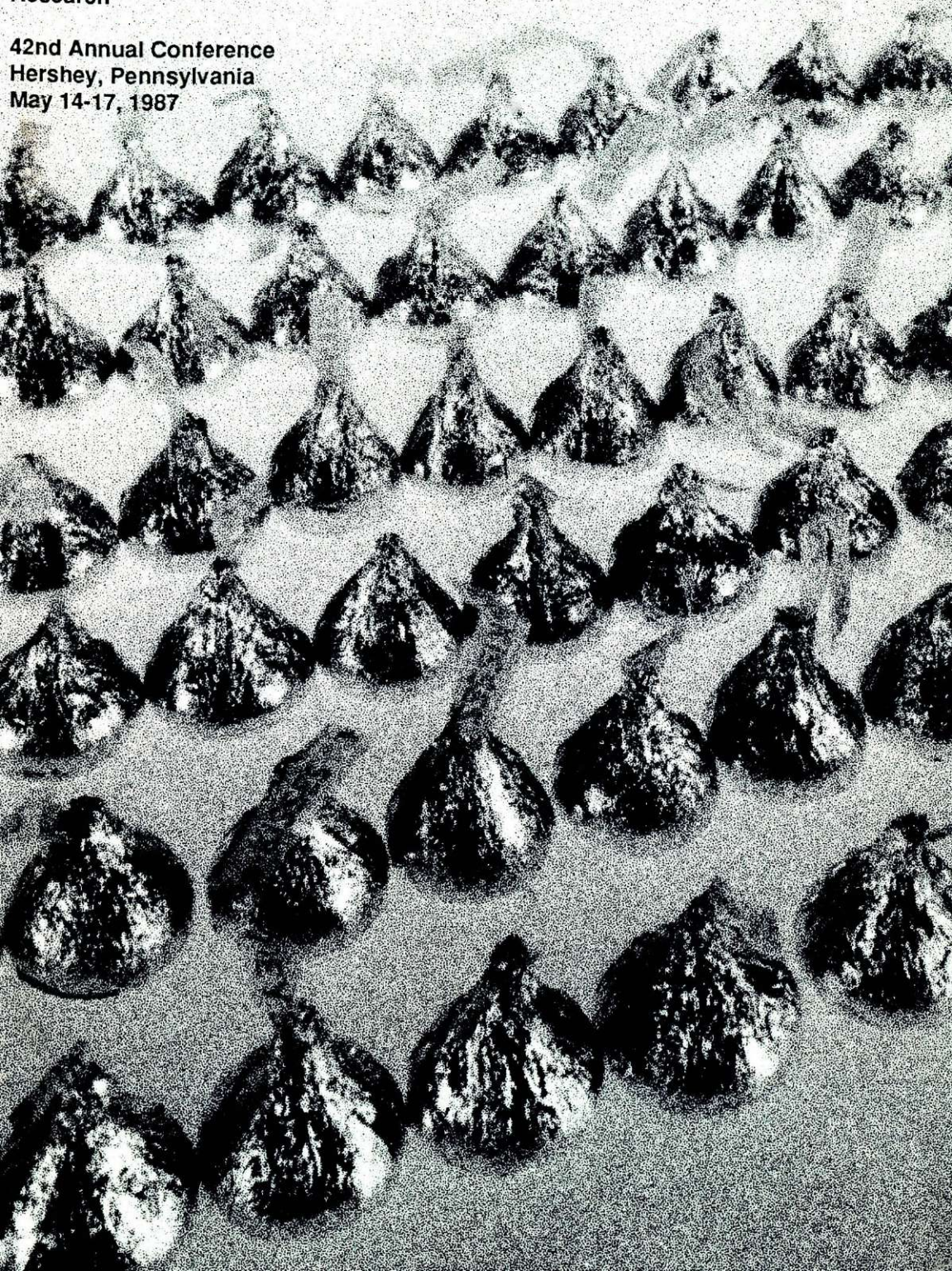


AAPOR
American Association
for Public Opinion
Research

Public Opinion Research
In the Information Age

42nd Annual Conference
Hershey, Pennsylvania
May 14-17, 1987



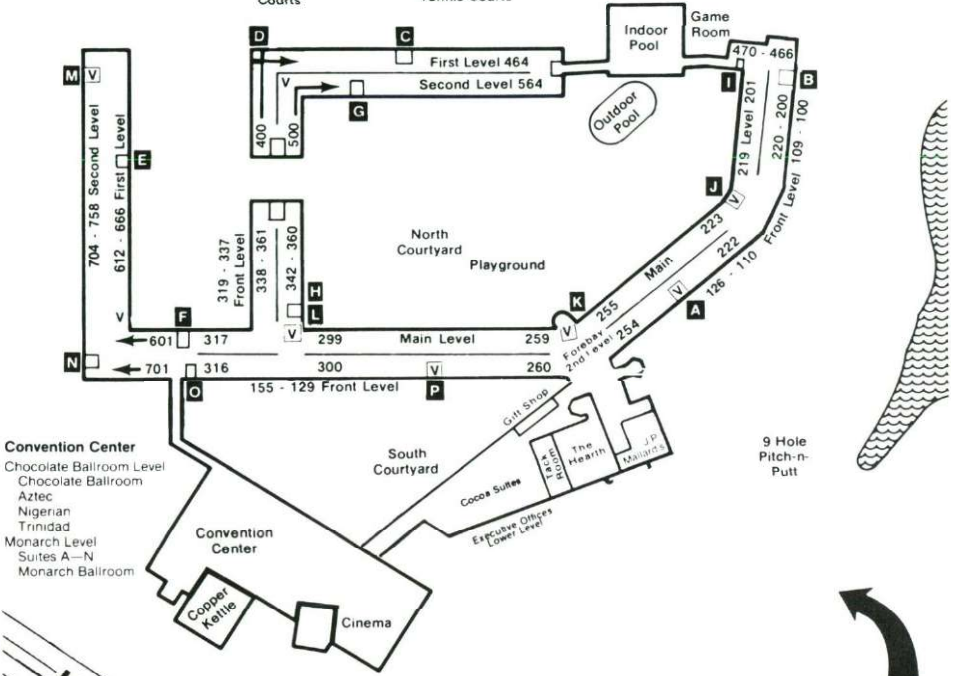
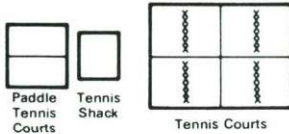
**Public Opinion Research
In the Information Age**

**42nd Annual Conference
The Hershey
Lodge & Convention Center
Hershey, Pennsylvania**

May 14-17, 1987

**AAPOR
American Association
for Public Opinion
Research**

US 422



- Convention Center**
 Chocolate Ballroom Level
 Chocolate Ballroom
 Aztec
 Nigerian
 Trinidad
 Monarch Level
 Suites A—N
 Monarch Ballroom

9 Hole Pitch-n-Putt



From University Drive

US 322

- V—Vending
- Vending Entrance
- Entrance
- Designated Entrance

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1986-1987

1987-1988

	1986-1987	1987-1988
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	Herbert I. Abelson, Response Analysis Corp.	Gladys Engel Lang, University of Washington

Conference Committee-- 42nd Annual Conference

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Paul Lavrakas

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University of Michigan

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Stephen Ayidiya

University of Akron

Pamela Campanelli

University of Michigan

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Perception Analyzer

Quizwhiz Enterprises, Inc.

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P-Stat, Inc.

P-Stat

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AAPOR owes much to the agencies which have helped to ensure its financial health by giving contributions of \$50 or more during the past year.

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Wisconsin Survey Research Laboratory, University of Wisconsin	Madison, Wisconsin
Yankelovich Clancy Shulman	Westport, Connecticut
Zehren Polling	Chicago, Illinois

**Thursday
afternoon,
May 14**

Conference Program

<i>1:00-9:00pm</i>	Chocolate Lobby	Registration
<i>3:00-6:00pm</i>	Cocoa 5	Meeting of Old and New AAPOR Executive Councils
<i>4:00-5:30pm</i>	Trinidad Room	Didactic Session Statistical Packages for Microcomputers: An Evaluation Mark West, FGI, Chapel Hill, NC
<i>7:00-8:30pm</i>	Nigerian Room	Dinner
<i>8:45pm</i>	Trinidad Room	Plenary Session The Ethics of Public Opinion Research Chair: Philip Meyer, University of North Carolina Deni Elliott, Utah State University, Albert E. Gollin, Newspaper Advertising Bureau, Inc., Barbara Bailar, U.S. Bureau of the Census
<i>10:15pm</i>	Forebay Lounge	Quiet Socializing
	J.P. Mallards	Entertainment

Exhibits

<i>Friday- Saturday 10:00am- 5:00pm</i>	Chocolate Lobby	Microcomputer Demonstration Chair: Robert S. Lee, Pace University
		New and Recent Books in Public Opinion Chair: Phyllis Endreny, University of Illinois

Friday morning, May 15

7:00-9:30am	Nigerian Room	Breakfast
9:00am-5:00pm	Chocolate Lobby	Registration
9:00-10:30am	Session 1 Monarch A	Advances in Mail Surveys Chair: Joan Black, J.S. Black and Associates Response Effects in Mail Surveys: A Comparison with Interview Surveys Stephen A. Ayidiya, University of Akron Alternatives to Magazine Distributed Questionnaires: Results of an Experiment Don A. Dillman, Lesli Peterson Scott, Sonia Husa, Washington State University How Predisposition Affects Response to Inducements in Magazine Surveys Joan Black, J.S. Black and Associates Motivating Respondent Cooperation in the Decennial Census: What Are the Important Messages? Jeffrey C. Moore, U.S. Bureau of the Census

Friday morning, May 15

9:00-
10:30am

Session 2
Monarch C

The Drug Issue as a Case of Agenda Setting

Chair: Pamela J. Shoemaker, University of Texas

NIDA's Cocaine Abuse Prevention Campaign
Avraham Forman and Susan Lachter,
National Institute on Drug Abuse

Changes in Media Coverage of Drugs Since 1982

John Merriam, Issues Management Letter

Agenda-Setting of Drug Issues Within the Media

Stephen D. Reese, Lucig H. Danielian and Melody
Townsel, University of Texas

Drug Coverage and Public Opinion, 1972-1986

Pamela J. Shoemaker, Wayne Wanta and Dawn
Leggett, University of Texas

America's Drug Problem in the Media: Is It Real or Is It Memorex?

Lloyd D. Johnston, University of Michigan

Discussant: Don Shaw, University of North Carolina

9:00-
10:30am

Session 3
Monarch E

Cultivation Theory and Some Special Applications

Chair: George Gerbner, University of Pennsylvania

The Significance of Subcultures, Race and Gender in the Mainstreaming of Integration Perceptions

Paula Matabane, Howard University

Television's Mean and Dangerous World: A Continuation of the Cultural Indicators Perspective

Nancy Signorielli, University of Pennsylvania

The Consequences of Television Viewing for a Subculture: A Study of Mennonite Orientations

Diane Umble, University of Pennsylvania

Discussant: Peter Miller, Northwestern University

Friday morning, May 15

10:45am-
noon

Session 4
Monarch A

Researching Controversial Subjects

Chair: Richard Morin, The Miami Herald

Threatening Questions for the Public in a Survey about AIDS

Diane Binson, Patricia Murphy, David Keer, University of Illinois at Chicago

Domestic Violence Survey

Irving Crespi, Baruch College, City University of New York

Testing Validity on Controversial Subjects: The Case of Drug Prevalence in Peru

Joel M. Jutkowitz, Development Associates, Inc., and Rolando Arellano, ESAN

Discussant: Ann Crigler, Massachusetts Institute of Technology

10:45am-
noon

Session 5
Monarch C

Public Opinion in China

Chair: Mitchell Cohen, Consultant

How Chinese Officials See Americans as Business Partners

Meng Deyi, Consulate General of the People's Republic of China

Investing in China: Opinions of Corporate Executives

Mitchell Cohen; Steve Collesano, Rick Sloan, American International Group

China's America Watchers

David Shambaugh, University of Michigan

Discussant: Lester R. Frankel, Audits and Surveys, Inc.

**Friday
morning,
May 15**

*10:45am-
noon*

**Session 6
Monarch E**

**Human Relations in the "Me"
Generation**

Chair: Larry Brisker, Cuyahoga Community
College and Pollnet, Inc.

**Race and Trust in Government:
Testing the Political Reality Model**

Susan Howell, Deborah Fagan,
University of New Orleans

**Fact and Fiction: Perceptions of the
Bill Cosby Show**

Regina Sherard, University of North Carolina

**Anti-Semitism Among Fundamentalist
Christians**

Frank M. Newport, Tarrance, Hill, Newport & Ryan

Discussant: Lawrence D. Bobo, University of
Wisconsin

*12:15-
1:45pm*

Nigerian Room

Lunch

Friday afternoon, May 15

2:00-3:30pm

**Session 7
Monarch A**

Star Wars: Surveys and Semantics

Chair: Al Richman, U.S. Department of State

West European Opinions on SDI: Questions Plain and a la Mode

Ken Adler, United States Information Agency

Gauging the American Public's Attitudes Toward SDI from National Polls

Al Richman, U.S. Department of State

Surveys, Semantics, Star Wars

Lorand Szalay, Institute of Comparative Social and Cultural Studies

Concerns of Soviet and American Youth In a Nuclear Age

Eric Chivian, Harvard Medical School; Nikolai Popov, Institute of USA and Canada, Moscow; Jonathan Tudge, University of Utah

Discussant: Tom Graham, consultant

2:00-3:30pm

**Session 8
Monarch C**

New Research Directions: Semiotics in Marketing, Advertising, and Consumer Research

Chair: Frank Biocca, University of North Carolina

A Report on the Status of Semiotic Applications in Marketing

Jean Umiker-Sebeok, Research Center for Language and Semiotic Studies

Data and Meaning: A Case Study in Marketing and Semiotics

Steve Verba, Wyse Advertising

The Semiological Analysis of Artworks via the Interpretation of Consumption Symbolism and Marketing Imagery: Hermes Speaks

Morris Holbrook, Columbia University

Semiotics: Determining What Advertising Means to the Audience

Charles E. Cleveland, Quester, Inc.

Friday afternoon, May 15

2:00-3:30pm

Concurrent Round-Table

Sessions:

Monarch G

Marketing a Local AAPOR Chapter

Roni Rosner, N.W. Ayer, Inc.; Susan A. Weisbrod, Bruno and Ridgeway Associates, Inc.

Monarch E

Council on State Polls: A Strategic Planning Session

Kandis R. Steele, University of Alabama

Monarch K

Why Can't the Media Get Things Right?

William N. Stant, Loyola University of Chicago, and Phyllis Endreny, University of Illinois

Monarch I

Variables that Churn: Problems of Dynamic Measurement

Virginia Dodge Fielder, Knight-Ridder, Inc.

4:00-5:30pm

Session 9

Monarch A

Pornography in America

Chair: Jean Frazier, University of Minnesota

Public Opinion and the Two Pornography Commissions

Edward I. Donnerstein and Benjamin J. Bates, University of California, Santa Barbara

The Law, Pornography and Public Opinion in North Carolina

Jane Brown and Mark West, University of North Carolina at Chapel Hill

Attitudes Toward Sexually Explicit Materials: Is There a National Standard?

Charles Winick, City University of New York

Discussant: Howard Schuman, University of Michigan

Friday afternoon, May 15

4:00-5:30pm

Session 10
Monarch C

Great Movements, Methods, Minds and Matters: The History of AAPOR

Chair: Donna Charron, Decision Research Corp.

Developments in Survey Methodology

Jack Elinson, Rutgers University

Improving Survey Standards

Sidney Hollander, Hollander-Cohen Associates

Polls, Media and the Democratic Process

Kathleen Frankovic, CBS News

Major Persons in AAPOR

Don Cahalan, University of California at Berkeley

Through the Looking Glass: Paul Lazarsfeld Reflects on His Career

Ann Pasanella, Columbia University

4:00-5:30pm

Monarch G

Concurrent Round-Table Sessions Integrating Qualitative and Quantitative Data

Alan S. Meyer, U.S. Department of Health and Human Services; Dorothy Jessop, New York City Human Resources Administration; Gary Siegel, DePaul University; James H. Frey, University of Nevada-Las Vegas; William DesVouges, Research Triangle Institute

Monarch I

Method or Madness: How Advertisers Choose Media

Mary Alice Sentman, University of North Carolina, and Gerald L. Grotta, Texas Christian University

Monarch K

America's Response to "Amerika"

Ted Smith, University of Virginia; Silvo Lenart, SUNY-Stonybrook

Monarch M

How the Spiral of Silence Theory Informs Public Opinion Research

Frank L. Rusciano, Rider College, and Charles T. Salmon, Kurt Neuwirth, Hayg Oshagan, Dianne Rucinski, University of Wisconsin-Madison

Friday afternoon, May 15

<i>5:00-6:30pm</i>	Cocoa 6	Meeting of the AAPOR Committee for Public Opinion Quarterly
<i>5:30-6:30pm</i>	Chocolate Lobby	Reception for Newcomers
<i>7:00-8:30pm</i>	Nigerian Room	Dinner
<i>8:45pm</i>	Trinidad Room	Plenary Session Framing the Issues for 1988: What America Wants After Reagan Chair: Kathleen Frankovic, CBS News Richard Wirthlin, Decision/Making/Information John K. White, Potsdam College William Schneider, American Enterprise Institute Harrison Hickman, Hickman-Maslin, Inc.

Saturday morning, May 16

7:00-9:30am

Nigerian Room

Breakfast

9:00-
10:30am

Session 11
Monarch I

Context Effects in Questionnaire Design

Chair: Robert L. Stevenson, University of North Carolina

Friends May Disapprove of Drug Use, but Not as Much as Parents Do: Another Lesson In Questionnaire Context Effects

Jerald G. Bachman, University of Michigan

Issue Involvement and Response Effects in Public Opinion Surveys

George Bishop, University of Cincinnati

Question Order Effects and Form Resistant Correlations: Some Unencouraging Findings

David W. Moore, University of New Hampshire

Explaining the Abortion Context Effect

Jacqueline Scott, University of Michigan

9:00-
10:30am

Session 12
Monarch K

The Public's Experience with Time and Leisure: New Methodological and Substantive Perspectives

Chair and discussant: Barry M. Feinberg, Audits and Surveys, Inc.

Advances in the Experience Sampling Method: The Second Decade of Research

Robert Kubey, Rutgers University

Time Use Trends and Technological Innovation: A Seven-Nation Comparison

Jonathan Gershuny, University of Bath, England

Changes in Americans' Use of Time: 1954-1985

John Robinson, University of Maryland-College Park

Saturday morning, May 16

9:00-
10:30am

Session 13
Monarch M

Public Opinion and Popular Culture

Chair: Susan B. Neuman, University of Lowell

Mass Media and the Image of the Past

Gladys Engel Lang, Kurt Lang,
University of Washington

America's Heroes and Heroines: A Trend Analysis of the "Most Admired Person" Series, 1947-1987

Tom W. Smith, National Opinion Research Center

Metaphors for Public Opinion in Literature

Kurt W. Back, Duke University

The Public as Dummies: Comments on American Ignorance

D. Charles Whitney, Ellen Wartella,
University of Illinois at Urbana-Champaign

10:45am-
noon

Session 14
Monarch I

Response Effects

Chair: Stanley Presser, National Science Foundation

Response Frame Effects in "Which is the Whatest" Data

Ed Blair, University of Houston, and Scott Burton,
Louisiana State University

Satisficing: A Response Strategy for Managing the Cognitive Demands of Survey Questions

Jon A. Krosnick, The Ohio State University, and
Duane F. Alwin, University of Michigan

Respondent-Interviewer Sex-Based Interaction Effects on Gender-Sensitive Questions

Nancy L. Whelchel, Rutgers University

A Split-Ballot Experiment in Measuring Public Attitudes About the Liability Insurance Controversy

Scott Keeter and J. David Kenamer, Virginia
Commonwealth University

Saturday morning, May 16

10:45am-
noon

Session 15
Monarch K

Direct Measurements

Chair: John Polich, Gannett Center for Media Studies

New Technologies in Electronic Media Measurement

Edward V. Chapel, Paul Donato, and Pei-Hsin Shao,
R.D. Percy & Company

Diffusion of Behavioral Response to Pricing

Mel Prince, National Brand Scanning

Scanner Data: What It Can and Cannot Do

Judy Bayer, Carnegie-Mellon University, and
John Keon, The Marketing Advantage

The SPOT Program: A New Era in Earth Observation

Pierre Bescond, SPOT Image Corp.

10:45am-
noon

Session 16
Monarch M

Science and Media

Chair: Jack Elinson, Rutgers University

Public Attitudes Toward Science, Biotechnology, and Genetic Engineering

John M. Boyle, Schulman, Ronca, & Bucuvalas, Inc.

Reporting on Chernobyl: Conflict and Confusion Between Scientist and Journalist

Phyllis Endreny, University of Chicago

Educating the Public About Environmental Health Risks: A Model

Audrey R. Gotsch, University of Medicine and
Dentistry of New Jersey

Helping the Press Inform the Public About Environmental Risks

Michael R. Greenburg, Rutgers University

12:15-
1:45pm

Nigerian Room

Lunch-- Presidential Address

J. Ronald Milavsky, AAPOR President, 1986-1987

Saturday afternoon, May 16

2:00-3:30pm

Session 17
Monarch I

Public Opinion and Media I: Shaping the Media

Chair: G. Evans Witt, Associated Press

Chain Ownership and Business Orientations of Editors

Clarice N. Olien, Phillip J. Tichenor, George A.
Donohue, University of Minnesota

Broadcasting and Narrowcasting in the New Media

W. Russell Neuman, Massachusetts Institute of
Technology

Grassroots Credibility: How Community Publishers and Editors Define Ethical Issues

Michael V. Smith, University of Maryland

Discussant: G. Cleveland Wilhoit, Indiana University

Saturday afternoon, May 16

2:00-3:30pm

Cocoa 8

Concurrent Round-Table Sessions

Research Policy and the Information Society
Hal Mendelsohn and Harry Spetnagel, University of Denver

Cocoa 6

Methodological Issues in Social Research on Spiritual Experiences

Murray Edelman, CBS News; William McCready, Public Opinion Laboratory

Cocoa 7

Monitoring Attitudes Toward Peace and War

Bernard M. Kramer, University of Massachusetts at Boston; Barbara Bardes, Loyola University of Chicago

Monarch K

Uses of CATI to Investigate Survey Methods

Richard Kulka and Michael F. Weeks, Research Triangle Institute; Elizabeth Martin, U.S. Bureau of the Census; Robert D. Tortora, U.S. Department of Agriculture; Robert M. Groves, University of Michigan

Monarch M

Precision Journalism in the 1990s

Thomas J. Moore, Knight-Ridder, Inc.; Everett C. Ladd, University of Connecticut

Cocoa 9

Standardizing Survey Questions About AIDS

Eleanor Singer and Theresa F. Rogers, Columbia University

3:30-5:00pm

Monarch M

Annual AAPOR Membership Meeting

6:30-7:30pm

Chocolate
Lobby

Cocktail Party

7:30pm

Nigerian Room

Banquet— Presentation of Awards

Presiding: Eleanor Singer,
AAPOR President, 1987-1988

After the
Banquet

Cocoa 6

Songs

Cocoa 9

Cards

Sunday morning, May 17

7:30-9:30am	Aztec Room	Breakfast
9:00-10:45am	Session 18 Cocoa 6	Public Opinion and Media II: Media Effects Chair: Rebecca Quarles, Decision/Making/Information Not Agendas Alone: An Information Processing Model of Media Effects on What People Think Robert M. Entman, Duke University The Achilles Lauro: A Study in Terror Josephine Holz, Eric Cardinal, Dennis Kerr, NBC The Impact of Divergence Between the Mass Media and the Grapevine: What You Read Versus What You Hear Robert Mason, Oregon State University Perceptions of Media Effects: Partisan Reactions to News of the Arab-Israeli Conflict Richard Perloff, Cleveland State University
9:00-10:45am	Session 19 Cocoa 2	Selecting and Coping With Respondents Chair: Robert H. Somers, Pacific Bell The Interviewer is Not a Therapist Anne Ciemnecki, Mathematica Policy Research, Inc. An Empirical Comparison of the Kish and the Most-Recent-Birthday Method for Selecting a Random Household Respondent in Telephone Surveys John Tamai, Eugene A. Rosa, Lesli Peterson Scott, Washington State University Tradeoffs in Respondent Selection Methods: Theoretical Purity Versus Real-World Problems Cliff Zukin, Bob Carter, Rutgers University; Mark Schulman, Schulman, Ronca and Bucuvalas Discussant: Cecilie Gaziano, MORI Research

Sunday morning, May 17

9:00-
10:45am

Cocoa 3

Didactic Session
Correspondence Analysis: The Hidden Aspects of Crosstabs
Gary M. Mullet, SDR, Inc., Atlanta

11:00am-
12:30pm

Session 20
Cocoa 3

Voting in the '80s
Chair: Warren Mitofsky, CBS News

Characteristics of "Floaters" in the 1984 Presidential Primary Period
J. David Kennamer, Virginia Commonwealth University

Women Candidates in the 1980s
Celinda Lake, Women's Campaign Fund

The Changing Meaning of Party Registration in Connecticut: 1958-1986
Peter Tuckel, Hunter College; Richard Maisel, New York University; Kurt Schlichting, Fairfield University

The Impact of Cognitive Mode on Voters' Attitudes and Preferences
Fred Zandpour, The Pennsylvania State University

Sunday morning, May 17

11:00am-
12:30pm

Session 21
Cocoa 2

Games Respondents Play

Chair: Peter Miller, Northwestern University

Acquiescence and Response-Order Effects for Srole's Anomia Scale and Rosenberg's Self-Esteem Scale

McKee J. McClendon, Huey T. Chen,
University of Akron

Consumers Rate the Movies: A Test of Positive and Negative Bandwagon Effects

James Beniger, Susan Herbst, and Doug Hughes,
University of Southern California

Respondent Behavior in Magnitude Estimation

Nora Cate Schaeffer, University of Wisconsin-Madison; Norman M. Bradburn, University of Chicago

How Respondents Use Response Alternatives to Estimate Behavioral Frequencies

Norbert Schwarz, University of Illinois at Urbana-Champaign

Sunday morning, May 17

11:00am-
12:30pm

Session 22
Cocoa 6

Policy Research

Chair: Dorothy Davidson Nesbit,
Northern Illinois University

The Use of Surveys in Planning State-Wide Services for Cancer Patients and their Families -- The Pennsylvania Experience

Peter S. Houts, Marshall B. Jones,
The Pennsylvania State University College of
Medicine;

Sandi Ezrine, Survey Research Associates

Citizen Attitudes Toward Drug Testing: Value Conflict or Consensus?

Dorothy Davidson Nesbit,
Northern Illinois University

Public Perceptions of Homeless People: The Effect of the Homeless on Personal Safety Perceptions

Jose C. Casal, Port Authority of New York
and New Jersey

Public Opinion Research and Policy Making: The Case of "Business Climate"

Daniel J. Sullivan, Minneapolis Star and Tribune

12:30pm

Aztec Room

1988 Conference Committee Meeting

Lunch and Farewell

Abstracts

Didactic Sessions

Statistical Packages for Microcomputers: An Evaluation

Mark West, FGI

As personal computers become cheaper and software grows more plentiful, the option of analyzing survey data with one's own hardware instead of a remote mainframe becomes more attractive. Some recently developed statistical packages emulate the work of old friends like the mainframe versions of SAS and SPSS. A new shareware product -- a statistical analysis program that can be legally copied and passed along -- is also available. A comparison of these products can provide guidance in making the change from mainframes to micros.

Correspondence Analysis: The Hidden Aspects of Crosstabs

Gary M. Mullet, SDR

Correspondence analysis is a relatively new technique for examining data which is generally in crosstabulations or contingency tables. One of the major outputs of such an analysis is a perceptual map, based on principal components analysis of both the rows and columns of the data table. The map or graphical data display can also include supplementary variables, time series data and ordered response categories. A further use of some of the computer programs available is to perform cluster analysis of nominal and ordinal scale variables. A variety of examples will be shown and discussed and references for further reading will be supplied.

Session 1

Advances in Mail Surveys

Response Effects in Mail Surveys: A Comparison with Interview Surveys

*Stephen A. Ayidiya,
University of Akron*

Questionnaires were mailed to a systematic sample of 532 adult residents of the Akron, Ohio, metropolitan area in March and April 1986. Respondents were randomly assigned to receive either Form A or Form B of a questionnaire with 12 exact replications of previous experiments conducted or reported by Schuman and Presser, Bishop et al., and McClendon.

The results indicate significant question-order effects in mail surveys for one experiment, with effects in the mail surveys not significantly different from interview results. Four response-order experiments did not show significant order effects. Nevertheless, in three out of four cases the response differences were in the same direction and not significantly different from those of the interview surveys.

Using a no opinion filter increased DK responses to the same extent in the mail survey as in interviews. Similarly, the effects of including the middle response alternative are alike in both methods. Acquiescence is found for items on the causes of crime and the suitability of each sex for politics.

Alternatives to Magazine Distributed Questionnaires: Results of an Experiment

*Don A. Dillman, Lesli
Peterson Scott and Sonia
Hussa, Washington State
University*

Magazine Distributed Questionnaires (MDQs), which have proliferated in recent years, are frequently criticized for not obtaining a representative response from subscribers. Available mail techniques for achieving representativeness such as the Total Design Method (TDM) are seldom used to supplement or substitute for MDQs because of cost and the difficulty of implementation. Comparisons among three groups of subscribers to a university alumni publication showed wide differences in rate of response and variable distributions between those who responded to the MDQ (Treatment 1) and two other samples. One of these other samples received a regular Total Design Method (TDM) survey (Treatment 2) and the third received a special method designed to be less costly and easier to implement (Treatment 3). Differences in response rates and results between Treatment 2 and 3 were negligible. The procedures used for Treatment 3 are recommended as an inexpensive and easy-to-implement alternative for checking the validity of results from MDQs.

Motivating Respondent Cooperation In the Decennial Census: What Are the Important Messages?

*Jeffrey C. Moore,
U.S. Bureau of the Census*

A decade of research results suggests several conclusions about how to stimulate greater cooperation with the decennial census. Among the more important are:

- exposure to pre-census publicity can improve census cooperation rates, especially among population groups that are the most difficult to enumerate;
- local community organizations are potentially a very potent channel for census outreach messages;
- the major role of census outreach should be to educate -- not persuade -- and the most effective and most needed information include the purpose of the census and the uses of census data, and
- the census form mailing package also serves an outreach function, and may be the only access to substantial portions of important population groups.

As currently planned, outreach efforts in the 1990 Decennial Census will put into practice many of the key findings of this earlier research.

Session 2 The Drug Issue as a Case of Agenda-Setting

NIDA's Cocaine Abuse Prevention Campaign

*Avraham Forman and Susan
Lachter, National Institute on
Drug Abuse*

In 1983 and 1984 the National Institute of Drug Abuse recognized a tremendous increase in the health consequences of cocaine -- a doubling and eventually a tripling of deaths and emergency room visits due to cocaine-related effects. Therefore, NIDA developed an overall communications strategy which was designed to correct public misconceptions about cocaine's addictive qualities and its severe health consequences.

The multimedia prevention campaign included scientific monographs, radio and television public service announcements and print ads. A recent survey of beliefs and knowledge about drugs shows an increased recognition of cocaine's negative effects, as well as a very negative general view of the drug abuse problem.

Changes in Media Coverage of Drugs Since 1982

*John Merriam,
Issues Management Letter*

Issues Management Letter presents a biweekly track of coverage given to public issues in the U.S. media. Coverage of drug issues is compared over time to coverage of other issues competing for mass media attention. The National Media Index reflects all print news space print and broadcast time broadcast for more than 450 issues. Total exposure is determined by weighting network TV, newspapers, and magazines in accordance with survey research data on where people seek their news.

Agenda-Setting of Drug Issues Within the Media

*Stephen D. Reese,
Lucig H. Danielian and
Melody Townsel, University of
Texas*

The traditional agenda-setting approach has been to correlate media attention to issues with the salience those issues have for the public. At present, no research has systematically examined the formation of this media agenda as an inter-media phenomenon. By their nature, elite media play leadership roles by helping define issues and their angles for other media.

The drug issue provides a good opportunity to determine the nature of media leadership by examining the attention paid to drugs in 1985 and 1986 in national and local print and broadcast media. This time frame was chosen to include the assignment by The New York Times in November 1985 of a separate reporter to the drug issue and the passage of the anti-drug bill by Congress the following October.

Drug Coverage and Public Opinion, 1972-1986

*Pamela J. Shoemaker, Wayne
Wanta and Dawn Leggett,
University of Texas*

The agenda-setting hypothesis states that the importance the public places on an issue will be related to media emphasis of that issue. An investigation of the coverage of drug issues by nine news organizations from 1972 to 1986 shows that the number of drug stories varied dramatically over the 15-year period.

The media studied include The New York Times, the Chicago Tribune, the Los Angeles Times, Newsweek, Time, U.S. News and World Report, ABC News, NBC News and CBS News. Media coverage is compared with the percentage of Gallup poll respondents between 1972 and 1986 who cite "drugs" when asked what is the most important problem facing the U.S. The correlation between public opinion and media coverage is made monthly for six months prior to the poll and one month following the poll.

America's Drug Abuse Problem In the Media: Is It Real or Is It Memorex?

*Lloyd D. Johnston,
University of Michigan*

During late 1985 and nearly all of 1986 there was a continuous and fairly dramatic increase in the attention paid by the national media to illicit drug use in this country. Survey data show that in general drug abuse had been on the wane among American young people for several years prior to this crisis reaction, leading to the question of whether the media's response was simply a much-delayed recognition of the earlier crisis. Members of the press, in fact, began to berate their own profession for having created "the crisis." However, some important qualitative changes in drug abuse, which will be documented from national survey data, were occurring during this period. It is hypothesized that they, at least in part, helped cause the sense of public alarm and, indeed, that they justified a crisis response. Other dynamics are also hypothesized to help account for the amount and quality of media attention paid to the problem.

Session 3 Cultivation Theory and Some Special Applications

Television's Mean and Dangerous World: A Continuation of the Cultural Indicators Perspective

*Nancy Signorielli,
University of Pennsylvania*

Analysis of network dramatic programming broadcast between 1967 and 1986 shows that the basic structure of themes, characterizations, action and fate in the worlds of dramatic television is remarkably stable from year to year. Moreover, the level of violence has remained constantly high, especially in the early evening hours (8 to 9 p.m. EST), when most children are in the audience.

Recent analysis of General Social Surveys continues to support and expand earlier findings. For most viewers, there is a positive relationship between television viewing and expressing notions of relative danger, mistrust, dependence and -- despite television's supposedly "entertaining" nature -- alienation and gloom.

Session 4 Researching Controversial Subjects

Threatening Questions for the Public In a Survey About AIDS

*Diane Binson, Patricia A.
Murphy and David Keer,
University of Illinois at
Chicago*

Foreseeing the course of the AIDS epidemic requires establishing the prevalence of AIDS risk-related behaviors in the general population. However, is it feasible to ask the general population sensitive and threatening questions in a telephone survey? In an RDD pilot study we found that respondents would provide information about sensitive topics, i.e., number and sex of partners, use of condoms in vaginal and anal intercourse, and the sharing of needles to inject drugs. Success in collecting these kinds of data is related to a number of factors including question order and wording, comprehensive training of interviewers to desensitize them to the language required to ask these kinds of questions, and the saliency of the topic of AIDS.

Domestic Violence Survey

*Irving Crespi,
Baruch College,
City University of New York*

The New Jersey Department of Community Affairs commissioned a study of public attitudes on domestic violence, effective methods for dealing with the problem and the characteristics of offenders. Telephone interviews were conducted with 1,018 New Jersey residents 18 and older, using an RDD sample. There is near consensus that domestic violence is a public concern, and when there is physical abuse there is a high probability that the public will define it as a crime. Mental abuse is perceived as a non-criminal form of domestic violence.

The majority supports reliance on the police and criminal justice system to deal with offenders. At the same time, the public endorses counseling and reconciliation efforts to deal with domestic violence. There is recognition that domestic violence stems from personality characteristics, not situational circumstances, and that it occurs at all socio-economic and educational levels. Nonetheless, the image of offenders is stereotypical rather than an informed understanding of violence-prone individuals.

Session 5

Public Opinion in China

China's America Watchers: Images of the United States

*David Shambaugh, University
of Michigan*

Since Mao's death in 1976 a community of approximately 500 "America Watchers" has emerged in the People's Republic of China. This consists of individuals in the central bureaucracy, military, journalism, universities and research institutes whose profession is to study the United States and interpret it for their respective audiences -- which range from the top leadership to the man in the street.

Their images of America essentially divide into two groups:

- an orthodox Leninist/Stalinist image of imperialism and state-monopoly capitalism which argues that the totality of American politics and economy is but a function of the financial oligarchy; and
 - a "liberal" image which takes account of the plurality in American society, government, economy and foreign relations. The trendline over the last decade is distinct movement from the first group to the second. This dichotomy in contemporary Chinese images of America further reflects a long-standing ambivalence in Chinese perceptions of the West which dates to the 18th century, and owes much to the Confucian worldview which makes it difficult for Chinese to fully grasp or appreciate the positive value which Americans attach to competition, diversity and adversarial relationships. Nonetheless, the Chinese leadership and public is better informed today about the U.S. than at any time in the last 50 years, and this is a direct result of the impact of China's America Watchers.
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Session 6

Human Relations in the "Me" Generation

Race and Trust In Government: Testing the Political Reality Model

*Susan Howell and Deborah J.
Fagan, University of New
Orleans*

Ever since the University of Michigan began measuring political trust over 20 years ago, students of behavior have noted racial differences. Since 1967 blacks have been notably less trusting than whites. The explanation most commonly offered is the political reality model. This paper directly tests the political reality model by comparing the relationship of race to trust in two settings -- the nation in 1984 and a city where a black mayor and administration had been in office for eight years.

If the political reality model is correct, the relationship of being black to trust should be positive in the local setting, precisely the opposite of the negative direction in national samples. The political reality model performs well under direct testing. When the political reality of blacks changes, their level of trust in government changes. In the unusual case of blacks being in political power this change is dramatic.

As others have found, the CPS trust questions measure in large part one's evaluation of incumbents. These incumbent evaluations are part of the political reality that blacks respond to when answering the trust questions. The model is weakened among the educated because they are more discriminating about incumbents and are able to respond to the trust questions more abstractly.

Fact and Fiction: Perceptions of the Bill Cosby Show

*Regina G. Sherard,
University of North Carolina*

"The Cosby Show", NBC's hit comedy series about an upper-middle class black family (the Huxtables), is watched by North Carolina viewers of diverse socio-economic and educational backgrounds. More than three-fourths of those polled have seen the program at least once and roughly one-third of the respondents watch it every week. Twice as many blacks as whites are regular viewers of "The Cosby Show," but viewer appeal is comparable for both urban and rural residents. Viewer identification with the television family stretched across educational and income lines, with 47 percent of the respondents indicating that their lives were like the television family. White viewers were nearly as likely as black viewers to say their lives paralleled the Huxtables. However, few of the show's viewers said the program accurately reflected the lifestyle of most black families. Respondents were almost equally divided on their speculation of whether blacks could someday achieve the lifestyle depicted on The Cosby Show.

Anti-Semitism Among Fundamentalist Christians

*Frank M. Newport,
Tarrance, Hill, Newport &
Ryan*

Religiously conservative Christians in this country in 1986 are very particularistic, and feel strongly that their Christian views are the only correct or justified approach to God or religion. Jews, thus, like any non-Christian group, are considered to be appropriate targets for evangelism and concern among conservative Christians.

There is, however, minimal direct expression of negative attitudes towards Jews based specifically on the tenets, history, or beliefs of fundamentalist Christianity. There are, in fact, indications of more positive attitudes towards Jews among conservative Christians based on a common Judeo-Christian heritage. Additionally religiously conservative Christians express very little overt, "secular" anti-semitism when asked directly about their views of Jews. About four in ten conservative Christians, however, agree with at least one (out of seven statements) about Jews which they Christians also describe as a negative trait.

Session 7 Star Wars: Surveys and Semantics

Surveys, Semantics, Star Wars

*Lorand B. Szalay, Institute of
Comparative Social and
Cultural Studies*

Surveys about the SDI/Star Wars program as reported by various independent polling organizations show exceptionally broad discrepancies. Beyond the more conventional sources of error, our research centered on the role of semantics: What difference did it make whether the people surveyed were asked about the SDI program or the Star Wars program? Findings are based on the use of seven unit evaluative scales and indicate that about half the respondents (N=82) evaluated the SDI program more positively than they evaluated the Star Wars program. Fifty-seven gave both the same rating, while only a small group (N=32) rated Star Wars more positively. A more detailed semantic analysis was used to identify differences in perceptions created by one label compared to the other. The role of semantic factors in survey research will be discussed.

Session 8

New Research Directions: Semiotics in Marketing, Advertising and Consumer Research

A Report on the Status of Semiotic Applications in Marketing

*Jean Umiker-Sebeok,
Research Center for
Language and Semiotic
Studies*

The main thrust of semiotics -- which has its roots in Greek medicine and symptomatology -- is the development of reliable methods of reading signs, whether those of ailing individuals or of social groups and society as a whole. Best known for qualitative approaches to verbal and non-verbal texts and for expanding the notion of text to all aspects of culture and social behavior, semioticians analyze a meal, novel, or dress as messages whose meaning depends on semiotic codes understood (if only dimly) by different cultural groups and sub-groups.

In recent years, semiotic concepts and methods developed for the study of a host of sign systems have diffused with an ever-quicken pace into marketing and consumer science. Adopted as a means for forming new hypotheses about products, promotion, consumption experiences and consumer lifestyles, semiotics challenges researchers to question accepted ways of interpreting messages and dig deeper and more systematically into what we are accustomed to viewing as irrelevant or insignificant aspects of public displays by both consumers and producers. Such seemingly trivial events and objects are actually powerful "symptoms" of the attitudes, emotions and logic of the body politic.

The Semiological Analysis of Artworks via the Interpretation of Consumption Symbolism and Marketing Imagery: Hermes Speaks

*Morris B. Holbrook,
Columbia University*

The semiotics of marketing has much to contribute to the study of consumer behavior in general and consumption-related communications in particular. Differences between the positivistic and interpretive approaches to the semiotics of marketing communications may be illustrated by the example of research on artistic consumption. Here, the tradition of positivistic research on consumer esthetics appears well-established. By contrast, one finds a widespread neglect of the interpretive approach to the role of symbolic consumption and marketing imagery in shaping the meanings of works of art. This suggests the need for greater attention to the interpretation of consumption symbolism and marketing imagery in the semiology of art.

Semiotics: Determining What Advertising Means to the Audience

*Charles E. Cleveland,
Quester, Inc.*

Words are labels; in themselves they have no meaning. Consumers give meaning to labels they hear or see. What meaning will the consumer give to the labels in an advertisement? Semiotic analysis can be used to determine what lexical items mean to consumers. Semiotic analysis is based on one assumption, that the way consumers use language is the best predictor of what they will understand words to mean. Hundreds of consumers were asked to think about a subject and develop a verbal train of thought. This verbal train of thought was tape recorded and transcribed into computer readable form. Analysis was then performed to determine the semantic associations consumers made (what ideas came to mind when a consumer used a particular word), the syntactic order and grammar consumers used with a particular word, and the context (pragmatic) within which the word was used by consumers. Examples of this kind of analysis for major advertisements will be provided.

Session 9 Pornography in America

Attitudes Toward Sexually Explicit Materials: Is There a National Standard?

*Charles Winick,
City University of New York*

The question of the existence of a national standard of attitudes toward pornography has theoretical importance and practical relevance since the 1973 U.S. Supreme Court decision that left each "community" free to develop its own procedures for handling sexually oriented materials in the arts. Surveys asking the same questions in ten different states which range widely in terms of population, region, socioeconomic status, political preferences, and other variables suggest that there is a reasonable national consensus of attitudes on the degree of tolerance of sexually oriented materials.

Session 10

Great Moments, Methods, Minds and Matters: The History of AAPOR

Histories ought not simply to get things right, but also to set them in perspective. Our AAPOR history does this by noting that our young profession is part of a great historical movement that increasingly recognizes the importance of surveying individuals for policy purposes. The methodology grew hand-in-hand with increased world democratization and is practiced most broadly today in countries valuing self-sovereignty.

AAPOR's history consists of great minds -- Stouffer, Hyman, Lazarsfeld, Roper, Gallup and their peers. They created and implemented great methods -- multi-stage probability sampling, focus interviewing, questionnaire measurements, attitudinal scales. They dealt with such great issues as developing new methods, protecting privacy of research subjects, and establishing long-term, wide-scale research programs in the United States with the hope of establishing them throughout the world "for reporting world opinion to the United Nations."

Previewing the forthcoming publication, *The History of AAPOR*, four key authors highlight their chapters.

Developments in Survey Methodology

*Jack Elinson,
Rutgers University*

Jack Elinson gives an intimate account of who did what and when in setting the "standard" methodology of survey research. A strong methodologist himself, he was there at Williamstown and part of Stouffer's group in the Armed Forces Morale Attitudes Research Branch conducting landmark research on the American soldier.

Improving Survey Standards

*Sidney Hollander,
Hollander-Cohen Associates*

The initial constitution drafted by the first Standards Committee was challenged by those who warned that "attempts to impose standards might cause disruption of the organization." But the fears of early objectors, (mostly commercial practitioners) proved as groundless as the ambitious hopes of standards advocates (mostly academics). While the trend has been toward investigative procedures of the kind feared by early opponents, the applications are about ethics, not standards.

Successive Standards Committees recognized that procrustean measures cannot be applied to the diversity of members' activities; practically anything goes as long as the perpetrator accurately describes what was done and does not claim more than can be justified.

Polls, Media and the Democratic Process

*Kathleen Frankovic,
CBS News*

When AAPOR was organized, its founders expected public opinion polling to revolutionize the democratic process -- spreading to many countries and many government bureaus in the U.S. -- giving government the ability to know precisely what the public wanted. These global aims were scaled back after the polling debacle of 1948, when Gallup, Roper and Crossley all forecast a Dewey landslide. The soul-searching that followed underscored whatever tensions already existed between academics and practitioners.

There was soul-searching at AAPOR, but another organization, with AAPOR's consent, investigated. At various other times in its history (1968, 1980), AAPOR would consider the appropriateness of investigating pre-election polls, but no full-scale AAPOR investigation ever took place. Much of the consideration of the public polls and their role in the democratic process would take place in public at AAPOR conferences, not at Council deliberations.

Major Persons In AAPOR

*Don Cahalan, University of
California at Berkeley*

Don Cahalan describes the personalities moving AAPOR from the beginning and at key stages in the organization's life. As general coordinator for the Central City conference and a 40-year member of AAPOR, he has worked closely with AAPOR's founders and movers.

Through the Looking Glass: Paul Lazarsfeld Reflects on His Career

*Ann Pasanella,
Columbia University*

An ardent proponent of intellectual introspection, Paul Lazarsfeld left numerous letters, memos and recollections among his personal papers to disclose the inner landscape of his work. Ann Pasanella worked with Lazarsfeld at Columbia University. Although Pasanella is not a contributing author of the AAPOR history, she adds an interesting dimension from her study of Lazarsfeld's "intellectual introspection."

Session 11

Context Effects in Questionnaire Design

Friends May Disapprove of Drug Use, But Not As Much as Parents Do: Another Lesson In Questionnaire Context Effects

*Jerald G. Bachman,
University of Michigan*

Each year since 1975 large nationwide samples of high school seniors have completed questionnaires including items about drug use and related attitudes. The 1980 survey showed distinct increases in the percentage of seniors reporting their friends would disapprove if they used various drugs. Prior to 1980, a similar set of questions about parents' disapproval had appeared immediately ahead of the items about friends. The questions about parents appear to influence the way seniors interpret the disapproval scale; once free of that context effect, disapproval attributed to friends jumps to higher levels. The data from 1980 onward may therefore be more valid, although that remains a judgment call. More important, the findings indicate the need for caution in making even apparently minor year-to-year changes in questionnaires used to estimate trends.

Issue Involvement and Response Effects In Public Opinion Surveys

*George F. Bishop,
University of Cincinnati*

The conventional wisdom of public opinion research predicts that the influence of variations in question form, wording, or context would be strongest among those respondents who are least involved with an issue. Contrary to this expectation, the data from a variety of split-ballot experiments conducted in Greater Cincinnati suggest that variations in question form, wording, or context influence respondents who are highly involved with an issue just about as much as those who are less involved with it.

Explaining the Abortion Context Effect

*Jacqueline Scott,
University of Michigan*

The public's judgment of whether a married woman who does not want any more children should be allowed a legal abortion is decidedly more conservative when that question follows one that asks whether legal abortion should be allowed if there is a strong chance of serious defect in the baby. Split ballot experiments cast considerable doubt on three main explanations as to why the order effect occurs: the subtraction hypothesis, the contrast hypothesis, and the suggestion that respondent's ambivalence conditions the order effect. The married woman item is not crucial to the effect but the defect item is more crucial. The defect item makes salient the baby's life, whereas other items like the mother's health or rape emphasize the woman's needs. The order effect is most marked among secular respondents, perhaps because they are less likely than the more religious to spontaneously oppose abortion.

Session 13 Public Opinion and Popular Culture

America's Heros and Heroines: A Trend Analysis of the "Most Admired Person Series, 1947-1987

*Tom W. Smith, National
Opinion Research Center*

Presidents and presidential substitutes have been the overwhelming choices of Americans over the past four decades. Among men favorite choices have included sitting presidents, ex-presidents, and presidential hopefuls. Since there have been no women presidents, respondents have turned to First Ladies, ex-First Ladies, foreign heads of state and government, and, in 1984, the Democratic vice presidential candidate. Americans have rarely selected business leaders, raising the question why does the bastion of capitalism not admire its capitalists? Among other groups admired by the public the leading categories are military leaders (prior to Vietnam) and religious leaders (especially Billy Graham and the Popes). Major differences exit in the preferences of sub-groups. These differences have not diminished over the last 40 years and thus do not provide any support for the massification theory.

Metaphors for Public Opinion In Literature

Kurt W. Back, Duke University

The changing meaning of public opinion is investigated by studying the use of metaphors in literature. Public opinion can be seen as an integral part of society; it is represented by such varied metaphors as chorus, as voices from the gods, as destiny, as an expression of the common people against the rulers, as threatening peer pressure to enforce social norms, or as a manipulable set of individual opinions. The metaphors expressing these views range from the chorus in Greek drama, to the goddess of Rumor, to stories of disguised rulers exploring the views of the people, to more complicated ones about the manipulation of public opinion. These metaphors and their relation to social organization are fruitful in constructing theories of public opinion.

The Public as Dummies: Comments on American Ignorance

D. Charles Whitney and Ellen Wartella, University of Illinois at Urbana-Champaign

A number of recent public polls and commentaries on the media have suggested that the American public is, across a broad range of issues and topics, woefully uninformed, to the extent, as one commentator argues, that citizens "are not mentally prepared to continue the society because they basically do not understand the society enough to value it." A review of the literature does disclose vast areas of general-public ignorance. However, the argument here is that those who see downward trends in public knowledge, most usually occasioned by the advent of television, lack precision in their definitions of 'the public' across time and data to suggest any true declines in public knowledge.

Session 14

Response Effects

Response Frame Effects in "Which is the Whatest?" Data

Ed Blair, University of Houston, and Scott Burton, Louisiana State University

"Which is the whatest" data -- for example, data where respondents have been asked which is the most important problem facing the nation, which product attribute is most important in brand choice -- always should be taken with a grain of salt. They are vulnerable to various influences. For example, an important issue may not be elicited by an open question because the issue is not salient; respondents don't think of it at the time of the interview. Even if respondents do think of the issue, they may not mention it because it is outside their response frame; for any of various reasons, they don't realize that the issue is relevant to the question.

We show two examples of response frame effects. In our examples, respondents provide preference rankings for a group of products, including some which are unacceptable to most respondents. When asked to cite the factor which was most important in determining these rankings, many respondents appear to answer only with respect to the ranking of acceptable products.

Satisficing: A Response Strategy for Managing the Cognitive Demands of Survey Questions

Jon A. Krosnick, The Ohio State University, and Duane F. Alwin, University of Michigan

Using data on adults' values regarding qualities of children from the 1980 General Social Survey, this research demonstrates that respondents sometimes choose merely satisfactory answers to survey questions when the cognitive costs of choosing optimal answers are high. Satisficing is more prevalent among people with less cognitive sophistication, though it is no more prevalent among people for whom the topic of a question is low in salience and/or personal importance. Most importantly, we find that satisficing dramatically distorts the substantive indications of correlational analysis. By doing so, we resolve a puzzle in the literature on the structure of parental values and their relation to social class.

**Respondent-Interviewer Sex-Based
Interaction Effects on Gender-
Sensitive Questions**

*Nancy L. Whelchel,
Rutgers University*

Sex-based respondent-interviewer interaction effects on gender-sensitive questions were found in data from a 600-person (400 women and 200 men) telephone survey conducted in December 1985 by the Center for Public Interest Polling of the Eagleton Institute of Politics. These effects were not always in the expected direction. A number of questions on sex discrimination, including awareness of, salience, blame, and perceived solutions were used in this analysis. Multivariate analysis was used to determine the relative contribution of the interaction effect and other demographic variables to the total variance.

**A Split-Ballot Experiment In
Measuring Public Attitudes About the
Liability Insurance Controversy**

*Scott Keeter and J. David
Kennamer, Virginia
Commonwealth University*

The liability insurance controversy provides the context for question-wording experiments concerning the provision of reasons or prefaces in attitude questions and the range of response categories given in closed-ended knowledge questions.

A split-ballot questionnaire was administered by phone to 553 randomly selected residents of the Richmond, Va., metropolitan area in Fall 1986. Respondents were significantly less likely to place blame on actors in the controversy when the question preface provided a specific way in which they might be at fault. Obviously, respondents could have blamed them but not for the reason given. On two of three knowledge questions, placement of the correct response in a list of response categories affected the likelihood of respondents choosing that option.

Session 15

Direct Measurements

New Technologies in Electronic Measurement

Edward V. Chapel, Paul Donato and Pei-Hsin Shao, R.D. Percy & Company

Currently, the most advanced systems for measuring television audiences require that the members of a ratings household actively respond to a prompt or question which queries, "Who is watching?" This methodology is subject to all the limitations generally associated with any self report instrument. Unobtrusive instruments are currently being developed which can directly ascertain the number of TV viewers in a room when the television set is turned on. These unobtrusive instruments introduce a new class of problems, namely, determining who people are, given that their presence has been directly measured. An algorithm has been developed which analyses patterns in individual viewing behavior over time and yields conditional probabilities that the observed person is a particular household member. The efficiency and feasibility of these algorithms are tested for a variety of household demographic conditions.

Diffusion of Behavioral Response to Pricing

Mel Prince, National Brand Scanning

An econometric model can be useful in unraveling rates of diffusion of response pricing variation. The model is the polynomial distributed lag regression. Typically, this model is employed when the effect of variable x on another variable y is not contemporaneous--but is distributed over a period of time. The polynomial distributed lag model is far more realistic than simple regression for the application under consideration, since in the case of pricing changes it would seem rather likely that behavioral response would be spread out in time, as different households would be in their own individual phases of the purchase cycle.

Data used to test the model have been taken from national brand scanning's records of prices and weekly sales movement for an HBA product. Data were measured from 268 stores in 13 ADI'S (areas of dominant influence). The data extend over a period of 26 consecutive weeks. The model was successfully implemented. An optimum fit was found for seven lags of average retail prices for the brand. In addition, the polynomial equation fitted for weights worked best when the equation was in the third degree.

Scanner Data: What It Can and Cannot Do

Judy Bayer, Carnegie-Mellon University, and John W. Keon, The Marketing Advantage

Scanner data has become an important source of information for manufacturers of frequently purchased packaged goods. Scanner data recording consumers' purchases of many grocery items are collected and reported weekly at the store level, and at each purchase occasion at the individual household level. Single-source data are now becoming available which record use of sales promotions and exposure to television advertising. Scanner data are a highly accurate source of behavioral information. Their use is unobtrusive and enables manufacturers to track performance of their own and competitive brands over time.

Within limited markets field experiments can be run, allowing advertisers to assess such things as the effect of advertising quantity, copy changes, and TV program content on purchasing behavior. While scanner data are collected in a non-representative sample, aggregate store data now approach representative samples. However, casual inferences cannot be drawn from these data. Scanner data are not collected for non-grocery store products, such as consumer durables or services.

The SPOT Program: A New Era In Earth Observation

Pierre Bescond, SPOT Image Corp.

The launch of SPOT 1, the world's first commercial remote sensing satellite, marked the beginning of a new era in earth observation by openly providing the most detailed images available from civilian satellites of any location on the earth surface, including those areas previously hidden from view by political or physical restrictions. The imagery is being increasingly used by the news media to report on strategic activities in the Soviet Union and elsewhere. The imagery also provides a powerful tool for detecting, mapping and measuring surface conditions of interest to farmers, foresters, urban planners, exploration geologists, map makers and others involved with environmental planning and management.

Session 16

Science and Media

Reporting on Chernobyl: Conflict and Confusion Between Scientist and Journalist

*Phyllis Endreny,
University of Chicago*

Recent studies of science reporting in the mass media suggest that the gap between good science and good journalism is narrower than once imagined. But the gap has certainly not closed entirely.

In the highly charged atmosphere of reporting on Chernobyl, the two key actors, nuclear scientist Dr. Lynn Anspaugh and New York Times reporter Stuart Diamond, were left deeply aggrieved by the perceived misrepresentations by the other.

Where does the communication breakdown occur? How do news processes magnify that breakdown? What are the ramifications for accuracy and completeness? How do old stereotypes "explain" the conflict to the aggrieved parties? Is this a communication breakdown or a battle of ideologies: a systemic product of structured professional disparities or an idiosyncratic product of personal biases?

Educating the Public About Environmental Health Risks: A Model

*Audrey R. Gotsch, Amy Duff,
and Ricki Kashdan, University
of Medicine and Dentistry of
New Jersey*

Awareness and concern about the existence of hazardous substances in work, school and community environments and the impact of toxic substances on health have been increasing in both the scientific and lay communities.

Eight topics of greatest concern to New Jersey residents are: water pollution, air pollution, stress, herbicides/pesticides, dusts (including asbestos), toxic dump sites, carcinogens and nuclear power. Health and safety professionals identified the same eight areas of concern but were consistently less concerned than the public.

The public is informed through toll-free telephone service, topical information sheets, a newsletter, a directory of related organizations, a health and safety guidebook for industrial managers and educational programs for children and adults.

Helping the Press Inform the Public About Environmental Risks

*Michael R. Greenberg,
Rutgers University*

In order to facilitate communications between experts and journalists, an interdisciplinary team of journalists, health scientists and health educators is working on two complementary research projects. The News Sources project, aimed at helping experts, is producing a handbook on how government, industry, citizen, and academic sources can explain environmental risk to the media and the public. Initial research began on this four-year project in late 1985. The second project, called the Environmental Risk Reporting project, began in January 1985.

Three questions frame the risk reporting project:

- The adequacy question: What are the needs of print and broadcast journalists as measured by what they have written and broadcast?
 - The demand question: What information do journalists say they want?
 - The supply question: How feasible is it to provide information to journalists?
-

Session 17 Public Opinion and Media I: Shaping the Media

Chain Ownership and Business Orientations of Editors

*Clarice N. Olien,
Phillip J. Tichenor and George
A. Donohue,
University of Minnesota*

Does out-of-state corporate ownership of newspapers lead editors to be more or less likely to express opinions? The "outsider" notion holds that chain newspapers under distant corporate ownership are less concerned with local news and more with business and profit concerns. Data from 78 Minnesota editors interviewed in 1985 show that out-of-state corporate ownership is negatively associated with mention of profit criteria as a basis for satisfaction and with mention of business or civic promotion as a function of the newspaper in the community. On the other hand, out-of-state ownership is positively associated with judgments of the appropriateness of editorializing about new business. Chain ownership was not strongly correlated with opinions about coverage of business news. These findings are consistent with a model based on community pluralism, complexity of organization and role specialization.

Session 18

Public Opinion and Media II: Media Effects

Not Agendas Alone: An Information Processing Model of Media Effects on What People Think

*Robert M. Entman,
Duke University*

Newspapers significantly affect the substantive political attitudes of their readers. Diversity of news perspectives and editorial liberalism show significant associations with readers' support of specific interest groups, public policies, and politicians. The relationships vary among self-identified liberals, conservatives and moderates, and Democrats, Republicans and Independents. The differences accord with information processing theory. The standard assertion in most recent empirical studies is that "media affect what people think about, not what they think." The findings here indicate that media coverage makes a significant contribution to what people think, one that depends upon the specific message dimension and specific audience subgroup.

The Achille Lauro: A Study In Terror

*Josephine Holz, Eric Cardinal
and Dennis Kerr, NBC*

To examine some of the untested assertions often made about the possible harmful consequences of television news coverage of terrorism, a panel study was conducted with a national random sample of adults recruited to watch an hour-long NBC news special about the 1985 or the Achille Lauro cruise ship. The program included an extended interview with Abul Abbas, who masterminded the hijacking.

Before viewing the broadcast, respondents expressed a high degree of concern about terrorism and little sympathy for terrorists. Their views were largely unchanged after seeing the program. The broadcast did not engender any support for Abbas or his cause. Though viewers' attitudes about news coverage of terrorism in general tended to be negative, both before and after the broadcast, their opinions about the Achille Lauro special were very favorable.

**The Impact of Divergence Between
the Mass Media and the Grapevine:
What You Read Versus What You
Hear**

*Robert Mason,
Oregon State University*

Mass media exposure is strongly related to fear of getting caught if one cheats on his or her income taxes and is directly related to taxpayer honesty among Oregon adults. Yet, admitted tax evasion remains widespread and is not declining. One possibility is that personal discussion may nullify messages that flow from the media. Interpersonal discussion is related to low fear levels and to noncompliance. The data point to a divergent communication model, one in which interpersonal discussion does not reinforce media information.

**Perception of Media Effects: Partisan
Reaction to News of the Arab-Isaell
Conflict**

*Richard M. Perloff,
Cleveland State University*

A 14-minute videotape was constructed by assembling key stories from network news coverage of the 1982 Lebanon war. Materials were selected in order to ensure that both Israel and the Palestine Liberation Organization were portrayed approximately equally as aggressors and as victims. Thirty-four pro-PLO and 34 pro-Israel students, recruited from universities across the state of Ohio, completed a questionnaire after watching the videotape.

Their responses differed markedly and also diverged from those of a control group of 34 neutral university students. Predictably, partisans from each side perceived that the videotape contained more biased references against their side and in favor of the opposition. Furthermore, pro-Israel and pro-Palestinian partisans diverged in their perceptions of how the news videotape would influence public opinion toward Israel, the PLO, Arabs and Jews. The findings shed light on the media's controversial coverage of the 1982 war in Lebanon and on the possibility of third-person audience effects.

Session 19

Selecting and Coping with Respondents

An Empirical Comparison of the Kish and Most-Recent-Birthday Methods for Selecting a Random Household Respondent In Telephone Surveys

*John Tamai, Eugene A. Rosa
and Lesli Peterson Scott,
Washington State University*

A persistent methodological question faced in telephone surveys is how to select the person in each household who will be interviewed. A split-ballot experiment was conducted to compare two techniques of respondent selection: the "Kish" method which requires the interviewer to enumerate the adults currently residing in a household, along with their age and sex; and the "most recent birthday" method which selects as the respondent the adult who has most recently had a birthday.

Both methods of respondent selection were evaluated in 15-minute CATI interviews of 1,800 RDD respondents from southwest Washington State. The Kish procedure was found to increase non-response error, while the birthday method increased sample selection biases. The Kish procedure resulted in about 10% more refusals than the birthday method. However, the birthday method resulted in selecting the wrong respondent at least 20% of the time. A comparison of the two samples on demographics revealed only small differences.

Trade-Offs In Respondent Selection Methods: Theoretical Purity versus Real-World Problems

*Cliff Zukin and Bob Carter,
Rutgers University, and Mark
Schulman, Schulman, Ronca
and Bucuvalas*

Two matched cross-sectional samples of 400 adult New Jersey residents were interviewed by telephone in July 1986. While all households were selected by the identical probability (RDD) method, respondents in one sample were selected via the "last birthday" method; respondent selection in the other was accomplished through a non-probability method where interviewers attempted to complete the interview with the first eligible respondent contacted.

An analysis in the form of significance tests (Chi-square) shows no substantial differences between the two samples in any of the three areas examined:

- basic demographics (education, age, race, income);
- basic political orientations (partisanship, ideology);
- substantive questions in a number of policy areas.

The sample selected through the last birthday method, however, had a significantly higher refusal rate and was more expensive to interview.

Session 20

Voting in the '80s

Characteristics of "Floaters" In the 1984 Presidential Primary Period

J. David Kenamer, Virginia Commonwealth University

Respondents to a survey in the Richmond, Va., metropolitan area in March 1984 were asked for their presidential preference in a series of "trial heats" between Ronald Reagan and Walter Mondale, Reagan and Gary Hart and Reagan and John Glenn. They were divided into three groups based on these choices: those who consistently chose the Democrat, those who consistently chose Reagan, and those who "floated" depending upon the identity of the Democrat.

The floaters were younger, read fewer newspapers, reported less interest in the presidential campaign and paid less attention to it than the other groups. The responses of the floaters, although "in between" the Democrat and Reagan groups, are consistently much closer to the Democrat group on party identification and liberal-conservative scales, on indices of approval of Reagan's presidential performance and on several more specific issues.

The Changing Meaning of Party Registration in Connecticut, 1985-1986

*Peter Tuckel, Hunter College;
Richard Maisel, New York University; and Kurt Schlichting, Fairfield University*

Apparently contravening the national trend toward decreased partisanship, the proportion of voters registered as unaffiliated in Connecticut has undergone a steady decline in the past quarter century. Since 1958 the share of voters registered as unaffiliated has dropped 8 percentage points while the number of voters affiliated with the Democratic Party has risen 12 percentage points. The decline in the proportion unaffiliated does not appear to represent a strengthening of partisan commitments among Connecticut's voters but rather a change in the meaning of independent registration from its association with Democratic Party preference. The movement of voters away from unaffiliated registration status to Democratic Party registration status is attributed to the advent of the closed primary in Connecticut and the growing politicization of black and Hispanic residents.

The Impact of Cognitive Mode Attitudes and Preferences

*Fred Zandpour, The
Pennsylvania State University*

In the 1986 general election for governor of Pennsylvania, voters used two different modes for appraising the candidates. Almost half were focusing their attention mostly on one or the other of the candidates, while a third were mainly comparing the two candidates. Attitudes of voters in the first group toward candidates were largely affected by their political party, prior voting intention and knowledge about the focused candidate. These voters' attitudes towards that candidate were more extreme and higher than the other group's. They were more likely to remain selective throughout the race with a highly predictable actual vote.

Voters who were comparing the candidates had attitudes that were unstable over time and their voting behavior was highly unpredictable. These voters paid higher attention to the campaign news, political advertising and debates between candidates. They were more issue oriented and often had more than one criterion for assessing the candidates. These findings suggest that the mode of appraisal of political candidates has an independent effect on voters' attitudes and information seeking behavior. However, it does not alone explain or predict voting behavior.

Session 21

Games Respondents Play

Acquiescence and Response-Order Effects for Srole's Anomia Scale and Rosenberg's Self-Esteem Scale

*McKee J. McClendon
and Huey T. Chen,
University of Akron*

Question-form experiments on four of Srole's anomia items and four of Rosenberg's self-esteem items were included in the 1986 Akron Area Survey, a telephone survey of 722 residents of Summit County, Ohio. An agreeing-response bias, or acquiescence, occurred on two of the anomia items and three of the self-esteem items.

A recency response-order effect, in which the original statement was chosen more frequently when presented as the second response alternative in a forced-choice format, also resulted on three of the anomia items. For the self-esteem questions, however, there was little evidence of response-order effects. Therefore, methodologists' recommendation to use forced-choice questions rather than agree-disagree questions was supported for the self-esteem items. For the anomia items, however, the forced-choice form did not reduce response effects.

Respondent Behavior in Magnitude Estimations

*Nora Cate Schaeffer,
University of Wisconsin-
Madison; and Norman M.
Bradburn, University of
Chicago*

Magnitude estimation attempts to obtain measures of subjective properties. The advantage of magnitude estimates, however, depend on the ability of respondents to produce numeric estimates that describe an internal subjective continuum. A sample of respondents giving care to a sick person were asked first to give numeric estimates of line lengths to provide practice in magnitude estimation and then to provide magnitude estimates of stress in caregiving activities.

A significant minority rejected the task, could not express ratios with numbers, or adopted a fixed numeric response. Respondents did not improve with practice on the line length items and accuracy on the practice items did not predict performance on the stress items. Fixed responses were more likely among those who did not have experience with the "standard" activity (bathing the sick person) used to obtain magnitude estimates and among older and less educated respondents.

How Respondents Use Response Alternatives to Estimate Behavior Frequencies

Norbert Schwarz, University of Illinois at Urbana-Champaign

Respondents assume that the range of precoded response alternative reflects the researcher's knowledge of the distribution of opinions or behaviors in the population. They assume that the average respondent is represented by values in the middle range of the response alternatives, and that the values at the extremes of the scale also represent the extremes of the distribution. These assumptions may mediate the impact of response alternatives on respondents' reports in two ways: Respondents may either use the range of the response alternatives as a frame of reference in estimating their own behavioral frequencies, or they may be reluctant to report frequencies that appear extreme in the context of the scale. Three experiments were conducted to differentiate between the frame of reference and the social desirability hypothesis. The results of all studies favor the frame of reference hypothesis.

Session 22 Policy Research

The Use of Surveys in Planning State-Wide Services for Cancer Patients and Their Families: The Pennsylvania Experience

Peter S. Houts and Marshall B. Jones, The Pennsylvania State University College of Medicine; and Sandi Ezrine, Survey Research Associates

Most attempts to assess the need for services through surveys have tried to objectively assess the level of need. There are two problems with this approach:

- defining needs involves value assumptions and the conclusions reached are, therefore, not truly objective, and
- the findings are not relevant to the political context in which policy decisions are made.

As a result, policy makers often ignore these assessments. A different approach is to structure the survey as input to a political decision making process. Service recipients are asked what changes they want in the service delivery system. The result is a political statement by an important interest group which also provides planners with an indication of potential demand for services. Such a survey was conducted in Pennsylvania, and the findings have significantly influenced programming by the State Department of Health.

Citizen Attitudes Toward Drug Testing: Value Conflict or Consensus?

*Dorothy Davidson Nesbit,
Northern Illinois University*

Apparent high levels of support for drug testing in the workplace are superficial, and can be expected to dissipate as the implications of such a policy receive more thorough public discussion. According to the 1986 Illinois Policy Survey, 83 percent of employed workers stated that illegal drug use was "not much of a problem" in their workplace. Citizens also ranked drug testing in the workplace as the least effective means of five suggested approaches for reducing illegal drug use.

Nevertheless, majorities of citizens support drug testing in the workplace for select types of workers. Support for drug testing appears to rest on concern for public health and safety--not on the belief that drug tests will deter drug users. Citizens are substantially more concerned about the accuracy of drug tests than about the potential invasion of privacy which such tests may engender.

Public Perceptions of Homeless People: The Effect of the Homeless on Personal Safety Perceptions

*Jose C. Casal, Port Authority
of New York and New Jersey*

Users of the Port Authority Bus Terminal in New York City who reported personal contact with the homeless felt less safe at the terminal than other patrons. However, the relationship is weak. Contact with the homeless explains less than 4% of the variance in safety perceptions. The homeless are not, therefore, perceived to be a great threat to personal safety by bus terminal users. This suggests that community opposition to the homeless is not based on a perception that they are dangerous.

The setting where the homeless are encountered, however, may affect how they are perceived by members of a community. Care should be exercised in concluding that community members' safety perceptions do not need to be addressed in establishing programs to help the homeless.

FIELD OPERATIONS DIRECTOR

WESTAT, Inc., a national research firm, is seeking a qualified individual to direct field operations and help develop procedures for a major survey in New York City from Summer 1987 through Spring 1988. Duties include: supervision of several field teams conducting interviews, building inspections, and asbestos sampling; daily client contact; report to WESTAT's Project Director in Rockville, MD (Washington, D.C.). Will relocate if necessary.

Qualifications: At least 5 years in survey operations and management, interviewer supervision and training, data collection and verification; degree/training in technical areas related to asbestos in building/occupant risk issues such as industrial hygiene, public health, environmental engineering, OSHA standards, building inspection, construction, etc.

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