AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

44TH ANNUAL CONFERENCE
MAY 18-21, 1989

ST. PETERSBURG, FLORIDA

A Mini-Program

Thursday		
8:45	The Psychology of Influence: A Sherlock Holmes Approach	Del Prado
Friday		
9:00	Effect of the Televised Candidate Debates in 1988	S. Terrace
9:00	Overview of Employees Research: Two Case Studies	N. Terrace
9:00	Response Effects	Buena Vista
10:45	Media Elites and the Structure of Mass Opinion	S. Terrace
10:45	Nonresponse in Surveys	Buena Vista
10:45	Context Effects in Survey Questionnaires	N. Terrace
2:00	Survey Standards, Ethics, and Risks	N. Granada
2:00	The 1988 Presidential Election: Views from Key States	Buena Vista
2:00	Reporting of Polls in the Media	S. Granada
2:00	The Uses and Abuses of Marginals in Surveys	N. Terrace
2:00	Research and Development of CAPI Systems	W. Granada
3:45	Estimating and Understanding Survey Measurement Error	N. Terrace
3:45	Media Content and Public Opinion	N. Granada
3:45	Studies of the Costs of Survey Research	Del Prado
3:45	Readers, Authors, Submitters Talk with Editor of POQ	W. Granada
3:45	Tracking Polls in Pre-Election Research	S. Terrace
3:45	Evaluating Alternative Sample Designs	Buena Vista
3:45	Media Influence in the 1988 Election	S. Granada
5:30	Reception for Newcomers	Poolside
8:00	Links between Advertising, Issues, and Public Attitudes	Grand Ballroom
Saturday		
9:00	Surveys of Employee Attitudes	N. Terrace
9:00	Research on AIDS	S. Terrace
9:00	Questionnaire Construction and Pretesting Procedures	Buena Vista
10:45	Assessing Environmental Risk	N. Terrace
10:45	Customer Satisfaction Surveys	S. Terrace
10:45	New Techniques in Survey Questionnaire Development	Buena Vista
12:15	Lunch: Presidential Address	Grand Ballroom
2:30	Assessing Theories of Media Effects	N. Terrace
2:30	Interviewers: Evaluation and Measured Response Effects	S. Terrace
2:30	Memorial Session for Paul Sheatsley	W. Granada
2:30	Government Mandated Research	N. Granada
2:30	Standards for Implementation and Reporting of Surveys	Del Prado
2:30	Framework for Measuring Political Knowledge and Attitudes	S. Granada
4:00	AAPOR Annual Meeting of Members	Del Prado
Sunday		
9:00	Surveys of Young Children and Adolescents	N. Terrace
9:00	Effects of Political Campaigns and Advertising	S. Terrace
9:00	Question Effects	Buena Vista
10:30	Methods to Increase Survey Response Rates	Buena Vista
10:30	Partisanship, Ideology, and the 1988 Presidential Campaign	N. Terrace
10:30	New Measurement and Analysis Techniques	S. Terrace

AAPOR

American Association for Public Opinion Research

1989 AAPOR CONFERENCE PROGRAM

44th Annual Conference
Don CeSar Beach Resort
St. Petersburg, Florida
May 18 to 21, 1989

AAPOR EXECUTIVE COUNCIL

	1988-1989	1989-1990
President	Warren Mitofsky CBS News	Philip Meyer University of North Carolina
Secretary-Treasurer	Stanley Presser University of Maryland	James Beniger University of Southern California
	Associate: James Beniger University of Southern California	Associate: Michael Traugott The University of Michigan
Vice President	Philip Meyer University of North Carolina	Joan Black J.S. Black & Associates
Past President	Eleanor Singer Columbia University	Warren Mitofsky CBS News
Standards Committee	Chair: Peter Miller Northwestern University	Chair: Martin R. Frankel Baruch College
	Associate: Martin R. Frankel Baruch College	Associate: Tom W. Smith NORC, The University of Chicago
Conference Committee	Chair: Robert Groves University of Michigan	Chair: Michael Kagay The New York Times
	Associate: Michael Kagay The New York Times	Associate: Lawrence Bobo University of Wisconsin
Membership and Chapter Relations	Chair: Donna Card Charron Decision Research Corp.	Chair: Theresa Rogers Columbia University
	Associate: Theresa Rogers Columbia University	Associate: Nancy Mathiowetz National Center for Health Services Research
Publications and Information	Chair: G. Ray Funkhouser University of Pennsylvania	Chair: Janice Ballou The Eagleton Institute
	Associate: Janice Ballou The Eagleton Institute	Associate: Theresa DeMaio U.S. Bureau of the Census
Councillors-at-Large	Gladys Engel Lang University of Washington	Norman Bradburn The University of Chicago
	Joan Black J. S. Black & Associates	

Members of the AAPOR Conference Committee

Janice Ballou	The Eagleton Institute
Sandra Berry	The Rand Corporation
Diane Colasanto	The Gallup Organization
Thomas Danbury	Survey Sampling, Inc.
Mervin Field	Field Research Corporation
Michael Kagay	The New York Times
Jack Ludwig	The Gallup Organization
Elizabeth Martin	U.S. Census Bureau
Peter Miller	Northwestern University
Paul Moore	Research Triangle Institute
Harry O'Neill	The Roper Organization
Irving Roshwalb	Audits & Surveys, Inc.
Nora Schaeffer	University of Wisconsin
Nicholas Schiavone	National Broadcasting Company, Inc.
Edward Schillmoeller	A. C. Nielsen Company
Diane Schrayer	Response Analysis Corporation
Owen Thornberry	National Center for Health Statistics
Roger Tourangeau	NORC
Michael Traugott	The University of Michigan
Richard Warnecke	University of Illinois, Chicago
Susan Weisbrod	Bruno & Ridgeway Research Associates, Inc.
Cliff Zukin	The Eagleton Institute

Members of the AAPOR Award Committee

Joan Black	J. S. Black & Associates
Seymour Lieberman	Lieberman Research
Richard Maisel	New York University
Philip Meyer	University of North Carolina

Members of the Student Award Committee

Chair: Stanley Presser	University of Maryland
Johnnie Daniel	Howard University
Russell Neuman	MIT
Jacqueline Scott	The University of Michigan

Student Paper Award Winner

Diana Mutz, University of Wisconsin: "Yours, Mine and Ours: Information Sources, Perceptions of Unemployment, and Their Political Consequences"

Conference Exhibitors

Books:
Ablex Publishing Corp.
Aldine de Gruyter
Ballantine Books
Basic Books
Columbia University Press
Congressional Quarterly, Inc.
Farrar/Straus & Giroux
W. H. Freeman Press
The Free Press
Greenwood/Praeger Publishers
Harvard University Press
Institute for Social Research
Jossey-Bass Inc., Publishers
Lawrence Erlbaum Associates
Lexington Books/D.C. Heath Co.
MIT Press
Oxford University Press
Opinion Research Services
Pantheon Books
Routledge/Chapman/Hall
Russell Sage Foundation
Sage Publications
St. Martins's Press, Inc.
Scott, Foresman & Co.
Syracuse University Press
Transaction Books
University of California Press
University of Chicago Press
University of Illinois Press
University of Michigan Press
University of North Carolina Press
University of Tennessee Press
University Press of America
Unwin Hyman, Inc.
Wadsworth Publishers
John Wiley & Sons, Inc.

Computer Technologies:
Cognitive Development Corporation
Datam, Inc.
Jan Werner Data Processing
Microtab, Inc.
Roper Center
Sawtooth Software, Inc.
SPSS, Inc.
SSCOR
Systat, Inc.
Telex Communications, Inc.

Program Assistance:

Karin Clissold
Theo Downes-LeGuin
Yvonne Gillies
James Green
William Neal
Beth Ellen Pennell
Dawn Von Thurn

Fun Run/Walk Organizer:

Mary Balistreri, CUNA, Inc.

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

Adler Opinion Research	Chevy Chase, MD
Alpha Research Associates, Inc.	Providence, RI
Atlantic Research Corporation/ Professional Services Group	Washington, DC
Audits & Surveys, Inc.	New York, NY
Baseline Market Research, Ltd.	Fredericton, NB, Canada
Belden Associates	Dallas, TX
Gordon S. Black Corporation	Rochester, NY
R. H. Bruskin Associates	New Brunswick, NJ
Cambridge Reports, Inc.	Cambridge, MA
Capital Cities/ABC, Inc.	New York, NY
CBS News, Election & Survey Unit	New York, NY
Center for Public & Urban Research Georgia State University	Atlanta, GA
Center for Survey Research Indiana University	Bloomington, IN
Central Research Corporation	Topeka, KS
Central Surveys, Inc.	Shenandoah, IA
Charlton Research Company	San Francisco, CA
Chelsea Research Group, Inc.	New York, NY
Chilton Research Services	Radnor, PA
Circuli Associates	Denver, CO
Clark, Martire & Bartolomeo, Inc.	Englewood Cliffs, NJ
Columbia Information Systems, Inc.	Portland, OR
Communications Workshop, Inc.	Chicago, Il
Computer Assisted Survey Systems	Madison, WI
Computer-assisted Survey Methods Program (CSM), University of California	Berkeley, CA
Creative Research Associates, Inc.	Chicago, IL
DDB Needham Worldwide, Inc.	Chicago, IL
Decision Marketing Research Limited	Toronto, ONT, Canada
Dudley Research	Exeter, NH
The Eagleton Poll Rutgers University	New Brunswick, NJ
Environics Research Group Limited	Toronto, ONT, Canada
Field Research Corporation	San Francisco, CA
First Market Research Corporation	Boston, MA
Fleishman-Hillard Research	St. Louis, MO
Gallup Opinion Research	Princeton, NJ
Goldstein/Krall Marketing Resources, Inc.	Stamford, CT
Louis Harris and Associates	New York, NY
Peter D. Hart Research Associates, Inc.	Washington, DC

HBRS, Inc.	Madison, WI
Herman Group Inc.	Research Triangle Park, NC
Hispanic Marketing Communication Research	Redwood City, CA
Robert Hitlin Research Associates, Inc.	McLean, VA
Hollander, Cohen Associates, Inc.	Baltimore, MD
Institute for Policy Research University of Cincinnati	Cincinnati, OH
Intermarket Research, Inc.	New York, NY
Juarez and Associates, Inc.	Los Angeles, CA
Keleman Associates, Inc.	New York, NY
Eric Marder Associates, Inc.	New York, NY
Marketing Answers Consultants Inc	Ardsley, NY
Mathematica Policy Research, Inc	Princeton, NJ
Monroe Mendelsohn Research, Inc	New York, NY
MORI (Market & Opinion Research International)	London, Great Britain
National Analysts	Philadelphia, PA
Newspaper Advertising Bureau, Inc.	New York, NY
A.C. Nielsen Company	Northbrook, IL
NORC (National Opinion Research Center) The University of Chicago	Chicago, IL
Northwestern University Survey Lab	Evanston, IL
O'Neil Associates, Inc.	Tempe (Phoenix), AZ
Opatow Associates, Inc.	New York, NY
Oxtoby-Smith, Inc.	New York, NY
Polimetrics: Laboratory for Political & Social Research	Columbus, OH
Public Opinion Laboratory Northern Illinois University	DeKalb, IL
Quick Test Opinion Centers	Philadelphia, PA
Renaissance Research & Consulting	New York, NY
Research 100	Princeton. NJ
Research Frontiers Corporation	Encino, CA
Research Support Lab, Human Services Dev. Institute, University of Southern Maine	Portland, ME
Research Triangle Institute	Research Triangle Park, NC
Response Analysis Corporation	Princeton, NJ
Roller Marketing Research	Richmond, VA
The Roper Organization, Inc.	New York, NY
Schulman, Ronca & Bucuvalas, Inc.	New York, NY
Scientific Surveys International	Chicago, IL
Gary Siegel Organization, Inc.	Chicago, IL
Social & Economic Sciences Research Center, Washington State University	Pullman, WA
SRI International	Menlo Park, CA
Starch Inra Hooper, Inc.	Mamaroneck, NY
Statistical Research, Inc.	Westfield, NJ

Strategy Research Corporation	Miami, FL
John G. (Jim) Stryker	Kendall Park, NJ
Survey America	Morrisville, PA
Survey Research Center University of California	Berkeley, CA
Survey Research Center California State University, Chico	Chico, CA
Survey Research Center University of Maryland	College Park, MD
Survey Research Laboratory University of Illinois	Chicago and Urbana, IL
Survey Sampling, Inc.	Fairfield, CT
Tarrance & Associates, Inc.	Houston, TX
Total Research Corporation	Princeton, NJ
Westat, Inc.	Rockville, MD
Wisconsion Survey Research Laboratory University of Wisconsin, Madison	Madison, WI
Yankelovich, Skelly & White/Clancy Shulman	Westport, CT
Zia Research Associates, Inc.	Albuquerque, NM
Ziment Associates, Inc.	New York, NY

THURSDAY, MAY 18

2pm Thursday **Executive Board Room**
MEETING OF THE NEW AND OLD AAPOR EXECUTIVE COUNCILS

3pm - 6 pm Thursday **Del Prado**
DIDACTIC SESSION: A FRIENDLY INTRODUCTION TO SURVEY SAMPLING

Graham Kalton, The University of Michigan
(Special registration fee required)

7pm Thursday **Grand Ballroom**
DINNER

8:45pm Thursday **Del Prado**
PLENARY SESSION: THE PSYCHOLOGY OF INFLUENCE: A SHERLOCK HOLMES APPROACH

Chair: Robert Groves, The University of Michigan
Presenter: Robert Cialdini, Arizona State University
Discussant: Jon Krosnick, Ohio State University

FRIDAY, MAY 19

7am - 9:30am Friday **Grand Ballroom**
BREAKFAST

9am - 5pm Friday
EXHIBITS

COMPUTER TECHNOLOGIES
Organizer: Robert S. Lee, Pace University

NEW AND RECENT BOOKS IN PUBLIC OPINION
Organizer: Phyllis Endreny, University of Illinois, Chicago

9am - 10:30am Friday **South Terrace**

MEASURING THE EFFECT OF THE TELEVISED CANDIDATE DEBATES IN 1988

Chair: Andrew Kohut, The Gallup Organization

"Impact of the Bentsen-Quayle Debate and of News 'Verdicts' About the Debate: A Time-Series Analysis," James B. Lemert, University of Oregon, William Rosenberg, Drexel University, William Elliott, Southern Illinois University, James Bernstein, University of Oregon, Karl Nestvold, University of Oregon

"The Use of Electronic Audience Response Systems in the 1988 Presidential Elections: Methodological Issues," Frank Biocca, University of North Carolina, Chapel Hill

"Continual Response Measurement of TV Campaigning: Public Reactions to TV Presidential Debates," J. P. Baggaley, Concordia University (Canada)

Discussant: Gladys Lang, University of Washington

9am - 10:30am Friday **North Terrace**

OVERVIEW OF EMPLOYEE RESEARCH: TWO CASE STUDIES

Moderator: Janice Ballou, The Eagleton Institute, Rutgers University

Panelists: Al Vogel, Response Analysis Corporation
Fern Stimpson, Manufacturers Life Insurance Company
Ed Pinelli, The Hay Group
Mary Scott, The Orlando Sentinel

Discussant: : Luane Kohnke, Chase Manhattan Bank

9am - 10:30am Friday **Buena Vista**

RESPONSE EFFECTS

Chair: Susan A. Stephens, Mathematica Policy Research, Inc.

"Question Redundancy and Response Set Behavior: Sometimes Problems Are More Apparent Than Real," Michael J. Wilson, Westat, Inc.

"Increasing Accuracy of Respondents' Estimates of Behavioral Frequency Reports: A Cognitive Psychology Perspective," Geeta Menon and Seymour Sudman, University of Illinois, Urbana-Champaign

"What Is Socially Desirable: Judging the Degree of Social Desirability in Attitude Items," Dagmar Krebs, ZUMA (West Germany)

"Acquiescence: A Test of the Cognitive Limitations and Question Ambiguity Hypotheses," McKee J. McClendon, University of Akron

Discussant: Jacqueline Scott, The University of Michigan

10:45am - 12:15pm Friday **South Terrace**
MEDIA ELITES AND THE STRUCTURE OF MASS OPINION

Chair: I.A. Lewis, Los Angeles Times

"Journalists and Their Audiences: The First Step in the Formation of Public Opinion," Jolene Kiolbassa, MIT

"'Pss't, Have You Heard...?': How Serious Journalists Approach Rumors in the News Process," Phyllis Endreny and Ilya Adler, University of Illinois at Chicago

"Community Structure and Editor Opinions About Planning," Clarice N. Olien, Phillip J. Tichenor, George A. Donohue, Kent L. Sandstrom, Douglas M. McLeod, University of Minnesota

"Value Change in West Germany During the Sixties: Was It A Top Down or Bottom Up Process?" Peter Ph. Mohler, ZUMA (West Germany)

Discussant: Philip Meyer, University of North Carolina

10:45am - 12:15pm Friday **Buena Vista**
NONRESPONSE IN SURVEYS

Chair: Marie Crane, IntelliQuest, Inc.

"In-Depth Interviews to Study Nonresponse in the National Household Seroprevalence Survey," R. Paul Moore, Judith T. Lessler, and Rachel A. Caspar, Research Triangle Institute

"The Telephone Answering Machine Poses Many Questions for Survey Researchers," Peter S. Tuckel, City University of New York-Hunter College, Barry M. Feinberg and Robert Lowinger, Audits and Surveys

"The Effect of Race/Ethnicity on Level of Effort and Response Rates in a Longitudinal Mail Survey with Telephone Follow-up," Geraldine M. Mooney, Response Analysis, and Gita Wilder, Educational Testing Service

"Topic Salience as a Predictor of Response Behavior: An Examination of Highly Motivated and Low Motivated Respondents," Jane B. Maestro-Scherer and Susan Cleary Westneat, Cornell University

Discussant: Robert Baumgartner, HBRS

10:45am - 12:15pm Friday **North Terrace**
CONTEXT EFFECTS IN SURVEY QUESTIONNAIRES

Chair: Owen T. Thornberry, Jr., National Center for Health Statistics

"The Influence of Question Context on Public Policy Debate: The Case of the Perceived Health Status of Vietnam Veterans," Richard A. Kulka, National Opinion Research Center, and John A. Fairbank, Research Triangle Institute

"Question-Order Effects in Survey Research: The Role of Expertise," Barbara A. Bickart, University of Illinois, Urbana-Champaign

Discussant: Jack Ludwig, The Gallup Organization

12:30pm - 2:00pm Friday **Grand Ballroom**
LUNCH

LUNCHEON MEETING: LOCAL CHAPTER EXCHANGE

Organizer: Roni Rosner, RR Research Resources

2pm - 3:30pm Friday **North Granada**
ROUNDTABLE: SURVEY STANDARDS, ETHICS, AND RISKS

Organizer: Peter V. Miller, Northwestern University

2pm - 3:30pm Friday **Buena Vista**
THE 1988 PRESIDENTIAL ELECTION: VIEWS FROM KEY STATES

Organizer: Alfred Tuchfarber, University of Cincinnati

2pm - 3:30pm Friday **South Granada**
ROUNDTABLE: REPORTING OF POLLS IN THE MEDIA

Organizer: Paul J. Lavrakas, Northwestern University

2pm - 3:30pm Friday **North Terrace**
ROUNDTABLE: THE USES AND ABUSES OF MARGINALS IN SURVEYS

Organizers: Howard Schuman, The University of Michigan
Eleanor Singer, Columbia University

2pm - 3:30pm Friday **West Granada**
ROUNDTABLE: RESEARCH AND DEVELOPMENT OF COMPUTER ASSISTED PERSONAL INTERVIEWING (CAPI) SYSTEMS

Organizers: Stewart Rice, Joseph Fitti, and Benjamin Rowe, National Center for Health Statistics

2pm - 3:30pm Friday **South Terrace**
ROUNDTABLE: METHODOLOGICAL PROBLEMS OF STUDYING AMYOTROPHIC LATERAL SCLEROSIS (ALS)

Organizer: Yvan Corbeil and Judith L. Mack

3:45pm - 5:15pm Friday **Executive Board Room**
MEMBER MEETING: NATIONAL NETWORK OF STATE POLLS

Organizer: Kandis R. Steele, University of Alabama

3:45pm - 5:15pm Friday **North Terrace**
ESTIMATING AND UNDERSTANDING SURVEY MEASUREMENT ERROR

Chair: Jay Mattlin, Temple University

"Gross Satisficing and its Effects Upon Prediction," Mark West, University of North Carolina, Asheville
"The Use of Self-Reported Confidence to Improve the Accuracy of Survey Data," Robert Mason, Oregon State University
"The Quality of Self and Proxy Data in a Census Bureau Panel Survey," Jeffrey C. Moore and Kent H. Marquis, U.S. Bureau of the Census
"A Quantitative Review of the Effect of Data Collection Method on Data Quality: A Comparison of Mail, Telephone, and Face to Face Surveys," Edith D. DeLeeuw, Free University, Amsterdam

Discussant: Nancy Mathiowetz, National Center for Health Services Research

3:45pm - 5:15pm Friday **North Granada**
MEDIA CONTENT AND PUBLIC OPINION

Chair: Albert E. Gollin, Newspaper Advertising Bureau

"Chain Newspaper Homogeneity and Presidential Campaign Endorsements, 1972-1988," Cecilie Gaziano, Research Solutions
"AIDS in the Media: An Unique Perspective," Alex S. Edelstein and Robert Post, University of Washington
"Predicting Readers' Selection of Newspaper Content: A Study in Selective Exposure," Wolfgang Donsbach, University of Mainz
"Ideodynamics: A Mathematical Model of the Impact of Press Coverage on Public Opinion -- The Bush-Dukakis Race, Etc." David P. Fan and Albert R. Tims, University of Minnesota
"Yours, Mine and Ours: Information Sources, Perceptions of Unemployment, and Their Political Consequences," Diana Mutz, University of Wisconsin-Madison

3:45pm - 5:15pm Friday **Del Prado**
STUDIES OF THE COSTS OF SURVEY RESEARCH

Chair: Gary Siegel, DePaul University

"Cost Accounting Techniques," Gary Siegel, DePaul University
"Does Interviewer Experience Make a Difference? Some Insights from the Household Survey of the 1987 National Medical Expenditure Survey," W. Sherman Edwards and Martha Berlin, Westat, Inc., Miriam Clarke, National Opinion Research Center
"Cost Models for Computer-Assisted Interviewing in the CPS," Richard Blass, U.S. Bureau of the Census
"Cost Control for Survey Research Projects," Sharon Calkins, The University of Illinois at Chicago
"The Impact of Bonus Payment on Interviewer Performance in the General Social Survey," Adele Hast, National Opinion Research Center

Discussant: Phillip Z. Fretwell, Arthur Anderson and Co.

3:45pm - 5:15pm Friday **West Granada**
ROUNDTABLE: READERS, AUTHORS, SUBMITTERS, TALK WITH (INSULT, COMPLAIN ABOUT) THE EDITOR OF PUBLIC OPINION QUARTERLY

Organizer: Howard Schuman, The University of Michigan

3:45pm - 5:15pm Friday **South Terrace**
TRACKING POLLS IN PRE-ELECTION RESEARCH

Chair: Adam Clymer, The New York Times

"New Hampshire Presidential Primary Polls: 1980-1988," Kenneth E. John, Schulman, Ronca, and Bucuvalas, Inc.
"It's Tuesday...We must be interviewing___?: Or, The Impact of Day-of-the-Week and Time-of-Day on Candidate Preference in Pre-Election Surveys," Cliff Zukin, Rutgers University, Mark A. Schulman, Schulman, Ronca and Bucuvalas, Inc., and Bob Carter, Rutgers University

Discussants: Murray Edelman, CBS News
Phil Gailey, St. Petersburg Times, Washington Bureau

3:45pm - 5:15pm Friday **Buena Vista**
EVALUATING ALTERNATIVE SAMPLE DESIGNS

Chair: Edward Schillmoeller, A.C. Nielsen Company

"Choosing Between Directory Listed and Random Digit Sampling in Light of New Demographic Findings," Linda Piekarski, Survey Sampling, Inc.
"Adjustments for Omission of Unlisted Numbers in Telephone Surveys," James M. Lepkowski, Robert M. Groves, and Teresa Parsley, The University of Michigan
"Effects of Dual Mode Sampling on Estimates of Current Smoking in a Community-Based Survey," E.M. Gentry, Centers for Disease Control, and W.D. Kalsbeek, University of North Carolina, Chapel Hill
"Identifying Characteristics of College Student Samples to Improve Generalizability of Results," James Pokrywczynski, Marquette University

Discussant: Martin Frankel, Baruch College and NORC

3:45pm - 5:15pm Friday **South Granada**
MEDIA INFLUENCE IN THE 1988 ELECTION

Chair: J. Ronald Milavsky, University of Connecticut

"The Social Impact of Public Opinion: Contextual Influence in the 1988 Presidential Election," Carroll J. Glynn and Daniel G. McDonald, Cornell University
"The Impact of Media Orientations on Perception of Candidates in the 1988 Presidential Election," Daniel G. McDonald and Ronald Ostman, Cornell University
"Mass Media Motivation and Involvement in the 1988 U.S. Presidential Election," Donna Rouner, Colorado State University

Discussant: Diane Colasanto, The Gallup Organization

5:30pm - 6:30pm Friday **Poolside**
RECEPTION FOR NEWCOMERS

6:30pm - 8:00pm Friday **Boardwalk**
DINNER ON THE BEACH

8pm - 9:15pm Friday **Grand Ballroom**
PLENARY SESSION: THE LINKS BETWEEN ADVERTISING, ISSUES, AND PUBLIC ATTITUDES

Moderator: Michael Traugott, The University of Michigan

Panelists: Larry McCarthy, Republican Media Consultant
Paul Bograd, Democratic Media Consultant, Morris-Bograd-Trippi Strategies

9:15pm Friday **Lobby**
POST-PLENARY COCKTAIL PARTY (CASH BAR)
(Continuous screening of 1988 campaign television advertising)

SATURDAY, MAY 20

7am - 9:30am Saturday **Grand Ballroom**
BREAKFAST

7:30am Saturday
1 OR 2 MILE FUN RUN/WALK ON THE BEACH
(Special Registration Fee Required)

9am - 5pm Saturday
EXHIBITS

COMPUTER TECHNOLOGIES
Organizer: Robert S. Lee, Pace University

NEW AND RECENT BOOKS IN PUBLIC OPINION
Organizer: Phyllis Endreny, University of Illinois, Chicago

9am - 10:30am Saturday **North Terrace**
SURVEYS OF EMPLOYEE ATTITUDES

Chair: Joan S. Black, J.S. Black and Associates

"Employee Attitude Surveys in Corporate America: Motivations, Methodologies, and Results," Joseph A. Parente and William E. Wymer, A. Foster Higgins & Co., Inc.
"Audience-Generated Revisions in Employee Attitude Surveys," Jack Clark, The Charlotte Observer, Mary Alice Sentman, University of North Carolina, and Dan Shaver, The Charlotte Observer
"Designing a Customer Satisfaction Measurement Program That Integrates Consumer and Employee Research," Luane Kohnke, Chase Manhattan Bank

Discussant: Scott Taylor, Taylor Research Group

9am - 10:30am Saturday **South Terrace**
RESEARCH ON AIDS

Chair: Alison Spitz, Centers for Disease Control

"The Impact of the Public Health Service AIDS Brochure on AIDS Knowledge and Attitudes in Indiana," John M. Kennedy, Indiana University
"Reaching the Less Privileged with Health Information and Services: An Exploratory Inquiry," Jung-Sook Lee, Michigan State University
"Fear Communication: Lessons from AIDS," Anthony R. Fellow, California State University at Fullerton, and Nadine S. Koch, California State University, Los Angeles
"Changes in AIDS-Related Risk Behavior among Los Angeles Men," Howard E. Freeman, Charles E. Lewis, Kathleen Montgomery, Christopher R. Corey, and Paul Kirchgraber, University of California, Los Angeles

Discussant: Ronald W. Wilson, National Center for Health Statistics

9am - 10:30am Saturday **Buena Vista**
QUESTIONNAIRE CONSTRUCTION AND PRETESTING PROCEDURES

Chair: Sandra H. Berry, Rand Corporation

"Quantitative Techniques for Pretesting Survey Questions," Lois Oksenberg and Charles Cannell, The University of Michigan
"Developing Questions about Fertility Motivation: The Discovery of Grounded Uncertainty," Nora Cate Schaeffer, University of Wisconsin, Madison
"The Use of Ethnographic Interviewing to Inform Questionnaire Construction," Laurie J. Bauman and Elissa Greenberg Adair, Albert Einstein College of Medicine
"Cognitive Issues and Research on the Consumer Expenditure Diary Survey," Clyde Tucker, Bureau of Labor Statistics, Frank Vitrano, U.S. Census Bureau, Leslie Miller, and Jeanette Doddy, Bureau of Labor Statistics

Discussant: Pamela Campanelli, U.S. Census Bureau

10:45am - 12:15pm Saturday **North Terrace**
ASSESSING ENVIRONMENTAL RISK

Chair/Discussant: Cliff Zukin, Rutgers University

"Public Perceptions Toward Environmental Health Risks: Risk Optimism and Risk Pessimism," Clifford W. Scherer, Cornell University
"Perceptions of Environmental Risks at a Hypothetical Hazardous Waste Site: Trust, Risk Communications, and Behavioral Intentions Before and After Cleanup," Robert E. O'Connor, Pennsylvania State University
"Assessing Environmental Risks," Richard H. Baxter, The Roper Organization

10:45am - 12:15pm Saturday **South Terrace**
CUSTOMER SATISFACTION SURVEYS

Chair: Donna Card Charron, Decision Research Corporation

"Assessing Telephone Service with Telephone Surveys," James H. Drew, Michael J. English, and Susan Prince, GTE Laboratories, Inc.
"Toward an Actionable Understanding of Customer Satisfaction," Suzanne Jeffries-Fox, Jeffries-Fox Associates, Inc., and Miriam Kotsonis, AT&T Bell Laboratories
"A Comparison of Two Methods for Creating An Index of Overall Customer Satisfaction," James M. Stone and Tim Rogers, Maritz Marketing Research, Inc.
"Applications of Satisfactions Research for Actionable Results," Walt Glazer, International Communications Research

Discussant: Rebecca Quarles, The Wirthlin Group

10:45am - 12:15pm Saturday **Buena Vista**

NEW TECHNIQUES IN SURVEY QUESTIONNAIRE DEVELOPMENT

Chair: Cathryn S. Dippo, Bureau of Labor Statistics

"The Use of Laboratory Techniques in Questionnaire Pretests: The Chicago Urban Survey Experience," Sameer Y. Abraham, National Opinion Research Center

"Think Aloud Responses to Survey Questions: Illustrations of a New Qualitative Technique," George F. Bishop, University of Cincinnati

"The Meaning of 'Work' in the Current Population Survey: Results from Respondent Debriefing," Elizabeth A. Martin and Pamela C. Campanelli, U.S. Bureau of the Census

"Total Family Income: Fact or Fiction?" Karen C. Snyder and Kathleen Carr, The Ohio State University

Discussant: Fran Featherston, General Accounting Office

12:15pm Saturday **Grand Ballroom**

LUNCH: PRESIDENTIAL ADDRESS

Warren Mitofsky, CBS News Election and Survey Unit

2:30pm - 4:00pm Saturday **North Terrace**

ASSESSING THEORIES OF MEDIA EFFECTS

Chair: Kurt Lang, University of Washington

"Socio-Psychological Construction and the Mass Communication Effects Dialectic," Harold Mendelsohn, University of Denver

"Media System Dependency Theory and Public Opinion Research: A Rich Future," Gerald J. Power, K. Kendall Guthrie, H. Ross Waring, Sandra J. Ball-Rokeach, and the Media System Dependency Research Group, USC

"Making Sense of Complex Issues: Public Learning and the News Media," W. Russell Neuman, MIT, Marion Just, Wellesley, and Ann Crigler, USC

Discussant: James Beniger, University of Southern California

2:30pm - 4:00pm Saturday **South Terrace**
INTERVIEWERS: EVALUATION AND MEASURED RESPONSE EFFECTS

Chair: Theresa J. DeMaio, U.S. Census Bureau

"Effects of the Interviewers' Gender on Reported Rates of Child Abuse and Attitudes Toward Child Raising Practices," David W. Moore, University of New Hampshire
"The Influence of Interviewer Gender on Responses to Sensitive Questions in Less Developed Settings: Evidence from Nepal," William G. Axinn, The University of Michigan
"Monitoring Practices for Telephone Surveys," Catherine Haggerty, National Opinion Research Center, William Nicholls II, U.S. Bureau of the Census, and Valerie Dull, University of California, Los Angeles
"Telephone Interviewers and Psychological Type: Predicting Job Satisfaction and Performance," Colleen K. Porter and Pamela J. Shoemaker, The University of Texas at Austin

Discussant: Diane O'Rourke, University of Illinois

2:30pm - 4:00pm Saturday **West Granada**
MEMORIAL SESSION FOR PAUL SHEATSLEY

Organizer/Chair: Tom Smith, National Opinion Research Center

Participants: Don Cahalan, University of California
Ann Brunswick, Columbia University
Norman Bradburn, The University of Chicago
Dick Baxter, The Roper Organization
Leo Bogart, Newspaper Advertising Bureau
Jack Elinson, Rutgers University

2:30pm - 4:00pm Saturday **North Granada**
GOVERNMENT MANDATED RESEARCH

Organizer/Chair: Janice Ballou, The Eagleton Institute, Rutgers University

"The Nationwide State Administered Consumer Satisfaction Survey for the Developmentally Disabled," Christina Meltzer, National Association of Developmental Disabilities Council
"The National Seroprevalence (AIDS) Survey," National Center for Health Statistics
"High School and Beyond," National Center for Educational Statistics

Discussant: Sandra Berry, Rand Corporation

2:30pm - 4:00pm Saturday **Del Prado**

STANDARDS FOR IMPLEMENTATION AND REPORTING OF SURVEYS AND POLLS

Chair: Burns W. Roper, The Roper Organization

"Reporting Survey Findings in the Media," Horst Stipp, National Broadcasting Corporation, and Bickley Townsend, American Demographics, Inc.
"Defining and Measuring Survey Quality," Rita J. Petroni and Rajendra P. Singh, U.S. Bureau of the Census
"Measuring Survey Fieldwork Quality," Peter Miller, Northwestern University

Discussant: Irving Crespi, Total Research Corporation

2:30pm - 4:00pm Saturday **South Granada**

FRAMEWORK FOR MEASURING POLITICAL KNOWLEDGE AND ATTITUDES

Chair: Barry Sussman, Barry Sussman & Associates

"The Influence of Authority on Policy Attitudes," Thomas Piazza and Paul M. Sniderman, University of California, Berkeley
"Political Knowledge of the U.S. Public," Michael X. Delli Carpini, Columbia University, and Scott Keeter, Virginia Commonwealth University
"A Framework for Structuring Questions in Political Polls," Bruce I. Newman, DePaul University

Discussant: Martin P. Wattenberg, University of California, Irvine

4pm - 5:30pm Saturday **Del Prado**

AAPOR ANNUAL MEETING OF MEMBERS
(All Members Encouraged to Come)

6:30pm - 7:30pm Saturday **Poolside/Boardwalk**

COCKTAIL PARTY

7:30pm Saturday **Grand Ballroom**

BANQUET AND PRESENTATION OF AWARDS

SUNDAY, MAY 21

7am - 9:30am Sunday **Grand Ballroom**
BREAKFAST

9:00am - 10:30am Sunday **North Terrace**
SURVEYS OF YOUNG CHILDREN AND ADOLESCENTS

Organizers: Kenneth Rasinski and Carol Prindle, National Opinion Research Center
Chair: Kenneth Rasinski, National Opinion Research Center

"Influence of Neighborhood Characteristics on Sex Attitudes and Behaviors of Adolescents," Frank F. Furstenberg, Jr., Herb Smith, and M.E. Hughes, University of Pennsylvania
"Policy Questions and Methodological Issues in the National Education Longitudinal Study of 1988," Carol Prindle, National Opinion Research Center
"How Good are Children's Reports about their Environment?" Kenneth A. Rasinski, National Opinion Research Center
"Nationwide Studies of Young Teenagers," Robert Bezilla, The Gallup International Foundation
"Safety in the Car: Attitudes and Behaviors of Adolescents Concerning Seat Belts and Drinking and Driving," Walter Gantz, Joyce R. Abrams, Peter R. Gershon, and Euisun Yoo, Indiana University

Discussant: Nicholas Zill, Child Trends, Inc.

9am - 10:30am Sunday **South Terrace**
EFFECTS OF POLITICAL CAMPAIGNS AND ADVERTISING

Chair: Harry W. O'Neill, The Roper Organization

"The Impact of Campaign Activity on Election Outcomes," Kurt C. Schlichting, Fairfield University
"Television News and Image Impact," Donald T. Cundy, Utah State University
"The 'Other' As the Vulnerable Voter: A Study of The Third Person Effect in the 1988 Campaign," Dianne Rucinski and Charles T. Salmon, University of Wisconsin, Madison

Discussant: Mark A. Schulman, Schulman, Ronca and Bucuvalas

9am - 10:30am Sunday **Buena Vista**
QUESTION EFFECTS

Chair: Charles D. Cowan, National Center for Education Statistics

"The Reliability of Attitudinal Survey Data: The Impact of Question and Respondent Characteristics," Duane F. Alwin, The University of Michigan, and Jon A. Krosnick, Ohio State University

"Response Order Effects in Dichotomous Questions: The Impact of Difficulty and Administration Mode," Hans J. Hippler and Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Institut für Demoskopie, Allensbach (West Germany)

"Response Order Effects in Long Lists: Primacy, Recency, and Asymmetric Contrast Effects," Norbert Schwarz and Hans J. Hippler, ZUMA, Elisabeth Noelle-Neumann and Erp Ring, Institut für Demoskopie, Allensbach, and Thomas Münkel, Universität Heidelberg (West Germany)

Discussant: Eleanor Singer, Columbia University

10:30am - 12:15pm Sunday **Buena Vista**
METHODS TO INCREASE SURVEY RESPONSE RATES

Chair: Carolyn Miller, The Gallup Organization

"Refining Response Rate Calculations for Mail Surveys: Address Verification Experiments," Veronica F. Nieva, Westat

"The Effect of a Presurvey Mailer on Survey Return," Brian Perlman, Robert Patchen, and Diane Woodard, Arbitron Ratings

"The Effect of Prior Letters and Incentives on Increasing Response Rates in Mail Surveys," John Tarnai and Don A. Dillman, Washington State University

"Greed or Guilt? A Comparative Assessment of the Effectiveness of Incentives for Increasing Response Rates," Nancy Whelchel and Ken Dautrich, Rutgers University and Response Analysis Corporation

"Using the Total Design Method to Increase Response Rates in Mail Surveys of Businesses," M. Chris Paxson, Washington State University

10:30am - 12:15pm Sunday **North Terrace**
PARTISANSHIP, IDEOLOGY, AND THE 1988 PRESIDENTIAL CAMPAIGN

Chair: Kathleen A. Frankovic, CBS News

"Political Values and Political Generations," Michael Traugott, The University of Michigan, and Margaret Petrella, The Gallup Organization
"The Hollow Realignment Continues: Partisanship in the 1988 Election," Martin P. Wattenberg, University of California, Irvine
"The New Right, Ideology, and the Republican Party Image," Susan E. Howell, University of New Orleans
"Age and Single-Minded Voting," Fred Zandpour, California State University, Fullerton

10:30am - 12:15pm Sunday **South Terrace**
NEW MEASUREMENT AND ANALYSIS TECHNIQUES

Chair: John M. Boyle, Schulman, Ronca, and Bucuvalas

"Market Dynamics Analysis and Market Segmentation," Robert S. Lee, Pace University
"Design and Analysis of Factorial Surveys," J.J. Hox, University of Amsterdam, G.G. Kreft, UCLA, and P.L.J. Hermkens, University of Utrecht
"Administration of a Full-Profile Conjoint Analysis Card Sorting Task to a Marginally Literate Population," Patricia M. Davis, Opinion Research Corporation, Kurt Conway, Marriott Corporation, and William E. Wymer, A. Foster Higgins & Co.

Discussant: Duane Alwin, The University of Michigan

12:30pm - 2pm Sunday **Grand Ballroom**
LUNCH

ABSTRACTS

FRIDAY, MAY 19

9:00am - 10:30am Friday
MEASURING THE EFFECT OF THE TELEVISED CANDIDATE DEBATES IN 1988

Impact of the Bentsen-Quayle Debate and of News "Verdicts" About the Debate -- A Time-Series Analysis

James B. Lemert, University of Oregon; William Rosenberg, Drexel University;
William Elliott, Southern Illinois University;
James Bernstein, Karl Nestvold, University of Oregon

Unfortunately, all of the research about the "verdict effect" in preceding presidential debate cycles has important weaknesses or limitations. The present study tries to correct for these weaknesses by using a "short time-series" design bolstered by a simultaneous record of news media verdicts.

The data points for this particular time-series are: Oct. 4 (before the Bentsen-Quayle debate), immediately after the Oct. 5 debate, Oct. 6 (immediately after the next evening's network news), Oct. 9 (after network news), Oct. 11 and Oct. 12 (both also after the network news).

Using a random-digit dialing sampling procedure at each of three sites and a common questionnaire, interviewers obtained about 100 interviews, combined across the three sites, each of the sample days. The total number of cases for this six-day cycle therefore will be about 600.

The Use of Electronic Audience Response Systems in the 1988 Presidential Elections: Methodological Issues

Frank Biocca, University of North Carolina at Chapel Hill

Audience response systems are computerized opinion measurement devices. They consist of hand held push button or dial boxes connected to a computer to gather continuous audience opinion of televised or live stimuli.

The use of audience response systems in large non-focus group settings raises a number of methodological issues. Audience sizes now number 100 - 400 participants. Data are treated as equivalent to standard poll data. In the next presidential election sample sizes will get larger and the subjects may use the opinion dials in their homes with the data collected via modem. While sampling issues are important, the most pressing methodological issues deal with the characteristics of opinion measured continuously over intervals of 1 1/2 hrs. Given the increased media attention to this method and the widespread dissemination of opinion measured using these devices, issues of data processing reliability, and validity need to be addressed. The paper will review the extent to which audience response systems were used in the campaign, problems of "instant" audience measurement in real world settings under press deadlines, and issues of data analysis and validity.

Continual Response Measurement of T.V. Campaigning: Public Reactions to TV Presidential Debates
John Baggaley, Concordia University (Canada)

Methods of continual response measurement have been used in commercial and political campaigning since the development of the PEAC system (Program Evaluation Analysis Computer) in the late 1970's. The system has also been used at universities in Montreal and Newfoundland in the study of public reactions to TV election debates. Analyses of the U.S. debates of 1980, 1984, and 1988 have revealed recurring patterns of audience response due to debate format, camera-eye contact and audience/interviewer reaction shots. These findings have confirmed the conclusions of earlier studies in this area, and have revealed moment-by-moment variables not previously apparent. Many CRM findings run counter to the common wisdom of the political advisors who determine the form and content of TV debates and of the broadcast journalists who interpret them for the public.

The effects of presentation and format are particularly strong in those TV debates with a relatively unstructured style, as those favored in Canadian election contexts. A comparison of the 1988 TV debates in the United States and Canada has revealed that presentation factors from moment to moment generally reinforce existing prejudices, but that isolated moments in a debate may overturn prior opinions in particular viewing subgroups. These effects are typically overlooked when audience reactions to the debates are hastily reported to the public at the massed or group level.

9:00am - 10:30am Friday
RESPONSE EFFECTS

Question Redundancy and Response Set Behavior: Sometimes the Problems are More Apparent than Real
Michael J. Wilson, Westat, Inc.

Question wording, response formats, and administration procedures are known to materially affect the quality and accuracy of survey information provided by respondents. This paper presents results from two sets of analyses undertaken to evaluate the effects of administration procedures on the quality of data collected during a recent survey of 16- to 24-year-old youths. This computer-assisted telephone interview (CATI) survey asked youths about their knowledge, attitudes, perceptions and intentions regarding a series of career options. Initial summaries of responses obtained during the first three months of this nationally representative survey revealed a surprising degree of within- and between-case homogeneity in perceptions regarding specific career options. This result was contrary to expectations reached based upon an extensive review of previous empirical research. As a consequence, both the client and CATI production staff called the quality and validity of this survey's data into question and efforts were made to understand the source of discrepancy between expectations and findings.

Only after an extensive review of data were the client and project staff convinced that findings were not an artifact of data collection procedures. These analyses and the process of interpreting results lead to the conclusion that both the data and data collection procedures must be thoroughly examined when data quality is called into question. Sometimes the obvious answer is wrong.

Increasing Accuracy of Respondents' Estimates of Behavioral Frequency Reports: A Cognitive Psychology Perspective
Geeta Menon, Seymour Sudman, University of Illinois at Urbana-Champaign

It is becoming increasingly obvious that in a survey situation when respondents are asked a question relating to the frequency of a fairly frequent, nonsalient behavior (e.g., how many times have you been to a restaurant in the past one month?), they do not recall and enumerate every instance. Instead, they provide an estimate based on various inference strategies.

In this study three kinds of questions are used: (1) A general question pertaining to behavioral frequency is asked. No recall cues are provided in this experimental condition. (2) The question pertaining to behavioral frequencies is asked with several activity cues. This ensures that the respondents use the decompositional inference strategy in order to arrive at the behavioral frequency estimate. (3) The question pertaining to behavioral frequencies is asked in a manner ensuring that respondents think of their current frequency (e.g., in the last week) and assess whether that period is a good basis on which to make an estimate for a longer time period. This condition tests the impact of the theory of stability and change in an interview context.

Two kinds of behavior are investigated: a regular behavior (hair washing) and a less regular behavior (snack-food consumption).

What is Socially Desirable? Judging the Degree of Social Desirability in Attitude Items
Dagmar Krebs, ZUMA

Social desirability is conceptualized as the need for approval that leads a person to present her- or himself in a positive way which results in a responding behavior showing that the respondent does not deviate from the respondent-perceived norms or from the respondent-perceived attitudes accepted by the majority of the society or the respondent's relevant reference group.

But what is perceived as socially desirable? Mostly all social desirability scales imply the interpretations of the researchers of which attitudes are socially desirable and which are not. Rarely has a scale constructed for measuring the tendency to give a socially desirable answer been based on the judgement of people.

The idea of the study reported here goes back to Schuessler's research activities and tries to go a little further. This study is designed to find out what different people judge as socially desirable.

The study is designed as a comparative one. Compared are the desirability judgments of students of different nations: Canada, East and West Germany and the United States. This is the final goal. What we have at the moment are the data of a pilot study that was conducted in Windsor, Canada and Mannheim, West Germany.

Acquiescence: A Test of the Cognitive Limitations and Question Ambiguity Hypotheses
McKee J. McClendon, The University of Akron

Explanations for acquiescence to agree-disagree questions tend to locate the problem either in characteristics of the respondent or in characteristics of the question. For example, acquiescence has been attributed to respondents with limited cognitive sophistication and to ambiguous or unfamiliar question content. Using data from a telephone survey of the Akron, Ohio, metropolitan area, these explanations are tested on two questions for which acquiescence has been found previously. Significant acquiescence was found again for both of these questions. There was no support, however, for either the cognitive limitations explanations or for the question ambiguity explanation.

10:45am - 12:15pm Friday
MEDIA ELITES AND THE STRUCTURE OF MASS OPINION

Journalists and Their Audiences: The First Step in the Formation of Public Opinion
Jolene Kiolbassa, Massachusetts Institute of Technology

This study approaches news coverage from the viewpoint of the concerns and realities that journalists face. Does this news-gathering process have political repercussions for the information that people have?

In-depth interviews with eighteen journalists from CBS News, the Boston Globe and Time magazine who covered SDI, cocaine abuse and AIDS explore how they approach these topics and the responses to their coverage from colleagues, friends and the public.

One of the principal findings is that journalists have a highly structured view of what their audience wants, yet they have little idea if their audience understands the stories they write. In the case of AIDS and cocaine abuse coverage, journalists believe that personalization techniques and tying the story to celebrities increase the salience of issues to readers and viewers. However, journalists admit that they receive minimal audience feedback to prove the effectiveness of their stories. They desire to learn if their reports affect viewers and readers, but cannot because of time constraints or lack of institutional mechanisms to monitor audience response.

A corollary finding is the journalists' reliance on sources, friends and colleagues as a surrogate for public reaction to news coverage. The public is excluded from the political communication loop as journalists rely on sources for information and subsequently turn to these same people for feedback.

"Pss't, Have You Heard ...?": How Serious Journalists Approach Rumors in the News Process
Phyllis Endreny, Ilya Adler, University of Illinois at Chicago

Journalism norms place a great deal of importance on accuracy or "facts only" approach to news. In this sense, rumors are often conceptualized as antithetical to serious news, and a violation of standard journalistic norms. In reality, however, the reporting of rumors, both as "news" and rumors, can be observed regularly in serious journalism. Rumors are thus both an integral and a problematic part of journalism. Yet no studies probe this puzzle.

We define "rumors" as statements which have not been confirmed or disconfirmed, and which have no known source. The fundamental question we are probing is: When a rumor comes to the attention of the journalist, how does he/she proceed?

In this paper, we will present the findings from pilot in-depth interviews with a select group of Chicago journalists.

The topics in our pilot in-depth interviews which we will report on include the following: (1) Attitudes toward reporting on rumors, (2) Usefulness of rumors, (3) Considerations in the reporting of rumors, (4) Words used in reporting on rumors.

Community Structure and Editor Opinions About Planning
C.N. Olien, P.J. Tichenor, G.A. Donohue, K.L. Sandstrom,
D.M. Mcleod, University of Minnesota

Opinions held by newspaper editors about community planning are seen as joint consequences of community structure and of a fundamental ideological shift in the nation toward a "trickle down" philosophy of community development. The analysis is based upon interviews with 78 Minnesota editors in 1965 and 1985 and with 74 editors in other Midwest states in 1985.

Results indicate that, as hypothesized, community planning is almost universally favored by newspaper editors in midwestern communities. This illustrates both the ongoing "rationalization of modern social life" and widespread elite acceptance of centralized decision-making processes.

In both 1965 and 1985, editors in more pluralistic communities were more likely than editors in less pluralistic communities to define community planning as including elements of Order, Control, or Coordination. This finding, which is also as hypothesized, seems to indicate a greater perceived need for formal coordination and control in a complex, pluralistic environment. However, even though the period 1965 to 1985 saw the social system as a whole become more differentiated, complex, and interrelated, editors as a whole were less likely in 1985 than in 1965 to offer Order/Control/Coordination definitions.

Value Change in West Germany During the Sixties: Was It a Top Down or Bottom Up Process?
Peter Ph. Mohler, ZUMA (Mannheim, West Germany)

The aim of this paper is to present data which test the hypothesis that the observed value change in West Germany during the Sixties is in fact a diffusion of elite values into the mass public (top down process) and not a grass root movement against the ruling political elites (bottom up process).

Today researchers agree that one can observe among western publics an ongoing shift from duty values towards individual centered values. The "new values" are labelled with terms like "postmaterialism" or "hedonism" to name but two of the most prominent ones.

To accomplish this, editorials from an elite newspaper, namely the Frankfurter Algemeine Zeitung (FAZ), were content analyzed for a period of 35 years (1949 to 1984). The choice of a newspaper and the FAZ as the one selected is supported by the general observation that newspapers mirror events states of the political system as one of their most prominent tasks.

The actual texts taken for the research were the editorial at New Year's Eve (31st of December) and the first edition of the new year (2nd or 3rd of January) for the time period between 1949 and 1984. The rationale behind this decision is as follows: it is a common habit at both dates to look back over the past year and to look forward to the coming year.

In-Depth Interviews to Study Nonresponse in The National Household Seroprevalence Survey

R. Paul Moore, Judith T. Lessler, Rachel A. Caspar, Research Triangle Institute

The use of intensive or in-depth interviews to evaluate survey methods and procedures is discussed, with particular reference to the National Household Seroprevalence Survey (NHSS). A very high rate of respondent cooperation is extremely important for the NHSS; the small proportion of seropositive individuals in the general population makes any significant nonresponse potentially problematic. Intensive interviews were conducted with high- and low-risk subjects in order to understand the barriers to participation and the reasons for nonresponse in the NHSS. During the interview sessions, all aspects of the NHSS pilot study methods and procedures were discussed in depth, and the questionnaires and other pilot study materials were evaluated.

The items evaluated included the following: lead letter to sample households, household screening procedure, selection of sample person, sample person letter, confidentiality/anonymity procedures, videotape presentation, blood sampling procedures, sample person questionnaire. Subjects were asked to imagine that they were the household respondent or the sample person, and to describe their thoughts, feelings, reactions and understanding of each survey procedure, form, or feature.

The Telephone Answering Machine Poses Many Questions for Survey Researcher

Peter S. Tuckel, City University of New York - Hunter College; Barry M. Feinberg, Robert Lowinger, Audits & Surveys

The proliferation of the telephone answering machine raises a number of questions which may have a profound bearing on the conduct of telephone survey research. The most critical of these is what effect the use of these machines might have on establishing contact with potential respondents. If individuals routinely use these machines to screen calls, then, in many instances, contact cannot be initiated by the survey researcher.

A second question raised by this new technology relates to individuals who own answering machines and are amenable to being contacted. Are there identifiable patterns concerning the hours or days these machines are used? If so, what are the optimal times to establish contact with these respondents.

A third question is the degree to which respondents who own answering machines and are reachable are likely to participate in a survey.

To study the effects of the telephone answering machine on respondent contact and cooperation, the authors gathered data on both the response disposition and time of calls made as part of a nationwide survey conducted in the Spring of 1988. Preliminary results indicate the existence of clear-cut patterns in both the hours and days of usage of answering machines. Furthermore, the findings point to a significant proportion of answering machine owners being reachable and willing to participate.

The Effect of Race/Ethnicity on Level of Effort and Response Rates in a Longitudinal Mail Survey with Telephone Follow-up

Geraldine M. Mooney, Response Analysis Corporation; Gita Wilder, Educational Testing Service

This paper is interested in effects of race and ethnicity on level of effort and response rates in a longitudinal mail survey with telephone follow-up. Despite the customary problems associated with separating the effects of race or ethnicity from other respondent characteristics such as urban/rural residence, education or income, the literature suggests that respondent race or ethnicity does not have a substantial effect on response rates.

The study reported here was conducted among adults who seriously considered attending graduate school, as defined by their application to take the Graduate Record Examination.

Although the literature tends to suggest that respondent race/ethnicity has little or no effect on overall response rates and some effect on level of effort, we found statistically significant differences between the groups for both response rate and level of effort, with the greatest differences existing for level of effort.

Topic Salience as a Predictor of Response Behavior: An Examination of Highly Motivated and Low Motivated Respondents

Jane B. Maestro-Scherer, Susan Cleary Westneat, Cornell University

Several researchers have written about the strength of topic salience in drawing responses. They note that persons with special interest in the subject matter tend to respond early during the data collection phase of mail surveys. However, based on our review of the literature on mail surveys, topic salience has not been systematically studied so much as assumed.

Survey responders and nonresponders are divided into four groups: (1) highly motivated responders defined as individuals for whom the subject matter seemed salient; (2) the low motivated responders for whom it seemed non-salient; (3) nonresponders for whom the subject matter seemed salient; and, (4) nonresponders for whom the survey topic seemed non-salient. We then examine the effect of salience on time of response and develop a demographic profile of respondents for whom the subject matter was not salient. In this way we can determine possible reasons why individuals for whom the subject matter did not seem to be of interest or importance responded, and conversely, why individuals for whom the the subject matter seemed to be of interest did not. This information may help us design appropriate appeals to increase their numbers, thereby reducing nonreponse and special response biases.

10:45am - 12:15pm Friday
CONTEXT EFFECTS IN SURVEY QUESTIONNAIRES

The Influence of Question Context: The Case of the Perceived Health Status of Vietnam Veterans
Richard A. Kulka, NORC and John A. Fairbank, Research Triangle Institute

While question order effects may often be primarily of theoretical or academic interest, occasionally such effects give rise to interpretations of survey data which can have a profound impact on thinking in an area of substantial practical importance. A recent example described in this paper is based on the results of two recent national surveys of Vietnam era veterans, one by the Centers for Disease Control (CDC) and the other by Research Triangle Institute (RTI).

In the CDC study, significant differences in reports of perceived health status were observed between veterans of the Vietnam era who served in Vietnam and those who did not. Because the results of subsequent physical examinations failed to "confirm" such differences, these findings were often interpreted as evidence that Vietnam veterans tend to "exaggerate their health problems." In contrast, the RTI study found no significant differences between those two groups of veterans in perceived health status. The most plausible explanation for these discrepant findings was a notable difference in the questionnaire context in which an otherwise identical question was asked, whereby responses to the CDC question appeared to confound both "physical" and "mental" health, while the RTI question appeared to provide a "purer" appraisal of physical health status.

Question-Order Effects in Survey Research: The Role of Expertise
Barbara A. Bickart, University of Illinois at Urbana-Champaign

Part-whole question combinations are used in many types of surveys, including those dealing with political science, happiness with life, job satisfaction, and product purchasing. By understanding the processes which operate when individuals respond to surveys, questionnaire construction can be improved to minimize some types of question-order effects.

In this study, the conditions under which assimilation or backfire effects might occur for part-whole question combinations will be investigated with regard to the relative accessibility and diagnosticity of information, and a respondent's level of expertise. The work will be conducted using a marketing research survey, but should be applicable to other domains as well. Specifically, the impact of a question pertaining to a specific product feature (for example, rating the reliability of a particular bicycle brand) on a subsequent general product evaluation question (e.g., how the individual rates the bicycle brand overall) will be examined.

3:45pm - 5:15pm Friday
ESTIMATING AND UNDERSTANDING SURVEY MEASUREMENT ERROR

Gross Satisficing and Its Effects upon Prediction
Mark West, University of North Carolina, Asheville

Once the cognitive and affective burden of constructing appropriate and accurate responses become greater than the rewards of survey participation, respondents are likely to respond in one of two manners -- by prematurely terminating the interview, or by what Alwin and Krosnick define as satisficing: the tendency of respondents to give answers which merely satisfy the interviewer without reflecting any opinion actually held by the respondent. For some respondents, only the most difficult or unpleasant question might cause satisficing; for a small group of respondents, the effort of answering almost any question, no matter how simple, is greater than the perceived reward. Few surveys, however, consider the possible effects of such behavior on predicted outcomes, or attempt to control for it.

This paper will present examples of such gross satisficing that took place during the Spring 1982 and Fall 1987 Carolina Polls. Between nine and twelve percent of the respondents to these surveys satisficed on a simple and common type of survey question, a "yes/no" query concerning name recognition.

The Use of Self-reported Confidence to Improve the Accuracy of Survey Data
Robert Mason, Oregon State University

A self-reported confidence measure, used to weight survey data, improves estimates of the magnitude and productivity of domestic and alien (illegal) agricultural workers compared to unweighted data. The confidence measure is a single item in a mail questionnaire that sought the level of certainty for sensitive information a respondent was providing. Weighting shows promise for improving population estimates in studies employed to establish farm labor demand, the need for alien workers, and the demand for replacement alien workers that are required under the immigration Reform and Control Act of 1986.

The Quality of Self and Proxy Data in a Census Bureau Panel Survey
Jeffrey C. Moore, Kent H. Marquis, U.S. Bureau of the Census

One key decision faced by all types of personal visit surveys -- commercial, government, and academic -- is whether to accept the proxy response of another household member for persons not present at the time of the interviewer's visit.

The common assumption, that data quality is degraded to the extent that proxy reports are permitted, motivates survey procedures which attempt to maximize self-response and which set forth restrictive criteria for accepting proxy data. However, the only certain results of these procedures are substantially increased survey costs and lengthened data collection periods; there is very little empirical evidence that self-response procedures purchase higher quality data.

In this paper we examine the quality of factual reporting of transfer income in a personal-visit Census Bureau panel survey, using administrative record data obtained from state and federal agencies as criterion ("truth") measurement. Our focus here is on reporting quality differences associated with self/proxy response status.

A Quantitative Review of the Effect of Data Collection Method on Data Quality: a Comparison of Mail, Telephone and Face to Face Surveys

Edith D. De Leeuw, Interuniversity Institute for Psychometrics and Sociometrics, Free University/University of Amsterdam

A quantitative literature review (meta-analysis) of empirical studies, comparing mail, telephone, and face to face surveys was conducted. In total, fifty-eight articles and papers were reviewed. The main variable of interest was data quality. Indicators for data quality were: accuracy, absence of social desirability, item (non)response, amount of response on open questions and check-lists, and similarity of distributions. For each indicator of data quality an estimation of effect size was calculated and combined over studies. The main conclusions are: (1) In general, when compared with telephone interviews, face to face interviews result in better quality data. (2) Mail surveys perform better than face to face and telephone surveys when more embarrassing questions are asked; and in general, result in more accurate data. However, mail surveys also have a higher item non-response. (3) The effect sizes found were small.

3:45pm - 5:15pm Friday
MEDIA CONTENT AND PUBLIC OPINION

Chain Newspaper Homogeneity and Presidential Campaign Endorsements 1972 - 1988

Cecilie Gaziano, Research Solutions

Whether or not newspaper endorsements of political candidates have an impact on election outcomes has been studied increasingly frequently since the 1960s, and many scholars have argued there is an impact, sometimes substantial. Independents and Democrats tend to be influenced more often than are Republications. Newspaper ownership, chain or independent, also appears to be an important factor in the relationship between endorsements and voting.

Chain and independent newspapers have different endorsement patterns, with chain-owned papers showing a strong tendency to be homogeneous within chains. Since economic concentration of newspaper ownership has grown vastly since the beginning of this century, the influence of ownership on endorsements requires greater scrutiny. Homogeneity of newspaper opinion pages has implications for homogeneity of public opinion and voting behavior.

Wackman, et al (1975) studies newspaper endorsement patterns during four elections, 1960-1972. Since then there have been four more. This paper is a replication and update of that study.

Main findings include these: Chains continued to be fairly homogeneous in the new study, except for the Carter-Ford election. However, the more heterogeneous the chain's overall endorsement pattern, the larger the chain in number of papers owned and number of regions occupied, and the greater the tendency to support Democratic presidential candidates.

AIDS in The Media: An Unique Perspective
Alex S. Edelstein and Robert Post, University of Washington

Why have such persistent conditions as child abuse, drugs, poverty, issues involving personal choice, and any number of other important problems only emerged at particular points in time as collective concerns and not at other points in time? Why have many persistent and important problems continued to be regarded as "private troubles" rather than as "social problems?" What are the forces that bring about a change in public thinking -- in our case, media attention -- from considering AIDS as only "private troubles" to a collectively defined "social problem?"

We propose to introduce a unique array of variables based upon cognitive and problem-solving perspectives that we have applied in the past several years to the content analysis of media, to the uses and gratifications approach to audience analysis, and as the dependent variables in agenda-setting research. The problematic situation represents the motivational state in audience uses research and the "thinking about" cognitive dimension in agenda-setting.

Predicting Readers' Selection of Newspaper Content: A Study in Selective Exposure
Wolfgang Donsbach, University of Mainz

Since the Erie-County-Study, the selective exposure paradigm has dominated for about a quarter of a century the view of mass media influence. The hypothesis that media content can only reinforce but not alter the individual's opinion on political issues and personalities because he or she will avoid discrepant information became a convincing rule of thumb in communication research, journalism and even the broader public. The arguments of the findings seemed to be even stronger after Festinger backed Lazarsfeld's findings with a general psychological theory on "cognitive dissonance" in which selective exposure to information played a major part.

The influence of the concept on generalization of mass media effects has never been congruent with the empirical findings. Laboratory experiments (mainly conducted in social psychology) often failed to prove the existence of a selective behavior or have suffered from severe validity problems. Field studies (mainly conducted in communication research) showed patterns of "de-facto-selectivity," but satisfactory data on the individual level -- demonstrating selectivity according to one's predispositions toward day-to-day media content -- have been rare.

This study tries to contribute to a clearer picture of reader selectivity towards mass media content. Its main purpose is to combine a strong field character with a strong control of intervening variables in the process of the selections of media content.

Ideodynamics: A Mathematical Model of the Impact of Press Coverage on Public Opinion -- The Bush-Dukakis Race, etc.
David P. Fan, Albert R. Tims, University of Minnesota

Associated Press stories on George Bush and Michael Dukakis were retrieved by computer from an electronic data base. The stories were scored by computer using new InfoTrend methods. The scores were entered into the mathematical model of ideodynamics to calculate a time trend of public opinion which correlated well with percentages found in actual opinion polls. The same good fit was found for nine other issues thereby supporting the ideodynamic assumption that opinion is driven by persuasive messages in a predictable manner. These data show that the new InfoTrend methods can give good estimates for poll outcomes without running polls.

Yours, Mine and Ours: Information Sources, Perceptions of Unemployment and Their Political Consequences
Diana C. Mutz, University of Wisconsin - Madison

Three possible sources of information about unemployment are examined: people's personal experiences with unemployment, the experiences of friends and acquaintances that they learn about through interpersonal communication, and mass media coverage of unemployment trends.

Based on survey evidence from the fall and spring of 1987, perceptions of unemployment as a social problem are found to have a stronger influence on evaluations of incumbent political leaders than on perceptions of the issue as a problem in people's own lives. Furthermore, these social perceptions result primarily from mediated information rather than from direct experiences. Mass media are found to have an "impersonal impact," influencing social but not personal perceptions of the issue, while personal experiences with unemployment are found to influence exclusively personal-level judgments. Interpersonally mediated information influences both personal and social judgments.

Cost Accounting Techniques
Gary Siegel, DePaul University

For both service and manufacturing companies, the three major cost components for any project are direct labor, direct material and overhead. Because labor and material costs are traceable to the project, they can usually be estimated with a fair degree of accuracy and present relatively few problems to the people (usually non-accountants) who submit bids on research projects. In contrast, overhead costs are much more difficult to associate with a project and present many problems to people who submit bids on jobs. Overhead costs are all other costs associated with a project such as rent, software, insurance, office supplies, etc. These costs are not traceable to a project, and must be allocated for accounting and cost estimation purposes.

The presentation will offer, in non-technical terms, a straightforward accounting procedure for assigning overhead costs to projects for purposes of (a) estimating project costs and (b) cost control. It would be of greatest value to owners and staff of small or medium sized survey and opinion research firms.

Does Interviewer Experience Make a Difference? Some Insights from The Household Survey of The 1987 National Medical Expenditure Survey
W. Sherman Edwards and Martha Berlin, Westat Inc.; Miriam Clarke, NORC

Modeled on similar surveys conducted in 1977 and 1980, the NMES Household survey consisted of a series of interviews with approximately 14,000 households over a 16-month period. In the fall of 1986, interviewers from Westat and NORC screened approximately 32,000 households in a national area probability sample of 127 distinct Primary Sampling Units (PSU's) drawn from the National sampling frames of Westat and NORC. Roughly 19,000 addresses were selected from among those screened for the full Household Survey. Beginning in February, 1987, more than 400 Westat and NORC interviewers conducted detailed in-person interviewers with household respondents on the use of medical care services and associated expenses and sources of payment, health insurance coverage, health status, and employment.

The NMES Household Survey collected extensive information on its interviewer force. For all interviewers recruited, Westat and NORC maintained records including demographic characteristics and previous experience, characteristics of supervisors, details of assignments such as geographic region and whether the interviewer traveled or worked on refusal conversions, information from an attrition form for interviewers who left the surveys, and production, cost, and performance data. Performance data included the results of in-person observations and detailed coding of taped interviews.

As a first look at the NMES interviewer data base, this paper will examine the differences between interviewers with previous experience and newly hired interviewers for the NMES Household Survey.

Cost Models for Computer-Assisted Interviewing in the CPS
Richard Blass, U.S. Census Bureau

The U.S. Census Bureau and the Bureau of Labor Statistics (BLS) are planning to replace paper-and-pencil with computer-assisted interviewing methods in the Current Population Survey (CPS). This presentation describes cost modeling activities undertaken to estimate the data collection costs of alternative scenarios for the interviewing (CATI and CAPI) in the CPS.

The CPS is conducted primarily to estimate employment, unemployment, and other characteristics of the civilian noninstitutionalized population of the United States. The national sample is composed of independent samples for the 50 states and the District of Columbia and consists of approximately 71,300 addresses per month. Each month's sample is composed of eight panels which rotate on a schedule of 4 months in, 8 months out, and 4 months in before sample retirement. Information is collected by personal visit interviews in the first and fifth month in sample (MIS) and by telephone interviews in MIS 2-4 and 6-8 when possible and acceptable to the respondent. About two-thirds (65.5 percent) of all CPS interviews are completed by telephone. These calls are currently made by the field interviewers from their own homes. Various scenarios have been proposed to introduce CATI and CAPI into CPS data collection. This presentation focuses on two.

Cost Control for Survey Research Projects
Sharon Calkins, University of Illinois at Chicago

The STEPS system collects and processes information for time charges for seven salary and wage classifications and 28 expense categories within five cost centers using a combination of the University's UFAS object codes and unique SRL cost categories. All categories of activities are identified with a project number, using a scheme that differentiates between administrative activities, overhead charges, non-funded projects, and funded projects. Cost control reports are produced bi-weekly but can be produced on as frequent a basis as is necessary. Our system allows us the flexibility to make more timely decisions regarding redesign or restaffing questions should a project be experiencing budget difficulties. We often produce more frequent reports toward the end of a contract period when it is necessary to monitor charges more closely.

We can manipulate the data in the system to report on an individual, a class of individuals, a single project, a class of projects, all charges across one cost category, billable vs. non-billable time reported, etc.

The Impact of Bonus Payment on Interviewer Performance in the General Social Survey

Adele Hast, NORC

The General Social Survey (GSS) has been conducted by NORC for 15 years. Field procedures for the personal household interviews have become well established and efficient, based on years of experience. In 1988, an "experiment" was instituted in the field - a special bonus-payment program for interviewers. Strictly speaking, it was not an experiment, since there was no control group, but it was a test, with repeated use of the program in future years dependent on the results in 1988. Under the bonus plan, interviewers received $25 for every case completed during the first two weeks in the field, and $10 for every completed case during the remainder of the field period.

Taken together, the three analyses provide a picture of interviewer behavior as ı translated into the quantitative variable of survey completion. This paper will report the results. While much of the pattern was similar for all four years, some striking differences emerged between 1988 and the earlier GSS field periods. For example, not surprisingly, a much greater proportion of cases was completed in the first two weeks of 1988 than in all other years. However, productivity slumped significantly in the third and fourth weeks of 1988; by the eighth week the pattern was same for all years.

3:45pm - 5:15pm Friday
TRACKING POLLS IN PRE-ELECTION RESEARCH

New Hampshire Presidential Primary Polls: 1980-1988
Kenneth E. John, Schulman, Ronca & Bucuvalas, Inc.

Tracking polls conducted by media organizations in the 1980's were an indispensable guide to voter attitudes and preferences in the New Hampshire presidential primary. These polls detected late-breaking shifts in preference and removed the need to rely on campaign polls. But their accuracy has been mixed. Problems and antidotes will be discussed.

For purposes of this paper, "tracking polls" are defined as polls in which fieldwork is conducted every day in the week prior to election day and in which results are analyzed and/or reported several times over that period.

It's Tuesday...We must be interviewing _____?: Or, The Impact of Day-of-the-Week and Time-of-Day on Candidate Preference in Pre-Election Surveys
Cliff Zukin, Rutgers University, Mark A. Schulman, Schulman, Ronca & Bucuvalas, Inc., Bob Carter, Rutgers University

This paper seeks to assess the impact of day of week, segment of the week (weekday versus weekend), and time of day on partisan distributions and candidate preference in telephone pre-election surveys. There has been much speculation on this topic, but little hard research. We will also test several hypotheses to attempt to explain any differences found.

This paper arises out of concerns about the growing number of rapid turn-around election tracking studies being conducted both by the media and by candidates. These surveys, often conducted in one or two days, raise many troubling methodological issues, among them, the impact of weekday versus weekend interviewing.

Why would interview timing affect the outcome of election surveys? Some hypothesized reasons are age-related activity biases, more limited callback periods for quick turnaround weekday surveys (as opposed to greater callback opportunities during weekends), and occupational biases that alter availability to be interviewed on weekdays versus weekends or early evening versus late evening. We will control for number of callback attempts.

The data for this study are provided by five pre-1988 election surveys of New Jersey residents conducted by Eagleton Institute of Politics at Rutgers University.

Choosing Between Directory Listed and Random Digit Sampling in Light of New Demographic Findings
Linda Piekarski, Survey Sampling Inc.

The observations made in this paper are based on over 37,000 unweighted interviews conducted in eighty of the largest MSA's and over 2,000 additional interviews in the balance of the continental United States. A total of 62.5% of the 39,000 interviews were completed with directory listed households, while 37.5% were with unlisted households, providing sufficient numbers to draw some reasonable conclusions about the characteristics of both types of households.

The first and most obvious demographic difference is in mobility: 35% of the unlisted households had moved to their current address within the past two years (versus only 14% of the listed households) and 63% had moved since 1983 (versus only 39% of the listed households). Census data indicates that approximately 18% of the households in the United States move each year and depending on local directory publication patterns, a new listing may take up to 18 months to appear in a 'directory listed sample.' The effect of this lag is clearly evident here. Consequently, a listed sample will significantly over-represent established households and under-represent 'new moves.' This pattern was consistent across all market areas including the non-metropolitan counties.

Adjustments for Omission of Unlisted Numbers in Telephone Surveys
James M. Lepkowski, Robert M. Groves, and Teresa L. Parsley, The University of Michigan

Random digit dialing (RDD) was introduced to include unlisted telephone numbers in telephone samples. Unfortunately, unlisted numbers in the frame increase survey costs and, for fixed total cost, decrease sample size. For this reason, listed number sampling (e.g., from telephone directory or computer file of listed telephone households) continues to be used for telephone surveys.

From the dual frame RDD-list sample, characteristics of households and persons with unlisted numbers are identified. Unlisted numbers are more prevalent among households with younger members, Blacks, urban households, and households in the West. Characteristics of unlisted households are used to adjust survey estimates based only on listed households to compensate for differences between RDD and listed number sample estimates. Adjustment procedures include weighting listed observations to compensate for noncoverage of unlisted numbers, incorporation of listed status predictors as covariates in multiple regression models, and estimation of and correction for selection bias in limited dependent variable modelling procedures. All adjustment procedures fail to compensate for differences in estimates between the RDD and listed number samples.

Effects of Dual Mode Sampling on Estimates of Current Smoking in a Community Based Survey

Eileen M. Gentry, Centers for Disease Control, W.D. Kalsbeek, University of North Carolina, Chapel Hill

A survey was conducted to obtain baseline estimates of certain behaviors related to cardiovascular disease in two communities in South Carolina. Due to low prevalence of telephone coverage in the communities, a dual mode design was deemed appropriate, consisting of telephone and door-to-door components. Random-digit-dialing techniques were used for the telephone portion of the samples yielding sample sizes of 2500 and 2700. Commercial city directories were used to generate a non-telephone portion of the samples yielding sample sizes of 100 and 140. Sample weights were constructed for each mode and the data were combined.

The discussion will be limited to one of the two communities and will focus on the estimates of current smoking for various demographic sub-groups that would be derived from this survey for each component separately, and for the aggregated survey data. Comparisons will also be made for the same demographic sub-groups from the 1985 HIS HPDP survey data for telephone and non-telephone populations.

Identifying Characteristics of College Student Samples to Improve Generalizability of Results

James Pokrywczynski, Marquette University

For years, researchers in the social sciences at colleges and universities have found it attractive to use college students as respondents. When evaluating the use of student samples, the advantages must be compared to the answer to just one question: are the results of a study using a student sample generalizable to the general population?

This study compared student attitudes regarding the U.S. space program with attitudes from the general population. In addition, this study attempted to identify subsegments within the college population that may better reflect responses of populations with a broader base. A convenience sampling method was used. Respondents were sampled at both on- and off-campus locations at a major state university in the Southeast. Total sample size was 152. The findings show, similar to research in areas such as advertising and marketing, that responses from student samples differ from the general population. The results go on to show that subgroups within the student population may reflect better the response distribution of a broader based audience. An alternative to using purposive sampling procedures would be to develop a weighting system using key demographics on campus to produce results applicable to broader population.

The Social Impact of Public Opinion: Contextual Influence in the 1988 Presidential Election

Carroll J. Glynn, Daniel G. McDonald, Cornell University

Using the 1988 U.S. presidential election as a research setting, the following research questions are investigated: (1) Which of the theoretical notions of the "spiral of silence," the "third-person effect," "pluralistic ignorance," "impersonal impact/unrealistic optimism," and "false consensus" (i.e., five conceptualizations of "perceptual influence") describe a process of influence and which identify a product (or condition) of that influence? What are the necessary and sufficient conditions of each? What are the results of their operation? (2) In what sense are the five "perceptual influence" mechanisms related or identical to each other? (3) What proportion of variance in a given measurement of public opinion might be ascribed to each of the separate perceptual influence mechanisms? (4) In what sense does the social milieu determine the immediate perceived environment and so determine which perceptual influence processes are operational? (5) Can the disparate ideas behind perceptual influence be integrated into one overarching framework which details the conditions and results of operation of the five research areas?

The Impact of Media Orientations on Perception of Candidates in the 1988 Presidential Election

Daniel G. McDonald, Ronald E. Ostman, Cornell University

This paper examines the impact of audience members' orientations toward the mass media as a predictor of their perceptions of presidential candidates in the 1988 election. Using a multidimensional classification system, media orientations are used to predict the accuracy of respondents' issue and image profiles of the candidates, and how such profiles influenced their vote choice.

This research analyzes data from personal interviews collected from a social survey conducted in the fall of 1988 to determine the impact which media orientations make on the processing of image and issue information from the media, and how that information impacts upon the vote choice. The following hypotheses are tested: H1: Respondents with issue orientations develop more accurate issue profiles of candidates, regardless of medium relied upon for campaign information. H2: Early deciders of preferred candidates will be primarily entertainment oriented. H3: Respondents with both information and entertainment orientations develop cohesive and positive image profiles of preferred candidates, regardless of medium relied upon for campaign information. H4: Among late deciders, image orientation will be a more important predictor of actual vote than will issue orientation.

Mass Media Motivation and Involvement in the 1988 United States Presidential Election
Donna Rouner, Colorado State University

This study extends media gratifications research to the specific political context of the 1988 United States presidential campaign. Gratifications sought relative to the election campaign are believed to predict various types of involvement with campaign-specific news content, such as attention to message meaning, speaking with other people about it, exerting effort to acquire it, comparing what candidates say at different times and with one's own view.

This study examines the structures of gratifications sought and of involvement and the relationship between them. The following hypotheses are forwarded: H1: the greater the utility gratifications, the more involvement in campaign messages; H2: gratifications sought will predict involvement stronger than exposure to campaign news media, and H3: The interaction of gratifications sought with exposure will be the strongest predictor of involvement.

A systematic random sample of 407 individuals in Fort Collins, Colorado, was interviewed by telephone during October, 1988. Phone numbers were obtained from a list of cable television subscribers, associated with a cable firm that has over 80 percent penetration in the community.

SATURDAY, MAY 20

9:00am - 10:30am Saturday
SURVEYS OF EMPLOYEE ATTITUDES

Employee Attitude Surveys in Corporate America: Motivations, Methodologies and Results
Joseph A. Parente, A. Foster Higgins & Co., Inc., William E. Wymer, Consultant, A. Foster Higgins & Co., Inc.

Two hundred human resource executives from randomly selected U.S. corporations were interviewed on the use of employee attitude surveys in their organization. The 20 minute interview focused on three features of employee attitude survey programs: 1) How the employee attitude survey was designed and conducted, including the frequency of conducting surveys, the topics covered, the function with primary responsibility for the survey and specifics related to the questionnaire itself and the administration of the questionnaire; 2) How the results of the survey were analyzed and reported, including comparisons that were made to normative groups or previous surveys, the format of the reporting to management, and the reporting of the results to employees; 3) Outcomes of the survey both in terms of actions taken and satisfaction with the survey process and the outcomes.

Audience-Generated Revisions in Employee Attitude Surveys
Jack Clark, The Charlotte Observer; Mary Alice Sentman, University of North Carolina; Dan Shaver, The Charlotte Observer

Employee opinion surveys conducted with a large group-owned newspaper company point out the importance of the method of administering the survey instrument. This method should contribute to the maintenance of employee anonymity, ensure more open and honest answers and encourage higher participation. Information obtained from employee feedback sessions also suggests the need for developing survey items and analysis reports that are consistent with the needs, terms and structure of the organization.

As the use of employee opinion surveys has grown over the last 20 years, there has been considerable discussion about which administrative procedures provide the most reliable results. Some recommend the use of group administrations and a third party to handle all phases of the survey process, including feedback sessions with employees. The experience of this newspaper company shows that individually administered surveys are preferable to group administrations. The company's experience also leads it to conclude that using properly trained managers to conduct feedback sessions enhances their commitment to addressing concerns raised by the survey process. Finally, experience shows there are significant benefits to an internal member handling the analysis of the survey data.

This paper discusses three separate employee opinion surveys implemented over a fourteen-year time span at The Charlotte Observer.

Designing a Customer Satisfaction Measurement Program That Integrates Consumer and Employee Research
Luane Kohnke, Chase Manhattan Bank

In 1987, Chase Manhattan Bank began an extensive service quality improvement effort within its numerous consumer businesses. To date, all U.S.-based businesses are under way with Chase's three-part implementation program which includes (1) consumer and employee research, (2) developing and monitoring service indicators, and (3) developing and implementing a service plan.

Chase's effort requires significant cultural change; thus, Chase's customer satisfaction measurement program links employees' views of the organization and their support needs to consumer evaluations of Chase and competitors' service quality.

The Impact of the Public Health Service AIDS Brochure on AIDS Knowledge and Attitudes in Indiana

John M. Kennedy, Indiana University

This paper reports on the knowledge and attitudes towards AIDS in Indiana and the changes that followed after the national mailing of a brochure on AIDS by the U.S. Public Health Service. Two surveys were conducted in Indiana with substantially the same questions. The first survey was conducted in May, 1988 and was completed just prior to the mailing of the brochures. The second survey was conducted in July and August, following the national mailing.

The results from the surveys indicate that there was little overall change in knowledge and attitudes in Indiana. One reason that may explain the little change is the substantial proportion of households where the respondents did not remember receiving the brochure. Another potential explanation is the small proportion of Hoosiers who read the brochure. In fact, there is evidence that those who have better knowledge of AIDS were more likely to read the brochure. Among those who read the brochure, however, there is some evidence that their knowledge and attitudes improved after reading it.

Reaching the Less Privileged with Health Information and Services: An Exploratory Inquiry

Jung-Sook Lee, Michigan State University

The aged, the poor, and the peripheral are disadvantaged in getting socially relevant services including health care information. The deprivation of the less privileged in their accessing and utilizing health information and services may be found in the propagation of mass media coverage. Researchers from a variety of disciplines have demonstrated how the dominant population controls the mass media content and misrepresents the peripheral. This paper discusses several dimensions of media representation of the peripheral in the coverage AIDS by the news media. The paper also discusses problems and prospects for mass communication researchers to examine the use of health information and services by four major non-European minorities: Asians, Blacks, Hispanics, and Native Americans.

This paper examines major characteristics of the differential media use among minorities in respect to their opportunity structures for health information and services in the United States and suggests ways to reach the hard-to-reach population, the less privileged or the minorities.

Fear Communication: Lessons from AIDS
Anthony R. Fellow, California State University at Fullerton, and Nadine S. Koch, California State University at Los Angeles

The important questions for media researchers are: What type of message should be communicated? Are fear-arousing messages effective?

The present study not only measures the effectiveness of different communication strategies (fear arousal, locus of control) but also looks at ethnic, age and gender differences in behavior, information levels, and acquisition of information and the use of different information sources.

An experiment was conducted to ascertain the effect of five different AIDS commercials in communicating information about AIDS. Five AIDS broadcast spots were produced, each differing according to the level of expected fear arousal and locus of control.

The sample population included approximately 400 undergraduate students at two major Southern California universities. This group included a substantial number of black, Hispanic and Asian respondents. Pre- and post-tests were administered measuring students' levels of information about the disease, behavioral changes in response to the AIDS epidemic and their use of various information sources in learning about the disease. Parts of the study compare results with a recent Yankelovich-Clancy-Shulman study of young single adults in New York City.

Changes in AIDS-Related Risk Behavior among Los Angeles Men
Howard E. Freeman, Charles E. Lewis, Kathleen Montgomery, Christopher R. Corey, and Paul Kirchgraber, University of California, Los Angeles

Although high levels of research and clinical activities have followed the identification of the HIV virus, there is a paucity of information about AIDS-related behavior among the general population. The sparseness of data severely constrains forecasting the spread of the AIDS virus, estimating the population at risk, and designing and implementing prevention programs. Based on 1,614 telephone interviews with males 18 to 60 representative of this population in Los Angeles County, estimates are provided of the risk status of this group. While the cooperation rate requires cautious interpretation of the data, over 90 percent of Los Angeles' Gay adult male population are estimated to be at high risk of acquiring the infection and over one-half are at very high risk. Approximately 22 percent of the heterosexual category are at high risk and somewhat over two percent at very high risk. Social and demographic characteristics related to risk status are discussed. Information also is provided about changes in sexual practices among adult males. The self-reports indicate that there has been a marked decrease in AIDS-related risk behavior among both homosexual and heterosexual men.

Quantitative Techniques for Pretesting Survey Questions
Lois Oksenberg, Charles Cannell, University of Michigan

It is crucial to the quality of a survey to identify problem questions prior to data collection. Commonly used pretest practices are inadequate to identify problems. As a result, many problem questions filter through the pretest into the final survey questionnaire.

This paper describes the development and testing of pretest methods designed to provide objective information on the existence of question problems and their causes. These methods include coding of respondent and interviewer behaviors in the question-and-answer process and the use of special follow-up probe questions. Our study used special probes at the end of the interview to investigate respondents' understandings of questions and the difficulties experienced in answering them.

A questionnaire, based on questions taken from major health surveys, was designed covering health-related topics. A "pretest" was conducted in which 60 telephone interviews were recorded and subjected to behavior coding to identify question problems. Another 100 interviews were conducted using forms of the questionnaire that included special probe questions for certain of the health questions. On the basis of results from the behavior coding and the special probe questions, revisions were made in an effort to improve the questions.

Developing Questions about Fertility Motivation: The Discovery of Grounded Uncertainty
Nora Cate Schaeffer, University of Wisconsin, Madison

Standardized survey instruments typically channel expressions of uncertainty into a middle, neutral, or "don't know" category, depending on the content and structure of the question. Once answers are recorded in these categories, nuances of meaning are necessarily lost. Some researchers have expressed concern that the heterogeneity of meanings in these categories is problematic and reduces the validity of such items, but relevant evidence is mixed. As part of a project to develop standardized questions to measure strength of fertility motivation, the desire to have or not to have children, we undertook a series of semi-structured interviews to explore respondents' thoughts and feeling about having and not having children.

This paper will present analysis of semi-structured interviews. Preliminary results suggest that respondents expressed the following different kinds of uncertainty: uncertain goals (the respondent was uncertain how many children they wanted); contingent goals (the number of children desired depended on uncertain circumstances); competing goals (fertility goals were in competition with other goals, and the respondent's final decision was uncertain); vagueness (the respondent did not have articulate feelings about having children and so was uncertain how to answer). While these categories all concern expressions of uncertainty, they differ in important ways.

The Use of Ethnographic Interviewing to Inform Questionnaire Construction
Laurie J. Bauman, Elissa Greenberg Adair, Albert Einstein College of Medicine

Qualitative in-depth interviews are valued because they can provide insight on attitudes, values, or behaviors with a richness and meaning impossible in quantitative structured interviews. For this reason, they are commonly used prior to questionnaire construction to gain understanding of the phenomenon under study, to identify unanticipated areas of importance, and to generate questions and item wording. A variety of qualitative interviewing methods are available for this purpose, e.g., the focused interview, the structured in-depth interview, the unstructured or unstandardized interview, the psychological clinical interview. We have used a method common in anthropology, the ethnographic interview, to inform the design of a survey questionnaire. This paper will (1) describe ethnographic interviewing; (2) contrast it with other qualitative interviewing techniques; and (3) identify how it can help to construct surveys. Specific examples will be provided from 10 ethnographic interviews conducted for a study of social support among inner-city mothers of children with serious ongoing physical health conditions.

An ethnographic interview is a disciplined, high rapport strategy that elicits people's descriptions of their experiences and how they interpret them.

Cognitive Issues and Research on the Consumer Expenditure Diary Survey
Clyde Tucker, Bureau of Labor Statistics, Frank Vitrano, U.S. Census Bureau, Leslie Miller, Jeanette Doddy, Bureau of Labor Statistics

From May through October, 1985, the Bureau of Labor Statistics, with the Bureau of the Census, conducted a field test of different diary formats for collecting consumer expenditure information. Preliminary results from this test indicated that a diary containing lines with specific commodities printed on them is superior to one with blank lines on which the respondent describes the items purchased. In the specific diary, however, respondents must classify their purchases and sum the costs of items appearing on the same line. To evaluate the difficulties which respondents have with these tasks, a series of cognitive laboratory experiments was conducted. Subjects were asked to classify and record information about a specially constructed set of grocery items in either the blank-line diary or the specific diary. Accuracy rates were calculated and used along with think-aloud techniques to uncover problems with classification or calculation. This information was used in conjunction with the data from the field test to design a better diary format.

10:45am - 12:15pm Saturday
ASSESSING ENVIRONMENTAL RISK

Public Perceptions Toward Environmental Health Risks: Risk Optimism and Risk Pessimism

Clifford W. Scherer, Cornell University

Data comes from a longitudinal study of residents in two New York counties. The benchmark study consisted of a random sample of 214 adults who responded to a mailed questionnaire in March of 1988. The follow-up study consisted of an independent random sample of 250 adults who responded to mailed questionnaires in October 1988. Both studies used the same questions and methodology for data collection.

Perception of personal risk, public risk, personal power to resolve, knowledge and behavioral data were collected for 10 health and environmental risks. Risks used in the study include AIDS, radon, chemicals in drinking water, heart disease, lead in drinking water, industrial chemical spills, skin cancer, lung cancer, household chemicals and chemical residues in foods. Also included were questions related to demographics and mass media use.

Risk avoidance behavior is most associated with the group of respondents who are universally pessimistic -- those who believe that everyone is at risk. With most risks this is also the oldest group and the most knowledgeable group.

Perceptions of Environmental Risks at a Hypothetical Hazardous Waste Site: Trust, Risk Communications, and Behavioral Intentions Before and After Cleanup

Robert E. O'Connor, The Pennsylvania State University

This paper reports a quasi-experiment that measures the impact of risk communications on perceptions of environmental risks at a hypothetical hazardous waste site. The purpose is to examine the relative contribution of risk communication variables with other factors toward understanding why some individuals dread the presence of the waste site while others do not.

The sample comprises 192 residents of one community that has not experienced any well-publicized hazardous waste or other environmental problem. The sample includes subsamples of elected officials, members of environmental groups, civic activists, and the business community.

The findings include: (1) the impact of the explicit uncertainty notice on risk assessments; (2) the impact of each of the three hazardous waste management approaches (standard, enhanced citizen participation, and indemnification); (3) the impact of cleanup completion on public fears; (4) the contribution of prior attitudes and experience individuals bring to a hazardous waste situation in determining their risk assessments and behavioral intentions; (5) the relationship between environmental risk assessments and behavioral intentions; (6) the contribution of trust judgments on risk assessments and behavioral intentions.

Assessing Environmental Risks
Richard H. Baxter, The Roper Organization

The Environmental Protection Agency has appraised each of a list of environmental threats on the basis of health, ecology, and other criteria. We have obtained the public's assessment of the seriousness of most of these same items. The comparisons of the publicly perceived seriousness of threats with the "objectively" defined degree of danger are interesting. They imply the need for rethinking of some issues by environmentalists, health specialists, government regulators, local and state authorities concerned with community information and action programs, and by those directly involved in the manufacture, processing, transportation, storage, and use of various products which impinge on our environment.

10:45am - 12:15pm Saturday
CUSTOMER SATISFACTION SURVEYS

Assessing Telephone Service with Telephone Surveys
James H. Drew, Michael J. English, Susan Prince, GTE Laboratories

GTE Telephone Operations performs monthly surveys of residential and business subscribers to its local telephone service to measure its general perceived quality, to identify service deficiencies, and to measure reaction to putative service improvements. The interplay among these varied goals, and the corporate issues they engender, directly or indirectly lead to a variety of interesting survey design and analysis issues. The desire to precisely measure customer reaction to service changes, for example, has led to experimentation for introduction of a panel component to the general surveys, and consideration of important changes in the survey instrument. Corporate organizational changes now hold the potential for use of centralized administrative data on subscribers, which puts this survey in the enviable position of having population data which are closely related to the very attitudes these surveys are designed to measure. Possible uses of such data will be discussed for the design issues of stratification and nonresponse adjustment. We will also describe the context in which survey decisions are made and survey results are consumed.

Toward an Actionable Understanding of Customer Satisfaction
Suzanne Jeffries-Fox, Jeffries-Fox Associates, Inc.; Miriam Kotsonis, AT&T Bell Laboratories

Based on quantitative tracking studies, reported customer satisfaction with the products under investigation was very high. But those studies provided little insight into the key satisfiers and dissatisfiers for customers, and so the findings did not provide sufficient guidance for action. Focus groups -- the qualitative approach usually taken in such a case -- can provide insights into customer's thinking; but one hesitates to take action based on them because of problems with generalizing to the total population under investigation. Another approach was needed.

The research approach taken was to obtain depth information from a sample that would permit the finding to be accurately related to the total population of customers. In-depth telephone interviews were conducted with customers from three segments whose proportion in the population was known: those with high, moderate and low satisfaction. In addition to traditional qualitative analytic methods, transcripts of the interviews were subjected to quasi-quantitative analysis.

Combined with data from quantitative tracking studies, this study provided an understanding of customer satisfaction issues that proved useful to R&D in making resource-allocation decisions. Because the sample bears a known relationship to the total customer base, the findings were sufficiently projectable to be actionable.

A Comparison of Two Methods for Creating an Index of Overall Customer Satisfaction

James M. Stone, Tim Rogers, Maritz Marketing Research Inc.

The assessment of Customer Satisfaction has become one of the hottest topics in marketing research. Techniques for measuring overall customer satisfaction (usually referred to as a Customer Satisfaction Index, or CSI score) generally fall into two categories. The first type of measurement relies on questionnaire design to force the customer to build the CSI score. The customer is led through a series of structured, sequenced evaluations of sales, product and service experiences, culminating in questions which require him or her to mentally combine these experiences into an overall evaluation of customer satisfaction.

An alternate technique for measuring customer satisfaction relies on statistical analysis of the customer's responses to each individual question, expressing satisfaction in terms of an equation or model. Rather than relying on the results of a single question to represent overall satisfaction, this technique incorporates responses to many or all questions in the survey and formulates a score mathematically.

This paper presents a case history on the derivation of an index of overall customer satisfaction that was utilized in a CSI program conducted by Maritz Marketing Research Inc. for Jaguar Cars Inc.

Applications of Satisfactions Research for Actionable Results
Walt Glazer, International Communications Research

This paper will focus on the applications of satisfactions research in the real-world business environment. More specifically, it will describe research on customer service conducted for a major national manufacturer. In this case the "customers" were companies (distributors and retailers) rather than end-users (consumers). It will discuss how respondents (for these companies) were selected, how they were asked to assess their "satisfaction" with vendor's service and, most critically, how this research was designed and used to improve overall service. The paper will include some technical discussion about the data but the emphasis will be on implementation of "actionable" research results.

10:45am - 12:15pm Saturday
NEW TECHNIQUES IN SURVEY QUESTIONNAIRE DEVELOPMENT

The Use of Laboratory Techniques in Questionnaire Pretests: The Chicago Urban Survey Experience
Sameer Y. Abraham, NORC

The objective of this paper is twofold: (1) to describe NORC's 1986 experience in using laboratory techniques to pretest the Chicago Urban Family Life Survey (UFLS) Questionnaire; and (2) to review the many benefits associated with this technique as an intermediate step in the pretest process.

Given the complexity of the instrument, coupled with the need to respond persuasively to the competing demands of the client-team, the NORC staff searched for an effective interim stage of pretests which would be formal and systematic enough to revise the questionnaire prior to the field pretest. The use of laboratory pretests appear as a useful means of coping with the situation.

The University of Chicago's social psychology laboratory served as the site in which twelve separate pretests of the early drafts of the UFLS questionnaire were conducted. These pretests were conducted using several experienced NORC interviewers with a variety of individuals who spanned the entire spectrum of possible respondent types. All interviews were conducted with the respondent's knowledge that they were being audiotaped and observed from behind one-way mirrors. At the end of each session both the interviewer and respondent were debriefed by members of the NORC and UC staff.

Think-Aloud Responses to Survey Questions: Illustrations of a New Qualitative Technique
George F. Bishop, University of Cincinnati

Understanding how respondents answer survey questions has become a major theoretical objective in public opinion research, in large part because of the need to explain a variety of response effects that have been discovered in experiments of question form, wording, and context.

In this report I would like to describe and illustrate a method we have used to get at the cognitions that are evoked by survey questions: having respondents "think out loud" or "talk aloud" as they answer the questions. Cognitive psychologists, such as Ericsson and Simon, have found the think-aloud technique quite useful in understanding how both experts and novices solve various intellectual problems. We assumed this technique would likewise be useful in revealing how respondents answer survey questions about subjective phenomena such as their beliefs, attitudes, and opinions. In particular, we thought the technique would help us explain how responses are affected by the way in which a question is worded, the form in which it is presented, and the order or context in which it is asked.

The Meaning of "Work" in the Current Population Survey: Results from Respondent Debriefing
Elizabeth A. Martin, Pamela C. Campanelli, U.S. Bureau of the Census

The Bureau of Labor Statistics and the Census Bureau are currently collaborating on an interagency program of research and development to redesign the Current Population Survey. A major objective is to gain more knowledge about the measurement properties of the current questionnaire, and to use this knowledge to design an improved CPS questionnaire. One basic question is whether CPS respondents understand what information they are being asked to report. The CPS does not define labor force concepts for respondents but instead relies on their understanding of the meaning of concepts such as "work," "job," and "business." Although these are familiar, everyday words, it is not clear that their meanings are simple or constant across the population. Several studies have been conducted in both the laboratory and the field to explore respondents' understanding of CPS concepts. The findings from the CPS respondent debriefing study clearly show that respondents interpret basic labor force concepts, such as "work," differently.

Total Family Income: Fact or Fiction?
Karen C. Snyder, Kathleen Carr, Ohio State University

Obtaining reliable information on income has been a problem for researchers since the beginning of social data collection efforts. In order to find out why and to what extent total family income is misreported, we asked respondents in a state wide political survey a series of income questions. First, we asked for their total family income. Next, we asked for the income of the male head of household, if any; then for the income of the female head of household, if any; and finally for the income of all other household members. Out of 500 completed interviews, 407 completed the series of income questions. In 82 of these interviews the total family income was higher than the combined individual incomes (over-reporters) while in 123 cases the combined individual income was higher than the initial estimate of the total family income (under-reporters).

Since categories were used to obtain income estimates and the midpoint of each category was used in the above computations, we assumed that some of the discrepancies are due to these inaccurate estimates. All the differences of $2,500, and most of $5,000 could have been caused by the inaccurate categorical estimates. Still, 23% of the cases could not be explained away, leaving 10% as over-reporters, and 13% as under-reporters. A close analysis of this 23% leads to interesting conclusions about who misreports, by how much, and why.

2:30pm - 4:00pm Saturday
ASSESSING THEORIES OF MEDIA EFFECTS

Socio-Psychological Construction and the Mass Communication Effects Dialectic

Harold Mendelsohn, University of Denver

From the days of Aristotle onwards the discussions of how the mass media affect their audiences have been grounded in two opposing images of humankind ... the one teleological - homo mechanicus; the other, teleonomic - Homo Sapiens - Volens.

Throughout history one or the other image has served as the major model for the proper study of "effects" - depending, interestingly, on the states of the political structures and the technologies of the time. Homo Mechanicus suited autocratic rule and the industrial epoch quite well. Rational democracy and the advent of the computer-generated information revolution has given new impetus to the Homo-Sapiens-Volens paradigm.

The two images have been constituted into a scientific dialectic over time. At one epoch or another each point of view has dominated the major scientific hypotheses posed, the methods by which data were to be gathered, and the conclusions and social policy recommendations to be considered.

In our time, the dialectic has been comprised of behavioristic vs. "structural-functionalist" theories and research methods.

Media System Dependency Theory and Public Opinion Research: A Rich Future

Gerard J. Power, K. Kendall Guthrie, H. Ross Waring, Sandra J. Ball-Rokeach and the Media System Dependency Research Group, Annenberg School of Communications, Los Angeles

Despite half a century of scholarly research, past attempts have failed to unequivocally substantiate the claim that the mass media have an influence on public opinion. The insufficiency of such evidence may be regarded as due to poorly articulated theories about the relationship between the mass media and public opinion processes. In particular, survey items designed to measure "media exposure" or "media influence" have lacked a solid theoretical framework within which to situate the role of the media in relation to public opinion. For the last two years, the Media System Dependency Research Group has been actively investigating a host of issues surrounding the nature of "media influence" including basic measurement and instrumentation concerns. This series of studies has been conducted under the rubric of Media System Dependency Theory, an ecological approach to understanding the dependency relations between the media system and other social systems, organizations, groups and individuals. In this paper we discuss the applications of Ball-Rokeach's Media System Dependency Theory to public opinion research. Our discussion is divided into three parts: review and critique of prior research, review of current developments and report of recent research findings, and discussion of the potential contributions of Media System Dependency Theory to public opinion research.

Making Sense of Complex Issues: Public Learning and The News Media
W. Russell Neuman, MIT; Marion Just, Wellesley; Ann Crigler, USC

This paper reports preliminary findings from a multi-method study of political learning from the mass media. The three methodologies utilized include content analyses of news coverage of public issues, experimental studies designed to systematically assess learning and information avoidance in various media, and depth interviews to better understand the language and cognitive schema respondents use to make sense of complex and conflicted political issues.

In discussions with practicing journalists we encountered a widespread belief that television news is most effective in communicating information about issues which are immediate and concrete while the print media are better able to deal with more distant and abstract concerns. Our preliminary results indicate just the reverse. Print media did the best with the visceral and concrete news issues of high salience while television did the best with more obscure and abstract issues.

The results thus far have led us to formulate and test a theory of a complementary relationship between broadcast and print media coverage of complex issues drawing on the particular strengths of each. Briefly summarized, the broadcast coverage serves to "break the attention barrier" eliciting interest and sensitizing cognitive schema. At that point, further information and ideas are scanned and retrieved from print media sources.

Effects of the Interviewers' Gender on Reported Rates of Child Abuse and Attitudes Toward Child Raising Practices
David W. Moore, University of New Hampshire

Over thirty years ago Herbert Hyman found that respondents may be influenced in their responses by the gender of the interviewer. More recent studies have found that interviewer effects due to gender are most likely to occur for questions that deal with items relating to perceived sex-roles.

This study examines the effects of the interviewers' gender on questions that deal both with the behavior and attitudes of parents toward their children.

The data in this study come from a survey of 958 New Hampshire parents, conducted by the UNH Poll in the spring of 1987. The purpose of the survey was to determine prevalence rates of violence toward children and the attitudes of parents toward various child rearing practices.

The Influence of Interviewer Gender on Responses to Sensitive Questions in Less Developed Settings: Evidence from Nepal
William G. Axinn, University of Michigan

Criticisms of the use of survey methods in less developed settings have led to development of alternative data gathering techniques. This paper examines interviewer gender effects on responses as a source of non-sampling error that can be remedied to provide more reliable and valid data from the applications of survey methods in less developed settings. Data from a study featuring the random assignment of interviewers to households, carried out in Nepal, are used to test several hypotheses regarding the influence of interviewer gender. The focus of these tests are responses to sensitive questions and interviewer errors. The results are consistent with the conclusions that female interviewers generate fewer errors and that interviewer gender does affect responses to some sensitive questions.

Monitoring Practices for Telephone Surveys
Catherine Haggerty, National Opinion Research Center, William L. Nicholls II, U.S. Census Bureau, Valerie T. Dull, University of California, Los Angeles

The opportunity to monitor interviewer-respondent interactions systematically and unobtrusively is often cited as an important benefit of centralized telephone interviewing. Audio monitoring permits interviewing supervisors, project directors, and survey sponsors to hear the interviewers ask survey questions and the respondents answer them. Visual monitoring, provided by some CATI systems, permits comparison of displayed questions' wordings and entered responses with what is said. The most harmful forms of interviewer misconduct, such as "curbstoning," can be virtually eliminated by supervisory vigilance, and interviewing performance can be greatly enhanced by informed interviewer feedback and focused retraining based on monitoring results.

Despite widely shared beliefs in the potential benefits of monitoring, little general information has been disseminated in professional journals or meetings about how monitoring is (or should be) carried out in practice. To fill this gap, the authors are conducting a two-phase canvass of survey organizations which conduct telephone interviews from centralized facilities. Phase 1, completed in the spring of 1988, obtained replies from 29 of 35 eligible academic government, and other nonprofit survey organizations represented at the 1986 or 1987 Field Directors Conference. Phase 2 is requesting updated replies from the same sample of organizations and has greatly expanded the sample to encompass all other survey organizations in AAPOR's 1988 listing of Agencies and Organizations.

Telephone Interviewers and Psychological Type: Predicting Job Satisfaction and Performance
Colleen K. Porter, Pamela J. Shoemaker, University of Texas, Austin

This study examines the relationship between the personality of survey interviewers and their job satisfaction and performance. More than 150 telephone interviewers at eight CATI facilities completed a 20-minute questionnaire which included a job satisfaction scale designed specifically for interviewers and the Keirsey Temperament Sorter, a personality instrument based on Jungian psychology which divides people into 16 psychological types along four bipolar dimensions. In addition, performance data in terms of interviews per hour and refusals per hour were available for a subset of the sample (N=32). Job satisfaction and performance data was also compared with factors such as age, sex, education and job tenure. About 65% of the interviewers fell into only four of the 16 possible psychological types, almost twice the distribution expected in the general population. The long-term goal of such research is to develop a pre-employment instrument which will identify candidates most likely to perform well and enjoy the work.

2:30pm - 4:00pm Saturday
STANDARDS FOR IMPLEMENTATION AND REPORTING OF SURVEYS AND POLLS

Reporting Survey Findings in The Media
Horst Stipp, NBC; Bickley Townsend, American Demographics, Inc.

We conducted a small systematic review of recent uses of survey information in a number of publications -- including the New York Times, USA Today, Wall Street Journal, Time, and Newsweek -- during the first months of 1989. Our content analysis found few stories about election polls, but rather frequent use of findings from demographic, attitudinal, and public opinion surveys. We found that these reports hardly ever included methodological information. Questions about the statistical accuracy or other sources of error were raised infrequently. However, that did not strike us as the most important problem with these stories. Our preliminary survey suggests that reports on social surveys in general audience publications frequently have one or more of these shortcomings: (1) Simplification; (2) Exaggeration; (3) Reversal, e.g. the announcement of the reversal of a trend on the basis of data which at best show it slowing down.

Inaccurate and misleading reporting of social science research data in the news media can have serious consequences for the formation of public opinion, public policies, voting behavior, business strategies, and also for public opinion research and the social sciences.

Defining and Measuring Survey Quality
Rita J. Petroni, Rajendra P. Singh, U.S. Bureau of the Census

The paper presents data from the Survey of Income and Program Participation (SIPP) to illustrate the various aspects of survey quality. Some examples will come from the SIPP's Quality Profile which contains information for data users to assess the quality of the SIPP for their uses.

To judge the quality for a particular use, certain information about the data becomes crucial to data users. This includes information on sampling and nonsampling errors, as well as documentation of other aspects of the survey.

Survey documentation includes information on the intended goals and objectives, survey design and structure, sample design and selection, data collection instruments, data collection procedures, and data preparation.

Sampling error measures the potential variablilty in estimates obtained from different samples drawn from the same population in exactly the same random way. Some examples of non-sampling errors are coverage, nonresponse, measurement errors and data preparation errors.

Measuring Survey Fieldwork Quality
Peter Miller, Northwestern University

This paper discusses the conceptual background and preliminary findings of a study of fieldwork quality in marketing research. The study involves depth interviews with a small, purposive sample of buyers and suppliers of custom survey research. The interviews seek to elicit perceptions of fieldwork quality and gaps between clients and suppliers in their views of good fieldwork practice. The study seeks to build an agenda for more attention to fieldwork quality in market research.

2:30pm - 4:00pm Saturday
FRAMEWORK FOR MEASURING POLITICAL KNOWLEDGE AND ATTITUDES

The Influence of Authority on Policy Attitudes
Thomas Piazza and Paul M. Sniderman, Survey Research Center, University of California, Berkeley

The proportion of people who will agree with a statement of some opinion or policy position is notoriously sensitive to even slight variations in the wording of the statement. We assumed that this sensitivity would also extend to the attribution of a statement to some more or less authoritative source. After conducting an experiment within a survey, we were somewhat surprised to find that the authority has to be quite strong before it has any effect. If further research of this kind produces similar results, our concept of public opinion may have to be redrawn, to give greater prominence to cognitive processes and less to affective and irrational ones.

This presentation will summarize the results of an experiment incorporated into a 1986 CATI survey of the adult population of the San Francisco-Oakland Bay area. There were 1113 respondents, with a response rate of 68 percent. The experimental items were part of an interview designed to measure attitudes on social policy issues, especially in regard to policies designed to help blacks.

Political Knowledge of the U.S. Public
Michael X. Delli Carpini, Columbia University; Scott Keeter, Virginia Commonwealth University

A knowledgeable citizenry is believed to be the sine qua non of democracy. Empirical findings from surveys have painted a bleak picture of the American citizen, however. The first -- and only -- comprehensive look at what the public knows about politics was a series of four articles published by Hazel Erskine during 1962 and 1963 in the Public Opinion Quarterly. These articles summarized nearly all of the national survey questions that asked about political knowledge from 1947 through 1962. Virtually no empirical measures of the public's current level of political knowledge are available. In fact, almost none of the survey questions reported by Erskine has ever been replicated.

Late this winter, we will conduct a telephone survey of a nationwide RDD sample to replicate many of the items reported in the Erskine articles, plus an additional series of new questions which, because of their substance or form, will add to our understanding of what the public knows about politics. Our paper will report many of the findings from this survey. Ultimately, we plan to use this research as the first step in a larger, multimethod study of political knowledge and democratic politics.

A Framework for Structuring Questions in Political Polls
Bruce I. Newman, DePaul University

In this paper, we plan to present a framework based on a theory of political choice behavior (Newman and Sheth 1987) which would enable a political pollster to standardize questionnaires, and capture the motivations which are driving the choice process of the voter. The uniqueness of the framework lies in its marketing orientation which makes the assumption that the voter is a consumer of a service being offered by the politician (Newman and Sheth 1985). As a result of this orientation, the framework taps into domains of the voter's choice process which would be influenced by the modern campaigning techniques currently being used in political campaigns.

Although the art of writing survey questions may seem simple, every experienced opinion pollster knows that it is full of pitfalls. We believe that the framework presented above will enable political pollsters to avoid those pitfalls by following a standardized approach to questionnaire design. This paper will detail a "generic" approach for designing and scaling questions based on each of the dimensions of the theory. Each of the components is operationalized by developing a multi-item set of questions. Studies carried out on local, state and national elections will be used to compare and contrast the questionnaire design of the theory as it was applied to a telephone, mail and personal interview format.

SUNDAY, MAY 21

9:00am - 10:30am Sunday
SURVEYS OF YOUNG CHILDREN AND ADOLESCENTS

Influence of Neighborhood Characteristics on Sex Attitudes and Behaviors of Adolescents
Frank Furstenberg, Jr., Herb Smith, M.E. Hughes, University of Pennsylvania

This paper describes the results of a study examining the influence of neighborhood characteristics on the attitudes and behavior of a representative sample of adolescents ages 14 to 18 who were interviewed along with their parents in 1988. Both parents and teens were asked questions about sexuality and reproductive health, including knowledge of community resources. Preliminary results will be presented, showing neighborhood variation in attitudes and behavior regarding AIDS, teen pregnancy, and the transition to intercourse. In addition, we will examine community differences in use and provision of contraception.

Policy Questions and Methodological Issues in the National Education Longitudinal Study of 1988
Carol Prindle, NORC

This paper will discuss the base year survey of eighth graders from the National Education Longitudinal Study of 1988 and will focus on some of the policy questions, methodological issues, and ethical concerns that pertain to the surveying of children of this age. Previous longitudinal education studies have started with an older high school age cohort. Beginning with a national probability sample of eighth graders, NELS:88 will reveal important information over time on the critical transitions faced by these young people as they move on to high school and jobs. Although data are not yet available for the base year study, the paper will clarify the central policy issues and research questions that it will be possible to address using the data. It will focus on two policy issues of particular relevance to this young cohort: transition to high school and dropping out (or persisting) in high school. The paper will also discuss the data collection methodologies employed, including the problems involved in asking children certain kinds of questions, and pertinent ethical issues, such as parent permission.

How Good are Children's Reports about their Environment?
Kenneth A. Rasinski, NORC

In surveys, children are sometimes asked to report on their environment. For example, surveys have asked school children to judge the seriousness of crime, violence, and substance abuse problems at their schools. Should we treat these reports as accurate asessments? Often good data for asessing the validity of these reports is not availabe. In this paper I present a method for assessing the validity of such reports in the absence of validation data. More than thirteen hundred eighth graders, randomly selected from 50 schools within five different states, were asked as part of the field test for the National Education Longitudinal Study of 1988 to report on the seriousness of several types of problems in their schools. In general, greater within-school than between-school variability in responses was observed, and at best, school differences accounted for less than twenty percent of the variations in the responses; usually school differences accounted for far less than twenty percent of the variance. A child's estimates of the frequency of serious problems in the school, such as the presence of drugs and weapons, was related to whether the child had experienced a negative event, such as a theft, an inducement to buy drugs, or a threat of physical harm. Both school-level and individual-level variables were related to estimates of the frequency of less serious problems, such as tardiness and absenteeism.

Nationwide Studies of Young Teenagers
Robert Bezilla, The Gallup International Foundation

This paper draws upon the Gallup Youth Survey, a series of nationwide surveys of teenagers, conducted in the period between 1977 - 1989 by the Gallup Organization. An overview of the quantitative attitudinal and behavioral shifts of younger teens, ages 13 to 15, concerning a variety of topics such as political opinions, values, aspirations and views of the future, is presented to illustrate and provide a basis for the discussion of methodological problems such as determining what subjects can be discussed by young teens, what questioning techniques are most appropriate, how successfully question wordings from adult surveys can be transported to surveys of the young, and ethical concerns such as whether younger respondents should be shielded from certain topics. Also to be discussed will be the difficulty in balancing the journalistic needs of research that is supported mainly by newspapers and meeting the obligation of providing research that serves the needs and meets the professional standards of social science.

Safety in the Car: Attitudes and Behaviors of Adolescents Concerning Seat Belts and Drinking and Driving
Walter Gantz, Joyce R. Abrams, Peter R. Gershon, and Euisun Yoo, Indiana University

This project was designed to assess adolescent cognitions, attitudes and behaviors regarding seat belts as well as driving while intoxicated. To accomplish this, a survey was conducted with adolescents; in-class questionnaires were completed by a representative sample of 1,945 seventh through twelfth grade students.

Observations were also made at ten schools across the state. A total of 2,053 students in 1,373 cars were observed as they arrived in the morning alone or with other students in the car. Most (77%) were not wearing their belts. Drivers were more likely to buckle up than front seat passengers (26% to 16%).

Seat belts were less often used (and often less highly regarded) by boys, those over 16 and students who had not taken classes covering seat belts (or drinking and driving) and those who felt their parents did not expect them to use seat belts. Students who engaged in what might be termed "high risk" behaviors (smoking, using chewing tobacco, riding motorcycles and not using motorcycle helmets) also were less likely to use seat belts. Boys, older students and those who smoked cigarettes or used chewing tobacco also had more permissive attitudes about drinking and driving as well as more first hand experience with driving under the influence of alcohol.

9:00am - 10:30am Sunday
EFFECTS OF POLITICAL CAMPAIGNS AND ADVERTISING

The Impact of Campaign Activity on Election Outcomes
Kurt C. Schlichting, Fairfield University

The present study examines data from the "coordinated campaign" conducted in 1986 in Connecticut by Democratic candidates for both Federal and State offices. The "coordinated campaign" consisted of phonebanks and direct mail in targeted precincts around that state. The "coordinated campaign" contacted approximately 120,000 households in Connecticut prior to the 1986 election.

If the coordinated campaign activity had an impact then in precincts with a large number of contacts, the 1986 election results should be higher than the predicted normal, Democratic vote.

The analysis will also examine the relationship between the proportion of phonebank respondents who indicated a preference for Democratic candidates for Governor, U.S. Senate and United States House of Representatives and the actual 1986 vote for each race.

Televised News and Image Impact
Donald T. Cundy, Utah State University

In a manner congruent with the implications of earlier published survey work, the results of two separate quasi-experimental studies conducted in Kansas and New York State provide direct support for the potential of a televised newscast to alter discrete elements of a politician's image. The findings also suggest that inducing change in one or more of the specific image elements associated with a political figure can lead to significant modifications in overall affective response -- a global type of reaction known to be an important predictor of voting and other politically relevant behaviors.

Consistent with popular stereotypes, pretest evaluations made by New York State participants were substantially less positive than those obtained from Kansas subjects. That situation altered dramatically in the posttest. Exposure to the news message produced even more change in the assessments of the "jaded" Eastern sophisticates than it did in "provincial" Kansans -- to the point where the posttest scores of the two groups were strikingly similar -- in fact, almost identical. Results were independent of partisanship and demographic characteristics.

The "Other" as The Vulnerable Voter: A Study of The Third Person Effect in The 1988 Campaign

Dianne Rucinski, Charles T. Salmon, University of Wisconsin-Madison

Concern about the potentially powerful effect of the mass media has inspired countless efforts to institute legislation, censor content and justify paternalistic efforts on behalf of "others" in society by persons who themselves feel impervious to such effects. The present study involves a survey of two hundred and sixty-one respondents to gauge their perceptions of the effects of campaign communications of all types -- news, polls, debates, political advertising and negative political advertising -- on others as well as on themselves. The data provide strong support for the third-person effect, i.e., that media effects are viewed as more likely on others than on the self. This effect is then analyzed in terms of media use, political interest, political ideology, perceived harm of various types of communications, and concern for monitoring election communications.

9:00am - 10:30am Sunday
QUESTION EFFECTS

The Reliability of Attitudinal Survey Data: The Impact of Question and Respondent Characteristics

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

This paper explores the effects of question and respondent characteristics on the reliability of survey attitude measurement. Reliability is estimated for 102 survey attitude measures using data from five 3-wave national reinterview surveys -- three Michigan Election Panel Surveys and two reinterview studies conducted by the General Social Survey. Reliability is estimated to be higher for shorter time intervals, suggesting the presence of memory or consistency bias. The type of response scale -- whether questions use agree-disagree, forced-choice, yes-no, or a rating scale format -- does not affect reliability, once topic and other design characteristics are taken into account. The topic of the question is found to be significantly related to reliability. Measures of identification with political parties, self-assessments of ideology and candidate preferences are somewhat more reliable than policy attitudes, attitudes toward social groups and political efficacy. Topic differences in reliability are, however, confounded with the design characteristics of the questions used to assess them. Survey questions with more response options tend to have higher reliabilities, although the 7-point scale is found to have significantly higher reliability than the 101-point "feeling thermometer" rating scale. Questions explicitly offering a "Don't Know" alternative are found to have significantly lower levels of reliability. More extensive verbal labeling of numbered response options was not found to improve reliability. Respondents with more schooling provide more reliable attitude reports.

Response Order Effects in Dichotomous Questions: The Impact of Difficulty and Administration Mode

Hans J. Hippler, Norbert Schwarz, ZUMA
Elisabeth Noelle-Neumann, Institut für Demoskopie, Allensbach

Since Payne's early investigations, the emergence of response order effects in questions with dichotomous or trichotomous response alternatives received only limited attention. Accordingly, Schuman & Presser could only locate a handful of studies that deal "with typical attitude survey questions, and these mainly concern lists and scales, rather than more typical questions with two or three alternatives." In the proposed paper, we will explore the emergence of response order effects on the basis of split ballot experiments conducted by the Allensbach Institute since the early 1950's, and related laboratory experiments.

First analyses of the Allensbach experiments indicate: (a) that primacy effects are more likely to be obtained for short response alternatives, whereas recency effects are more likely to be obtained for long response alternatives; (b) Primacy effects are also more likely to be obtained if the response alternatives are presented on show cards rather than read to the respondents;
(c) overall, the likelihood of response order effects increases the larger the number of undecided respondents, as reflected in the item non-response rate. This suggests that response order effects may decrease as a function of increasing attitude crystallization.

Response Order Effects in Long Lists: Primacy, Recency, and Asymmetric Contrast Effects

Norbert Schwarz, Hans J. Hippler, ZUMA; Elisabeth Noelle-Neumann, Erp Ring, Institut für Demoskopie, Allensbach; Thomas Münkel, Universität Heidelberg

Survey researchers are well aware that the order in which response alternatives are presented in closed-response format may affect the obtained responses. However, the exact nature of the impact of response order is not well understood. Theoretically, primacy effects, that is, higher endorsements of items presented early in the list, as well as recency effects, that is, higher endorsements of items presented late in the list, may be obtained. Moreover, under some specific conditions, the order in which items are presented may result in asymmetric contrast effects, that is, certain response alternatives may affect the endorsement of other alternatives but may themselves be unaffected by response order.

In the present paper, we will address each of these effects, focusing on the use of lists of five and more response alternatives. Our database is provided by split-ballot experiments conducted by the Allensbach Institute since the early 1950's and by laboratory experiments. A given item is least likely to be selected if presented in the middle of the list; somewhat more likely to be selected if presented at the end of the list, reflecting a recency effect; and most likely to be selected if presented early in the list, reflecting a primacy effect. Thus, in general, primacy effects are likely to be more pronounced than recency effects.

10:30am - 12:15pm Sunday
METHODS TO INCREASE SURVEY RESPONSE RATES

Refining Response Rate Calculations for Mail Surveys: Address Verification Experiments

Veronica F. Nieva, Westat

The study started from the premise that mail survey response rates can more accurately be determined if one differentiates between "true non-response," meaning refusal to participate in the mail survey, from "non-locatable non-response," meaning sampled individuals who did not have the opportunity to participate because they were not at the address available to the study. This differentiation between "true" and "non-locatable" non-response is particularly important for surveys in which the accuracy of the sample list information--the sample "find rate"-- is itself of interest, beyond the calculation of response rates per se.

The study was conducted in context of a mail survey with telephone followup. In order to obtain estimates of "find rates" for use in refining response rate calculations, two approaches to address verification were examined: the use of certified mail and postmaster verification. Random subsamples of survey non-respondents (N = 200 for each condition) were used in the study. In the certified mail condition, certified letters were mailed to the subsample using restricted delivery. Restricted delivery requires that only the named respondent or an authorized agent (e.g. spouse or parent) sign the certified mail receipt. In the postmaster verification condition, names, and addresses of the subsampled nonrespondents were sent to the postmaster in the addressees' zip codes, with a request signed by the sponsoring agency for address verification. Verification in this condition means only that the address in the one at which the individual's mail is being delivered, not necessarily that the individual actually receives the mail delivered there.

The Effect of a Presurvey Mailer on Survey Return

Brian Perlman, Robert Patchen, and Diane Woodard, The Arbitron Ratings Company

This study was performed on over 45,000 persons who agreed by telephone to take part in a one-week diary survey of radio listening. Half of these respondents were in a no treatment control group, and the remaining 22,700 were split evenly among three test treatment groups which received a survey reminder 1-2 days prior to the diary -- either a plain postcard (Post Card group), a postcard with a hologram attached (Hologram group), or a postcard with a refrigerator magnet attached (Magnet group). All three treatments resulted in return rate gains between 1.3-1.9 points (2.7%-3.9%); however, the Hologram group gain was the most consistent.

While there has been a wide body of literature on the impact of follow-up reminders on return rate, less attention has been devoted to improving response through contact prior to survey arrival. In the case of a mail survey to prealerted respondents, a presurvey mailer received immediately before the survey can serve two roles: (1) Renew respondent enthusiasm, commitment, and attention. (2) Promote survey recognition among other household members and alert all members to the arrival of the diary package.

Thus, a presurvey reminder has a fair amount of potential utility for a survey in which a prealert contact occurs several days or more before the survey is mailed.

The Effect of Prior Letters and Incentives on Increasing Response Rates in Mail Surveys
John Tarnai, Don A. Dillman, Washington State University

The purpose of this paper is to present the findings of several studies conducted to examine the effects of using prior letters and incentives in combination with the TDM to increase response rates in mail surveys. The findings are based on seven separate mail surveys conducted during the past two years. In each of these studies we were able to partition the sample into experimental and control subsamples to assess the affect on response rates of the use of prior letters and incentives.

We avoided the use of monetary incentives because of various difficulties associated with the use of money in this way, especially for public agencies. Thus in two surveys we used incentives that were related to the survey thematically (a state road map for the seatbelt survey, and a brochure on trees for the forest land owners survey), and for the five community surveys of health issues we used health related information for some communities, and postcards for others.

The findings of this series of studies seems to suggest that in combination with the TDM, the use of prior letters and incentives has no effect on raising response rates. Additional increases in response rate may require more valuable incentives, or different followup techniques, such as the use of telephone followups.

Greed or Guilt? A Comparative Assessment of the Effectiveness of Incentives for Increasing Response Rates
Nancy Whelchel, Ken Dautrich, Rutgers University and Response Analysis Corporation

Our project called for a random sample of those commuting by auto between New Jersey and New York City. Having a sampling frame of names (along with addresses) of commuters, we were able to obtain about 60 percent of the home telephone numbers from telephone directories -- leaving a substantial number of potential respondents out of the sampling frame. The percentage of individuals with unlisted telephone numbers presents a major obstacle in drawing representative samples of similarly designed studies. Addressing this problem is particularly important given the general trend toward increased unlisted telephone numbers.

We saw this problem as a good opportunity to test for the effects of offering various incentives to increase the likelihood that individuals would provide their unlisted telephone numbers.

The people in each wave were divided into three groups; two of which were offered incentives. The third, the "control" group, was simply mailed a letter which explained the nature of our study, and requested that they send us their unlisted number. In general our findings point to the extreme difficulty in obtaining unlisted telephone numbers for a specific population when using a non-RDD sampling design.

Using the Total Design Method to Increase Response Rates in Mail Surveys of Businesses
M. Chris Paxson, Washington State University

The purpose of this paper is to demonstrate how through the use of the Total Design Methodology (TDM) along with desk-top publishing techniques we were able to obtain a 60% response rate for a survey of businesses in the local area. The basic elements of the TDM approach to mail surveys include the following: construction of a questionnaire booklet with a pleasing graphic on the front cover and space for comments on the back page; a question order format that encourages the respondent to answer questions and reduces the burden on respondents; the use of a personalized cover letter, outgoing envelope, and return envelope; the use of a postcard followup, a second letter and questionnaire followup.

The data for this paper come from a mail survey of a sample of almost 1,000 businesses conducted in eastern Washington in the Fall of 1988. A similar survey of businesses conducted at approximately the same time as this study obtained an 18% response rate, typical of many business surveys. A comparison of the methodology used by this survey with that used in the present study offers some hypotheses about how the TDM can be used to increase response rates in business surveys.

Political Values and Political Generations
Michael Traugott, The University of Michigan; Margaret Petrella, The Gallup Organization

The socialization of young members of the electorate takes place through a number of stimuli. On the interpersonal level, the influence of family and friends is important; education plays an important role as well. But notable political events and figures from the period in which new voters enter the electorate are also an important influence. Discussions of a "Republican realignment" in presidential politics have focused upon the importance of Ronald Reagan as a person and the policies of his two terms as important influences on the partisanship of a sizable cohort of young people in the American electorate. This paper analyzes cohort differences and their effects on voting patterns in the 1988 presidential election. Using data from surveys conducted by The Gallup Organization for Times Mirror, the role of political values in inhibiting a more substantial turn to the Republican party is analyzed.

The Hollow Realignment Continues: Partisanship in the 1988 Election
Martin P. Wattenberg, University of California, Irvine

The election of George Bush in 1988 marked the fifth time in the last six presidential elections that the Republican Party captured the White House. As with the elections of Presidents Nixon and Reagan, the Bush victory has prompted debate over whether a major party realignment has taken place. This paper analyzes the trends toward increased ticket-splitting and independence to argue that although realignment occurred in the 1980s it was largely a hollow victory for the Republicans. While the balance of power between the two parties has shifted, the importance of political parties to the electorate remains at an historic low. The result is continuing paralysis of American government. In order to get elected in the candidate-centered age one must make firm promises (e.g., "read my lips...). Yet with power divided between the parties, political leaders do not have the authority to carry out such promises. Compromise is thus necessary, but the strong rhetoric of the campaign gives politicians little flexibility.

The New Right, Ideology, and the Republican Party Image
Susan E. Howell, University of New Orleans

Instead of focusing on the people of the New Right, this research examines the ISSUES of the New Right and their impact on partisanship and ideology in the South. Specifically, I will address three questions. Over the course of the 1980's have the issues of the New Right become a more integral part of the liberal/conservative continuum in the South? Are the issues of the New Right becoming more closely associated with other political issues? Are the issues of the New Right becoming more clearly defined in partisan terms for Southerners, i.e., are they becoming a part of the Republican Party image?

The importance of the New Right is not in how much they influence a particular election, but in how much they alter the issue agenda, ideology, and partisan conflict. These latter effects are likely to be more durable and these are the effects I will address.

This research focuses on the South and uses NES data, the 1980 and 1984 presidential surveys, and the 1988 Super Tuesday Survey.

Age and Single-Minded Voting
Fred Zandpour, California State University, Fullerton

This study examined the relationship between age and voting behavior in the context of the 1986 Pennsylvania gubernatorial campaign. A sample of 400 registered voters were randomly selected and were interviewed twice by telephone. After the elections, they were also asked to indicate their actual votes by mail. It was shown that older voters were more likely to focus on one candidate and ignore the other. They tended to have more knowledge about candidates in terms of their personal qualities. Younger voters were more likely to compare candidates with more attention to policy issues. Age was shown to have a direct and positive relationship with extremity and stability of attitudes toward candidates, predictability of vote, turnout, and attention to the campaign news and political debates. It was shown that this attention to media, for the older voters, was primarily for the sake of bolstering their predispositions about the candidates in terms of positive reinforcement for one candidate and negative reinforcement for the opposition. The theoretical and practical implications are discussed.

10:30am - 12:15pm Sunday
NEW MEASUREMENT AND ANALYSIS TECHNIQUES

Market Dynamics Analysis and Market Segmentation
Robert S. Lee, Pace University

The method to be presented differs importantly from most classical clustering approaches in that the segmentation procedure is directly tied to market behavior as the segments are formed on the basis of market forces identified as accounting for brand choice. Furthermore, consumers may be members of more than one segment.

Although the approach makes use of discriminant analysis, the focus is not on prediction. Instead, as each discriminant function is seen as reflecting a relationship between consumers and brands, the emphasis is on interpreting the functions. If we can do this successfully, we will gain insight into the self-sorting process that takes place by which different consumers gravitate toward different brands. Extensive use is made of exploratory graphical techniques in the interpretive analysis.

Originally developed to reveal the dynamics of brand selection among cigarettes, the method has been used more recently to analyze school choice dynamics in the Metropolitan New York MBA market.

Design and Analysis of Factorial Surveys
J.J. Hox, University of Amsterdam; G.G. Kreft, University of California, Los Angeles; P.L.J. Hermkens, University of Utrecht

As a rule, in multilevel research the data have a hierarchical nature because they reflect the properties of some hierarchical system in the social world. For instance, in most countries the educational system has a hierarchical structure; pupils are collected in social units, classes and schools, which are in turn part of larger units, such as school districts, and so on.

Another example can be found in the survey interview. In interviewing there is generally a small number of interviewers each of whom interview a number of respondents. In methodological research, where one wishes to analyze the effects of interviewer characteristics on response effects, this creates a natural hierarchy in the data set. Recently, multilevel models have been introduced in this area.

The analysis of hierarchical data is complicated, and only recently computer programs have become available, which are both statistically correct and sufficiently powerful to be useful in actual research.

In this paper, we will discuss the multilevel problems that occur in this type of research within the context of factorial surveys, which is more general than that of methodological research.

Administration of a Full-Profile Conjoint Analysis Card Sorting Task to a Marginally Literate Population
Patricia M. Davis, Opinion Research Corp.; Kurt Conway, Marriott Corp.; William E. Wymer, Consultant, A. Foster Higgins & Co., Inc.

In the fall of 1987, interviews were conducted with 450 people 16 years of age or older who lived within the city limits of Washington, D.C., New York City, or Philadelphia or in their immediate suburbs. The interview was complex and included a 16-card full-profile conjoint card-sorting task. A number of issues arose during the administration of the interview to the urban respondents. The predominant characteristics of the urban population were low level job expectations, generally lower educational level and, in many cases, marginal literacy.

The interview consisted of a number of different elements, including product attribute ratings, brand ratings on the same attributes, demographics, and a 16-card full-profile conjoint card-sorting task. Respondents were given a five-point labelled sort board, and were instructed to place the sixteen cards on the sort board in the position that best described how they felt about the product described on the cards. All respondents were read the instructions for the conjoint tasks by an interviewer because pretesting indicated that the written instructions could not be simplified sufficiently to convey the instruction well and yet not intimidate the respondents.