

Program and Abstracts  
39th Annual Conference

May 17-20  
1984

Lake Lawn Lodge  
Delavan, Wisconsin

American Association for  
Public Opinion Research

World Association for  
Public Opinion Research



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## AAPOR EXECUTIVE COUNCIL

	<u>1983-84</u>	<u>1984-85</u>
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(to be announced at Banquet)

AAPOR AWARD

(to be announced at Banquet)

STUDENT PAPER AWARD WINNERS

ROBERT W. KUBEY, University of Chicago  
JON A. KROSNICK, University of Michigan

Honorable Mention

Phyllis M. Endreny, Columbia University  
Carrol J. Glynn, University of Georgia  
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39TH ANNUAL CONFERENCE  
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
AND  
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Lake Lawn Lodge  
Delavan, Wisconsin  
May 17 through May 20, 1984

THURSDAY May 17 Special WAPOR program day

12:00-9:00 REGISTRATION  
Hotel Lobby

10:00-12:30 WAPOR Council Meeting  
Tomahawk Room

1:30-2:45 WAPOR SESSION I:  
North Ring COMPARATIVE STUDIES OF JOURNALISTS

Chair: Seymour Martin Lipset, Stanford University

German and British Journalists  
Renate Kocher, Institut für Demoskopie, Allensbach, Germany

American Journalists  
Stanley Rothman, Smith College, S. Robert Lichter,  
George Washington University

Discussant: David H. Weaver, Indiana University

2:45-4:00 WAPOR SESSION II:  
North Ring VALUES AND NATIONAL CHARACTER IN COMPARATIVE PERSPECTIVE

Chair: Elisabeth Noelle-Neumann, Institut für Demoskopie,  
Allensbach, Germany

National Character in 11 Countries  
Sigeaki Nishihira, Sophia University, Japan

A Comparison of Values in 27 Countries  
Gordon Heald, Gallup Poll, England

4:00-5:15  
North Ring

WAPOR SESSION III:  
NATIONAL RESTRICTIONS ON THE CONDUCT AND RELEASE OF PUBLIC OPINION  
POLLS

Chair: Nils Rohm, OBSERVA, Denmark

Panel: Yvan Corbell, CROP, Canada; Jean Stoetzel, Faits et  
Opinions, France; Robert Worcester, MORI, England

2:00-6:00  
Boardroom East

EXHIBIT 1: VIDEOTAPED INTERVIEWS WITH "FOUNDING FATHERS"  
Archibald Crossley, Ernst Dichter, George Gallup, Sr.

Boardroom West

Frank Stanton, Alfred Politz, Hans Zeisel.  
Edited tape of interviews with all six "founding fathers."  
and  
"The Great American Values Test"  
Made-for-research TV movie for Sandra J. Ball-Rokeach  
paper, Saturday 11:00AM session on Opinion Formation  
and Change (30 min.)

2:30-5:30  
Tomahawk Room

MEETING OF OLD AND NEW AAPOR EXECUTIVE COUNCILS

6:00-8:30  
Lake Lawn Room

DINNER

8:45  
North and  
Center Rings

FIRST AAPOR PLENARY SESSION:

Chair: David L. Sills, Social Science Research Council

Presentation: The Visual Display of Survey Information

Presenter: Edward R. Tufte, Yale University

Discussant: William H. Kruskal, University of Chicago

FRIDAY May 18

7:30-9:30  
Lake Lawn Room

BREAKFAST

9:00-6:00  
Big Top  
Lounge

EXHIBIT II  
Demonstrations of Micro Computers' Uses in Survey Research  
(See Round Table 2:00 today.)

9:15-10:45  
North Ring

POLLING ON THE BARRICADES: U.S. FOREIGN POLICY THROUGH FOREIGN EYES\*

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

Grenada After the Fighting  
Warren Mitofsky, Columbia Broadcasting System - News

Polls as Ammunition in the German Missile Debate  
Kenneth Adler, U.S. Information Agency

A View from Across the Atlantic: British Attitudes Towards  
America's World Role  
Robert Wybrow, Social Surveys Ltd., London

Discussant: Irving Crespi, Irving Crespi and Associates

9:15-10:45  
Center Ring

IMPROVING RESPONSE RATES

Chair and Discussant: Edward Schillmoeller, A. C. Nielsen Co.

Financial Incentives and Diaries: Results of an  
Experimental Design with Diaries of Gasoline Purchases  
Dawn Day, Dierdre Carrol, Maria DiMaggio, Linda Russell,  
Response Analysis Corporation

Refusals in Telephone Surveys: When Do They Occur?  
Theresa DeMaio, U.S. Bureau of the Census

Method Does Make a Difference: A Comparison of Responses  
to Telephone, Face-to-Face and Mail Questionnaires  
Don A. Dillman, Robert G. Mason, Washington State  
University

Maximizing response rates  
Herschel Shosteck, Herschel Shosteck Associates

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\*WAPOR/AAPOR Joint Session

9:15-10:45  
South Ring

CONTRIBUTIONS OF COGNITIVE PSYCHOLOGY TO SURVEY RESEARCH

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

An Information Processing Approach to Recall in Surveys  
Norman M. Bradburn, University of Chicago

Attitude Measurement: A Cognitive Perspective  
Roger Tourangeau, NORC

Discussant: Elizabeth Martin, BSSR

11:00-12:30  
Center Ring

SURVEY INNOVATIONS

Chair: Stanley Presser, University of Michigan

Analysis of Surveys Through Fuzzy Set Techniques  
Kurt W. Back, Duke University

Reducing the Cost of High Response Rates  
Ira H. Cisin, Judith Miller, The George Washington  
University

A Scale for Measuring Attitudes and Opinions  
Eric Marder, Eric Marder Associates

Negative Affect in Unstructured and Solitary Situations:  
Experiential Correlates of Heavy Television Viewing  
(AAPOR Student Paper Award)  
Robert W. Kubey, University of Chicago

Discussant: Ronald C. Kessler, University of Michigan



11:00-12:30  
North Ring

**GENDER GAP: THE LATEST RESEARCH**

Chair and Discussant: Kathleen Frankovic, CBS - News

The Gender Gap and Female Candidates: Do Women Dislike  
Female Candidates?

Eugene R. Declercq, Merrimack College

The "Gender Gap" within the Family: Husband-Wife Differences  
in Stated Opinions and Perceived Opinions

Jack M. McLeod, University of Wisconsin, Carroll J. Glynn,  
University of Georgia

Is Woman Making a Man of Herself?

Pat Cafferata, Needham, Harper & Steers

11:00-12:30  
South Ring

**TOWARD THEORY IN PUBLIC OPINION RESEARCH**

Chair and Discussant: Joe L. Spaeth, University of Illinois

Public Opinion as a Decision-Making Process

W. Phillips Davison, Columbia University

An Action-Based Theory of Persuasion

G. Ray Funkhouser, Rutgers Campus at Newark

Prediction as a Tool: The Abortion Issue and Change

Fred H. Goldner, Queens College

Public Opinion and Community Conflict: Threshold Models,  
the Spiral of Silence, and Anti-Busing Protest

D. Garth Taylor, University of Chicago

12:15-1:45  
Lake Lawn Room

LUNCH

2:00-6:00  
Boardroom East

**EXHIBIT 1: VIDEOTAPED INTERVIEWS WITH "FOUNDING FATHERS"**

Archibald Crossley, Ernst Dichter, George Gallup, Sr.

Boardroom West

Frank Stanton, Alfred Politz, Hans Zeisel.

Edited tape of interviews with all six "founding fathers."  
and

"The Great American Values Test"

Made-for-research TV movie for Sandra J. Ball-Rokeach  
paper, Saturday 11:00AM session on Opinion Formation

2:00-3:45

**ROUND TABLE SESSIONS**

Center Ring

The Use of Personal Computers in Survey Data Collection and Analysis

Chair: Robert S. Lee, Robert S. Lee Associates  
Bernadette D. McBrien, Orchard Associates Inc.  
Charles Palit, Computer Assisted Survey Systems/  
University of Wisconsin  
Lucy Saunders, SPSS Inc.  
Kurt Schlichting, Fairfield University/The Analysis  
Group  
Bill Springer, Quantime Corporation  
David Walonick, Walonick Associates  
Leland Wilkinson, SYSTAT, Inc.  
Steven Wittels, Space-Time Systems, Inc.  
Hank Zucker, Creative Research Systems

Tomahawk Room

Did "The Day After" Have Any Effect?

Chair: Guy Lometti, American Broadcasting Company  
Rudy Fenwick, University of Akron  
Don D. Smith, University of Iowa  
Charles Funderburk, David Karns, James L. Walker, Wright  
State University  
Mallory Wober, Barrie Gunter, Independent Broadcasting  
Authority, London

South Ring

Standards for Reporting of Polls in Media  
Ted J. Smith, III, University of Virginia

North Ring

What Needs To Be Found Out About Focus Groups  
Marcia Weiner, Needham, Harper & Steers, Chicago

Outpost

Men and Women: Research on Changing Roles  
Barbara Lee, Columbia Broadcasting System  
Ina Hillebrandt, Hillebrandt Consultants, Inc.

Arrowhead

The Development of Survey Research in the 40's, 50's, and 60's  
in the U.S. and Western Europe\*  
Mark Abrams, London, England

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\*WAPOR/AAPOR Joint Session

4:00-5:30  
North Ring

USES OF MEDIA

Chair and Discussant: Horst Stipp, National Broadcasting Company

The Functions of Reading Mass-Produced Romance Fiction  
Susan B. Neuman, Eastern Connecticut State University

Vicarious Experience and Social Participation: The  
Effects of Religious Broadcasting  
David Pritchard, Gary D. Gaddy, University of Wisconsin

Intergenerational Transfer of News Media Use During  
Adolescence  
Albert R. Tims, Jonathan L. Masland, Indiana University

Cognitive Psychology, Information Processing & "The Day After"  
Don D. Smith, University of Iowa

4:00-5:30  
Center Ring

COMMERCIAL RESEARCH WORTH KNOWING ABOUT

Chair and Discussant: Gale Metzger, Statistical Research, Inc.

The Simmons Data Base  
Frank Stanton, Simmons Market Research Bureau

Looking Beneath Life-Style Trends  
William D. Wells, Needham, Harper & Steers

4:00-5:30  
South Ring

OPINION FORMATION AND CHANGE

Chair and Discussant: Marie Crane, University of Texas

Political Context and Changing Attitudes Toward School  
Integration, 1964-1978  
Lawrence Bobo, Survey Research Center, University of  
Michigan

Effects of Two International Incidents on Youth's Intentions  
to Join the Military  
Robert M. Bray, Research Triangle Institute

Attitude Polarization, Stability and Self-Report Accuracy:  
The Effects of Attitude Centrality  
(AAPOR Student Paper Award)  
Jon A. Krosnick, University of Michigan

5:30-6:30 RECEPTION FOR NEW ATTENDANTS  
Rampart Terrace

Tomahawk Room WAPOR BUSINESS MEETING

7:00-8:30 DINNER  
Pow Wow Room

8:45  
North,  
Center, and  
South Rings

SECOND PLENARY SESSION:  
EARLY CALLS OF ELECTION RESULTS AND EXIT POLLS: PROS, CONS, AND  
CONSTITUTIONAL CONSIDERATIONS

The Congressional Concern About Early Calls  
U.S. Representative Al Swift, State of Washington

Public Attitudes toward Early Calls and Other Press Practices  
Burns W. Roper, Chairman, The Roper Organization

Why the Networks Report Early Calls  
Richard S. Salant, Former President, CBS News;  
President, The National News Council (recently dissolved)

Press Practices, Polling Restrictions, Public Opinion, and  
First Amendment Guarantees  
Floyd Abrams, Cahill, Gordon, and Reindel

SATURDAY

May 19

7:30-9:30  
Lake Lawn Room

BREAKFAST

9:00-6:00  
Big Top  
Lounge

EXHIBIT II  
Demonstrations of Micro Computers Uses in Survey Research  
continue

9:15-10:45  
North Ring

**KILLING THE MESSENGER: A MORE DETAILED LOOK AT ATTITUDES TOWARDS  
THE NEWS MEDIA**

Chair and Discussant: Philip Meyer, University of North Carolina

A Survey of Public Attitudes about the Ethics of American  
Journalists  
Ralph IZard, Ohio University

Why newspapers will survive  
Greg Martire, Clark, Martire & Bartolomeo, Inc.

Attitudes toward the News Media: Three Publics  
D. Charles Whitney, University of Illinois at  
Urbana-Champaign

Anti-Press Violence and Popular Attitudes Toward the Press:  
A historical perspective  
John C. Nerone, University of Illinois at Urbana-Champaign

9:15-10:45  
Center Ring

**RESEARCH ON THE NEW MEDIA TECHNOLOGIES**

Chair and Discussant: Mel Goldberg, American Broadcasting Company

Videodiscs for Public Education

Susan H. Evans, Paul Kerns, Peter Clarke, The Annenberg  
School of Communications, University of Southern  
California

New Technologies and Newspapers

Charles Kinsolving, Thelma Anderson, Newspaper Advertising  
Bureau

High-Tech Audience Measurement for the New-Tech Audiences

William S. Rubens, National Broadcasting Company

Profiling Cable and High Technology Households

Robert A. Maxwell, HBO, James R. Smith, State University  
of New York at New Paltz

9:15-10:45  
South Ring

**SOCIAL SCIENCES AND THE MEDIA**

Chair and Discussant: Adam Clymer, New York Times

The Risks and Benefits of Dealing with the Mass Media  
Sharon Dunwoody, University of Wisconsin

Social Science in the News: 1970 and 1982

Eleanor Singer, Phyllis Endreny, Columbia University

News Values and Science Values: The Editorial Role in the  
Presentation of Social Science News

Phyllis Endreny, Columbia University

11:00-12:30  
North Ring

**METHODOLOGICAL ISSUES IN POLITICAL STUDIES\***

Chair and Discussant: Michael Traugott, Center for Political  
Studies, University of Michigan

The Don't Know Voters  
Richard F. Carter, University of Washington

Election Research in Germany  
Elisabeth Noelle-Neumann, Friedrich Tennstädt, Institut für  
Demoskopie, Allensbach, Germany

Sequence Effects in a Guttman-Type Scale: The Case of  
Political Efficacy  
Harm't Hart, Rijksuniversiteit Utrecht, The Netherlands

11:00-12:30  
South Ring

**PUBLIC PERCEPTIONS OF THE NEW TECHNOLOGIES' THREATS TO PRIVACY**

Chair: Al Gollin, Newspaper Advertising Bureau

Computer Privacy: How Concerned and Trusting is the Public?  
Richard Baxter, The Roper Organization

The Public and Its Leaders: Attitudes about the New  
Technology and Its Future  
Michael Kagay, Louis Harris and Associates, Inc.,  
Frank Ferrucci, Southern New England Telephone Company,  
Scott Taylor, Janice Ballou, Louis Harris and  
Associates, Inc.



11:00-12:30  
Center Ring

OPINION FORMATION AND CHANGE: MEDIA INFLUENCES

Chair and Discussant: Paul Hirsch, University of Chicago

The Great American Values Test: Influencing Behavior and  
Belief Through Television\*

Sandra J. Ball-Rokeach, Milton Rokeach, Joel W. Grube,  
Washington State University

National Problems, Media Coverage, and Opinion and Policy  
Change

James R. Beniger, Princeton, W. Russell Neuman,  
Massachusetts Institute of Technology

The Influence of Opinion Leaders and Mass Media Compared  
Joan S. Black, J.S. Black & Associates

American Public Opinion and Mass Media Coverage of the  
Arab-Israeli Conflict

Neil J. Kressel

12:30-1:45  
Lake Lawn Room

LUNCH

1:45-2:15  
Lake Lawn  
Room

PRESIDENTIAL ADDRESS: Laure Sharp, AAPOR President, 1983-84  
Researchers and Respondents in the 80's

2:00-6:00  
Boardroom East

EXHIBIT 1: VIDEOTAPED INTERVIEWS WITH "FOUNDING FATHERS"  
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Boardroom West

Frank Stanton, Alfred Politz, Hans Zeisel.

Edited tape of interviews with all six "founding fathers."  
and

"The Great American Values Test"

Made-for-research TV movie for Sandra J. Ball-Rokeach  
paper, Saturday 11:00AM session on Opinion Formation  
and Change

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\*Videotape of the made-for-research movie for this presentation will be shown daily  
2:00-6:00 PM in Boardroom West.



2:30-4:00            ROUND TABLE SESSIONS

North Ring            Research on the Public's Understanding of the News  
                           Barrie Gunter, IBA London  
                           Mark R. Levy, John P. Robinson, University of Maryland

Center Ring            Chasing the Elusive Respondent  
                           Johnny Blair, Diane O'Rourke, University of Illinois  
                           Ann F. Brunswick, Ann Miles, Columbia University  
                           Catherine Keeley, Charles D. Cowan, U.S. Bureau of the  
                           Census

South Ring            Issues Pertaining to the Accuracy of Pre-election Polls  
                           Irving Crespi, I. Crespi Associates

Tomahawk  
Room                    Ad Hoc Committee For Research on the 1984 Elections  
                           Kurt Lang, Gladys Lang, State University of New York at  
                           Stony Brook; Max McCombs, Syracuse University

Outpost                Guilt by Association: Can Researchers Do Anything to Avoid  
                           Rub-Off From Phony and Pseudo Polls?  
                           Nicholas Schiavone, Barry Cook, National Broadcasting  
                           Company; Gale Metzger, Statistical Research, Inc.; Debra  
                           Hensler, Rand Corp./AAPOR Standards Chair

Arrowhead             Finding Useful Market Segments  
                           Rena Bartos, J. Walter Thompson

4:00-5:30            AAPOR BUSINESS MEETING  
 North Ring

7:00-8:00            PRE-BANQUET COCKTAIL PARTY  
 Rampart Terrace

8:00                    BANQUET  
 North and  
Center Rings            Presiding: Al Gollin, AAPOR President, 1984-85  
                           Presentation of AAPOR Student Award  
                           Presentation of AAPOR Award  
                           Presentation of Helen Dinerman Award (WAPOR)

After Banquet        PRESIDENT'S DUTCH TREAT PARTY  
 Big Top Lounge

SUNDAY

May 20

7:30-9:30  
Pow Wow Room

BREAKFAST

9:15-10:45  
North Ring

RECENT METHODOLOGICAL WORK

Chair and Discussant: Thomas Smith, NORC

The Measurement of Values: A Comparison of Ratings and Rankings  
Duane F. Alwin, Jon A. Krosnick, University of Michigan

Gauging Noise in Public Opinion Polls Through the Use of  
Fictitious Issues  
George F. Bishop, Alfred J. Tuchfarber, Robert W.  
Oldendick, University of Cincinnati

Sex on the Phone: Gender Effects on Productivity, Cost, and  
Responses among Telephone Interviewers  
Robert M. Groves, Nancy Fultz, Survey Research Center,  
University of Michigan

Some Procedures for Collecting Large Amounts of Data  
Gary Siegel, DePaul University

9:15-10:45  
Center Ring

GROWTH AREAS FOR RESEARCH: FINANCIAL SERVICES AND SURVEYS AS  
LEGAL EVIDENCE

Chair: Stuart Herman, Technical Analysis & Communications, Inc.

Research on Financial Services  
Jenene Geerdes Karamon, Merrill Lynch Futures Inc.

A Decision Framework for Selecting Data Generating Methods in  
Rapidly Evolving Service Industries  
David A. Karns, Thomas Dovel, Wright State University

Through the Looking Glass -- Judicious Survey Research  
Sandra L. Marks, Dennis K. Benson, Appropriate Solutions  
Incorporated

11:00-12:30  
North Ring

RESEARCH ON 1984 PRIMARIES

Chair and Discussant: Everett C. Ladd, The Roper Center/  
University of Connecticut

New Hampshire: The Media Primary  
David W. Moore, University of New Hampshire

What Happened in Connecticut?: What Surveys Tell Us  
G. Donald Ferree, Jr., University of Connecticut

The New York Primary  
To be announced

11:00-12:30  
Center Ring

QUESTION WORDING AND QUESTION ORDER EFFECTS

Chair and Discussant: George Balch, Needham, Harper & Steers

Random Start vs. True Randomization of Question Order: A  
CATI-Based Experiment  
Richard A. Kulka, Stephanie A. Pierson, Research  
Triangle Institute

Response Order Effects for Forced Choice Questions  
McKee J. McClendon, University of Akron

Saliency vs. Importance of National Problems Over Time  
Howard Schuman, Jack Ludwig, Jon Krosnick  
Survey Research Center, University of Michigan

12:30  
Pow Wow 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.

ADF Research  
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Alaska Analysts/Dittman Research  
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Anchorage, Alaska

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Sun City (Phoenix), Arizona



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Eric Marder Associates, Inc. New York, New York	Opatow Associates, Inc. New York, New York
Market & Opinion Research International London, England	Organizational Studies, Inc. Chicago, Illinois
Market Statistics New York, New York	Oxtoby-Smith, Inc. New York, New York
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Mid-Continent Research, Inc. Minneapolis, Minnesota	Research 100 Princeton, New Jersey
William Moss Institute Washington, D. C.	Research Services, Inc. Denver, Colorado
MSI International Los Angeles, California	Research Strategies Corporation Princeton, New Jersey
National Analysts (Division of Booz Allen & Hamilton, Inc.) Philadelphia, Pennsylvania	Research Triangle Institute Research Triangle Park, North Carolina
Needham, Harper & Steers Advertising Chicago, Illinois	Response Analysis Corporation Princeton, New Jersey

(Continued next page)

CONTRIBUTORS (Continued)

The Roper Organization, Inc.  
New York, New York

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Cranbury, New Jersey

Sears, Roebuck and Company  
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Rockville, Maryland

Yankelovich, Skelly and White  
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. Some abstracts have been edited by the Conference Chair to save space.

THURSDAY 1:30-2:45PM

COMPARATIVE STUDIES OF JOURNALISTS

GERMAN AND BRITISH JOURNALISTS

Renate Kocher, Institut für Demoskopie, Allensbach, Germany

This paper outlines the results of a cross-cultural study conducted in 1981 on the professional motivation, role, and ethics of British and German journalists. It describes and analyzes pronounced differences between journalism as it is practised in the two countries. Journalists in West Germany are geared to having an effect, while in Britain they seek to pass on well-researched information to the public.

PERSONALITY, IDEOLOGY, AND WORLDVIEW:  
A COMPARISON OF MEDIA AND BUSINESS ELITES

Stanley Rothman, Smith College, and S. Robert Lichter, George Washington University

From rather different perspectives some conservative and radical intellectuals have argued that new strata have emerged in advanced industrial capitalist society whose values differ from those more closely tied to the central institutions and that prominent among these new strata are those individuals associated with the creation and dissemination of culture.

To test these hypotheses we administered a questionnaire to a stratified random sample of media personnel from the leading media outlets in the country, and to a stratified random sample of businessmen drawn from major companies on various Fortune lists. Our return rate was 74 percent and 95 percent respectively. In addition to questions on



background, outlook, and ideology, our questionnaire contained a series of Thematic Apperception Test pictures (TAT) scored blind, according to criteria established by David McClelland and associates. We found that media personnel come from more privileged backgrounds than businessmen, and are considerably more liberal and cosmopolitan and that the manner in which both journalists and businessmen interpret "reality" is consonant with their expressed ideological views. Finally, we found that businessmen outscore journalists on the Need for Achievement, while journalists outscore businessmen on the Need for Power, Fear of Power, and Narcissism.

THURSDAY 2:45-4:00PM

VALUES AND NATIONAL CHARACTER IN COMPARATIVE PERSPECTIVE

NATIONAL CHARACTER IN 11 COUNTRIES

Sigeki Nisihira, Sophia University, Japan

The paper provides a discussion of various issues related to national character as perceived by individuals in Japan and respondents from ten other countries. The data are derived from cross-national surveys conducted by the Japanese government and other agencies. Special emphasis is placed upon the Third World Youth Survey.

A COMPARISON OF VALUES IN 27 COUNTRIES

Gordon Heald, Gallup Poll, England

A world wide study consisting of about 20,000 interviews of one hour long personal interviews. Shows considerable differences in values between different groups of countries. Europe can be divided into Nordic countries, Northern Europe, and Latin Europe where political and religious values are fairly homogeneous within these groups. Great Britain is closer to the United States than France in spite of differences between them. The study shows that people's political and religious beliefs have a profound impact on their satisfaction with life and happiness.



FRIDAY 9:15-10:45AM

POLLING ON THE BARRICADES: U.S. FOREIGN POLICY THROUGH FOREIGN EYES

GRENADA AFTER THE FIGHTING

Warren J. Mitofsky, Columbia Broadcasting System - News

Reporters were allowed into Grenada only several days after the United States invasion. Up to that time, the only information about the fighting was provided to reporters through military briefings in nearby Barbados. The American people were told that U.S. troops had gone to Grenada at the request of other Caribbean nations who feared a Soviet/Cuban military base was being built on the island, and to evacuate 500 medical students, most of them Americans, studying near the city of St. Georges.

Nine days after the invasion, CBS News polled the people of Grenada to get their perception of the events leading up to the overthrow of the government and the invasion, and to see how they felt about having American troops in their country. The first reporters to enter Grenada gave their impression of public opinion, but these reports seemed fragmented and incomplete. Grenadians were recruited and trained to conduct 304 personal interviews in a cluster sample of the heavily populated southern part of the island. Quota controls were kept on respondent selection and for the opinions of the interviewers. Using limited methodology, the poll found convincing evidence that Grenadians felt endangered by the situation before the invasion and that there was strong support for the American presence.

POLLS AS AMMUNITION IN THE GERMAN MISSILE DEBATE

Kenneth P. Adler, U.S. Information Agency

Public opinion played an important role in last year's debate concerning the deployment of new American nuclear weapons -- Pershing IIs and cruise missiles -- in West Germany. Parties and politicians, media and churches, citizen groups and foreign leaders appealed to the public to pressure their government into cancelling or at least postponing the planned deployment.

In this public debate, polls provided ammunition to both pro- and anti-deployment forces. Published results of surveys conducted by reputable research institutes varied greatly -- from 58 percent in favor of deployment to 75 percent opposed. This paper examines how and why even minor variations in question wording and sequence yielded radically different findings. It also raises questions about the widespread practice of instructing respondents about an issue before asking their opinion.

A VIEW FROM ACROSS THE ATLANTIC: BRITISH ATTITUDES TOWARDS AMERICA'S WORLD ROLE  
Robert J. Wybrow, Social Surveys Ltd., London

A review of 40 years of British data towards U.S. foreign policy with particular reference to U.S. relations with Europe and Great Britain specifically. Vietnam and the presidents are also covered in some depth.

FRIDAY 9:15-10:45AM

IMPROVING RESPONSE RATES

FINANCIAL INCENTIVES AND DIARIES  
RESULTS OF AN EXPERIMENTAL DESIGN WITH DIARIES OF GASOLINE PURCHASES  
Dawn Day, Dierdre Carroll, Maria DiMaggio, Linda Russell,  
Response Analysis Corporation

Back in the days when there were long lines at the gas stations, the newly created U.S. Department of Energy funded a national diary study of gasoline purchases for household vehicles. To collect data for the study, multiple contacts were made with each household over a 10-month period. Personal visits to households, telephone interviews, and mail-back questionnaires were used in various combinations in the data collection effort. The study extended over 28 months, ending in September 1981.

Once the study was underway, it quickly became apparent that the response rates were too low to meet OMB standards. To solve the problem, Response Analysis developed an experimental design that extended over 8 months and involved over 20,000 vehicles. The results were striking. Incentive plans involving \$2 per vehicle per month had response rates that were 7 to 9 percentage points lower than incentives of \$5 per vehicle per month. Adding extra months of data collection for household vehicles caused response rates to fall anywhere from one to 25 percentage points, with the variation related both to the number of months the household was asked to keep records and exactly how the incentive was given out.



REFUSALS IN TELEPHONE SURVEYS: WHEN DO THEY OCCUR?  
Theresa DeMaio, U.S. Bureau of the Census

This paper attempts to examine the issue of how quickly into the interview refusals occur. "Popular wisdom" in the survey research field suggests that half of the refusals in a telephone survey occur within the first 15 seconds of the interview. Using data from the Census Bureau's RDD Employment and Health Survey (RDD I), refusals were identified according to the amount of elapsed interview time when they were received and the item number at which they were received. Analysis of these data indicates that refusals do occur early in the survey interview, but not as early as people suggest.

METHOD DOES MAKE A DIFFERENCE: A COMPARISON OF RESPONSES TO TELEPHONE,  
FACE-TO-FACE AND MAIL QUESTIONNAIRES

Don A. Dillman, Washington State University and  
Robert G. Mason, Oregon State University

Differences in people's answers to questions proposed by face-to-face, telephone and mail questionnaires have previously been examined. Despite considerable research, the question of whether and how the information obtained from each method differs from the others has not been adequately answered. The general sense of the literature at the present time, is that although slight differences among methods may exist, they are relatively inconsequential.

This paper reports results from a study specifically designed to compare all three methods on a wide array of question types and structures. Question types range from scalar measurement of attitudes to behavioral questions that could be validated by interview or observation. Questionnaires for each of the methods were constructed in a manner to be as identical as the communication requirements of each method would allow. The mail and telephone questionnaires were administered following Total Design Method (TDM) procedures.

MAXIMIZING RESPONSE RATES TO MAIL SURVEYS  
Herschel Shosteck, Herschel Shosteck Associates

Methodological studies universally conclude that completion rates to mail surveys are enhanced through either multiple follow-ups or incentives for replies. However, even with such inducements, completion rates of beyond 90 percent have been considered infeasible. This notwithstanding, in a study of chief executive officers (CEOs) of major corporations, we achieved a final completion rate of 93.9 percent by combining multiple follow-ups and multiple incentives. Up to four mailings of a questionnaire, each with an attached dollar, developed a completion rate of over 60 percent. Two further follow-up telephone calls generated an additional 30 percent.

We explain the efficacy of the follow-up telephone calls by cognitive dissonance theory. We hypothesize that cognitive dissonance evolves from non-respondent's violating an exchange agreement inherent to our prepayment of cash incentives. By accepting the cash incentive, recipients of the questionnaire implicitly agree to provide the requested information. A telephone call coming after four violations of this implicit exchange agreement triggers high dissonance. The need to reduce this dissonance explains the subsequent high cooperation of the non-respondents.

FRIDAY 9:15-10:45AM

CONTRIBUTIONS OF COGNITIVE PSYCHOLOGY TO SURVEY RESEARCH

AN INFORMATION PROCESSING APPROACH TO PROBLEMS OF RECALL IN SURVEYS  
Norman M. Bradburn, University of Chicago

This paper discusses some problems in asking questions about the amount and/or frequency of past behaviors. The paper examines the problem from the point of view of the cognitive tasks facing the respondent.

What do respondents have to do in order to respond to a question? The process of answering is conceptualized as being composed of four rather distinct processes -- understanding, remembering, thinking, and responding. Respondents must first understand the question that is being asked; then they must search their memories to retrieve the requested information; they must make some sort of judgment about what the correct answer to the question is and how much of that answer they will tell the interviewer; and finally answer the question.

These processes are studied by cognitive psychologists under the rubrics of "comprehension," "retrieval," and "judgment." In the past ten years the study of cognition has been an extremely active area of research that has considerable relevance to survey research methodology, but it is one that has been almost entirely ignored by those working in survey research. The paper draws on this cognitive literature in order to illuminate some of the practices survey researchers use to improve the quality of behavioral reports.



ATTITUDE MEASUREMENT: A COGNITIVE PERSPECTIVE  
Roger Tourangeau, NORC

Although survey researchers have collected data on attitudes for decades -- often using sophisticated measurement techniques -- they have devoted less attention to the processes and structures underlying answers to attitude questions. Recent work in the cognitive sciences provides new impetus to research on the nature of attitudes. Cognitive researchers suggest that attitudes and beliefs may be organized into high-level structures called schemata. Beliefs about abortion, for example, may be organized into an abortion-as-murder schema.

For the enduring issues that recur in opinion surveys, different people may hold different schemas, but a large group of respondents may subscribe weakly to a number of rival schemata. These respondents are likely to be quite unreliable and inconsistent in their answers; in addition, their answers are likely to be sensitive to subtle variations in question wording and context. The schematic view of attitudes, thus, offers some useful clues for understanding phenomena often observed by survey researchers, such as "non-attitudes" and context effects. Cognitive researchers have explored other topics that relate to attitude measurement. One promising area concerns affectively-laden judgments and their impact on judgments in seemingly unrelated areas. Such carryover effects can help explain puzzling inconsistencies between results from different surveys.

FRIDAY 11:00AM-12:30PM

SURVEY INNOVATIONS

ANALYSIS OF SURVEYS THROUGH FUZZY SET TECHNIQUES

Kurt W. Back, Duke University

Opinions are frequently vague and ill defined, while data tend to be reported in definite categories; this transformation has led to advocacy of purely qualitative or narrative techniques. A quantitative technique will be shown which captures the "fuzzy" picture of the universe of opinions. It is based on the theory of fuzzy subsets (proposed by Zadeh) which has been put into usable algorithm for survey data in the Grade of Membership (GOM) technique by Woodbury and associates. This technique derives empirically a number of different types (based on a set of categorical variables), and defines the characteristics of the pure type. Then it defines for each respondent the distance from each of the pure types. The results of a study give, therefore, a definition of pure types (and the best set of pure types based on definite criteria) and also of the position of individuals as related to these types. Examples of the applications of the GOM technique to studies of delinquent behavior and of aging and its use in panels as well as in individual studies are shown.

REDUCING THE COST OF HIGH RESPONSE RATES

Ira H. Cisin and Judith D. Miller, The George Washington University

This paper reviews goals and methods of disproportionate stratified sampling. Special attention is given to the use of disproportionate sampling as a method of minimizing call-backs and/or achieving higher response rates (e.g., the Politz Simmons technique, the Hansen-Hurwitz method of random subsampling of non-respondents). A new sampling procedure is then introduced. Without sacrificing randomness, the new procedure features oversampling of persons who are at home when the interviewer calls (and possibly also of eligibles who answer the door or phone) -- and corresponding undersampling of "not at homes." The discussion of these techniques emphasizes the variance costs that these field-efficient procedures may carry. The potential effects on interviewer morale are also considered.

A SCALE FOR MEASURING ATTITUDES AND OPINIONS

Eric Marder, Eric Marder Associates

The scaling techniques in general use in survey research can be classified into verbal, numerical, and behavioral scales. Each of these in turn can be classified into relative and absolute scales. The absolute scales in wide use break down in some important respects. A single absolute scale is introduced that (a) has powerful measurement properties and (b) lends itself to application in all phases of attitude and opinion research.



NEGATIVE AFFECT IN UNSTRUCTURED AND SOLITARY SITUATIONS:  
EXPERIENTIAL CORRELATES OF HEAVY TELEVISION VIEWING  
(AAPOR Student Paper Award)  
Robert W. Kubey, University of Chicago

FRIDAY 11:00AM-12:30PM

GENDER GAP: THE LATEST RESEARCH

THE GENDER GAP AND FEMALE CANDIDATES:  
DO WOMEN DISLIKE FEMALE CANDIDATES?  
Eugene R. Declercq, Merrimack College

Utilizing public (Gallup, CBS/New York Times) and private candidate polls, this study examines the response of women to female candidates at the state and congressional levels. Overall, there is a tendency for women to be more supportive of female candidates. In 1982 that advantage averaged 3.4% in the five statewide races involving female candidates. Perhaps more noteworthy is the analysis of women voters by subgroups which suggests that female candidates draw their greatest support from younger, well-educated working women who view themselves as politically independent.

THE "GENDER GAP" WITHIN THE FAMILY:  
HUSBAND-WIFE DIFFERENCES IN STATED OPINIONS AND PERCEIVED OPINIONS  
Jack M. McLeod, University of Wisconsin-Madison,  
and Carroll J. Glynn, University of Georgia

Male-female differences in responses to opinion survey questions have led to the assertion of the "gender gap." Perhaps at unprecedented levels, gender differences exist, particularly in such areas as preferences for presidential candidates and on opinions toward war and peace and human rights issues. While the evidence continues to mount supporting the reality of gender differences, little progress has been made toward the understanding of the origins of such a "gap."

The evidence for the existence of a "gender gap" is obtained largely from male and female comparisons using cross-section survey data. The aggregated responses of sub-groups of unrelated individuals do not permit any strong assertions about the extent of gender differences within families. The research presented here examines within-family gender differences in stated opinions and perceptions of spousal opinions on eight public issues. The data were obtained from 172 husband-wife pairs in 31 neighborhoods in Madison, Wisconsin. Husbands and wives independently filled out questionnaires that asked for their own opinions and their estimates of where their spouse stood on eight issues, two each on four levels of social organization: national, state, city and neighborhood. A gender gap (low agreement) was revealed by the

significant differences found between husbands and wives on five of the eight issues examined and on three of the four levels. Implications of these findings for the gender gap controversy are discussed along with future research suggestions.

IS WOMAN MAKING A MAN OF HERSELF  
Pat Cafferata, Needham, Harper & Steers

This paper examines time trends in key attitudes for women and men, to explore the ways in which women are becoming more like men, or less like men, as well as the ways men are becoming more like women, or less like them. The data base consists of nine years of life-style surveys done by Needham, Harper & Steers.

FRIDAY 11:00AM-12:30PM

TOWARD THEORY IN PUBLIC OPINION RESEARCH

PUBLIC OPINION AS A DECISION-MAKING PROCESS IN COMPLEX SOCIETIES  
W. Phillips Davison, Columbia University

Many decisions that affect complex societies as a whole result from public opinion processes within specialized subsectors of these societies. Physicians collectively decide what is good medicine for everyone; lawyers, some of them judges, arrive at concensuses on how laws shall be interpreted. Other decision making subsectors are more difficult to identify. This is particularly true in non-political realms such as fashion. Even in the political arena, formal processes mask decision-making by groups that are drawn from specialized bureaucracies and their opposite numbers in academia and business. Opinion research has been slow in charting the emergence and disappearance of decision-making subsectors, and in studying public opinion processes within these groups. Progress on this front would promise significant contributions toward the smooth functioning of democracy.

A NEW APPROACH TO UNDERSTANDING THE PERSUASION PROCESS  
G. Ray Funkhouser, Rutgers University

This paper presents a theory of persuasion which focuses on influencing actions rather than attitudes or opinions. The theory assumes that a sequential decision process precedes every action. The steps in the decision sequence are described, and the factors that determine choices at each step are specified. According to this theory, persuasion either to do, or not to do, some specific action can be summarized in nine basic persuasion tactics. This theory is compatible with several streams of research, including consumer behavior models, expectancy-value models, economic decision theory, Lewin's field theory, and the attitude change literature. It also is consistent with the tactics that practical persuaders such as sales people, con artists, spoiled children, and manipulative spouses employ. It offers practical applications for either offense or defense in persuasion situations ranging from personal selling to brand advertising and political propaganda.



PREDICTION AS A TOOL: THE ABORTION ISSUE AND CHANGE  
Fred H. Goldner, Queens College

I want to deviate from our usual attempts to discern, measure, and analyze public opinion by going out on a limb to actually predict a long range public opinion change. I will take a subject that helps shed light on the complexity of the public opinion process -- when that process is a resultant of an interplay among a number of shifting pressures, beliefs, and institutional or organizational arrangements.

The prediction is that public opinion about abortion will shift and that many who now support or are neutral about abortion will change their views so that opposition will increase.

What I try to offer in this case is an example of how prediction serves as a methodology for identifying the most salient variables and their interactions. Abortion presents an interesting example because increased abortions have been responsible for making some things possible that have begun to change opinions toward opposition to abortion.

PUBLIC OPINION AND COMMUNITY CONFLICT: THRESHOLD MODELS,  
THE SPIRAL OF SILENCE AND ANTI-BUSING PROTEST  
D. Garth Taylor, University of Chicago

This article analyzes anti-busing protest from the perspective of some recently developed models of public opinion dynamics. The theory of pluralistic ignorance, the theory of the spiral of silence and other threshold models of public opinion are examined as explanations of anti-busing protest. Data are analyzed from a panel survey done in Boston in the 1970s.

The analysis finds that the spiral of silence and threshold models of public opinion describe the dynamics of anti-busing protest. Public opinion dynamics differ, however, during different stages of a community conflict. The findings establish public opinion theory as a link between macro-level explanations of anti-busing protest and individual-level theories of perception, communication, and public choice.

FRIDAY 4:00-5:30PM

USES OF MEDIA

THE FUNCTIONS OF READING MASS-PRODUCED ROMANCE FICTION  
Susan B. Neuman, Eastern Connecticut State University

Romance fiction forms the largest segment of America's publishing business, representing a half a billion dollar industry. It is generally theorized that these books are used primarily for the purpose of escape, however, little evidence is available to test this assumption. The purpose of this study was to explore the functions of reading a

brand-name romance novel for 109 women using a randomly selected Harlequin book, To Be or Not To Be. Women from the ages of 18-70 were recruited from a three county area in Eastern Connecticut. Each woman was asked to read the book and join a two-hour discussion group. Thirteen group interviews, ranging from 5-11 participants in each group, met to discuss expectations and reactions to reading the book, its characterizations, settings, descriptions, and the overall style of writing. The discussions indicated that women who read romance fiction were familiar with its formula, and this familiarity enhanced their enjoyment. The stereotypic characters, the predictable plot, allowed for greater flexibility in reading rate, purposes for reading, concentration and time. Four other categories of responses were also mentioned: fantasy, respite, relief from boredom, and knowledge.

VICARIOUS EXPERIENCE AND SOCIAL PARTICIPATION:  
THE EFFECTS OF RELIGIOUS BROADCASTING  
David Pritchard and Gary D. Gaddy, University of Wisconsin

An important issue in mass communication theory is the extent to which exposure to specialized media programming affects levels of participation in various social activities. Most of the research in this area has focused on exposure to public-affairs programming (especially debates between presidential candidates) and its effect on political participation. Outside of the political realm, however, the relationship between exposure to specialized media content and social participation is largely unexplored. A more general understanding of the relationship requires study in domains other than politics.

This paper investigates that relationship with respect to religious behavior. In other words, how does exposure to religious broadcasts relate to participation in religious activities? A related issue of theoretical importance is how exposure to specialized programming affects knowledge levels. Again, the majority of research in this area has focused on political communication -- generally, on how exposure to various media relates to political knowledge. This study examines the exposure/knowledge relationship with respect not only to religious radio and television, but also for more traditional forms of religious communication, such as bible reading the church attendance. A Gallup survey of a national sample of 1,553 adults provides the raw data for this study.

INTERGENERATIONAL TRANSFER OF NEWS MEDIA USE DURING ADOLESCENCE  
Albert R. Tims and Jonathan L. Masland, Indiana University

Data from a three-wave panel study that measured parents' and their children's news media use are analyzed to examine whether or not, or to what extent, children model their use of news media after their parents.



COGNITIVE PSYCHOLOGY, INFORMATION PROCESSING AND "THE DAY AFTER"  
Don D. Smith, University of Iowa

Within a framework of cognitive psychology and current conceptions of human information processing, this study attempts to trace the "mental uses" a sample of people made of the TV film, "The Day After." What information strategies did they employ in viewing the film? What sociological and psychological factors were important in their information-processing and thinking about what they were viewing, and what were the consequences of these cognitive processes on their responses to the film? The emphasis is not so much on opinion-attitude change (or lack thereof) as much as it is on the mental tactics and strategies the subjects used in processing the content of the film and in applying it to their thinking on a wide range of topics.

The methodology consists of intensive depth interviews (by a team of interviewers trained in cognitive psychology) of 28 subjects (purposively selected to represent a range of demographic characteristics). Each subject was interviewed for 6 hours: 2 and 1/2 hours during the week before the broadcast, 2 and 1/2 hours during the week following the broadcast, and 1 hour some 3 to 4 weeks after the broadcast. The interviews ranged from open-ended items to an extensive body of scales and closed-end measures.

FRIDAY 4:00-5:30PM

COMMERCIAL RESEARCH WORTH KNOWING ABOUT

THE SIMMONS DATA BASE

Frank Stanton, Simmons Market Research Bureau

Simmons Market Research Bureau president Frank Stanton introduces computerized psychographic information on product users. Insight Retrieval Systems program involves: Simmons. Company tracks users of 4000 brands. Stanton integrates SRI International's Values & Lifestyles programs into user demographic information (VALS divides population into nine lifestyle segments a la "belongers," "survivors," "emulators"). Donnelley Marketing Information.

Services. Dun & Bradstreet subsidiary classifies U.S. zip code areas into 47 "clusters" based on lifestyle of residents (data generated from information on 72 million U.S. households). IMS International. Storyfinder Profile identifies specific leisure activities, produce purchasing information for users of specific brands. Arbitron. Organizes local TV, radio audience figures for current Fall sweep according to Donnelley clusters. Integration of databases enables marketers to 1) identify heavy/light users of own, competing products according to lifestyles; 2) pinpoint actual zip codes for targeted couponing efforts. Agencies able to tailor creative effort plus select print, local broadcast media to reach psychographic market segments.

LOOKING BENEATH LIFE-STYLE TRENDS  
William D. Wells, Needham, Harper & Steers

FRIDAY 4:00-5:30PM

OPINION FORMATION AND CHANGE

POLITICAL CONTEXT AND CHANGING ATTITUDES TOWARD SCHOOL INTEGRATION, 1964-1978  
Lawrence Bobo, University of Michigan

The conflicts over school desegregation are among the most widespread and sustained political disputes in recent American history. Three different explanations for the strong opposition of whites to desegregation, especially in the guise of busing, have been advanced: (1) practical problems or self-interested motives; (2) explanations that stress prejudice or symbolic racism; and (3) perceived political threats and group conflict motives. The present paper examines the merits of each explanation in accounting for changes over time in support for federal involvement in school integration and school busing.

Data are drawn from two sources, the American National Election Studies (ANES) conducted between 1964 and 1978, and from the Jennings-Nieml Youth-Parent Socialization Panel Study (YSPSP, 1965 & 1973). The aggregate trend for whites reveals a drop in support for federal involvement in school integration efforts. Break-downs by region show that virtually all of this decline occurs outside the South. Analysis of cohort differences and panel data indicate that the drop in support occurs at the individual level, not merely as an aggregate phenomenon traceable to demographic shifts. The results are interpreted as conforming most closely to the political conflict model.

EFFECTS OF TWO INTERNATIONAL INCIDENTS ON YOUTH'S INTENTIONS TO JOIN THE MILITARY  
Robert M. Bray, Research Triangle Institute

Intentions of young men to serve in the active military is of considerable interest to the Department of Defense (DoD) in planning their recruiting efforts. Data about such intentions have been obtained annually since 1975 in a series of national telephone surveys known as the Youth Attitude Tracking Study (YATS).

In October, 1983, midway through the 1983 YATS data collection, two international incidents took place that drew attention to the U.S. military: the bombing of Marines in Lebanon and the invasion of Grenada by U.S. Forces. To assess the effects of the those incidents, two items were added to the main CATI interview and a subset of respondents who had already completed interviews were reinterviewed on selected items. Analyses will compare intentions to enlist among respondents interviewed after the incidents with intentions of respondents interviewed before the incidents. Trends in intentions to enlist will also be examined over each week of the data collection period. Analyses of the reinterview data will examine pre-post changes and shifts in intentions. For both types of data, implications of the findings for military recruitment will be explored. Limitations of the design for addressing the effect of international incidents on intentions to join the military will also be discussed.



ATTITUDE POLARIZATION, STABILITY, AND SELF-REPORT ACCURACY:  
THE EFFECTS OF ATTITUDE CENTRALITY

(AAPOR Student Paper Award)

Jon A. Krosnick, University of Michigan

SATURDAY 9:15-10:45AM

KILLING THE MESSENGER:

A MORE DETAILED LOOK AT ATTITUDES TOWARDS THE NEWS MEDIA

A SURVEY OF PUBLIC ATTITUDES ABOUT THE ETHICS OF AMERICAN JOURNALISTS

Ralph Izard, Ohio University

Criticism of the performance of American journalists has increased steadily. The American mass media, it is said, do not enjoy the trust and credibility they need if they are to perform the functions expected of them. This study sought data which would help determine what the public does believe about the ethics of journalistic techniques and practices. It was a nationwide survey chosen at random from each of the nation's area codes. Trained student interviewers conducted 307 interviews of about 20 minutes.

Data collected indicate that previous assessments of public attitudes about journalists and their performances have some validity with regard to journalistic practices. These results seem to indicate that the public indeed is concerned about the performance of the American mass media, but, at the same time, respects the media's position in society, their goals and their practitioners. Respondents clearly see the need for better journalism, but they demonstrate surprising regard for the contributions of journalists and the media, especially the so-called "watchdog" function.

WHY NEWSPAPERS WILL SURVIVE

Greg Martire, Clark, Martire & Bartolomeo, Inc.

Newspapers continue to be a near ubiquitous communications medium in American society. Nine out of ten American adults read a newspaper in the last week and roughly two out of three read a paper almost every day.

Newspapers serve as the primary source for city, state and national news. Compared to a 1979 survey, the results of the present study indicate that the image of daily newspapers has improved in a number of areas including their image for fairness, sensationalism, and accuracy. At the same time, the image of television news has deteriorated. More widespread than complaints about the fairness of coverage in newspapers are the complaints about the amount of coverage of selected groups (e.g. Blacks, young people, and women). When it comes to freedom of the press, public support continues to be quite widespread and, indeed, appears to have increased since 1979.

ATTITUDES TOWARD THE NEWS MEDIA: THREE PUBLICS  
D. Charles Whitney, University of Illinois at Urbana-Champaign

Data from community telephone surveys of attitudes toward the news media are used to show that such attitudes are multidimensional. Some attitude components are found to be related to knowledge about the news media as well as to respondent education and age; moreover, some of these relationships are found to be curvilinear. Further analysis suggests that attitudes toward the news media indicate the existence of three separate "publics" which are distinguishable both in overall attitudes toward the media and along demographic and other attitudinal and cognitive dimensions.

ANTI-PRESS VIOLENCE AND POPULAR ATTITUDES TOWARD THE PRESS: A HISTORICAL PERSPECTIVE  
John C. Nerone, University of Illinois at Urbana-Champaign

Anti-Press violence has been a persistent, though changing, theme in American history. Early anti-press violence indicated either an assault on an individual person or an attempt to suppress an individual idea, and the bulk of the local press might support such violence. More recent anti-press violence is directed against the press as an institution more than against individual men or ideas. Changes in patterns of violence indicate new popular attitudes: a growing perception of the power of the press in and of itself, a characterization of the press as impersonal, and an acknowledgment of the press as an establishment.

SATURDAY 9:15-10:45AM

RESEARCH ON THE NEW MEDIA TECHNOLOGIES

VIDEODISCS FOR PUBLIC EDUCATION  
Susan H. Evans, Paul Kerns, and Peter Clarke,  
The Annenberg School of Communications, USC

A new urgency is overtaking the design and implementation of information systems for public education. Our work has been directed at cancer patients, where three reasons underscore the importance of these systems. One is the complexity of today's treatment regimens. Individually repeated, face-to-face contacts between health-providers and patients cannot be relied upon to convey all the necessary technical information. A second push comes from the soaring costs of prolonged hospital stays, where patients have access to a variety of health professionals. Third, patients' families and friends must be drawn into the care network in the face of many diseases.

Interactive media, principally the videodisc, offer the most potent tools for satisfying needs for mediated communication. But, this new technology must be embraced carefully, and we offer an introduction to various system designs, define supporting requirements



and options, and review current medical applications. This guide is meant to assist potential disc users in weighing the technology's superior capabilities against the extra effort the program authoring and production requires.

#### NEW TECHNOLOGIES AND NEWSPAPERS

Charles M. Kinsolving, Jr. and Thelma Anderson, Newspaper Advertising Bureau

The newspaper of 1984 is a hi-tech, highly automated communications medium. Electronic technology has taken over the editorial process, and the classified operations of practically every newspaper, which contribute 6 billion dollars in revenue per year to the medium, are totally automated.

The "input" for newspapers is information, whether tabular, textual, or editorial. All three products are susceptible of being spun off into cable feeds or two-way interactive systems of various sorts, thus to achieve a cash-flow synergy beneficial to the bottom line. However, the evidence as to consumer interest in the various new forms of information delivery is mixed, and there appears to be a considerable predictive problem as to likely customer response to delivery modes which require very high capital investments. Two approaches have been tried -- consumer surveys, and laboratory experiments with expensive home installations and hands-on experience with the receiver equipment. The newspaper business is interested in these data and in how the predictive accuracy can be increased. We suggest a number of questions susceptible of research which it may now be germane to address to the various information/entertainment segments of the media consuming public.

#### HIGH-TECH AUDIENCE MEASUREMENT FOR THE NEW-TECH AUDIENCES

William S. Rubens, National Broadcasting Company

Cable, pay TV, video cassettes, video disks, direct broadcasting satellites, digital TV: where are the tools going to come from, to measure all the new program services? Will we have to discard those we have now or can they be adapted . . . what new tools will develop and how will they be used? In other words, how are we going to achieve high-tech measurement of the new-tech audiences: a first critical look at the TV rating services from inside the industry.

#### PROFILING CABLE AND HIGH TECHNOLOGY HOUSEHOLDS

Robert A. Maxwell, HBO, James R. Smith, State University of New York at New Paltz

This research addresses the problem of profiling technology subgroups within the cabled population. Over 2000 cable and pay cable households were surveyed regarding cable status, ownership of high technology items (VCRs, PCs, video games) life styles, and demographic characteristics. Results are discussed in terms of key trends, problems faced in segmenting high technology households, and implications of the research for the opinion research community.



SATURDAY 9:15-10:45AM

SOCIAL SCIENCES AND THE MEDIA

THE RISKS AND BENEFITS OF DEALING WITH THE MASS MEDIA  
Sharon Dunwoody, University of Wisconsin-Madison

Scientists sometimes make reluctant sources for the mass media. As members of the scientific culture, they bring with them a host of norms, expectations, and behaviors that can collide with the goals of journalists. This study was an attempt to understand some of those "cultural" factors.

A national sample of physical, biological, and social scientists responded to a mail questionnaire that asked them about such things as their research interests, their recent levels of scientific productivity, the extent of their encounters with journalists, and their perceptions of the influence of the scientific culture on their popularization activities. Scientists in this study did see both risks and benefits in the public communication process, but the risks loomed larger than the benefits. Most striking among the findings was that the scientific culture, in these scientists' perceptions, doesn't reward its members for engaging in popularization activities; on the contrary, it may penalize scientist for public communication behaviors. The only perceived benefit was a possible positive relationship between scientists' media visibility and their ability to obtain outside research monies. Social scientists in this survey encountered journalists far more often than did other types of scientists. And they were the most likely to feel that the scientific culture might reward popularization activities.

SOCIAL SCIENCE IN THE NEWS: 1970 AND 1982  
Eleanor Singer and Phyllis M. Endreny, Columbia University

Since 1980, we, together with Carol Weiss, have been engaged in a study of the reporting of social science in ten news media -- The New York Times, Washington Post, Wall Street Journal, Boston Globe, Newsweek, Time, U.S. News and World Report, and the three network evening newscasts. It consisted of two major components: a content analysis of the media in 1982 and 1970, and interviews with reporters, social scientists, and editors on selected social science stories. In this paper, we report on selected aspects of the content analysis.

Contrary to popular impression, there was no more coverage of social science in the mass media in 1982 than there had been in 1970, at least in the three "national" newspapers and the newsmagazines for which we carried out a systematic comparison. In the newspapers, but not the newsmagazines, we did observe an increase in ancillary references to social science in the context of other reporting. By two criteria --

placement on the first pages of sections other than the front page, and the use of accompanying illustrations -- the visibility of both focus and ancillary social science items increased from 1970 to 1982. None of the other indicators of visibility we examined showed any consistent significant change. The paper also takes a brief look at how social science research is reported, and at some implications of this for the public and for social science itself.

NEWS VALUES AND SCIENCE VALUES:  
THE EDITORIAL ROLE IN THE PRESENTATION OF SOCIAL SCIENCE NEWS  
Phyllis M. Endreny, Columbia University

This presentation derives from a study of 29 editors, four producers, and 22 reporters from four newspapers, three newsweeklies, and three television networks, constructed as a part of the larger Singer/Weiss study of the reporting of social science in the national news media.

The introductory section, which lays out the central premises and issues, is followed by a brief description of methodology, and an examination of editor/producer and reporter responses to the questions of study validity and scientist-source credibility.

In this discussion of the editor/producer approaches to study validity and scientist credibility, we do not mean to suggest that the journalist should assume the scientist's stance; rather, we have sought to explore how the journalistic stance, as personified by editors and producers, varies from the scientist's stance, and how that stance contributes to the selection and presentation of social science in the mass media. We found that, in the main, editors and producers are concerned with matters of study validity and scientist credibility, but they attend to those concerns in ways that are quite informal and indirect, and always tempered by the dominant norms and constraints of the newsroom.

SATURDAY 11:00AM-12:30PM

METHODOLOGICAL ISSUES IN POLITICAL STUDIES

THE "DON'T KNOW" VOTERS  
Richard F. Carter, University of Washington

From the predictor's point of view, those who don't know for whom they will vote constitute a barrier to performance. These "undecided," however, also comprise an uncommitted electorate whom a campaign may inform. In either case we would be better prepared to deal with the "don't know" voters if we knew more about them.

This paper does not examine correlates of indecision. Rather, drawing on theoretical work with nonsingularities as behavioral control mechanisms, types of "don't know"



voters are identified. In addition to the Uncertain (knows alternative candidates, but undecided), there are : Ignorant (does not know candidates); Potential Backer (focuses, cybernetically, on one candidate, is not committed); and Monitor (focuses on crucial issue and/or wanted candidate capability). Recent data based on surveys of university students show that most voters regard themselves as one (often more than one) of these "don't know" types. And about half of those who say they have decided also say they "don't know" in some respect. Having voters disclose a preference -- and especially urging a preference choice on them -- seems risky under these circumstances.

#### ELECTION RESEARCH IN GERMANY

Elisabeth Noelle-Neumann, Friedrich Tennstädt, Institut für Demoskopie, Germany

(a) Question Order Effects as Instruments of Analysis for Evaluating the Strengths and Weaknesses of Politicians or Political Parties in Comparison to their Competitors. (b) Election Forecasts in Germany: The State of the Art. Report on the procedures applied successfully in the Federal Republic of Germany, particularly by the Institut für Demoskopie Allensbach

#### SEQUENCE EFFECTS IN A GUTTMAN-TYPE SCALE: THE CASE OF POLITICAL EFFICACY

Harm't Hart, Rijksuniversiteit Utrecht, The Netherlands

Scales measuring a sense of political efficacy are well known in public opinion research. Such a scale was developed for the first time in the United States (Campbell a.o., 1960) and translated into many languages. Mokken (1971) among others introduced the scale in Holland and it has been used ever since. My own work in Holland was directed at finding out what respondents mean when they answer: "I don't know" when they are confronted with statements indicative of a sense of political efficacy, and what difference it makes both for distributions of answers and for scalability, when we do not present inefficacy statements (as usual) but efficacy statements ('t Hart, 1978).

In a nationwide survey among adults I found that sequence did have an effect, both on the distributions and on the coefficients of scalability. A scalogram analysis, according to Mokken (1971) showed that the homogeneity of the four-item scale measuring political efficacy was the highest when items were presented to the respondents in an ascending or in a descending order, compared to a presentation in which the sequence had no relation with the difficulties of the items. However, percentages of interviewees giving answers indicative for political efficacy are higher, in case respondents start with the least difficult item than when they start with the most difficult item. This effect is strongest on the item: "People like me don't have any say about what the government does."

SATURDAY 11:00AM-12:30PM

PUBLIC PERCEPTIONS OF THE NEW TECHNOLOGIES' THREATS TO PRIVACY

COMPUTER PRIVACY: HOW CONCERNED AND TRUSTING IS THE PUBLIC?  
Richard H. Baxter, The Roper Organization

Three areas are discussed: public awareness of the abuse of computer data file privacy, the degree of public concern about it, and people's feelings about their rights concerning privacy of information in data banks.

Because of the high incidence of personal data being recorded and held in data banks on large majorities of Americans, the "average American" has reason for concern. While there is some belief that technology will be effective in reducing unauthorized invasion of computer data banks, there is a pervasive concern about the larger issue: maintaining confidentiality of information about individuals on file in different kinds of sources -- public and private.

The public's confidence in these various specific sources is reviewed. Further, the question is examined: what kinds of information are people willing for some requesters to have, and what specific rights should people have -- under the law -- to protect the integrity and availability of information about themselves contained in data banks?

THE PUBLIC AND ITS LEADERS: ATTITUDES ABOUT THE NEW TECHNOLOGY AND ITS FUTURE  
Michael Kagay, Louis Harris & Associates,  
Frank Ferrucci, Southern New England Telephone Company,  
Janice Ballou, and Scott Taylor, Louis Harris & Associates

This paper treats the new technology and its future consequences for American life. It compares the views of a national cross-section of the public with the views of four leadership samples: Congressmen and their top aides, major corporate executives, media science editors, and superintendents of schools across the country. The survey includes the following topics: a) the perceived impact of the new technology at home, in offices, in factories, in educational institutions; b) the spreading familiarity with computers, and attitudes about computers; and c) concern over information abuse, implications for confidentiality and privacy, and the dangers of a "1984" type society. Data are drawn from "The Road after 1984" project, conducted by Louis Harris and Associates, Inc. and sponsored by Southern New England Telephone. Results of the project were initially released at the Eighth International Smithsonian Symposium in Washington in December, 1983. The paper also discusses previously unreleased results of a randomized split-half design that was utilized for seven key questions in the survey.



SATURDAY 11:00AM-12:30PM

OPINION FORMATION AND CHANGE: MEDIA INFLUENCES

THE GREAT AMERICAN VALUES TEST:  
INFLUENCING BEHAVIOR AND BELIEF THROUGH TELEVISION  
Sandra J. Ball-Rokeach, Milton Rokeach, and Joel W. Grube  
Washington State University

Mass media researchers typically study the determinants and consequences of exposure to the media, and social psychologists typically study the determinants and consequences of influence and change in beliefs, attitudes, and values. These two traditionally separate concerns are joined together in this research that attempts to trace out the cognitive and behavioral effects of a TV program on people who had voluntarily selected themselves to watch it in the privacy of their homes.

We report the results of an experiment in which we produced and broadcasted a television program entitled "The Great American Values Test," a program designed to influence viewers to adopt or to activate egalitarian and pro-environmental values, attitudes, and behavior. A random sample of adults in the Tri-Cities area of eastern Washington watched the program in the natural setting of their own homes. We observed effects on their values and attitudes a month and a half afterwards, and effects on their behavior two to three months afterwards.

NATIONAL PROBLEMS, MEDIA COVERAGE, AND OPINION AND POLICY CHANGE  
James R. Beniger, Princeton,  
and W. Russell Neuman, Massachusetts Institute of Technology

Anthony Downs has argued that policy makers have only a short, predictable, fixed amount of time to mobilize public support for policies addressed to each new social problem before the media and public grow bored with it and their attention shifts to still newer problems. This paper tests Downs's thesis using new time series data collected on (1) Gallup polls on the most important national problems; and (2) the numbers of indexed articles on the problems appearing in newspapers and magazines. Distinguished are periodicals of six types: news, mass, elite, business, science, and women's. National problems included involve crime, ecology, drugs, energy, inflation, unemployment, foreign affairs, and civil rights. Time series analysis reveals correlation between media coverage and public opinion and at least partially supports Downs's hypothesis of a short, predictable, fixed interval of mass attention to policy issues.

THE INFLUENCE OF OPINION LEADERS AND MASS MEDIA COMPARED  
Joan S. Black, J. S. Black & Associates

Ever since the controversial concept of two-step flow was introduced by Lazarsfeld, Berelson, and Gaudet (1948), much of the literature on opinion leadership has centered on the relative effectiveness of opinion leaders as compared to the mass media in disseminating information and/or influencing opinions. In an earlier paper the author reported that recent advisors (identified by Katz/Lazarsfeld opinion leader questions) in a national sample of adults changed their attitudes toward six government activities earlier than nonadvisors. For this paper, the same data were reanalyzed, subdividing recent advisors and nonadvisors into two groups -- those who read newsweeklies and those who did not.

If two-step flow is the primary explanation of how influence is effected ("ideas flow from radio and print to opinion leaders and from them to the less active sections of the population"), readers of newsweeklies who are recent advisors and readers of newsweeklies who are not should change at the same time -- earlier than non-readers. This was not the case. The data reported in this paper suggest that the newsmedia have an influence on opinions -- especially on the opinions of those who are not recent advisors -- but that discussion of issues can develop change in opinions over and above what might be expected from simply "following" the newsmedia.

AMERICAN PUBLIC OPINION AND MASS MEDIA COVERAGE OF THE ARAB-ISRAELI CONFLICT  
Neil J. Kressel

This study investigated empirically the correlation between trends in mass media coverage and trends in American public opinion towards the Arab-Israeli conflict from 1972-1982. Print media data were obtained through systematic content analysis of 867 elite newspaper editorials on the conflict. Responses to the "sympathy" question in forty-six surveys provided the principal measure of American public favorability.

The study produced several interesting empirical findings: (1) A long term time trend toward greater support for the Arab nations was evident in mass public opinion, college educated public opinion, U.S. government policy (as discussed in editorials), and several measures of editorial favorability. (2) The temporal order of changes (short and long term) remained unclear. Some evidence emerged for editorials showing long term changes before these changes appeared among the public. (3) Favorability of prior editorials was a fairly strong predictor of fluctuations in government policy (as discussed in the editorials). Various theoretical perspectives on mass media-public opinion linkage were evaluated in the context of these empirical findings. Also, the use of media content analyses was considered as a cost-effective supplement (or substitute) for some public opinion research.



SUNDAY 9:15-10:45AM

RECENT METHODOLOGICAL WORK

THE MEASUREMENT OF VALUES: A COMPARISON OF RATINGS AND RANKINGS  
Duane F. Alwin and Jon A. Krosnick, University of Michigan

Social values are most commonly measured using ranking techniques, but there is a scarcity of systematic comparisons between rankings and other measurement approaches. Using data for the 1980 General Social Survey, this paper evaluates the consistency of results obtained using rankings and a comparable rating technique for measuring parental socialization values. The paper focuses on the measurement of latent preferences for autonomy versus conformity in children. The two methods are judged to be similar with respect to ordering the aggregate preferences of the sample, but dissimilar with regard to the latent variable structure underlying the measures. The results support the conclusion that, while either approach may be useful, they are not necessarily interchangeable in the measurement of parental values.

GAUGING NOISE AND PUBLIC OPINION POLLS THROUGH THE USE OF FICTITIOUS ISSUES  
George F. Bishop, Alfred J. Tuchfarber and Robert W. Oldendick,  
University of Cincinnati

How much "noise" do public opinion researchers create when we place situational pressures on our respondents to give us an answer? This study, which makes use of questions on fictitious and obscure topics in a series of different contexts, suggests that a great deal of noise is created by situational pressures built into standard survey procedures and practices.

An alternative hypothesis related to a respondent's willingness to admit ignorance is also tested, but fails to explain much variation in a respondent's willingness to give an answer to a question about a fictitious or obscure topic. Similarly, demographic factors explain little variation in the willingness to respond to these types of questions. This research suggests that many standard survey practices, like probing, re-reading questions, and discouraging "don't know" responses should be re-evaluated in light of the "noise" they may be creating in some studies.

SEX ON THE PHONE:  
GENDER EFFECTS ON PRODUCTIVITY, COST, AND RESPONSES AMONG TELEPHONE INTERVIEWERS  
Robert M. Groves and Nancy Fultz, University of Michigan

Unlike respondents in a face-to-face interview, the telephone respondents' knowledge of their interviewer's personal characteristics is limited to those characteristics that are transmitted by voice. Of these, the interviewer's gender is the most obvious. This



paper examines interviewer gender as a personal characteristic that may affect the cost and quality of telephone survey data. The data are from the Consumer Sentiment Surveys conducted by the Survey Research Center. Two years of data from this monthly telephone survey are treated as 24 replications of essentially the same survey design, and interpenetration of interviewer assignments is exploited to evaluate the performance of interviewers.

Male and female interviewers are compared on their response rates, turnover rates, and productivity of interview data, and a model is developed to compare the cost of interview data collected by the two groups. Demographic characteristics of respondents are compared as indicators of differential nonresponse effects. Finally, survey statistics on economic status and consumer attitudes are compared to address differential response errors associated with interviewer gender.

SOME PROCEDURES FOR COLLECTING LARGE AMOUNTS OF DATA  
Gary Siegel, DePaul University

This presentation describes the procedures used to collect 4974 pieces of information from a national sample of over 10,000 CPAs. The procedures used included questionnaire segmentation, alternative question ordering, and reliability testing. As part of the CPA examination validation process, the American Institute of CPAs conducted a "practice analysis" in 1982-83 to gather detailed information on the work CPAs perform and the knowledge, skills and abilities (KSAs) necessary for competent performance of that work. There were 269 KSAs. Work performed by CAPs was divided into 41 broad accounting functions called "work activities." Over 16 hours was needed to provide the desired information. Procedures had to be developed to overcome the time constraint.

Information was gathered using eight versions of a long form questionnaire, each requiring 2-3 hours to complete. The sample was appropriately divided for the equal distribution of all eight versions. To assure that an expected 40 percent response rate was representative, we developed 30 versions of a short-form questionnaire requiring 10 minutes to complete. Each short-form questionnaire contained a different combination of questions. Reliability testing revealed no significant differences in responses to questions on the long- and short-form questionnaires.

SUNDAY 9:15-10:45AM

GROWTH AREAS FOR RESEARCH:  
FINANCIAL SERVICES AND SURVEYS AS LEGAL EVIDENCE

RESEARCH IN THE FINANCIAL SERVICES INDUSTRY:  
A SIGNIFICANT CONTRIBUTION?  
Jenene Geerdes Karamon, Merrill Lynch Futures, Inc.

A rapidly changing environment coupled with increasing competition is forcing financial service institutions to develop new, innovative approaches to retaining current customers and attracting new ones. On the surface, it would seem that these challenges would also provide professional survey researchers with an opportunity to apply their skills and tools in building successful strategies for banks, brokerage firms and many other types of organizations involved in financial services.

This study, based on interviews among research practitioners in banks and brokerage firms nationwide, explores the present role of survey research activities in these organizations. Findings reveal that there is indeed a great potential for applying innovative techniques to developing sound and useful data. Yet, at the same time, deeply imbedded cultural traditions within financial services institutions frequently thwart a researcher's efforts to turn these possibilities into realities. The study includes advice to research practitioners who would like to enter the industry, as well as suggestions for research firms and consultants who would like to improve their services to financial institutions.

A DECISION FRAMEWORK FOR SELECTING DATA GENERATING METHODS  
IN RAPIDLY EVOLVING SERVICE INDUSTRIES  
David Karns, Center for Consumer Studies  
and Thomas Dovel, Wright State University

Recent regulatory changes have reduced the differentiation between various financial service institutions. The erasure of the boundaries between institutions has produced challenges and opportunities for the institutions involved and that has broadened the marketing research agenda for financial institutions, especially local banks and savings and loans. Due to the regulatory environment, they were protected from extensive competition from large banks and other financial service providers. In addition, such institutions usually have limited market research budgets. On the other hand, local financial institutions require a high level of reliability and validity and low risk in the market research which they do undertake.

Examples of the actual application of the data generating techniques are presented and evaluated in terms of cost, effectiveness, and appropriateness to research in a rapidly evolving area such as the financial services and also in health care industries.



THROUGH THE LOOKING GLASS - JUDICIOUS SURVEY RESEARCH  
Sandra L. Marks, Dennis K. Benson, Appropriate Solutions Incorporated

This paper will focus on the planning and budgeting of this kind of work, attorneys and the rules they play by, preparation for testimony, what to expect in examination and cross-examination, and how to guard your own and your work's integrity under fire.

SUNDAY 11:00AM-12:30AM

RESEARCH ON 1984 PRIMARIES

NEW HAMPSHIRE: THE MEDIA PRIMARY  
David W. Moore, University of New Hampshire

As a small state, some people argue, New Hampshire is an ideal testing ground for presidential candidates. It forces the candidates to take their messages directly to the voters, unmediated by slick video pictures and mood-setting music. The voters in New Hampshire, by the same token, are especially interested, informed, and careful in making their choices, the result of a long tradition of playing an important role in the pre-convention process.

This picture of the political process in New Hampshire is quaint and misleading. Such visions of the political characteristics of the state bear small witness to what the state and its politics really are. Most people are not farmers, do not live in rural areas and could hardly care less whether New Hampshire's primary remains first-in-the-nation. Relatively few ever see any of the presidential candidates in person and what voters know about the candidates comes not from the extensive political organization of the candidates, but from the national news media. Indeed so influential is the national news media in the NH primary, the contest can only be termed a "media" primary. This conclusion is based on an analysis of the results of the New Hampshire primaries since 1968 and numerous political polls conducted during those campaigns. Special attention is paid to the several polls conducted during the 1980 and 1984 primaries, though evidence is also available for the earlier contests.

WHAT HAPPENED IN CONNECTICUT?: WHAT SURVEYS TELL US  
G. Donald Ferree, Jr., The University of Connecticut

On March 27th, Colorado Senator Gary Hart won a strong victory over former Vice President Walter Mondale in Connecticut's second-ever Presidential primary. This gave Hart his sixth straight victory in New England only one week before Mondale's strong performance in New York. The paper makes use of a variety of sources of data to answer the question "What happened in Connecticut?" A series of telephone surveys conducted by the Institute for Social Inquiry's Connecticut Poll pictures evolving voter preferences

and perceptions. The portrait is completed by data drawn from the networks' election day voter interviews. The nature of the complementary information provided by these different data sources is examined as well.

SUNDAY 11:00AM-12:30PM

QUESTION WORDING AND QUESTION ORDER EFFECTS

RANDOM START VS. TRUE RANDOMIZATION OF QUESTION ORDER: A CATI-BASED EXPERIMENT  
Richard A. Kulka and Stephanie A. Pierson, Research Triangle Institute

Where operationally feasible, order effect bias is frequently controlled by randomizing its effect across respondents. This type of control requires, however, that the researcher produce different questionnaires, comprised of random orderings of relevant items for each respondent, a requirement not easily met in practice until recently with the advent of computer-assisted survey research -- in particular, the use of computer assisted telephone interviewing (CATI). Even in non-CATI studies, however, true randomization of question order has often been approximated, either by the use of two or three different orderings or the use of a random start within a specified list of items, after which the order is maintained in a circular fashion. In an effort to establish the extent to which partial randomization and true randomization are equivalent in controlling this form of response bias. Data are analyzed both for the sample as a whole and by key demographic variables to establish the extent to which such subpopulations are differentially susceptible to such order-effects and alternative approaches designed to control their influence.

RESPONSE ORDER EFFECTS FOR FORCED CHOICE QUESTIONS  
McKee J. McClendon, University of Akron

This paper investigates response order effects on attitudes toward government vs. private responsibility for solving social problems. A 1983 telephone survey of the Greater Akron Area varied the order in which the response alternatives were read. Although primacy effects were predicted, recency effects were found for 4 of 7 problems.

SALIENCE VS. IMPORTANCE OF NATIONAL PROBLEMS OVER TIME  
Howard Schuman, Jack Ludwig, and Jon Krosnick, University of Michigan

The familiar open-ended "Most Important Problem" question was asked of randomly selected halves of five separate national samples interviewed at time points beginning in April 1982 and ending in December 1983. The complementary halves were asked a closed-ended form of question that included unemployment, inflation, the threat of nuclear war, and budget cuts as response alternatives. We are interested not only in whether the two question forms yield similar results at the same point in time, but also in whether the



two forms track change over time in much the same way. To the extent that trends do differ by form, we attempt to account for the difference, our larger goal being to clarify the distinction between "salience" and "importance" in survey research. We also asked respondents to explain the reasoning behind their selection of a particular choice. In addition we are able to make a rough assessment of the impact of "The Day After," since we have some before and after data relevant to that television program with respect to the perceived importance of the nuclear war threat as a problem.

#### ROUND TABLES

##### "THE DAY AFTER": AUDIENCE REACTIONS AND EFFECTS ON PUBLIC OPINION Mallory Wober and Barrie Gunter, Independent Broadcasting Authority, England

On Saturday 10th December 1983, the Independent Television network in Britain televised "The Day After." To assess the impact of this major media event, the Independent Broadcasting Authority's Research Department carried out a two-wave nationwide panel survey before and after the film. Over 1000 respondents were contacted and interviewed either face-to-face or by telephone initially several days before the film was shown. Questions probed their beliefs concerning nuclear and other issues. On the day following the film, over 800 of those respondents were contacted again and questioned about the same sets of beliefs and also asked for their opinions about the film.

Changes in beliefs on nuclear issues for viewers and non-viewers of the film over the two interviews were compared to assess any short-term impact of the film.

##### ON THE ROAD AGAIN: ARE FREQUENT MOVERS A DIFFERENT KIND OF RESPONDENT? Johnny Blair and Diane O'Rourke, University of Illinois

Underrepresentation of frequent movers can be a source of bias in conducting longitudinal surveys (or surveys utilizing a sample list that is not fairly recent). If a person moves (and changes his telephone number), it is difficult and expensive to trace that person for future interviewing. If these frequent movers are different from people who are less mobile, the impact of their exclusion can be serious and increase over the length of the study. In the present research we are exploring whether types of frequent movers can be identified and associated with demographic variables that could be used to disproportionately stratify the sample. The objective would be to increase reliability and/or decrease costs by oversampling types of frequent movers.

This study consists of assessing information on moving given by respondents to two independent surveys. Several issues were examined, including: (1) Do frequent movers differ from nonfrequent movers on demographic characteristics, and if so, how? (2) Do they differ on survey-specific substantive variables, and if so, how? (3) Is there an association between mobility as defined by frequency of moving and availability in the household (i.e. are frequent movers also harder to reach by telephone)? These results and their implications for methodology and cost considerations will be discussed.



ROUND TABLES

USE OF TRACING PROCEDURES IN FOLLOWING SAMPLE RESPONDENTS  
Catherine Keeley and Charles D. Cowan, U.S. Bureau of the Census

As part of a series of census undercount evaluation surveys, a pretest was conducted in the Washington, D.C. area to trace and interview 73 individuals who were suspected of being missed in the Census. The Census Bureau had not been able to interview these persons one to three months after the Census. However, in an effort to validate the imputation procedures for missing data used in the survey, another attempt to locate and interview respondents with missing data was made in October, 1983. This paper describes the types of persons we were able to locate, the procedures used, and recommendations for other tracing efforts based on our experience.

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Cover design by Melissa Meyer