

American Association for Public Opinion Research
World Association for Public Opinion Research

45th Annual Conference
Lancaster, Pennsylvania
May 17-20, 1990

A Mini-Program

Thursday

9 A.M.	The Global Crisis of AIDS	Marietta
11 A.M.	Media & Advertising Research - Reports From Four Continents	Marietta
2 P.M.	Global Environmental Change	Marietta
3 P.M.	Didactic: Designing Good Graphs	Hopewell (or Paradise)
4 P.M.	Elections in Times of Crisis	Marietta
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8:30 P.M.	Perestroika, Glasnost & Public Opinion in the USSR	Distelfink A

Friday

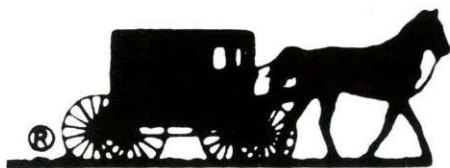
9 A.M.	Europe 1992 - Changes in the Future	Paradise
9 A.M.	Candidate Images & Voter Reactions in 1988 Presidential Elections	Marietta
9 A.M.	Effects of Question Order & Wording in Political Surveys	Distelfink A
9 A.M.	The Abortion Issue in States Around the U.S.	New Holland
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10:45 A.M.	Response & Non-Response in Surveys	Distelfink A
10:45 A.M.	Cultures in Conflict Around the World	New Holland
10:45 A.M.	Linkage of Public Opinion, Polls & Public Policy	Paradise
10:45 A.M.	Kish & Friends: On Truth & Sampling	Marietta
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2 P.M.	Effects of Race in 1989 Elections in NYC & VA	Distelfink A
2 P.M.	Advertising, Public Relations & Employee Research	Marietta
2 P.M.	Frontiers in the Automation of Interviewing	Paradise
2 P.M.	Public Opinion about Health Care	New Holland
2 P.M.	1990 Census: What's Going On & Coming Out	Limerock
2 P.M.	Poll Wars - Observers Discuss Pre-Election Polls in Nicaragua	Kinderhook
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4 P.M.	Conjoint & Correspondence Analysis	Marietta
4 P.M.	Testing the "Spiral of Silence" Effect	New Holland
4 P.M.	Race-Of-Interviewer Effects & Other Polling Problems in Elections When Black Candidates Face White	Distelfink A
4 P.M.	Surveys of Disabled People & Disability	Paradise
4 P.M.	Evaluating the Report of the Committee on Nationwide Television Audience Measurement	Limerock
4 P.M.	How AAPOR Can Take a More Active Role in Conveying Survey Results to the Media	Kinderhook
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8:30 P.M.	Newspapers & Television as Election Pollsters: Do They Do Anything Right?	Distelfink A

Saturday

9 A.M.	Analyzing the Content & Effect of Mass Media	Paradise
9 A.M.	Attitude Stability & Reliability of Measurements	Distelfink A
9 A.M.	New Developments in Mail Surveys	Hopewell
9 A.M.	Asking About Sex in Surveys	Marietta
10:45 A.M.	New Developments in Telephone Survey Methods	Distelfink A
10:45 A.M.	Racial Prejudice & American Political Fabric	Marietta
10:45 A.M.	Question Context Effects & Cognitive Aspects of Surveys	Paradise
10:45 A.M.	What Risks Do Surveys Pose to Respondents?	Limerock
10:45 A.M.	Polling on Mystical Experiences	Kinderhook
12:15 P.M.	Lunch: Presidential Address	Distelfink B
2:30 P.M.	Surveys on the Nation's #1 Problem - Drugs	Distelfink A
2:30 P.M.	Ethnographic Research on Methodological Issues	Marietta
2:30 P.M.	Communications Theory: An Interdisciplinary View	Hopewell
2:30 P.M.	Recent Developments in Precision Journalism	Kinderhook
2:30 P.M.	Do We Need Schools for Politicos?	Limerock
2:30 P.M.	Research Around the World-Current & Retrospective View of International Survey Research Conducted by USIA	New Holland
2:30 P.M.	Public Opinion's Stepchildren: Some Sampling & Statistical Issues in Marketing Research	Paradise
4 P.M.	AAPOR Annual Membership Meeting	Paradise

Sunday

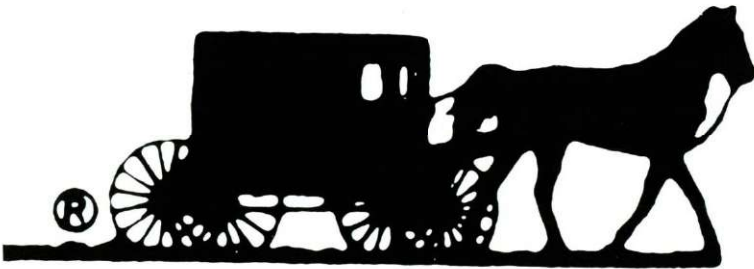
9 A.M.	Focus Groups: Recent Developments in Design & Use	Marietta
9 A.M.	Sampling, Finding & Interviewing Rare Populations	Distelfink A
9 A.M.	Analyzing Journalists & the News	Paradise
10:45 A.M.	Measurement Problems in Surveys	Distelfink A
10:45 A.M.	Surveying the Elderly	Paradise
10:45 A.M.	Fighting AIDS: Contributions From Survey Research	Marietta



1990 AAPOR/WAPOR CONFERENCE PROGRAM

**American Association for
Public Opinion Research**

**World Association for
Public Opinion Research**



**45th Annual Conference
Sheraton Lancaster Golf Resort
Lancaster, Pennsylvania
May 17 to 20, 1990**

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Committee Members: Norman Bradburn, National Opinion Research Center
Donald Green, Yale University
Vincent Price, University of Michigan
Roger Tourangeau, Coda Research

STUDENT PAPER AWARD WINNER

Shoon Murray and Jonathan Cowden, Yale University,
"Race and the Democratic Party"

HONORABLE MENTION: Barbara Bickart, University of Florida,
"Question Order Effects and Brand Evaluations: The Moderating Role
of Consumer Knowledge"

CONFERENCE EXHIBITORS

Computer Technologies

Coordinator: Robert Lee, Pace University

Tony Babinac, SPSS, Inc., Chicago, IL

Joe Curry, Sawtooth Software, Inc., Evanston, IL

David Fan, Infotrend, Inc., St. Paul, MN

Betsy Goodnow, Market ACTION, Inc., Peoria, IL

Larry Hills, Microtab, Inc., Atlanta, GA

Joseph Marinelli, Quantime Systems, Inc., New York, NY

Joyce Rachelson, Computers for Marketing Corp., New York, NY

Ann Stentz, Datan Inc., Princeton, NJ

Terry Vavra, Marketing Metrics, Paramus, NJ

Jan Werner, Jan Werner Data Processing, New York, NY

Books

Coordinator: Phyllis Endreny, Research Consultant, Chicago

Ablex Publishing Corp.

Aldine de Gruyter

Ballantine Books

Bantam/Doubleday/Dell

Basic Books

Columbia University Press

Congressional Quarterly, Inc.

The Free Press

Greenwood/Praeger Publishers

Harvard University Press

Institute for Social Research

Jossey-Bass Inc., Publishers

Lexington Books/D.C. Heath Co.

Lawrence Erlbaum Associates

MIT Press

Opinion Research Services

Oxford University Press

Random House/Vintage

Routledge/Chapman/Hall

Russell Sage Foundation

Sage Publications

St. Martin's Press, Inc.

Transaction Books

University of Michigan Press

University of North Carolina Press

University of Tennessee Press

University Press of America

Wadsworth Publishers

Westview Press, Inc.

John Wiley & Sons, Inc.

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PROGRAM TEXT DESIGN AND PREPARATION

Marjorie Connelly, The New York Times

PROGRAM COVER DESIGN

Anne Cronin, The New York Times

OFFICIAL CONFERENCE SHIRT CONSULTANT

Deborah Hofmann, The New York Times

SPECIAL THANKS TO:

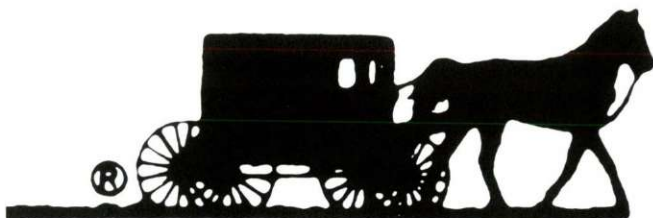
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AAPOR OWES MUCH TO THE AGENCIES WHICH HAVE HELPED TO INSURE ITS FINANCIAL HEALTH BY GIVING CONTRIBUTIONS OF \$50 OR MORE DURING THE PAST YEAR

Adler Opinion Research	Chevy Chase, MD
AHF Marketing Research	New York, NY
Alaska Analysts/Dittman Research Corporation of Alaska	Anchorage, AK
Apoyo S.A.	Lima, Peru
Applied Opinion Research, Inc.	Salem, VA
The Arbitron Company	Laurel, MD
Atlantic Research Corporation/Professional Services Group	Rockville, MD
Audits & Surveys, Inc.	New York, NY
Baseline Market Research Ltd.	Fredericton, NB, Canada
Belden Associates	Dallas, TX
Gordon S. Black Corporation	Rochester, NY
R. Alan Blau & Associates, Inc.	Minneapolis, MN
Bruskin Associates	New Brunswick, NJ
Cambridge Reports/Research International	Cambridge, MA
Canadian Facts	Toronto, Ont., Canada
Center for Survey Research, Indiana Univ.	Bloomington, IN
Central Research Corporation	Topeka, KS
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Computer Assisted Survey Systems	Madison, WI
Computer-assisted Survey Methods Program (CSM), University of California	Berkeley, CA
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DATAN, Inc.	Princeton, NJ
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The Eagleton Poll, Rutgers University	New Brunswick, NJ
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Monroe Mendelsohn Research, Inc.	New York, NY
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MMI A/S	Oslo, Norway
The Roy Moran Research Centre Pty Ltd.	Melbourne, Australia
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NOP Market Research Ltd.	London, Great Britain
NORC, The University of Chicago	Chicago, IL
North Atlantic Assembly	Brussels, Belgium
Northwestern University Survey Lab	Evanston, IL
O'Neil Associates, Inc.	Tempe (Phoenix), AZ
Opatow Associates, Inc.	New York, NY
Opinion Dynamics Corporation	Cambridge, MA
Oxtoby-Smith, Inc.	New York, NY

Oycos Consultores de Opinion y
Comunicacion S.A.

PEAC Media Research Inc.

Public Opinion Laboratory
Northern Illinois University

Quick Test

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Research 100

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Fairfield, CT

Washington, DC

Boulder, CO

Princeton, NJ

New York, NY

Washington, DC

Rockville, MD

Madison, WI

Westport, CT

East Hanover, NJ

Albuquerque, NM

New York, NY

WAPOR PROGRAM THURSDAY, MAY 17

9 A.M.

Marietta

THE GLOBAL CRISIS OF AIDS

Chair: Kenneth Sherrill, Hunter College (USA)

"Public Opinion Concerning People With AIDS: The Role of Misinformation and Attitudes towards Homosexuals," Vincent Price, University of Michigan (USA)

"Field Problems in STD/AIDS Research in India," C.K. Sharma, Marketing and Business Associates (India)

Speaker: To be announced, United Kingdom Health Education Authority

11 A.M.

Marietta

MEDIA AND ADVERTISING RESEARCH -- REPORTS FROM FOUR CONTINENTS

Chair: Dean Richard Cole, University of North Carolina

"Effects of Mass Media in Japan," Meiko Sugiyama, Tokyo Women's Christian University (Japan)

"The Depiction of Sex Roles in American and German Magazine Advertisements," Hans-Bernd Brosius and Joachim Friedrich Staab, Universitaet Mainz (Germany) and Norbert Mundorf, University of Rhode Island (USA)

"Media Influences on Candidate Support in Primary Elections," Robert Y. Shapiro and John T. Young, Columbia University, and Kelly D. Patterson, Franklin & Marshall College (USA)

"Usage of Media and Polling for Voting Decisions: The Brazilian Presidential Elections," Orjan Olsen, Marcia Cavalleri Nunes, IPOBE (Brazil), and Joseph Straubhaar, Michigan State University (USA)

2 P.M.

Marietta

GLOBAL ENVIRONMENTAL CHANGE

Chair: Nick Sparrow, ICM Research (UK)

"Public and Leadership Attitudes to the Environment in Four Continents," Humphrey Taylor, Louis Harris & Associates (USA)

"The Australian Consumers' Response to Environmental Issues," David Collins, Frank Small & Associates (Australia)

Barry Pritchard, The Planning Partnership (UK)

"The Canadian Public's View of Environmental Priorities," Michael Adams, Environics (Canada)

Discussant: Charles Rund, Charlton Research (USA)

THURSDAY, MAY 17

4 P.M.

Marietta

ELECTIONS IN TIMES OF CRISIS

Chair: Kathleen Frankovic, CBS News (USA)

"Nicaragua," Nancy Belden, Belden & Russonello (USA)

"Mexico," Miguel Basanez, Centro de Estudios de Opinion Publica (Mexico)

"Argentina: The Legacy and Lessons of the 1989 Elections," Marcela M. Miguel, University of Connecticut (USA)

"Greece," Panayote Dimitras, Athens University of Economics (Greece)

"Peru," Alfredo Torres, APOYO (Peru)

"Venezuela," Aristides Torres, Universidad Simon Bolivar and DATA ANALYSIS (Venezuela)

12 P.M.

Cornwall

MEETING: NEW AND OLD AAPOR EXECUTIVE COUNCILS

3 P.M. - 6 P.M.

Hopewell (or Paradise)

AAPOR DIDACTIC SESSION: DESIGNING GOOD GRAPHS

Instructor: Leland Wilkinson, Associate Professor of Psychology at University of Illinois, Chicago, and President of Systat, Inc., Evanston, Illinois (Special registration fee required)

7 P.M.

Distelfink B

DINNER

8:30 P.M. - 10 P.M.

Distelfink A

JOINT WAPOR/AAPOR PLENARY SESSION: PERESTROIKA, GLASNOST, AND PUBLIC OPINION IN THE SOVIET UNION

Chair: Albert E. Gollin, Vice President, Newspaper Advertising Bureau

Presentation: Tatyana I. Zaslavskaya, Director, National Public Opinion Research Center, Moscow

Presentation: Boris A. Grushin, Director, Vox Populi, Public Opinion Research Service, Moscow

Discussant: Vladimir Shlapentokh, Michigan State University

AAPOR PROGRAM



FRIDAY, MAY 18

7 A.M. - 9:30 A.M.

Distelfink B

BREAKFAST

9 A.M. - 5 P.M.

Ballroom Foyer

EXHIBIT OF COMPUTER TECHNOLOGIES

Organizer: Robert S. Lee, Pace University

10 A.M. - 5 P.M.

Ballroom Foyer

EXHIBIT OF RECENT BOOKS ON PUBLIC OPINION RESEARCH

Organizer: Phyllis Endreny, Research Consultant

9 A.M. - 10:30 A.M.

Paradise

JOINT WAPOR/AAPOR PANEL: EUROPE 1992 -- CHANGES IN THE FUTURE

Chair: Robert M. Worcester, MORI (UK)

"Defining European Commission's 1992 Communications Strategy," Daniel Debomy, Optim (France)

"Women in Europe," Christine de Panafieu (France)

"Lithuania: Attitudes, Values, Ideals of People," Raza Alishauskiene (Lithuania)
Gordon Heald, Gallup (UK)

9 A.M. - 10:30 A.M.

Marietta

CANDIDATE IMAGES AND VOTER REACTIONS IN THE 1988 U.S. PRESIDENTIAL ELECTIONS

Chair: Mark Schulman, Schulman, Ronca and Bucuvalas

"And Quayle Too: Examining the Electoral Effect of Vice Presidential Candidates," Martin P. Wattenberg, University of California, Irvine

"Micro-shifts in Audience Opinions: A Second-by-Second Analysis of the Omaha Vice-Presidential Debate," Frank Biocca, Prabu David, and Mark West, University of North Carolina

"Attack Ads and Turned-Off Voters: Some Effects of Television Advertising in the 1988 Presidential Election," Pama A. Mitchell, University of North Carolina

"All Things Are Not Linear: Trait Perceptions and Political Person Preference," Donald T. Cundy, Utah State University

FRIDAY, MAY 18

9 A.M. - 10:30 A.M.

Distelfink A

EFFECTS OF QUESTION ORDER AND QUESTION WORDING IN POLITICAL SURVEYS

Chair: Nancy Mathiowetz, National Center for Health Services Research

"Can Manipulating Context Reduce Overreporting of Voting in Surveys?"
Stanley Presser, University of Maryland

"Measuring Voter Tolerance for Tax Increase: The Impact of Question Design,"
Floyd Ciruli, Ciruli Associates

"The Least-First Principle: Maximizing Poll Ratings with Question Order Effects," David W. Moore, University of New Hampshire

Discussant: Robert Mason, Oregon State University

9 A.M. - 10:30 A.M.

New Holland

THE ABORTION ISSUE IN STATES AROUND THE U.S.

Chair: Kathleen Frankovic, CBS News

"Opinion Toward Abortion in the Heartland," Arthur H. Miller, Mary Losch, Arleigh Reichl and Tami Buhr, University of Iowa

"Abortion Attitudes: A Case Study in the 'New South'," Robert W. Oldendick, Dennis Lambries and Michael Link, University of South Carolina

"A Case Study: Abortion in New Jersey -- Respondent/Interviewer Gender Interaction Effects," Janice Ballou, Rutgers University

"The Impact of the Abortion Issue on State Elections: Implications of the 1989 New Jersey and Virginia Elections," Debra L. Dodson, Rutgers University

10:45 A.M. - 12:15 P.M.

Distelfink A

RESPONSE AND NON-RESPONSE IN SURVEYS

Chair: Charlotte Steeh, University of Michigan

"Field Techniques for Coping with Declining Response Rates in Major Urban Centers," Sameer Y. Abraham, University of Chicago

"Evaluating the Use of Respondents to Estimate Non-Response Bias," Nora Cate Schaeffer and I-fen Lin, University of Wisconsin

"Non-Response Bias in a Survey of the Economically Disadvantaged," John Baj, Ellen M. Dran, and Janet McConeghy, Northern Illinois University

"The 'Your Opinion Counts' Refusal Rate Study," Harry O'Neill, The Roper Organization

"Refusals in Telephone Surveys: Persuading Respondents to Reconsider and the Effects of Refusals on Results," Marjorie Connelly, Janet Elder and Deborah Hofmann, The New York Times

FRIDAY, MAY 18

10:45 A.M. - 12:15 P.M.

New Holland

CULTURES IN CONFLICT AROUND THE WORLD

Chair: Fred Turner, University of Connecticut

"Developing A Multi-Party Democracy in Estonia," Andrus Saar and Liivi Joe, Mass Communication Research and Information Centre, Tallinn, Estonia

"Using Mass Media to Modify Racist Stereotype Beliefs," Robert J. Donovan and Susan Leivers, Donovan Research, Perth, Australia

"American Jews and Israel: After the Intifada," Steven M. Cohen, Queens College and Sid Groeneman, Market Facts, Inc.

"Attitudes to America, Americans, American Foreign and Defense Policy and to American Multinational Companies in Britain," Robert M. Worcester, MORI, London

10:45 A.M. - 12:15 P.M.

Paradise

LINKAGE OF PUBLIC OPINION, POLLS, AND PUBLIC POLICY

Chair: Andrew Kohut, Princeton Survey Research Associates

"Setting the Congressional Agenda: The Public Didn't Do It," Ann N. Crigler, University of Southern California

"The Dynamics of Public Opinion and Policy," Robert Y. Shapiro and Steve Farkas, Columbia University and Benjamin I. Page, Northwestern University

"The Use of Public Opinion Polls in Federal Policy Making," Christopher Arterton, Graduate School of Political Management and Wendy O'Donnell Ballinger, The Ford Hall Forum

"Objectivity in a Political Environment: Public Policy Surveys for the U.S. Congress," William A. Eckert and Mark S. Vinkenes, U.S. General Accounting Office

Discussants: Karlyn Keene, American Enterprise Institute
Rosita M. Thomas, Congressional Research Service

FRIDAY, MAY 18

10:45 A.M. - 12:15 P.M.

Marietta

SPECIAL SESSION: KISH AND FRIENDS: ON TRUTH AND SAMPLING

Moderator: Donna Charron, Decision Research Corporation

Panelists: Eugene Ericksen, Temple University
Robert Groves, University of Michigan and Bureau of the Census
Martin Frankel, Baruch College
Leslie Kish, University of Michigan

Why, over fifty years after the basic developments in probability sampling, are quota and other non-probability samples more prevalent than probability samples in opinion surveys? What good is a probability sample if response rates from it are very low? Is probability sampling feasible/desirable in surveys of short time duration? Why are high response rates desirable anyway? Don't measurement errors swamp the magnitude of sampling errors? How small a subclass of the population can be described well with simple survey statistics; can accurate estimates for them be constructed? Can statistical models be used to improve such estimates?

A lively, conceptual, nontechnical discussion of these questions will be held with Leslie Kish (in his first AAPOR appearance) and some special friends.

12:15 P.M.

LUNCH



Distelfink B

12:15 P.M.

MEETING: CHAPTERS' LUNCH

Legends

2 P.M. - 3:30 P.M.

Cornwall

MEETING: MEMBERS OF NATIONAL NETWORK OF STATE POLLS

Chair: Alfred Tuchfarber

2 P.M. - 3:30 P.M.

Distelfink A

EFFECTS OF RACE IN THE 1989 ELECTIONS IN NEW YORK CITY AND VIRGINIA

Chair: Warren Mitofsky, Voter Research and Surveys

"Race-Of-Interviewer and Other Effects in Local Pre-Election Polls," Richard Morin, *The Washington Post*

"Methodological Problems in Election Polls for the 1989 Mayoral Race,"

Andrew Kohut, Princeton Survey Research Associates

Brad Coker, Mason-Dixon Opinion Research

Kathleen Frankovic, CBS News

Sam Leven, Radford University

FRIDAY, MAY 18

2 P.M. - 3:30 P.M.

Marietta

ADVERTISING, PUBLIC RELATIONS AND EMPLOYEE RESEARCH: LESSONS FROM PAST EXPERIENCE

Chair: Claire Badaracco, Marquette University

"The Concentration of Research Power," Leo Bogart, Columbia University

"What's New and Different in Public Relations Research," Walter Lindenmann,
Ketchum Public Relations

"Corporate Employee Research," Myron Emanuel, Myron
Emanuel/Communications, Inc.

Discussant: Harry O'Neill, The Roper Organization

2 P.M. - 3:30 P.M.

Paradise

FRONTIERS IN THE AUTOMATION OF INTERVIEWING

Chair: Robert S. Lee, Pace University

"State of the Art Overview," Charles Palit, University of Wisconsin

"CAPI: Advantages and Disadvantages," Reginald P. Baker, NORC

"Future Developments in Computer-Aided Personal Interviewing," Joe Curry,
Sawtooth Software

2 P.M. - 3:30 P.M.

New Holland

ROUNDTABLE: PUBLIC OPINION ABOUT HEALTH CARE

Organizer: Robert Blendon, Harvard University

Panelists: Humphrey Taylor, Louis Harris and Associates

Margret K. Straw, American Association of Retired People

2 P.M. - 3:30 P.M.

Limerock

ROUNDTABLE: THE 1990 CENSUS: WHAT'S GOING ON AND WHAT'S COMING OUT

Organizers: Susan M. Miskura and Philip Fulton, U.S. Bureau of the Census

2 P.M. - 3:30 P.M.

Kinderhook

ROUNDTABLE: POLL WARS -- OBSERVERS DISCUSS THE PRE-ELECTION POLLS IN NICARAGUA

Organizers: Janice Ballou, Rutgers University

Panelists: Nancy Belden, Belden & Russonello

Carlos Denton, CID-Gallup, Costa Rica

Victor Borge, Victor Borge and Associates

Howard Schuman, University of Michigan

FRIDAY, MAY 18

4 P.M. - 5:30 P.M.

Marietta

CONJOINT ANALYSIS AND CORRESPONDENCE ANALYSIS

Chair: Charles Cowan, Opinion Research Corp.

"Trade-Offs in Research Design -- the Use of Conjoint and Choice Models and Sampling Issues in Business to Business Research," Victor Crain, Unisys Corporation

"Multiple Paired Comparisons in Public Opinion Research," Irving Crespi and David Luery, Total Research Corporation

"Uses and Abuses of Correspondence Analysis," Betsy Goodnow, Market ACTION Research Software Inc., and Ken Warwick, Kenneth Warwick and Associates

Discussant: Martin Frankel, Baruch College

4 P.M. - 5:30 P.M.

New Holland

TESTING THE "SPIRAL OF SILENCE" EFFECT

Chair: W. Phillips Davison, Columbia University

"Using the 'L-Word' in Public: A Test of the Spiral of Silence in Conservative Orange County, Calif.," Cheryl Katz and Mark Baldassarre, University of California, Irvine

"Media Effects on the Formation of Public Opinion: A Case Study on the Nuclear Energy Debate in West Germany," Sabine Mathes, Johannes Gutenberg University, and Rainer Mathes, ZUMA

"The Abortion Issue: Framing, Media Use and Speaking Out," William J. Gonzenbach, University of North Carolina

"Measuring Opinion Movements Caused by Majority Opinions," Edouard Cloutier and Richard Nadeau, Universite de Montreal, Jean Guay, Universite d'Ottawa, and Guy Lachapelle, Concordia University

Discussant: Frank L. Rusciano, Rider College

4 P.M. - 5:30 P.M.

Distelfink A

RACE-OF-INTERVIEWER EFFECTS AND OTHER PROBLEMS OF POLLING IN ELECTIONS WHEN BLACK CANDIDATES FACE WHITE

Chair: Michael Traugott, University of Michigan

"Polls During the Past Decade in Biracial Election Contests," Larry Hugick and John Zeglarski, The Gallup Organization

"Race-Of-Interviewer Effects in the 1989 Virginia Gubernatorial and State Legislature Election Polls," Scott Keeter, Virginia Commonwealth University

"The Effect of the Interviewer's Race in Political Surveys with Multiracial Candidates," Murray Edelman and Warren J. Mitofsky, Voter Research & Surveys

"Race-of-Interviewer Effects, Social Desirability Bias, and the 1989 Virginia Gubernatorial Election Polls," Steven E. Finkel and Thomas M. Guterbock, University of Virginia

FRIDAY, MAY 18

4 P.M. - 5:30 P.M.

Paradise

SURVEYS OF DISABLED PEOPLE AND DISABILITY

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

"Response Rates by Type of Disability: Results of 1989 Survey of Disabled Veterans," Timothy L. Jones, Kramer & Associates, Inc., and Albert C. E. Parker, The Mayatech Corporation

"What's Really There? Economic Consequences of Spinal Cord Injury," Thomas E. Stripling, Paralyzed Veterans of America

"Determinants of Limitations in Activities of Daily Living Among Disabled Veterans," Stephen J. Dienstfrey, Department of Veterans Affairs

"Designing a National Survey of Persons with Developmental Disabilities," Susan A. Stephens, Mathematica Policy Research

4 P.M. - 5:30 P.M.

Limerock

ROUNDTABLE: EVALUATING THE REPORT OF THE COMMITTEE ON NATIONWIDE TELEVISION AUDIENCE MEASUREMENT

Organizer: Ron Milavsky, The Roper Center, University of Connecticut

Panelists: Gale Metzger, Statistical Research, Inc.

Peter Miller, Northwestern University

John Dimling, A.C. Nielsen Co.

Guy Lometti, ABC

4 P.M. - 5:30 P.M.

Kinderhook

ROUNDTABLE: HOW AAPOR CAN TAKE A MORE ACTIVE ROLE IN CONVEYING SURVEY RESULTS TO THE MEDIA

Organizer: Barbara Lee, NEON: The Literacy Channel

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

Steve Buff, American Sociological Association

Margaret Trapani, Scientists' Institute for Public Information

Humphrey Taylor, Louis Harris and Associates

6 P.M. - 7 P.M.

Poolside

RECEPTION FOR NEWCOMERS

7 P.M.

Distelfink B

DINNER



FRIDAY, MAY 18

8:30 P.M. - 10 P.M.

Distelfink A

PLENARY SESSION: NEWSPAPERS AND TELEVISION AS ELECTION POLLSTERS: DO THEY DO ANYTHING RIGHT?

Chair: Adam Clymer, Senior Editor, The New York Times

Presentation: Bill Kovach, Curator, Nieman Foundation, Harvard University

Presentation: Albert H. Cantril, author of forthcoming book on polls for reporters and editors on behalf of the National Council of Public Polls

Presentation: Linda DiVall, President, American Viewpoint

10:30 P.M.

To be announced

ALL-CHAPTER COCKTAIL PARTY



SATURDAY, MAY 19

7 A.M. - 9:30 A.M.

Distelfink B

BREAKFAST

7:30 A.M.

2 MILE FUN RUN/WALK ON THE "FITNESS TRAIL" BORDERING THE GOLF COURSE

Organizer: Mary Balistreri, CUNA, Inc.

Assemble in the Paradise Foyer. Special entry form required.

9 A.M. - 5 P.M.

Ballroom Foyer

EXHIBIT OF COMPUTER TECHNOLOGIES

Organizer: Robert S. Lee, Pace University

10 A.M. - 3 P.M.

Ballroom Foyer

EXHIBIT OF RECENT BOOKS ON PUBLIC OPINION RESEARCH

Organizer: Phyllis Endreny, Research Consultant

SATURDAY, MAY 19

9 A.M. - 10:30 A.M.

Distelfink A

ATTITUDE STABILITY AND THE RELIABILITY OF MEASUREMENTS

Chair: Manfred Kuechler, Hunter College

"Psychological Determinants of Attitude Stability and Change," Kenneth A. Rasinski, University of Chicago

"The Impact of Verbal Labeling of Response Alternatives and Branching on Attitude Measurement Reliability in Surveys," Jon A. Krosnick and Matthew K. Berent, Ohio State University

"No Opinion Filters and Attitude Reliability," McKee J. McClendon, University of Akron and Duane R. Alwin, University of Michigan

Discussant: George Bishop, University of Cincinnati

9 A.M. - 10:30 A.M.

Paradise

ANALYZING THE CONTENT AND EFFECT OF MASS MEDIA

Chair: James Beniger, University of Southern California

"News Coverage of Abortion, Public Opinion, and Statistics: Are They Related?" Juliet Dee, Douglas McLeod, Elizabeth Perse, Nancy Signorielli, Margaret Crohan, University of Delaware

"Pessimistic Rumination in Popular Songs and Newsmagazines, 1890-1990, as a Predictor of Socio-Economic Trends," Harold M. Zullo, Rutgers University

"Testing of Bandwagon and Underdog Effects Via Fabricated News Stories," Paul J. Lavrakas and Kathy L. Schenck, Northwestern University

"Stability of Attitudes, Media Coverage, and Indifference to Labor Unions," Diane E. Schmidt, Southern Illinois University

9 A.M. - 10:30 A.M.

Hopewell

NEW DEVELOPMENTS IN MAIL SURVEYS

Chair: Nora Cate Schaeffer, University of Wisconsin

"Impact of Anonymity in Mail Surveys," John M. Boyle, Schulman, Ronca and Bucuvalas, Inc.

"Modifying the Total Design Method for Mail Surveys for a Special Population and Personal Delivery Situations," Gary E. Machlis, University of Idaho, and Don A. Dillman, Washington State University

"The Impact of a Sponsor Letter on Mail Survey Response Rates," John M. Kennedy, Indiana University, and Thomas E. Pinelli, NASA Langley Research Center

"AIDS-Related Knowledge and Attitudes: A Survey of College Students," Neil W. Henry and Judith B. Bradford, Virginia Commonwealth University

SATURDAY, MAY 19

9 A.M. - 10:30 A.M.

Marietta

ROUNDTABLE: ASKING ABOUT SEX IN SURVEYS

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

Panelists: Tom W. Smith, NORC

"The General Social Survey"

Wendy Visscher, Research Triangle Institute

"The National Household Seroprevalence Survey -- Dallas Pretest"

David Mingay, NORC

"Cognitive Aspects of the PHS National Survey"

Stuart Michaels, NORC

"Questionnaire Development for the PHS National Survey"

Gordon Heald, U.K. Gallup

"The British Experience"

Diane Binson, Loyola University of Chicago

"The Chicago Study"

10:45 A.M. - 12:15 P.M.

Distelfink A

NEW DEVELOPMENTS IN TELEPHONE SURVEY METHODS

Chair: Jacob Ludwig, The Gallup Organization

"Assessing Telephone Sample Designs That Use Counts of Numbers to Improve Efficiency," James M. Lepkowski, University of Michigan, Clyde Tucker, Bureau of Labor Statistics, and Robert M. Groves, University of Michigan and U.S. Bureau of the Census

"Implementing a Strategic Plan for Electronic Interviewing: A 'Real-Time' Learning Experience," Anne Groom, Total Research Corporation

"Telephone Answering Machine Messages and Completion Rates for Telephone Surveys," Robert M. Baumgartner, HBRS, Inc.

"Respondent-Initiated Computer-Directed Surveys," Eric R. Wendler, AT&T Bell Laboratories

10:45 A.M. - 12:15 P.M.

Marietta

RACIAL PREJUDICE AND THE AMERICAN POLITICAL FABRIC

Chair: Lawrence Bobo, University of Wisconsin

"Measuring Racial Attitudes: An Experiment from Louisiana," Susan E. Howell and Sylvia Warren, University of New Orleans

"Societal Obligations, Individualism, and Re-Distributive Policies II: Prejudice and Politics," Lawrence Bobo and Frederick Licari, University of Wisconsin

"White Opposition to Affirmative Action: Symbolic Racism, Perceived Interests, and Antipathy toward Government Coercion," Michael Hughes, Virginia Polytechnic Institute and State University

"Changes in Racial Attitudes Among Young Adults, 1984-1989," Charlotte Steeh and Howard Schuman, University of Michigan

"Race and the Democratic Party," Shoon Murray and Jonathan Cowden, Yale University

SATURDAY, MAY 19

10:45 A.M. - 12:15 P.M.

Paradise

QUESTION CONTEXT EFFECTS AND COGNITIVE ASPECTS OF SURVEYS

Chair: Jon Krosnick, Ohio State University

"Assimilation and Contrast Effects in Part-Whole Question Sequences: A Conversational Logic Analysis," Norbert Schwarz, ZUMA, Fritz Strack, University of Mannheim, and Hans Peter Mai, University of Heidelberg

"Response Order Effects in Survey Measurement: Cognitive Elaboration and the Likelihood of Endorsement," Hans J. Hippler and Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Institute for Public Opinion Research

"Question Order Effects and Brand Evaluations: The Moderating Role of Consumer Knowledge," Barbara A. Bickart, University of Florida

"A Method for Identifying Cognitive Properties of Survey Items," Barbara H. Forsyth, Michael L. Hubbard and Judith T. Lessler, Research Triangle Institute

10:45 A.M. - 12:15 P.M.

Limerock

ROUNDTABLE: WHAT RISKS DO SURVEYS POSE TO RESPONDENTS? -- WHAT SHOULD AAPOR DO?

Organizer: Peter Miller, Northwestern University

Panelists: John Boyle, Schulman, Ronca and Bucuvalas
Donna Charron, Decision Research Corporation

10:45 A.M. - 12:15 P.M.

Kinderhook

ROUNDTABLE: POLLING ON MYSTICAL EXPERIENCES

Organizer: Murray Edelman, Voter Research and Surveys

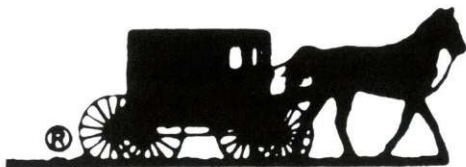
Panelists: Gordon Black, Gordon S. Black Corporation
William McCready, Northern Illinois University

12:15 P.M.

Distelfink B

LUNCH: PRESIDENTIAL ADDRESS

Philip Meyer, University of North Carolina



SATURDAY, MAY 19

2:30 P.M. - 4 P.M.

Distelfink A

SURVEYS ON THE NATION'S #1 PROBLEM -- DRUGS

Chair: Robert Bezilla, George H. Gallup International Institute

"The Nature and Extent of America's Drug Problem: What We Know from Survey Research," Lana D. Harrison, National Institute of Justice

"Public Opinion in Drug-Plagued Neighborhoods Towards Anti-Drug Strategies," Paul J. Lavrakas and Susan M. Hartnett, Northwestern University, and Dennis P. Rosenbaum, University of Illinois, Chicago

"How Drugs Became the Public's Number One Problem Facing the Country," Robert Bezilla and George Gallup, Jr., George H. Gallup International Institute

"Knowledge Gaps and Smoking Behavior," G.A. Donohue, Clarice N. Olien, and P.J. Tichenor, University of Minnesota

2:30 P.M. - 4 P.M.

Marietta

ETHNOGRAPHIC RESEARCH ON METHODOLOGICAL ISSUES

Chair: Elizabeth Martin, U.S. Bureau of the Census

"Establishing Congruence and Control: Some Ethnographic Insights for Survey Interviewing," Matt T. Salo, U.S. Bureau of the Census

"As Simple as One, Two, Three: Census Underenumeration Among the American Indians and Alaskan Natives," Carol Lujan, Arizona State University

"Calculating Residence: A Cognitive Approach to Household Membership Judgments Among Low Income Blacks," Eleanor R. Gerber, George Mason University

"The Social Meaning of the Census," Elijah Anderson, University of Pennsylvania

2:30 P.M. - 4 P.M.

Hopewell

ROUNDTABLE: COMMUNICATIONS THEORY: AN INTERDISCIPLINARY VIEW

Organizer: W. Russell Neuman, M.I.T.

Panelists: Psychology -- George Comstock, Syracuse University

Economics -- Eli Noam, Columbia University

Sociology -- Gladys Lang, University of Washington

Political Science -- Doris Graber, University of Illinois, Chicago

Humanities -- James Carey, University of Illinois, Urbana

Information Sciences -- James Beniger, U.S.C.

2:30 P.M. - 4 P.M.

Kinderhook

ROUNDTABLE: RECENT DEVELOPMENTS IN PRECISION JOURNALISM

Organizers: Dwight Morris, The Los Angeles Times

Robert P. Daves, Minneapolis Star Tribune

SATURDAY, MAY 19

2:30 P.M. - 4 P.M.

Limerock

ROUNDTABLE: DO WE NEED SCHOOLS FOR POLITICOS?

Organizer: Barbara Farah, Graduate School of Political Management, New York

Panelists: Christopher Arterton, Graduate School of Political Management
Janice Ballou, Rutgers University

2:30 P.M. - 4 P.M.

New Holland

ROUNDTABLE: RESEARCH AROUND THE WORLD -- A CURRENT AND RETROSPECTIVE VIEW OF INTERNATIONAL SURVEY RESEARCH CONDUCTED BY THE U.S. INFORMATION AGENCY ON BEHALF OF POLICY MAKERS

Organizer: William J. Millard, Former chief of Latin American Branch, Office of Research, USIA

Panelists: Richard B. Dobson, Soviet analyst, USIA
Douglas Wertman, senior management analyst, USIA
Kenneth P. Adler, former dep. director, Office of Research, USIA
Helen M. Crossley, information specialist, USIA

2:30 P.M. - 4 P.M.

Paradise

ROUNDTABLE: PUBLIC OPINION'S STEPCHILDREN: A DISCUSSION OF SOME SAMPLING AND STATISTICAL ISSUES IN MARKETING RESEARCH

Organizer: Mort David, David & Associates

Panelists: Theodore Dunn, Spagna and Dunn, Inc.
"Multivariate - Yes! Overpromise and Misinterpretation - No!"
Paul Gurwitz, Renaissance Research & Consulting
"A Cross-Tab's All You Need -- Or Is It?"
Barry Feinberg, Audits & Surveys
"Mall Interviewing: Can We Really Make a Silk Purse Out of a Sow's Ear?"
Charles Cowan, Opinion Research Corp.
"Sampling for Unusual Populations in Unusual Circumstances"

4 P.M. - 5:30 P.M.

Paradise

AAPOR ANNUAL MEMBERSHIP MEETING

5:30 P.M.

Paradise

MEETING OF 1991 PROGRAM COMMITTEE

Chair: Lawrence Bobo, University of Wisconsin

SATURDAY, MAY 19

6:30 P.M. - 7:30 P.M.

COCKTAIL PARTY

Poolside

7:30 P.M.

BANQUET AND PRESENTATION OF AWARDS

Distelfink A & B

Late Night

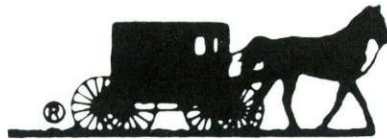
SYMPOSIUM ON CONVERGENT HARMONICS

Around the piano

Late Night

SYMPOSIUM ON THE INTERFACE OF PSYCHOLOGY AND PROBABILITY

To be announced



SUNDAY, MAY 20

7 A.M. - 9:30 A.M.

BREAKFAST

Distelfink B

9 A.M. - 10:30 A.M.

FOCUS GROUPS: RECENT DEVELOPMENTS IN THEIR DESIGN AND USE

Marietta

Chair: Theresa DeMaio, U.S. Bureau of the Census

"Complementary Information from Survey Data and Focus Group Insights," Clara Manfredi, Loretta Lacey, and Richard B. Warnecke, University of Illinois, Chicago, George Balch, Aurora University and Karen Allen, College of Nursing, University of Illinois, Chicago

"Focus Groups Applied to Public Policy and Program Evaluation," Stephen K. Dietz, Westat, Inc.

"Citizen Review Panels: A Hybrid of Focus Groups and Survey Research," John Doble, The Public Agenda Foundation

Discussant: Meryl Moritz, Meryl Moritz Resources

SUNDAY, MAY 20

9 A.M. - 10:30 A.M.

Distelfink A

SAMPLING, FINDING, AND INTERVIEWING RARE POPULATIONS

Chair: Kenneth John, Schulman, Ronca, and Bucuvalas

"Mission Impossible: Difficult to Interview Populations," Patricia M. Henderson and O. Susan Butler, Survey Research Associates, Inc.

"Developing a Probability Sample of Prostitutes," Sandra H. Berry, Naihua Duan, and David E. Kanouse, The RAND Corporation

"The Accuracy of Self-Reports to Sensitive Questions: Some Findings from Interviewing the Homeless," Pamela C. Campanelli, Matt T. Salo, Laurel Schwede, and Brian Jackson, Bureau of the Census

"Native American Data Collection: Problems and Solutions in Surveying Native Americans," Audrey McDonald, Audrey McDonald Associates

9 A.M. - 10:30 A.M.

Paradise

ANALYZING JOURNALISTS AND THE NEWS

Chair: Irwin Lewis, Los Angeles Times

"Armed and Dangerous Statistics: A Study of the Media's Coverage of Trends in Gun Ownership by Women," Tom W. Smith, University of Chicago

"Role Perceptions and Professional Norms of Journalists in a Comparative Perspective," Wolfgang Donsbach, Columbia University

"Who? What? When? Where? Why? How?: Does Routine Television News Supply Sober Answers?" Doris A. Graber, University of Illinois, Chicago

"The Marriage of Journalism and Public Opinion Polling: Consequences for the Political Process," Gladys Engel Lang and Kurt Lang, University of Washington

10:45 A.M. - 12:15 P.M.

Distelfink A

MEASUREMENT PROBLEMS IN SURVEYS

Chair: Norman Bradburn, NORC, University of Chicago

"Understanding the Second Language of Speech: Using Speech Modifiers in Interviews, Pretest and Participant Observations," Brian Keenan, U.S. General Accounting Office

"A Quantitative Assessment of Qualitative Questionnaire Development Methods," Robert M. Groves and Katherine Bischooping, University of Michigan

"Testing a Scalar Model of Political Efficacy," Joseph Jucewicz, Neumann College and Marion Just, Wellesley College

"Reported Repeated Job Search Among Youth," Judith Tanur, State University of New York-Stony Brook and Hee-Choon Shin, Pennsylvania State University

"The Use of Anchoring Strategies by Proxy Respondents in Answering Attitude Questions," Geeta Menon and Seymour Sudman, University of Illinois, Barbara A. Bickart, University of Florida and Johnny Blair, University of Maryland

SUNDAY, MAY 20

10:45 A.M. - 12:15 P.M.

Marietta

THE FIGHT AGAINST AIDS: CONTRIBUTIONS FROM SURVEY RESEARCH

Chair: Vincent Price, University of Michigan

"AIDS-Related Knowledge, Attitudes and Behavior of Students at an Inner City High School," Jennifer L. Lauby, Laurie J. Bauman, and Nancy Reuben, Albert Einstein College of Medicine

"Conducting an 'Anonymous' Household HIV Survey," W. Visscher, M. Holt, and M.F. Weeks, Research Triangle Institute

"Levels and Sources of Knowledge About AIDS Among Georgians: Results of a Statewide Survey," William Griswold and Scott A. Shamp, University of Georgia, and Dwight Morris, The Los Angeles Times

"Issues in the Measurement of Contact with Persons with AIDS," Michael W. Traugott, Robert M. Groves, and Theodore Downes-Le Guin, University of Michigan

"Context Effects on Responses to Questions About AIDS," Eleanor Singer, Columbia University, Diane Colasanto, Princeton Survey Research Associates and Theresa F. Rogers, Columbia University

10:45 A.M. - 12:15 P.M.

Paradise

SURVEYING THE ELDERLY

Chair: Larry Hugick, The Gallup Organization

"A Model for Follow-Up of Dropouts in a Longitudinal Study of Aging," B. Hiscock, J. Fozard, L. Fried, and E. J. Metter, Gerontology Research Center and E-E. Alldredge and K. Campbell, The Mayatech Corporation

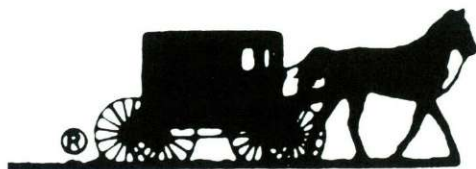
"Non-Response Among Older Adults in a Multi-Modality Study," Kathleen Carr, Patricia Schwirian, and Kent Schwirian, Ohio State University

"Vacation Time and Locational Retirement Decisions," Raymond K. Oldakowski and Diane P. O'Rourke, University of Illinois

12:15 P.M. - 2 P.M.

Distelfink B

LUNCH BUFFET



AAPOR ABSTRACTS

FRIDAY, MAY 18

9 A.M. - 10:30 A.M. Friday

CANDIDATE IMAGES AND VOTER REACTIONS IN THE 1988 U.S. PRESIDENTIAL ELECTIONS

Attack Ads and Turned-Off Voters: Some Effects of Television Advertising in the 1988 Presidential Election

Pama A. Mitchell, University of North Carolina

In 1988 both Dukakis and Bush based their television advertising on a relentlessly "negative" approach, wherein criticizing or attacking the other candidate was the predominant style of both campaigns' ads.

Did viewers of this advertising respond by electing not to vote? Turnout dropped to a 50-year low in 1988, when barely 50 percent of the electorate voted. This paper looks at the relationship between political advertising and likelihood of voting and tests a model predicting intent to vote. Because the advertising under study was overwhelmingly negative, it was expected that exposure and attention to advertising would predict an unfavorable (or negative) evaluation of the campaign, and would lead to a decrease in likelihood of voting.

The data with which this model was tested consist of telephone interviews with 1,382 self-reported registered voters obtained in a national random sample in October 1988.

In contrast to expectations, respondents who paid the most attention to the candidates' advertising were least likely to evaluate the campaign as negative, although controls for age and education confounded this effect. The analysis did confirm a predicted relationship between negative campaign evaluation and decreased voting likelihood.

Contact: Pama A. Mitchell, L207 Rock Creek Apts., Carrboro, NC 27510,
919-929-4164

And Quayle Too: The Electoral Impact of Vice Presidential Candidates

Martin P. Wattenberg, University of California, Irvine

With the increased attention to vice presidential candidates in recent years, research is still scanty on the question of whether candidates for this office affect the vote at all. This paper employs feeling thermometer data from 1968 to 1988 to isolate a small segment of the voters (typically about 15 percent) for whom vice presidential preferences do not coincide with presidential preferences. When voters prefer a presidential candidate of one party and a vice presidential candidate of the other party, the former preference dominates the decision-making process. Yet, the frequency with which second slot

preferences are consequential is sufficient to warrant serious attention. For millions of voters, the vice presidential candidates are clearly an important consideration.

Contact: Martin P. Wattenberg, School of Social Sciences, UC Irvine, Irvine, CA 92717, 714-856-7251

Micro-Shifts in Audience Opinions: A Second-By-Second Analysis of the Omaha Vice-Presidential Debate

Frank Biocca, Prabu David, and Mark West, University of North Carolina

The most common model of audience responses to Presidential voting appeals is that of a passive audience which is particularly responsive to "zingers," "one-liners," and a variety of attention-getting rhetorical devices. Such a conceptualization of the audience is particularly evident in the media coverage of the Presidential and Vice-presidential debates; in covering these events, the media tend to focus their attention on rhetorical gaffes and assaults such as Lloyd Bentsen's "you're no Jack Kennedy" attack on Dan Quayle. Such conceptualizations stand in contrast to the more traditional image of the positions of the candidates. This research uses second-by-second audience evaluation of the Vice-presidential debate in Omaha to examine the effects of various types of rhetorical, logical and emotional appeals upon the opinions of a sample of undecided voters. The "rational actor" model of the audience was found to better fit the responses of the sample than did the model of the audience positing a passive and easily swayed audience.

Contact: Mark West, University of North Carolina at Asheville, Asheville, NC 28804, 704-251-6227

All Things are Not Linear: Trait Perceptions and Political Person Preference

Donald T. Cundy, Utah State University

It is now well established that "person related" image characteristics play an important role in influencing voter choice. Traits such as intelligence, experience, strength, honesty, etc. turn up repeatedly as significant elements of that choice making and often figure prominently in strategies of candidate involvement with the "free" and paid media.

A common implicit assumption is that if it's a desirable trait, more is better. The results of five independent quasi-experimental studies involving political figures--supplemented by information from two parallel experimental projects involving news anchor personalities--suggest that this assumption is not always correct.

The data--derived from magnitude scaling procedures applied to populations in the Northeast, Midwest, and West--consistently shows that for some qualities there is a threshold effect--a certain amount is advantageous, more is irrelevant; others exhibit curvilinear relationships; and in some cases more is indeed consistently better. Uniform assumptions of positive linearity can be misleading for both candidate and political analyst.

Contact: Donald T. Cundy, Departments of Communication and Political Science, Utah State University, Logan, UT 84322, 801-563-3030

9 A.M. - 10:30 A.M. Friday

EFFECTS OF QUESTION ORDER AND QUESTION WORDING IN POLITICAL SURVEYS

The Least-First Principle: Maximizing Poll Ratings with Question Order Effects

David W. Moore, University of New Hampshire

This paper examines the pattern of question order effects that are found when a series of two or more "equal" items are presented to respondents in varying sequences. (The items are "equal" in the sense that one does not implicitly contain another, such as a general question on happiness and an implicitly contained question on marital happiness; similarly rating the President's performance on the economy and on foreign policy would be considered equal items, while rating the President's overall performance and his performance on the economy would not be equal.)

Findings from already published reports, as well as from surveys in New Hampshire specially designed to test such effects, reveal a consistent pattern: when low-rated items are presented first in a sequence, followed by high-rated items, the overall ratings for the items will be higher than when presented in reverse order.

This pattern is termed "The Least-First Principle," because it suggests that maximum poll ratings will be obtained when the least favored or lowest rated items are presented first and the most favored or highest rated items are presented last.

Contact: David W. Moore, Department of Political Science, University of New Hampshire, Durham, NH 03824, 603-862-1790

Measuring Voter Tolerance for Tax Increase: The Impact of Question Design

Floyd Ciruli, Ciruli Associates

Tax initiatives on local and statewide ballots are one of the most common proposals voters face.

Response effects from question wording and order significantly impact voters' reported tolerance for tax increases. In a survey where voters were given a menu of potential tax increases reversing the order of questions whereby respondents were given the lowest potential increase first and the highest amount last affected response patterns. The response effect may provide a tool for determining the range of taxpayer tolerance for increases.

In a recent voter survey to determine support for a city-wide bond proposal in Denver, Colorado, voters were asked what level of increase in property tax per year they would be willing to accept. Of the sample of likely voters, half were asked five tax questions from the highest amount to the lowest amount, while the other half were asked the questions in reverse order, from lowest to highest.

This paper will analyze the split ballot experiment, the significant differences produced between the two samples and the implication for measuring respondent support for tax initiatives.

Contact: Floyd Ciruli, P.O. Box 8915, Denver, CO 80201, 303-595-0748

Can Manipulating Context Reduce Overreporting of Voting in Surveys? Stanley Presser, University of Maryland

This paper reports the results of split sample experiments designed to examine the effects of variations in context on voting claims. The first experiment tests the effect of preceding the turnout item with a question about the location of the polling place. If respondents who falsely claim they vote don't know where their polling place is, they should be less apt to report incorrectly about turnout after being asked the location of the poll. The second experiment tests the effect of preceding the vote item with a question about prior election behavior. If inaccuracy is due to the need to present oneself in a favorable light, the opportunity to report past good citizenship should reduce the pressure to claim having voted in the last election.

Contact: Stanley Presser, Sociology Department, University of Maryland, College Park, MD 20742, 301-454-5564

9 A.M. - 10:30 A.M. Friday

THE ABORTION ISSUE IN STATES AROUND THE U.S.

The Impact of the Abortion Issue on State Elections: Implications in the 1989 New Jersey and Virginia Elections

Debra L. Dodson, Rutgers University

The Supreme Court's decision in the Webster case increased the potential salience of the abortion issue in electoral politics and increased the likelihood that the issue will be on the agenda in legislatures across the nation. Legislators, along with governors who have informal powers to influence and constitutional power to veto legislation, are the willing or unwilling political actors who have decisive voices over abortion laws in the states. At this early stage of the post-Webster era, an important question is whether voters' will cast issue-based votes which will ensure that the attitudes of elected representatives will mirror those of the electorate.

Using the 1989 pre-election polling data from statewide samples of voters in New Jersey and Virginia and from samples of voters in four legislative districts in each state, I address the following questions: 1) How important was the abortion issue to voters?; 2) What is the impact of saliency on issue voting in high-information elections such as gubernatorial contests and in low-information elections such as state legislative elections?; 3) How does ambivalence affect the likelihood that voters will cast their ballots on this issue?; 4) What are the conditions that affect whether the abortion issue will be important in electoral outcomes?

Contact: Debra L. Dodson, Eagleton Institute, Rutgers University, New Brunswick, NJ 08901, 201-828-2210

Opinion Toward Abortion in the Heartland

Arthur H. Miller, Mary Losch, Arleigh Reichl and Tami Buhr, University of Iowa

Data from the second annual Heartland Poll, conducted by the Iowa Social Science Institute, were the basis for an examination of abortion attitudes in the midwest. Over 2000 respondents (approximately 300 each from Iowa and its six surrounding states) were surveyed in late 1989 about their opinions toward abortion and other social and political issues. Results indicate that there is significantly greater support for the extreme "pro-choice" position than for the extreme "pro-life" position. On the whole midwesterners are more "pro-choice" than the rest of the country. The majority, however, favor some restrictions, though only one-third would like to see their state laws changed to make it harder to obtain an abortion. The relationships between abortion attitudes and several demographic, ideological, and attitudinal variables are examined. Of particular importance is the impact that a sense of identification with certain social groups, such as feminists and evangelicals, has on abortion attitudes.

Contact: Mary Losch, 345 Schaeffer Hall, Iowa City, IA 52242, 319-335-2368

Abortion Attitudes: A Case Study in the "New South"

Robert W. Oldendick, Dennis Lambries, and Michael Link, University of South Carolina

This paper presents a case study of the effect of public opinion on public policy in South Carolina, a state in which the battle over abortion was expected to be fiercely contested. This research begins by establishing the context of public attitudes on abortion by comparing statewide data on this issue with those from national polls. Correlates of support for pro-choice and pro-life positions, including frequency of attendance at religious services and "born again" identification, are examined.

The results of three opinion polls conducted during the same time period by different organizations are examined. Contrasts between the results of these three surveys demonstrate rather dramatically how "question framing" can affect abortion attitudes.

Finally, the results of these public opinion polls are compared with those from a survey of state legislators conducted during the same period. These results are integrated with a discussion of media coverage of the legislative debate on this issue and the action taken by the legislature to provide a case study of the effect of public opinion on abortion policy.

Contact: Robert Oldendick, Institute of Public Affairs, USC, Columbia, SC 29212, 803-777-8157

A Case Study: Abortion in New Jersey – Respondent/Interviewer Gender Interaction Effects

Janice Ballou, Rutgers University

While abortion was not the most important issue in the 1989 New Jersey election, it was clearly a topic that received considerable attention. There were two public opinion polls conducted by the Star-Ledger/Eagleton Poll that assessed several dimensions of public opinion about abortion.

In general, the results of these surveys did not indicate much of a "gender gap" when comparisons were made between male and female respondents. However, when the interaction between male respondents and male and female interviewers or between female respondents and male and female interviewers is assessed, there are some significant methodological differences.

For about a third of the items on the abortion issue there are interaction effects. In particular, for most of the items where there were effects it was the case of female respondents being affected by female interviewers to provide more "feminist" or pro choice responses. About half of the male respondent effects are in interviews with females. The reason for noting this is most survey research organizations employ more female interviewers than male. Therefore, it is possible that responses about some aspects of the abortion issue may be somewhat more "feminist" because of the methodological artifact of interviewer/respondent interaction.

Contact: Janice Ballou, Eagleton Institute of Politics, Woodlawn-Neilson Campus, New Brunswick, NJ 08901, 201-828-2210

10:45 A.M. - 12:15 P.M. Friday

RESPONSE AND NON-RESPONSE IN SURVEYS

Field Techniques for Coping with Non-Response in Major Urban Centers
Sameer Y. Abraham, University of Chicago

This paper reviews a variety of techniques that were successfully used by NORC's field staff in reducing the potentially high non-response in 1986-87 Chicago Urban Survey (CUS). The CUS employed a multistage, stratified area probability sample of low-income Mexican, Puerto Rican, black and white parents between 18 and 45 years of age. The field effort entailed screening 8,200 households and interviewing a sample 3,300 individuals. The survey achieved a response rate of 79 percent, ranging from 74 percent to 83 percent among different strata. These response rates compare favorably with those of other face-to-face surveys of inner city residents, especially surveys of minority groups.

The various field techniques employed included: using teams of interviewers with onsite supervisors during screening; offering third parties finders' fees for providing locating information about respondents; offering higher respondent incentives; and expert supervisory and interviewing staff to handle different non-response problems. In general, a combination of factors was responsible for reducing the non-response rate, including: (1) a client who was willing to

devote additional resources to the problem; (2) the corporate commitment of NORC, which allowed a local survey to draw upon select personnel from the organization's national field staff; (3) a comprehensive plan that was used to guide the field strategy during its final stages; and, perhaps most important, (4) the creativity and resourcefulness of an experienced supervisory and field staff that was psychologically motivated to achieve a high response rate.

Contact: Sameer Y. Abraham, NORC, 1155 East 60th Street, Chicago, IL 60637, 312-702-1694

Evaluating the Use of Respondents to Estimate Non-Response Bias

Nora Cate Schaeffer and I-fen Lin, University of Wisconsin

Several investigators have attempted to estimate the impact of non-responses on survey results by arguing that some groups of respondents are probably similar to non-respondents, and then using values obtained from the selected group of respondents to impute values to non-respondents. We evaluate two models -- a continuum and a set of classes -- that have been used to estimate non-response bias. The first model asserts that the relationship between the contacts required to reach respondents and some variable of interest can be used to extrapolate to proxies for refusers and those who were interviewed as proxies for those who were not reached. The data are provided by a study of child support in Wisconsin. A sample of divorce cases entering the courts between 1984 and 1986 was drawn from the courts, and information about child support awards and payments (which the state required be paid through the Clerk of Courts) was collected from the court records. A sample of cases was interviewed by telephone in 1987 about their support awards, payments and related characteristics. We use data from the court records to examine whether these models can be used to describe how respondents and non-respondents differ with respect to child support awards and payments.

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Non-Response Bias in a Survey of the Economically Disadvantaged

John Baj, Ellen M. Dran, and Janet McConeghy, Northern Illinois University

This paper addresses the issue of non-response in surveys of the economically disadvantaged. The analyses are performed using an 11-state database developed by the Center for Government Studies at Northern Illinois for a project sponsored by the National Commission for Employment Policy. This database contains information on over 40,000 economically disadvantaged adults who participated in programs funded by the Job Training Partnership Act. A unique feature of this database is that it contains both survey-based information on the labor market experiences of these individuals and corroborative data drawn from an administrative data source -- unemployment insurance (UI) records.

The first stage of the analysis uses the UI information to determine the extent to which the non-response bias affects the survey estimates of post-program labor market experiences. The second stage involves an assessment of the non-response bias correction procedure required by the U.S. Department of

Labor in the reporting of these estimates. The focus will be on determining whether the procedure is able to improve the accuracy of the survey-based population estimates and to assess the implications of the correction factor for certain policy decisions.

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The "Your Opinion Counts" Refusal Rate Study

Harry W. O'Neill, The Roper Organization

In 1985 and 1988, the "Your Opinion Counts" Public Education Program conducted a refusal rate study with the cooperation of CASRO member firms. During September in both years contact records of all telephone, door-to-door, and intercept surveys were kept. In both years the overall refusal rate was 38 percent, of which almost 90 percent was initial refusal.

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Refusals in Telephone Surveys: Persuading Respondents to Reconsider and the Effects of Refusals on Results

Marjorie Connelly, Janet Elder and Deborah Hofmann, The New York Times

This paper explores some of the typical reasons people refuse to be interviewed over the telephone. It addresses the more effective techniques being used to convince reluctant or hostile respondents to complete the surveys upon re-contact. It also describes who the converted refusals are: whether they differ demographically or attitudinally to any significant degree from the respondents who complete the survey on the initial contact. Data from New York Times/CBS News polls from 1986 through 1989 are examined for the effect of converted refusals on key demographics as well as presidential approval and party identification.

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10:45 A.M. - 12:15 P.M. Friday

CULTURES IN CONFLICT AROUND THE WORLD

Developing a Multi-Party Democracy in Estonia

Andrus Saar and Livi Joe, Mass Communication Research and Information Center, Tallinn, Estonia

Nurturing the polity in the Baltic Republic of Estonia during the brief period of Glasnost has been an experiment in democratization. Of the 1.3 million inhabitants, a mere 63 percent are Estonian, the remainder a mixture of Russians, White Russians, Ukrainians, and others serving as imported labor in the industries which have been centrally planned and run from Moscow.

Surveys taken yearly from 1984-85 to 1989 show trends in what concerns all the people. Protecting the environment has grown steadily as a major concern, while developing relations between nationalities has declined, and national defense has ceased to be a concern at all.

Differences of opinion occur between the Estonian and non-Estonian sample on all questions dealing with quality of life. More recent data examines party preferences.

Contact: Liivi Joe, 2 Fernwood Drive, Bolton CT 06043, 203-649-7169

American Jews and Israel: After the Intifada

Steven M. Cohen, Queens College and Sid Groeneman, Market Facts, Inc.

The Palestinian uprising ("intifada") in the West Bank and Gaza territories -- and Israel's response -- have generated enormous controversy among American Jews, who, as a group, have previously been consistent strong supporters of Israeli security actions and policies. Based on surveys conducted before and after the onset of the intifada, this analysis indicates: (1) Many American Jews were disturbed by Israel's handling the intifada (even more were upset with a perceived bias in the media's coverage of the events); (2) An increasing number worry about the long-term effects of the occupation on Israeli democracy; (3) Most view the PLO as a terrorist organization and remain distrustful of PLO/Arab intentions; (4) A plurality of U.S. Jews believe that the Palestinians have a right to a homeland on the West Bank and Gaza, provided it does not threaten Israel; (5) Compared to before intifada, a significantly greater proportion now favors Israel offering territorial compromise in exchange for a peace agreement. Although the shifts in sentiment have been relatively modest so far, observed generational differences among American Jews and a decline in support for Israel by Americans generally could foreshadow further changes ahead.

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Attitudes to America, Americans, American Foreign and Defense Policy and to American Multinational Companies in Britain

Robert M. Worcester, MORI, London

The British public is concerned about the actions of the American government - and has been for some years. While they like Americans as people, like the idea of a holiday there, and (especially industrialists) think that the British have a great deal to learn from America, American governmental policy over the past decade and, more importantly, President Reagan's rhetoric and style of expression did not go down well in Britain with the British, no matter the cosy working relationship the British Prime Minister Mrs. Thatcher enjoyed with the former American President.

America's embargo over the Soviet pipeline, the insistence on independent control over cruise missiles, the American government's 'even-handedness' during the early days of the Falklands, the way the American invasion of Grenada was carried out, the Westland Helicopter affair, the Libya bombing,

et al., didn't help.

But things are on the upturn, and it may be that a friendly, if not as close a working relationship, between President Bush and Mrs. Thatcher coupled with events in East Europe may restore the Special Relationship.

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Using Mass Media to Modify Racist Stereotype Beliefs

Robert J. Donovan and Susan M. Leivers, Donovan Research, Perth, Australia

This study was a pilot study in a small country town in Australia, to determine the feasibility of using the mass media to modify beliefs underlying racial discrimination against Aboriginals. The three main areas of concern were discrimination in employment, housing, and access to entertainment venues. After qualitative research, it was decided to focus on the area of discrimination in employment. A mass media campaign was developed utilizing both paid advertising and publicity, centered around the concept of an Aboriginal Employment Week. The campaign ostensibly was designed to encourage Aboriginals to seek employment and, at the same time, to encourage the community in general (including employers), to give Aboriginals seeking employment "a fair go". However the major aim of the campaign was an attempt to neutralize some of the negative beliefs about Aboriginals and employment. The specific stereotypical beliefs targeted with respect to Aboriginal employment were: (1) very few Aboriginals hold jobs; (2) most Aboriginals who hold jobs hold them for a very brief period of time; and (3) most Aboriginals who do hold jobs hold unskilled rather than semi-skilled or skilled positions. A pre-post independent samples design was used. The results showed significant changes in beliefs about the proportion of Aboriginals in paid employment and in the proportion of employed Aboriginals remaining in a job for an extended period of time.

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10:45 A.M. - 12:15 P.M. Friday

LINKAGE OF PUBLIC OPINION, POLLS, AND PUBLIC POLICY

Setting the Congressional Agenda: The Public Didn't Do It

Ann N. Crigler, University of Southern California

This paper examines the relative influences of the public, the media and Congress itself in determining the holding of hearings on Capitol Hill. Monthly time series data on the agendas of public opinion, mass media, and Congress have been collected for ten of the most important problems facing the United States during the post World War II period. A time series analysis of the agendas of Congress, media, and public opinion indicates that the same issues are not always of the same importance at the same time for the three

groups. Representation by the Congress of public opinion on the ten issues examined is dominated by legislative insulation, leadership, and public influence in exchange with Congress, rather than by public influence over Congress. Congressional committees do respond to public opinion, but in a reciprocal way rather than in a simple following of public priorities. Media agendas, on the other hand, tend to follow or interact with rather than lead the other agendas. These findings are counter to the original conception of agenda-setting as media influence over "what to think about."

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The Dynamics of Public Opinion and Policy

Steven Farkas and Robert Y. Shapiro, Columbia University and Benjamin I. Page, Northwestern University

This paper examines the relationship over time between American public opinion and public policy on several domestic and foreign policy issues. Trends in responses to identically-worded questions asked of national samples from 1973 through 1988 are compared with measures of government action (principally spending figures) over the same period. Graphs of the data are presented and time series regression analysis using time lags is used to estimate the possible causal effects of opinion on (leading) policy, along with the reverse (policy leading opinion). The results suggest that public opinion has affected some government spending policies, notably those concerning environmental protection, space exploration, education and the drug problem. Sometimes domestic policies themselves seem to affect opinion in the manner that leads the public to oppose current policies. Somewhat different findings emerge in the cases of foreign and national security issues. Defense spending has been influenced strongly by public opinion, and monthly troop withdrawals from Vietnam tended to move in directions similar to public opinion trends toward the war. Trade with China and the Soviet Union and aid to Israel and Egypt have also changed in ways that parallel public attitudes toward those countries. However, on several of these issues, policy seems to lead opinion more often than opinion leads policy. Although the limitations of the data require caution in making casual inferences, the general correspondence between the public opinion and policy trends is impressive. The analysis confirms the need to treat public opinion as a potentially important variable in studies of the policy making process.

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Objectivity in a Political Environment: Public Policy Surveys for the U.S. Congress

William A. Eckert and Mark S. Vinkenes, U. S. General Accounting Office

A frequent user of surveys for public policy research is the U. S. General Accounting Office (GAO). GAO is an agency that functions as a primary researcher and policy advisor to the U. S. Congress. A number of factors

shape the design, use and impact of the surveys conducted by GAO. These factors result from the differences between the two organizations, their goals and structures, and how they interrelate. Congress is an expressly political organization. It is organized along political or party lines, and responds to stimuli that are myriad and often parochial. By contrast, the GAO was created to be distinctly apolitical. In fact, it can only be of value to the Congress as a policy researcher and advisor if it maintains its integrity as an independent and apolitical organization. But, the GAO is funded by and does work at the request of Congress.

An example of how these organizational dynamics affect the design, use and impact of public policy surveys can be seen in GAO's study of Veterans Administration Medical Centers' (VAMACS) infection control practices. While this study began as a legislatively mandated routine review, political interest increased as a result of the AIDS epidemic.

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The Use of Public Opinion Polls in Federal Policy Making

Christopher Arterton, The Graduate School of Political Management, and Wendy O'Donnell Ballinger, The Ford Hall Forum

The number of polls circulating in the Washington community has increased dramatically over the past two decades. This paper reports upon a study conducted at Harvard's Institute of Politics and funded by The CBS Foundation. Relying primarily upon elite interviews, the research examined the ways in which the growing availability of survey data (both public and proprietary) affects the decisions and behavior of Federal policy makers.

The authors argue that, on the most global level, polls have become an increasingly important factor in policy making, joining a roster of other influences which impinge upon policy. The surge of polls since 1975 can best be interpreted as an aspect of a broader trend toward more direct communication between political officials and the citizenry, a trend which includes more extensive news coverage, more extravagant public relations, and enhanced mobilization of pressures from the grassroots.

For policy makers, poll data can be a positive factor both in designing policies to meet social needs and in designing strategies to achieve political victories in policy making. Abuses are certainly possible when polls are contrived so as to mislead. However, polls neither dictate policy choices to the policy makers nor can they be ignored by the politicians.

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2 P.M. - 3:30 P.M. Friday

EFFECTS OF RACE IN THE 1989 ELECTIONS IN NEW YORK CITY AND VIRGINIA

Methodological Problems in Election Polls for the 1989 Mayoral Race
Andrew Kohut, Princeton Survey Research Associates

Measurement error has most often been discussed as the reason polls do not accurately measure levels of candidate support in bi-racial elections. After the 1989 difficulties in Virginia and New York City headlines proclaimed "they lied to the pollsters." Undoubtedly, race of interviewer effects, and other kinds of response error play a role in this problem, but differential sample completion rates may deserve more consideration.

In New York City in 1989 both pre-election and exit polls overstated the Dinkins margin. Exit polls used confidential questionnaires and the Fox and Newsday pre-election Gallup surveys monitored race of interviewer effects, which proved to be minimal.

However, analysis of sample completion rates suggest that the kinds of people who refuse surveys are less tolerant of both racial minorities and surveys. Older, less well educated whites showed considerably more support for the white candidate, Giuliani, and the lowest completion rates by far.

The demographic weighting to account for differential completion rates typically used in opinion surveys may be inadequate. Respondents in low completion rate "cells" may be more tolerant than those who refuse surveys.

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2 P.M. - 3:30 P.M. Friday

ADVERTISING, PUBLIC RELATIONS AND EMPLOYEE RESEARCH: LESSONS FROM PAST EXPERIENCE

The Concentration of Research Power
Leo Bogart, Columbia University

Enormous social, political and cultural consequences follow the concentration of power which has increased in manufacturing, retailing and the advertising agency business. A similar concentration has occurred in the field of market research, of which survey research is only one aspect. This has shifted goals and operating methods, changed client needs and expectations, and increased the tension between the business and professional aspects of research practice.

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Corporate Employee Research

Myron Emanuel, Myron Emanuel/Communications, Inc.

Employee research has traveled a rough and rocky road from the 1940s to the present, from management's suspicion and cynicism about the value and validity of such research to fairly widespread acceptance of its value and worth.

As corporate management struggles mightily to improve profitability, fight off foreign and domestic competition, improve quality and productivity and serve its customers better, it sees its employees playing a key role in all of these activities. Thus, the intense curiosity and interest in what employees think and feel about the organization and how committed they are to its success, and, more significantly, how well two-way communications are happening in the organization.

The result, at least as far as the larger companies and non-profits are concerned, are one or more of the following: employee attitude surveys, opinion polls, climate studies, readership studies, communication audits.

The methods used involve all the traditional ones: "check-off" questionnaires, individual interviews, focus group discussions, telephone surveys. Our most recent experience shows, perhaps surprisingly, a real interest in focus group discussions--even to the elimination of the statistically-based surveys.

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2 P.M. - 3:30 P.M. Friday

FRONTIERS IN THE AUTOMATION OF INTERVIEWING

CAPI: Advantages and Disadvantages

Reginald P. Baker, NORC

This paper summarizes what is currently known about computer-assisted interviewing (CAPI), its advantages and disadvantages. It overviews research on CAPI by U.S. Government agencies, at a number of European statistical agencies, and in university-based research organizations. The paper focuses on four main areas of concern: interviewer acceptance, respondent acceptance, impact on data quality, and costs.

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Future Developments in Computer-Aided Personal Interviewing

Joseph Curry, Sawtooth Software

Thus far, the development of Computer-Aided Personal Interviewing (CAPI) has been limited almost exclusively to the automation of paper-and-pencil data collection tasks - doing what we have done before, but using PCs to do it. In the near term, CAPI will continue to evolve along these lines. More disk-based mail surveys will be conducted as the incidence of PCs in business and at

home continues to increase. Clipboards will start to disappear in favor of low-cost, notebook-size computers. In the longer term, as the job of automating the basics is completed, attention will most likely shift to having computers perform interviewing tasks we couldn't do before: dynamic alteration of a questionnaire during its administration, accessing database information in the course of an interview, and adding sound and video interactively to a questionnaire. Multimedia, which combines sound and full-motion pictures with text and graphics, promises to be one of the most important new PC technologies for building these innovations. Overall, future developments will make CAPI more accessible to researchers and more engaging to respondents, enabling us to ask questions we could not ask before.

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State of the Art Overview

Charles Palit, University of Wisconsin

This paper deals with the development of computer assisted data collection methods for the collection of social and economic data. Both self administered data collection methods and personal interviewing methods will be discussed.

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4 P.M. - 5:30 P.M. Friday

CONJOINT ANALYSIS AND CORRESPONDENCE ANALYSIS

Multiple Paired Comparisons in Public Opinion Research

Irving Crespi and David Luery, Total Research Corporation

Preference among alternative public policies normally involves assessments of the perceived pros and cons of each, that is, some kind of (at least implicit) trade-off. Conventional polling, which follows a pseudo-election model does not explicitly concern itself with trade-offs. Instead, it seeks no more than a measurement of how many endorse each policy, making it very difficult, if not impossible, to analyze the dynamics of public opinion formation and change.

Modern psychometric theory offers several useful means to measure preference in a trade-off context. One of them, full profile conjoint (fpc), is not typically suitable for telephone interviewing, the standard method for polling public opinion. Furthermore, fpc is appropriate when different levels of a treatment are to be tested. Multiple paired comparisons (mpc) provides a feasible alternative. A series of alternatives -- such as purposes, concerns, or policies -- are presented in a forced choice format that is suitable for telephone interviewing and that does not require differing treatment levels. The forced choice means that respondents must make trade-off in types of decisions or judgments. If the number of comparisons is too great to be readily administered to a single respondent, a fractionalized design can be used. An

algorithm transforms the raw mpc preference data into ratio-scaled preference scores. That is, the mpc score is a measure of the preference (or importance) that is accounted for by each tested concept.

The difference between mpc and convention polling is illustrated by two surveys on how to treat domestic violence offenders.

Contact: Irving Crespi, Total Research Corporation, 5 Independence Way, Princeton, NJ 08540, 609-520-9100

Uses and Abuses of Correspondence Analysis

Betsy Goodnow, Market ACTION Research Software Inc., and Ken Warwick, Kenneth Warwick and Associates

Correspondence analysis is riding the crest of the new wave in marketing research, the graphic display of research results. This new approach to perceptual mapping merges row and column percents so they correspond visually. The MapWise approach summarizes relationships among and between all types and virtually any number of categories by their actual proximity on a scattergram. Abuses in using correspondence analysis usually result from errors in sampling respondents, classifying categories, or presenting results. The validity test determines if the sample size is sufficient. Attributes which are highly correlated with the research objective should be classified as active categories and the others would be overlaid on the solution as passive categories. Most errors in presenting results occur because the axes of the correspondence map are not scaled relative to their power. This article demonstrates how to use correspondence analysis for competitive positioning, image tracking, market segmentation, new product development, scenario analysis, and goal setting. Correspondence analysis can be used for virtually any research concerned with association. Its flexibility is only limited by the imagination of the researcher.

Contact: Betsy Goodnow, 1422 W. Main St., Peoria, IL 61606, 309-677-3299

Trade-offs in Research Design - Conjoint and Choice Models and Sampling Issues in Business-to-Business Research.

Victor Crain, Unisys Corporation

Much current literature focuses on the applications of new research techniques to the analysis of business problems. Some of the techniques to be discussed include full profile conjoint, adaptive conjoint, and choice models, and their variations.

Typically, these procedures can produce substantial insight into customer behavior, if applied appropriately. Examples of the use of these procedures in both surveys and focus group environments will be shown. Usually, the main drawback associated with these procedures is cost.

This focus on costs is unfortunate at best. The main issue in the application of these techniques should be data quality. The researcher planning a project must recognize a tension between "question precision" and "sample precision", and that the choice of approach involves an explicit trade-off between types

of accuracy. The researcher's choice must depend on the market and topic under investigation. Certain topics may require one of these more advanced questioning procedures in order to derive an effective measure of value/market response.

The paper will discuss research quality issues associated with full profile and adaptive conjoint procedures, as well as several procedures designed to simulate trade-off approaches in telephone interviews.

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4 P.M. - 5:30 P.M. Friday

TESTING THE "SPIRAL OF SILENCE" EFFECT

Using the "L-Word" in Public: A Test of the Spiral of Silence in Conservative Orange County, Calif.

Cheryl Katz and Mark Baldassarre, University of California, Irvine

This study investigates the willingness of newspaper survey respondents to be re-interviewed by a reporter as a new test of the spiral of silence theory. Three random telephone surveys (N = 1,815) were conducted in conservative Orange County, Calif. at different time points during the 1988 presidential election. Two hypotheses from the theory were not supported: both those holding minority political positions and those whose views were losing minority political positions and those whose views were losing favor over time were no less willing to speak out than others. However, a "hard core" group with strong political opinions was more willing to be re-interviewed right before the election. In addition, the results replicate earlier studies that found women, older residents and lower income respondents less willing to speak out. The implications of the current study for the spiral of silence are discussed, as well as future applications of this unique method for testing the theory.

Contact: Mark Baldassarre, Program in Social Ecology, University of California, Irvine, CA 92717, 714-856-4252

The Abortion Issues: Framing, Media Use and Speaking Out

William J. Gonzenbach, University of North Carolina

This exploratory study attempts to determine the relationship between various framings of the abortion issue and opinions about the legality of abortion, media use and willingness to speak out about the issue as presented in Elisabeth Noelle-Neumann's Spiral of Silence Theory. We conclude that individuals have three framings of the issue based on a matrix of responses to questions about whether respondents view abortion as a woman's personal decision, a violation of the rights of the unborn and a violation of God's law against murder. We categorize the three dominant groupings as Pro-Choice (32 percent), Pro-Life (26 percent) and Conceders (32 percent) -- those who accommodate a basically Pro-Life position on the rights of the unborn and murder to a Pro-Choice position on abortion as a woman's personal decision. Second, a statistically significant relationship exists between positions on

abortion and opinions about the legality of abortion. Third, a statistically significant relationship does not exist generally between opinions about the legality of abortion and media use; however the results indicate a pattern though rarely statistically significant and highly speculative, that those who expose themselves to the media are less entrenched in the extreme positions. Finally, we find little support that a relationship exists between the positions on abortion and the respondents' willingness to speak out about their positions given their evaluation of perceived public support for their position.

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Measuring Opinion Movements Caused by Majority Opinions

Edouard Cloutier and Richard Nadeau, Universite de Montreal, Jean Guay, Universite d'Ottawa, and Guy Lachapelle, Concordia University

Postulating that opinions do change, an experimental panel methodology is used to test two hypothesis: (1) perceptions of majority trends in opinions can cause opinion change both toward and away from the perceived majorities; (2) opinion changes are more likely to occur when inter-item association is weak.

Four randomly selected groups of subjects are differently stimulated about majority opinion trends on the second wave of the panel. An unstimulated control group permits the measurement of non experimentally induced opinion movements. A second non-panelized control group permits the measurement of panel effects.

Analysis takes into account: (1) limitations of opinion movements due to question formats, (2) awareness of, media exposition to, level of information about, intensity and importance of subject matter.

Data on the opinions of 1750 randomly selected subjects about abortion legislation illustrate these measurements of opinion movements.

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Media Effects on the Formation of Public Opinion: A Case Study on the Nuclear Energy Debate in West Germany

Sabine Mathes, Johannes Gutenberg University, and Rainer Mathes, ZUMA

Media effects can influence the formation of public opinion directly or indirectly. The influence of media coverage on people's opinion is defined as a direct effect. The influence of media coverage on the perception of the climate of opinion - and thus indirectly on the formation of public opinion - is defined as an indirect effect. The indirect media effects are of particular importance in the theory of the spiral of silence because they influence the willingness of people to express themselves in public.

In this study we will analyze the interrelations between television-usage and opinions on nuclear energy as well as the perception of the climate of opinion on this issue over a time-period of ten years (1976-1986). The issue "nuclear energy" was chosen because here particularly strong changes in public

opinion occurred. An extensive analysis of the press coverage in West Germany detected a more and more critical tendency towards nuclear energy from the middle of the seventies on, so we can conclude that television followed the general media tenor, and gave an overall negative presentation of nuclear energy. We assumed that people who watch much television tended towards a critical, rejecting opinion on nuclear energy and tended to perceive a favorable climate of opinion for the opponents of nuclear energy.

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4 P.M. - 5:30 P.M. Friday

RACE-OF-INTERVIEWER EFFECTS AND OTHER PROBLEMS OF POLLING IN ELECTIONS WHEN BLACK CANDIDATES FACE WHITE

Race-Of-Interviewer Effects in the 1989 Virginia Gubernatorial and State Legislature Election Polls

Scott Keeter, Virginia Commonwealth University

Race-of-interviewer effects have been demonstrated in a variety of surveys dealing with radically-sensitive topics. This paper presents evidence of race-of-interviewer effects in polling on the 1989 elections in Virginia. Pre-election telephone surveys by a number of organizations, as well as a non-secret ballot exit poll, overestimated the share of the vote eventually won by Democrat Douglas Wilder, the first black to be elected Governor in the U. S.

The Virginia Commonwealth University Survey Research Laboratory conducted several pre-election telephone polls, with a total of 1,953 respondents, including 816 who were interviewed by black interviewers. A modest race-of-interviewer effect on vote intentions for Wilder was observed among both black and white respondents. Among whites, the effect was strongest among Democrats, older individuals, and those living in the more politically conservative regions of the state. Little or no effect was seen among Republicans, and a "reverse effect" appeared among independents in the two statewide surveys.

A race-of-interviewer effect was also seen in vote intentions for a black Democratic candidate for the state legislature; the effect was strongest among individuals who could spontaneously name the Democratic candidate.

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Polls During the Past Decade in Biracial Election Contests

Larry Hugick and John Zeglarski, The Gallup Organization

The narrow margin of victories of David Dinkins for mayor of New York City and L. Douglas Wilder for governor of Virginia brought to the forefront the difficulties involved with pre-election polling. In both cases these black Democratic candidates were viewed as clear front runners and were predicted to win by comfortable margins. The major consideration not factored into the pre-election polling results was that in each case one candidate was black and the other white.

The working hypothesis of this paper is that when a black Democratic candidate runs against a white Republican candidate in a mostly Democratic area, the undecided vote will break to the Republican. Undecided voters, who tend to be white and Democratic, are reluctant to say they will vote for either a Republican candidate or for a black candidate when surveyed prior to the election. This is a dilemma for undecided voters and they are legitimately uncertain about their decision in the voting booth. In these cases the race of the candidate is more of a determinant for their decision than is the political party.

This phenomenon will be illustrated using pre-election polling data for various political contests nationally and a detailed examination of survey data for New York and Chicago mayoral races.

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The Effect of the Interviewer's Race in Political Surveys with Multiracial Candidates

Murray Edelman and Warren J. Mitofsky, Voter Research & Surveys

This paper assesses the effect of interviewer's race on black and white respondents. It presents polling data from three political contests in which there were major Black candidates: the 1988 New York presidential primary, and the Chicago mayoralty races in 1987 and 1989. The strongest effects were in the opinion and preference toward Jesse Jackson in the New York poll. For example, of the blacks that were interviewed by a black interviewer, 84 percent supported Jackson as compared with 63 percent of those blacks asked by a white interviewer. To a white interviewer blacks report more support for Dukakis and much more uncertainty about their vote. When there is racial divisiveness in the campaign, respondents are less likely to voice their vote preference to a member of the opposite race than to a member of their race. This difference can be quite striking and could have a major effect on the overall outcome of a poll.

Contact: Murray Edelman, Voter Research & Surveys, 533 West 57th Street, New York, NY 10019, 212-975-3053

Race-of-Interviewer Effects, Social Desirability Bias, and the 1989 Virginia Gubernatorial Election Polls

Steven E. Finkel and Thomas M. Guterbock, University of Virginia

All published pre-election surveys of the 1989 Virginia gubernatorial contest overestimated the vote share of the black candidate and eventual victor, L. Douglas Wilder. We offer a "social desirability" interpretation of the polls' inaccuracies, and hypothesize that claiming support for Wilder was the socially desirable response for some whites, especially when the interviewer was black. We show a race-of-interviewer effect on the vote intention of white respondents of 8 to 11 percentage points in a pre-election survey of Virginia voters. The effects were greater among white respondents with more conservative racial attitudes, and among whites who were more uncertain of their vote intention. We discuss the implications of these findings for race-of-interviewer research, and for improving the accuracy of pre-election forecasts in contests with black and white opposing candidates.

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4 P.M. - 5:30 P.M. Friday

SURVEYS OF DISABLED PEOPLE AND DISABILITY

Designing a National Survey of Persons with Developmental Disabilities

Susan A. Stephens, Mathematica Policy Research, Inc.

This paper describes the survey design for a national survey of persons with developmental disabilities, that is, with physical or mental impairments which occurred or were manifested in the developmental period (usually defined as prior to age 22) and which significantly affect functioning in major life areas (such as communication, mobility, learning, self-care, and independent living). Estimates of the prevalence of persons with developmental disabilities available from current national statistical databases are limited by sampling designs and instrumentation that are not designed for this specific population. The proposed survey design had to address a number of important methodological issues, including developing a comprehensive frame, screening large numbers of persons for evidence of potential developmental disability, and administering a detailed questionnaire to persons with severe cognitive, sensory, and/or physical impairments. The paper discusses these issues in detail and presents the design developed to maximize the utility and quality of the data and the feasibility of survey operations.

Contact: Susan A. Stephens, MPR, P.O. Box 2393, Princeton, NJ 08536, 609-275-2331

Determinants of Limitations in Activities of Daily Living Among Disabled Veterans

Stephen J. Dienstfrey, Department of Veterans Affairs

This paper is based on data from the 1987 Survey of Disabled Veterans. The survey instrument contained a series of questions asking the 9,900 respondents -- all of whom receive disability compensation for one or more service-connected conditions -- if they were limited in nine activities of daily living (bathing, dressing, eating, toileting, etc.) and eight independent activities of daily living (cooking, shopping, managing money, light housework, etc.). Responses to these questions are analyzed against age, the combined degree of disability as awarded by VA, and a diagnostic classification as determined by the primary disability.

Contact: Stephen J. Dienstfrey, Strategic Planning Division (043), Department of Veterans Affairs, 810 Vermont Avenue N.W., Washington, DC 20420, 202-233-6811

What's Really There? Economic Consequences of Traumatic Spinal Cord Injury

Thomas E. Stripling, Paralyzed Veterans of America

Traumatic spinal cord injury (SCI) is a catastrophic event, paralyzing movement, uprooting lives, and imposing crushing costs far beyond the ability of the victim to meet without assistance. The goal of this three year study was to estimate the direct and indirect costs of SCI for the individual, the family and society. Direct costs include hospitalization, physician visits, prescriptive and non-prescriptive drugs and supplies, adaptive equipment, personal assistance, housing, transportation, and others. Indirect costs involve lost wages and earnings and lost opportunities. Societal costs include transfer payments, lost revenues and public/private supports. This presentation will focus on methodological issues concerning sampling strategies, personal interviews, estimation of prevalence, and calculation of costs.

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Response Rates by Type of Disability: Results of 1989 Survey of Disabled Veterans

Timothy L. Jones, Kramer & Associates, Inc., and Albert C. E. Parker, The Mayatech Corporation

The Survey of Disabled Veterans, conducted from July 1988 to May 1989, included in-person interviews with veterans of military service receiving disability compensation from the U. S. Department of Veterans Affairs. A nationally representative sample of 21,369 such veterans was fielded to attain the 9,911 completed interviews. The sample was stratified by five categories of primary disability, including four types of physical disability and one category for psychiatric disabilities, as well as by five categories based on the degree of disability, yielding a 25-cell sampling matrix by degree and type of disability.

This paper discusses the location and response rates for all disabled veterans and for each of the 25 sample cells, with further analysis by socio-demographic variables such as age, sex, SMSA/non-SMSA, and geographic region for both respondents and non-respondents, including those not located. The results provide detailed information about the relative difficulty of obtaining face-to-face interviews with persons having disabilities of various degrees and types, with analysis by other key factors such as age. Categories of sample disposition include completions, proxy interviews, refusals (personal vs. proxy), unable to contact, and unavailable for interview (e.g., deceased, incapacitated).

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SATURDAY, MAY 19

9 A.M. - 10:30 A.M. Saturday

ATTITUDE STABILITY AND THE RELIABILITY OF MEASUREMENTS

Psychological Determinants of Attitude Stability and Change

Kenneth A. Rasinski, University of Chicago

The research examines the effect of two psychological factors -- schema complexity and thoughtfulness -- on attitude stability. Based upon research in social cognition, it was hypothesized that individuals who have complex issue schemas and a propensity to think about issues engage in a mental debate on issues, and may appear unstable in their attitudes depending upon where they are in their internal debate. The first study examined attitude stability in their first two rounds of High School and Beyond (a survey of high school sophomores and seniors). The second study examined attitude change among college undergraduates. In the first study, adolescent girls who reported spending a lot of time thinking alone or daydreaming showed more instability in their attitudes about women's roles than other girls. In the second study, respondents who reported thinking a great deal about selected issues, but who were also conflicted in their views, reported more attitude change than those who were thoughtful but not conflicted.

Contact: Kenneth A. Rasinski, NORC, 1155 East 60th Street, Chicago, IL 60637, 312-702-1500

The Impact of Verbal Labeling of Response Alternatives and Branching on Attitude Measurement Reliability in Surveys

Jon A. Krosnick and Matthew K. Berent, Ohio State University

This research assessed whether verbal labeling of response alternatives and branching formats improve the reliability of survey attitude measures. Respondents in two telephone surveys, one self-administered survey, and one face-to-face survey were interviewed on two occasions separated by between one and three months and were randomly assigned to receive either fully-labeled/branching or partially-labeled non-branching attitude measures during both interviews. As expected, the reliability of the fully-labeled/branching questions was greater than that of the partially-labeled non-branching questions. It appears that this difference is fully attributable to the effect of the branching format rather than to the verbal labels *per se*. This suggests that survey researchers should employ branching formats in attitude questions whenever possible in order to maximize reliability. These findings also contribute to a growing literature calling into question the widely-held belief in political science that political party identification is more persistent over time and more psychologically consequential than citizens' attitudes toward government policies.

Contact: Jon A. Krosnick, Department of Psychology, Ohio State University, 1827 Neil Avenue, Columbus OH 43210, 614-292-3496

"No Opinion Filters and Attitude Reliability"

McKee J. McClendon, University of Akron, and Duane R. Alwin, University of Michigan

Many survey researchers believe that the quality of answers to attitude questions may be improved by using no opinion filters to remove those responses that are not based on true opinions. As one aspect of data quality, it is important to determine if the reliability is greater for filtered questions. The definition of reliability used in this paper corresponds to internal consistency measures which utilize multiple indicators from cross-sectional data, such as Cronbach's alpha. Using split ballot experiments from two telephone surveys of the Akron metropolitan area, LISREL is used to estimate the effect of filtered questions on the reliability of items from Srole's anomia scale, Rosenberg's self-esteem scale, and a scale of attitudes towards lawyers.

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9 A.M. - 10:30 A.M. Saturday

ANALYZING THE CONTENT AND EFFECT OF MASS MEDIA

News Coverage of Abortion, Public Opinion and Statistics: Are They Related?

Juliet Dee, Douglas McLeod, Elizabeth Perse, Nancy Signorielli and Margaret Crohan, University of Delaware

Despite the fact that abortion is a prominent issue in our society, media coverage of abortion has been a relatively neglected area of study. Communication theories of newsmaking point out that media coverage is related to real world events (e.g. statistics, elections, court proceedings) and the expressions of public opinion. This study follows along these lines examining the amount of abortion coverage in two newspapers, real world statistics and public opinion in relation to abortion. Specifically, the paper examines (1) if media coverage of abortion is responsive to presidential elections and (2) if media coverage of abortion is related to expressions of public opinion.

The paper examines, using newspaper indices, how much coverage The New York Times and The Washington Post have devoted to abortion between 1970 and 1988 and links that coverage to real world indicators of abortions (numbers of abortions performed each year) as well as indicators of public opinion such as the NORC General Social Surveys and Gallup Polls. It also examines some of the factors that continue to impede research in this area.

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Stability of Attitudes, Media Coverage, and Indifference to Labor Unions

Diane E. Schmidt, Southern Illinois University

According to the literature on political and social cognition, the most likely source of attitude change is exposure to new or different information. Media coverage of events is an example of a readily available source of new information. While much has been written about changes in attitudes, few studies examine shifts from no opinions. This study examines aggregate shifts in no opinion responses about labor unions as a case in point. Using data collected from a content analysis of the New York Times and Gallup poll survey results, changes in the percentage of no opinion responses are examined as a function of changes in news coverage about labor unions. By doing so, this study re-examines the debate about attitude stability and the agenda-setting role of the media. The results of this study suggest that from 1946-1985, media coverage of labor unions had its greatest impact on individuals who have no sympathetic ties to unions.

Contact: Diane E. Schmidt, Department of Political Science, Southern Illinois University, Carbondale, IL 62901, 618-453-3184

Testing of Bandwagon and Underdog Effects Via Fabricated News Stories

Paul J. Lavrakas and Kathy L. Schenck, Northwestern University

The paper reports an experimental study testing possible bandwagon and underdog effects. Past research has approached the topic as if there might be one effect or the other in a given election. We reason that the two possible effects should be conceptualized and, thus, tested as separate phenomena--both of which might occur during the same election. Our study employed a within-subjects-design to test the possible occurrence of both phenomena. Using samples of students and the public, respondents read a fabricated "feature" story about two candidates for a mythical primary election. The story's writing style, content, and layout simulated the type of article the public is familiar with in daily newspapers. After reading this "news," respondents made several judgments about their likely support of each candidate. Next, each respondent read one version of a second fabricated news story that reported further coverage of the election campaign, including the results of a public opinion poll showing public support towards each candidate. After reading the second new story, respondents made judgments about their likely attitudinal and personality measures. Both bandwagon and underdog effects were identified, along with significant correlates identified through multiple regression analyses.

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Pessimistic Rumination in Popular Songs and Newsmagazines, 1890-1990, as a Predictor of Socio-Economic Trends

Harold M. Zullow, Rutgers University

Psychological characteristics which put individuals at risk for depression and poor achievement were assessed for their annual prevalence in American popular culture. The lyrics of the 30-40 most popular songs of each year since the 1890s, and the weekly cover captions of Time and Newsweek since the 1950s, were content-analyzed for : (1) pessimism vs. optimism of casual attributions for problems, and (2) rumination about problems. High pessimistic rumination ("PessRum") correlated with subsequent economic recession and increased suicide rates. Since the 1950s it has also led decreases in consumers' optimism, as measured by the University of Michigan and Conference Board nationwide surveys. Societal trends in PessRum are proposed, therefore, as a non-economic source of variance in consumer expectations and hence economic change. PessRum also predicted decreases in the president's public approval ratings, but this correlation was reduced by controlling for intervening economic conditions. Finally, PessRum correlated with various indicators of the scope of public concern-vs.-complacency about politics. Possible causal relationships among these variables are discussed in light of: (1) Katona's expectation-based theory of the economic recession; (2) Durkheim's theory of the economy-suicide correlation; and (3) Schattschneider's theory of the scope of political debate. It is proposed that content analysis of popular culture, a technique favored by public opinion researchers in the 1940s and 1950s (e.g. Adorno & Lasswell), can be used fruitfully in conjunction with data such as vital statistics and public opinion

surveys to study psychological trends in society. A model of attitude diffusion is presented to account for how the public's optimism changes.

Contact: Harold M. Zullo, 30 College Avenue, New Brunswick, NJ 08903, 201-932-6941

9 A.M. - 10:30 A.M. Saturday

NEW DEVELOPMENTS IN MAIL SURVEYS

Impact of Anonymity in Mail Surveys

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

In surveys on sensitive subjects, respondent anonymity as well as confidentiality is often urged. In the case of mail surveys, this means the elimination of respondent IDs, as well as name, address and other identifiers from the questionnaire. This is supposed to yield higher response rates and greater item validity on potentially sensitive questions. However, the receipt of anonymous questionnaires makes follow up efforts less efficient. Moreover, additional mailings confound valid estimates of response rates because multiple responses may be received from the same respondent, particularly if the sampled units are organizations, not individuals.

A 1989 survey conducted by SRBI of large employers (1,000+) on the subject of employee and job applicant screening for the Office of Technology Assessment provided a test for the efforts of anonymity on mail surveys on sensitive subjects. Survey respondents were asked to leave a peel-off label with their ID on the questionnaire when they returned it, so that duplicate mailings could be avoided unless that would make it impossible to reply honestly. The results using this approach are compared with a 1982 survey conducted among the same population on the same subject using total anonymity. The paper examines willingness to participate without anonymity; differences in response rate; reporting of sensitive behavior; and multiple responses by method.

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AIDS-Related Knowledge and Attitudes: A Survey of College Students

Neil W. Henry and Judith B. Bradford, Virginia Commonwealth University

During the spring of 1989 we carried out a mail survey of undergraduates at 4-year colleges in Virginia. The goal of the survey was to provide information about the knowledge that Virginia students have about AIDS, as well as their attitudes and opinions concerning the spread and control of HIV. Questions were also asked about sexual behavior known to be related to risk of contracting the AIDS virus. The survey was one in a series conducted as part of the Virginia Statewide AIDS Needs Assessment and resulted in a report to the Virginia Department of Health, Office of Epidemiology.

A two-stage cluster sample was used. At the first stage institutions were selected with probabilities proportional to size, and at the second students

were selected at random from lists provided by the school or from published student directories. Twelve of the 40 colleges in the state were represented, with a minimum cluster size of 200. Questionnaires were personally addressed and accompanied by an individualized letter explaining the sponsorship and purpose of the study. A postcard reminder was sent to everyone, and a replacement questionnaire to those who had not responded within three weeks. A total of 3,400 questionnaires were mailed, and 2,121 were returned for a gross response rate of 62.4 percent. The net response rates from individual colleges ranged from 51.6 percent to 72.9 percent, with the three lowest rates coming from the schools for which the directories had been used.

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Modifying the Total Design Method for Mail Surveys for a Special Population and Personal Delivery Situations

Gary E. Machlis, University of Idaho, and Don A. Dillman, Washington State University

An effort to extend Total Design Method (TDM) mail survey procedures to the situation in which potential respondents are personally handed a self-administered questionnaire and asked to return it by mail at a later time, is reported in this paper. The procedures were tested in people's evaluations of their visits to national parks. The standard procedure of simply handing people a questionnaire when they arrived at the park and paid the entry fee has obtained typical response rates of 31-42 percent. The TDM-based experimental procedure reported here involved giving special attention to the park visitors selected to fill out the questionnaire and asking three brief questions followed by a request for an address in order to send them a thank-you for completing the questionnaire. The sequences of requests involves utilization of social exchange and foot-in-the-door principles. Application of these procedures in four national parks produced response rates of 84.1 to 87.0 percent. The procedures appear to be applicable to many other questionnaire self-delivery situations.

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The Impact of a Sponsor Letter on Mail Survey Response Rates

John M. Kennedy, Indiana University and Thomas E. Pinelli, NASA Langley Research Center

In this paper, we describe the impact of two interventions in the design of mail surveys. The interventions were devised to increase response rates and to clarify sample eligibility. To test their effectiveness, the interventions occurred at different points in each of three surveys. One intervention was a letter from the research sponsor (the National Aeronautics and Space Administration) supporting the research. The other intervention was the inclusion of a postcard that could be used by the respondent to indicate that the questionnaire was not appropriate for him/her.

The sample was drawn from the membership of a professional aerospace research society - the American Institute for Aeronautics and Astronautics. Scientists and engineers are difficult to survey for two reasons. First, there are significant problems with the definition of scientists and engineers. Second, typically there are low response rates in surveys of this group. These two problems were found in the NASA surveys.

The results indicate that the sponsor letter improved response rates under certain conditions described in the paper. The postcards assisted in identifying non-eligible persons particularly when they accompanied a pre-survey letter. The implications for survey costs are discussed.

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10:45 A.M. - 12:15 P.M. Saturday

NEW DEVELOPMENTS IN TELEPHONE SURVEY METHODS

Assessing Telephone Sample Designs That Use Counts of Numbers to Improve Efficiency

James M. Lepkowski, University of Michigan, Clyde Tucker, Bureau of Labor Statistics and Robert M. Groves, University of Michigan and the U.S. Bureau of the Census

A common telephone sample design (Mitofsky-Waksberg design) selects clusters of numbers with probabilities proportional to the number of working household numbers in the cluster, despite the fact that this number is not known at the time of selection. The advantage of this procedure is a reduction in the number of nonresidential numbers chosen in the sample; the disadvantage is a required replacement step for sample numbers found to be nonresidential. This replacement scheme leads to reduced response rates in surveys conducted with a short interviewing period and indeterminacy in probabilities of selection. This paper evaluates PPS sampling of clusters of telephone numbers with a known measure of size -- the number of listed telephone numbers in the cluster. If these measures are highly correlated with the total count of residential numbers, then similar proportions of residential numbers might be achieved in the sample without the disadvantages of the replacement scheme in Mitofsky-Waksberg. This paper presents an analysis of a data file dividing counts of listed numbers for all banks of 10 consecutive numbers in the United States. The data file also provides counts of numbers of duplicate records in the Donnelley frame. Counts are compared for different types of exchanges, prefixes, and 1000 series.

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Implementing a Strategic Plan for Electronic Interviewing: A "Real-Time" Learning Experience

Anne Groom, Total Research Corporation

During the last several years, survey researchers have steadily moved ahead with technological advances which automate the operational activities in the research process. Driven by the ever-pressing needs for accurate, early results and facilitated by a host of available computer-based technologies, the traditional notion of research "stages" (data gathering, data processing and data analysis) has, in many ways, become obsolete. Focusing on such presumed benefits as improved efficiency, productivity and overall savings of time and money, survey researchers have incorporated electronic technologies, particularly in the area of telephone interviewing. While CATI systems are now fairly common in the industry, computer assisted sampling information (CASI) systems are relatively new to most researchers. Autodialers, a further automation of the interview process, are just about on the cutting edge of electronic interviewing technologies. The industry, as a whole, has reached the stage where it makes sense to ask a fundamental question: Just what impact has all this automation had on efficiency, productivity and time/budget savings? Fortunately, the technologies themselves are amenable to quantitative analyses. This presentation offers a few "rules of thumb" relating to the overall impact of implementing these technologies. Based on experience, deciding where and when to implement electronic interviewing technologies is as important as knowing how to use them.

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Respondent-Initiated Computer-Directed Surveys

Eric R. Wendler, AT&T Bell Laboratories

The involvement of computers in the survey process has been expanding rapidly, going well beyond stand-alone data analysis. One aspect of this diffusion is the relatively recent introduction of computer assistance into the structured interview situation. The author has been working with a system that uses a computerized interviewer and gives the respondent the power to choose when the data will be collected. This is being termed respondent-initiated computer-directed surveying. It involves telephone interviewing by a computerized interviewer that directly feeds responses (given by pressing telephone buttons) into a database. Features such as automatic branching and detection of invalid responses have been incorporated into the system. Spoken responses for open-ended questions and "other" categories are possible through links with voice-mail recording systems. Advantages and disadvantages of these types of procedures will be discussed.

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Telephone Answering Machine Messages and Completion Rates for Telephone Surveys

Robert M. Baumgartner, HBRS, Inc.

This study examines the accessibility of households with telephone answering machines to survey researchers and compares the effect of several different telephone answering machine messages on a telephone survey completion rate. The study was a RDD survey of approximately 11,500 southern California households to identify saltwater sport anglers. Among the households in which the first call attempt was unsuccessful, the completion rate, using three callbacks, was higher for households where we encountered an answering machine (47 percent) than for those households where the first call attempt produced no answer or a busy signal (37 percent). Among the 2,352 households where an answering machine was encountered, we tested the effect of three different messages left by the interviewer on the survey completion rate. The group of answering machine households that received a message was slightly more likely to complete an interview than a no-message group which served as a control group. Similarly, we were able to complete interviews with a higher proportion of anglers among the households who received one of the three messages than among the no-message group. Among the three messages, one message accounted for most of the effect.

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10:45 A.M. - 12:15 P.M. Saturday

RACIAL PREJUDICE AND THE AMERICAN POLITICAL FABRIC

Measuring Racial Attitudes: An Experiment from Louisiana

Susan E. Howell and Sylvia Warren, University of New Orleans

This research is an experiment in the measurement of racial attitudes, specifically symbolic racism. It has recently become obvious to researchers that white respondents may not be completely honest on racial matters. They may be overreporting their racial tolerance. The result will be systematic error in our racial tolerance measures. Specifically, we address the following questions: (1) Are conservative white respondents underreporting their anti-black attitudes? (2) What are the consequences of this validity problem for models and predictive power? and (3) How can we improve the validity of racial attitude items? Our central hypothesis is that inclusion of a middle category in racial attitude scales reduces the validity of the measure by allowing some white respondents to hide their more conservative opinions. We explore the consequences for multivariate models.

Contact: Susan E. Howell, Survey Research Center, University of New Orleans, New Orleans, LA 70148, 504-286-6459

Changes in Racial Attitudes Among Young Adults, 1984-1989

Charlotte Steeh and Howard Schuman, University of Michigan

The widespread, popular assumption that racism among young white adults has increased during the mid to late 1980s is subjected to empirical scrutiny using questions from the General Social Surveys and the National Election Studies. Under the condition that age effects can be treated as negligible, we evaluate the relative importance of period and cohort effects in shaping the present racial attitudes of those adults who have come of age since 1959. Hypothesizing that cohort effects outweigh period effects in the short span of six years, we outline several possible patterns of differences among cohorts that could have resulted from the impact of historical circumstances during the formative years of early adulthood. The preliminary analyses suggest that, while many patterns of cohort differences are present in the data, the most frequent is the one in which each new cohort, including those coming of age in the 1980s, becomes more, not less, liberal than its immediate predecessor. Although cohort effects do appear to be more important than period effects in the years from 1984-1989, neither accounts for as much of the variance in racial attitudes as the more traditional independent variables of education, region, and the interaction of region with education.

Contact: Charlotte Steeh, 3042 Institute for Social Research, University of Michigan, Ann Arbor, MI 48109, 313-764-8449

Societal Obligations, Individualism, and Re-Distributive Policies II: Prejudice and Politics

Lawrence Bobo and Frederick Licari, University of Wisconsin

Individualistic beliefs may provide a genuinely nonracial basis for opposition to race targeted policies. We attempt a more direct test of this hypothesis than has taken place in much of the previous research. In doing so, we seek to extend research on the interplay of beliefs about inequality, prejudice, and race related policy attitudes. The earlier paper, using data from the 1984 General Social Survey, developed a typology of respondents, distinguishing Social Collectivists (those who placed a higher premium on societal obligations than on individualism), Individualists (those who placed a higher premium on individualism than on societal obligations), and the Ambivalent (those who place about equal weight on societal obligations and on individualism). First, we attempt to replicate the typology using similar measures of beliefs about inequality from the 1986 National Election Study data. Second, we consider whether racial prejudice varies with the belief priority typology. Third, we consider whether racial prejudice carries equal consequence for the policy attitudes of social collectivists, individualists, and the ambivalent. For the 1984 GSS data, the three typology categories do not differ sharply in level of prejudice and prejudice carries equal consequence for racial policy attitudes across categories of the belief typology. The 1986 NES data provide equivocal results, in part because of weaknesses in the measures of individualism. There are few purely principled opponents of race targeted policies even though individualism is one source of such opposition.

Contact: Lawrence Bobo, Department of Sociology, University of Wisconsin, Madison, WI 53706, 608-262-1217

Race and the Democratic Party

Shoon Murray and Jonathan Cowden, Yale University

Numerous academics, journalists, and politicians argue that white Americans' racial attitudes have affected presidential elections. Results presented here call this conventional wisdom into question. Using data from the General Social Surveys and the National Election Studies, we demonstrate that whites' racial attitudes have not precipitated a shift in partisan coalitions; we also demonstrate that their racial attitudes have had a minimal impact on their voting decisions in the 1970's and 1980's.

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White Opposition to Affirmative Action: Symbolic Racism, Perceived Interests, and Antipathy Toward Government Coercion

Michael Hughes, Virginia Polytechnic Institute and State University

Although racial prejudice among whites has declined dramatically over the past forty years, white opposition to policies designed to promote racial equality has not. The reasons for white opposition to egalitarian racial policy are not well understood and a number of factors have been suggested to account for it, including (1) the persistence of old-fashioned racism, (2) symbolic racism, (3) realistic group conflict, (4) antipathy toward government coercion, and (5) adherence to traditional American individualistic values. Using opposition to affirmative action as an indicator of white attitudes about egalitarian racial policy, the research reported here shows that old-fashioned racism is basically irrelevant to opposition to affirmative action, and rather that symbolic racism, group conflict, and antipathy to government coercion are the important factors. Of these, the most important would appear to be symbolic racism, which has a strong direct effect on opposition to affirmative action, has an important indirect effect through antipathy toward government coercion, and serves as a link for the indirect effects of other variables, including perceived threat to interests, traditional American values and anti-black affect.

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10:45 A.M. - 12:15 P.M. Saturday

QUESTION CONTEXT EFFECTS AND COGNITIVE ASPECTS OF SURVEYS

Assimilation and Contrast Effects in Part-Whole Question Sequences: A Conversational Logic Analysis

Norbert Schwarz, ZUMA, Fritz Strack, University of Mannheim, and Hans Peter Mai, University of Heidelberg

A theoretical model of the emergence of assimilation and contrast effects in part-whole question sequences is presented, and experimental support, bearing on predicted differences in correlations and means, is reported. Assimilation effects are predicted when one specific question precedes the general question and the two are not assigned to the same conversational context. If both questions are perceived as belonging together, however, conversational norms of non-redundancy prohibit the repeated use of information that has already been provided in response to the specific question when making the general judgement. Accordingly, respondents interpret the general question to refer to aspects that have not been covered by the specific one. Contrast effects may emerge in that case under specified conditions. If several specific questions precede the general question, however, the general one is always interpreted as a request for a summary judgement, resulting in assimilation effects even under conditions that foster contrast effects if only one specific question is asked. The model is supported by experimental data and accounts for apparent contradictions previously reported in the survey literature.

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A Method for Identifying Cognitive Properties of Survey Items

Barbara H. Forsyth, Michael L. Hubbard and Judith T. Lessler, Research Triangle Institute

This paper describes research assessing the validity of a coding scheme that identifies characteristics of potentially problematic survey items. Survey methodologists have been applying theories and methods from cognitive science to the study of survey measurement error. Currently, cognitive research methods are used to locate potentially problematic items and to revise items, increasing the correspondence between question demands and respondent capabilities. However, many of the accepted cognitive research methods are often costly, and it can be difficult to uncover general principles that describe the diverse kinds of data. This paper describes our attempts to develop and validate a cost efficient method for studying the cognitive characteristics of survey items. We hope that the method will provide a general language for describing item characteristics and their effects on response accuracy.

Our method relies on expert judgments about item characteristics to classify individual items on several basic components. The individual codes reflect

specific hypotheses about potential processing bottlenecks and diversions that may be introduced as respondents answer survey items.

We tested the method's validity by comparing results we obtained by applying the coding scheme to NHSDA items with results obtained from "think aloud" interviews covering the same NHSDA items.

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Question Order Effects and Brand Evaluations: The Moderating Role of Consumer Knowledge

Barbara A. Bickart, University of Florida

This research examines the effect of answering questions rating product attributes on a later overall brand evaluation in a marketing survey. The mechanisms which underlie such effects for respondents varying in product category knowledge are described using an information processing perspective. An experimental telephone survey about running shoes was conducted among the general public and members of a running club. Results indicate that low knowledge respondents are unable or not motivated to retrieve attribute information from memory to compute an overall brand evaluation. Therefore, they are likely to rely on attribute information made accessible by prior questions in making a brand evaluation, resulting in carryover effects. Prior questions have no influence on high knowledge respondents' evaluations of familiar brands, but do affect their evaluations of unfamiliar brands. When evaluating unfamiliar brands, high knowledge respondents appear to discount attribute information which is low in diagnosticity, resulting in a backfire effect, but use attribute information which is high in diagnosticity, resulting in a carryover effect. This pattern of results can be explained using categorization theory. The findings suggest that brand attitudes may be multi-dimensional or non-existent in many cases. Implications for questionnaire design and attitude measurement are discussed.

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Response Order Effects in Survey Measurement: Cognitive Elaboration and the Likelihood of Endorsement

Hans J. Hippler and Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Institute for Public Opinion Research

The order in which response alternatives are presented to respondents has long been known to affect the obtained results. Theoretically, primacy effects, that is, higher endorsements of items presented late in the list, may be obtained. The present paper builds on previous suggestions by Krosnick & Alwin and Schwarz, Hippler, & Noelle-Neumann, who found that response order effects are a function of the cognitive responses that are elicited by the response alternatives. Specifically, a response alternative is more likely to be endorsed the more agreeing thoughts respondents generate while thinking about it. However, if the response alternatives are implausible, respondents should be more likely to uncover their flaws the more they think about them.

Accordingly, they should be less likely to endorse implausible response alternatives.

In summary, we predict primacy effects under a visual and recency effects under an auditory presentation format if the response alternatives are plausible, but the reverse pattern if they are implausible.

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2:30 P.M. - 4:00 P.M. Saturday

SURVEYS ON THE NATION'S #1 PROBLEM -- DRUGS

How Drugs Became the Public's Number One Problem Facing the Country

Robert Bezilla and George Gallup, Jr., George H. Gallup International Institute

In 1989, "drugs" became the issue most frequently cited by the U.S. public, including both adults and teenagers, as the most important problem facing the country. This marked the first time in the 55 years that the question had been asked that an issue other than the traditional "guns or butter" concerns topped the list of problems. This paper identifies and outlines the shifts in the climate of opinion that led the public to focus upon the issue; the roles of President Bush and "drug czar," William Bennett, in using the bully pulpit of the Presidency to draw attention to both the importance of the issue and of the poll findings themselves; and, the ensuing role of the media in creating an even more intense opinion climate.

Contact: Robert Bezilla, 100 Palmer Square, Princeton, NJ 08542, 609-924-7772

The Nature and Extent of America's Drug Problem: What We Know from Survey Research

Lana D. Harrison, National Institute of Justice

We all know that drug abuse is a significant problem in the United States. However, no single source of information provides a complete measure of the nature and extent of the problem. In fact, there is conflicting evidence from various surveys regarding trends in rates of drug use. The two major national epidemiological studies of drug use among the general population, both show a peaking in overall rates of illicit drug use in the late 1970's, with gradual decreases since. Cocaine use peaked somewhat later (mid 1980's), but has since decreased significantly. In contrast, the Drug Abuse Warning Network (DAWN) study documented a fivefold increase in the number of people admitted to emergency rooms following cocaine use, and a doubling in cocaine-related deaths between 1984 and 1988. Increases are evident for marijuana and heroin as well, although not to the same extent. Data from the Bureau of Justice Statistics' (BJS) surveys of state prison inmates show an increase between 1974 and 1986 in the numbers reporting they were under the influence of drugs at the time they committed the offense leading to their imprisonment. Further, the National Institute of Justice's Drug Use Forecasting

(DUF) study, which uses urinalysis to measure drug use among arrestees, found that cocaine use continued to increase among arrestees in several major cities between 1984 and 1988. This paper will examine the various "national" surveys on drug use in an attempt to reconcile the divergent trends reported by these different sources.

Contact: Lana D. Harrison, National Institute of Justice, 633 Indiana Ave. N.W., Washington, DC 20531, 202-724-7636

Knowledge Gaps and Smoking Behavior

G. A. Donohue, C. N. Olien, and P. J. Tichenor, University of Minnesota

A secondary analysis of Gallup surveys between 1954 and 1981 deals with whether (a) gaps in knowledge translate into corresponding differences in behavior and (b) the link between knowledge and behavior varies according to age and education. As hypothesized, gaps in knowledge about smoking and lung cancer, between high and low education groups, increased gradually but steadily from 1954 until 1977, when more than 90 percent of the high education group possessed this knowledge. In 1981, this knowledge continued to increase among the less educated, so that the magnitude of the knowledge gap decreased slightly. However, gaps in knowledge about smoking and heart disease, a more variable and less widely known aspect of the issue, continued to increase through 1981. The data support a "bounded rationality" hypothesis that, as age increases, possession of information about the health effects of smoking would become increasingly associated with non-smoking behavior. This results from (a) conflicting messages that young persons receive from the school, the family and peer groups and (b) increasingly uniform reinforcement for health messages from medical authority by the family, the media, the work place and leisure groups as one ages.

Contact: Phillip J. Tichenor, 90 COB, 1994 Buford Avenue, St. Paul, MN. 55108, 612-625-7261

Public Opinion in Drug-Plagued Neighborhoods Towards Anti-Drug Strategies

Paul J. Lavrakas and Susan M. Hartnett, Northwestern University, and Dennis P. Rosenbaum, University of Illinois, Chicago

The paper will report select findings from an evaluation research project, funded by the National Institute of Justice, studying anti-drug programs in six high-risk communities. As a part of the evaluation project, telephone interviews were conducted with heads of households in each of six target neighborhoods: in the Bronx, Chicago, Cleveland, Hartford, Oakland, and Waterloo (Iowa). In each site, sampling was done from a reverse directory in order to feasibly reach residents within the boundaries of small community target areas. (Discussion will be presented about the strengths and limits of this sampling approach and the neighborhoods.) Results will be reported about residents' opinions towards a series of anti-drug strategies that are being tried in communities throughout the country. Some of these strategies are controversial as they may violate the civil rights of suspected drug dealers and drug users. Results of our analysis on public attitudes towards these

strategies will be reported, providing information on the "factor structure" underlying these attitudes and demographic correlates with the attitudes. In addition, we will comment on the social policy implications of the findings for our nation's "War on Drugs."

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2:30 P.M. - 4 P.M. Saturday

ETHNOGRAPHIC RESEARCH ON METHODOLOGICAL ISSUES

Establishing Congruence and Control: Some Ethnographic Insights for Survey Interviewing

Matt T. Salo, Bureau of the Census

Ethnographic interviewing techniques, developed for gathering data worldwide on cultures with varying cognitive and normative orientations, may fare better than standardized survey methods in obtaining information from many hard-to-reach sub-cultural and minority populations. Ethnographic methods 1) call for more in-depth probing to establish common understandings, and 2) reduce potentially biasing effects of uncontrolled interviewer behaviors and respondent definitions of the situation. Examples of monitoring and controlling interviewer effects, and guiding respondent behaviors will be provided from the author's field research among Gypsies and the homeless.

Contact: Matt T. Salo, CSMR, Census Bureau, Washington Plaza 433, Washington, DC 20233, 301-763-7976

As Simple as One, Two, Three: Census Underenumeration Among the American Indians and Alaskan Natives

Carol Lujan, Arizona State University

This paper focuses on allegations and evidence of the United States Bureau of the Census undercount of the American Indian population. To develop a comprehensive understanding of the census enumeration process as it concerns American Indians it is important to examine previous methods, procedures and practices of the Census Bureau regarding the American Indian population. This will be undertaken by first presenting an initial overview of the unique legal and political status and relationship that Indian tribes have with the federal government. Second, actual documentation of underenumeration among various tribes will be presented. Last, reasons for the undercount will be explored.

Contact: Carol Lujan, School of Justice Studies, Arizona State University, Tempe, AZ 85287-0403, 602-965-6977

Calculating Residence: A Cognitive Approach to Household Membership Judgments Among Low Income Blacks

Eleanor R. Gerber, George Mason University

This research investigates judgments made by informants in assessing ambiguous instances of household membership. Among low-income informants, such judgments may become problematical as a result of complex movement patterns between a variety of households. Culturally specific assumptions made by informants may not match Census assumptions about where particular individuals should be counted. The effects of a conceptual distinction used by informants between "living" and "staying" in a place are analyzed. This distinction is not primarily based on permanent vs. temporary residence in terms of time. Rather it is based on (1) intentions and agreements between individuals, (2) "stability", understood in terms of expectations about where a person is most likely to return in the long run, and (3) a concept of "official address" often defined by interaction with government agencies. Using these criteria may lead informants to make judgments different from those considered appropriate by Census rules. The methods used in this research are based on cognitive anthropology. Informants were interviewed primarily about the meanings of concepts and terms. Hypothetical situations discovered in early interviews were manipulated in subsequent interviews to better understand informants' conceptual systems. Beliefs about Census confidentiality were also investigated.

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SUNDAY, MAY 20

9 A.M. - 10:30 A.M. Sunday

FOCUS GROUPS: RECENT DEVELOPMENTS IN THEIR DESIGN AND USE

Focus Groups Applied to Public Policy and Program Evaluation

Stephen K. Dietz, Westat, Inc.

Historically, focus groups have been used primarily in marketing research and new product/service testing. In recent years, focus groups have emerged as a useful tool in public policy studies and as a means of refining survey design in large evaluation studies. This paper explores the use of focus groups in public policy studies and in improving survey design, based on the author's experience on eight different government studies.

Topics include: identifying knowledgeable participants; assessing candor of participants; ability of groups to suggest program improvements; using the groups process to estimate cost and other quantitative measures; arranging "tele-focus groups" for senior officials across the U.S. who are unable or unwilling to travel; use of prepared materials (how complex? graphics vs. narrative?); and the bottom line - are public policy focus groups worth their cost?

Experience across eight different focus group studies and a wide range of groups suggest that focus groups can contribute much to public policy and regulatory analysis, and can be a valuable and economical tool for improving the design of large-scale probability surveys.

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Citizen Review Panels: A Hybrid of Focus Groups and Survey Research John Doble, The Public Agenda Foundation

In studying public opinion about issues facing the country, we have found numerous instances where people's thinking is not only complex and multi-layer, but also inconsistent, contradictory, and based on wishful thinking and misinformation. While it generates quantifiable results within a precise sampling error, survey research, especially telephone interviews, can introduce only a limited amount of new information or arguments, or make only a limited number of connections. Even serial polling, as conducted by Americans Talk Security, has its limitations. On the other hand, focus groups are useful for probing beneath the surface and helping people see inconsistencies in their thinking, as well as for introducing information, arguments and trade-offs, but the results are often best described as hypotheses, ideas generated by a method lacking the power of a larger random sample.

At the Public Agenda Foundation, we have developed a method called Citizen Review Panels that is designed to take advantage of the strengths of both methods. We have used Panels on four projects, and I will present the results of one of them -- "The views of a cross section of 420 Alabamians about prisons overcrowding and the use of alternative sentences" -- to describe the method and to illustrate its value.

Contact: John Doble, The Public Agenda Foundation, 6 East 39th Street, New York, NY 10016, 212-686-6610

Complementary Information from Survey Data and Focus Group Insights Clara Manfredi, Loretta Lacey and Richard Warnecke, University of Illinois, Chicago, George Balch, Aurora University, and Karen Allen, University of Illinois, Chicago

A survey of low SES young black female smokers was conducted to determine factors relevant to their smoking and smoking cessation behavior. Subsequently, focus groups were conducted with survey respondents to better understand the survey's results and to explore alternative factors. We present one example in which the survey and focus group results are consistent and mutually reinforcing and one example of each method leading to somewhat different conclusions.

In the first example, the survey indicated limited belief in an increased lung cancer risk associated with smoking and low perceived susceptibility to the disease. The focus groups reinforced these findings and added new insights about the reasons for the risk denial and for the low saliency of this topic to these respondents. The second example is about the perceived utility of

smoking as a factor in smoking cessation. The survey results lead one to attribute only secondary importance to this factor. By contrast, focus group participants vividly and repeatedly indicated two important reasons for smoking: 1) as an immediate coping mechanism for stressful events and difficult life conditions, and 2) as part of relaxation rituals used as respite from such stressful conditions. Respondents were very aware that these aspects of smoking served as crutches and safety valves and worried about resorting to worse alternatives if they did not smoke. Based on the above work, survey questions to better capture the above dimensions of smoking are now being developed.

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9 A.M. - 10:30 A.M. Sunday

SAMPLING, FINDING, AND INTERVIEWING RARE POPULATIONS

The Accuracy of Self-Reports to Sensitive Questions: Some Findings From Interviewing the Homeless

Pamela C. Campanelli, Matt T. Salo, Laurel Schwede and Brian Jackson, Bureau of the Census

Most survey data is obtained from respondents in a one-shot interchange and researchers have to assume that the information is accurate. Yet, social desirability, as well as other factors may play a role in respondents' answers. Interview problems are potentially magnified when one deals with the homeless population who may have significant reasons for hiding or distorting their true responses and may see little value in cooperating with an interview. Studies on the homeless, however, have used self-reported status to a series of screening questions as the basis for determining whom to interview. As part of a special Census Bureau research program to design alternative procedures for enumerating the homeless, we examined certain aspects of the accuracy question. These included the accuracy of persons' responses about where they slept last night and about whether they had been interviewed previously. Results suggest varying degrees of accuracy in homeless persons' responses. Inaccuracy appears to stem from a combination of memory/comprehension errors (e.g., respondents having different interpretations of what constituted a previous Census interview) and motivational factors (e.g., respondents realizing that claiming a previous interview released them from the current interview task.)

Contact: Pamela C. Campanelli, Bureau of the Census, Center for Survey Methods Research, Room 433, Washington Plaza Building, Washington, DC 20233, 301-763-7331

Mission Impossible: Difficult to Interview Populations

Patricia M. Henderson and O. Susan Butler, Survey Research Associates

Ten fundamental methodological steps essential to the success of a field study involving a difficult population are identified. Obstacles to overcome include locating and identifying respondents; developing and implementing workable sampling procedures; gaining cooperation from community organizations that provide access to respondents; respondent cooperation; recruiting qualified interviewers; field supervision; and tracking transient or terminally ill respondents.

A review of four studies currently under way with difficult populations reveals that thorough and careful planning at each step contributes to the success of the study. The four studies are: Patterns of Alcoholism Among Sub-Samples of Homeless Men and Women; Client Satisfaction Survey, persons with AIDS in eight cities nationwide; Risk for AIDS Among Substance Abusers and their Sex Partners; and The Hip Fracture Study, elderly population in a five-year study.

Should you accept the mission to take on studies that involve interviewing difficult populations? By all means!

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Native Americans Data Collection: Problems and Solutions in Surveying Native Americans

Audrey McDonald, Audrey McDonald Associates

Native Americans constitute a small minority, less than one percent, of the population of the United States. The problems faced in surveying this population appear on the surface to be those common to most minority populations -- representation, territory, language and culture.

This paper describes some of the issues to be considered when conducting surveys with Native Americans on and near reservations and offers some insights and solutions to problems. Native American culture is complex. English is the dominant written language; however more than 200 languages are still spoken among Native American groups. While many people can speak English, on many reservations, the dominant spoken language is a native one. Although some generalizations regarding socio-economic and cultural factors may sometimes be made, it must be remembered that Native Americans represent a culturally diverse population spread over a large geographic area. (Currently there are some 511 federally-recognized native entities and an additional 365 state-recognized tribes.)

This paper explores such issues as securing cooperation from tribal governments, sampling, listing, recruitment of Native American vs. Non-Native American interviewers and supervisors and associated training concerns. Also discussed are the operational problems of data collection in remote and/or wilderness areas, including the use of guides and translators.

Contact: Audrey McDonald, Audrey McDonald Associates, P.O. Box 7067, Princeton, NJ, 609-393-5140

Developing a Probability Sample of Prostitutes

Sandra H. Berry, Naihua Duan, and David E. Kanouse, The Rand Corporation

This study aims to develop empirically-based estimates of the size and composition of the female prostitute population in Los Angeles County, determine the prevalence of HIV infection and other sexually transmitted diseases, and to measure the prevalence of sexual and drug-related behaviors that can transmit or help prevent transmission of HIV. The goal of this study is to randomly sample, interview, and obtain blood samples from 1000 prostitutes in Los Angeles County, including street prostitutes, massage parlor workers, call girls, and others. In order to accomplish this, we need to develop several sampling strategies designed to reach women who obtain customers in different ways. These strategies include (1) a location-time approach for reaching women who solicit customers in streets and other public areas such as bars, hotel lobbies, bus stations, etc., (2) a list sampling approach to reach women who advertise in various media, and (3) a variant of the list sampling approach to reach women who find customers through personal referrals. In this presentation, we discuss how we developed these approaches and the field work that is required to implement them. We also discuss our approach to conducting the interviews and collecting blood samples.

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9 A.M. - 10:30 A.M. Sunday

ANALYZING JOURNALISTS AND THE NEWS

Armed and Dangerous Statistics: A Study of the Media's Coverage of Trends in Gun Ownership by Women

Tom W. Smith, University of Chicago

In recent years a persistent story in the mass media has been that gun ownership by women has been notably expanding. By implication and sometimes by direct statement, the increase is usually associated with the purchase of handguns for self-defense. But rather than having captured an important, emerging social trend, the media may have captured and further misinterpreted a wayward statistic. This paper examines how the media have covered the women and guns story and in particular the statistics and other evidence they have used and compares their conclusions to information drawn from the best publicly available data on gun ownership by women.

Contact: Tom W. Smith, NORC, 1155 East 60th Street, Chicago, IL 60637, 312-702-1200

Role Perceptions and Professional Norms of Journalists in a Comparative Perspective

Wolfgang Donsbach, Columbia University

This paper provides a secondary analysis of existing data from representative surveys among journalists in Great Britain, the United States and West Germany, conducted in the eighties. Its main focus is on the way journalists define their societal role and regard certain professional values. Several methodological ways of comparison are applied to the data sets from the different surveys. One of them is the construction and test of an overall causal model relating different dimensions of journalists' attitudes and norms to each other. This model reveals that a more active political role definition has different consequences for the job performance of journalists in the three countries. Whereas among U.S. and British journalists an active political role definition leads to stronger readiness to use more questionable, investigative methods of news gathering, among German journalists it leads to a stronger readiness to have their subjective beliefs influence the news reporting. The paper discusses historical and organizational reasons for these differences in the professional culture of journalists in the three countries.

Contact: Wolfgang Donsbach, 25 Claremont Avenue, #7C, New York, NY 10027, 212-678-0540

Who? What? When? Where? Why? How?: Does Routine Television News Supply Sober Answers?

Doris A. Graber, University of Illinois

The paper is based on audio-visual content analysis of 350 randomly selected nightly news stories taken from national and local newscasts on ABC, CBS, NBC, and PBS. The findings indicate that routine television news stories, contrary to what most critics allege, almost always answer the who, what, where, and when questions. However, the why and how questions that help viewers extract meanings from the facts are slighted. Lengthy, taped interviews with television news producers were used to help explain this aspect of news coverage. Audio-visual content analysis was used also to analyze the extent of dramatization used in these inherently undramatic stories. The analysis demonstrates that news story framing is deliberately dramatic even in routine stories, often at the expense of shedding light on the policy-relevant aspects of story. Again, the interviews with news producers were culled for explanations for this type of framing. Overall, the research indicates that routine television news provides more factual information than widely believed and that dramatization enhances learning. It attracts people's attention to stories that they might otherwise ignore. The data help to explain why citizens are able to answer many political questions posed by survey researchers when conventional wisdom suggests that the information supply is totally inadequate to keep them politically informed.

Contact: Doris A. Graber, Political Science, University of Illinois, Box 4348, Chicago, IL 60680, 312-996-3108

The Marriage of Journalism and Public Opinion Polling: Consequences for the Political Process

Gladys Engel Lang and Kurt Lang, University of Washington

The long-standing tie between the news industry and public opinion polling is now closer than ever. Fears have been expressed that the results, widely reported as big news, especially in connection with electoral contests, give too much attention to polls. To put the question this way, we submit, is to overlook more important aspects of media performance which have to do with (1) the kinds of polls and poll questions that media organizations generate and (2) how they use polls, either their own or those generated by other organizations, to report on public opinion. Taking an overview of existing practices, this paper reflects on some of their implications for the democratic process.

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10:45 A.M. - 12:15 P.M. Sunday

MEASUREMENT PROBLEMS IN SURVEYS

Reported Repeated Job Search Among Youth

Judith Tanur, State University of N.Y. at Stony Brook and Hee-Choon Shin, Pennsylvania State University

This paper is part of a larger project exploring differences between youths and adults in conceptualization of job search and the effects of such differences in reporting job search in the Current Population Survey (CPS) and hence on computed unemployment rate. This paper examines an individual's transition between job search strategies over years. Data used are special longitudinal files constructed from the CPS that take advantage of its rotating panel structure and the National Longitudinal Survey of Labor Market Experience, Youth Cohort (NLSY). NLSY uses the CPS labor force questions but differs from CPS in (1) interviewing only youths, (2) accepting self-reports only, and (3) using additional job search categories.

The analysis compares behavior on the first reported job search within the interval covered by the survey (16 months for CPS, 7 years for NLSY) with behavior on the last reported search in that interval. Reported job search intensity measured by number of strategies increases slightly with age and from earlier to later job searches for self reports. Proxy reporting damps this increase and is more consistent over searches. Further analyses ask whether the increase in number of job search strategies with age and experience reflects a tendency to substitute strategies.

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A Quantitative Assessment of Qualitative Questionnaire Development Methods

Robert M. Groves and Katherine Bischooping, University of Michigan

The use of "cognitive laboratories" during questionnaire development has burgeoned in recent years as part of the larger effort to integrate concepts from cognitive psychology with survey measurement procedures. Unfortunately, this trend has not been accompanied by critical assessment of the advantages and disadvantages of alternative laboratory methods. This paper compares the results of five laboratory methods: interviewer-administered comprehension probes, a researcher-administered debriefing questionnaire for the respondent, a self-administered questionnaire for the interviewer, joint review by the interviewer and the respondent of the videotape of the interview, and behavior coding of the interviewer-respondent interaction. This paper compares the questionnaire development methods on four dimensions. The first is the diversity of the potential problems that the various methods identified, such as interviewer reading problems and respondent comprehension problems. The second is the nature of the data that the methods provide (i.e., is the data quantitative or qualitative? does it simply indicate that a problem is present, identify the problem, or provide a recommended solution?). The third dimension for comparison is the number of potential problems that the methods identify and the reasons to speculate that each method over- or under-reports real measurement error. Finally, the cost in terms of respondents' burden and staff time of each method is compared.

Contact: Bob Groves, Box 1248, Ann Arbor, MI 48106, 313-764-4424

Testing a Scalar Measure of Political Efficacy

Joseph Jucewicz, Neumann College and Marion Just, Wellesley College

Operationalizations of political efficacy have produced inconsistent results, largely because of two problems. The first problem is question wording. Several items which purport to measure feelings about the self instead refer to attitudes of other political actors; other items are ambiguous. The second problem is the dichotomous response format of the indicators which have been used. More choices, we contend, would allow respondents to select responses which more accurately reflect their beliefs about their own efficacy. We present and test a revised index made up of Likert scaled items. The revised items permit a greater differentiation of degrees of efficacy than was possible with the typical dichotomous response sets. While the proportions of those who assert efficacy (or inefficacy) are roughly equal to the proportions elicited by dichotomous indicators, each group can be differentiated as to how strongly they assert their beliefs. Factor analysis reveals four well-delineated dimensions of efficacy. Two dimensions are related to political participation. A "coping" dimension which reflects individual feelings of competence is positively related to general and expressive forms of participation. A dimension which reflects reliance upon planning is negatively related to general, expressive and activist modes of participation.

Contact: Joseph Jucewicz, Director of Research, Neumann College, Aston, PA 19014, 215-558-5546

The Use of Anchoring Strategies by Proxy Respondents in Answering Attitude Questions

Geeta Menon and Seymour Sudman, University of Illinois, Barbara A. Bickart, University of Florida and Johnny Blair, University of Maryland

In many surveys, respondents are asked to answer questions about themselves (self-reports) and others (proxy reports). Proxy reporting has generally been found to be more error-prone than self-reporting. The Survey Research Laboratory, with a grant from NSF, has been studying proxy reporting from a cognitive psychology perspective. The focus has been to understand the differences in the response-formulation process when arriving at proxy reports versus self-reports.

The procedure followed in the Current Population Survey and most other surveys that obtain proxy information is to ask a question first of the respondent and then exactly the same question about others. Since we know less about others than about ourselves, many respondents may use the information about their own attitudes and behavior in formulating a response about the other person. This is referred to as anchoring. In this paper, we specifically explore the use of anchoring as a strategy for proxy reporting. One can hypothesize two characteristics of the questionnaire that might increase the use of anchoring: (1) If the self-report immediately precedes the proxy report anchoring is more likely to be used than if the self and proxy questions are separated by other questions; (2) If respondents are questioned about the extent of agreement or disagreement between themselves and the other person(s), the use of anchoring strategies will be primed, and it is more likely that anchoring will be invoked.

We experimented with both of these questionnaire characteristics in a 2X2 between-subjects design. The results presented are based on 100 interviews conducted face to face in which verbal protocols were elicited.

Contact: Geeta Menon, Survey Research Laboratory, 1005 W. Nevada, Urbana, IL 61801, 217-333-6364

Understanding the Second Language of Speech; Using Speech Modifiers in Interviews, Pretests and Participant Observations

Brian Keenan, U.S. General Accounting Office

Little more than half of the communication that takes place in interviews is accounted for by the communicating text. People also talk through gestures, facial and eye movement behavior, posture, position and body language. Voice modulation such as changes in tempo, intensity, pitch, word rate, and lip control or accentuations is also an important modality. People use non-grammatical utterances and controls to speak and listen. Examples are in the use of ah's and other interrupting and non-interrupting sounds and gestures, filled and unfilled pauses and the control of silence. They use this language of speech modifiers or substitutions to tell each other when they want to speak, and listen, and when they want others to speak and listen, as well as to elaborate support, accentuate, or clarify or explain their unspoken words or to warn, negotiate, negate, correct, obscure what they are saying or to send other or alternate messages.

Speakers who fail to understand this second language send ineffective, false, or unintended messages. Likewise, illiterate listeners compromise their understanding.

The purpose of this paper will be to demonstrate the importance of understanding the use of speech modifiers or substitutions in the conduct of questionnaires, pretests, face to face interviews and participant observation audit.

Contact: Brian Keenan, 2700 Willow Hill Road, Annapolis, MD 21403, 202-275-1839

10:45 A.M. - 12:15 P.M. Sunday

THE FIGHT AGAINST AIDS: CONTRIBUTIONS FROM SURVEY RESEARCH

AIDS-Related Knowledge, Attitudes and Behavior of Students at an Inner City High School

Jennifer L. Lauby, Laurie J. Bauman and Nancy Reuben, Albert Einstein College of Medicine

The AIDS epidemic puts Bronx adolescents at risk: they live in an AIDS epicenter where HIV prevalence is high; they are sexually active; and they rarely protect themselves against infection through use of condoms. We conducted a study to (1) assess AIDS-related knowledge, attitudes and behaviors of Bronx high school students; (2) to identify effective sources of information about AIDS; and (3) to assess whether engaging in behaviors associated with HIV transmission was related to knowledge about AIDS.

A self-administered questionnaire was completed by 665 9th-12th graders in a multi-ethnic inner-city high school on one day in April, 1988. Our results show that students were as knowledgeable about AIDS as the general public. They answered correctly 85 percent of the items on transmission and prevention, although misconceptions about transmission through casual contagion remained (74 percent of items answered correctly). Risky behavior was measured by items on IV drug use, male homosexual intercourse, number of heterosexual partners and use of condoms. Eighteen percent engaged in behaviors that put them at some risk of exposure to HIV and another 5 percent were at high risk. Males were four times as likely to be in the high risk group, but 15-year-olds were just as likely as 18-year-olds to be at high risk. Students at high risk had the lowest knowledge scores of any risk group. Exposure to classroom presentations, discussions and films was associated with higher knowledge scores. Homophobia and social distance measures indicate the need for further educational intervention.

Contact: Jennifer L. Lauby, Prevention Intervention Research Center for Child Health, Albert Einstein College of Medicine, NR 6S15 1300 Morris Park Avenue, Bronx, NY 10461, 212-918-4419

Issues in the Measurement of Contact with Persons with AIDS

Michael W. Traugott, Robert M. Groves and Theodore Downes-Le Guin,
University of Michigan

This paper presents preliminary results from methodological research centering on how best to ask survey respondents if they know someone with acquired immune deficiency syndrome (AIDS.) In two experiments appended to the Surveys of Consumer Attitudes, question wording about contact with persons with AIDS was varied in order to determine the effect on marginal estimates of contact and to improve respondent comprehension. The experiments focused primarily on two variants: wording to mediate social desirability effects and defining the status of acquaintances as persons living or not living. Our hypothesis, which responds to recent assertions that measures of indirect contact might be used as estimators of AIDS prevalence, is that multiple questions are superior to single-question attempts at measuring indirect contact. The findings confirm that 1) measurements of contact with persons with AIDS are highly susceptible to wording effects; and 2) if prevalence is to be estimated from such a variable, then respondents need to be provided with uniform, specific criteria for sorting through their social networks.

Contact: Michael W. Traugott, Center for Political Studies, Institute for Social Research, 426 Thompson Street, Ann Arbor, MI 48109, 313-764-5199

Context Effects on Responses to Questions about AIDS

Eleanor Singer, Columbia University, Diane Colasanto, Princeton Survey Research Associates and Theresa F. Rogers, Columbia University

Between 1987 and 1988, the public's estimate of the likelihood of AIDS becoming an epidemic for the public at large increased by almost twenty percentage points, and between 1988 and 1989, incorrect responses to the question whether AIDS could be transmitted by donating blood increased by fifteen percentage points. This paper reports the results of a split-ballot experiment to determine whether the increases in concern and misinformation are real or artifactual -- that is -- the result of changes in the context in which these questions were asked.

Contact: Eleanor Singer, Center for Social Sciences, 814 School of International Affairs, Columbia University, New York, NY 10027, 212-854-4540

Conducting an "Anonymous" Household HIV Survey

W. Visscher, M. Holt, and M.F. Weeks, Research Triangle Institute

Household surveys typically employ confidential data collection procedures. Names and addresses are recorded, which allows the survey organization to re-contact respondents to obtain additional information, resolve inconsistencies, and perform quality control checks. However, the identities of respondents are protected by confidentiality and name and address information is usually destroyed after the follow-up activities are completed. Although confidentiality is the standard approach for survey data collection,

this approach may not be adequate or even appropriate for a household HIV survey. The possibility of discrimination, should a person's HIV antibody status or risk behaviors become known, may prevent some individuals from participating in a confidential HIV survey.

Therefore, anonymous data collection procedures were developed for two preliminary field studies of the National Household Seroprevalence Survey. These procedures included: 1) never recording names, 2) leaving addresses with respondents, and 3) using a self-administered risk questionnaire that was sealed by the respondent for mailing. These procedures made it impossible to link questionnaire data or blood results to a specific individual or address. But did the individuals selected for these field studies actually believe our guarantees of anonymity, and did these special data collection procedures influence their decision about whether to participate in the survey? We used written comments from respondents and interviewers to answer these questions.

Contact: Wendy Visscher, Research Triangle Institute, P.O. Box 12194, Research Triangle Park, NC 27709, 919-541-6028

Levels and Sources of Knowledge About AIDS Among Georgians: Results of a Statewide Survey

William Griswold and Scott A. Shamp, University of Georgia, and Dwight Morris, The Los Angeles Times

This paper examines the contributions that different media make to the public's knowledge about AIDS. Research questions include: 1) whether there are differences in levels of knowledge about AIDS among those who get their information from print media and those who get their information from broadcast media, and 2) what types of knowledge about AIDS are more affected by differences in medium reliance.

The data are from a statewide telephone survey commissioned by the Atlanta Journal-Constitution. A random sample of 1,083 Georgians 18 or older were interviewed between Feb. 13 and March 31, 1988.

As expected, the highest levels of AIDS knowledge were found among those who said they got information from both print and broadcast media, and the lowest levels were among those who reported using no media.

Those who reported receiving most of their information about AIDS from broadcast media were more likely than print-media users were to give correct answers to seven of the thirteen questions used to measure AIDS knowledge, while print-media users were more likely to answer correctly on four questions.

The results are interpreted as more evidence that different media perform different roles in regard to AIDS, primarily in the different types of information received and recalled.

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10:45 A.M. - 12:15 P.M. Sunday

SURVEYING THE ELDERLY

A Model for Follow Up of Dropouts in a Longitudinal Study of Aging

B. Hiscock, J. Fozard, L. Fried, and E. J. Metter, The Gerontology Research Center, and E-E Alldredge and K. Campbell, The Mayatech Corporation

Longitudinal research on human subjects is dependent on the commitment of participants to remain in the study. However, despite the fervent desire to maintain one hundred percent cooperation, attrition is one of the major problems in longitudinal studies, and the need for follow up is crucial for both maintaining the sample and for understanding the generality and meaning obtained from active subjects and dropouts.

The Baltimore Longitudinal Study of Aging (BLSA), which was initiated in 1958, is attempting to address the issue of attrition by establishing a program whereby dropouts from the study can be followed systematically to update demographic, health and functional status, and cognitive data. Conceptually, the program of follow up would provide an opportunity for the dropouts to become "partially active" in the BLSA. As of December 31, 1988, there were approximately 1,000 active participants in the BLSA, 400 known deceased, and 442 inactive participants. The inactives were followed up and data collected from them to determine end points, such as death or incapacitation, to update the needed data, and to discuss with them a plan for continued participation. The results of the study indicate that the follow up model is useful. The majority of the dropouts agreed to participate in the follow up study and to re-enroll in the BLSA on some level.

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Non-Response Among Older Adults in a Multi-Modality Study

Kathleen Carr, Patricia Schwirian, and Kent Schwirian, Ohio State University

Studies of older adults often are plagued by two problems. The first is randomness. Researchers generally find it difficult in time/cost factors to obtain a random sample of the elderly from the general population. Consequently, much of the gerontology literature is based on convenience samples. The second problem faced by studies of older adults is that of their higher refusal rates as compared to those for younger persons. This paper presents the results of a multi-modality sampling procedure developed to attack these two problems--randomness and low response. Our procedure is a modified "foot-in-the-door" procedure. It combines random digit dialing and the mailed questionnaire. Through combining these two techniques we have found much of the difficulty reported for elder telephone interviewing is overcome. However, the problem of non-response may still affect the validity of the study. Although this survey effort is still under way, we have found some interesting preliminary results and expect to find more.

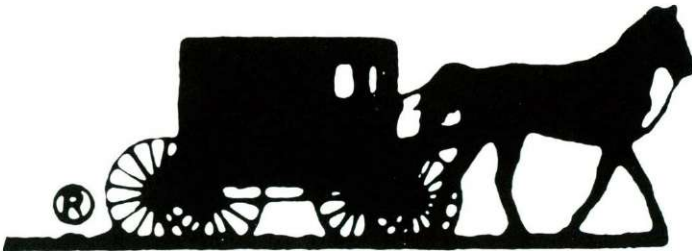
Contact: Kathleen Carr, 149 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210 614-292-1061

Vacation Time and Locational Retirement Decisions

Raymond K. Oldakowski and Diane P. O'Rourke, University of Illinois

During the period of 1985-1990, the Illinois state economy lost over 1 billion dollars due to the out-migration of retirees. Other frost belt states including New York, Ohio and Michigan are experiencing the same problem. Recent research on the migration decision making process suggests that an individual's exposure to other places may influence mobility behavior upon retirement. This paper examines the influence of exposure to other places through vacation travel on locational retirement decisions (more specifically, the intention to move upon retirement and the selection of a desired destination.) The data for this study were obtained through a telephone survey of 1011 Illinois residents conducted in November 1989. Results indicate that vacation travel does play an important role in locational retirement decisions, as persons who vacation out-of-state are more likely to want to retire out-of-state. Furthermore, over 36 percent of those persons selecting an out-of-state retirement location had visited that place in the preceding 12 months.

Contact: Ray Oldakowski, Survey Research Lab, University of Illinois, 1005 W. Nevada, Urbana, IL 61801, 217-333-1257



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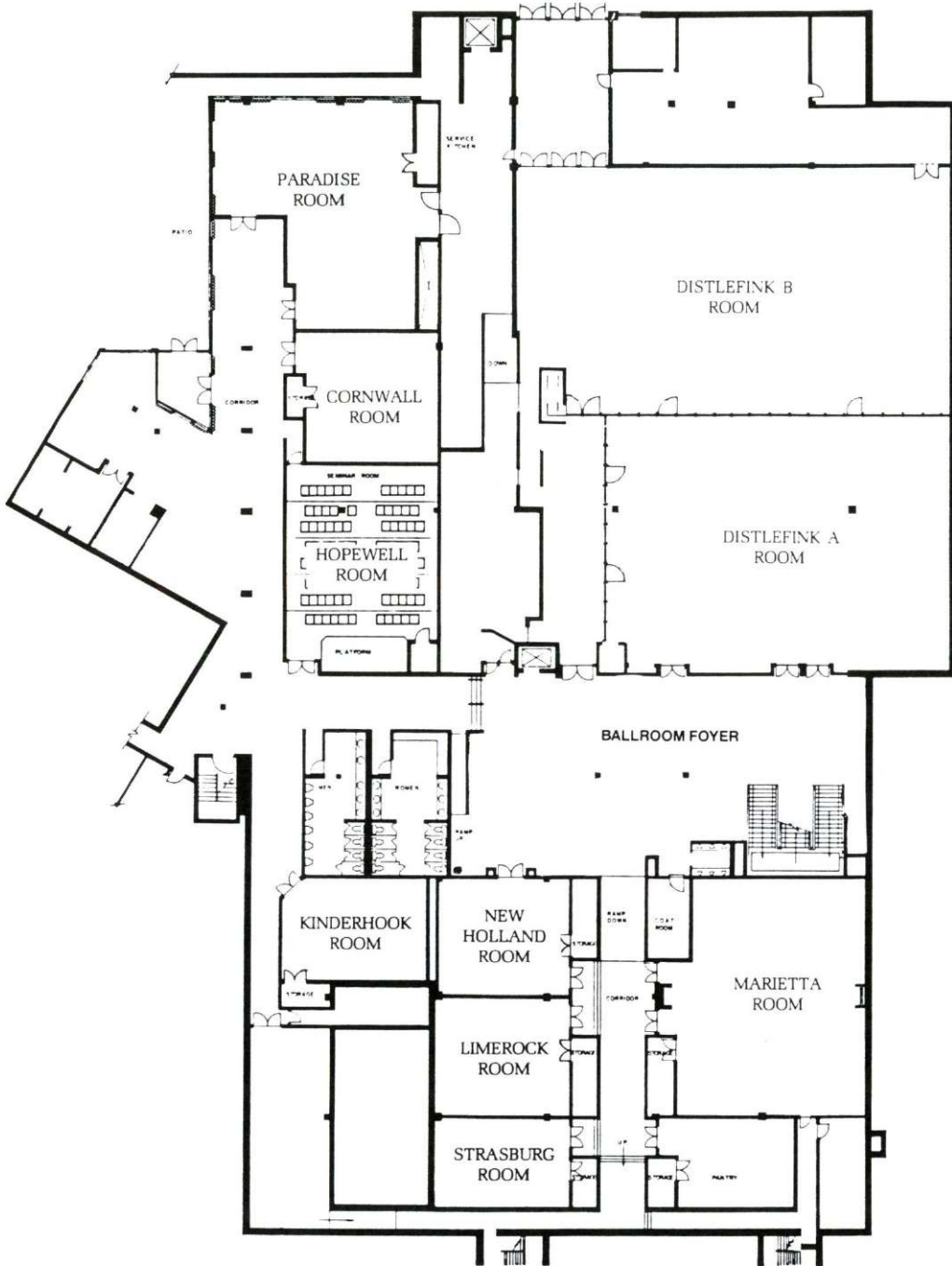
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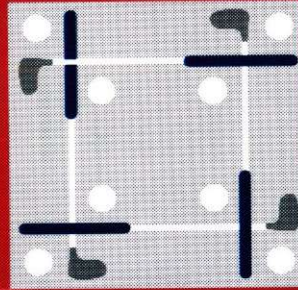
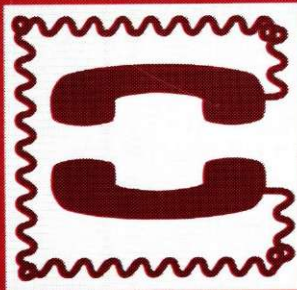
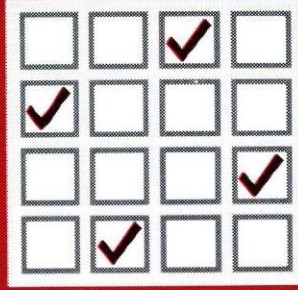
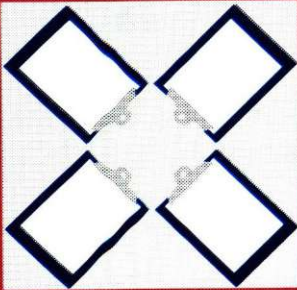
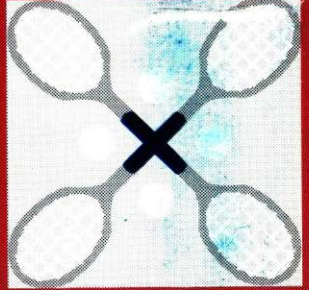
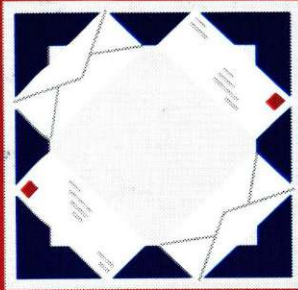
Send letter and resume to Ruth Frommer, Director of Personnel, Abt Associates Inc., 55 Wheeler Street, Cambridge, Mass. 02138

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Old Country Tulip	Grandmother's Choice	Fan
Dresden Plate	Distelfink	Colonial Star
Sunshine and Shadow	Lancaster Rose	Log Cabin

Names of the quilt patterns on the cover





Anne Cronin