



WAPOR
World Association for
Public Opinion Research
AAPOR
American Association for
Public Opinion Research

43rd Annual Conference, Toronto, Canada
May 19-22, 1988

Corrections to AAPOR Program

Friday, May 20

4 p.m. - 5:30 p.m.

POLLING IN CENTRAL AMERICA: CURRENT METHODS AND INTERPRETATIONS

Eglinton Room

Chair: Harold Quinley, Yankelovich Clancy Shulman

4 p.m. - 5:30 p.m.

INSTITUTIONAL REVIEW BOARDS (IRBs) AND AIDS RESEARCH ON SENSITIVE TOPICS

Wilket Creek Room

Chairs: Ann F. Brunswick, Columbia University; John M. Boyle, Schulman, Ronca and Bucuvalas, Inc.

This roundtable is aimed at exploring the experience of individual investigators with IRB guidelines for survey research on AIDS and other sensitive topics. Under what conditions should federal guidelines for human subject protection be superseded by individual IRB judgment, and under what conditions should they prevail? Does the current pattern of IRB review over university-based survey research pose a threat to professional standards?

Saturday, May 21

2 p.m. - 3:30 p.m.

THE PUBLIC DIMENSION OF NATIONAL SECURITY

Talbot Room

Additional Papers:

"British Perceptions of Gorbachev, Reagan, the U.S.S.R., and the U.S.," Philip Sabin, Kings College

"Arms, Security and the Public in the Netherlands," Philip Everts, University of Leiden

Sunday, May 22

9 a.m. - 10:30 a.m.

TRENDS IN PUBLIC OPINION: MOVING FORWARD AND LOOKING BACK

Vintage Room

Chair: Murray Edelman, CBS News
Discussant: Richard Sobel, University of Connecticut

****CORRECTED****

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1988-1989

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AAPOR

**American Association
for Public Opinion
Research**

**43rd Annual Conference
The Inn on the Park
Toronto, Ontario
May 19-22, 1988**

WAPOR

**World Association
for Public Opinion
Research**

AAPOR EXECUTIVE COUNCIL

1987-1988

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Student Paper Award Winner

James Dearing, Annenberg School of Communications University of Southern California: "Setting the Polling Agenda for AIDS"

Honorable Mentions

William Axinn, University of Michigan: "The Influence of Interviewer Characteristics on the Quality of Survey Data in Less Developed Countries: Experimental Evidence from Nepal"

Glenn Dempsey, University of Chicago: "The Structure of Political Participation in America"

Donna Wasserman, University of Michigan: "News Media Coverage of the 1984 Democratic Presidential Nominating Campaign: Assessing Shifting Trends in the Distribution of Candidate Preference"

Conference Exhibitors

Books:

Ablex Publishing Corp.
Aldine de Gruyter
Ballantine Books
Basic Books
The Brookings Institute
Columbia University Press
Computer Science Press
Congressional Quarterly, Inc.
The Free Press
Harvard University Press
Indiana University Press
Institute for Social Research
Lawrence Erlbaum
Lexington Books
MIT Press
Methuen, Inc.
William Morrow & Co., Inc.
Oxford University Press
Opinion Research Services
Praeger (Greenwood) Publishers
Russell Sage Foundation
Sage Publications
St. Martin's Press, Inc.
Transaction Books
University of California Press
University of Chicago Press
University of Illinois Press
University of Michigan Press
University of North Carolina Press
Viking Penguin, Inc.
Vintage/Pantheon
Wesleyan University Press

Survey Technologies:

M.A. Kempner, Inc.
MediaGroup, Inc.
Microtab, Inc.
The Roper Center
SPSS, Inc.

Program Assistance:

Gail Arnold
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Mario Brossard
Marc Waldman
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Program Cover

Design:
George Smith

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

A.C. Nielsen Company
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 Palm Desert, CA
 Westport, CT & Newport
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 East Hanover, NJ
 New York, NY

WAPOR PROGRAM

****Wednesday, May 18****

TBA

WAPOR COUNCIL MEETING

7:30 p.m.

WAPOR Get Together

****Thursday, May 19****

9 a.m. - 10 a.m.

ATTITUDES TOWARDS AMERICA, AMERICANS, AND AMERICAN FOREIGN POLICY

Chair: Elizabeth Nelson, Taylor Nelson Group, Ltd.

"France, Great Britain and the Federal Republic of Germany," Robert Worcester, MORI

"Latin America," Fred Turner, University of Connecticut

10:15 a.m. - 12:15 a.m.

THE CHANGING ROLE OF WOMEN AROUND THE WORLD

Chair: Rena Bartos, The Rena Bartos Company

"Marketing to Women Around the World," Rena Bartos, The Rena Bartos Company

"Women in Europe," Helene Riffault, Faits et Opinions

"Changing Aspirations: A Study of Canadian and Australian Women," George Clements, J. Walter Thompson Canada

"I, Independent Individual: A Study of Finnish Women," Terttu Kamppi, Consumer Compass

2 p.m. - 3:30 p.m.

PUBLIC OPINION IN NORTH AMERICA

Chair: Seymour Martin Lipset, Stanford University

"American and Canadian Attitudes: Differences and Similarities," Michael Adams, Environics Research Group

"Foreign Policy Attitudes: A Comparison of English and French Canadians," Nathaniel Stone, Department of External Affairs, Canada

"A Panel Analysis of Attitudes Toward Free Trade Between Canada and the United States," Edward Cloutier, University of Montreal

3:45 p.m. - 5:15 p.m.

TRANSITION TO DEMOCRACY

Chair: Frederick Turner, University of Connecticut

"Public Attitudes and the Return to Democracy in Argentina," Enrique Zuleta, Universidad de Belgrano

"Democratic Transition in Brazil," Orjan Olsen, Pesquisa de Opiniao Publica e Politica

AAPOR PROGRAM
****Thursday, May 19****

1 p.m. - 9 p.m.
REGISTRATION

3 p.m. - 6 p.m.
DIDACTIC SESSION: RESPONSE VARIANCE IN SURVEYS

TBA

Colm O'Muircheartaigh, London School of Economics
(Special Registration Fee Required)

3 p.m.
AAPOR NEW AND OLD EXECUTIVE COUNCIL MEETING

7 p.m.
DINNER

Centennial Ballroom, Salon C

8:45 p.m.
**PLENARY SESSION: POLITICAL ADVERTISING AND THE 1988
CAMPAIGN**

Centennial Ballroom, Salons B & C

Donald Ringe, Ringe Media, Inc.
Frank Greer, Greer & Associates
Peter Miller, Northwestern University

Quick Tally, recording and assessing the AAPOR audience reaction to
political ads

EXHIBITS

Friday and Saturday, 10 a.m. - 5 p.m.

Survey Technologies

Chair: Robert S. Lee, Pace University

New and Recent Books in Public Opinion

Chair: Phyllis Endreny, University of Illinois, Chicago

****Friday, May 20****

7 a.m.- 9:30 a.m.
BREAKFAST

Centennial Ballroom, Salons C & D

9 a.m. - 10:30 a.m.

Seton Room

RELATIONSHIPS AMONG INTERVIEWER, RESPONSE, AND NON-RESPONSE ERRORS

Chair: Pamela Campanelli, U.S. Bureau of the Census

"Measuring Errors Due to Response and Non-Response," Clyde Tucker, Bureau of Labor Statistics

"Comparison of Response Effects for Early and Late Respondents to a Mail Survey," Stephen A. Ayidiya and McKee McClendon, University of Akron

"Who Says No to Whom -- and Why: Respondent-Interviewer Interactions in a General Population Survey on AIDS," Patricia Murphy and Diane Binson, University of Illinois at Chicago

"The Influence of Interviewer Characteristics on the Quality of Survey Data in Less Developed Settings: Experimental Evidence from Nepal," William Axinn, University of Michigan

Discussant: Paul Moore, Research Triangle Institute

9 a.m. - 10:30 a.m.

Vintage Room

POLLS AND THE MAKING OF PUBLIC POLICY I

Chair: Bruce Altschuler, State University of New York at Oswego

"Polls and Policy-makers: The Case of the National Security Council," Ronald H. Hinckley

"International Control of Atomic Energy: 1945-48," Thomas W. Graham, Massachusetts Institute of Technology

"The Literacy of Canadians: Research Results and Implications for Survey Research," Paul Nesbitt, The Creative Research Group, Ltd.

"Public Opinion Politics From the Top Down," Cliff Zukin, Rutgers University

9 a.m. - 10:30 a.m.

Edwards Room

THE CHANGING AMERICAN FAMILY

Chair: Barbara Lee, CBS

"All in the Family: The Communications Gap Revisited," Edward B. Keller, The Roper Organization

"Is the American Family Falling Apart? Changes in Family Related Attitudes and Behavior of Young People in the U.S.," Nicholas Zill, Child Trends, Inc.

"Families at Risk: Teenage Mother and Child," S. Philip Morgan, University of Pennsylvania

Friday, May 20

9 a.m. - 10:30 a.m.

Eglinton Room

ADVERTISING AND INFLUENCE: MEASURING EFFECTS

Chair: Chuck Rund, Charlton Research

"An Update on What's Happening in Public Relations Measurement," Walter Lindemann, Ketchum Public Relations

"The Impact of Advertising on Young Single New Yorkers' Sexual Behavior in the AIDS Epidemic," Hal Quinley, Yankelovich Clancy Shulman

"Televised Political Advertising and Image Formation: Some New Evidence," Donald T. Cundy, Utah State University

"Advertising and National Development: The Chinese Experience," Jung Sook-Lee and Wen-Ling Chiu, Boston University

"Long Term Changes in Perceptions of an Urban Area Subsequent to an Advertising Campaign," Kurt Anderson, Southern New England Telephone Company and James H. Watt, University of Connecticut

10:45 a.m. - 12:15 p.m.

Seton Room

COGNITIVE RESEARCH ON QUESTION WORDING: SUBJECTIVE PHENOMENA

Chair: George Bishop, University of Cincinnati

"Context Effects: When They Occur and How Often," Roger Tourangeau and Kenneth A. Rasinski, NORC

"The Survey Interview and the Logic of Conversation: Implications for Questionnaire Construction," Norbert Schwarz, ZUMA

"No Opinion Filters -- A Cognitive Perspective," Hans J. Hippler, ZUMA

Discussant: Betsy Martin, U.S. Bureau of the Census

10:45 a.m. - 12:15 p.m.

Vintage Room

TRENDS AND FUTURES IN VALUES AND OPINION MEASUREMENT

Chair: Claire Badaracco, Marquette University

"Evolution of Psychographic Types," Deborah Maroney, Stanford Research Institute

"The Empirical Perspective," Robert Cohen, Yankelovich Clancy Schulman

"New Populations, Revised Clusters," John DeReu, Claritas

Discussant: Harry O'Neill, The Roper Organization

10:45 a.m. - 12:15 p.m.

Eglinton Room

POLLS AND POLICY II: SURVEY RESEARCH FOR CONGRESS: GAO'S ROLE IN LEGISLATIVE CHANGE

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

Overview: "Changes in GAO's Use of Survey Data," William Eckert

Examples: "Private Pension Plan Sponsors and ERISA," William Eckert

"Air Traffic Controllers and Post-Strike Opinions," Fran Featherston

"Vietnam Veteran Counseling Program," David Bellis

Discussant: Laure Sharp, Survey Research Center, University of Maryland

Friday, May 20

10:45 a.m. - 12:15 p.m.

Edwards Room

A DEBATE: IS SAMPLING ERROR THE APPROPRIATE WARNING?"

Chair: J. Ronald Milavsky, NBC

Michael Kagay, The New York Times
Warren Mitofsky, CBS News
Andrew Mollison, Cox Newspapers
Burns Roper, The Roper Organization

12:15 p.m.

Centennial Ballroom Salons C & D

LUNCH

LUNCHEON MEETING: LOCAL CHAPTER EXCHANGE

Organizer: Roni Rosner, former president, NYAAPOR
Donna Card Charron, incoming chair, AAPOR Membership
and Chapter Relations

2 p.m. - 3:30 p.m.

Seton Room

**MEASURING RISK: ASSESSMENT OF THE HAZARDS,
COMMUNICATION AND UNDERSTANDING OF RISKS**

Chair: John L. Warren, Research Triangle Institute

"The 1987 Surveys of Generators and Managers of Hazardous Wastes,"
John L. Warren, Research Triangle Institute

"Public Attitudes Towards Food Irradiation: Risk Communications, Risk
Assessments, and Ideology in the Evaluation of Nuclear Technology,"
Robert E. O'Connor, Pennsylvania State University

"Whose Fault Is It?": Reporting on Risk and Questions of Responsibility,"
Phyllis Endreny, University of Illinois at Chicago and Eleanor Singer,
Columbia University

"Ethnic Differences Among Selected Indicators of Health Information
Processing: Lessons From AIDS," Lalit Acharya and Anthony R.
Fellow, California State University, Fullerton

2 p.m. - 3:30 p.m.

Vintage Room

FOCUS GROUPS AND PROBLEM SOLVING

Chair: Edward Fern, Virginia Polytechnic Institute

"Innovative Problem Solving: Uses of Qualitative Research," Luane
Kohnke, Citibank and John Trost, Trost Associates, Inc.

"A Focus Group Approach to Translating Questionnaire Items," Alicia S.
Schoua-Glusberg, NORC

"Confusion and Concern: Focus Groups and AIDS," Barbara Kaplan, The
Gene Reilly Group

"Focus Groups in Political Campaigns," Peter Hart and Fred Hartwig,
Peter Hart & Associates

Friday, May 20

2 p.m. - 3:30 p.m.

SURVEY RESEARCH IN HISTORICAL PERSPECTIVE I

Eglinton Room

Chair: Al Gollin, Newspaper Advertising Bureau

Survey Research in the United States: Roots and Emergence, 1890-1960,
Jean Converse, University of Michigan

Discussants: Seymour Sudman, University of Illinois
James A. Davis, Harvard University
David L. Sills, Social Science Research Council

2 p.m. - 3:30 p.m.

ROUNDTABLE: COMMUNICATING WITH CLIENTS

Edwards Room

Meryl Moritz, Meryl Moritz Resources
Janice Ballou, Response Analysis Corporation

2 p.m. - 3:30 p.m.

ROUNDTABLE: WHAT SANK JUDGE BORK: ALTERNATIVE EXPLANATIONS FOR THE SENATE VOTE

Talbot Room

Jim Swinehart, Public Communication Resources, Inc., organizer

2 p.m. - 3:30 p.m.

ROUNDTABLE: SURVEY RESPONDENTS AS INFORMANTS FOR THE ORGANIZATIONS FOR WHICH THEY WORK

Leslie Room

Organizer: Joe L. Spaeth, University of Illinois, Urbana-Champaign

2 p.m. - 3:30 p.m.

ROUNDTABLE: RESEARCH POLICY IN THE INFORMATION SOCIETY

Wilket Creek Room

Chair: Harold Mendelsohn, University of Denver

A continuation of the discussion begun in 1986 regarding the functional/dysfunctional consequences of the "information revolution."

4 p.m. - 5:30 p.m.

SURVEY RESEARCH AND FREEDOM OF INFORMATION LAWS

Edwards Room

Chair: Stanley Presser, National Science Foundation

"Survey Research and Freedom of Information Laws," Allan Tomkins
and Mark Small, University of Nebraska, Joe Cecil, Federal Judicial
Center

Discussants: Irving Crespi, Irving Crespi & Associates
Deborah Hensler, The RAND Corporation

Friday, May 20

4 p.m. - 5:30 p.m.

Talbot Room

SURVEY RESEARCH IN HISTORICAL PERSPECTIVE II: MEASURING PUBLIC OPINION BEFORE SURVEYS

Chair: James Beniger, Annenberg School of Communications,
University of Southern California

"Women's Suffrage and the 1920 Election," Richard Maisel, New York University, Peter Tuckel, CUNY, Robert Yaffee, CUNY, and Kurt Schlichting, Fairfield University

"Public Taste and Its Influence on the Nature of the Artform and Its Artists," June Riess Goldner, Queens College, CUNY

"Public Opinion and Public Space: Putting Survey Research Technology in Historical Context," Susan Herbst, Annenberg School of Communications, University of Southern California

"Sometimes Public Opinion Leaders: A Study of 50 Years of Editorial Writing in Southern Indiana Weekly Newspapers," Craig Sanders, Indiana University

4 p.m. - 5:30 p.m.

Seton Room

HONESTLY BAD RESEARCH: CAUSES AND POSSIBLE CURES

Chairs: Robert S. Lee, Pace University
Sheldon Gawiser, Gawiser Associates, Inc.

Participants: Lester Frankel, Audits and Surveys
Leo Bogert, Newspaper Advertising Bureau

4 p.m. - 5:30 p.m.

Vintage Room

MAGAZINE READERSHIP MEASUREMENT

Chair: Peter Miller, Northwestern University

Participants: Timothy Joyce, Mediamark Research, Inc
Pamela Baxter, Simmons Market Research Bureau, Inc.

Discussant: Seymour Sudman, University of Illinois

4 p.m. - 5:30 p.m.

Eglinton Room

POLLING IN CENTRAL AMERICA: CURRENT METHODS AND INTERPRETATIONS

Chair: Nancy Belden, Belden Opinion Research

Mary Steele, Derrick Steele, Sistemas Ltda.
William Bollinger, InterAmerican Research Center
Mark Penn, Penn & Schoen Associates, Inc.

4 p.m. - 5:30 p.m.

Leslie Room

NETWORK OF STATE POLLS MEETING

Organizer: Kandis Steele, University of Alabama

6 p.m. - 7 p.m.

RECEPTION FOR NEWCOMERS

TBA

Friday, May 20

7 p.m.
DINNER

Centennial Ballroom Salons C & D

8:45 p.m.

EVENING PLENARY SESSION: THE UNITED STATES AND THE SOVIET UNION: PUBLIC OPINION IN BOTH COUNTRIES BEFORE AND AFTER GLASNOST

Centennial Ballroom Salons A & B

Chair: Neil Upmeyer, The Gallup Organization

John Robinson, University of Maryland
John Marttilla, Marttilla & Kiley
W. Phillips Davison

****Saturday, May 21****

7 a.m. - 9:30 a.m.
BREAKFAST

Centennial Ballroom Salons C & D

9 a.m. - 10:30 a.m.

CHANGING SEXUAL LIFESTYLES -- AND THEIR IMPLICATIONS FOR AIDS (Joint AAPOR/WAPOR Session)

Seton Room

Chair: J. Ronald Milavsky, NBC

"Changing Sexual Lifestyles in Great Britain," Gordon Heald, Gallup UK
"What We Have Learned From Research on AIDS," John Samuels, British Market Research Bureau
"Perceived Risk, Perceived Efficacy and Sexual Behavior," Ronald Kessler, University of Michigan

9 a.m. - 10:30 a.m.

HOW SURVEY DESIGN DECISIONS AFFECT NON-RESPONSE

Vintage Room

Chair: Jack Ludwig, The Gallup Organization

"Investigation of Interview Attempts in Relation to Survey Results," Lorna Opatow, Opatow Associates, Inc.
"Call Attempts and the Probability of Interview Completion," B.F. Allen, S.M. Englehart, V.F. Nieva and M.D. Rhoads, Westat
"Gender Bias: Analysis of Factors Causing Male Underrepresentation in Surveys," Edward Lakner and Diane O'Rourke, University of Illinois
"Variations in Survey Respondent Selection by Telephone," Cecilie Gaziano, Marketing/opinion consultant

Saturday, May 21

9 a.m. - 10:30 a.m.

Eglinton Room

THE POLLS -- THEIR REPORTING, THEIR EVALUATION AND THEIR ACCURACY

Chair: Floyd Ciruli, Ciruli Associates

- "Public Perceptions of News Media Reporting of Polls," Michael Salwen and Bruce Garrison, University of Miami
- "Who Will Talk To Reporters? Biases in Survey Reinterviews," Mark Baldassare and Cheryl Katz, University of California, Irvine
- "The Characteristics of Polling Organizations and Polling Accuracy," Irv Crespi, Baruch College
- "Polling in Canada," Michael Adams, ENVIRONICS

9 a.m. - 10:30 a.m.

Edwards Room

POLLING IN SOCIALIST SOCIETIES

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

- Jian-Hua Zhu, Indiana University
- Hai-rong Li, Michigan State University
- Neil Upmeyer, Gallup Organization
- James McGregor, U.S.I.A.

10:45 a.m. - 12:15 p.m.

Seton Room

PUBLIC OPINION ON AIDS

Chair: Teresa F. Rogers, Columbia University

- "Report on First Global Survey on AIDS: Level of Knowledge and Behavior," Alec M. Gallup and George H. Gallup, Jr., The Gallup Organization
- "Knowledge and Attitudes About AIDS From the National Health Interview Survey," Owen T. Thornberry and Ronald W. Wilson, National Center for Health Statistics
- "Trends in American Public Opinion About AIDS," Eleanor Singer and Teresa F. Rogers, Columbia University
- "Determinants of Public Opinion About AIDS," Horst Stipp, Dennis Kerr, NBC

Discussant: Laurie Bauman, Albert Einstein College of Medicine

Saturday, May 21

10:45 a.m. - 12:15 p.m.

Edwards Room

COGNITIVE RESEARCH ON QUESTION WORDING: OBJECTIVE PHENOMENA

Chair: Nancy Mathiowetz, National Center for Health Services Research

"A Cognitive Approach to Questionnaire Design," David Mingay, Gordon Willis, Jared Jobe, Patricia Royston, Deborah Bercini, Monroe Sirken, National Center for Health Statistics

"A Schema-Based Approach to Question Asking," Marilyn Mauch and Carolyn Boyce, U.S. General Accounting Office

"Experiments in Information Retrieval," Judith Fiedler, Group Health Cooperative of Puget Sound, Elizabeth Loftus, University of Washington

"Sex Bias in the Use of Vague Quantifiers," Nora Cate Schaeffer, University of Wisconsin

10:45 a.m. - 12:15 p.m.

Vintage Room

ISSUES IN MAIL SURVEYS: MEASURING AND IMPROVING SURVEY QUALITY

Chair: James Frey, University of Nevada at Las Vegas

"Minimizing Respondent Burden in Mail Questionnaires," Fran Featherston and Luann Moy, U.S. General Accounting Office

"Differences in People's Answers to Telephone and Self-Administered Questionnaires: Results of Field and Laboratory Experiments," Don Dillman and John Tarnai, Washington State University

"The Joint Effect of Personalization and a Prepaid Monetary Incentive on Mail Questionnaire Response Rates," Robert Baumgartner and Pamela Rathbun, HBR

"Finding the Right Respondent: Data Quality Comparisons of Telephone and Mail Data Collection in a Survey of Employers," Catherine Haggerty and Sara Segal Loevy, NORC

Discussant: Therese DeMaio, U.S. Bureau of the Census

10:45 a.m. - 12:15 p.m.

Eglinton Room

SOURCES OF OPINION

Chair: Michael Kagay, The New York Times

"Attitudinal Roots of Popular Protest in France: Differences Between Before and After Measurement," Roy Pierce and Philip Converse, University of Michigan

"The Stability of Socio-Political Orientations Across the Life Span," Jon A. Krosnick and Duane F. Alwin, University of Michigan

"Education and Political Tolerance: Testing the Effects of Cognitive Sophistication and Target Group Affect," Frederick C. Licari and Lawrence Bobo, University of Wisconsin

"Fact-Based vs. Opinion-Based Information in Making Political Judgments," James Kuklinski, Victor Ottati, Ellen Riggle, Robert S. Wyer, Jr., University of Illinois

Saturday, May 21

12:15 p.m.

LUNCH: PRESIDENTIAL ADDRESS

Centennial Ballroom Salons C & D

"The Limits of Surveys," Eleanor Singer, Columbia University

2 p.m. - 3:30 p.m.

Seton Room

"THE SPIRAL OF SILENCE:" OTHER CONCEPTUALIZATIONS

Chair: Wolfgang Donsbach, University of Mainz

"Towards a Notion of 'World Opinion': A Comparative Content Analysis," Frank Louis Rusciano, Rider College, Roberta Fiske Rusciano, Rutgers University, Peggy Spitzer Christoff, University of Cincinnati

"The Role of Public Opinion in Tocqueville's Democratic Theory: Some Hypotheses Augmenting the Spiral of Silence," Barbara Allen, Indiana University

"If You're for It, I'm Against It, or At Least I'll Keep My Mouth Shut," Fred H. Goldner, Queens College, CUNY

"An Exploratory Study on Cross-Cultural Dimensions of Power and Control," G. Ray Funkhouser, Annenberg School of Communications, University of Pennsylvania, and Hans-Bernd Brosius, Institut für Publizistik, Johannes Gutenberg Universität Mainz

2 p.m. - 3:30 p.m.

Edwards Room

SURVEYS AND INTERVENTIONS

Chair: Richard Warnecke, University of Illinois at Chicago

"The Utility and Futility of Collaborative Research: The North Carolina Mutual Self-Help Smoking Cessation Trial," Edward F. Brooks, Mary Anne Salmon, Victor H. Schoenbach, University of North Carolina, S. Tracy Orleans, Fox Chase Cancer Center

"Putting Randomized Experiments and Sample Surveys in Tandem: Capitalizing on the Strengths of a Dual Methodology," Robert Mason, Oregon State University

"Tailoring Education and Evaluation Methods for Lower SES Women," B. Rimer, M. Keintz, L. Fleisher, S. Workman, and P.F. Engstrom, Fox Chase Cancer Center

"Utilizing Health-Related Behavioral Models to Focus the AIDS Research Agenda," Robert E. Simmons, Carol L. Hills and Jung-Sook Lee, Boston University

2 p.m. - 3:30 p.m.

Talbot Room

THE PUBLIC DIMENSION OF NATIONAL SECURITY

Chair: Don Munton, University of British Columbia

"Perceptions of Threat in Israel," Asher Arian, Tel Aviv University and CUNY

"Basic Dimensions of National Security Beliefs in the F.R.G.," Hans Rattinger, University of Bamberg and University of Toronto

"Threats, Arms and Security in Canadian Public Attitudes," Don Munton, University of British Columbia

"Americans Talk Security: The Emergence of Affordability and 'Economic Health' as National Security Issues," Andrew Borinstein, The Daniel Yankelovich Group

Saturday, May 21

2 p.m. - 3:30 p.m.

LEGAL RESEARCH AND SURVEY RESEARCH

Vintage Room

Chair: Stuart Herman, Technical Analysis and Communications Inc.

"Legal Research: Try It, You May Like It," Harry O'Neill, The Roper Organization

"The Impact of the Law On Differences Between Public and Private Attitudes," Joseph E. Scott, Ohio State University, Charles Winnick, CUNY

Discussant: James C. Farrell, Esq.

2 p.m. - 3:30 p.m.

ROUNDTABLE: THE HITE REPORT

Eglinton Room

Chair: Deborah Hensler, The RAND Corporation

Shere Hite, Hite Research

Tom W. Smith, NORC

Louis Genevie, Louis Harris & Associates

2 p.m. - 3:30 p.m.

ROUNDTABLE: ADMINISTRATIVE DESIGNS AND QUESTIONNAIRE DEVELOPMENT FOR CATI SURVEYS

Leslie Room

Sandra Berry and Diane O'Rourke, The RAND Corporation
Mary Spaeth, University of Illinois

2 p.m. - 3:30 p.m.

ROUNDTABLE: THE ELECTRONIC MEDIA RATING COUNCIL

Wilket Creek Room

Melvin A. Goldberg, Electronic Media Rating Council, Inc.

EMRC is the industry organization that reviews the activities of the rating services, and audits them to assure users of ratings that the services are doing what they say they do. Is there a need for this type of review? What should be the role of the researcher when the subjects being measured attempt to distort the research?

4 p.m. - 5:30 p.m.

AAPOR ANNUAL MEMBERSHIP MEETING

6:30 p.m. - 7:30 p.m.

COCKTAIL PARTY

7:30 p.m.

BANQUET AND PRESENTATION OF AWARDS

Centennial Ballroom Salons C & D

Presiding: Warren Mitofsky
AAPOR President, 1988-1989

****Sunday, May 22****

7 a.m.- 9:30 a.m.

Centennial Ballroom Salons C & D

BREAKFAST

9 a.m. - 10:30 a.m.

Seton Room

MEDIA EFFECTS: INFORMATION TRANSMISSION AND ITS EFFECT ON PUBLIC OPINION

Chair: Regina Sherard, University of North Carolina

"Flashlight Coverage: State News on National Broadcasts," Doris Graber, University of Illinois at Chicago

"Setting the Polling Agenda for the Issue of AIDS," James W. Dearing, Annenberg School of Communications, University of Southern California

"Understanding Issues in the News: 'I Don't Know Much About This, But...'" Marion R. Just, Wellesley College, Ann N. Crigler, University of Southern California, W. Russell Neuman, Massachusetts Institute of Technology

"Ideodynamics: A Mathematical Model of the Impact of Press Coverage on Public Opinion," David P. Fan and Albert R. Tims, University of Minnesota

9 a.m. - 10:30 a.m.

Vintage Room

TRENDS IN PUBLIC OPINION: MOVING FORWARD AND LOOKING BACK

Chair: Everett Carl Ladd, University of Connecticut

"Liberal and Conservative Trends in the United States Since World War II," Tom W. Smith, NORC

"Collective American Memories About Important People Over the Past Fifty Years," Howard Schuman and Jacqueline Scott, University of Michigan

"Value Stability and Change in American Society, 1968-1981," Milton Rokeach and S.J. Ball-Rokeach, Annenberg School of Communications, University of Southern California

"An Examination of the Growth of Political Conservatism Among Black Americans," Scott Keeter and Elliott Banks, Virginia Commonwealth University

"Stability and Change in American Public Opinion on Foreign Policy, 1974-1986," Barbara Bardes, Loyola University of Chicago and Robert Oldendick, University of Cincinnati

Sunday, May 22

9 a.m. - 10:30 a.m.

Eglinton Room

ASKING QUESTIONS ABOUT SENSITIVE TOPICS

Chair: Kenneth John, The Washington Post

- "Finding Toxic Waste Dumpers," Alfred Vogel, Response Analysis
"Asking About Risk Behaviors in AIDS Surveys: Some Methodological Considerations," Dominic Lasorsa and Pamela Shoemaker, University of Texas
"The Efficacy of Confidentiality Warnings in Survey Research on Sensitive Topics: The New York State Drug Survey," John M. Boyle, Schulman, Ronca and Bucuvalas; James Schmeidler, New York State Division of Substance Abuse Services
"The Impact of Racism on Political Thinking: New Methods of Assessment," Thomas Piazza and Larry Shinagawa, University of California, Berkeley and Paul M. Sniderman, Stanford University

10:45 a.m. - 12:15 p.m.

Seton Room

NEW DATA COLLECTION TECHNOLOGIES: EVALUATING MACHINE ASSISTANCE IN THE SURVEY PROCESS

Chair: William Connett, University of Michigan

- "A&S Voice CATI," Barry Feinberg, Audits & Surveys
"Computer-Aided Personal Interviewing as a Method for Data Collection in Survey Research," N.J. Birkett, Toronto General Hospital
"Computer Audience Opinion Systems: Methods, Options and Developments," Frank Biocca, University of North Carolina
"Random Digit Automated Dialing, Automated Recordings, and Their Effects on Samples," Jeffrey Stonecash, Syracuse University

Discussant: William Nicholls, U.S. Bureau of the Census

10:45 a.m. - 12:15 p.m.

Vintage Room

THE 1988 ELECTION – POLLS AND MEDIA

Chair: Eugene Declercq, Merrimack College

- "Winnowing the Field: Media Coverage and the Nominating Process," Gladys and Kurt Lang, University of Washington
"Public Evaluations of the 1988 Nominating Process," Michael Traugott and Margaret Petrella, The Gallup Organization, Inc.
"Media Momentum or Political Organization: The Iowa and New Hampshire Contests," David Moore, University of New Hampshire
"As Iowa Goes, So Goes New Hampshire?" Peter Lemieux, Massachusetts Institute of Technology

Discussant: Penn Kimball

Sunday, May 22

10:45 a.m.- 12:15 p.m.

Eglinton Room

FINDING AND INTERVIEWING HARD TO REACH RESPONDENTS

Chair: Chuck D. Cowan, Center for Education Statistics

"Pushing the Outside of the Envelope in Survey Research: Flight-Test Results From a Nationwide Psychosocial Epidemiological Survey of Vietnam Veterans," Richard A. Kulka, William E. Schlenger, Michael F. Weeks, Research Triangle Institute, and John M. Boyle, Schulman, Ronca, Bucuvalas, Inc.

"A Methodology for Surveying the Homeless," Mary Utne O'Brien, NORC

"Methodological Issues in Population Surveys: Research in Puerto Rican Communities in the Northeastern United States," Sarah McGraw, Donald Brambilla, M. Idali Torres, Sonja M. McKinlay, Maria Borrero, J. Emilio Carrillo, American Institutes for Research

"Surveys of Hard to Reach Populations: Telephone Coverage and Contact Rates in Black Communities," Edward Lakner, Richard Warnecke, John Vidmar, University of Illinois

12:30 p.m.

TBA

LUNCH

ABSTRACTS

Friday, May 19, 9 a.m.

Estimating Measurement Error in Surveys

Clyde Tucker, Bureau of Labor Statistics

Nonsampling error is difficult to measure because of the multitude of factors which produce it, under-developed theory, and the absence of knowledge about population parameters. This paper reviews and expands recent work concerning the development of methodology to measure nonsampling errors, particularly measurement error. Illustrations of this methodology are given using data from the Consumer Expenditure Diary Survey conducted by the Bureau of the Census for the Bureau of Labor Statistics.

Unlike sampling errors, nonsampling errors are associated directly with the individual sample units; therefore, two sources of measurement errors, incorrect response and nonresponse, are examined at the micro level. In the case of response error, respondents are assigned to error categories based on the latent structure in associations among several response pattern indicators derived from data within the survey, which provide information about the validity of each unit's response. A measure of nonresponse is developed which takes into account the extent of nonresponse from each unit by viewing the decision to respond to the survey as a series of decisions producing different patterns of nonresponse. These two measures can be combined into a single one and compared across survey administrations.

Comparison of Response Effects for Early and Late Respondents to a Mail Survey

Stephen A. Ayidiya, University of Akron

Respondents to a mail survey were divided into three groups based on whether they responded to the questionnaire first mailed out to them (first group), or after they received a reminder letter (second group) or after they received a second reminder letter with replacement questionnaire (third group). Response effects due to question order, response order and question form effects for the three groups are compared.

The results indicate somewhat larger contrast effects occurring with later respondents. Consistency effects on the other hand are about evenly distributed across all three groups of respondents. The nature of response-order effects differ in some cases between early and late respondents, with the first and second group showing similar types of effects and the third group showing different types of effects.

The size of volunteered DK responses in standard forms of no-opinion question filters is similar for all groups of respondents, and substantive responses in the filtered forms are also about the same for all groups. Acquiescence effects do not seem to differ with time of response.

Overall there are indications that the pattern of response effects in mail surveys may be affected by the number of follow-up and reminder letters that are sent out to prospective respondents.

Who Says "No" To Whom: Respondent-Interviewer Interactions in Refusals to Sensitive Questions

Patricia A. Murphy, Diane Binson; University of Illinois at Chicago

The interaction of interviewer and respondent characteristics was examined for refusals in a general population survey on AIDS. Data were gathered in a 1987 RDD survey in the Chicago MSA that oversampled for Blacks and Hispanics. A total of 522 persons refused to answer screening questions or begin the interview, and 1,540 people completed the interview. Among completes, 197 respondents refused to answer one or more questions related to their sexual and drug use practices.

Interviewer and respondent characteristics and response patterns were examined to explore: Who refuses? At what point in the interview do they refuse? Do shared demographics between respondent and interviewer help or hinder cooperation? How do interviewer expectations affect the success of the interviewing session? Preliminary results show greater differences in refusal rates by respondent gender and age than by education or race/ethnicity.

The Influence of Interviewer Characteristics on the Quality of Survey Data in Less Developed Settings: Experimental Evidence from Nepal

William G. Axinn, University of Michigan

The problem of non-sampling error has been raised often in regard to the application of survey methods to developing countries. This paper examines interviewer characteristics as one possible source of non-sampling error in data collected from respondent-interviewer interactions. Intensive field supervision and ethnographic cross-checks were used in Nepal to generate data on the technical quality of data gathered via the respondent-interviewer interaction. Interviewers were assigned to interactions with respondents randomly and the study incurred zero nonresponse. Technical errors, "don't know" responses and false information gathered during the respondent-interviewer interaction are conceptualized as products of low rapport generated by culturally irregular social interactions or carelessness generated by familiar social interactions. Same-gender, cross-gender, same-ethnicity and cross-ethnicity interactions are examined controlling for a variety of interviewer characteristics. When the sex of the interviewer has an influence, female interviewers are found to produce higher quality data than male interviewers in this less-developed setting.

International Control of Atomic Energy: Forging the Cold-War Consensus, 1945-1950

Thomas W. Graham, Massachusetts Institute of Technology

Public opinion had an important influence on the content and form of the U.S. negotiating position on international control of atomic energy. Analysis of 35 national and 4 state polls and review of primary source documents find that public attitudes and diplomatic pressure from the British forced a reluctant Democratic administration to begin negotiations at the U.N. Public attitudes influenced the transformation of the "radical" Acheson-Lilienthal plan into the non-negotiable US proposal and played a role in determining Bernard Baruch's negotiating strategy. Opponents of international control had a far more sophisticated understanding of the public mood and used this to frame the main issues in ways that strengthened their policy position. Their close monitoring of opinion and timely reaction to political activities of arms control advocates made any policy reversal impossible. Contrary to existing theory, relevant foreign policy attitudes were not volatile, but rather stable, despite massive media attention and dramatic events such as the Bikini test and Soviet development of atomic weapons. In

eleven opinion categories relevant to international control, when public opinion changed, it moved towards the policy positions supported by opponents of international control.

The Literacy of Canadians -- Research Results and Implications for Survey Research

Paul D. Nesbitt, The Creative Research Group Limited

Functional illiterates are those whose reading, writing and numbers skills are not sufficient to get by in everyday life. One in 4 adult Canadians was found functionally illiterate in this research, based on a representative sample of almost 2,400, and using a lenient standard determined with the aid of a jury panel. One in 12 Canadians may be described as basic illiterates, barely able to read and write. These results question the validity and representativeness of information obtained from respondents asked to read materials in the course of survey research.

While illiteracy is lower among younger individuals, with more schooling, there is no indication of it disappearing entirely (17 percent among those ages 18 to 24). Education is certainly relevant to improving literacy, but some 13 percent of Canadians are "false literates," with at least some high school education, but testing as functionally illiterate.

This study is similar to one conducted in the United States by the National Assessment of Educational Progress, among youth ages 21 to 25. A comparison in this age range finds Canadians performing marginally more poorly than Americans, but the problem clearly exists in both countries.

POPTOP: Public Opinion Politics from the Top-Down

Cliff Zukin, Rutgers University

POPTOP focuses on the relationship between public opinion and public policy. The paper presents a "top-down" model of how, and under what conditions, public opinion affects governmental decisions. The basic argument:

- (1) The common political science conceptualization of the opinion-policy relationship envisions citizen opinion being "pushed" upwards to decision makers, who respond with policy action. This bottom-up model, while occasionally accurate, describes an atypical state of affairs.
- (2) There is no single such entity as true public opinion. A variety of sources of potential public opinion (polls, media content, groups, personal cues) coexist simultaneously, each of which may yield a different reading or interpretation of what "public opinion" is.
- (3) These sources serve as the raw fodder used by actors in the political arena, as they compete to define issues to their strategic advantage and attempt to manipulate the perception of public support in pursuing their preferred policy objectives.
- (4) Thus it is decision makers who are the critical actors in determining when and how public opinion is related to public policy. Such a top-down model best describes the dynamics of the opinion-policy relationship in "daily politics."

All in the Family: Communications Gap Revisited

Edward B. Keller, The Roper Organization, Inc.

Results will be presented from two recent national surveys conducted by The Roper Organization, Inc.: one of American youth, ages 8-17, and the other of a national sample of parents with children under the age of 18. The results reveal a surprising gap in impressions of intra-family relations, particularly in the critical area of parent-child communications.

Is the American Family Falling Apart? Changes in Family-Related Attitudes and Behavior of Young People in the U.S.

Nicholas Zill, Child Trends, Inc.

Many people in the United States believe that the institution of the family is falling apart, and that changes in the family, especially increases in divorce, single parenthood, maternal employment, and permissive childrearing, are responsible for the ills of today's youth. This paper is an examination of trends in family-related attitudes and behavior of young people in the United States over the last three decades. Included are data about parental control of adolescent decision-making; adolescents' identification with and respect for their parents; changing patterns of sexual activity, marriage, and childbearing; attitudes about divorce, single parenthood, maternal employment, and women's and men's roles in the family; satisfaction with family life; and plans for making families of their own.

What the trend data show is that while patterns of family life are certainly changing, the family can hardly be described as disintegrating. Although there have been developments that have acted to weaken parents' influence over their children, there have also been some social changes that have served to strengthen family ties. Most young people identify with their parents, express satisfaction with the families in which they have been raised, and say they plan to have families of their own. The implications of changing attitudes and behavior for public policies aimed at assisting families are discussed.

At High Risk: Adolescent Mothers and Their Children

S. Philip Morgan, University of Pennsylvania

The popular belief that early childbearing almost certainly leads to school dropout, subsequent unwanted births and economic dependence is greatly oversimplified. A longitudinal study of over 300 primarily black urban women who gave birth as adolescents in the middle to late 1960s shows that a substantial majority completed high school, found regular employment, and, even if they had at some point been on welfare, eventually managed to escape dependence on public assistance. Relatively few ended up with large families. The children of these adolescent mothers are young adults themselves at the time of the most recent (1987) interview. We observe great variability in adolescents' well-being, just as in the case of their mothers. Ongoing research examines the pathways to "success" for these mothers and their offspring who are at high risk of "failure."

The Impact of Advertising on Young Single New Yorkers' Sexual Behavior in the AIDS Epidemic

Hal Quinley, Yankelovich Clancy Shulman

This paper reports the results a study evaluating the effects of an anti-AIDS campaign conducted in the print and broadcast media in New York City. Telephone interviews were conducted with representative samples of young (18-24) New York City singles prior to the campaign and after the advertising had run for three months. Awareness of the anti-AIDS advertising was high and most young singles were familiar with the main themes. The

advertising was apparently effective in increasing the proportion of young singles believing that condoms should be used to help prevent AIDS. However, no change in behavior took place with respect to condom use or other actions to reduce the AIDS risk. While the study finds that most young singles are adjusting their sexual conduct in response to the AIDS risk, it also shows that only a minority use condoms on a regular basis when having sexual intercourse.

Televised Political Advertising and Image Formation: Some New Evidence Donald T. Cundy, Utah State University

Paid televised political advertising consumes enormous resources in this country and is now a key aspect of virtually every contested race for major elective office. Does all this advertising have a significant impact on the preferences of those exposed to it? Previous evidence has been mixed and inconclusive. Some have gone so far as to suggest that it has no effect at all. The results of this study suggest that: (1) under conditions of low viewer involvement, even a single exposure to a televised political advertisement can have a substantial effect on targeted elements of viewer images; (2) changes in discrete image elements are related to changes in global affect – known to be a strong indicator of voting choice; (3) if a spot ad presents material in such a way that the information it contains appears to be objectively verifiable, the ad can have as much impact on viewer image as if the message had been presented in a newscast.

Advertising and National Development: The Chinese Experience Jung-Sook Lee and Wen-Ling Chiu, Boston University

This paper investigates how a tightly controlled socialist system utilizes advertising to meet its developmental goals. From an analysis of the development of foreign as well as domestic advertising content appearing in the print media (from 1979 to 1988), this paper examines whether social changes occurring in the People's Republic of China (PRC) are the result of the influence of foreign capitalism conveyed in the advertisements. After a long absence, advertising returned in China in 1979 as a consequence of China's open economic policy which emphasizes the introduction of foreign capital to take advantage of capitalism to serve socialism. In order to achieve the proclaimed goal, "reaching the standard of living as enjoyed by the western countries by the year 2000," Chinese governmental leadership has allowed certain forms of capitalist conduct within the limits of state planning. It is most interesting to examine how advertising, culture, and economic interest interact with one another in the socialist systems.

Long-Term Changes in Perceptions of an Urban Area Subsequent to an Advertising Campaign Kurt D. Anderson, Southern New England Telephone Company

The ability of marketing or public communication campaigns to affect perceptions of an urban area is examined. The research evaluates an attempt to influence the perception of a city through advertising. A benchmark survey detailing area residents' ratings on 51 attributes was followed by an extensive communication campaign, utilizing multiple media. A post-campaign measurement of the same 51 attributes was obtained six years after the communication campaign concluded.

Findings revealed that attributes related to the most pronounced themes in the advertising campaigns displayed greater amounts of positive change than attributes related to weaker themes. Non-exposure to the advertising was related to neutral or negative change in perceptions of the measured attributes. The results support the conclusion that advertising had a pronounced and enduring effect.

Friday, May 19, 10:45 a.m.

Context Effects: When They Occur and How Often
Roger Tourangeau, Kenneth A. Rasinski, NORC

Answers to attitude questions in surveys can vary markedly depending on the preceding items in the questionnaire. Some of these context effects appear to depend on the process of retrieving the contents of an attitude from memory. Attitude structures are often complex but the response process tends to be superficial; answers to an attitude question may be based on a few highly accessible beliefs about an issue. Which beliefs are accessible when a question is asked may be affected by the earlier item. When context increases the accessibility of beliefs that tend to favor one side or viewpoint on an issue, it can tip the balance in favor of a particular response. In a telephone study, more than 1,100 respondents were asked about six target issues. Prior to the target items, most of the respondents had been asked about one of two sets of related issues; the remainder received unrelated, "neutral" context items. For five of the six issues there were significant context effects in the predicted direction. Additional results indicated that context effects were larger when respondents reported mixed beliefs about the target issue and when respondents regarded their beliefs about the issue as important. Coding of open-ended responses to follow-up questions suggested that the context items altered how respondents thought about the target issues.

**The Survey Interview and the Logic of Conversation:
Implications for Questionnaire Construction**
Norbert Schwartz, ZUMA

Basic principles that govern the conduct of everyday conversations will be reviewed and their implications for a special form of conversation, known as the survey interview, will be discussed. Three experimental studies are reported that explore under which conditions responses to a general question become more similar to ("part-whole assimilation") or more dissimilar from ("part-whole contrast") responses to a preceding specific question.

The results suggest that asking a specific question increases the cognitive accessibility of the information used to answer it. The answer to the subsequent general question will therefore be based in part on the same information, resulting in similar responses, as predicted by cognitive research on priming effects in information processing. However, the highly accessible specific information will not always be used. Most importantly, central principles of conversation urge communicators to be informative and to avoid redundancy. Therefore, if both questions are perceived as belonging together, the previously activated information (that has already been reported) will be disregarded, which may result in dissimilar responses to the general question. Thus, the impact of cognitive principles of information accessibility is qualified by principles of conversational conduct. The conditions under which these effects occur are identified and experimentally manipulated, and the implications for questionnaire design are discussed.

Survey Research of Congress: GAO's Role in Legislation

Should Fired Air Traffic Controllers be Rehired? - Fran Featherston
Should Vietnam Veteran Counseling Centers Be Relocated? - David Bellis
Should Employers Speed Up Their Contributions to Pension Plans? - William Eckert

The General Accounting Office (GAO) has long served as the investigative and auditing arm of the Congress. At the request of members of Congress, teams of GAO auditors investigate how federal programs are administered. In recent years, the GAO has undertaken a new function, conducting an increasing number of surveys at the request of congressmen and congressional staff members. The findings shape legislation: they reveal preferred options and determine the accuracy or error of conflicting assertions made by lobbying interest groups.

GAO survey researchers carry out policy research within the constraints and cross-pressures of legislative deadlines and political demands. The problems encountered in designing and conducting three policy studies are described. Each produced findings that resolved a dispute over preferable administrative procedures.

In each case, the research team sought the answer to specific questions posed by legislators or their staff aides: 1. If air traffic controllers who were fired for going on strike in 1981 were rehired, what would be the effect on the air traffic control system? 2. Should the readjustment counseling centers for Vietnam veterans that are located in storefronts be relocated into existing Veterans' Administration medical facilities? 3. If employers are required to speed up the contributions to employee pension funds, what would be the effect on their participation in the federal program for insuring retirement plans?

Friday, May 20, 2 p.m.

The 1987 National Surveys of Generators and Managers of Hazardous Waste
John L. Warren, Research Triangle Institute

Research Triangle Institute (RTI) is conducting two complex surveys for the U.S. Environmental Protection Agency (EPA) to collect information on the United States' generation and management of hazardous waste. The results will be used to develop a database to support a wide variety of EPA regulatory activities.

The initial phase was the 1986 National Screening Survey, which identified summary information from all hazardous waste treatment, storage, disposal, and recycling facilities (TSDRs). This census survey of over 5,600 facilities collected enough information from every TSDR to enable EPA to determine the best method for conducting a complex survey of TSDRs. In 1987, a CATI survey was conducted of the TSDRs identified in the 1986 Screening Survey to update data collected earlier. In August 1987, 2,600 facilities received a detailed package consisting of an instruction booklet and some combination of 15 different questionnaires. The TSDR Survey data will be merged with that collected in the 1987 National Survey of Hazardous Waste Generators. There are 55,000 generators of hazardous waste. Using data on quantity of hazardous waste generated in 1985, RTI selected a sample of approximately 10,100 generators. This survey is currently in progress.

Public Attitudes Toward Food Irradiation: Risk Communications, Risk Assessments, and Ideology in the Evaluation of a Nuclear Technology Robert E. O'Connor, Pennsylvania State University

Food irradiation is a technique that destroys pests and extends the shelf life of fruits, vegetables, and meats. Although few people have heard of food irradiation, the public will develop opinions as irradiated foods reach the stores and concerned citizens call for boycotts and prohibitive legislation.

Some argue that effective risk communications can lower individual assessments of the degree of risk so that people will willingly consume irradiated food. Others hypothesize that public acceptance or rejection of technologies perceived as risky is a function of deeply held ideologies. The argument is that risk communications can have little impact on acceptance of a nuclear technology because of deeply held beliefs.

This study employs two survey methodologies: experiments and focus groups. The data come from sessions with twenty-four groups. The information provided the groups varied in the use of technical language, the presentation of opponents' concerns and proponents' counterarguments, and the history of food irradiation applications. The effort is to examine whether modifications in modes of risk communication have any impact on attitudes toward this nuclear technology. One conclusion is that there is more to public opinion toward food irradiation than a simple calculus of risk.

"Whose Fault Is It?": Reporting on Risk and Questions of Responsibility Phyllis Endrey, University of Illinois at Chicago, Eleanor Singer, Columbia University

This paper grows out of a larger study of reporting about hazards that pose a serious threat to life. This study examined all hazard stories appearing in 15 different mass media over a four month span in 1984, and over a similar time span in 1960. 624 1984 stories and 156 1960 stories representing six hazard categories (natural, energy, material, illness, complex technology, and activities with benefits and costs) were analyzed to yield information on questions of risk and responsibility.

In this paper, we focus particularly on the matter of blame for the hazard and responsibility for its prevention. Beginning with a series of common-sense expectations about patterns of assignment of blame for the various hazard categories, we discuss how the data conformed to or diverged from those expectations. We also review attributions of preventive responsibility and compare those patterns to the patterns of blame.

Ethnic Differences Among Selected Indicators of Health Information Processing: Lessons From AIDS

Lalit Acharya, Anthony R. Fellow, California State University, Fullerton

This paper investigates the relationship between perceived seriousness of and perceived susceptibility to the AIDS illness, health locus of control, and AIDS-related information seeking behaviors, knowledge, and tolerance levels of individuals. This study also examines the distribution of these variables among whites, Latinos and Asians.

Findings indicate health locus of control to be positively correlated with AIDS information seeking, knowledge levels, and tolerance of AIDS sufferers. Feelings of vulnerability to AIDS also seem to be positively correlated with AIDS information seeking and knowledge, though

not with tolerance. Perceived seriousness proved to be a counterproductive factor, depressing feelings of control, inhibiting learning and facilitating intolerance of AIDS sufferers. At the group level, Asians showed lower levels of self-determinism, knowledge and tolerance levels than either whites or Latinos, with few differences evident between these latter groups.

This paper is based on a 1987 survey of 615 randomly-selected students enrolled in a state university in Southern California. This population was targeted because of its identification as a relatively high AIDS-risk group.

A Focus Group Approach to Translating Questionnaire Items

Alicia S. Schoua-Glusberg, NORC

Some terminology often used in social survey questionnaires -- whether respondent instructions, statements about privacy and confidentiality, or general behavior and demographics questions -- does not translate readily into other languages. To translate it without using jargon, in ways that are clear to respondents, presents a real challenge to translators.

This paper proposes translating those "survey terms" by combining the translation technique known as committee approach with the focus group method for qualitative research. In the committee approach a group of individuals does the translation rather than just one person. This approach is based on the idea that consensus among these bilinguals will probably produce more accurate text than a single translator's subjective opinion.

Focus groups can be used to help researchers understand better the respondents' reality and the language used to describe that reality. In this combined approach the researchers/translators hold focus group sessions to discuss alternative translations, their nuances and interdialectic acceptability. Rather than discussing alternative translations among translators, as in the committee approach, individuals from the sampled population meet in focus groups to help researchers see the effects of different lexical choices.

Confusion and Concern: Middle Americans, AIDS, and Public Policy

Barbara Kaplan, The Gene Reilly Group

The study presents a qualitative exploration of attitudes and behaviors of "middle Americans" regarding AIDS. Four focus groups were held with different age, sex, marital status composition in the Midwest area. The panelists were drawn from a population having low incidence of AIDS, but indicating AIDS as one of the two problems facing America which concerned them the most.

Five areas were surveyed: beliefs about how AIDS spreads, attitudes about AIDS and the homosexual community, how AIDS has impacted public and private behaviors, attitudes regarding mandatory AIDS testing and feelings about in-home AIDS testing.

Findings suggest: 1) a strong current of perceived personal vulnerability and confusion; 2) concern with direct prevention of the spread of AIDS, rather than moral condemnation of societal degeneration or homosexuals; 3) confusion and ignorance regarding the meaning of the key concepts of sexual transmission and body fluids; 4) fear but not shame associated with lack of knowledge; 5) feelings of vulnerability in an increasingly unsanitary society; 6) ambivalence about mandatory AIDS testing with greater interest in direct vs. indirect prevention strategies; 7) strong doubt and mistrust of the efficacy and appropriateness of in-home AIDS testing.

Focus Groups in Political Campaigns

Peter Hart, Frederick Hartwig, Peter D. Hart Research Associates, Inc.

The use of focus group discussions to provide color and depth to survey research -- how voters come to hold their opinions, and the language they use to talk about politics -- and to provide an understanding of the dynamics by which an election is likely to play out over the course of the campaign.

Friday, May 20, 4 p.m.

Women's Suffrage and the Election of 1920

Robert Yaffee, Peter Tuckel, Hunter College; Richard Maisel, New York University; Kurt Schlichting, Fairfield University

In 1920, Warren Harding, the Republican candidate was elected President by 63.8% of the major party vote. This election ended an eight year Democratic Administration under Woodrow Wilson and began a decade of almost unprecedented Republican domination. Most analyses of the 1920 election interpret the landslide Republican victory as a rejection of the Wilson administration and the return to previously high levels of Republican partisanship. Explanations of this type cannot, however, explain the fact that Cox, the losing Democratic candidate in 1920, received more votes than Wilson, the victorious Democratic candidate in 1916.

This paper will present an analysis of national aggregate voting data which suggests that Harding's victory may in large part be explained by the passage of the 19th Amendment, which guaranteed the vote to women. Our analysis suggests that without the 19th Amendment, Harding's victory would have been around 53%. Further analysis of voting data for the State of Connecticut suggests the women's vote for Harding was not due to any general preference of women for the Republican candidate or party but can be explained by a higher turnout among native born middle class women whose background would predispose them towards voting Republican.

Public Taste and Its Influence on the Nature of an Artform and Its Artists

June Riess Goldner, Queens College of CUNY

In conducting research on the development of the role of the virtuoso singer, I discovered tensions between the public's desires for certain kinds of singing and for certain kinds of voices and institutional arrangements and restrictions that mitigated against those desires. One aspect of the role of the singer as it relates to public taste for vocal style revolves around the concept of virtuosity. Virtuoso singers stood out as highly skilled soloists performing intricate and difficult vocal feats that enraptured audiences. However, such vocal practices frequently contradicted official philosophies, both secular and sacred, concerning the function of song. A relationship between the high voice and vocal pleasure for listeners can also be traced, from primitives and ancients to the present. Voice range, a biologically-dictated aspect of musical performance, is, of course, directly connected to the sex of the singer. Women in general have higher voices than men. Yet, throughout my survey, I have found that the prestige accorded the artistic, occupational status of singing was oftentimes denied women. Men, on the other hand, enjoyed advantages and opportunities to succeed as singers but lacked this most important trait, the one most in demand—a soprano voice. Their increasingly serious attempts to encroach on the female vocal range will be explored in the context of solutions to providing the voices the public wanted.

Public Opinion and Public Space: Putting Survey Research in Historical Context Susan Herbst, University of Southern California

Many scholars of public opinion have noted that the character of public opinion is shaped, in part, by the available techniques for expressing opinion and measuring it. This paper seeks to discover the nature of expression enabled by public opinion measurement technologies of the past. The analysis uses Weberian theory (and its predictions of an increasingly rational or structured society) and theories of mass society articulated by Toennies and Kornhauser to explicate the social roles of public expression, as it has changed over time. These theories support the finding that the expression of public opinion in Western culture has become more rationalized, private, and anonymous.

Sometimes Public Opinion Leaders: A Study of 50 Years of Editorial Writing in Four Southern Indiana Weekly Newspapers Craig Sanders, Indiana University

This paper studies how four weekly newspapers in southern Indiana used editorials in guiding public opinion between 1935-85. The newspapers more often viewed themselves as leaders of public opinion on issues of national and international importance than they did on local issues. With few exceptions, the newspapers sought community consensus rather than confrontation on local issues. Other major findings: (1) As the newspapers became less partisan and politically ideological, editorials focusing on national and state political issues became less confrontational and less frequent. (2) As less attention was paid to national issues, more attention was focused on local issues. (3) The newspapers that were the most partisan published the most editorials and were the only newspapers in the study to regularly print editorials. (4) Ownership appeared to influence a newspaper's devotion to publishing editorials.

Among the implications raised by this study are that weekly newspaper journalists may consider it less important to direct public opinion than to point the public toward the consensus-building process and then to support decisions made through that process. Community journalists may instead choose to use personal involvement as a way of shaping public opinion toward solving local problems and issues rather than by using their editorial pages.

Saturday, May 21, 9 a.m.

Investigation of Interview Attempts in Relation to Survey Results Lorna Opatow, Opatow Associates, Inc.

In 1987, the ARF undertook an Arrowhead Study to investigate the effect on survey results of single, compared with multiple interview attempts. The study was based on an analysis of selected survey data, as well as a literature search. Surprisingly, for the general survey data reviewed, there was little variation between results based on all attempts and those based only on people reached at the first call. While the differences were small, in a few cases they were significant; both statistically and in practical terms.

This presentation will review the ARF data and information from other sources. Some possible explanations for the small amount of variation will be discussed and action proposed for further investigation.

Call Attempts and the Probability of Interview Completion

Bruce Allen, Westat, Inc.

The number of call attempts made in order to complete a screening or extended interview affects both the response rate and the cost of the study. As more call attempts are made, response rates rise. However, the probability of eventually completing interviews declines with each successive call attempt. For most studies, there is an optimal number of call attempts which will maximize response rates while minimizing study costs.

The analyses presented in this paper specify a series of call attempts/completed interview probability functions. These probability functions address the following issues: 1) Does the call attempts/completed interview probability function vary by the type of interview (i.e., Screenings vs. Extended)? 2) Does the call attempts/completed interview probability function vary by region of the country? 3) Does the call attempts/completed interview probability function vary by selected respondent characteristics?

The data analyzed are from a national RDD survey of 16 to 20 year old youth. Data analyzed includes response data from the screening instrument (household level) and response data from the extended interview (conducted with eligible youth within the household).

Gender Bias: Analysis of Factors Causing Male Underrepresentation in Surveys

Edward Lakner, Diane O'Rourke; Survey Research Lab, University of Illinois

Using data from a 1987 telephone survey of 1,002 Illinois adult residents, this research looked into factors causing male underrepresentation in surveys using the last birthday method of respondent selection. Differences by sex in rates of refusal and noncontact (after respondent selection) were evaluated for relative contribution to gender bias. Accuracy of informants' response to the birthday question was gauged by checking against birthdates of adults rostered during the interview. Other factors such as the proportion of informants who do not know the last birthday, or misreport from a desire to be the one interviewed (or not interviewed), were evaluated for relative effect on sample representation of males and females.

Variations in Survey Respondent Selection by Telephone

Cecilie Gaziano

Seven studies comparing nine respondent selection procedures are described in this paper with regard to their potential to reduce refusal rates and to increase representativeness. Particular concerns are underrepresentation of men and multiple-adult households. The paper describes the studies in terms of their historical evolution as improvements on the Kish procedure for telephone surveying. Interest in such modifications has increased in recent years.

All the methods vary in their biases. The last-birthday, Collier-Hagan, and Bryant modification of the Trolldahl-Carter method appear to be the most representative procedures. Kish and Trolldahl-Carter techniques appear to lead to less representative samples than other techniques. Other procedures reported include two non-probability ones, a "Stanford modification" of Trolldahl-Carter, and a modification of the Trolldahl-Carter-Bryant correction for overrepresentation of women. Only the biases of the birthday procedure have been studied systematically.

More testing of different combinations of respondent selection methods and more replications are needed to learn more about external validity and representativeness.

Public Perceptions of Media Reporting of Public Opinion Polls Michael B. Salwen, Bruce Garrison; University of Miami School of Communication

The public's perceived credibility of public opinion polls is a serious concern among pollsters. Most people learn about poll results through the news media. This study reports the results of a telephone survey of Dade County, Florida adults' evaluations of news media reporting of public opinion polls. Respondents (N = 1,008) were interviewed through a CATI process. The survey directly addressed the public's perceptions of the "trustworthiness" and "expertise" of news media reporting of public opinion polls. A large body of research supports the contention that trustworthiness and expertise are the two underlying dimensions of credibility. As "neutral" sources reporting the results of survey data, the news media have no vested interest in poll results, and therefore may be regarded as trustworthy sources. However, unlike survey research organizations, the news media are not thought to have quantitative skills, and therefore may be regarded as lacking expertise. The study found no differences in perceptions of media reporting of public opinion polls by race. However, the age variable yielded important differences. Younger respondents evaluated media reporting of public opinion polls as more credible than older respondents.

Who Will Talk to Reporters? Biases in Survey Reinterviews Mark Baldassare, Cheryl Katz; University of California at Irvine

When newspapers commission telephone surveys, they often ask for a list of respondents who are willing to talk to a reporter about the questions in the poll. In this paper, we review empirical data we have gathered on biases in the subsample who are willing to be interviewed later. We have conducted over 30 newspaper polls in four years for the Los Angeles Times, San Francisco Chronicle, and Orange County Register. The telephone surveys have varied in sponsor, locale, sample size, sample characteristics, length of survey, and topic. On average, one in three respondents say they are willing to talk to a reporter after a poll and have their names appear in print. The range is between 26% and 49%, with the mean and median at 35%. Across surveys, men are significantly more willing than women to talk to reporters after a poll. The subgroup willing to talk is generally younger and more affluent than the total sample. Given these findings, we suggest some appropriate uses and possible misuses of information from poll respondents who are willing to talk to a reporter.

The Characteristics of Polling Organizations and Polling Accuracy Irving Crespi, Irving Crespi and Associates

As part of a larger study of the sources of accuracy in media-sponsored pre-election polls, the contribution of organization characteristics to accuracy was examined. These characteristics include the importance of being accurate to the polling organization, the type of professional staff responsible for conducting the polls, the type of interviewing staff utilized, interviewing facilities, and investment in methodology. Key findings are: the minority of organizations that consider accuracy a "very important" criterion for evaluating the success of their polls are in fact more accurate than those who do not; polls conducted by full-service survey research organizations are more accurate than those that rely on in-house researchers; polls conducted by national organizations are more accurate than those conducted by state and local organizations; pick-up interviewing staffs produce less accurate polls; central location interviewing contributes to poll accuracy; and organizations that have recently changed their methodology tend to be the more accurate.

Public Opinion Polling in China

Jian-Hua Zhu, Indiana University; Hai-Rong Li, Chinese People's University

Scientific public opinion polling emerged in China ten years ago. There were two major driving forces: First, economic reform broke the previously homogeneous population into various interest groups, which forced policy makers to gauge what those people thought; Second, the open-door process created a demand for political democracy, in which people learned polling methods from outside and used it as a tool for democratization. Roughly, there have been three stages of the development. The period of 1978 to 1981 saw an initiation of polling by a few academicians. From 1982 to 1985, polls became fashionable. Various social organizations and governmental bodies began to use them as information tools. Since 1986, professional polling organizations have been set up, including academic, commercial and governmental research institutes. Telephone interviewing is not possible because of low phone penetration. As an alternative, self-administered questionnaires are used. Convenience sampling was employed at the early days. Then, that was replaced by occupation-stratified sampling. Now, household sampling is used in some occasions. Compared with Westerners, the Chinese may be a little reluctant to speak out in interviewing. But the younger generation and the highly-educated have become more and more eager to express their views.

Saturday, May 21, 10:45 a.m.

Knowledge and Attitudes about AIDS from the National Health Interview Survey

Owen T. Thornberry, Ronald W. Wilson; National Center for Health Statistics

In August of 1987, the National Household Interview Survey (NHIS) added a 15 minute supplement on knowledge and attitudes about AIDS to provide information to assist in the planning and assessment of national AIDS public education activities, including the major America Responds to AIDS campaign in October 1987 and the forthcoming national mass mailing of an AIDS brochure. The sample design of the NHIS permits analysis of data by month and special data processing efforts were instituted to provide timely processing of the data. Data will be presented showing changes in knowledge levels, with a focus on changes between September and November to assess the impact of the October campaign. Provisional published data already indicate small but statistically significant improvements between August and September (Advance data #148 NCHS, January 88). Modifications to the questionnaire in March 1988 will be discussed as well as plans to collect data on AIDS-related risk behaviors.

Trends in Subgroup Opinions About AIDS

Eleanor Singer, Theresa F. Rogers; Columbia University

In this paper we analyze public opinion survey data about AIDS collected over the past four years in order to accomplish two aims: (1) to examine knowledge, fear, and protective behavior in high-risk subgroups of the general population, including single men and women, blacks, and residents of urban areas, especially those that already have a high concentration of AIDS cases; and (2) to trace changes over time in knowledge, attitudes, and protective behavior of these subgroups.

At least 15 surveys about AIDS, most of them based on national samples, provide data for the analyses. The findings allow us to draw together the public's views and concerns about AIDS, to locate those groups most likely to be misinformed, to identify common misperceptions, and to see whether these have changed over time.

Determinants of Public Opinion About AIDS Horst Stipp, Dennis Kerr; National Broadcasting Company

Researchers have discussed the findings of polls on AIDS and issues related to the AIDS epidemic primarily in the context of agenda-setting models of the effects of media coverage. Findings from analyses presented in this paper, using data from a Roper survey, suggest that the role of attitudes toward homosexuals should be at the center of future explorations of the relationship between the media coverage of AIDS and public opinion. Specifically, our analyses raise the possibility that anti-gay attitudes constrain the ability of the media to effectively communicate information about risk factors and how the disease is transmitted. While the available data are limited, we consider this aspect of the AIDS issue very important. Accurate knowledge about AIDS is a crucial prerequisite for curbing the spread of AIDS and for appropriate policy decisions. Moreover, if our interpretation of the data is correct, it suggests that fears of AIDS transmission may be used to justify discrimination against people with AIDS and against gay people in general. We need to explore the possibility that such attitudes stand between media information and public knowledge and public opinion.

A Cognitive Approach to Questionnaire Design David Mingay, Patricia Royston, Deborah Bercini, Gordon Willis, Jared Jobe, Monroe Sirken, National Center for Health Statistics

Since 1985, the Questionnaire Design Research Laboratory (QDRL) at the National Center for Health Statistics (NCHS) has served as a resource for NCHS and other public health service agencies in the development and testing of survey questionnaires. The QDRL is the first permanent questionnaire design laboratory to apply theories and methods used by psychologists in research on human cognitive processes. The laboratory is one component of the NCHS National Laboratory for Collaborative Research in Cognition and Survey Measurement.

Traditional field pretesting, the questionnaire testing method most often used at NCHS, provides adequate information on operational and logistical aspects of the survey, such as question flow, skip patterns, respondent burden, and field procedures, but it provides little information about errors respondents make in comprehending questions, or in using inappropriate or inadequate recall or estimation strategies. Quick, reasonable-sounding responses to questions can conceal considerable response error. In the QDRL, a variety of cognitive interview techniques provide a detailed understanding of the comprehension, memory and decision-making processes employed by respondents in answering survey questions. The techniques include concurrent and retrospective protocols, focus groups, probes, and confidence ratings. To illustrate the value of the approach, selected findings from the laboratory testing of several NCHS questionnaires will be presented.

A Schema-Based Approach to Question Asking Marilyn Mauch, Carolyn Boyce; U.S. General Accounting Office

This presentation will explore how schema theory in cognitive psychology applies to asking questions in survey research conducted by the U.S. General Accounting Office. We will give an overview of conceptual and research approaches to schemata and discuss the benefits and liabilities of schematic processing for the goal of developing survey questions which minimize measurement errors and response burden.

Illustrations from GAO surveys will be used in discussing, for example, how we order questions to correspond with the organization of expert schemata. The relationship between schematic organization and question sequencing is illustrated in a recent study on technology transfer from the national space reactor program. Questionnaire pretesting revealed response confusion

and memory intrusions in answering a sequence of questions concerning nuclear reactors. The sequence was based on management priorities. The problems were eliminated by organizing the items according to the physical structure of nuclear reactors -- which more closely matched the experts' schematic organization of the topic. Special focus will also be given to the following topics: response inaccuracies due to the retrieval of an incorrect schema, and the impact of individual variations in schemata on defining concepts in question writing.

Experiments in Information Retrieval

Judith Fiedler, Group Health Cooperative of Puget Sound; Elizabeth F. Loftus, University of Washington

The effect of varied question wording and format on the completeness and accuracy of recalling health care experiences was studied in a telephone interview survey of 950 HMO subscribers in Washington State. During the 1986 Consumer Opinion Survey of Group Health enrollees, respondents reported events such as visits to providers and diagnostic procedures (i.e., blood pressure checks, laboratory tests, etc.) under conditions which called for recall in forward or backward order from/to a specified reference date, over prior time periods of 1, 2, 6 or 12 months. The time periods were presented in varying order, anchored by date or by landmark event, and respondents were asked to report on utilization events twice, first for the preceding 6-month period, then the preceding 2 months; for 1 month and then 2 months, etc. A subsample of married respondents also reported on the health care experiences of their spouses. The medical records of respondents and spouses were reviewed and abstracted to verify the reported events. The study results suggest that recall errors are common, but that some question formats may produce more accurate retrieval of information.

Sex Differences in the Use of Vague Quantifiers

Nora Cate Schaeffer, University of Wisconsin-Madison

Response categories for many survey questions are labeled with vague quantifiers, phrases like "very often" or "very much" that express frequency or intensity in relative terms. Psychological research suggests that the frequency of an event indicated by an adverbial intensifier depends on the actual frequency of the event and feelings about the event. Previous analyses of self reports of events found that the strength and direction of relationships are not much affected by whether response categories are expressed in relative or absolute terms. Group comparisons using relative response categories, however, may be biased if groups vary in the way they translate absolute frequencies into relative frequencies. This paper examines whether or not men and women differ in the way they use relative frequency or intensity response categories. The results indicate that for a given vague quantifier men tend to mean a higher absolute frequency of being bored than do women, while women mean a higher absolute intensity of being bothered by caregiving tasks. Conclusions about sex differences may differ substantially depending on whether an analysis uses relative or absolute frequencies. These analyses use data from two studies conducted by NORC: a 1975 study that used a national probability sample (N=1200) and a 1982-83 national survey of unpaid caregivers (N=1600) respectively.

Minimizing Respondent Burden in Mail Questionnaires

Fran Featherston, Luann Moy; U.S. General Accounting Office

While mail questionnaires are cheaper to administer, the difficulty of obtaining respectable response rates has discouraged many from using them for data collection. Minimizing respondent burden is essential for mail questionnaires. Because there is no interviewer to clarify questions for the respondent, items must be clearly written with precise language. If the burden is too heavy, respondents may give up on the task and fail to return their questionnaires. This paper explores several techniques for designing questionnaires and items

that minimize respondent burden. At the same time, we will also discuss strategies for maximizing the quality of the data obtained using "easier" questions. Our paper will also discuss the advantages of the U.S. General Accounting Office's (GAO) process pretesting for designing mail questionnaires. We feel that these unique pretesting procedures are a large factor in the 70% to 80% response rates that GAO normally achieves for its mail questionnaires to targeted populations.

Differences in People's Answers to Telephone and Self-Administered Questionnaires: Results of Field and Laboratory Experiments

Don A. Dillman, John Tarnai; Washington State University

The extent to which people's responses to telephone and self-administered questionnaires are the same or different has not been well researched. In this paper, the few available past studies are reviewed and unpublished data from four experimental comparisons are reported. The four studies include 1) A 1974 survey of attitudes of Washington residents towards spending public funds, 2) A 1979 survey of Oregon and Washington households on housing and community issues, 3) A 1986 partial replication of the 1979 study on Washington State University students, and 4) a 1988 survey of Washington households on seatbelt usage. Preliminary results point towards the need to use extreme caution in combining results from mail and telephone surveys on questions with vague quantifiers.

The Joint Effects of Personalization and a Prepaid Monetary Incentive on Mail Questionnaire Response Rates

Robert Baumgartner, Pamela Rathbun; HBRS, Madison, Wisconsin

The effect of a prepaid monetary incentive with and without a personalization treatment was examined in a mail survey response rate experiment involving a general population sample from the state of Rhode Island. An experimental design employing two levels of monetary incentive (\$0 and \$2) and two levels of personalization (a handwritten and a typewritten postscript) on the initial questionnaire cover letter was used to examine the effects of these two variables on the response rate to a 23-page mail survey.

Overall, across all treatment groups, completed questionnaires were received from 62 percent of the sample within three weeks of the initial questionnaire mailing. After a reminder postcard and two follow-up mailings, each containing an additional copy of the questionnaire and a cover letter, the final response rate was 77 percent. Analysis of the response rates by treatment group indicates that the use of a prepaid monetary incentive had a significant main effect on the response rate to the initial questionnaire mailing (54 percent vs. 69 percent response), as well as the final response rate (72 percent vs. 82 percent response). The personalization treatment, however, did not have a significant effect on either the initial or the final response rate. The incentive by personalization interaction term was also nonsignificant for both response rates.

Finding the Right Respondent: Data Quality Comparisons of Telephone and Mail Data Collection in a Survey of Employers

Catherine Haggerty, Sara Segal Loevy; National Opinion Research Center

The use of mixed survey modes is recognized as an effective means to improve response rates (Herman, 1977). Wheatly (1973) found little data quality difference between self-administered and telephone data collection. Conversely, Siemiatycki (1979) found evidence that the data quality was better with the mail than with the telephone strategy.

The Health Insurance Providers Survey (HIPS) pretest is a survey of all employers nominated by household survey members participating in the Household Survey (HHS) Pretest of the

National Medical Expenditure Survey (NMES). This survey obtains general information about the HHS respondents' workplace as well as ask about HHS member's health insurance coverage. The survey was planned as a mail survey, modifying slightly the steps recommended by Dillman (1978). The list sample of 198 employers was randomly divided into two groups of equal size prior to mailing. Only one group received a premail phone call to verify the address and obtain the name of the personnel director. Low mail response rates lead to the use of telephone data collection during the telephone follow-up phase. We will compare data quality across data collection modes - HIPS mail and telephone pretest surveys - as well as between respondent types, such as general managers versus directors of personnel.

Attitudinal Roots of Popular Protest in France: Differences Between Before and After Measurement

Roy Pierce, Philip E. Converse; The University of Michigan

Survey-based analyses of the attitudinal origins of political protest behavior normally rest on surveys conducted after the behavior has occurred. This assumes that the attitudes expressed were also present before the behavior occurred, and ignores the possibility that post-protest attitudes are the result rather than the cause of protest behavior. This paper addresses two central questions: 1) How differently may the same protest movement be interpreted, depending on whether the presumed causal attitudes are obtained before or after the protest took place? 2) What kinds of attitudinal transformations are the participants and non-participants in protest behavior likely to experience? The data derive from a panel study conducted in France, the first wave of which took place in the spring of 1967, more than a year before the famous May 1968 mass protest occurred, and the second wave of which took place in the summer of 1968, soon after the upheaval, at which time reports of protest behavior were obtained. Measures of identical protest-related attitudes were obtained at each wave. Both the methodological and substantive implications of the differences between "before" and "after" measures of protest-related attitudes are discussed.

The Stability of Socio-Political Attitudes Across the Life-Span

Jon R. Krosnick, Duane F. Alwin; The University of Michigan

This paper tests two hypotheses about the relation between age and susceptibility to attitude change. The generational/persistence hypothesis proposes that individuals are highly susceptible to attitude change during adolescence and that susceptibility drops precipitously immediately thereafter and remains low throughout the rest of the life-cycle. The increasing persistence hypothesis proposes that people become gradually more resistant to attitude change throughout their lives. Using data from the 1956-1960, 1972-1976, and 1980 National Election Panel Studies, structural equation models are employed to estimate the stability of attitudes and unreliability in measures of them. The results support the generational/persistence hypothesis and disconfirm the increasing persistence hypothesis.

Education and Political Tolerance: Testing the Effects of Cognitive Sophistication and Target Group Affect

Frédéric C. Licari, Lawrence Bobo; University of Wisconsin

This paper examines the effects of level of education and cognitive sophistication on expressed willingness to extend civil liberties to nonconformist groups. Two major hypotheses are examined. First, we hypothesized that cognitive sophistication, as measured by performance on a vocabulary test and by the substantive complexity of work with data, would increase tolerance and partly mediate the effects of years of education on tolerance. Second, we hypothesized that both level of education and cognitive sophistication would differentiate tolerant and intolerant people only under the condition of negative affect toward the target

nonconformist group: that is, only when the target group is disapproved or disliked. Secondary analysis for the 1984 General Social Survey data provide clear support for both hypotheses. This paper thus helps identify the mechanisms through which (i.e., cognitive sophistication) and conditions under which (i.e., dislike of a target group) education enhances political tolerance. The implications of the research for debates on the education-tolerance relationship are discussed.

Saturday, May 21, 2 p.m

"Towards a Notion of 'World Opinion': A Comparative Content Analysis"
Frank Louis Rusciano, Rider College; Roberta Fiske Rusciano, Rutgers University; Peggy Spitzer Christoff, University of Cincinnati

This paper is a content analysis of the manner in which "world opinion" is used in stories and editorials of two nations' major newspapers. The authors studied the *International Herald Tribune* and the *Frankfurter Allgemeine Zeitung* for the months of February, March, and April 1986 for articles which contained implicit or explicit references to "world opinion." These references were studied using a pre-designed survey instrument, which analyzed several features of the term's usage. Topics for discussion included: (1) the various synonyms for world opinion; (2) the agenda for world opinion; (3) the link between world opinion and the "international isolation" of nations or individuals; (4) the moral and pragmatic components of world opinion; and (5) the extent to which a nation's leaders or citizens are aware of their status as subjects for world opinion. The paper concludes by combining the results of the study into a preliminary definition of "world opinion," based upon the common usage of this term. The definition references characteristics "world opinion" shares with "public opinion" and discusses the possible importance of understanding the concept in this manner.

The Role of Public Opinion in Tocqueville's Democratic Theory: Some Hypotheses Augmenting The Spiral of Silence
Barbara Allen, Indiana University

Tocqueville's opus on the American political and social community, *Democracy in America*, is often advanced as proof for one or another of the ideas by which we live today. Noelle-Neumann cites Tocqueville in support of her thesis describing a spiral of silence which influences public opinion, its climate, and expression. Tocqueville describes a phenomenon similar to the spiral of silence in his complex exploration of the structure of relationships involving patterns of communication and learning. For Tocqueville, the structure of a communication situation is a variable which plays a profound role in shaping public opinion and perceptions about majority opinion. His description of the tyranny of public opinion in democratically organized societies suggests that these negative patterns of communication can occur either in hierarchical settings within the democracy, or in settings of social isolation caused by the extreme individualism of social equality in the absence of fundamental liberties. This paper analyzes Tocqueville's democratic theory in detail drawing hypotheses from his work which pertain to current study of public opinion, including: 1) the relationship of the structure of communication situations to behavior associated with political participation, such as speaking out about an issue and 2) his exploration of how perceptions may shape the climate of opinion and the correlation of these perceptions with political participation.

If You're For It I'm Against It, Or At Least I'll Keep My Mouth Shut Fred H. Goldner, Queens College and Graduate Center, CUNY

The polarization process in the formation and expression of public opinion needs further exploration, especially in three areas: 1) the reluctance to publicly voice one's own moderate or qualified opinion if that act would benefit a group at one end of the ends of an opinion continuum; 2) the imputation of a clustered set of opinions on a number of issues to those who hold opinions on one specific issue; 3) the formation of one's opinion on an issue, based on the group identity of those who are at the extreme of that issue.

In (1), opinion formation around an issue occurs not just on the individually assessed merits of the issue but also on who are identified as supporters of one side or the other. Thus, those who see ambiguities are reluctant to express reservations about an extreme position for fear of giving aid and comfort to those at the other extreme. Thus, the perception of the public's opinion becomes distorted and the issue will become further polarized, e.g., Israel. In (2), issue clustering, or "bundling," occurs whenever those who are identified with one opinion are assumed to hold a set of other opinions which, taken together, make them pejoratively different kinds of people from those who so identify them. In (3), individuals form or express opinions about complex subjects based on the groups they identify with one or another position and the degree to which the individuals sympathize with that group.

Americans Talk Security: The Emergence of Affordability and "Economic Health" as National Security Issues Andrew Borinstein, The Daniel Yankelovich Group

Perceived threats to this country's national security have nearly always been assumed to come from one specific source, armed force, either in the form of direct or indirect military violence (including espionage) from another country, sponsored terrorism, or revolutionary activity. However, recent findings from a series of national public opinion surveys conducted by three leading polling organizations (The Daniel Yankelovich Group of New York, Marttila & Kiley of Boston and Market Opinion Research of Detroit) for the independently funded Americans Talk Security project indicate a growing awareness among the American public that threats to the U.S. economy have also become another important component of the national security debate. Specifically, Americans seem concerned about the country's long term economic health, as well as the geopolitical and domestic ramifications of providing troops and substantial military assistance to our chief economic rivals, namely, Japan, South Korea, and Western Europe.

The Utility and Futility of Collaborative Research Edward F. Brooks, Mary Anne P. Salmon, Victor J. Schoenbach, University of North Carolina at Chapel Hill; C. Tracy Orleans, Fox Chase Cancer Center

This is a survey of smoking practices and quitting needs of black adults as part of an NCI-funded, randomized trial to evaluate a self-help smoking cessation program. University researchers joined with the nation's largest black-owned life insurance company, North Carolina Mutual. NCM employs nearly 500 agents in 12 states and the District of Columbia. These agents visit about 140,000 policyholders monthly to collect premium payments. Consequently, they can provide and maintain contact with a large, diverse black population.

Organizational differences between the University and NCM in orientation, motivation and structure could reduce survey response and data quality. To deal with these problems it was necessary to learn: 1) to communicate effectively; 2) to maintain motivation; and 3) to use

validity checks acceptable to both organizations. The University hoped to use the existing relationship between agent and policyholder to bridge the gap between researcher and subject. However, subjects' suspicions of research, and protective stance towards agents, sometimes created obstacles to reliable, independent verification. This paper describes these issues, discusses their significance, and suggests approaches for other studies with hard-to-reach populations.

Putting Randomized Experiments and Sample Surveys in Tandem: Capitalizing on the Strengths of a Dual Methodology

Robert Mason, T. L. Jackson; Oregon State University

A dual methodology that builds on the common origins and core methodologies of randomized experiments and sample surveys provides more complete information and stronger inferences of treatment differences or effects than either methodology separately. Statistical parallels between the two methodologies are summarized. Advantages are described for comparing data from both systematically to improve the quality of information in a single investigation. The dual methodology is tested in an agricultural setting and the results are presented and evaluated. Strengths and weaknesses of the methodology also are discussed.

Tailoring Education And Evaluation Methods in a Quit Smoking Program for Lower SES Women

Barbara Rimer, Martha Kasper-Keintz, Linda Fleisher, Stephen Workman, Paul F. Engstrom; Fox Chase Cancer Center

Smoking is more common among young (18-44 years), lower SES women than among U.S. women in general. To make quit smoking messages more salient to these women, the Quitting Times Program was implemented in settings providing health services to their children, combining (a) brief quit smoking counseling, delivered by community health and pediatric clinic nurses, with (b) a self-help guide, tailored to the needs and constraints of the target audience, and (c) three reinforcing tip sheets mailed periodically after the initial counseling. The printed materials are written at a 6th grade reading level; the graphics and verbal imagery are concrete and colorful.

The evaluation plan combines baseline data collected from the clients and nurses with telephone interviews 3, 6, and 12 months after counseling. To encourage cooperation, the interviews take 10 minutes or less; the questions are mostly close-ended and worded simply. Since about 20% have no telephones and another 10% have non-working numbers within 3 months of entering the study, a two-page mailed posttest is sent to those not accessible by telephone. During the first 12 months, over 3,400 clients completed a Smoking History form; about 41% were current smokers. Less than 1% refused to participate. Preliminary results suggest that tailored education and evaluation methods can achieve good participation and follow-up rates and notable success in smoking cessation.

Utilizing Health-Related Behavioral Models to Focus the AIDS Research Agenda

Robert E. Simmons, Carol L. Hills, Jung-Sook Lee, Boston University

The purpose of this paper is to examine how behavioral models might help move the AIDS research agenda past the preliminary wave of surveys: There is need to test and identify variables that control what we call the "knowledge-but-not-change" phenomenon. The problem is one of great import since it seems similar behavioral processes affect health communication not only regarding AIDS, but other problems such as smoking, alcoholism, weight-control, hypertension and diabetes. Moreover, it has obvious international importance.

U.S. surveys conducted on sexual behavior since the AIDS epidemic became a public issue suggest, in the main, that awareness of HIV is widespread, misperceptions about transmission by casual social contact persist, and behavioral change is minimal except for cases where intensive mass information campaigns are coupled with extensive interpersonal contacts by local action groups or individuals express elevated concern about infection. This paper undertakes a survey and critical analysis of various health belief models, value-expectancy motivational theory, risk-assessment, and attitude-change theories that have importance for the problem. Moreover, it considers that potential for change-related impact from social pressure and community action processes.

Administrative Designs and Questionnaire Development for CATI Surveys
Sandra H. Berry, The RAND Corporation; Diane O'Rourke, Mary Spaeth,
University of Illinois

CATI requires that interpersonal skills and technical skills be combined to carry out efficient and high quality telephone interviewing. Very little has been written about the best way to organize and carry out this work. This roundtable will focus on the design of organizational relationships, administrative procedures, and survey instruments for CATI surveys. Results of two 1987 surveys of U.S. and foreign telephone survey centers using CATI will be presented and discussed. Survey results include comparative information on implementation of CATI surveys, including kinds of organizational structures used in CATI centers, types of skills that are required, division of labor, and problems of converting from pencil and paper to CATI telephone surveys and of setting up and maintaining new CATI centers. The problems of designing and testing CATI questionnaires will also be discussed. Emphasis will be placed on discussion of pros and cons of alternative administrative structures for telephone survey centers and on common problems and solutions.

Sunday, May 22, 9 a.m.

Flashlight Coverage: State News on National Broadcasts
Doris A. Graber, University of Illinois at Chicago

Critics who accuse the American public of being ill-informed about important public affairs rarely check whether the mass media have supplied the relevant information. This paper focuses on the news that the three major television networks supply about the regions and states that constitute the American political landscape. It is based on the assumption that the problems faced by various regions and states affect all Americans and should be called to their attention. The data base stretches from July 1985 to June 1987, encompassing all early evening newscasts on ABC, CBS, and NBC, rather than merely a sample. Predictably, coverage turns out to be extremely spotty, indicating that average Americans have little opportunity to learn the facts about political life in other American states and regions. The paper sheds light on the geographic biases displayed by state news coverage and on the types of stories that are covered heavily. The scope of state news coverage by the networks is compared with coverage of state news in *The New York Times* which, like the networks, is also a national news source. State news coverage is also compared to coverage of news about foreign countries. The paper assesses the trend in coverage pattern over a ten year period, using an earlier study by Joseph Domimick for comparisons, and evaluates the consequences of current coverage patterns for the American political process.

Setting the Polling Agenda for the Issue of AIDS James W. Dearing, University of Southern California

Most scholarly attention to survey results focuses on the answers to the questions asked. When attention is directed to the questions, it is usually due to methodological concern about bias, format, and wording. Scholarly attention has completely ignored the issue of why surveys include questions on some issues and not others. The present research investigates the polling agenda for one issue, Acquired Immune Deficiency Syndrome (AIDS), from 1981 to 1987. Evidence from several over-time analyses support the hypotheses that 1) the mass media agenda sets the polling agenda for the issue of AIDS, and 2) the way in which the issue was portrayed in the mass media influenced the way in which survey questions addressed the issue. Evidence about the timing of the specific lead-lag relationship is discussed.

Understanding Issues in the News: "I don't know much about this, but . . ." Ann N. Crigler, University of Southern California; Marion R. Just, Wellesley College; W. Russell Neuman, Deborah Campbell, Jacqueline O'Connell, Massachusetts Institute of Technology

Compared to the effort spent on assessing the distribution of public opinion, remarkably little attention has been devoted to exploring the linkage between knowledge and opinions. On matters of public policy, it is assumed that the news media provide an information base upon which opinions might be formed. This study examines the linkages among sources of information, knowledge, and opinion about public policy issues, including the Strategic Defense Initiative, Apartheid in South Africa, drug abuse, and AIDS. We explore how people understand and learn about these issues from the media through a series of experiments and directed interviews. Results from interviews with twenty-eight experimental subjects indicate that people tend to use a few themes to evaluate issues and media coverage. Some of the more prevalent themes are personalization, a sense of control, moral values, social distance, and the profit motive. People cited a variety of sources for their information about public issues other than the traditional news media. Our interviewees relied heavily on "stories" in their discourse about public issues. The use of narrative in the subjects' recollection and conceptualization of issues blurred the distinction between knowledge and opinion.

Liberal and Conservative Trends in the United States Since World War II Tom Smith, National Opinion Research Center

By compiling trends on over 400 questions dealing with key values and policy preference, we have tried to describe the basic shape of social changes during the last four decades. Questions cover most important issues of this era including abortion, women's rights, political tolerance, race relations, social welfare rights, and religion. Changes are analyzed by these topical areas as well as by period. Overall the trends point to a wide ranging liberalization of America. In almost all areas, changes were towards liberal reforms rather than conservative standpattism. The greatest conservative strength was in the area of social control, especially anti-crime measures. Liberal shifts were especially strong during the sixties and early seventies, but the period since the mid-seventies was not one of conservative reaction with earlier liberal trends being rolled back, but of a liberal plateau with many trends slowing or levelling-off, but not reversing.

Collective Memories Regarding Important People Howard Schuman, Jacqueline Scott; The University of Michigan

This paper considers the people that Americans recall as having been especially important in the nation or the world over the past half-century. The main guiding hypothesis -- that there are strong generational effects on memories of importance -- is generally confirmed. The reasons why particular persons are regarded as important are also examined. Data come from a 1985 national survey and are part of a larger project on "the intersection of personal and national history."

Value Stability and Change in American Society, 1968-1981 Milton Rokeach, S. J. Ball-Rokeach; University of Southern California

Most people develop relatively stable, hierarchically organized value systems through processes of socialization. Such value systems are the end result of countless everyday cognitive comparisons and choices between various combinations of two or more values. Stable value priorities provide standards guiding attitudes, attributions, evaluations, and behaviors. The Rokeach Value Survey allows respondents to rank 18 terminal and 18 instrumental values for importance. In 1968 and 1971, NORC obtained national data for both kinds of values. In 1974 and 1981, ISR obtained additional data for the 18 terminal values. Inglehart (1985) has already shown that the 4 sets of terminal value rankings are remarkably stable, thus casting doubt on Converse's hypothesis that mass public attitudes are random. These same data also show, however, that Americans underwent value changes during the same period. The most disturbing finding is that equality, the value previously found to be highly correlated with antiracist and liberal attitudes, decreased in importance more than any other value. This and other value changes contradict well-established NORC and ISR findings showing (1) impressive increases in attitudes concerning integration and (2) a "much more variable" and "much lower level of support" for implementation of integration (Schuman, Steeh, and Bobo, 1985). We propose a theoretical explanation and reconciliation of the three sets of contradictory findings concerning values, attitudes, and behavior.

The Growth of Conservatism Among Black Americans Scott Keeter, Elliott Banks; Virginia Commonwealth University

Some observers have argued the relatively high level of consensus among black Americans regarding economic issues will begin to break down as more of them move into the middle class. Economic and social mobility, it is argued, will lead to greater heterogeneity in political opinions and to a greater likelihood of identification with the Republican party and its candidates for office. Using data from the 1982 and 1984 CBS-New York Times election day surveys, and the series of General Social Surveys conducted from 1972 to 1987, we examined the evidence regarding these claims. On some -- though not all -- economic issues, higher income was associated with increased conservatism, though for most issues blacks were much more liberal than whites of comparable incomes. And while higher-income blacks were less likely than those with lower incomes to identify with the Democratic party, the difference was reflected in an increased tendency to consider oneself "independent", rather than Republican. In terms of voting, increased affluence brought only a slight increase in the likelihood of a Republican vote in any of the elections examined.

Finding Toxic Waste Dumpers Alfred Vogel, Response Analysis Corporation

A persistent problem in survey research is how to collect reliable and valid information on socially unacceptable and/or illegal behavior. It's difficult enough to collect such data on individual deviant behavior, such as drug usage or wife beating. The problem is compounded when the behavior in question, illegal disposal of hazardous wastes, requires the respondent, in effect, to indict his own employer, not just himself. This paper reports the results of a study conducted for the U.S. Environmental Protection Agency, among over 500 executives responsible for toxic waste disposal in their respective companies. Two techniques were used in this study that have been used in other contexts to help reassure respondents of the absolute confidentiality of the information they provide. These techniques are randomized response and networking. The results of the study are encouraging. They suggest that techniques originally devised to study sensitive behavior of individuals can be successfully adapted to the behavior of corporations and other institutions.

The Efficacy of Confidentiality Warnings in Survey Research on Sensitive Topics: The New York State Drug Survey John M. Boyle, Schulman, Ronca, Bucuvalas; James Schmeidler, New York State Division of Substance Abuse Services

This paper reports an experiment conducted in the 1986 New York State Drug and Alcohol Use Survey to determine the effect of a confidentiality reminder on reported rates of drug and alcohol use. In order to test the effects of the reminder on the reporting of substance use, a split half experiment was conducted with half of the survey respondents being read a confidentiality reminder just before the substance use questions (about fifteen minutes into the interview) while the other half were not. The assignment of reminders was done randomly by the CATI program.

Despite a relatively large cross-sectional statewide sample of adults (N=2132) and college students in New York State (N=483), the authors found no statistically significant difference in the reported prevalence of any of the controlled substances tested (marijuana, cocaine, inhalants, LSD/psychedelics, PCP/angel dust, heroin, and "street" methadone) between the two groups in either sample. In both samples, however, the difference in the rates was toward a higher reported incidence of substance use among those who were read the reminder. In addition, using the same variables reported by Frey in his study, the incidence of missing values (not sure, refused) on sensitive demographics (income, education, race, religion) was higher among the non-exposed group, although the difference was not statistically significant. The preliminary survey findings suggest that the use of a confidentiality reminder in a telephone survey, per se, need not depress reports of sensitive forms of behavior. It may actually improve reporting of sensitive behaviors, although the differences in this survey were statistically marginal, at best. For rare behaviors, however, a small difference in sample proportions may be very important.

The Impact of Racism on Political Thinking: New Methods of Assessment Thomas Piazza, University of California, Berkeley; Paul M. Sniderman, Stanford University; Larry Shinagawa, University of California, Berkeley

Are white Americans more willing to support government help for whites than for blacks? What if the gender, family situations, and work history of the potential beneficiaries of government help are also taken into consideration? It clearly becomes a complex task to unscramble the factors which influence people's judgments on political policy issues, especially if we only have data from a single survey. What we have done is use the technology of

computer-assisted telephone interviewing (CATI) to allocate survey respondents at random to the cells of a multiple factor experimental design. The results of our analysis are somewhat surprising and even contrary to the discrimination hypothesis we held. We will summarize those results and also explain how to use CATI to incorporate elements of experimental design into a standard survey.

Sunday, May 22, 10:45 a.m.

New Technologies in Survey Research: A&S Voice-CATI

Barry Feinberg, Audits & Surveys

A&S/Voice-CATI is a system that captures the respondent's entire open-end reply and stores it on computer as a digital file. As a consequence, the verbatim answers can be sorted by key variables, filed, arranged, transmitted over long distance and manipulated the same as any other computer data entry.

In addition to demonstrating how the system works, the paper will discuss methodological issues arising from recording respondent's open-ended responses including informed consent, response patterns and potential biases, and new ways of coding and analyzing what people say and how they say it.

Computer-Aided Personal Interviewing as a Method for Data Collection in Survey Research

N.J. Birkett, University of Toronto

One major approach to survey research involves the collection of data directly from selected respondents. Traditionally, questions and answers are recorded on paper and results are later computerized for analysis. In an attempt to improve the efficiency and accuracy of this process, we have applied the techniques of computer-aided telephone interviewing to the personal interview situation by developing a method which uses a structured interview stored on a lap-sized computer. Responses are entered into the computer and are subject to immediate error-checking and correction. All skip-patterns are automatic. Data entry to the final data-base involves no manual data transcription. A pilot evaluation with a preliminary version of the system using tape recorded interviews in a test/re-test methodology revealed a slightly higher error rate, probably related to weaknesses in the pilot system and the training process. Computer interviews tended to be longer but other features of the interview process were not affected by computer. We have now completed over 2,500 interviews using this system in a community-based blood pressure survey. It has been well accepted by both interviewers and respondents. Our results show that computer-aided personal interviewing in the home is feasible but that further evaluation is needed to establish the impact of this methodology on overall data quality.

Random Digit Automated Dialing, Automated Recordings, and Their Effects on Samples

Jeffrey M. Stonecash, Syracuse University

A new approach to conductin surveys has emerged recently. It involves automated dialing of random telephone numbers, presentation to the respondent of a prerecorded set of questions, and computer recorded and tabulated responses. The responses are indicated by the respondent dialing or pushing telephone numbers that correspond to particular responses. This approach introduces many potential factors that may interfere with obtaining a random sample from the population. The most significant factor is the variation in willingness to interact

with this technology among members of the population. Age and education may play a significant factor in this regard.

This approach has been used in Syracuse, NY for two years for political surveys. Its usage in that county provides an opportunity to assess the representativeness of these samples because the county maintains an extensive computer file on all registered voters, containing party enrollment, age, sex and area of residence of all registered voters. This paper explains the approach used in the automated method, presenting the samples obtained and contrasting them with the population on the Board of Elections registration rolls. Finally, the presence of bias due to this method will be analyzed.

Computerized Audience Opinion Systems: Methods, Options and Developments Frank Biocca, University of North Carolina, Chapel Hill

Computerized audience opinion systems measure moment-to-moment evaluations of live presentations, television programs, and commercials. The paper presents recent developments in hardware, software, and data analysis. Video data output from such systems will be demonstrated using a video data tape from a recent test of the Democratic presidential candidates effectiveness in televised debates. Some implications of this method for cognitive theories of opinion formation will also be discussed.

As Iowa Goes, So Goes New Hampshire? Peter H. Lemieux, Massachusetts Institute of Technology

Recent studies of the presidential primary system place great stress on the relationship between earlier primary results, as interpreted by the media, and voter preference and behavior in later elections. This paper investigated that link in detail by examining the impact of the results of the Iowa caucuses on voter preferences in New Hampshire. This study is based on nearly 3,000 interviews with New Hampshire primary voters conducted by the author before and after the caucuses on behalf of *The Boston Globe*. It examines how preferences for the candidates change (or do not change) as voters become aware of the Iowa results. The effects of explanatory variables such as strength of preference, media exposure, and diffusion of information will be discussed.

"Pushing the Outside of the Envelope" in Survey Research: "Flight-Test" Results From a Nationwide Psychosocial Epidemiological Survey of Vietnam Veterans

Richard A. Kulka, William E. Schlenger, Michael F. Weeks; Research Triangle Institute; John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.

As noted by Tom Wolfe in *The Right Stuff* (1979), one of the central themes and phases running through conversations of America's early astronauts was "pushing the outside of the envelope," or "probing the outer limits." In many respects, as documented by Jean Converse (1987), the history of survey and public opinion research has also been characterized by a continuing series of efforts to "push the outside," to repeatedly test the outer limits of this versatile research methodology, often in the face of vocal and influential doubters regarding its capacity to meet these challenges. While the survey research enterprise as currently practiced has become broadly institutionalized and to a great extent "standardized," the challenges posed for it by an increasingly complex society require on a fairly regular basis the development of innovative survey designs which entail considerable "risks of failure." One such study is the National Vietnam Veterans Readjustment Study (NVVRS), an ambitious nationwide epidemiological survey of Vietnam veterans currently in progress, which incorporates several features that test some of our preconceptions regarding the potential

limits of survey research. This paper describes several features of the survey design of this study that render this survey an especially challenging and a formidable test of the hypothetical limits of survey research.

A Methodology for Surveying the Homeless Mary Utne O'Brien, NORC

This paper reports on the experiences of NORC in successfully mounting a probability sample survey of the homeless in Chicago. The design problem faced by the research team was how to sample persons who by definition had no attachment to a conventional dwelling unit or telephone exchange. The operational challenge posed by the research goal was how to find, persuade to participate, and obtain truthful answers from the homeless identified by the sample design. The solutions to both problems are described in detail in the paper, which argues that the Chicago Homeless methodology is appropriate to the study of the homeless in other locales and to the study of some other rare populations.

Methodological Issues In Population Surveys: Research In A Puerto Rican Community

S.A. McGraw, D. Brambilla, M.I. Torres, S.M. McKinlay, M. Borrero, J.E. Carrillo, American Institutes for Research

A cross-sectional survey of 700 Puerto Rican households in each of two Northeastern U.S. cities was carried out through an NCI-funded smoking prevention project. In-home interviews were conducted with one randomly selected adolescent per household and his/her mother by trained bilingual/bicultural staff. Saliva samples were collected from the adolescents to verify self-reported smoking behavior. As the survey target was a relatively transient minority population with poorly documented location, special methods for identifying areas of high concentration of this population were required. U.S. Census data were combined with qualitative information obtained from community organizations and local residents. Even with this method, only nine percent (9%) of housing units in the survey areas yielded eligible households. This survey also required the development of a culturally sensitive interview protocol and instrument. This paper will describe the sampling and survey methodology developed on this project and some difficulties encountered in its implementation in an urban setting.

Surveys of Hard to Reach Populations: Telephone Coverage and Contact Rates in Low Income Urban Households Edward Lakner, Richard Warnecke, John Vidmar; University of Illinois

It is generally recognized that telephone coverage in low income urban households is less than that estimated for the total population. Also, within some population subgroups, there is wide variation in response rates to telephone surveys. This research explored effects of postsurvey adjustment for telephone noncoverage and nonresponse in a 1987 survey of 2,400 Chicago residents. Respondents, all cigarette smokers, were interviewed as part of a health intervention evaluation. To adjust for telephone noncoverage, appropriate weights were computed for different subgroups (by income level) of the survey sample using NHIS estimates of the proportion of households without telephones. To adjust for nonresponse, the telephone sample was broken into geographic clusters within exchange code areas; responses were weighted by the reciprocal of the cooperation rate within each cluster. The analysis estimates what nonsampling bias may occur in surveys to evaluate health interventions, without appropriate weighting of responses from subgroups of the population having differential coverage.

