, and perceptions appear to spell their relative safety out of harm's way.

The more cognizant people are of their need for further crime prevention information, the likelier they are to pay a great deal of attention to crime news in each of the media.

Even in their informal conversations with people they know or are related to, the individuals whose need for crime prevention information is strong are most likely to be highly attentive to crime news. The reverse pattern exists among those acknowledging a rather low need or no need at all for crime prevention information.

Attention to news about crime reflects a linear relationship to the realities of (1) actual experience with crime victimization either personally or through the experiences of significant others and (2) concerns about potential victimization that may grow out of residing in dangerous neighborhoods. Grounded concern about possible victimizations the major factor that sensitizes most vulnerable individuals to attend news about crime, not exaggerated or fancied or neurotic perceptions of risk. And here the media as well as people perform the classic Lasswellian "surveillance" function--of warning message recipients of impending threats to personal and community stability.

Compared to the sample as a whole, neither do heavy viewers of television crime dramas believe that "real" crime is more serious than is conveyed in the media nor do infrequent viewers consider "real" crime to be less serious than the media present it to be. In short, heavy exposure to crime fiction on TV does not relate to viewers' beliefs regarding the seriousness of crime.

What is highly paradoxical is that for many Americans who view TV crime dramas, these entertainment programs appear not so much to be, as some have argued, "schools" which "teach" the commission of crime, but rather, these shows appear to function as sources of information regarding the prevention of crimes...how to go about protecting one's self from victimization. In particular, persons who acknowledge a great need for information about how best to protect oneself are the most frequent viewers of television crime fiction. It may be--always considering the reverse possibility--that a primary rationale for doing so for this particular subgroup is their relatively high belief that the dramatized portrayals of crime in its various facets (including the strategies of prevention) are indeed accurate representations of reality.

Individuals who are relatively disinterested in viewing crime dramas on TV are more apt to be disinterested in the acquisition of knowledge about crime prevention as well. One important element here is the proportionately higher degree of skepticism the latter subgroup manifests regarding the accuracy of such fictionalized portrayals.

THE GENDER GAP IN RECENT ELECTIONS

CANDIDATES IMAGES IN A MAYORAL RACE: OF FEMINISM, RACISM, AND GHOSTS OF THE PAST

Doris A. Graber, University of Illinois at Chicago

Race, religion, gender, and accidents of birth are suspect classifications in lawmaking and elections. How do the media treat these suspect classifications when they become major parameters in an election campaign? To answer this question, the paper reports the results from a content analysis of Chicago's news media during the 1983 mayoral campaign. The primaries were played out against the backdrop of racial, sexual, and associational prejudice; during the final election, religious prejudice became an additional factor.

There were substantial differences in the ways in which media directed to different types of audiences handled these themes. In all media, the main focus was on issues of racial prejudice with much attention to interpretation of diverse campaign themes in racial terms. The amount of praise or blame given to various candidates was uneven and unrelated to media endorsements of specific candidates. The black candidate was spared criticism almost entirely by all media. As is true of presidential campaigns, issues of governance were slighted. The incumbent was evaluated predominantly in terms of personality and ethical conduct. Throughout, the media deplored the thrust of the campaign but were major contributors and, at times, the originators of this thrust.

THE GENDER GAP IN THE 1982 ELECTIONS

Arthur H. Miller and Oksana Malanchuk, University of Michigan

Numerous polls have reported increasing differences in the political attitudes of men and women since the late seventies. While considerable descriptive documentation of the current gender gap exists, little empirical research has attempted to explain these differences. Data from the University of Michigan Center for Political Studies 1982 National Election Survey are used to examine four different theories offered as explanations for the gender gap.

The first explanation centers on socialization into social roles and values. Of particular concern is evidence of basic value differences which suggest that the manner in which women are socialized produces a greater sensitivity to the problems of others than is true for men, resulting in greater female support for politicians who propose policies directed at helping others. Reference group theory suggests that differentiation between women who express a feminist rather than a traditional gender role identification may result in disproportionate turnout among the former in recent elections in response to anti-feminist cues from the Republican party. The centrality or self-relevance of women's issues forms the basis of the third explanation. A final hypothesis hinges on the shifting pattern of partisan loyalties among men and women during the past three decades.

BEYOND THE GENDER GAP: WORKING WOMEN AND THE 1982 ELECTION
Kurt Schlichting and Peter Tuckel, Fairfield University

Over the past two decades, the difference in the distributions of party loyalties between men and women has not been significant. Beginning in 1980, however, a divergence in the partisan direction of the vote emerged between men and women. In the past two years, women have given greater support to Democratic candidates than men, a factor which has often proved decisive in determining electoral outcomes.

The present paper examines the role played by gender in determining political attitudes (particularly those pertaining to the economy) and in influencing the outcomes of several congressional races in 1982. The paper focuses on the contribution of gender toward explaining political attitudes and voting behavior after other socio-demographic variables such as age, marital status, employment status and income are controlled for.

POLLING ON CONTROVERSIAL ISSUES

CORPORATE EXECUTIVES, ENVIRONMENTAL ACTIVISTS, AND THE PUBLIC
Riley E. Dunlap, Washington State University
Kathy Bloomgarden, Research & Forecasts, Inc.

This paper will be based upon data collected in a 1982 study conducted by Research and Forecasts, Inc. for The Continental Group, and presented in abbreviated form in Toward Responsible Growth: Economic and Environmental Concern in the Balance (a report available from Research and Forecasts, Inc.). The study involved a detailed examination of the "environment versus economy" issue, as perceived by the general public, corporate executives, and environmental activists. It represents a rare effort to examine the views of both corporate leaders and environmentalists, and to compare both to the general public.

The data were collected via telephone interviews with a representative sample of 1310 U.S. adults, a sample of 263 top executives from both large (Fortune 500) and small corporations, and a sample of 365 environmentalists drawn from the memberships of four influential (but diverse) national environmental organizations.

The paper will report data allowing for comparisons between the corporate, environmentalist, and public samples in terms of eight important characteristics: (1) demographic backgrounds; (2) personal values (materialist/post-materialist); beliefs about (3) the efficacy of science and technology, (4) ecological limits and (5) the future; attitudes toward (6) environmental issues and (7) business; and (8) preferences on a variety of economic-environment trade-off situations.

The goals of the paper will be two-fold: First, to describe the extent to which the corporate and environmentalist samples differ from one another and, in particular, the extent to which each differs from the general public; Second, to draw tentative conclusions about the degree to which differences in attitudes and trade-off preferences among the three samples can be attributed to differences in their differing beliefs, values and demographic characteristics.

BLACK SUPPORT FOR AFFIRMATIVE ACTION PROGRAMS

Cardell K. Jacobson, Brigham Young University

Over the past decade wide controversy has existed in the media and in the social science literature about affirmative action programs, yet relatively little information has appeared about attitudes toward these programs. This is especially true about black attitudes. In this paper, sociodemographic variables and a variety of attitudinal and experiential variables are examined as predictors of black attitudes about affirmative action programs. The data are from a national survey of blacks conducted in the fall of 1978 by Louis Harris and Associates for the National Conference of Christians and Jews. Although blacks as a whole gave strong support for affirmative action programs, only occupation and education of the sociodemographic variables were significantly related to attitudes about affirmative action programs, and they were weakly related. Much more important as predictors of black attitudes were blacks' feelings of powerlessness and their view of the effectiveness of black leaders in achieving equality for blacks. Also significantly related to black attitudes were the amount of contact blacks had with whites, the amount of discrimination experienced by blacks, their support of integration in general, and their view of how much race relations have changed in the past and will change in the future. Neither self-interest nor vested interests, as reflected in the socio-demographic variables, seems to be a strong determinant of black attitudes about affirmative action programs.

FORENSIC PSYCHIATRY: PUBLIC OPINION FOLLOWING THE HINCKLEY VERDICT

Dan Slater and Valerie P. Hans

University of Delaware

In a community survey following the Not Guilty by Reason of Insanity (NGRI) verdict in the trial of John Hinckley, Jr., opinions about forensic psychiatry were obtained. Respondents were 434 men and women from New Castle County, Delaware who were contacted by telephone using random digit dialing techniques.

Confidence in the psychiatric testimony at the trial and general belief in psychiatrists' abilities to determine legal insanity were the dependent variables. Confidence was extremely low and respondents expressed only modest belief in psychiatrists' abilities to determine legal insanity. Multiple regression analysis showed the two dependent variables to be the main predictors of each other. Age was a significant predictor for both dependent variables, with older respondents expressing less confidence and belief. A split in opinions between those under 45 years of age and those 45 and older was apparent. The interpretation of multiple regression analyses performed separately on these two age groupings argues that older persons may see the realm of the insanity defense as a crime control issue, believing that psychiatrists do not have the ability to determine legal insanity and thus may prematurely set free a dangerous person.

Women were more likely than men to express faith in psychiatrists, perhaps resulting from their being the primary consumers of psychotherapy and/or from traditional sex roles. Media exposure variables were not significant in this study.

While some caution needs to be exercised in generalizing these results to the national population, the results do provide evidence about the determinants of public opinion of forensic psychiatry and suggest areas for future research.

OPINION FORMATION AND CHANGE

OPINION FORMATION, SOCIAL INTERACTION AND OTHER INFLUENCES
ON CONSUMER PURCHASE BEHAVIOR

Martin Beilinson, Clairol Appliance Division, Bristol-Myers, Co.

New product adoption is related to demographic, life style and other considerations. Innovators in general, as well as in specific product categories, can be identified and their characteristics can be analyzed. This presentation will focus on innovation, and patterns of social behavior which influence opinion formation and change. Three distinct life style segments of the female population will be compared. Their attitudes and behavior toward innovation will be examined in light of their evaluation of themselves on social interaction and other measures.

THE FORMATION OF PUBLIC OPINION ON COMPLEX ISSUES: THE CASE OF NUCLEAR ENERGY
Stephen Cole and Robert Fiorentine, State University of New York at Stony Brook

Political attitudes are influenced by a combination of values and information. As political issues become more complex the interaction of these two factors in the formation of public opinion is becoming increasingly important. This paper presents data from several surveys aimed at discovering the causes of attitudes towards nuclear power. Level of information about energy in general, and nuclear power in particular, is correlated with attitudes towards nuclear power. The more information that an individual has the more likely he/she is to be in favor of nuclear power. We were able to show that level of information reduces fear which in turn is the most significant reason for opposition to nuclear energy. We were also able to show how personal values, particularly the value placed on human life, interact with knowledge to influence attitudes towards nuclear power. The greater the value an individual places on human life the less able he/she is to make the cost benefit analyses which enables one to conclude that nuclear power is "worth" the low level risk.

OPINION FORMATION AND CHANGE AMONG THE ELDERLY:
IMPLICATIONS FOR CURRENT PUBLIC OPINION THEORY AND METHODS
Don D. Smith and Greg Olson, University of Iowa

THE ROLE OF ELITES IN SHAPING PUBLIC OPINION
(AAPOR Student Paper Award)
John Zaller, University of California, Berkeley

THE MEDIA AND THE MESSAGE:
HOW WILL THE NEW TECHNOLOGY AFFECT MASS COMMUNICATIONS

THE NEW CHOICES PROVIDED BY CABLE: HOW DO AUDIENCES RESPOND?
Lee Becker, Ohio State University

The advent of a new medium is invariably accompanied by statements of concern about that medium's impact on the existing order. Today, statements of concern about the impact of cable and other new electronic media abound. Data from three surveys conducted in Columbus, Ohio, are used to examine audience interest in and uses of new media and the effects of use of those media, particularly cable television, on existing media. The results are interpreted in the broader context of media use and allocation of leisure time.

WILL ELECTRONIC TEXT INFLUENCE THE ORGANIZATION OF PUBLIC KNOWLEDGE?
John Carey, New York University

The emergence of very large capacity cable systems, relatively inexpensive personal computers, broadcast teletext, and telephone based videotext services is likely to affect the ways in which many consumers obtain information and, in turn, it may affect the organization of public knowledge. In order to develop a research agenda which can help us understand the social effects of these new technologies, it is useful to reexamine what we know about mass communications and how we came to know it. A comparison between the media characteristics, content sources and distribution patterns of mass communications versus the new electronic text services suggests that electronic text could introduce greater segmentation among the public in their knowledge about events. For example, many citizens will not have access to the new services. While mass communications have tended to make the same information available to all, electronic text may lead to information "haves" and "have-nots". Further, the availability of large databases does not necessarily imply that consumers will read more about events. To the contrary, some early research data suggests that electronic text users develop an appetite for very brief synopses of events.

In addition, it is important to consider whether the general public analogues for political events which have been fostered by the mass media will give way to new analogues fostered by the organizational structure and content of electronic text services. For example, if broadcast television fosters a public image of political events as pseudo football games with coaches, strategies, changing momentum, stars and supporters, then might electronic text services foster an image of political events as analagous to a video adventure game of Dungeons and Dragons?

PSYCHOLOGICAL CHARACTERISTICS OF HIGH DEFINITION TELEVISION
Herbert E. Krugman, Herbert E. Krugman & Associates

This commentary on high definition television equipment suggests that its technical virtues, as compared with present-day television, will have significant effects on the nature of personal viewing, the social context, and the culture itself -- especially in Japan.

The technical virtues of HDTV include much finer image resolution and a wider movie-like screen. The immediate consequences are more eye movement, and the capability of closer attention and more thoughtful responsiveness to more detailed information.

The secondary consequences are such that the present-day functions of using TV for "relaxation" and/or for social viewing would be replaced by a more personal, studious, and effort-ful response. The new function(s) would be more acceptable to certain cultures than others. U.S. and Japanese differences are discussed.

BEHAVIORAL ANALYSIS OF RESPONDENT MOTIVATION

SOME EFFECTS OF REQUESTING ACTIVE COMMITMENT FROM SURVEY RESPONDENTS
Edward Blair, University of Houston

One of the more interesting variables considered in the recent survey methods literature is active respondent commitment. The essential component of respondent commitment, which is used in an effort to reduce response effects, is a request that respondents promise to do their best to give complete and accurate answers. This paper reports data that suggest that commitment can reduce response effects in reports of personal financial data (specifically, checking account data) in both mail and telephone surveys, and that requesting commitment may result in increased mail response rates.

AN EXPERIMENT ON THE EFFECTIVENESS OF CONFIDENTIALITY ASSURANCES
Diane Colasanto, University of Wisconsin

An experiment was conducted within a large scale longitudinal survey of the economic well-being of households to determine the effectiveness of signed confidentiality assurances. The experiment builds on the work of Cannell and his associates at the University of Michigan. Cannell found that survey reporting was improved for respondents who had signed a commitment form and received a signed confidentiality assurance. Because these two procedures were confounded in the earlier experiments, it was impossible to gauge the effects of the confidentiality assurance alone.

For the research reported in this paper, respondents were randomly assigned to one of two conditions. The experimental condition required the interviewer to read a confidentiality statement, sign the statement on behalf of the survey organization, and then give the statement to the respondent to keep. In the control condition the confidentiality statement was simply read to the respondent.

The analysis examines differences between the experimental and control groups on response rate, attrition rates, rate of return of a mail-back expenditure diary, use of records during the interview, amount of missing information, and amounts of income, debt, and assets reported. Few differences are found, indicating little effect of the signed assurance in the economic well-being study. The variation in effectiveness by demographic subgroup is also examined and, again, few differences are revealed.

RESULTS OF THE 1980 APPLIED BEHAVIOR ANALYSIS SURVEY OR
WHAT PEOPLE DO WITH THEIR CENSUS FORMS
Theresa J. DeMaio, U.S. Bureau of the Census

For the 1980 Decennial Census, the Census Bureau mailed out approximately 83 million census questionnaires in areas of the United States containing 95 percent of the population. Estimates were that between 65 and 70 million questionnaires would be completed and returned by mail. Despite reliance on self-enumeration for so significant a proportion of the census count, little is known about what happens between the time the list of addresses is compiled and the time the census form is returned (or not returned) in the mail.

The 1980 Decennial Census Applied Behavior Analysis Survey represents an effort to investigate the dynamics of the mail response process in order to learn how and why nonresponse occurs. Respondents were asked a series of detailed questions designed to learn their behaviors and attitudes about the census form. The mail response process is disaggregated into a series of five stages: receiving a form in the mail, opening the envelope, starting to fill out the form, completing the form, and mailing back the form.

The self-reported mailback rate according to the survey is similar to the official census mail return rate of nearly 85 percent. The two stages that accounted for three-fifths of the nonreturn of the form were: first, that it had not been received in the first place, and second, that no one had started filling out the form after the envelope was opened. Factors associated with dropout at the various stages are also investigated.

TV OR NOT TV: WHAT IS THE QUESTION?

THE PUBLIC LOOKS AT TELEVISION: 1960, 1970, and 1980
Robert Bower, Bureau of Social Science Research

The paper reports on the results of three national surveys conducted over 20 years which used very similar procedures and repeated many identical questions. The 1960 study was conducted by Gary Steiner at Columbia University (BASR) and the two replications by the author at the Bureau of Social Science Research. Several major trends are traced; for example:

- The increase in average viewing time among all segments of the population;
- The decline in public enthusiasm for television;
- The increased use of television as a news source;
- The increase in the proportion of programs people find enjoyable, among those they watch;
- Trends, up and down, in how adults assess TV's affect on children.

These and other trends are discussed with consideration of background variables and other factors that may help to explain some of the variations in attitudes and their change over time.

WHAT THE PUBLIC WANTS AND GETS FROM TELEVISION: 1967, 1977 and 1983
Bernadette McGuire and Lawrence Patrick, National Association of Broadcasters

LIVING WITHOUT TELEVISION
Charles Winick, City University of New York

How do people deal with the absence of television, in a real life situation? The current study was undertaken to provide some answers to this question. The few previous studies on the subject usually involved paying people not to watch television for a fixed period of time.

This study involved interviewing 500 people in the Metropolitan New York area who possessed only one set in their homes, which became unavailable either through its (a) breaking down and having to be repaired, or (b) being stolen. Either situation thus created a naturalistic living laboratory situation in which the respondents were involuntarily deprived of their television sets.

Names of the respondents were obtained from cooperating law enforcement, neighborhood, and repair sources. Arrangements for personal interviews in the home were made and the interviews were conducted in accordance with a pretested schedule. Questions included reconstruction of the respondents' pre-loss media and daily habits and details of their post-loss media and daily routines. The respondents had been living without television for periods from one week to six months, with an average of about five weeks, so that a wide range of pre- and post-loss behavior could be described.

The loss of the television set led to a substantial change in many respondents' daily lives, social relationships, family relationships, use of other media, eating behavior, conversation, sleeping habits, and hobbies. It influenced parent child relationships, sexual behavior, and punctuation of the day. Varying degrees of anxiety, irritability, frustration, depression, restlessness, aggression, and loneliness occurred. The respondents' ability to deal with the television deprivation varied with their age, occupation, socio-economic status, family and other support systems, previous daily schedules, the presence of children, and general adaptability.

The study permits some speculation on the functions served by television and the extent to which, and the circumstances under which, some of these functions may be assumed by other mass media. A schematic response to loss of television and a typology of coping procedures are set forth.

The results of the study are interpreted in terms of previous studies of deprivation of newspapers (Berelson, Kimball) experiments in which people were paid not to watch television (Ertel, Detroit Free Press), and other cultures in which television broadcasting is not available continuously. The implications of the study for uses and gratifications theories of mass media are discussed.

PERFORMANCE OF THE POLLS IN THE 1982 ELECTIONS:
WHAT HAVE WE LEARNED

A NEW CONCERN FOR PREELECTION POLLING:
AN EXAMINATION OF POLLING IN THE 1982 ILLINOIS GUBERNATORIAL CONTEST
Richard Day, Richard Day Research, Inc.

All of the polls done in advance of the 1982 gubernatorial election proved to be incorrect in their prediction of a substantial victory for James Thompson, the Republican. After examining some of the popular explanations for the "missed call," this paper shows that while voters "preferred" Thompson, there was a very substantial increase in the number of straight party ballots cast for the Democrats, compared to 1978. This paper concludes that, in those states where straight party vote is an option, the poll takers probe for the possibility of a party line vote.

Information in this paper used to test the various hypotheses stems from a preelection poll of 1200 Illinois voters. Only those from the random sample, who were likely or very likely to vote, were interviewed. Interviewing was conducted on evenings and weekends on the Sunday and Monday preceding the November 2, 1982, election. Interviews were conducted with an even number of males and females.

THE CALIFORNIA EXPERIENCE
Mervin D. Field, The Field Institute

Among its other activities, The California Poll tracked public and voter opinion in twenty-one candidate races and fifteen ballot proposition contests prior to the state's 1982 primary and general election contests.

In nineteen of the twenty-one candidate races and in fourteen of the fifteen ballot proposition contests, the trends, as reported in the pre-election polls, continued through Election Day. In the two candidate and one proposition contests where the election results differed from the final pre-election polls, there were events and circumstances not related to polling performance which explained the variances.

The Poll also conducted two extensive exit polls in the primary and general elections in which twenty-one candidate and seven ballot proposition contests were measured.

While considerable qualitative data were obtained, one of the contractual requirements was to project winners in those candidate and ballot proposition contests where results justified making such calls.

Successful projections were made in all ten contests covered in the primary election exit poll. In the eighteen contests covered in the general election exit poll, the winning side was correctly projected in sixteen cases.

A comparison between the November exit poll results and the vote outcome revealed that in every partisan race the exit poll understated by five percentage points the vote for the GOP candidate or position.

One reason for the variance was the unusually high proportion of California Republicans who voted absentee, resulting from a partisan drive to get GOP voters to cast ballots by mail. The GOP absentee vote was heavy enough to overcome a precinct vote plurality by the Democratic gubernatorial candidate, causing that projection to be in error.

Recent changes in laws making absentee voting an easy option for a voter presages an increase in future voting by this method. This will have serious implications for political campaigns, pre-election and exit polling.

THE NEW JERSEY EXPERIENCE
Cliff Zukin, The Eagleton Poll, Rutgers University

ROUND TABLES

ACADEMIC VS. FIREHOUSE: A METHODOLOGICAL
COMPARISON IN TWO ELECTION SURVEYS
Sue Dowden and John Robinson, University of Maryland
Douglas Mayer, University of Delaware
Barry Sussman, Washington Post
Carole Trippe, University of Michigan

Considerable differences exist in the ways in which academicians and most pollsters conduct their surveys of public opinion. Time constraints represent the major factor that separate two types of research. Pollsters' time demands affect the ways in which they design and select their samples, devise their questions, plan their analyses and report their results.

The present study specifically examines how factors related to sampling -- response rates, call backs and definitions of eligible respondents -- are affected by using "proper" vs. "quick-and-dirty" methods. It examines whether important or significant differences are found in a strict experimental context. That context involved two 1982 election studies conducted by the Washington Post -- one for the District of Columbia (N=1420) and the other for the state of Maryland (N=835). Both studies utilized the random-digit-dial method of selecting telephone households.

In both studies, identical questionnaires were administered to two separate subpopulations, one involving sampling procedures normal to the Post -- restriction to respondents at home at the time of the contact, no more than 3 callbacks and no attempt to convert refusals. It was completed in less than 6 days. The other sample selected from the same poll of telephone numbers was interviewed using stricter academic criteria -- inclusion of not-at-home respondents, 10 call-backs and concerted attempts to convert refusals. This type of survey took at least three weeks to complete.

Both samples produced rather accurate assessments of the election outcomes. Some differences between the two approaches are discussed, along with the implication of the result for two types of research.

ROUND TABLES

STRATEGIES FOR RESEARCH: SOME LESSONS FROM PAUL LAZARSFELD

Ann Pasanella, Columbia University

Paul Lazarsfeld brought two outstanding gifts to the research he conducted. One was an unerring sense for emerging problems in the social sciences; he was as likely to use research to clarify these problems as to solve them. (In fact, he often preferred to leave detailed solutions to his students and assistants.)

Secondly, he developed a masterful set of techniques for approaching and organizing unruly data. Among these ordering devices were: consolidations; typologies; maps; the formulation of principles and trends; and mathematical formalizations. It would seem that these techniques still prove useful in contemporary social research, no matter what the specific substantive focus.

As a sociologist concerned with the application of research, Lazarsfeld set out to explore the nature of the cognitive leap between study outcomes and subsequent recommendations. Once again, he derived some systematic ways of describing the process of research utilization in terms of this leap.

IMPLICATIONS OF AN AGING POPULATION: TRAINING INTERVIEWERS

Audrey McDonald, Mathematica Policy Research, Princeton

Mathematica Policy Research, under contract to the federal government, is responsible for evaluating the National Long Term Care Channeling Demonstration. A major source of information comes from a series of interviews conducted with frail elderly program participants and members of a control group in their homes, in hospitals and in nursing homes. Staff at MPR and the Institute on Aging at Temple University collaborated on the preparation of the training materials for this demonstration, which are used jointly by MPR and the Institute on Aging trainers. A video tape which will be shown towards the beginning of the round table was produced as part of the evaluation's training materials.

Project staff faced two potentially conflicting goals in designing the training materials: to ensure the quality of data gathered for this complex project and to minimize the burden of the data-gathering on the frail elderly target population. The project materials were developed to meet these goals and to provide systematic, standardized training to the two types of interviewers used on the project: case managers who were taught good research techniques and research interviewers who were made sensitive to the problems of the aged.

Joining us at this round table will be Barbara Schneider, Project Manager, National Long Term Care Technical Contractor, Institute on Aging, Temple University. In addition, we will be joined by a staff member from one of the Demonstration sites.

Index of Participants

- Alwin, Duane 1
 Baldassare, Mark 3, 22
 Barton, Allen H. 5
 Becker, Lee 10, 35
 Behr, Roy L. 7, 29
 Beilinson, Martin 8, 34
 Beniger, James 6
 Bergsten, Jane W. 3, 19
 Beveridge, Andrew A. 7, 27
 Bishop, George F. 5
 Blair, Ed 10, 36
 Blair, Johnny 3, 21
 Bloomgarden, Kathy 8, 32
 Blumler, Jay 11
 Bogart, Leo 6
 Bower, Robert 11, 37
 Bradburn, Norman H. 6
 Brinkerhoff, David B. 5, 23
 Broh, C. Anthony 3, 18
 Bryan, Fred 3, 19
 Cahalan, Don 9
 Cantril, Albert H. 1
 Carey, John 10, 35
 Christie, Richard 5
 Clark, Peter 9
 Colasanto, Diane 10, 36
 Cole, Stephen 8, 34
 Cooper, Gene 9
 Cowan, Charles 3
 Crane, Marie 3, 18
 Crespi, Irving 5, 25
 Crossley, Archibald M. 2, 17
 Crossley, Helen 2, 17
 Crotty, William J. 1
 Daum, Menachem 9
 Day, Richard 11, 39
 DeMaio, Theresa 10, 37
 DeLuca, Donald R. 8
 Dillman, Don A. 3, 20
 Dowden, Sue 4, 40
 Dunlap, Riley E. 8, 32
 Evans, Susan 9
 Field, Mervin D. 11, 39
 Fiorentine, Robert 8, 34
 Frankovic, Kathleen 7
 Funkhouser, G. Ray 5
 Gaddy, Gary D. 7, 30
 Gamson, William A. 9
 Gibson, Lawrence D. 5
 Gollin, Albert 2
 Gostomski, Kathy 8
 Graber, Doris A. 7, 31
 Groves, Robert M. 5, 7, 28
 Guess, Lynn 3, 21
 Gurevitch, Michael 11
 Hall, John 5, 26
 Hans, Valerie P. 8, 33
 Himmelstein, Jerome L. 5, 24
 Hobbs, Renee 2, 15
 Holz, Josephine R. 3, 19
 Hughes, Donald A. 5
 Hursh-Cesar, Gerald 2
 Jacobson, Cardell K. 8, 32
 Jones, Tim 8
 Kaboolian, Linda 9
 Kaufmann, Helen 5
 Kennamer, J. David 3, 22
 Klapper, Hope 4
 Kramer, Paul 10
 Krugman, Herbert E. 10, 36
 Kulka, Richard 3, 21
 Ladd, Everett C. 11
 Lang, Gladys Engel 4
 Lang, Kurt 4
 Leinhardt, Samuel 2
 Levy, Mark R. 2
 Lynch, Dotty 7
 Maidenberg, Michael 7
 Malanchuk, Oksana 7, 31
 Martin, Elizabeth 3
 Martire, Greg 4
 Mayer, Douglas 4, 40
 McClendon, McKee J. 5, 26
 McCombs, Maxwell 4
 McCutcheon, Allan L. 5, 24
 McDonald, Audrey 4, 41
 McGuire, Bernadette 11, 37
 McNeill, Jennifer 3, 21
 McRae, Jim 5, 24
 Mendelsohn, Harold 7, 30
 Meyer, Alan S. 3, 23
 Meyer, Philip 7
 Miller, Arthur H. 7, 31
 Miller, M. Mark 2, 17
 Miller, Peter V. 7, 28
 Moore, Dan 3, 20
 Moore, Jeffrey 3
 Morris, Dwight 5, 25
 Neuman, W. Russell 10
 O'Brien, David J. 5, 26
 Oldendick, Robert N. 5
 Olson, Greg 8, 34
 Opatow, Lorna 8
 O'Rourke, Diane 3, 21

Pasanella, Ann 3, 41
Patrick, Lawrence 11, 37
Polsby, Nelson W. 1
Presser, Stanley 7, 28
Reese, Matt 1
Richman, Alvin 2, 17
Robinson, John 4, 11, 40
Roper, Burns 9
Roshco, Bernard 2
Rosow, Kenneth 7, 29
Rothbart, George S. 3
Schlichting, Kurt 7, 32
Schulman, Mark A. 9
Sharp, Laure M. 9
Sills, David L. 8
Singer, Eleanor 10
Slater, Dan 8, 33
Smith, Don D. 8, 34
Smith, Tom W. 7,
Stephens, Susan A. 5, 26
Sudman, Seymour 3, 9
Sussman, Barry 4, 40
Sussman, Lynne 2, 15
Tanur, Judith 10
Thornberry, Jr., Owen 3
Tilly, Charles H. 6
Tims, Albert R. 2, 17
Traugott, Michael 7, 28
Trippe, Carole 4, 40
Tuckel, Peter 7, 32
Weeks, Michael 3, 19
Weiss, Carol 2, 16
White, Lynn K. 5, 23
Wicker, Tom 11
Winick, Charles 11, 38
Wood, Leonard A. 5, 26
Zaller, John 8, 34
Zukin, Cliff 11, 40

NOTES



NOTES



NOTES



NOTES



NOTES



NOTES



