1991 CONFERENCE

American Association for Public Opinion Research

THE POINTE at SQUAW PEAK
Phoenix, Arizona

MAY 16 to 19, 1991

1991 AAPOR CONFERENCE
Program

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SQUAW PEAK

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Mini-Program

THURSDAY

3:00 pm	DIDACTIC: Improving Questionnaire Design	*South Courtroom*
8:00 pm	PLENARY: Surveying American Social Trends	*Squaw Peak DEF*

FRIDAY

9:00 am	Wars, Presidents, the Media and the Public	*Squaw Peak D*
9:00 am	Mail Survey Innovations	*Squaw Peak E*
9:00 am	Issues in Survey and Census Participation	*Squaw Peak FG*
10:30 am	The King Day Referenda in Arizona	*Squaw Peak FG*
10:30 am	Response Errors in Surveys	*Squaw Peak D*
10:30 am	Drug Use Surveys	*North Court 1*
10:30 am	Survey Based Experiments	*Squaw Peak E*
12:00 pm	PLENARY: Racism and American Politics	*Squaw Peak DEF*
2:15 pm	The 1990 Ballot and "Voter Research & Surveys"	*Squaw Peak FG*
2:15 pm	Interactional Troubles in Personal Surveys	*Squaw Peak D*
2:15 pm	Surveying People with Disabilities	*North Court 1*
2:15 pm	Environmental Issues	*North Court 2*
2:15 pm	Question Order Effects in Perspective	*Squaw Peak E*
2:15 pm	Modern Political Controversy	*South Court 1*
2:15 pm	Survey Entrepreneurship	*South Court 2*
4:00 pm	"Taking Society's Measure": Herb Hyman's Memoirs	*South Court 1*
4:00 pm	Single Source Surveys	*North Court 1*
4:00 pm	The Politics of Polling	*North Court 2*
4:00 pm	Interviewers in the Survey Process	*Squaw Peak FG*
4:00 pm	Agenda-Setting and Beyond	*Squaw Peak D*
4:00 pm	Issues in Conducting Health Surveys	*Squaw Peak E*
8:30 pm	PLENARY: Beyond the Basic Enumeration	*Squaw Peak DEF*

SATURDAY

9:00 am	Philosophical Reflections on Surveys	*Squaw Peak FG*
9:00 am	Evaluating Questions and Responses	*Squaw Peak D*
9:00 am	Consequences of Political Coverage & Ads	*North Court 1*
9:00 am	Surveys About AIDS	*Squaw Peak E*
10:45 am	Dynamics of German Unification	*Squaw Peak D*
10:45 am	Applying the Total Design Method	*Squaw Peak FG*
10:45 am	Geographic Information Systems	*Squaw Peak E*
10:45 am	Surveying Hispanic Populations	*North Court 1*
10:45 am	National Network of State Polls	*South Court 2*
12:15 pm	PRESIDENTIAL ADDRESS	*Grande Ballroom*
2:30 pm	Public Opinion and The Persian Gulf War	*Squaw Peak FG*
2:30 pm	Evaluations of CAPI	*Squaw Peak E*
2:30 pm	Race and the Political Response	*North Court 1*
2:30 pm	Literacy in America—Surveying the Problem	*South Court 1*
2:30 pm	Tracking Respondents for Program Evaluation	*North Court 2*
2:30 pm	New Techniques for Pretesting Surveys	*Squaw Peak D*
2:30 pm	Surveying Organizations	*South Court 2*
4:00 pm	Annual Business Meeting	*Squaw Peak FG*

SUNDAY

9:00 am	Understanding and Coping with Nonresponse	*Squaw Peak FG*
9:00 am	Media, Society and Opinion Research	*Squaw Peak D*
9:00 am	Cognitive Psychology and the Survey Response	*Squaw Peak E*
10:45 am	Political Attitudes and Behavior	*Squaw Peak D*
10:45 am	Sampling Hard to Find Groups	*Squaw Peak FG*
10:45 am	Use and Effects of the Media	*Squaw Peak E*

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AAPOR Student Paper Award Winner

Martin I. Gilens — University of California, Berkeley
"Racial Attitudes and Opposition to the American Welfare State"

Book Exhibitors

Organizer: Phyllis Endreny, Research Consultant
Assistance: Patrick Bova, National Opinion Research Center

Ablex Publishing Co.
Aldine de Gruyter Publishers
American Society of Newspaper Editors
Ballantine Books
Basic Books
Cambridge University Press
Congressional Quarterly, Inc.
Cornell University Press
Lawrence Erlbaum Associates
The Free Press
Greenwood Publishing Group
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Jossey-Bass
Lexington Books/D.C. Heath & Co.
Little and Brown
Longman Publishers
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Sage Publications
St. Martins Press
Syracuse University Press
Transaction Books
University of California Press
University of Chicago Press
University of Illinois Press
University of North Carolina Press
Wadsworth Publishers
Westview Press
John Wiley & Sons
Women's Research and Education Institute

Technology Exhibitors

Organizer: Robert S. Lee, Pace University

Computers for Marketing Corporation
Datan, Inc.
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Midway Data Associates
Quantime Systems, Inc.
Sawtooth Software, Inc.
SPSS, Inc.
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Site Selection and Arrangements

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Dawn Von Thurn, General Motors

Fun Run/Walk and T-Shirt

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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

Abt Associates Inc.	Cambridge, MA
Adler Opinion Research	Chevy Chase, MD
Alaska Analysts/Dittman Research Corporation of Alaska	Anchorage, AK
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Consumer Contact Limited	Willowdale, Ontario, Canada
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The Data Group, Inc.	Plymouth Meeting, PA
DATAN, Inc.	Princeton, NJ
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DDB Needham Worldwide Inc.	Chicago, IL
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Total Research Corporation	Princeton, NJ
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University of Utah Survey Research Center	Salt Lake City, UT
VCIOM, The Soviet Center for Public Opinion	
and Market Research	Moscow, USSR
Voter Research & Surveys	New York, NY
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Westat, Inc.	Rockville, MD
L.C. Williams & Associates, Inc.	Chicago, IL
The Wirthlin Group	McLean, VA
Yankelovich Skelly & White/Clancy Shulman	Westport, CT
Zia Research Associates, Inc.	Albuquerque, NM

THURSDAY, MAY 16, 1991

3:00 p.m.–6:00 p.m. *South Courtroom*

DIDACTIC SEMINAR

IMPROVING QUESTIONNAIRE DESIGN WITH COGNITIVE INTERVIEWING TECHNIQUES

Instructors: David J. Mingay, National Opinion Research Center,
Gordon B. Willis, National Center for Health Statistics

(Special registration fee required)

3:00 p.m.–6:00 p.m. *North Courtroom*

MEETING: NEW AND OLD AAPOR EXECUTIVE COUNCILS

6:30 p.m.–8:30 p.m. *Grande Ballroom*

DINNER

8:30 p.m.–10:00 p.m. *Squaw Peak DEF*

THURSDAY EVENING PLENARY SESSION

SURVEYING AMERICAN SOCIAL TRENDS: CHANGING WEATHER IN A COOLING CLIMATE ATOP THE LIBERAL PLATEAU

Chair: Duane F. Alwin, University of Michigan

KEYNOTE ADDRESS: **James A. Davis**,
Harvard University and National Opinion Research Center

Discussants: Philip E. Converse, Dir., Center for Advanced Study in the Behavioral Sciences

Cliff Zukin, The Field Institute

FRIDAY, MAY 17, 1991

7:00 a.m.–9:00 a.m. *Grande Ballroom*
BREAKFAST

8:00 a.m.–9:00 a.m. *Grande Ballroom*
ALL CHAPTER BREAKFAST

9:00 a.m.–5:00 p.m. *Squaw Peak C*
EXHIBIT OF RECENT BOOKS
Organizer: Phyllis Endreny, Research Consultant

9:00 a.m.–5:00 p.m. *Squaw Peak C*
EXHIBIT OF COMPUTER TECHNOLOGIES
Organizer: Robert S. Lee, Pace University

9:00 a.m.–10:15 a.m. *Squaw Peak D*
WARS, PRESIDENTS, THE MEDIA AND THE PUBLIC
Chair: Susan H. Pinkus, The Los Angeles Times

"'Rally Events' and Presidential Approval," Larry Hugick and Alec M. Gallup, The Gallup Organization, Inc.

"Media Coverage and Public Opinion on the Persian Gulf," Donald P. Fan, University of Minnesota.

"Vietnam Generation's Attitudes in the Persian Gulf: Have the Doves Become Hawks?," Floyd Ciruli, Ciruli Associates.

"Reaction to the Persian Gulf Crisis: Gender, Race and Generational Differences," Frederic I. Solop and Nancy A. Wonders, Northern Arizona University.

Discussant: Mary Klette, NBC News

9:00 a.m.–10:15 a.m. *Squaw Peak E*
MAIL SURVEY INNOVATIONS
Chair: Carolyn E. Miller, Princeton Research Associates

"In Living Color: A Large-Scale Experiment on the Effects of Color on Response Rates in Mail Surveys," Scott Keeter, J. David Kennamer, and James M. Ellis, Virginia Commonwealth University.

"Personal Delivery of Mail Questionnaires for Household Surveys: A Test of Four Retrieval Methods," Paul T. Melevin, Donald A. Dillman, Rodney Baxter, and C. Ellen Lamiman, Washington State University.

"Data Quality in Mail, Telephone and Face-to-Face Surveys: A Mode Comparison in the Netherlands," Edith D. De Leeuw, IOPS.

"Improving Response Rates in Mixed Mode Surveys: TVA Residential Customer Survey," Carla Jackson, Tennessee Valley Authority, and John Boyle, Schulman, Ronca & Bucuvalas, Inc.

Discussant: Robert M. Baumgartner, HBRS, Inc.

9:00 a.m.–10:15 a.m. *Squaw Peak FG*

ISSUES IN SURVEY AND CENSUS PARTICIPATION

Organizers: Mick Couper and Robert M. Groves, U.S. Bureau of Census
Chair: Warren J. Mitofsky, Voter Research and Surveys

"1990 Census Mail Response: An Examination of Causal Relations at the County Level Using Regression Analysis," Jay Keller, U.S. Bureau of Census.

"The Role of the Interviewer in Survey Participation," Mick Couper and Robert M. Groves, U.S. Bureau of Census.

"The Effects of Survey Experience on Interviewer Expectations: Findings from the National Household Survey on Drug Abuse," Rachel A. Caspar and Teresa L. Parsley, Research Triangle Institute.

Discussant: Eleanor D. Singer, Columbia University

10:30 a.m.–12:00 p.m. *Squaw Peak FG*

ROUNDTABLE: THE KING DAY REFERENDA IN ARIZONA: A RETROSPECTIVE ON THE CAMPAIGN, THE POLLS AND THE MEDIA

Organizers: Lee Sigelman and Henry C. Kenski, University of Arizona
Chair: Henry C. Kenski, University of Arizona

Panelists: Robert Robb, Arizona Partner, Nelson, Ralston, Robb Communications and Public Relations
Earl de Berge, Research, Dir., Behavior Research Center
Michael O'Neil, President, O'Neil and Associates
Lee Sigelman, Dean, University of Arizona
A. Wade Smith, Assoc. Prof., Arizona State University

10:30 a.m.–12:00 p.m. *Squaw Peak D*

RESPONSE ERRORS IN SURVEYS

Chair: Andy Kohut, Princeton Research Associates

"Errors of Experience: Response Errors in Reports About Child Support," Nora Cate Schaeffer, University of Wisconsin.

"Efficacy and Patterns of Job Search Among Youths," Judith M. Tanur, SUNY, Stony Brook and Hee-Choon Shin, Pennsylvania State University.

"Response Contamination by Third Parties in a Household Interview Survey," Louise Corti and Karin Clissold, ESRC, University of Essex.

"Quality of Self-Reported Financial Data in a National Study of the Disabled," Steven Machlin, U.S. GAO.

Discussant: John Robinson, University of Maryland

10:30 a.m.–12:00 p.m. *North Court 1*

DRUG USE SURVEYS

Chair: Pama Mitchell, Atlanta Journal and Constitution

"Measuring Drug Use in the U.S.A.: Overview of the National Household Survey on Drug Abuse," Lana D. Harrison, National Institute on Drug Abuse.

"Asking About Drugs and Drug Dependency: The Role of the Questionnaire Design Research Laboratory," David Keer, Benjamin Rowe, Deborah Bercini Trunzo, and Stewart C. Rice, National Center for Health Statistics.

"A Comparison of Survey Methodologies and Blood Chemistry Indicators in the Measurement of Drug and Alcohol Use Among Postpartum Women," Craig Blakely, Dottie Carmichael, James Dyer, John Eltinge, Texas A & M Univ., Bert Little, Parkland Hospital, Eric Fredlund, Texas Commission on Alcohol and Drug Abuse.

"A Time Series Analysis of the Drug Issue, 1985-1990: The Press, the President and Public Opinion," William J. Gonzenbach, University of North Carolina.

Discussant: Don Cahalan, University of California, Berkeley

10:30 a.m.–12:00 p.m. *Squaw Peak E*

SURVEY BASED EXPERIMENTS

Chair: Rachel A. Caspar, Research Triangle Institute

"Part-Whole Question Order Effects," McKee J. McClendon and Snigdha Mukherjee, University of Akron.

"Effects of Placement of Middle Position Alternative on Substantive Opinion Responses," Robert Mason, Oregon State University, John Carlson, University of Idaho, Marti McCraken, Oregon State University.

"Response Form Effects in Election Polling Projects," Jesse F. Marquette, University of Akron.

"The Effect of Opinion Poll Question Order on the Propensity to Vote for a Levy Issue," Lori Mitchell Dixon, University of Toledo.

Discussant: Roger Tourangeau, National Opinion Research Center

12:15 p.m.–2:15 p.m. *Grande Ballroom*

LUNCH: SPECIAL FRIDAY AFTERNOON PLENARY SESSION RACISM AND AMERICAN POLITICS

Chair: Lawrence Bobo, University of California, Los Angeles

KEYNOTE SPEAKERS: **David O. Sears**, Dean of Social Sciences and Professor of Psychology and Political Science, University of California, Los Angeles

Michael Dawson, Professor of Political Science, University of Michigan

Ronald Brown, Professor of Political Science, Eastern Michigan University

2:15 p.m.–3:45 p.m. *Squaw Peak FG*

ROUNDTABLE: THE 1990 BALLOT AND "VOTER RESEARCH AND SURVEYS"

Organizer and Chair: Paul J. Lavrakas, Northwestern University

Panelists: Warren J. Mitofsky, Voter Research and Surveys
Michael R. Kagay, The New York Times
Kathleen A. Frankovic, CBS News
Michael Traugott, University of Michigan
Philip W. Meyer, University of North Carolina, Chapel Hill

2:15 p.m.–3:45 p.m. *Squaw Peak D*

ROUNDTABLE: INTERACTIONAL TROUBLES IN PERSONAL SURVEYS

Organizer and Chair: Nora Cate Schaeffer, University of Wisconsin

Panelists: Brigitte Jordan, Xerox Parc and Institute for Research on Learning
Emanuel Schegloff, University of California, Los Angeles
Roger Torangeau, National Opinion Research Center
Theresa DeMaio, U.S. Bureau of the Census
Stanley Presser, University of Maryland

2:15 p.m.–3:45 p.m. *North Court 1*

ROUNDTABLE: SURVEYING PEOPLE WITH DISABILITIES: ISSUES IN SAMPLING, DATA COLLECTION AND ANALYSIS

Organizer and Chair: Corinne Kirchner, American Foundation for the for the Blind

Panelists: Roni Rosner, American Foundation for the Blind
J. Merrill Shanks, University of California, Berkeley
Mark Schulman, Schulman, Ronca and Bucuvalas, Inc.

2:15 p.m.–3:45 p.m. *North Court 2*

ENVIRONMENTAL ISSUES

Chair: Jacob Ludwig, The Gallup Organization, Inc.

"Opinions and Opinion Change Toward Global Warming Combining a Survey with an Experiment," Robert E. O'Connor, Pennsylvania State University.

"Environmental Consumerism: Harbinger or Hoax?" Michael P. Battaglia, Andrew Stoeckle, and Richard P. Wells, Abt. Associates.

"From Conservatism to Conservation: Environmentalism in Orange County, Ca.," Mark Baldassare and Cheryl Katz, University of California, Irvine.

"Californians' Involvement with Wildlife: Implications for Change in the Management of Natural Resources," Michael King, James Fletcher, and Jon Hooper, California State University, Chico.

Discussant: Donald DeLuca, Price Waterhouse

2:15 p.m.–3:45 p.m. *Squaw Peak E*

QUESTION ORDER EFFECTS IN PERSPECTIVE

Chair: Diane Colasanto, Princeton Research Associates

"Split-Ballot Experiments in the Gallup Poll: 1938-1988," George Bishop and Andrew Smith, University of Cincinnati.

"Question Order Effects Among Multiple Items in Telephone Surveys," Arthur Sterngold, Pennsylvania State University.

"Context Effects in Attitude Measurement: An Inclusion/Exclusion Model of Assimilation and Contrast Effects," Norbert Schwarz, ZUMA and Herbert Bless, Universitat Mannheim.

Discussant: Betsey Martin, U.S. Census Bureau

2:15 p.m.–3:45 p.m. *South Court 1*

MODERN POLITICAL CONTROVERSY

Chair: John Brennan, The Los Angeles Times

"Obscenity, Censorship and Public Opinion in the NEA Controversy," Gladys Engel Lang and Kurt Lang, University of Washington.

"The Third-Person Effect and Support for Restrictions on Pornography," Albert Gunther, University of Wisconsin.

"The Price Elasticity of Mass Preferences," Donald Philip Green, Yale University.

"Gun Control and Abortion: Centrality, Committed Action Revised and Expanded," Steven Frank, Saint Cloud State University.

Discussant: Laura Stoker, University of California, Berkeley

2:15 p.m.–3:45 p.m. *South Court 2*

ROUNDTABLE: SURVEY ENTREPRENEURSHIP

Organizer and Chair: Marie Crane, M. Crane & Associates

Panelists: Joan S. Black, J. S. Black & Associates
Richard Day, Richard Day Research, Inc.

4:00 p.m.–5:30 p.m. *North Court 1*

ROUNDTABLE: SINGLE SOURCE SURVEYS: EVERYTHING YOU EVER WANTED IN A SURVEY, AND LESS?

Organizer and Chair: Peter V. Miller, Northwestern University

Panelists: Edward Schillmoeller, Media Research, A.C. Neilsen
Alice Sylvester, J. Walter Thompson

4:00 p.m.–5:30 p.m. *South Court 1*

ROUNDTABLE: "TAKING SOCIETY'S MEASURE": HERBERT HYMAN'S MEMOIRS OF AN UNREGENERATE SURVEY RESEARCHER

Organizer and Chair: Eleanor D. Singer, Columbia University

Panelists: Allen Barton, Columbia University
Donald Cahalan, University of California, Berkeley
Jack Elinson, Columbia University
Charles Glock, University of California, Berkeley
Dean Manheimer, Institute for Research in Social Behavior
Burns W. Roper, The Roper Organization, Inc.
Charles Wright, University of Pennsylvania

4:00 p.m.–5:30 p.m. *North Court 2*

THE POLITICS OF POLLING

Chair: Deborah Hensler, The Rand Corporation

"Pens and Polls in Nicaragua: An Analysis of the 1990 Preelection Surveys," Katherine Bischoping and Howard Schuman, University of Michigan.

"Preelection Polls in France: The Regulatory Environment, A Review of the Law of July 19, 1977," Michel Brule, Brule Ville Associes.

"Hidden Negativism: Evaluation of Parties and Leaders in Different Context," Peter Esaiasson, Goteborg University and Donald Granberg, University of Missouri.

"Polls and Elections in Mexico," Miguel Basanez, CEOP.

Discussant: Richard Day, Richard Day Research, Inc.

4:00 p.m.–5:30 p.m. *Squaw Peak FG*

INTERVIEWERS IN THE SURVEY PROCESS

Chair: Polly Phipps, Bureau of Labor Statistics

"Attributes of Questions and Interviewers As Determinants of Interviewing Performance," Stanley Presser and Shanyang Zhao, University of Maryland.

"The Effects of Non-Standard Interviewer Verbal Behavior on Respondent Verbal Behavior," Leslie A. Miller, Douglas Herrmann, and M. Catherine Puskar, Bureau of Labor Statistics.

"Solo Interviewers Versus Field Teams: A Comparative Assessment of the Costs and Benefits of Interviewing High Cluster Areas," Sameer Y. Abraham, National Opinion Research Center.

"Diminishing Returns? On the Relationship Between Interviewer Training and Survey Data Quality," Jason S. Lee, National Institute of Mental Health.

Discussant: Kenneth A. Rasinski, National Opinion Research Center

4:00 p.m.–5:30 p.m. *Squaw Peak D*

AGENDA-SETTING AND BEYOND: CURRENT PERSPECTIVES ON MEDIA EFFECTS

Organizer: Shanto Iyengar, University of California, Los Angeles
Chair: Maxwell E. McCombs, University of Texas

"Experimental Studies of Television Advertising: The Feinstein-Wilson Campaign," Shanto Iyengar and Steven Ansolabehere, University of California, Los Angeles.

"Eras in the Agenda Setting Process for the Issue of AIDS," Everett M. Rogers, University of Southern California, and James W. Dearing, Michigan State University.

"Media Markets, Congressional Campaigns and Voter Knowledge," Tim Prinz, Harvard University.

Discussants: Edward Lazarus, Lazarus and Mellman
Maxwell E. McCombs, University of Texas.

4:00 p.m.–5:30 p.m. *Squaw Peak E*

ISSUES IN CONDUCTING HEALTH SURVEYS

Chair: Theodore Downes-Leguin, The Rand Corporation

"Factors Associated with Response Rates by Primary Care Physicians in a National Survey," Richard B. Warnecke, Univ. of Illinois, Ronald F. Czaja, NC State Univ., Karen Burke, City of Oak Park, Il., Janet Barnsley, Univ. of Toronto, Arnold Kaluzny, Univ. of North Carolina, Leslie Ford, National Cancer Institute.

"Nonresponse to the Current Health Topics Portion of the 1987 National Health Interview Survey," Steven G. Pennell, University of Michigan.

"Public Opinion in and About the Market Place for Health Care," Fred H. Goldner, Queens College and Graduate Center, CUNY.

"An Assessment of Levels of Knowledge About HIV and AIDS In the U.S. Using Both Individual Items and Indices of Knowledge," Eileen M. Gentry, Charles T. Salmon, Karen G. Wooten, and Janine M. Jason, Centers for Disease Control.

Discussant: Andy White, National Center for Health Statistics

6:00 p.m.–7:00 p.m. *Poolside*

RECEPTION FOR NEWCOMERS

7:00 p.m.–8:30 p.m. *Grande Ballroom*

DINNER

8:30 p.m.–10:00 p.m. *Squaw Peak DEF*

FRIDAY EVENING PLENARY SESSION
BEYOND THE BASIC ENUMERATION: COVERAGE IMPROVEMENT ACTIVITIES FOR THE 1990 CENSUS AND A GLIMPSE OF 2000

Chair: Albert E. Gollin, Newspaper Advertising Bureau

KEYNOTE ADDRESS: **Barbara Everitt Bryant**, Dir., U. S. Census Bureau

Discussants: Norman M. Bradburn, Dir., National Opinion Research Center
Edward J. Spar, Pres., Market Statistics

Late Night *TBA*

ALL CHAPTER PARTY

Late Night *TBA*

SHA-NA-NA PIANO DIDACTIC

Organizer: W. Russell Neuman, MIT

7:00 a.m.–9:00 a.m. *Grande Ballroom*

BREAKFAST

7:30 a.m.

2 MILE FUN RUN/WALK

Organizer: Mary Balistreri, CUNA, Inc.
Assemble in South Pointe Lobby
(Special entry form required)

9:00 a.m.–3:00 p.m. *Squaw Peak C*

EXHIBIT OF RECENT BOOKS

Organizer: Phyllis Endreny, Research Consultant

9:00 a.m.–5:00 p.m. *Squaw Peak C*

EXHIBIT OF COMPUTER TECHNOLOGIES

Organizer: Robert S. Lee, Pace University

9:00 a.m.–10:30 a.m. *Squaw Peak FG*

PHILOSOPHICAL REFLECTIONS ON THE SURVEY RESEARCH ENTERPRISE

Chair: Donna Card Charron, Decision Research and Lindenwood College

"What Do True Values and Population Values Signify?," Leslie Kish, University of Michigan.

"The Question and Answer Process," Howard Schuman, University of Michigan.

"Responsibility in the Interpretation of Poll Data," Warren E. Miller, Arizona State University.

"The Status and Scope of Our Claims," Donna Card Charron, Decision Research and Lindenwood College.

9:00 a.m.–10:30 a.m. *Squaw Peak D*

EVALUATING QUESTIONS AND RESPONSES

Chair: Dawn Von Thurn, General Motors

"Gender Differences in Proxy Reporting," Barbara Bickart, Univ. of Florida, Geeta Menon, NYU, Norbert Schwarz, ZUMA, Seymour Sudman, Univ. of Illinois, and Johnny Blair, Univ. of Maryland.

"Methodologies for Evaluating Survey Questions: An Illustration from a CPS CATI/RDD Test," Pamela C. Campanelli, Jennifer M. Rothgeb, U.S. Bureau of the Census, James L. Esposito, Anne E. Polivka, Bureau of Labor Statistics.

"The Storage of Survey Information: The Case of Behavioral Frequency Questions," E. Marla Flecher and Bobby J. Calder, Northwestern University.

"Defining Hours Worked: How Important for Reducing Response Error?," W. Sherman Edwards, Westat, Inc.

Discussant: Marie Crane, M. Crane & Associates

9:00 a.m.–10:30 a.m. *North Court 1*

CONSEQUENCES OF POLITICAL COVERAGE AND ADVERTISEMENTS

Chair: Michael Traugott, University of Michigan

"'You're No Jack Kennedy': Audience Response to a Verbal Barb in the 1988 Omaha Vice-Presidential Debate," Mark D. West, University of North Carolina, Asheville, Frank Biocca and Prabu David, University of North Carolina, Chapel Hill.

"Putting Your Money On A Winner: Horserace Coverage and Campaign Coffers," Diana C. Mutz, University of Wisconsin.

"The Role of Self-Perceived Knowledge in Mediating Advertising Campaign Effects on Voting Intention: The Helms-Gantt North Carolina Senatorial Race," Mary Alice Sentman Shaver, Xinshu Zhao, and Anne Barton White, University of North Carolina, Chapel Hill.

"The Uses of Televised Political Advertising: An Experiment with Question Wording," Pama Mitchell, The Atlanta Journal Constitution, and Lenn Sisson, Voice Information Services, Inc.

Discussant: Murray Edelman, Voter Research and Surveys

9:00 a.m.–10:30 a.m. *Squaw Peak E*

SURVEYS ABOUT AIDS

Chair: Tom W. Smith, National Opinion Research Center

"Trends in Public Opinion about AIDS," Eleanor Singer, Theresa F. Rogers, and Cydnee Blattner, Columbia University.

"Strategies in Eliciting Sensitive Sexual Information: The Case of Gay Men," A. P. M. Coxon, ESRC Research Centre, P. M. Davies, A. J. Hunt, P. Weatherburn, South Bank Polytechnic, T.J. McManus, Kings College Hospital.

"Casual Sex: How People Explain Away AIDS," Jane Stokes, Lori Collins-Jarvis, Jodi Gusek, Jolene Kiolbasa, University of Southern California.

"Issues in Self-Administration of Quality of Life Questionnaires Among Persons with AIDS," Sandra H. Berry and Theodore Downes-Le Guin, The Rand Corporation.

Discussant: Gregory Herek, University of California, Davis

10:45 a.m.–12:15 p.m. *Squaw Peak D*

DYNAMICS OF GERMAN UNIFICATION

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

"'Ossies and 'Wessies': Truly United? — An Analysis of Mass Sentiment Towards German Unification from 1989 to 1991," Manfred Kuechler, Hunter College and Graduate Center.

"Looking Across the Atlantic: The Impact of Media Attentiveness on American and German Public Opinion About Foreign Affairs," Holli A. Semetko, Univ. of Michigan, and Wolfgang G. Gibowski, German Press and Information Agency.

"A Two-Concept Media Analysis of Negotiation and Bargaining on German Unification," Rainer Mathes, ZUMA, and Alex S. Edelstein, Communications Ideas.

"One Nation and Two Political Cultures: West, East and United, 1988–1990," Peter Ph. Mohler, ZUMA.

Discussant: Kurt Lang, University of Washington

10:45 a.m.–12:15 p.m. *Squaw Peak FG*

APPLYING THE TOTAL DESIGN METHOD: FOUR CASE STUDIES

Organizer: Kenneth E. John, U.S. GAO
Chair: Fran Featherston, U.S. GAO

"If At First You Don't Succeed...Using the Total Design Method to Survey the Cable TV Industry," Jonathan Bachman, U.S. GAO.

"Coaxing the Respondent: Using the Total Design Method to Survey Early Childhood Education Center Directors," Luann Moy, U.S. GAO.

"Responses from Nonrespondents: A Study of Nonparticipants to the Census Bureau Precensus Survey," Kenneth E. John and Sherrie Russ, U.S. GAO.

"Institutional Constraints on the Use of TDM—Retiree Health Benefit Surveys," William A. Eckert, U.S. GAO.

Discussant: Donald A. Dillman, Washington State University

10:45 a.m.–12:15 p.m. *Squaw Peak E*

GEOGRAPHIC INFORMATION SYSTEMS IN MARKETING AND OPINION RESEARCH

Organizer and Chair: Robert S. Lee, Pace University

"GIS—What is It and Where Is It Going?," Richard Zinne, National Decision Systems.

"Regional Subcultures as Revealed by Magazine Circulation Patterns," Robert S. Lee, Pace University.

"Geocoding Historical Records: Voting and Public Opinion in Chelsea, New York City, 1900-1912," Zvia Segal Naphtali, Christina Spellman, and Richard Maisel, New York University.

Discussant: Seymour Sudman, University of Illinois

10:45 a.m.–12:15 p.m. *North Court 1*

SURVEYING HISPANIC POPULATIONS

Chair: Jay Mattlin, Time-Life, Inc.

"Sampling Hispanics by Telephone: A Comparison of Methods," Rita O'Donnell and Jack Ludwig, The Gallup Organization, Inc.

"Language Cue Management Techniques for Improving Response Rates and Data Quality in Surveys of Hispanics," Johanna P. Zmud, University of Southern California, and Carlos H. Arce, NSI, Research Group.

"Conceptual Adaptations vs. Back-Translation of Multilingual Instruments: How to Increase the Actionability and Accuracy of Multilingual Surveys," Henry Adams-Esquivel, Market Development, Inc.

Discussant: Robert Santos, University of Michigan

10:45 a.m.–12:15 p.m. *South Court 2*

NATIONAL NETWORK OF STATE POLLS

Organizer: Beverly Wiggins, University of North Carolina, Chapel Hill

12:15 p.m. *Grande Ballroom*

LUNCH: PRESIDENTIAL ADDRESS

Joan S. Black, J.S. Black & Associates

2:30 p.m.–4:00 p.m. *Squaw Peak FG*

PUBLIC OPINION AND THE PERSIAN GULF WAR

Organizer: Rosita Maria Thomas, Congressional Research Service and American University

"Polls and the Persian Gulf: What They Told Us, What They Didn't, and What They Should Have," Rosita Maria Thomas, Congressional Research Service and American University.

"The Gender Gap and the Persian Gulf War," Coleen McMurray and John Zeglarski, The Gallup Organization, Inc.

"World Public Opinion and the Persian Gulf Crisis," Ronald H. Hinckley, U. S. Information Agency.

"Similarities and Differences in the Public's Views About Iraq and Vietnam," Sharon P. Warden, The Washington Post.

Discussants: Alan Kay, Americans Talk Security, Alvin Richman, U.S. Department of State, Michael R. Kagay, The New York Times

2:30 p.m.–4:00 p.m. *Squaw Peak E*

EVALUATIONS OF CAPI

Chair: Charles Palit, University of Wisconsin

"A Comparison of Computer-Assisted Personal Interviews with Personal Interviews in the National Longitudinal Study of Youth," Norman M. Bradburn, Reginald D. Baker, and Edwin E. Hunt, National Opinion Research Center.

"Effects of CAPI and Data Quality: An Experimental Comparison," Jean Martin and Colm O'Muircheartaigh, Jointe Centre for Survey Methods.

"Computer-Assisted Personal Interviewing on the Current Beneficiary Survey," Sandra Sperry, Deborah Bittner, and Laura Branden, Westat, Inc.

"Training Field Interviewers to Use Computers: A Successful CAPI Training Program," Mark S. Wojcik, Suzanne Bard, and Edwin E. Hunt, National Opinion Research Center.

Discussant: Mary Hama, Human Nutrition Information Service

2:30 p.m.–4:00 p.m. *North Court 1*

RACE AND THE POLITICAL RESPONSE

Chair: David O. Sears, University of California, Los Angeles

"Racism, Economics and David Duke," Susan E. Howell, University of New Orleans.

"Economic- Versus Race-Targeted Policy: Public Opinion on the New Liberal Welfare Agenda," Lawrence Bobo, University of California, Los Angeles, and James R. Kluegel, University of Illinois.

**"Racial Attitudes and Opposition to the American Welfare State," Martin I. Gilens, University of California, Berkeley.

"Minority Political Empowerment, Race, and Political Orientations," Franklin D. Gilliam, Jr., University of California, Los Angeles.

Discussant: K. Jill Kiecolt, Arizona State University

2:30 p.m.–4:00 p.m. *South Court 1*

LITERACY IN AMERICA—SURVEYING THE PROBLEM

Organizer and Chair: Barbara Lee, The Literacy Channel

"The National Adult Literacy Survey," Irwin Kirsch, Educational Testing Service.

"Adult Illiteracy: Problems of Definition and Measurement," Gordon Darkenwald, Rutgers University.

"Literacy Assessment Procedures for Multiple Purposes," Richard Venezky, University of Delaware.

**AAPOR Student Paper Award Winner

2:30 p.m.–4:00 p.m. *North Court 2*

ROUNDTABLE: TRACKING RESPONDENTS FOR PROGRAM EVALUATION SURVEYS

Organizer and Chair: Ellen M. Dran, Northern Illinois University

Panelists: Dennis K. Benson, Appropriate Solutions, Inc.
John M. Boyle, Schulman, Ronca, & Bucuvalas
Patricia Henderson, Survey Research Associates, Inc.
Janet I. McConeghy, Northern Illinois University

2:30 p.m.–4:00 p.m. *Squaw Peak D*

ROUNDTABLE: NEW TECHNIQUES FOR PRETESTING SURVEY QUESTIONS

Organizer and Chair: Sandra H. Berry, The Rand Corporation

Panelists: Steve Blixt, University of Michigan
Charles F. Cannell, University of Michigan
James Lepkowski, University of Michigan
Michael Massagli, University of Massachusetts
Gordon B. Willis, National Center for Health Statistics

2:30 p.m.–4:00 p.m. *South Court 2*

ROUNDTABLE: SURVEYING ORGANIZATIONS

Chair: Charles D. Cowan, Opinion Research Corporation

Panelists: Joe L. Spaeth, University of Illinois
Diane P. O'Rourke, University of Illinois
Kent D. Van Liere, HBRS, Inc.
Robert M. Baumgartner, HBRS, Inc.

4:00 p.m.–5:30 p.m. *Squaw Peak FG*

AAPOR ANNUAL MEMBERSHIP MEETING

6:30 p.m.–7:30 p.m. *Poolside*

COCKTAIL PARTY

7:30 p.m. *Grande Ballroom*

BANQUET AND PRESENTATION OF AWARDS

Late Night

SYMPOSIUM ON COLLECTIVE HARMONICS

Late Night

SYMPOSIUM ON FIVE CARD PROBABILITY

SUNDAY, MAY 19, 1991

7:00 a.m.–9:00 a.m. *Grande Ballroom*
BREAKFAST

9:00 a.m.–10:30 a.m. *Squaw Peak FG*
UNDERSTANDING AND COPING WITH NONRESPONSE
Chair: Ann F. Bruswick, Columbia University

"A Study of Nonresponse in Social Surveys," Kathleen Carr, Aage R. Clausen, and Frank Marino, Ohio State University.

"Secular Change in Response Rates for In-Person Interviewers: A Decade of Taxpayer Surveys for the IRS," John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc. and Kevin Sharp, Internal Revenue Service

"Nonresponse Correlates in the National Health Survey," Owen T. Thornberry and Steven Botman, National Center for Health Statistics.

"Follow-Back Surveys: Sources and Handling Nonresponse," Ayah E. Johnson, Agency for Health Care Policy and Research.

"The Impact of Political and Economic Conditions on Response Rates to the BLS Consumer Expenditure Surveys," Clyde Tucker, Karen Vigliano, and Sharon Krieger, Bureau of Labor Statistics.

9:00 a.m.–10:30 a.m. *Squaw Peak D*
MEDIA, SOCIETY AND OPINION RESEARCH
Chair: Mary Alice Sentman Shaver, University of North Carolina

"Whatever Happened to Mass Society Theory?," W. Russell Neuman, MIT.

"The Emergence of a Modern American Public, 1856-1936," Susan Herbst, Northwestern University.

"Personalized Bias in News: Evidence, Explanations and Impact," Diane Rucinski, University of Iowa.

"The Soviet Image in Transition: Presidential, Editorial, and Public Views," Doris Graber, University of Illinois.

Discussant: James Beniger, University of Southern California

9:00 a.m.–10:30 a.m. *Squaw Peak E*

COGNITIVE PSYCHOLOGY AND THE SURVEY RESPONSE

Chair: R. Paul Moore, Research Triangle Institute

"The Focus of Judgment Effect: A Question Wording Effect Due to Hypothesis Confirmation Bias," Darrin Lehman, Univ. of British Columbia, Jon A. Krosnick, Ohio State Univ., Robert L. West, Univ. of British Columbia, and Fan Li, Ohio State Univ.

"Diverging Perspectives of Actors and Observers: Implications for Self and Proxy Reporting," Tracy Wellens and Norbert Schwarz, ZUMA.

"Another Look at Rating Scales: Numeric Values May Change the Meaning of Scale Labels," Hans-J. Hippler, Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Allensbach.

"Using the Cognitive Interview to Explore How Respondents Make Ratings," David Mingay, Woody Carter, and Kenneth Rasinski, National Opinion Research Center.

Discussant: Robert Oldendick, University of South Carolina

10:45 a.m.–12:15 p.m. *Squaw Peak D*

POLITICAL ATTITUDES AND BEHAVIOR

Chair: Kathy Frankovic, CBS News

"Exploring Gender Effects in the June 1990 California Gubernatorial Primary Election," Mark DiCamillo, The Field Institute.

"Question Wording and Political Alienation," Jack P. Katosh, Mathew Greenwald & Associates, Inc.

"Political Alienation, Voter Registration and the 1990 Census," Nancy A. Mathiowetz, Theresa J. DeMaio, and Elizabeth Martin, U.S. Bureau of Census.

"High Accuracy Response Time Measurement in CATI and How it Can be Used to Increase Predictive Power in Election Polling," John N. Bassili and Joseph Fletcher, University of Toronto.

"Turmoil in 'The Land of Steady Habits': A Case Study of the Coming Change in American Voting Behavior," Richard Maisel, New York University, and Peter Tuckel, Hunter College.

Discussant: Robert S. Ross, California State University, Chico

10:45 a.m.–12:15 p.m. *Squaw Peak FG*

SAMPLING HARD TO FIND GROUPS

Chair: Seymour Sudman, University of Illinois

"Challenges in Locating and Qualifying a Rare Population by RDD Telephone Sampling — the 1990 National Jewish Population Survey," Barry A. Kosmin, Nava Lerer, Ariella Keysar, North American Jewish Data Bank, and Dale W. Kulp, Marketing Systems Group.

"Description and Evaluation of a Design for Sampling Households 'At Risk' of Welfare Dependency," John Tarnai, Steven G. Herringa, University Michigan, Donald A. Dillman, Ernst Stromsdorfer, Washington State University, and Greg Weeks, Evergreen State University.

"Enumeration of the Homeless in the 1990 Census: Findings of a Five City Assessment Study," Matt T. Salo and Laurel Schwede, U.S. Census Bureau.

"Carrying Out the Rand Survey of Prostitutes: What Worked, What Didn't and What We Have Learned," Sandra H. Berry, Naihua Duan, David E. Kanouse, and Janet Lever, The Rand Corporation.

"Methodological Considerations in Sampling Homeless Populations," Ananda Mitra and Tim Johnson, University of Illinois.

Discussant: Charles D. Cowan, Opinion Research Corporation

10:45 a.m.–12:15 p.m. *Squaw Peak E*

USE AND EFFECTS OF THE MEDIA

Chair: J. Ron Milvasky, University of Connecticut

"Media Redistribution in the U.S.: A Growing Information Gap Between Metro and Nonmetro Areas?," C. N. Olien, G. A. Donohue, and P. J. Tichneor, University of Minnesota.

"Overreporting of Media Exposure: The Impact of Varying Reference Periods in Survey Questions," Vincent Price, University of Michigan.

"Sex and Violence on Television: Do Polls Misrepresent Viewer Opinion?" Horst Stipp, NBC and Guy Lometti, University of South Carolina.

"The Third Person Effect, Legal Decisions, and Compliance with the Law," Laurie Mason, Stanford University, and Robert Mason, Oregon State University.

Discussant: Susan Herbst, Northwestern University

12:15 p.m. *Grande Ballroom*

LUNCH

FRIDAY, May 17, 9:00 a.m.—10:15 a.m.
WARS, PRESIDENTS, THE MEDIA AND PUBLIC OPINION

"Rally Events" and Presidential Approval Ratings in the Gallup Poll: 1937-1991
LARRY HUGICK and ALEC M. GALLUP, The Gallup Organization, Inc.
During times of crisis and in response to events, approval ratings for U.S. presidents often increase suddenly, as Americans rally to support the man who symbolizes the country. John Mueller of the University of Rochester defined rally events as being related to international relations, very dramatic in nature, specifically involving the president and highly salient to the public.

This paper examines the relationship between changes in presidential approval ratings and the timing of potential rally events (as defined by Professor Mueller). Events associated with sharp, but often short-lived, increases in approval ratings are identified for 10 Presidents, Roosevelt through Bush. Hitler's invasion of Poland, the allied victory in Europe, the Cuban missile crisis, Vietnam War peace treaty, the Iran hostage crisis, the Grenada invasion, and the Persian Gulf war are among the events studied.

Based on Gallup Poll data collected since the approval question was first asked in 1937, the magnitude, duration and demographic components of the surge in approval scores observed after a "typical" rally event are described.

Going beyond Mueller's definition, the paper also identifies events outside of the international sphere that are associated with heightened presidential popularity, both among the total population and among specific population subgroups. These events include Eisenhower's use of troops to quell racial violence in Little Rock, the first moon landing and the Hinckley assassination attempt.

Media Coverage and Public Opinion on the Persian Gulf
DAVID P. FAN, University of Minnesota
This paper examines media coverage and public opinion for the Persian Gulf crisis after August 1990. A series of 10 published polls used approximately the same wording at different times to ask about American opinion on the likelihood of a Persian Gulf war. To relate press coverage with this poll series, 2404 stories relevant to the Gulf crisis were retrieved from the AP and USA Today from August 1, 1990 to January 11, 1991. A computer content analysis was developed to score story paragraphs for their positions on the likelihood of war. The paragraph scores were entered into the mathematical model of ideodynamics to calculate an expected opinion time trend which matched actual poll points with an average error of 2.4 percent, confirming our earlier findings that the media can set not only the agenda but opinion within agenda items. We are now relating the media to opinion time trends for other topics like American goals, whether American troops should be used to liberate Kuwait, and support for the assassination of Saddam Hussein of Iraq, one of the few topics for which there was significant opinion change and for which polls were taken before, during and after the war.

The Vietnam Generation's Attitudes in The Persian Gulf: Have the Doves Become Hawks?
FLOYD CIRULI, Ciruli Associates

The majority of American people have supported U.S. Gulf policy since its inception, including the various stages of military escalation. Comparisons with public attitudes during the Vietnam war have been numerous. Much of the conventional wisdom concerning Americans' aversion to large-scale military action has been reversed. Pundits and politicians who thought they knew the *lessons of Vietnam* and were convinced the Vietnam generation was hostile to the war were shot down.

A series of statewide polls conducted for Denver's television station, 9K-USA, and the *Rocky Mountain News* from August 1990 to March 1991 are used to examine the Vietnam generation's attitudes toward the war in the Persian Gulf. Persons who turned 18 between 1965 and 1975 were questioned to identify their Vietnam era attitudes on isolationism versus internationalism and militarism. Those attitudes are compared to their current views shaped by the war in the Middle East.

Along with asking for respondents' retrospective judgment and memory on Vietnam, a comparison is made with national polls from the Vietnam decade and the most recent Gulf polls. Generational theories are examined with polling results from persons who became 18 years old between 1965 and 1975 compared to persons who are now between 33 and 45 years old.

Reaction to The Persian Gulf Crisis: Gender, Race and Generational Differences
FREDERIC I. SOLOP and NANCY A. WONDERS, University of Minnesota

Between August, 1990 and February, 1991, the Persian Gulf Crisis emerged as the most critical issue facing the United States. This paper investigates the nature of public reaction to this crisis. Public opinion, as reflected in poll data, is scrutinized for gender, race and generational variations. While some variation has been identified in preliminary analyses, this paper is concerned with understanding the point in time when variations emerged, the magnitude of variations and the duration of such variations. Using these concerns as a filter with which to scrutinize public opinion data, a more complex understanding of the public's reaction to the Persian Gulf Crisis is woven together. This understanding of the public's reaction is further complemented with consideration of the nature of the social movement opposing U.S. policy in the Gulf.

FRIDAY, May 17, 9:00 a.m.–10:15 a.m.
MAIL SURVEY INNOVATIONS

In Living Color: A Large-Scale Experiment on the Effects of Color on Response Rates in Mail Surveys
SCOTT KEETER, J. DAVID KENNAMER, and JAMES M. ELLIS,
Virginia Commonwealth University

Over the last year, the Survey Research Laboratory at Virginia Commonwealth University has conducted research on the effect of questionnaire color on response rates to mail surveys. More than 50 populations were surveyed, most of them business and professional groups. Population members were randomly assigned to receive pink, green or white questionnaires. Preliminary results among 52 groups, ranging in size from 29 to 4243, indicate that the use of color (either green or pink) has about a 3 percent advantage over white.

Average response rate was slightly higher for pink questionnaires than for green. These apparent advantages of color are primarily located among smaller populations. Among populations of under 100 members, average response rate for pink questionnaires was 47 percent, for green, 44.5 percent and for white, 39.4 percent. There is little difference in larger groups, particularly in those of more than 700. Additional multivariate analyses will include population characteristics and other methodological differences.

Personal Delivery of Mail Questionnaires for Household Surveys: A Test of Four Retrieval Methods

PAUL T. MELEVIN, DON A. DILLMAN, RODNEY K. BAXTER, C. ELLEN LAMIMAN, Washington State University

This paper reports the results of an experiment aimed at overcoming noncoverage error, the biggest limitation of mail surveys of the general public. The effectiveness of four different procedures were tested for retrieving 20 page mail questionnaires delivered by face-to-face interviews to a statewide area probability sample of households in which adult males were selected to respond. The procedures, randomly assigned, incorporated 1) offering an $8.00 post-incentive and providing an immediate interviewer telephone follow-up; 2) only offering the post-incentive; 3) only providing the immediate telephone follow-up; and 4) neither offering the post-incentive or providing the follow-up. Results indicate that the highest response rate was obtained by only offering the post-incentive (50%) and the lowest from the use of neither (35.3%). The use of the immediate follow-up alone and the combined post-incentive and follow-up also worked to increase response rates (42.6% and 45.5%, respectively). The response rates attained are too low to justify widespread use of the exact methods implemented here, but with slight improvements, for which research directions are identified, may be improved to acceptable levels.

Data Quality in Mail, Telephone, and Face-to-Face Surveys: A Mode Comparison in the Netherlands

EDITH DESIREE DE LEEUW, Vrije Universiteit

In the fall of 1989 a controlled field experiment was conducted in the Netherlands in which a mail-, a telephone, and a face-to-face survey were compared. Three stratified random samples of households were taken from the telephone directory of the Netherlands. The topic of the questionnaire was the well-being and financial situation of Dutch citizens.

There was a significant difference in response rate between the three methods. Surprisingly the face-to-face survey resulted in the lowest response (51%). There was no statistical difference in response between the mail survey (67%) and the telephone survey (66%). Responsdents and nonrespondents differed in affulence. The former tended to live in the more rural areas, have a higher income and own their houses. This pattern was the same for all three modes; no significant differences in selective nonresponse were found between the data collection methods.

Small differences were found between the methods. The mail survey resulted in more item nonresponse, but also in more self-disclosure on sensitive topics. No differences between the face-to-face and the telephone survey were found on these points. All three survey methods performed moderately well on the psychometric criteria concerning the reliability of multiple question scales: the mail survey showed the best results, while the telephone survey was the least satisfactory. No consistent differences were found on open questions.

Improving Response Rates In A Mixed Mode Survey: TVA Residential Customer Survey

JOHN M. BOYLE, Schulman, Ronca and Bucuvalas, Inc. and CARLA JACKSON, Tennessee Valley Authority

Increasing alarm is voiced by survey researchers about current response rates. Survey professionals are quoted in the New York Times as saying "cooperation rates (are) dropping like a rock" and there is "an increasing societal tendency to refuse participation in a survey."

The Tennessee Valley Authority's survey of residential customers, conducted biennially since 1979, allows us to examine whether survey participation rates are really declining or not. The survey has been conducted among the same population, using the same survey methodology, for a decade. Moreover, the TVA survey employs a mixed mode methodology, including mail, telephone and in-person interviews. Hence, the TVA survey permits us to examine secular trends in survey participation controlling for population, content and mode of interview.

This paper finds little evidence of any secular decline in participation rates, when controlling for survey population, content and method. Indeed, an experiment in the design of the 1990 TVA Survey yielded higher responses at lower costs than survey in earlier years. This suggests that improvements in survey design and procedures can reduce survey costs, while achieving response rates as good or better than a decade ago.

FRIDAY, May 17, 9:00 a.m.–10:15 a.m.

ISSUES IN SURVEY AND CENSUS PARTICIPATION

1990 Census Mail Response: An Examination of Casual Relations at the County Level Using Regression Analysis

JAY K. KELLER, U.S. Bureau of the Census

The U.S. Bureau of the Census attempts to complete most of its nationwide enumeration using a mailout/mailback method for its questionnaire. This worked successfully in 1980, when the initial mailback rate was 76%. In 1990, the initial rate declined dramatically to 64%. Many demographic and socio-economic variables might correlate with nonresponse to Census mailout. A large database of 2300 counties and 110 independent variables was assembled. Efforts were made to isolate variables which might have genuine casual relationships with mail response, and remove others which could not imply that relationship. Two dependent variables, the 1990 mail response rate by county and the change in rates, 1980 to 1990, were employed. Results verify the widespread nature of the decline in response, and show increasing complexity in the relationships of socio-economic and demographic variables and census response. Findings may allow improved planning for the next census, and prediction of year 2000 census response levels.

The Role of the Interviewer in Survey Participation

MICK COUPER and ROBERT M. GROVES, U.S. Bureau of Census and University of Michigan

Survey methodologists have long suspected that the interviewer was an important source of variation in response rates. Confidence in these suspicions were always clouded by the inability in face-to-face surveys to control for the fact that interviewers did their work in different sample segments, and thus faced different challenges to complete their assignments. However, what evidence there is suggests that interviewer experience is a key factor in gaining respondent cooperation.

Efforts were undertaken to examine correlates and causes of interviewer-level variation in response rates in face-to-face surveys. A self-administered questionnaire was completed by Census Bureau interviewers in early 1990. Response rates for these interviewers for the same time period were also obtained, as was the information on the areas to which they were assigned.

The relationship between interviewer experience, expectations, attitudes and behaviors on the one hand, and success in gaining cooperation from sample persons on the other, is explored. The goal is to identify those factors that lead to variations in interviewers' response rates. Possible mechanisms through which experience translates into higher response rates are to be examined.

The Effects of Survey Experience on Interviewer Expectations: Findings From the National Household Survey on Drug Abuse

RACHEL A. CASPAR and TERESA L. PARSLEY, Research Triangle Institute

A number of factors may influence a sample person's decision of whether or not to participate in a survey. In this paper we will specifically address the role of the interviewer in the survey process—how their expectations of what will happen in a given setting affect the outcome of that situation, and how past experiences come to bear on present survey situations. Interviewers who worked on the 1990 National Household Survey of Drug Abuse (NHSDA) were asked to complete a questionnaire designed to capture information related to physical, behavioral, experiential, and attitudinal influences on levels of cooperation obtained by interviewers. Toward the end of the field period, each interviewer was mailed a follow-up questionnaire which asked essentially the same questions. The comparison of pre-NHSDA responses with post-NHSDA responses will enable us to measure the effect of one survey on interviewers' expectations as well as on their experiences.

FRIDAY, May 17, 10:30 a.m.–12:00 p.m.
RESPONSE ERRORS IN SURVEYS

Errors of Experience: Response Errors in Reports About Child Support

NORA CATE SCHAEFFER, University of Wisconsin

Events with a given structure may give rise to characteristic response problems. When answers require complex calculations, respondents supplement memory with estimation strategies. These estimation strategies often rely on recall about the patterning of events. Summarizing the frequency or other characteristics of events for a one-year recall period, for example, may be both relatively easy and accurate when events are regular and similar. When events are irregular or dissimilar, calculating answers may be more difficult and less accurate. This paper explores how the regularity, similarity, and clarity of events affect the accuracy of summary reports. The analysis predicts errors in self-reports of the amount of child support owed and received in 1986 using information provided by the court about the regularity and similiarity of support payments, and about other transfers that respondents might confuse with child support. Compared with those who are owed or receive no support, those who are owed or received support in all 12 months of 1986 appear somewhat less accurate, but those who were owed or received payments in only some months are much less accurate. Accuracy decreases when the amount owed or paid varies. The sample, drawn in Wisconsin, includes approximately 900 divorced mothers who reside with their children.

Efficacy and Patterns of Job Search Among Youths

JUDITH M. TANUR, Department of Sociology, State University of New York at Stony Brook and HEE-CHOON SHIN, Pennsylvania State University

This paper is part of a larger project exploring the answers given by and for youths (aged 16 to 24) to job search questions on the Current Population Survey (CPS). Do differing conceptualizations of job search between youths and adults lead to youths answering differently for themselves than adults do and/or adults answering differently as proxies for youths than youths would self report? Do such differences impact on computed unemployment rates?

Here we ask how patterns of reported job search change with age of subject and across proxy status. Using data from the March 1982 and March 1988 CPS, we construct a vector of percents of respondents using each of the job search strategies (checked with employer, applied to employment agency, etc.) for each age-by-race-by-sex-by-proxy-status subgroup. Correlational analyses of these vectors sheds light on the patterning of strategies by the variables defining the subgroups.

We also use "efficacy" scores (Rosenfeld et al. 1975) based on a BLS national survey on jobseeking methods of American workers. The scores are the percent of people who found a job using a particular strategy expressed a percent of all people who used this strategy. We ask if efficacy differs over age and proxy status.

Response Contamination by Third Parties in a Household Interview Survey

LOUIS CORTI and KARIN M. CLISSOLD, ESRC Research Centre on Micro-Social Change in Britain, University of Essex

Third party presence in face-to-face interviews is a familiar yet often unexamined phenomenon. Moreover, there is little conclusive evidence to show how the presence of third parties may affect the answers given by respondents. Data from a pilot study for the British Household Panel Study, an annual panel survey of adult members of a representative sample of 5,000 households in Great Britian, are examined to address the issue of response contamination.

Each individual face-to-face interview (conducted alone where possible) included an extensive set of interviewer observations which recorded the presence of third parties at various points during the interview, and measures of interviewers' perception of interference and influence by the third party on responses. These allow us to examine three features of response contamination. First, the extent to which individual interviews had a third party present, who they were, and whether such interview situations are dependent on any particular social characteristics. Secondly, whether the third party had any significant effect on the responses. Lastly, the extent of discrepancy between partner's reports depending on whether their respective interviews were contaminated.

Analysis focuses on several substantive topics considered to be especially susceptible to response effects in general, including measures of the division of labour and economic organization within households, family and sex-role attitudes and political values.

Quality of Self-Reported Financial Data in a National Study of the Disabled
STEVEN MACHLIN, U.S. General Accountng Office

Little previous research has been done on the extent to which using self-reported financial data introduces nonsampling errors into analyses. This paper examines the accuracy of self-reported financial data in a 1987 national survey of applicants for Social Security Disability Insurance (SSDI). The survey, which was sponsored by the General Accounting Office, collected detailed health and financial information from a stratified sample of approximately 3,000 persons (data were collected by the Census Bureau through personal interviews). Survey participants were asked detailed questions on amount of 1986 income by source. By comparing survey responses to administrative data from the Social Security Administration, we assessed the degree to which survey participants accurately reported their: 1) 1986 earnings (if employed), and 2) their SSDI benefits (if receiving benefits). In general, the self-reported data were fairly accurate. However, there was some variability in accuracy among subgroups of respondents. In particular, persons receiving the largest amount of SSDI benefits were more likely to underreport their benefits. Implications and limitations of the analysis are addressed.

FRIDAY, May 17, 10:30 a.m.–12:00 p.m.
DRUG USE SURVEYS

Measuring Drug Use in the USA: Overview of the National Household Survey on Drug Abuse
LANA HARRISON, National Institute on Drug Abuse

This paper will provide a broad overview of the National Household Survey on Drug Abuse (NHSDA), which is the primary source of information on illicit drug use among the nation's population. The survey, which is conducted under the auspices of the National Institute on Drug Abuse (NIDA), has been conducted at one to three year intervals since 1971. Estimates of drug use and trends in drug use in the USA will be presented, but the major focus of the paper will be on the methodological design of the survey. NIDA has recently conducted several methodological studies to determine ways to improve the quality of the data from the NHSDA. The paper will discuss the preliminary results from a national field test of four versions of the questionnaire, and an analysis designed to locate and measure the extent of the faulty data.

Asking About Drugs and Drug Dependency: The Role of the Questionnaire Design Research Laboratory

DAVID W. KEER, BENJAMIN ROWE, DEBORAH BERCINI TRUNZO, and STEWART C. RICE, National Center for Health Statistics

In 1990, the Questionnaire Design Research Laboratory (QDRL) at the National Center for Health Statistics assisted in the development, and conducted testing, of a questionnaire to assess the prevalence of use of cocaine and marijuana and the extent of dependency on these drugs. This paper summarizes QDRL operations that focused on the development and testing of the 1991 National Health Interview Survey (NHIS) adult drug-use supplement sponsored by the National Institute on Drug Abuse (NIDA). We will briefly recap the initial goals of testing and the testing procedures. We will discuss some implications of the question-specific findings and will highlight issues related to nonresponse. Through rigorous probing about items in a questionnaire, we identified potential sources of recall error and factors likely to cause other reporting errors. The focused interview allowed us to tease out potential problem areas in a body of data so that analysts can build in appropriate safeguards when working with the final product.

A Comparison of Survey Methodologies and Blood Chemistry Indicator in the Measurement of Drug and Alcohol Use Among Postpartum Women

CRAIG BLAKELY, DOTTIE CARMICHAEL, JAMES DYER, JOHN ELTINGE, Texas A&M University
BERT LITTLE, Parkland Hospital, Dallas, Texas, and
ERIC FREDLUND, Texas Commission on Alcohol and Drug Abuse

This paper reports on a survey of post-partum women in the six largest public hospitals in Texas. A total of 1689 women were interviewed and blood samples were taken from each. In one of the hospitals, a series of experiments were conducted to determine the most effective method of gathering data in terms of response rates and willingness to report drug use. A random sample of respondents were interviewed in person with a paper and pencil form used to collect data on the drug use questions. The remaining respondents were contacted in person, but the interview was conducted over the phone. In addition, about a quarter of the sample were offered an incentive payment of $10 to participate. Although the response rates paid respondents and those interviewed in person were higher than non-paid and phone interviewed respondents, all methods produced acceptably high responses. There were not statistically significant differences in self reported use of drugs.

Comparisons were also made between self report and blood data on key drugs. There was little correspondence between the two. The highly coercive and somewhat threatening hospital environment may contribute to not only significant under reporting, but also a tendency for past users to be more willing to admit having done it than recent users.

A Time-Series Analysis of the Drug Issue, 1985-1990: The Press, The President and Public Opinion

WILLIAM J. GONZENBACH, University of North Carolina

This study examines the triangular relationship of the press, the president and public opinion about the drug issue from 1985 to 1990. Agenda-setting theory serves as the theoretical foundation for the ARIMA time-series analysis, which attempts to address who is driving the public opinion formation process about drugs: the press, the president or public opinion. The study employs a unique method in that survey results from nine organizations about drugs as the country's most important problem are quilted into a time-series of 70 monthly points. The press and presidential agendas are based upon computerized content analyses of frequency of coverage of the drug issue. The three univariate time-series measures are identified and estimated, and then the white-noise component of each is used in a crosslagged correlation to address the research question. The results indicate that public opinion mirrors or follows the press, though public opinion also drives the press agenda. Second, the study reveals that the president is following the public agenda, though the president also has strong immediate influence on public opinion. And, finally it suggests the president mirrors and follows the media, in addition to following public opinion. The trend of opinion, when viewed in relation to the history of events surrounding the issue, suggests that the public opinion formation process, as measured through the lens of public opinion polls, is a matter of public perceptions of the reality of the issue and of the psuedo-realities of presidential and press attention, which may have their origins back in the heart of the public concern.

FRIDAY, May 17, 10:30 a.m.–12:00 p.m.
SURVEY-BASED EXPERIMENTS

Part-Whole Question-Order Effects

McKEE J. McCLENDON and SNIGDHA MUKHERJEE, University of Akron

Part-whole question combinations such as marital happiness and general happiness are frequently susceptible to question-order effects. Yet there is ambiguity as to whether placing more specific questions before a related general question will increase consistency between responses to the specific and general questions (an assimilation effect) or whether it will reduce consistency between responses (a contrast effect). Several split-ballot experiments from 1986 and 1987 General Social Surveys involving multiple specific items (marital happiness plus satisfaction from place of residence, leisure activities, family life, friendships, and health) and a single general happiness item are used to test several hypotheses concerning the conditions which produce assimilation effects and those that lead to contrast effects.

Effect of Placement of the Middle Position Alternative on Substantive Opinion Responses

ROBERT MASON, Oregon State University
JOHN E. CARLSON, University of Idaho, and
MARTI McCRACKEN, Oregon State University

The location of a middle position alternative in the opinion response sequence has shown, generally, recency effects, i.e., when it is placed at the end of the response choice. Order effects of the middle position alternative on the frequency of substantive responses remain unclear. A split-ballot experiment that randomly ordered all possible combinations of opinion item responses—"Better", "Worse", "Stay the Same"—showed strong primary effects for substantive opinion responses, particularly when the middle position response (Stay the Same) is at the end of the response choice. Experimental treatments were applied to two related opinion questions. Location of the "Better" response in the first question affects its response frequency in the second question. The frequency of middle position responses is the same regardless of their order in response choices.

Response Form Effects in Election Polling Projects
JESSE F. MARQUETTE, University of Akron

Research on response form effects indicates that the manner of presentation of available options in a forced response item will significantly effect the distribution of choices by respondents. Specifically, the presence or absence of an offered "undecided" response effects the proportion of subjects claiming to have an opinion.

Election polling has long been a significant component of the survey enterprise. In its classic form, the nub of the electoral polling project is some variation of the subjunctive item: If the election were held today, would you vote for the Democrat, Mr. A or the Republican, Mr. B?

Despite demonstration of the consequences of the presence or absence of a middle response alternative in most opinion questions there has been no corresponding research regarding response effect on the vote intention item. The results of an experiment conducted during the 1990 Ohio Gubernatorial election clearly establishes both the existences of, and an explanation for, response form effects in the administration of the candidate preference item in election surveys.

The Effect of Opinion Poll Question Order on the Propensity to Favor an Issue
LORI MITCHELL-DIXON, University of Toledo

McClendon and O'Brien (1988) review the principle of cognitive accessibility and the recency principle to suggest that specific questions bring information into the respondents' domain. Thus general questions should proceed specific questions. McFarland (1981) shows that respondents were more likely to show an interest in particular topics after they were asked specific questions on the same issues.

This research supports that of McClendon and O'Brien (1988) and McFarland (1981) and shows that respondents are more likely to say they would favor an issue after they have been asked specific questions about the issue. The findings of a telephone survey to a control sample and test sample show that the control sample (those not exposed to a series of questions about the issue before asking a measure of support).

FRIDAY, May 17, 2:15 p.m.–3:45 p.m.

SURVEYING PEOPLE WITH DISABILITIES: ISSUES IN SAMPLING, DATA COLLECTION AND ANALYSIS

Surveying People with Disabilities: Issues in Sampling, Data Collection and Analysis
CORINNE KIRCHNER, American Foundation for the Blind

Increasingly, survey researchers are experimenting with ways to identify and accommodate people with communications disabilities (e.g., vision, hearing, speech, learning), whether their study focuses on a disabled population or is a general population sample that includes people with disabilities. The panel will address such issues as: "multi-media" data collection (e.g., braille, taped interviews, TDDs); modifying question format for people with mental/learning disabilities; developing prevalence estimates from household samples; other problems/solutions developed by panelists or attendees.

ENVIRONMENTAL ISSUES

Opinions and Opinion Change Toward Global Warming: Combining a Survey with an Experiment

ROBERT E. O'CONNOR, Pennsylvania State University

This research combines survey methodology with a quasi-experiment in order to explore public attitudes toward global warming and the impacts of different approaches to providing information about risks that may arise from global warming. After completing a phone interview, each participant received one of four brochures along with a written questionnaire to be returned.

The information in the brochures varied on two dimensions: a standard somewhat technical statement or a more emotional description of possible impacts, and a description that stressed potential ecological impacts or human health and safety problems.

One hypothesis is that attitudes toward an environmental issue such as global warming are part of one's central ideology or culture, so that the communications will have little impact. A contrary hypothesis is that opinions regarding global warming are unlikely to be well developed, so the information will greatly influence opinion. A hypothesis from the risk communication literature is that the more emotional presentations will have a stronger impact than the standard treatments. A hypothesis from the environmental attitudes literature is that the information that focuses on potential impacts to human health will be more powerful than the information that emphasizes ecological impacts.

Environmental Consumerism: Harbinger or Hoax?

MICHAEL BATTAGLIA, ANDREW STOECKLE and RICHARD WELLS, Abt Associates Inc.

Environmental consumerism has received much publicity. Abt Associates examined this issue in detail in a national survey of consumers. The survey was designed to complement several surveys of environmental attitudes, by also examining consumer behavior. Although 90% of consumers claimed they would be willing to pay more for environmentally-oriented products, 51% actually took environmental issues into consideration in a product purchase decision. This suggests that there may be an unmet demand for environmentally-oriented products. Interestingly, of those who made such a purchase, only 37% claimed that it cost more than its conventional alternative. Most consumers felt that making products that minimize solid waste is an important way a company can provide less polluting products, as confirmed by the fact that consumers are paying attention to packaging as well as product attributes in their purchases. Very few consumers mentioned energy efficiency as an environmental reason for purchasing a product. With respect to sources of information on the environmental attributes of products, 52% of consumers relied on information printed on the product. Several of the products purchased by consumers trying to buy "green" are regarded as questionable by environmentalists. Two such products that stand out in the survey are degradable plastic bags and "ozone friendly" products including aerosol and nonaerosol sprays. Aerosol sprays containing CFC's were banned 12 years ago, while manufacturers' claims regarding degradability claims are under investigation by the Federal Trade Commission and several State Attorneys General.

From Conservatism to Conservation: Environmentalism in Orange County, CA
MARK BALDASSARE and CHERYL KATZ, University of California, Irvine

The 1990 Orange County, CA Annual Survey finds that residents in a notoriously conservative county are now expressing environmental attitudes and taking actions that were once considered "liberal." In a random telephone survey of 1,017 adult residents, 76 percent say they often conserve water, 68 percent say they often recycle, 52 percent say they often purchase environmentally safe household products and 35 percent say they often limit the amount they drive to reduce air pollution. Seventy-five percent say they are taking more than one of these actions. Further, 54 percent say they are much more likely this year than last to conserve water, 50 percent to recycle in their home, 38 percent to buy environmentally safe household products this year, and 25 percent to limit their driving to reduce air pollution. Sixty-nine percent are making more effort in at least one area today compared to last year. In analyzing the demographic, political and attitudinal predictors of environmentalism, conservation in this conservative county appears to be explained by the fact that 68 percent say that environmental problems such as air and water pollution pose a "very serious" threat to their own well-being and health. The implications for future research and public policy are discussed.

Californians' Involvement with Wildlife: Implications for Change in Management of Natural Resources
MICHAEL KING, JAMES FLETCHER, and JON HOOPER, California State University, Chico

The traditional clientele of the California Department of Fish and Game (CDFG) has been the hunter and angler. Increasingly this client base has declined, raising questions about future revenue sources and general population support for the agency's activities. This paper reports on two general population surveys of 2,500 California adults each conducted for CDFG.

In each survey respondents were classified into seven wildlife "user" groups based on questions about: amount of leisure time spent outdoors; visiting capital intensive facilities like zoos, aquariums, natural history museums, and wildlife parks; time spent in non wildlife oriented outdoor recreation; time spent in non consumptive wildlife activities like bird watching; and time spent in hunting or fishing.

The proportions of adult Californians falling into seven user groups based on these questions were quite similar in the two surveys. About four of five adult Californians have some involvement with wildlife. About two-thirds spend some of their leisure time relating to wildlife in the outdoors. Very few confine their involvement to the purely consumptive activities of hunting and fishing. This data indicates a constituency for wildlife management services that goes far beyond the hunter and angler.

FRIDAY, May 17, 2:15 p.m.–3:45 p.m.
QUESTION ORDER EFFECTS IN PERSPECTIVE

Split-Ballot Experiments in the Gallup Poll: 1938-1988
GEORGE BISHOP and ANDREW SMITH, University of Cincinnati

The use of split-ballots to investigate the effects of variations in the form, wording, and context of survey questions has had a long, but somewhat neglected, history in public opinion research. Though many researchers have long been aware that the Gallup and Roper organizations, among others, began to experiment with their poll questions in the 1930s, few realize just how extensive and frequent these pioneering explorations truly were.

Our paper will trace the history of the Gallup split-ballots, examining the reasons they were done—for the practical as well as the purely methodological, how they were done, and the type that were done, and with what frequency. Our content analysis will also show that there are a number of variations in question wording and format that Gallup experimented with that have not been investigated in the recent literature.

Furthermore, these old split-ballots provide hundreds of relevant observations for testing the generalizability of a number of current hypotheses about response effects, and over a considerable period of time. Finally, our report will speculate about some of the reasons why these split-ballots declined dramatically in frequency after the late 1940s.

Question Order Effects Among Multiple Rating Items

ARTHUR H. STERNGOLD, Penn State University

Multiple items that ask respondents to rate a series of objects along the same dimension may be susceptible to question order effects. According to David Moore's Least-First Principle and earlier social judgment research on contrast effects, the ratings will be higher when the lowest-rated items are asked first and the highest-rated items are asked last (the least-first order) than when they are asked in the opposite order. A split-ballot experiment embedded in a national RDD telephone survey of adults was used to test this effect. Eight items asked respondents how much attention they paid to various foods substances (e.g., fat, vitamins) when deciding what foods to buy or eat, with four answer choices ranging from "hardly any" to "a great deal" of attention. One version of the survey asked these items in the least-first order, while the other asked them in the reverse sequence. As predicted, the ratings were significantly higher for the least-first order, due to repeated contrast effects. Question order mostly affected whether or not respondents chose the "great deal" answer, which is consistent with the argument that respondents rate items in a manner that will express the discriminations that are important to them.

Context Effects in Attitude Measurement: An Inclusion/Exclusion Model

NORBERT SCHWARZ, ZUMA and HERBERT BLESS, University of Mannheim

We present a theoretical model of context effects in attitude measurement that makes predictions with regard to (a) the conditions under which context effects are likely to emerge; (b) their direction (i.e., assimilation or contrast); (c) their size; (d) their generalization across related items; and (f) their dependency on the mode of data collection used. The model emphasizes the role of categorization processes in determining the impact of easily accessible information on subsequent judgments and specifies relevant questionnaire variables. These include the order, content, number, and spacing of questions, specific aspects of introductions to blocks of related questions, as well as conversational aspects of the interview. In addition, the model handles the impact of respondent variables, such as expertise or attitude centrality, and the influence of different modes of data collection. Key assumptions of the model are illustrated with experimental studies that demonstrate how political scandals may decrease as well as increase trust in politicians, and how a particularly well-respected party member may increase as well as decrease liking for his party in general, depending on categorization decisions elicited by the questionnaire.

FRIDAY, May 17, 2:15 p.m.–3:45 p.m.
MODERN POLITICAL CONTROVERSY

Obscenity Censorship and Public Opinion in the NEA Controversy
GLADYS ENGEL LANG and KURT LANG, University of Washington

With the appendage in the summer of 1989 of an amendment by Senator Helms to the NEA reauthorization bill, the debate over what is and what is not obscenity took on new life. Reference in Congress to public outrage were not substantiated by reference to polls. Very few members ever attempted to ascertain constitutent opinion on this issue.

A review of relevant polls indicates (1) a general trend toward greater tolerance of explicitly sexual material that was most pronounced among younger age groups; (2) a slight but distinct movement toward support for some restrictions; (3) that, vociferous opposition notwithstanding, NEA appropriations were not a salient issue for most; (4) a strong residue of support for federal funding of the arts concentrated among the more educated; (5) large majorities opposed to "censorship"; (6) public reluctance to entrust the decision on what art to fund to government.

Given these cross-currents, the outcome of this and similar controversies depends, in large part, on how the issue is publicly defined.

The Third-Person Effect and Support for Restrictions on Pornography
ALBERT GUNTHER, University of Wisconsin

Public support for censorship of mass media pornography is often justified by the argument that such content will have negative effects on society. While it is clear that people are concerned with the effects of such content on others, it is not clear whether they are also concerned about effects on themselves. The questions of interest in this study are whether people systematically estimate the effects of pornography to be significantly greater for others than for themselves, a phenomenon often labeled the thrid-person effect, and whether their support for censorship of pornography is related to that perceived effect on others.

This paper reports on telephone interviews with 648 U.S. adults who were asked about their perceptions of pornography's effects on themselves and others, and about their support for various restrictions. The data revealed a significant third-person phenomenon. Support for restrictons was influenced primarily by individuals' estimates of effects on themselves, but perceived effect on others also had a significant impact.

The Price Elasticity of Mass Preferences
DONALD PHILIP GREEN, Yale University

This paper compares the price elasticity of economic and political preferences. The central hypothesis is that willingness to pay, whether expressed verbally or through cash transactions, is more price elastic for economic consumption goods than for public goods. We find that increases in price greatly diminish the proportion of people willing to pay for consumer goods, such as housing or hardback books, whereas the proportion willing to pay more in taxes to support a public good, such as environmental protection or shelter for the homeless, is much less responsive to changes in price. We conclude by discussing the theoretical and political implications of willingness to pay for public and private goods.

Gun Control and Abortion: Centrality and Committed Action Revisited and Expanded
STEPHEN FRANK, St. Cloud State University

Many commentators attribute victories of anti-gun regulation groups and anti-abortionists to their member's intensity, in spite of the 1970's work of Schuman and Presser who found both sides on gun regulation to be about even in centrality. Both anti groups had higher rates of committed action. In 1988 and 1990 RDD telephone surveys of MN adults sought to determine gun regulation and abortion positions; measure centrality; expand the committed action questions; ascertain organization names; and study organizations' communication efforts. The basic findings of the earlier studies are supported. Concerning gun control, the issue is less central for antis on some aspects of regulation but they are more likely to engage in committed action. Both sides are about equal with respect to communication to their members but the antis are much more likely to belong to organizations. Antis appear to communicate more in nonelection periods. About abortion, the Webster decision may have increased levels of centrality for both sides but is more central for antis. Both sides have increased their committed actions, but antis are much more likely to follow through on their beliefs and receive communication in nonelection years.

FRIDAY, May 17, 4:00 p.m.–5:30 p.m.
"Single Source: Everything you ever wanted in a survey, and less?"

Peter V. Miller, Northwestern University
This panel will describe, analyze and critique one of the major developments in the commercial survey business in recent years—"single source" measurement. These surveys feature large scale household panel measurement of purchasing, combined with measurement of various marketing inputs: media exposure, couponing, direct mail, store promotions. The intent is to enable marketers to discern which of their advertising and promotion activities pay off in sales. Much of the measurement in the surveys is done electronically, through meters on television sets and through store-based or home-based scanning of the bar codes on purchases. While in theory a marketer's dream, single source measurement raises many questions of sample design tradeoffs, respondent burden and noncooperation, self-report vs. machine measurement of behavior, and cost impact on clients and more traditional survey competitors. We will present these issues and lead a discussion evaluating the "single source" concept.

FRIDAY, May 17, 4:00 p.m.–5:30 p.m.
THE POLITICS OF POLLING

Pens and Polls in Nicaragua: An Analysis of the 1990 Pre-election Surveys
KATHERINE BISCHOPING and HOWARD SCHUMAN, University of Michigan

In order to understand the problems of interpreting political surveys in highly polarized societies, we analyze the results of 17 pre-election polls carried out during the three months preceding the 1990 Nicaraguan election. We also draw on findings from a survey-based experiment on response bias that was administered in the last days of the election campaign. Both sets of data are used to explore five hypotheses that might account for the large inconsistencies between many of the pre-election surveys and the actual election results: the volatility of the Nicaraguan electorate; serious problems in sampling a developing country in turmoil; bias in the type or context of questions asked; differences across polling organizations; and response bias in the population itself. Our analysis indicates that the main explanation for the failure of some polls and the success of others lies in an unusual interaction between respondents' vote intentions and the perceived partisanship of a poll. Paradoxically, bias on the part of a survey organization was necessary to reduce bias on the part of respondents.

Pre-Election Polls in France: The Regulatory Environment
MICHEL BRULE, Brule Ville Associes

During the last fifteen years, legislative restriction on the publication of pre-electoral polls appeared in 6 out of the 12 countries belonging to the E.E.C.
France cleared a law in 1977, during the presidential term of Valery Giscard D'Estaing, with 3 main provisions: —any publication must be accompanied by some technical information; the buyer must be stated; —a watchdog was set-up: the "Commission des Sondages"; — publication of pre-election polls was banned in the week preceding national elections.

From our experience with this law, several lessons can be drawn: 1) the watchdog has been rather efficient to push out of the market some polling organization closely linked to political parties; 2) it did not succeed to check polls originating from the "service des renseignements généraux", the information agency from the Interior Ministry; 3) the most controversial provision is the banning of poll publication during the last week. It deprives the public from some information at the same time when the political headquarters multiply the surveys.

Citizens are therefore split into 2 categories: those with the right to know and the others, on the doubtful assumptions that polls can be used to manipulate public opinion and that free publication carries a greater risk of manipulation than a ban on publication.

Hidden Negativism: Evaluation of Parties and Leaders in Different Contexts
PETER ESAIASSON, Goteborg University, and
DONALD GRANBERG, University of Missouri

A comparison was made of how Swedish adults evaluated political parties and the party leaders under three different survey methods: in-person interviews, telephone interviews, and mailed questionnaires. Both the party leaders and the parties were evaluated more negatively by people responding on the mailed questionnaires. Telephone and in-person interviewees did not differ significantly. The evidence did not indicate that the mailed questionnaire respondents answered more carelessly or in a less coherent manner. The level of evaluation was affected by the context, but the structure of the answers was not. The results imply that most estimates of popular support for political leaders underestimate the level of disapproval.

FRIDAY, May 17, 4:00 p.m.–5:30 p.m.
INTERVIEWERS IN THE SURVEY PROCESS

Attributes of Questions and Interviewers As Determinants of Interviewing Performance
STANLEY PRESSER and SHANYANG ZHAO, University of Maryland

This paper examines the correlates of errors made by interviewers in reading survey questions. The level of error observed by trained monitors in a statewide random digit dial survey was similar to that in other phone surveys but considerably lower than that reported in face-to-face studies. Longer questions and series questions that repeated the words of preceding items were more likely to be misread. Placement in the questionnaire and the number of times a question was asked (as a result of skip patterns) were unrelated to reading error as were three interviewer characteristics (experience, refusal rate, and efficiency). The findings suggest that in computer-assisted telephone surveys, question-asking errors may not be a significant source of bias.

The Effects of Non-Standard Interviewer Verbal Behavior on Respondent Verbal Behavior
LESLIE A. MILLER, DOUGLAS J. HERRMANN and M. CATHARINE PUSKAR, Bureau of Labor Statistics

An important question in survey research pertains to the standardization of the interview process. Should the interview be highly structured, forcing interviewers to follow standard scripts, or should the interview take on more of an interactional exhcange, allowing interviewers the opportunity to react to the situation? While the structured school would assume that non-standard speech behaviors would result in response error, the unstructured, or interactional school, would expect such behaviors to result in more accurate responses.

Advocates of the structured interview posit that standard behaviors ensure applying the same procedure across all situations, and thus meaningful measurement. Answer differences then reflect actual differences between respondents, and not differences attributable to other processes (Fowler and Mangione, 1990) such as interviewer variation. Advocates of the more interactional exchange between interviewers and respondents criticize the highly structured interview. They suggest that while structured advocates are attempting to validate data with structure, this same structure is prohibiting an interactional event which ensures reliability of answers (Suchman and Jordan, 1990).

In 1989, the Bureau of Labor Statistics, along with the United States Census Bureau, conducted a field test incorporating three cognitively redesigned sections in the Consumer Expenditure Interview Survey. Taped and coded interviews provide information about the frequency of non-standard interviewer speech behaviors, the accuracy of these behaviors, and their effects on responses. Further results provide information regarding the variables affecting the use of non-standard speech behaviors.

Solo Interviewers Versus Field Teams: A Comparative Assessment of the Costs and Benefits of Interviewing in High-Cluster Areas
SAMEER Y. ABRAHAM, NORC, University of Chicago

This paper provides a comparative assessment of the costs and benefits associated with the use of two qualitatively distinct forms of interviewer organization: the traditional (solo) interviewer and field team approaches to interviewing in high-cluster areas. Both forms of organization were employed during two separate phases of household screening for the Chicago Urban Study (CUS), conducted by NORC in 1986-1987. The field effort entailed face-to-face screening of approximately 8,200 households, followed by face-to-face interviewing of 3,000 individuals at a later date. Both groups completed approximately the same number of screeners, thus achieving near-identical (92 percent) response rates. Depending on how costs are calculated, by separately viewing field costs or by combining them with home office costs, each form of organization offered its own cost advantage. Each also offered other, less tangible, but no less important, benefits. Interviewers teams offered, especially for less experienced interviewers, a sense of security while working in low-income neighborhoods in the evening, group solidarity, on-site supervision and problem resolution, and an intricate division of labor that allowed for specialized roles (bilinguals, converters, etc.). The solo approach was generally more appealing to experienced interviewers who preferred the individual autonomy that attracted many of them to this occupation in the first place.

Diminishing Returns? On the Relationship between Interviewer Training and Survey Data Quality

JASON S. LEE, National Institute of Mental Health

The "diminishing returns hypothesis" predicts that the quality of survey data improves with increasing interviewer training, but only up to a point. According to this hypothesis, additional training beyond a critical level brings no improvement in quality and may even hinder performance and thus lead to lower quality data. Existing experimental data provide some support for this hypothesis but more evidence is needed on the effects of different levels and kinds of training. This paper reports both the results and a replication of a field experiment designed to see whether training of a different type and amount improves interviewer performance and data quality. By using standardized training materials, methods and evaluation techniques the results of this study can be directly compared with other training manipulations. Rationale for such a program of research are discussed.

FRIDAY, May 17, 4:00 p.m.–5:30 p.m.
AGENDA-SETTING AND BEYOND: CURRENT PRESPECTIVES ON MEDIA EFFECTS

Experimental Studies of Television Advertising: Current Perspectives on Media Effects

SHANTO IYENGAR and STEPHEN ANSOLABEHERE, University of California, Los Angeles

This paper analyzes the effects of television campaign "spot" advertisements using experimental methods. Three experiments administered during the 1990 gubernatorial campaign in California demonstrate that exposure to even a small number of spots can shift voters' preferences. Moreover, the effectiveness of a particular candidate's spots depends upon the other candidate's spots. Political advertising is strategic. Using a simple game-theortic framework, we show that in the area of positive and negative image advertising, there are dominant strategies that depend upon both the subject matter of the spot and the candidate airing the spot.

Eras in the Agenda-Setting Process for the Issue of AIDS
EVERETT M. ROGERS, University of Southern California and JAMES W. DEARING, Michigan State University

The agenda-setting process for the issue of AIDS from mid-1981, when the first AIDS cases in the U.S. were reported, through 1988, can best be understood as a series of three fairly-distinct eras, with phase-changes marked by major events (for example, the announcement that Rock Hudson had AIDS) and by corresponding changes in the amount of media coverage accorded the AIDS epidemic. Here we review evidence for three eras for the issue of AIDS, and point to further research to determine the usefulness of eras in the agenda-setting process.

Media Markets, Candidate Awareness, Candidate Evaluations and the Vote in Congressional Elections
TIMOTHY S. PRINZ, Harvard University

This paper presents an exploration of the mass media's influence in congressional elections. Using the concept of media markets to examine media effects, it focuses first on the relationship between the media and the outcomes of House races via the incumbency advantage. Analysis of aggregate-level data from 1974 to 1986 indicate that the media reduce the advantage of incumbency in House elections, thereby enhancing competition in congressional elections.

Turning to individual-level data from the 1978 to 1988 National Election studies, the paper uses the concept of media markets to examine how the media affect candidate awareness and candidate evaluations in House elections. Analysis indicates that the mass media dramatically influence candidate awareness in House races: candidates in media market districts have much higher levels of name recognition, though the advantage favors incumbents more than challengers. Despite this, the data indicate that challengers are able to use the media to increase their visibility in the district.

The media also affect candidate evaluations in House races, though the effects are not as strong as those for awareness. Exposure in the media tends to favor both candidates, and high levels of media exposure for the challenger tend to reduce the evaluations of the incumbent, presenting the opportunity for challengers to use the media to mount a frontal attack on the incumbency advantage.

FRIDAY, May 17, 4:00 p.m.–5:30 p.m.
ISSUES IN CONDUCTING HEALTH SURVEYS

Factors Associated with Responses Rates by Primary Care Physicians in a National Survey
RICHARD B. WARNECKE, University of Illinois, Chicago
RONALD F. CZAJA, North Carolina State University
KAREN BURKE, City of Oak Park, Illinois
JANET BARNSLEY, University of Toronto
CHRISTINE HORAK, University of Illinois
ARNOLD KALUZNY, University of North Carolina
LESLIE FORD, National Cancer Institute

A national survey of physicians using a sample drawn from the AMA master file was conducted to assess the extent to which state-of-the-art early detection and treatment for cancer was being practiced by primary care physicians. Experience and the literature suggest that primary care physicians are particularly poor respondents to surveys. A strategy that included sponsorship by national professional leaders and an advance letter that offered the respondents a choice between a mail or telephone interview was employed. Overall response rates varied by physician specialization and by sample source. The overall response rate to the survey was 67%. It varied by physician specialization and source of sample. The purpose of this paper is to model the effects of: source of sample, physician specialization, physician characteristics, mode of interview, choice of interview mode by physician, and gender of interviewer on completion rate and responses to several key items in the survey. The results should indicate factors that will enhance response in physician surveys and suggest further research into response effects in such surveys.

Multivariate Analysis of Patterns of Nonresponse to the Current Health Topics Component of the 1987 National Health Interview Survey

STEVEN G. PENNELL, University of Michigan

Research on nonresponse is hampered by both the lack of measures on nonrespondents and the failure to perform multivariate analysis. In this study, multivariate analysis of patterns of nonresponse is presented using data from the 1987 National Health Interview Survey (NHIS). The NHIS design has two interview components which provide an opportunity to explore issues related to nonresponse. The first component, the core interview, provides health and sociodemographic data by self or proxy reports for all family members. In 1987 the second component, the Current Health Topics interview, required self reports from a randomly selected family member. Therefore, it is possible to link response status to the second interview to characteristics of both respondents and nonrespondents obtained from the first interview. The analysis highlights differences between respondents and nonrespondents, compares and contrasts the results of bivariate with multivariate analysis of patterns of nonresponse, explores the nature of statistical interactions, offers possible scenarios underlying observed patterns of nonresponse and suggests possible applications and limitations of the analytical framework.

Public Opinion and the Market for Health Care

FRED H. GOLDNER, Queens College and CUNY Graduate Center

The public opinion process plays an especially crucial role in the contemporary United States market for health care. As we know, even in a market where competitive products are identical, price alone seldom determines market choices. As we consider more complex products and services the process of opinion formation plays an increasing role. When we then move to the health care market, partially regulated by government, we reach a degree of complexity difficult to analyze.

Inflation in health care has led the government to change the methods by which they reimburse hospitals, to try to cap payments to physicians and to encourage competition through the growth of HMOs which provide health care through pre-paid insurance. Physicians have long fought such schemes by espousing a set of beliefs and values that identify any disturbance to their economic, occupational autonomy as a threat to the public's welfare. Their attempts to mobilize public opinion center on that universal value, "quality of care." HMOs, on the other hand, have to both recruit physicians and convince the public that physician payment schemes that decrease utilization are not a threat to the quality of care.

by governmental officials and employers, and survey data I have collected from HMO members about what individual physicians have told them and about their reports of the behavior of physicians.

An Assessment of Levels of HIV Transmission Knowledge in the U.S. Using Knowledge Indices

EILEEN M. GENTRY, CHARLES T. SALMON, KAREN G. WOOTEN and JANINE M. JASON, Centers for Disease Control

The number of HIV-infected individuals is increasing, making it important for the public to understand not only how HIV is transmitted, but also the lack of transmission risk associated with casual contact. Using the CDC's National Center for Health Statistics (NCHS) National Health Interview Survey (NHIS), we divided modes of transmission items a priori into two distinct areas of knowledge: "True Transmission," and "False Transmission". We recoded the items using a range of scores from 3, for the most correct response, to 0 for the most incorrect response, for each of 3 items related to true and each of 8 items related to false transmission. Item and principal components factor analyses yielded two distinct dimensions (True factor loadings from .68 to .76; False factor loadings from .56 to .74). Cronbach's alpha was .61 for True and .86 for False Transmission Indices respectively, indicating high reliability. The overall mean scores were 8.3 (range 0-9) and 15.9 (range 0-24) for True and False Transmission Indices respectively, supporting that the population is highly knowledgeable about true modes of transmission and at the same time holds major misconceptions about false modes. Above and beyond the many important uses of individual knowledge items, use of these indices could facilitate the monitoring over time of differential knowledge, attitude and belief concepts related to HIV and AIDS.

SATURDAY, May 18, 9:00 a.m.—10:30 a.m.

PHILOSOPHICAL REFLECTIONS ON THE SURVEY RESEARCH ENTERPRISE

LESLIE KISH, University of Michigan

Population values (e.g. means) are subject to *methodological problems* of errors of measurements, nonresponses, definitions, structural variations over time, and boundary definitions of the population. In addition, the corresponding *true values* must also confront *philosophical problems* of definitions and ascertainment. These problems are especially relevant for the opinions and attitudes that are so basic for the surveys and polls of public opinion research. Most of us would deny these the possibility of fixed true values that are both philosophically valid and operationally feasible. However, even for "factual" items like the rates for unemployment and for marriages, true values are difficult to nail down for individual values and perforce for population means. Even prosaic physical data like heights and weights pose difficulties, and some statisticians would prefer to abandon the idea of true values altogether. But I propose that true values, even of fictions, serve usefully to compare the biases of rival operations, perhaps even to estimate the magnitude of biases. Without concepts of true values, it seems difficult to conceptualize biases. Hence "true values would be obtained from all population elements, if the observations would not be subject to errors."

The Question and Answer Process

HOWARD SCHUMAN, University of Michigan

Three distinctions are discussed that have practical importance to survey research, while at the same time raising difficult conceptual issues: facts versus attitudes, errors versus effects, remembered versus constructed responses. No easy solutions are proposed, but each distinction deserves thought and discussion by serious survey researchers.

Responsibility in Interpretation of Poll Results

WARREN E. MILLER, Arizona State University

Journalists' access to results of public opinion polls adds a dimension to the general problem of choosing among philosophies that govern the definition and presentation of news. This includes objective reporting of "just the facts," or subjective, interpretive reporting of the meaning of the facts. It includes the choice between the "newsworthy" but possibly misleading interpretation and the more accurate but less interesting. Such choices cannot be made by outside experts and consultants but must be made by technically well-trained journalists. Choices should be well-informed, with professional competence in the interpretation of data about public opinion lodged in the person making the choice.

The Status and Scope of Our Claims

DONNA CARD CHARRON, Decision Research and Lindenwood College

Some logicians treat statistical arguments as inductive. I wish to make the point that for an important group of statistical arguments, namely those made in survey research which draw conclusions from probability samples, the inferences have the status of deductions, as that term is used by these logicians. Although these conclusions are the outcomes of deductive inference, it is the case, however, that they are frequently employed as inductions, either in predictions or retrodictions. This employment constitutes a use beyond the scope justified by statistical inference.

SATURDAY, May 18, 9:00 a.m.—10:30 a.m.
EVALUATING QUESTIONS AND RESPONSES

Gender Differences in Proxy Reporting

BARBARA BICKART, University of Florida
GEETA MENON, New York University
NORBERT SCHWARZ, ZUMA
SEYMOUR SUDMAN, University of Illinois
JOHNNY BLAIR, University of Maryland

In this paper, we investigate the effects of respondent gender on the processes used to answer questions about others. Specifically, we determine if the convergence between reports varies by gender and investigate the processes which underlie such differences, when they occur. Our results are based on face-to-face interviews with 50 couples conducted in a cognitive laboratory and telephone interviews with 202 couples. Both surveys included a variety of behavioral and attitude questions. Our findings suggest that the convergence between *behavioral* reports,appears to be most related to the amount of information one has about his/her spouse, compared to gender differences. Females, however, were less likely than males to use estimation procedures in answering behavior questions and were more likely to consider event cues and to search the reference period systematically. Males attained higher convergence in reporting about their partner's political *attitudes*. Although both males and females relied heavily on their own attitudes when reporting about the other, males appear to be more effective in using other inputs to adjust their self-report. We discuss the implications of these findings for understanding the impact of gender roles on judgment process and present guidelines for reducing nonsampling error via respondent selection.

Methodologies for Evaluating Survey Questions: An Illustration from a CPS CATI/RDD Test

PAMELA C. CAMPANELLI and JENNIFER M. ROTHGEB, Bureau of the Census
JAMES L. ESPOSITO and ANNE E. POLIVKA, Bureau of Labor Statistics

What constitutes a "survey pretest" can vary greatly from study to study. Recently there has been a concerted effort among researchers to codify and expand the various methods of evaluating survey questions. This paper examines the utility of several methods currently used to identify problematic questions. These include: 1) systematically coded interviewer-respondent exchanges 2) large-scale field-based respondent debriefings using answer-keyed follow-up questions and vignettes, 3) interviewer debriefings using a standardized questionnaire and focus groups, and 4) nonresponse and content distribution analyses. Data are gathered from the first phase of a CATI Random Digit Dialing (RDD) test that is part of a larger effort to redesign the Current Population Survey (CPS). The CATI/RDD test was undertaken to compare alternative CPS questionnaires. The focus of the paper is on what we have learned about the strengths and weaknesses of each of these methods in terms of implementation, interpretation, and effectiveness at identifying problematic questions.

The Storage of Survey Information: The Case of Behavioral Frequency Questions
E. MARLA FELCHER, BOBBY J. CALDER, Northwestern University

A psychological theory of how respondents formulate answers to behavioral frequency questions is developed. Behavioral frequency questions are viewed as cues which respondents use to access categories of behaviors. These behavior categories vary in the extent to which they constrain the respondent's search process. Three types of questions are considered: those which access superordinate well-structured categories, subordinate exemplars, and subordinate poorly structured categories. The category level at which the behavioral frequency question is asked affects the type and extent of elaboration in which the respondent engages in formulating an answer. Implications for the effectiveness of cue interventions, the reliability of frequency judgments, and the susceptibility of various question types to context effects are discussed.

Defining Hours Worked: How Important for Reducing Response Error?
W. SHERMAN EDWARDS Westat, Inc.

This paper examines some unexpected results from exploratory research on sources of error in the "hours worked" questions in the Current Population Survey. These results related to response error caused by misunderstanding question terms ("comprehension error") and the relationship between this kind of error, respondent understanding of the questions as measured by a post-interview "comprehension test," and attempts to reduce comprehension error by offering a definition of hours worked. Higher scores on the comprehension test were positively correlated with the presence and amount of comprehension error. Respondents offered detailed definitions of hours worked had higher levels of comprehension error than those not offered the definitions. Several post hoc explanations of these phenomena are plausible: the comprehension test, using hypothetical situations, may evoke different judgments than perceptions about one's own work situation; respondents' tendency to "satisfice" may limit their use of the definitions; detailed definitions may present too much information, causing more confusion than they eliminate. Comprehension error would appear to be unavoidable when measuring deceptively simple concepts like "hours worked" in a few survey questions. Reducing comprehension error beyond a certain point probably requires additional time in the interview, either through the addition of question items or through a combination of respondent motivation and further definition.

SATURDAY, May 18, 9:00 a.m.—10:30 a.m.
CONSEQUENCES OF POLITICAL COVERAGE AND ADVERTISEMENTS

"You're No Jack Kennedy": Audience Responses to a Verbal Barb in the 1988 Omaha Vice-Presidential Debate
MARK D. WEST, University of North Carolina, Asheville
FRANK BIOCCA, PRABU DAVID, University of North Carolina, Chapel Hill

Since the beginning of formal studies of Mass Communication, scholars have focused much of their efforts on the attempt to determine the nature and extent of audience participation in the process of communication. Audiences are described as either "passive," accepting whatever is set before it by a manipulative media, or as "active," making rational decisions concerning attitude and belief changes proposed by the media.

In particular, discussions of the presidential debates have been described in terms of this active/passive dichotomy. All such conceptualizations of the audience neglect the possibility that the audience is doing something other than accepting or rejecting the messages presented them. Yet, as Biocca and others have suggested, the process of reading a text, of whatever sort, seems likely to be far more complex than this simple "active-passive" dichotomy would allow. In particular, prior debate studies have paid little attention to the possibility that audience preconceptions, attitudes and characteristics may change the manner in which respondents perceive the debates.

This paper will present the results of a study which examined the role of prior attitudes and dispositions upon perceptions of the first debate between the candidates for the office of vice-president during the 1988 elections, using data generated by an instantaneous audience response system.

Putting Your Money on a Winner: Horse Race Coverage and Campaign Coffers

DIANA C. MUTZ, University of Wisconsin

This study concerns the role of mass media coverage in influencing contributors to political candidates. The extent of horse race coverage of political candidates—news emphasizing who's ahead or behind, gaining or losing ground—is well-documented and widely decried (see, e.g., Broh, 1977; Patterson, 1980), but its consequences are less well understood. This study hypothesizes that the extent and focus of horse race coverage are important in determining the nature of the campaign because they influence candidates' abilities to obtain money—the ultimate campaign resource. This idea is tested in the context of several 1988 presidential primary candidates. Using data derived from Federal Election Commission reports, a computer-assisted analysis of media coverage, and indicators of ongoing primary events, a time series analysis demonstrates that media spin—that is, the extent of media coverage suggesting the candidate is viable—is a primary determinant of the frequency of campaign contributions. The nature of this influence is found to be different for frontrunners as opposed to also-rans.

The Role of Self-Perceived Knowledge in Mediating Advertising Campaign Effects on Voting Intention: The Helms-Gantt North Carolina Senatorial Race

MARY ALICE SENTMAN SHAVER, XINSHU ZHAO and ANNE BARTON WHITE, University of North Carolina, Chapel Hill

This study investigates the role of self-perceived knowledge in mediating the effects of political campaigns on voting intention. A survey of 833 North Carolina residents of voting age attempted to measure voting intention, certainty of voting, exposure to political advertising and media use habits. The major findings of this study are: 1) after gender, age, income, educational level, race and party affiliation have been controlled for, self-perceived knowledge is one of the best predictors of voting intention; 2) after gender, age, income, educational level, race, party affiliation and media use have been controlled for, the number of campaign ads seen and the attention paid to these ads are two of the best predictors of self-perceived knowledge; 3) the number of the campaign ads seen and the attention paid to them are not good predictors when they are used to predict voting intention directly. The paper concludes with the suggestions that the senatorial campaign had a clear indirect effect on audience voting intention: the campaign increased audience self-perceived knowledge and an increase in the level of self-perceived knowledge led to more certainty of voting among respondents.

The Uses of Televised Political Advertising: An Experiment in Question Wording

PAMA MITCHELL, The Atlanta Journal-Constitution
and LENN SISSON, Voice Information Services, Inc.

Previous research has suggested motives for using political television. This paper augments previous findings through an open-end question asking why respondents pay attention to televised political advertising. Through a split sample, the question was asked with and without "anchoring" (examples of potential answers). The study's purpose is twofold: to develop a more complete list of reasons for attending to political advertising; and to determine whether question wording significantly affects responses. The data were collected in an October 1990 telephone survey of probable voters in Georgia. Respondents were administered questions about political advertising, and were randomly divided into two approximately equal groups. One group received the open-end question with the "anchor," and the other group without the "anchor." The researchers found that at least one previously identified major use of political ads was not mentioned by respondents in either group. An additional use not identified in wording had little effect. In only one of eight semantic categories for paying attention to political advertising does a significant difference occur between the two ways of asking the question.

SATURDAY, May 18, 9:00 a.m.—10:30 a.m.
SURVEY ABOUT AIDS

Trends in Public Opinion about AIDS, 1987-1990

ELEANOR SINGER, THERESA F. ROGERS, and CYDNEE BLATTNER, Columbia University

Trends in public opinion about AIDS are difficult to trace for two reasons: There is the usual lack of uniformity in questions asked by different organizations, and even by the same organization over time; and questioning tends to be topical rather than cumulative. At the same time, there is a wealth of data available for secondary analysis. In this paper, we do not consider the large bank of AIDS data which the National Center for Health Statistics (NCHS) has collected in repeated surveys since 1987, because NCHS publishes summaries of their findings at regular intervals. Our focus is the nongovernmental AIDS data which are archived at the Roper Center. Since 1987, when our first summary of AIDS data appeared in *Public Opinion Quarterly*, more than 450 AIDS-related questions on more than 50 separate surveys have been archived there. Drawing on these data, we attempt to summarize major trends in 6 areas: Knowledge and concern about AIDS, changes in behavior, attitudes toward testing, restricting the rights of others, and attitudes toward people with AIDS.

Strategies in Eliciting Sensitive Sexual Information: The Case of Gay Men

A.P.M. COXON, ESRC Research Centre, University of Essex
P.M. DAVIES, A.J. HUNT, P. WEATHERBURN, South Bank Polytechnic
and T.J. McMANUS, Kings College Hospital

Project SIGMA (a socio-sexual and serological panel study of gay men in Britain) used interviews, sexual diaries, blood sampling and observation methods to study sexual behaviour, interviewers needed to become trained phlebotomists and counsellors, setting up a conflict between eliciting accurate information about infractions of "safer sex" codes *and* blood-test counselling which assumed acceptance of safer sex guidelines. Data-collection schedules also referred to illegal and proscribed sexual behaviour and to practices which some believe to be unaesthetic (e.g.lindinism) or undesirable (sado-masochism, outdoor sex). Procedures and strategies were developed to guarantee confidentiality, to keep secret the HIV antibody status of those who did not wish to be told it and guard the data against access by public authorities. These are reported in this paper and include:

—direct co-operation with the gay community, and avowal of the investigators' sexual identity
—use of "segmented" informed consent
—intensive training and selection of interviewers and monitoring of interviews
—establishment of "preferred terminology" for sexual terms in the interview
—post-interview de-briefing to establish areas of lying or "shading"
—convergent validation across different methods.

Causal Sex: How People Understand the AIDS Crisis
JANE STOKES, LORI COLLINS-JARVIS, JODI GUSEK, and JOLENE KIOLBASSA, University of Southern California

Studies of AIDS and public opinion typically concentrate on individual knowledge and attitudes as derived from survey-based public opinion polls. This study uses open-ended interviews to achieve a more textured analysis of individual understandings and explanations of AIDS. Principles derived from attribution theory are applied to determine the extent to which respondents attribute "responsibility for cause" and "responsibility for treatment" to agencies and individuals associated with the AIDS crisis. Our analysis reveals that persons with AIDS who are members of stigmatized or marginalized social groups (such as homosexuals and I.V. drug users) are ascribed with greater causal responsibility and guilt than members of other social groups. We find that associated with the ascription of causal responsibility to stigmatized groups is a denial of institutional responsibility for treatment.

Issues in Self-Administration of Quality of Life Questionnaires Among Persons with AIDS
SANDRA H. BERRY, THEODORE DOWNES-LE GUIN, The RAND Corporation

This paper discusses psychological and physical considerations in providing self-administered questionnaires to patients with advanced HIV disease. The research focuses on patients enrolled in one of the largest prospective cohort studies of anti-pneumocystosis drugs. As part of the drug trial, patients participate in a health status and quality-of-life evaluation over a 2 year period. At one regular administration, we obtained responses to an additional set of questions to investigate nonresponse factors including: (1) physical and affective burdens the research places on respondents; (2) how and where the questionnaire is completed, and (3) reasons patients participate, such as belief that the quality of life data are important. A parallel questionnaire is being administered to clinic staff.

SATURDAY, May 18, 10:45 a.m.—12:15 p.m.
DYNAMICS OF GERMAN UNIFICATION

"Ossies and Wessies": Truly United? An Analysis of Mass Sentiment Towards German Unification 1989-1991
MANFRED KUECHLER, Hunter College and Graduate Center (CUNY)

Drawing on public opinion data from various sources, mass sentiment about unification in both East and West Germany is explored. This analysis covers the period from spring

1989 to spring 1991 when the first all-German government had taken office. Early on, the vast majority of East Germans were unequivocally in favor of unification, while West Germans also displayed reluctance and reservations. In both parts of the country, considerations of economic gains and losses seemed to outweigh idealistic pan-German sentiments: positively seen, a sense of cultural and national identity or negatively seen, national chauvinism. The political leadership's strong push for unification, then, was not a response to grass root sentiment but rather a masterpiece in electoral politics. After the fact, the enthusiasm of the East Germans changed drastically. As of early 1991, their disappointment and dissatisfaction was steadily rising, while the West Germans savored the economically and politically most successful year of 1990. With an ever growing cost of unification and continuing disparities, internal strife may loom. However, as long as the West German economy continues to prosper there is no imminent threat to the political stability in the united Germany. In any case, the new Germany does not appear to be a threat to its neighbors.

Looking Across the Atlantic: The Impact of Media Attentiveness on U.S. and German Public Opinion About Foreign Affairs

HOLLI A. SEMETKO, University of Michigan
WOLFGANG G. GIBOWSKI, German Press and Information Agency

For most people, mass media are the only, or at least the predominant, source of information on foreign countries and world events. Our study compares U.S., west and east German populations in terms of interest in politics and foreign affairs, attentiveness to press and television coverage of foreign affairs, and attitudes about foreign countries. Our surveys were fielded in 1990, during a time of great changes in Germany and central Europe. Analysis of the U.S. data shows that attention to television news about foreign affairs exerts a consistent influence on attitudes about foreign countries. Moreover, attention to television continues to be a significant predictor of U.S. attitudes towards east and west Germany, after controlling for demographic factors, political interest and personal contact. Does media attentiveness also exert an important influence on German attitudes about foreign countries? Is it more important in east Germany, where the population has had little direct contact with foreign countries via travel? The paper addresses these questions, comparing east and west German populations across a range of variables, based on representative national surveys.

A Two Concept Media Analysis of Bargaining and Negotiation Behavior on German Unification

RAINER MATHES, ZUMA and ALEX S. EDELSTEIN, Communication Ideas for Problem-Solving

Two concepts were employed to capture East and West German media pictures of unification:

(1) The problematic situation is offered as a system of cognitive analysis which defines news as (a) conditions of discrepancy, and (b) steps taken to address those discrepancies. Discrepancies include states of deprivation or loss, need, indeterminacy, interpersonal and social conflict, and blocking; steps may be procedural, conditional, completed, and evaluation of consequences. Those cognitive dynamics describe not only the content of all news reports but the nature of responses of readers.

(2) The multi-stage model of negotiation and bargaining was selected to observe the behaviors of East and West German negotiation teams. In time perspective, the multi-stage

model offers a best fit of a situation where as bargaining proceeds on one demand, new demands may be made. This causes the bargaining cycles to overlap.

Three politically representative East and West German newspapers were analyzed over a five-month period. Stories also were coded topically, enabling us to report which topics produced which problematics at which stage of bargaining.

One Nation and Two Political Cultures: West, East and United, 1988-1990

PETER PH. MOHLER, ZUMA

Given the fact that Germany's unification marks a major discontinuity of political and social developments in Germany and Europe as well, one may ask what impacts of this discontinuity on public opinion are. Immediately after the fall of the wall pollsters swamped into the GDR and began to ask everybody everything by any means of sampling and survey methods. Substantive results were published soon, indicating an astonishing similarity between public opinion in West and East Germany. However, if one looks more closely at the data the picture does not look so well set.

A comparison between data from the ALLBUS of 1986, 1988, 1990 and a special study in East Germany from December 1990 reveals major differences concerning fundamental political orientations. Not only do people in the east have different prospects concerning the economical development, but their affiliation with political institutions and their priorities on the materialistic-postmaterialistic items indicate a political culture in the east of Germany which is today, 1991, comparable to the political culture of West Germany in the Mid Sixties. At that time Almond & Verba said of the West German political system to have a rather high potential of instability. One might speculate how an old stable democratic system and a new, rather instable one might work together in the future.

SATURDAY, May 18, 10:45 a.m.—12:15 p.m.
APPLYING THE TOTAL DESIGN METHOD

If At First You Don't Succeed . . . Surveys of Cable TV Systems by the General Accounting Office

JONATHAN BACHMAN, U.S. General Accounting Office

In December 1988 and January 1990, the General Accounting Office attempted to survey cable TV system managers throughout the United States. The goal of these surveys was to learn how the systems' rates and services had changed since deregulation. There was a continuing interest in Congress in these changes and we were requested to have up-to-date information available to help with the possible writing of legislation.

To accomplish the goals in the extremely short time frame available to us was to be very difficult. GAO knew that the industry was not particularly inclined to answer mail surveys. We also knew that a high response rate was extremely important to Congress. Our strategy was based on building upon GAO's method of performing surveys, an outgrowth of the Total Design Method, with a number of innovations that would both increase response rates and reduce turn-around time. This combination of means brought us response rates of 74 and 77 percent for two surveys.

Applying the Total Design Method—A GAO Case Study 'Coaxing the Respondent—Surveying Early Childhood Education Center Directors'

LUANN MOY, U.S. General Accounting Office

The underlying theory of the Total Design Method is that no one procedure alone increases the response rates of mail surveys. Rather, it's the combination of a number of procedures, a system of procedures, that affects questionnaire response rates. This presentation is a case study of a successful GAO application, with some modifications, of the Total Design Method (TDM).

In 1988, the Senate Committee on Human Resources requested that the U.S. General Accounting Office conduct a study of the costs of providing high quality early childhood education. We developed a mail survey and used various TDM procedures to help encourage responses to the techniques used in the study. Specific examples of an offer of confidentiality, pretest items, cover/appeal and follow-up letters will be presented. In addition, we will discuss modifications to the Total Design Method which were made to accommodate GAO's special concern for data accuracy. Despite the length of the instrument (24 pages) and some very long items, we achieved a 78 percent response rate. The results of this mail survey were used in the most recent Congressional deliberations of child care legislation.

Responses From Nonrespondents: A Study of Nonparticipation From the Census Bureau's Precensus Survey

KENNETH E. JOHN and SHERRIE RUSS, U.S. General Accounting Office

The U.S. General Accounting Office, an agency of Congress, has an outstanding track record in obtaining high response rates to its surveys. One case in point is a GAO survey of cities, counties and other local governments that did not respond to the Census Bureau's Precensus Local Review Program. The Census Bureau had provided preliminary housing unit counts to local governments, and gave them the opportunity to identify or challenge data believed to be incorrect. The Bureau reported that only 16% of eligible governments participated in Precensus Local Review. A GAO survey mailed to a random sample of 1,047 nonrespondents obtained an 83% response rate.

The paper describes the GAO survey methodology used to obtain its high response rate. Similar to the "Total Design Method", multiple follow-ups, tailored cover letters for each mailing, and attention to all details of the survey process helped increase response. The paper shows how addresses that were personalized obtained higher response, particularly to the first mailing (the Census address list was used). The paper analyzes reasons given for nonparticipation in the Precensus Local Review Program. The findings of the paper should be of practical interest to survey researchers.

Institutional Constraints on the Use of TDM—Retiree Health Benefits Surveys

WILLIAM A. ECKERT, U.S. General Accounting Office

The Total Design Method (TDM) provides a comprehensive system of techniques devised to increase response rates. Successful use of this system can be limited by institutional constraints imposed by large, public agencies. A case study of using TDM at the U.S. General Accounting Office (GAO) is presented to demonstrate how bureaucratic obstacles may hinder application of TDM. This case study describes a mail survey conducted by GAO in 1989 on the availability of health benefits to retired workers through private-sector insurance plans. Congress considers these benefits as a critical part of our health care system for the elderly and supports them through tax breaks to companies offering these benefits. Nearly 7,500 health plan sponsors were surveyed. We will discuss attempts to use different procedures of the TDM, how some of these were discouraged by GAO policies and the possible impact such obstacles have on response rates.

SATURDAY, May 18, 10:45 a.m.—12:15 p.m.

GEOGRAPHIC INFORMATION SYSTEMS IN MARKETING AND OPINION RESEARCH

Geographic Information Systems

RICHARD ZINNE, National Decision Systems

In order to fully understand the concepts, scope and importance of GIS we first have to become familiar with the terminology used to describe its components.

Geography is defined as the study of spatial relationships. Information Systems are often described as the chain of operations involved in the planning, storage and analysis of information. Therefore a GIS is often defined as an information system that is designed to work with data referenced by spatial or geographic coordinates.

Much of the evolution of GIS is directly related to the historical use of maps. The assembly and analysis of diverse spatial data is not a new idea. Mapping can be traced back to 2500 BC as evidenced in remains of clay tablets used to describe hunting and gathering areas. The British Census of 1825 used maps and gave birth to what we know as demography today. In 1890 Herman Hollerith became the father of automated geoprocessing by introducing punchcard techniques used in processing the 1890 census results. The first modern advances in GIS technology appear in the early 1960's via the Harvard Graphics Labs introduction of SYMAP, one of the first automated mapping systems. By 1968 approximately 35 planning agency and numerous federal and state governments were involved in development of automated "planning systems". In the early 1970's Environmental Systems Research Institute began operation, and brought GIS to the forefront of spatial analysis. The paper will review GIS functional elements (i.e., how to get started, data structures, and management, spatial analysis and manipulation, and product generation) and the current state of the GIS marketplace.

Regional Subcultures as Revealed by Magazine Circulation Patterns

ROBERT S. LEE, Pace University

The study investigates variation in magazine circulation rates for 50 magazines across the 50 states. The purpose is to identify groupings of magazines where the magazines in each group have highly similar standardized distributions of circulation rates. Three factors, representing three different circulation profile patterns, were discovered which account for 72% of the total variance in the data.

The first factor represented by magazines such as *Business Week*, *House and Garden*, *Vanity Fair*, *Gourmet*, and *New Yorker* reflects urbane, upscale, and cultivated interests. Factor 1 magazines tend to have relatively high circulation rates in urbanized, well educated, and affluent states such as Massachusetts, Connecticut, New York, and California.

Factor 2 identifies broader interest mass circulation magazines such as *Readers Digest*, *McCalls*, and *Good Housekeeping*. These more mainstream publications have especially high circulation rates in the West North-Central states such as North Dakota and Minnesota and in the more rural New England states—Maine, New Hampshire, and Vermont. Mainstream magazines seem to have their strongest appeal in heartland America.

Factor 3 magazines such as *Shooting Times*, *Playboy*, *Cosmopolitan*, and *Muscle and Fitness* seem to appeal to a rather rough, untamed audience. These publications have high circulation rates in non-industrial sparsely settled western boom area states such as Alaska, Wyoming, and Nevada.

These three factors, derived solely from magazine circulation rates, clearly reveal important cultural patterns that differentiate various regions of the country.

Geocoding Historical Records: Voting and Public Opinion in Chelsea, New York City, 1900-1912

ZVIA SEGAL NAPHTALI, CHRISTINA SPELLMAN, and RICHARD MAISEL,
New York University

Locating, accessing, and preparing data for analysis are major stumbling blocks in the path of the researcher. These tasks are particularly formidable when working with archival data on urban neighborhoods. Using a Geographic Information System (GIS) approach, we explore the relationship between voting and the social geography of Chelsea, a working and middle-class neighborhood in New York City. We illustrate the use of a GIS by analyzing the vote for third party candidates, including the sources of support for Theodore Roosevelt's Bull Moose Party in 1912, and the growth of the Socialist Party.

SATURDAY, May 18, 10:45 a.m.—12:15 p.m.
SURVEYING HISPANIC POPULATIONS

Sampling Hispanics by Telephone: A Comparison of Methods

RITA O'DONNELL and JACK LUDWIG, The Gallup Organization, Inc.

The recent growth of the Hispanic population in the United States has focused survey research attention on this ethnic group. This growth notwithstanding, a relatively small proportion of the U.S. population is Hispanic, and the desire to understand this group coupled with their low incidence in national telephone samples has led to a variety of approaches to sampling in order to obtain adequate numbers of Hispanic respondents for survey analysis. Strategies range from relatively costly screening to identify such respondents in random digit telephone samples, to the employment of stratified disproportionate sampling designs in which strata expected to contain relatively dense concentrations of Hispanics are oversampled, to the use of "listed Hispanic surname" samples. Listed surname samples—obtained by crossing a listed telephone number frame with the Census Bureau's list of 12,500 Hispanic surnames to provide samples of households with telephone numbers listed under one of these surnames—allow relatively inexpensive identification of persons who identify themselves as Hispanics. Criticisms that can be leveled against such listed surname samples focus on noncoverage (e.g., of unlisted households and of Hispanics not living in households whose telephone number is listed under an Hispanic surname).

In the Fall of 1990 The Gallup Organization conducted a survey of the California Hispanic population, designed to permit a comparison of respondents obtained via telephone screening of a listed Hispanic surname sample with respondents identified through screening of a random digit telephone sample. The data allow evaluation of coverage issues, the examination of the size and nature of difference in demographic and language characteristics, and the testing of hypotheses advanced to explain divergences between the two samples.

Language Cue Management: Techniques for Improving Response Rates and Data Quality in Surveys of Hispanics

JOHANNA R. ZMUD, University of Southern California
CARLOS H. ARCE, NuStats, Inc.

Since the seminal survey of Mexican Americans conducted by a Ford Foundation-Funded team of UCLA researchers nearly 25 years ago, a substantial body of scholarship on public opinion surveys of Hispanics has developed. The first section of this paper reviews the most methodologically significant of these efforts. It emphasizes the data quality-related issues that underscore the complexity of dealing with a linguistically heterogeneous study population. A second section critiques procedural techniques that have been used to provide respondents with choice of language (e.g., interviewer selection and training, translation procedures, questionnaire formatting). The final section proposes an approach for addressing the language choice issue and its potentially negative impact on data quality—Language Cue Management. The paper reports on the actual implementation of these procedures on a current survey of Hispanics, with benefits for enhancing response rate and data quality summarized.

Conceptual Adaptation vs. Back-Translation of Multilingual Instruments: How to Increase the Actionability and Accuracy of Multilingual Surveys

HENRY ADAMS-ESQUIVEL, Market Development, Inc.

With the growing interest in multilingual populations, practitioners and clients have sought to obtain more concrete information on how to write and field instruments intended for multilingual surveys, of which there are two types: surveys conducted in multiple languages and surveys conducted among respondents who speak more than one language. A particular concern has been how to ensure that such surveys are as valid (actionable) or reliable (accurate) as comparable surveys conducted in only one language or among respondents who speak only one language. Drawing on a wide variety of multilingual survey data from studies in multiple languages and among respondents who speak more than one language, the author critically examines the effects of simply translating, back-translating or conceptually adapting multilingual instruments on the accuracy and actionability of data. Implications of the findings, and the range of risks for suppliers, purchasers and users of multilingual survey data, are also discussed.

SATURDAY, May 18, 2:30 p.m.—4:00 p.m.

PUBLIC OPINION AND THE PERSIAN GULF WAR

Polls and the Persian Gulf: What they told us, what they didn't and what they should have

ROSITA MARIA THOMAS, Congressional Research Service

This paper will offer a basic assessment of what kinds of conclusions can be drawn from the polls on the Persian Gulf. In doing so, it will offer a critique as well as an analysis of the polls on this subject. It will offer suggestions for improving questions and interpretations of the results and it will specify what kinds of additional information might have been useful to policy makers throughout the crisis and the war.

The Gender Gap and the Persian Gulf War
COLEEN McMURRAY and JOHN ZEGLARSKI, The Gallup Organization, Inc.

The phrase "Gender Gap" was first coined in the early 1980's to help describe differences between men and women in approval ratings for President Ronald Reagan. Differences in opinion between men and women, however, are not new. Men and women have consistently held divergent views on many issues. These divergent opinions have been clearest on the issue of war—men tend to be "hawks" while women tend to be "doves." The Persian Gulf War, due to its relative swiftness, has given Gallup an opportunity not only to look at these differences but also analyze changes in opinion over the full course of the war.

Since the Iraqi invasion of Kuwait in early August, The Gallup Organization has conducted weekly surveys among the nation's adults regarding the crisis. The Gallup Organization collected over 17,000 interviews prior to the war and over 7,000 interviews once fighting began. Due to the large number of interviews conducted, this paper not only focuses on attitudinal differences between men and women, but also focuses on differences between men and women of various demographic groupings. This paper explores the stability of these relationships over a period ranging from the week of the invasion to the end of the war. And it examines other background variables that may help illuminate these differences.

Similarities and Differences in the Public's Views About Iraq and Vietnam
SHARON P. WARDEN, The Washington Post

This analysis will review the evolution of public perceptions of the Vietnam war, examine the emerging public perceptions of the Iraq/Persian Gulf crisis, and highlight the similarities and differences between them.

World Public Opinion and the Persian Gulf Crisis
RONALD H. HINCKLEY, United States Information Agency

This analysis will use data collected from around the globe on the Iraq War and will examine World opinion toward the UN resolutions, and the War. It will also examine the various strains of Arab opinion on the crisis. Since this was the first post-cold war international crisis and war, special attention will be paid to opinion from East European nations and the Soviet Union with data from some of the first survey done in these nations.

SATURDAY, May 18, 2:30 p.m.—4:00 p.m.
EVALUATIONS OF CAPI

Computer-Assisted-Personal-Interviewing: Are There Mode Effects?
NORMAN M. BRADBURN, REGINALD D. BAKER, and EDWIN E. HUNT, National Opinion Research Center

Most discussions of Computer-Assisted-Personal-Interviewing (CAPI) have been concerned with the feasibility of using CAPI in the field. Little attention has been paid to possible mode effects between Paper-and-Pencil Personal Interviewing (PAPI) and CAPI. This paper presents data from a small experiment in which CAPI and PAPI were used in a split sample on the National Longitudinal Survey of Labor Market Behavior-Youth Cohort (NLSY) sponsored by the Bureau of Labor Statistics.

Effects of CAPI on Data Quality: An Experimental Comparison
JEAN MARTIN and COLM O'MUIRCHEARTAIGH, Joint Centre for Survey Methods

Much of the research to date on the effect of CAPI on data quality has focused on response rates; in general no significant adverse effects have been found. A second issue is the effect CAPI might have one responses given during the interview. The surveys on which CAPI is most commonly used at present in both the USA and in Great Britain tend to be large surveys carried out for public sector organisations collecting factual information about behaviour. Attention has been paid mainly to item non-response and again no significant adverse effects have been found. However, much less is known about whether CAPI affects answers to attitude questions.

The Joint Centre for Survey Methods has carried out three split sample experiments to compare interviews carried out using laptop computers with traditional paper questionnaires. Two were on successive waves of a panel survey and the third was on a one-off survey. The surveys on which the experiments were carried out were part of a wider programme of research for the Joint Unit for the Study of Social Trends (JUSST) and were largely concerned with social and political attitudes. In each experiment interviewers carried out half their interviews with each mode. This design provided the opportunity to compare responses to the same questions administered by the same interviewers using the two different modes.

The background to the experiments is interest, particularly to JUSST, in whether a change to CAPI would affect data quality on two major British surveys: the British Social Attitudes survey, which is carried out annually by Social and Community Planning Research; and the British General Election Studies—a series of surveys dating from the 1960s which take place immediately following each British general election and measure voting behaviour and political attitudes.

The paper to be presented describes a range of hypotheses which were investigated to look for differences between modes of interviewing with respect to response rates, agreement to a further interview, length of interview, question non-response and distribution of responses to individual questions, all of which may affect data quality.

The results do not indicate major differences between CAPI and traditional paper interviews. There were, however, a number of small differences which might be worth investigating further on a larger sample.

Computer-Assisted-Personal-Interviewing on the Current Beneficiary Survey
SANDRA SPERRY, DEBORAH BITTNER, and LAURA BRANDEN, Westat, Inc.

For the Current Beneficiary Survey (CBS), a study of Medicare beneficiaries sponsored by HCFA, approximately 12,000 people will be interviewed about the costs of their medical services three times a year for several years. The study design calls for computer-assisted-personal-interviewing (CAPI) to facilitate fast turnaround of the data both between interviewing rounds and for yearly estimates. A three-round pilot in the first half of 1991 will be used to evaluate CAPI for this study. Experience with the pilot Round 1 will provide the data for this paper. The paper will consider three main issues: respondent acceptance of CAPI, interviewer acceptance of CAPI, and quality of data collected with CAPI. Sources of data to evaluate these issues will include: interviewer questionnaires administered before and after experience with data collection, interviewer remarks about each interview, interviewer debriefings, quality reviews of the CAPI database and the CAPI comments file ("marginal notes" that interviewers record during the interview).

Training Field Interviewers to Use Computers: A Successful CAPI Training Program
MARK S. WOJCIK, SUZANNE BARD, and EDWIN E. HUNT, National Opinion Research Center

This presentation will describe, in detail, the training procedures developed and used by NORC to train a national staff of 77 field interviewers for a Computer-Assisted-Personal-Interviewing (CAPI) data collection experiment conducted on a longitudinal survey (NLS/Y-Round 12). Since this was a longitudinal survey it was necessary to develop a training that addressed the needs of three types of trainees—new to survey research, new to NLS/Y and NLS/Y-experienced. One of the unique challenges was training interviewers with varying levels of both project and computer knowledge. This training method addressed that problem very well.

Topics to be discussed include choosing a training site, role of the trainer, materials developed and used, and the special "structure" of the training. Covered at length will be the technical support system implemented to assure both optimal success using the hardware and software and high quality results. As computer technology improves, the use of CAPI will become more feasible and more research facilities will begin to use it. We believe that the CAPI training model outlined in our presentation is an extremely effective working model and can easily be adapted for use on virtually any study.

SATURDAY, May 18, 2:30 p.m.—4:00 p.m.
RACE AND THE POLITICAL RESPONSE

Race, Distrust, Economics and David Duke in Louisiana
SUSAN E. HOWELL, University of New Orleans

This paper researches the individual and contextual determinants of white racial backlash in the setting of the David Duke campaign for the U.S. Senate. We propose and test a social-psychological model of Duke support using survey data and contextual data. The social component of the model consists of demographics, economic indicators, and racial composition, all factors which may exacerbate racial conflict. The psychological component of the model includes racial attitudes, distrust of government, and economic perceptions. Explicit comparisons are made between opinions in Louisiana and the U.S. as a whole.

Economic- Versus Race-Targeted Policy: Public Opinion on the New Liberal Welfare Agenda
LAWRENCE BOBO, University of California, Los Angeles
JAMES R. KLUEGEL, University of Illinois, Urbana

Liberal welfare policy analysts have called for a shift in welfare policy toward universalistic policies that do not target blacks and other minorities for assistance. Several assumptions about public opinion as a source of political vulnerability of race-targeted and welfare policies motivate this change in emphasis. Using a large scale survey based experiment contained in the 1990 General Social Survey, we systematically test the assumptions that liberal economic- as compared to traditional race-targeted policies are (1) more popular with the

American mass public: (2) attract a larger and more potent political coalition of support; (3) resonate more strongly with values of individualism and reduce the impact of prejudice on welfare related policy attitudes; and (4) compete effectively against new conservative reform proposals. The results show a strong tendency among whites to favor economically- over racially-targeted programs, but little difference among blacks. But two of the three policies examined achieve high absolute levels of support even when targeted on blacks. When a policy is targeted by race it is mainly white, male, Southern, and poorly educated respondents who fall out of a possible coalition of support. Prejudice is strongly related to both economic- and race-targeted policy, suggesting that the image of the poor is already heavily color-coded. Other aspects of beliefs about inequality, including the perception of structural limits to economic opportunity and perceptions of racial discrimination shape policy attitudes. We conclude with a discussion of whether it is necessary to completely abandon race-targeting in order to fashion politically viable welfare policy reforms.

Racial Attitudes and Opposition to the American Welfare State
MARTIN GILENS, University of California, Berkeley

Past research has focused on economic self-interest and individualism as determinants of Americans' support for welfare. This paper confirms the importance of these two factors, but finds that racial attitudes are in fact the most important determinants of welfare support among white Americans. The perception that blacks compose a majority of the American poor, and the belief that racial inequality stems from blacks' own lack of effort rather than from social conditions, combine to foster opposition to welfare among whites. In addition, racial attitudes influence the pattern of support which Americans express toward various aspects of the welfare state; negative attitudes toward blacks lead many whites who support spending for education, health care and the elderly to oppose means-tested programs aimed exclusively at the poor.

Minority Political Empowerment, Race, and Political Orientations
FRANKLIN D. GILLIAM, JR., University of California, Los Angeles

This paper examines the effects of black political empowerment on the social-psychological orientations of black, hispanic, and white citizens in Los Angeles. The findings indicate that middle class blacks and hispanics develop higher levels of trust in local government; while their lower class peers, on the other hand, continue to exhibit low levels of trust. Contrary to expectations, middle class whites are not significantly less trusting as the result of black empowerment. By implication the study suggests that the effects of black political empowerment are more subtle and complex than previous research has reported.

SATURDAY, May 18, 2:30 p.m.–4:00 p.m.
LITERACY IN AMERICA—SURVEYING THE PROBLEM

The National Adult Literacy Survey
IRWIN S. KIRSCH, Educational Testing Service

In 1989, the Educational Testing Service was awarded a four-year contract by the National Center For Educational Statistics to develop and conduct a survey that would measure the type and levels of literacy skills of the adult population in the United States.

This survey will be conducted among adults 16-64 years of age across the continental United States. Approximately 13,000 adults will be assessed in a one hour face-to-face interview. The survey will include a range of simulated literacy tasks, as well as extensive background questions. The framework and development of this survey will be discussed.

Adult Illiteracy: Problems of Definition and Measurement

GORDON G. DARKENWALD, Rutgers University

Illiteracy, like many other social problems, resists scientific definition and measurement. Knowingly or not, survey researchers and policy makers have adopted arbitrary criteria to conceptualize and operationalize a normative and contextually determined social phenomenon. Moreover, the assumption that illiteracy is always and everywhere a personal and societal *problem* is unwarranted. Beginning with examples of dubious definitions and measures—and bizarre assertions of construct validity in large-scale surveys—I will suggest ways of thinking about illiteracy, as well as defining and measuring its manifestations, in more sophisticated and useful ways.

Literary Assessment Procedures for Multiple Purpose

RICHARD L. VENEZKY, University of Delaware

Formal assessment of literacy abilities has shifted over the past 25 years from assessment of basic academic skills (i.e., reading, writing, numeracy) to applied performance testing wherein ability on everyday print-based tasks is assessed. Applied performance tests have advantages over academic skills tests for adult assessment, in that the former can be related directly to the literacy demands of work, home management, citizenship, and the like. However, their value for instruction is limited because test results can not be readily mapped onto instructional subgoals. Techniques are presented for constructing literacy tests that could be used for both survey research as well as individual diagnosis and placement. Such tests merge features from both applied performance tests and standardized tests of readings.

SATURDAY, May 18, 2:30 p.m.—4:00 p.m.
NEW TECHNIQUES FOR PRETESTING SURVEY QUESTIONS

Using New Techniques for Pretesting Survey Questions: Practical Aspects of Using Behavior Coding and Other Techniques to Test Questionnaires

SANDRA H. BERRY, The RAND Corporation
STEVE BLIXIT, CHARLES F. CANNELL, JAMES LEPKOWSKI, University of Michigan
MICHAEL MASSAGLI, University of Massachusetts
GORDON B. WILLIS, National Center for Health Statistics

New approaches to pretesting, such as behavior coding, use of probe questions, and special interviewer debriefing techniques, have been systematically tested and found to be effective at improving the quality of information gained from pretesting. These techniques are now making their way into practice in survey organizations. This roundtable focuses on the practical aspects of when and how to use them, how much they cost, what equipment or training is required, and what the results mean in terms of questionnaire design. Most of the session will be devoted to group discussion and answering questions, following short presentations.

SATURDAY, May 18, 2:30 p.m.—4:00 p.m.
SURVEYING ORGANIZATIONS

A National Probability Survey of Work Organizations: Progress Report
JOE L. SPAETH and DIANE P. O'ROUKE, University of Illinois

This paper discusses ongoing research designed to provide a national probability sample of work organizations. The statistical theory on which this procedure is based is multiplicity sampling, in which employed respondents to a national population survey are asked to nominate the organizations for which they work. These organizations are drawn with probability proportionate to size. The National Organization Study is collecting nominations of work organizations as part of a specially designed module of the General Social Survey, which will be out of the field in mid-April 1991. This paper will report on the success of NORC in getting the names, addresses, and telephone numbers of organizations of working respondents and spouses. In addition, it will provide an interim report on interviewing informants nominated by GSS respondents. This interviewing is being conducted by the Survey Research Laboratory, University of Illinois.

Research on Methods for Improving the Response Rates for Surveys of Businesses and Organizations
KENT D. VAN LIERE and ROBERT M. BAUMGARTNER, HBRS, Inc.

Surveys of businesses and organizations are often characterized by very low response rates in comparison to residential households. This paper presents the results of eight separate surveys of businesses and organizations, employing a variety of survey research procedures designed to identify and overcome obstacles to high survey response rates. Most of the studies involve mixed mode surveys, using both telephone and mail procedures. Also included among these studies are several response rate experiments testing the effectiveness of monetary and nonmonetary incentives, an advance telephone contact to identify the appropriate contact person for a mail survey, and the effectiveness of different types of follow-up contacts.

Results suggest that response rates can be significantly increased by using an initial telephone contact (10 to 20 percent), using an incentive (7 to 15 percent), and using multiple follow-ups (10 to 30 percent per follow-up).

UNDERSTANDING AND COPING WITH NONRESPONSE

A Study of Nonresponse in Social Surveys

KATHLEEN CARR, AAGE R. CLAUSEN, and FRANK MARINO, Ohio State University

The presentation envisioned will be the results of a study identifying nonrespondents in a telephone survey. Survey nonresponse, which occurs when an interview in any household or possible household is not completed, has become increasingly troublesome to survey researchers and consumers of survey research. This bias is particularly troubling due to the multiple possible causes involved. The central problem with nonresponse is that people who are not being reached may possess consistently different characteristics and attitudes than those that are being reached.

This study adds to present research by obtaining more detail on all types of nonrespondents. It is unique in that it obtains information on each type of nonrespondent at each step of the interviewing process. First, this study develops a methodology to obtain knowledge about a household by recording information obtained from calls made by the interviewer during the interviewing process. Second, information is obtained on all respondents during the execution of the interview schedule. Third, an additional attempt is made to complete an interview with the telephone nonrespondents identified through a criss/cross directory. Identified nonrespondents in the telephone survey are sent a shorter mailed questionnaire.

Potential respondents are classified into groups depending on ease of interviewing. These groups are: 1) willing; 2) reluctant; 3) aborting; 4) household refusal; 5) decliner; 6) rejecter; 7) unavailable; 8) mail respondent; and 9) unreached. These groups are described and compared in an examination of the properties of the survey population.

Secular Change in Response Rates For In-Person Interviews: A Decade of Taxpayer Surveys for the IRS

JOHN M. BOYLE, Schulman, Ronca and Bucuvalas, Inc. and KEVIN SHARP Internal Revenue Service

The field interview—"face-to-face" or "door-to-door" interview—has declined as a mode of survey data collection in the 1980s. Some have suggested that changing lifestyles have made in-person surveys more difficult and expensive to conduct, requiring increased efforts for declining response rates.

Three national Taxpayer Opinion Surveys conducted by the IRS over the past decade provide some indicators of stability and change in completion rates, response rates, and callbacks for national area probability field surveys. Although the survey contractors have varied, the target population, sampling method, sponsor and purpose of the study has remained the same. This provides us with a unique opportunity to investigate secular changes in response rates to in-person surveys during the 1980s.

This paper focus on three aspects of in-person surveys. First, it will examine secular changes in participation rates and completion rates over the past decade. Second, it will examine variations in the components of response rates over that period. Third, it will examine the characteristics of non-respondents to in-person surveys in the 1990s.

Nonresponse Correlates in the National Health Interview Survey

OWEN T. THORNBERRY and STEVEN L. BOTMAN, NCHS

In this paper we discuss and interpret trends over time in nonresponse in the National Health Interview Survey (NHIS) and its supplements, which is conducted by the National Center for Health Statistics (NCHS). We also discuss research underway to identify patterns in nonresponse in an attempt to improve estimation procedures and also to identify changes in survey procedures that might increase response rates.

By way of background, NHIS administers a basic health and demographic questionnaire to all individuals in an annual national sample of about 50,000 households. For this questionnaire, all adults may respond for themselves and others in the household. For the supplements, NHIS collects additional information from a sample person aged 18 or over in each household. Proxy response for the sample person supplements is not permitted and each year the composition, total length, and number of individual supplements differ.

Since 1985, completion rates for the sample person supplements have generally declined. This has led NCHS to look at trends in nonresponse and correlates of nonresponse to try to explain the difference.

Follow-Back Surveys: Sources and Handling Nonresponse

AYAH E. JOHNSON, Agency for Health Care Policy and Research

This paper examines and analyzes the estimation issues arising from nonresponse to a Follow-Back survey. This analysis is done using the Health Insurance Provider Survey (HIPS) of the National Medical Expenditure Survey (NMES).

The survey design starts with an incomplete frame stemming from a fixed rate of nonresponse to the first survey, with additional nonresponse resulting from refusal to participate in the Follow-Back survey. Undercoverage can be expected if the sample draw for the Follow-Back is done prior to having all data from the original survey in house. Moreover, there are differences between the nonresponding populations at the different stages of the design and the data collection. In HIPS the respondent to the first survey is a household respondent while the respondent to the Follow-Back is the provider of health insurance. Hence, the nonresponse bias or its direction are more difficult to characterize, or to quantify.

As part of this analysis we attempt to examine the direction of the nonresponse bias to Follow-Back surveys when estimating overall means or proportions, such as the overall cost of health insurance.

The Impact of Political and Economic Conditions on Response Rates to the BLS Consumer Expenditure Surveys

CLYDE TUCKER, KAREN VIGLIANO and SHARON KRIEGER, Bureau of Labor Statistics

All survey organizations are concerned with the causes of nonresponse, and the Federal government is no different. But current political and/or economic conditions may be more likely to affect response rates in government surveys than in commercial ones. Varying levels of satisfaction with government policies and/or interest in certain issues, such as unemployment and inflation, could have either positive or negative effects on nonresponse, depending on the circumstances.

Relationships between important economic and political indicators and rates of nonresponse are examined in two government surveys, the Consumer Expenditure Diary (CED) and the Consumer Expenditure Interview (CEI) Surveys. These two surveys gather information used in the Consumer Price Index (CPI) and in economic research. The variables of interest are measured monthly over a nine-year period (1981-1989). The political and economic indicators include the Gallup presidential approval rating, the Index of Consumer Sentiment, a measure of opinion about the government's economic policy, the unemployment rate, and the CPI (both monthly and yearly change). This aggregate analysis should inform micro-level studies of nonresponse.

SUNDAY, May 19, 9:00 a.m.—10:30 a.m.
MEDIA, SOCIETY AND OPINION RESEARCH

What Ever Happened to Mass Society Theory?
W. RUSSELL NEUMAN, MIT

The thesis of this paper is that modern public opinion research has lost touch with some of its theoretical roots. I argue that the concerns about social integration and mass communications which represent one of the central motivating forces behind the evolution of opinion research during and following the Second World War are as relevant today as they were then. The retreat of mass society theory, unfortunately, speaks more to the impatience and cyclical fads of academic fashion than meaningful scientific progress. Recently, however, scholars have begun to re-examine and re-energize the linkage between fundamental social theory and public opinion research.

The Emergence of a Modern American Public, 1856-1988
SUSAN HERBST, Northwestern University

In contemporary political discourse, "public opinion" usually means the aggregation of *individual* opinions. Yet, as scholars from Lazarsfeld to Habermas have pointed out, the definition of public opinion is a dynamic one: Its meaning at any given time tends to reflect the nature of political institutions, the character of the mass media, and the dominant measurement techniques.

In the 19th century, "public opinion" was often conceptualized as the sentiment of *groups:* During presidential elections, newspapers published straw polls conducted by social clubs, workmen's associations, college student bodies, and other collectives who wished to make their opinions known. This paper reports on a study of straw polls, published in 3 major newspapers, from 1856 through 1988. I discuss the nature of these "people's polls," the reasons for their eventual disappearance, and what these polls tell us about the history of public opinion.

Personalized Bias in News: Evidence, Explanations and Impact
DIANNE RUCINSKI, University of Iowa

This paper will assess the research evidence on what has come to be known as personalized bias in news, and the possible consequences of this particular bias on public opinion. Personalized bias is defined as an over-emphasis on individuals and human interest angles when describing sociopolitical issues and events. Questions about the prevalence of personalized news, its production and potential consequences have yet to be systematically theorized. The magnitude of personalized bias in news will be evaluated by reviewing media content analyses that have focused on explanations of social and political problems.

Explanations of personalized bias will be advanced based on the literature on news production. The public opinion and other behavioral consequences of personalization in news will be compared to personalization as a cultural value (usually referred to as "individualism") and as a cognitive strategy. This is necessary in order to speak of the media effects of personalization on public opinion. In addition, assumptions underlying posited effects of personalized bias will be evaluated. The paper concludes by offering a modified theorization of personalized bias and provides suggestions for future research.

The Soviet Image in Transition: Presidential, Editorial, and Public Views

DORIS A. GRABER, University of Illinois, Chicago

The images of the Soviet Union that have been presented by American political leaders and by the mass media to the American public have varied considerably in the decades since World War II. How have political leaders and the press met the psychological challenges presented by dislodging established images, and how are the results of such efforts reflected in public opinion polls? How well do these images inform the public about aspects of the Soviet Union that are important in appraising American foreign policy? This paper seeks to answer these questions by reporting the characteristics and evaluations embodied in widely-disseminated images of the Soviet Union. The images are drawn from parallel content analyses of presidential newsconferences, *New York Times* editorials, and public opinion polls dating from World War II to the present time. The characteristics of images are compared for the nine presidencies during that period, in light of theories of image change. The image themes drawn from presidential newsconferences are also compared with the themes presented in editorials and with the thrust of public opinion poll questions. To assess whether or not these images are sufficiently broad and detailed to provide a basis for judging foreign policy stands, the various images are also assessed in terms of the policy-relevant information that they convey to the public. The paper is part of a larger investigation of image changes in the foreign policy realm.

SUNDAY, May 19, 9:00 a.m.—10:30 a.m.
COGNITIVE PSYCHOLOGY AND THE SURVEY RESPONSE

The Focus of Judgment Effect: A Question Wording Effect Due to Hypothesis Confirmation Bias

DARRIN R. LEHMAN, University of British Columbia,
JON A. KROSNICK, FAN LI, Ohio State University, and
ROBERT L. WEST, University of British Columbia

In three studies, we tested the hypothesis that the phrasing of a rating-scale question can influence responses via a hypothesis confirmation bias. In Study 1, we showed that focusing the question wording on one of two competing political parties led non-partisan subjects who had little relevant knowledge to evaluate media coverage as more hostile to that party. Studies 2 and 3 demonstrated that asking for the likelihood that a specified person is an engineer stimulated more engineer-like ratings of a personal description than did a question asking for the likelihood that the person is a lawyer. This effect only occurred when a large amount of hypothesis-compatible information was available to subjects, when they paid close attention to such information, and when they had previously been successful at interpreting information to be consistent with the hypothesis implied by the question. Thus, these studies illustrate two focus of judgment effects and identify factors that regulate their magnitudes.

Diverging Perspectives of Actors and Observers: Implications for Self and Proxy Reporting
TRACY WELLENS and NORBERT SCHWARZ, ZUMA

The cognitive processes that underlie self- and proxy-reports of attitudes and behaviors have recently received increased attention in the survey methodology literature. However, this research has not yet fully exploited the wealth of psychological theorizing that may potentfally be relevant to self and proxy reporting. Most importantly, psychological research on person perception and attribution bears on how individuals form mental representations of self and other, and on how they use these representations in recall and estimation processes. We provide a selective review of this literature and relate its key findings to methodological issues of self and proxy reporting, deriving recommendations for questionnaire design.

Another Look at Rating Scales: Numeric Values May Change the Meaning of Scale Labels
HANS J. HIPPLER, NORBERT SCHWARZ, ZUMA and
ELISABETH NOELLE-NEUMANN, Institut fuer Demoskopie, Allensbach

Several experiments indicate that the numeric values provided as part of a rating scale may influence respondents' interpretation of the endpoint labels, resulting in dramatic differences in the obtained answers. In one study, a representative sample of German adults rated their success in life along an 11-point rating scale, with the endpoints labeled "not at all successful" and "extremely successful." When the numeric values ranged from 0 ("not at all successful") to 10 ("extremely successful"), 34 percent of the respondents endorsed values between 0 and 5. However, only 13 percent endorsed formally equivalent values between -5 and 0, when the scale ranged from -5 ("not at all successful") to +5 ("extremely successful"). Subsequent experiments provided extended conceptual replications of this finding and tested different assumptions about the underlying process. Consistent with a change in meaning hypothesis, one study demonstrated that recipients of a respondent's report draw different inferences from formally equivalent, but numerically different values. In combination, the findings indicate that respondents use the numeric values to disambiguate the meaning of scale lables, resulting in different interpretations and, accordingly, different subjective scale anchors. These findings are interpreted in the context of general assumptions about the informational functions of formal aspects of a questionnaire.

Respondent Rating Strategies: Evidence From Cognitive Interviews
DAVID J. MINGAY, WOODY CARTER, and KENNETH A. RASINSKI,
National Opinion Research Center

Rating tasks of various sorts are widely used in surveys, yet relatively little is known about how the type of rating scale affects the ways respondents approach a rating task. This paper reports the results of cognitive interviews conducted on a draft supplement to the 1991 General Social Survey. During the cognitive interview pretest of the draft survey instrument respondents where required to rate the seriousness of a variety of personal events (e.g., being fired, getting divorced, suffering a personal assault) using both magnitude scaling and a fixed scale. While performing the task under both conditions respondents reported on their understanding of the task, the ease or difficulty that they had with the task under both conditions respondents reported on their understanding of the task, the ease or difficulty that they had with the task, and the strategies they used in making the ratings. The results will be discussed from a practical, applied perspective, that is, in terms of their implications for how ratings tasks should be written so that they can be properly answered by almost all respondents. The findings will then be discussed from a theoretical perspective, that is, in terms of the insights offered into the cognitive processes that individuals employ when answering survey questions requiring this type of judgment.

SUNDAY, May 19, 10:45 a.m.—12:15 p.m.

POLITICAL ATTITUDES AND BEHAVIORS

Exploring Gender Effects in the June 1990 California Gubernatorial Primary Election

MARK DiCAMILLO, Field Research Corporation

A sizeable "gender gap" ranging from 10 to 43 percentage points characterized Democratic voter preferences in each of 7 state-wide *California Poll* surveys prior to the June 1990 California gubernatorial primary between Dianne Feinstein and John Van de Kamp. Because of the salience of gender, in its final pre-primary survey the *Poll* sought to explore various aspects of the gender gap including predispositions to favor a gubernatorial candidate because of gender, its relationship to actual vote choice, sex of interviewer effects, and the consistency of vote choice when voters were re-interviewed a day or two later with an interviewer of a different sex than the one conducting the initial interview.

The results show that Democratic women were much more likely than men to have gender-oriented candidate predispositions and that these predispositions were correlated with actual vote choices in the June Primary election. No significant sex of interviewer effects were observed in the *Poll*'s final pre-election survey. When voters were re-interviewed a second time by an interviewer of a different sex than the initial interview, a very large proportion of voters gave consistent vote choice replies, and among the vote switchers no clear pattern or direction of vote switching was evident. However, women initially interviewed by an opposite sex interviewer (male) and later re-interviewed by a same sex interviewer (female) were found to give less consistent vote choices than other gender-switched re-interviews. The reasons for this are not clear and merit further study.

Question Wording Experiments Using Measures of Political Trust and Efficacy

JOHN P. KATOSH, Mathew Greenwald & Associates

Last summer (prior to events in the Gulf), many national polls reported a decline in the public's level of "confidence" in the government or their own political "efficacy." However, some believe that some of the questions used in the various political trust or efficacy indices are worded or presented in such a way as to produce negative responses.

To test this, in late 1990, as part of a larger national telephone survey (n=800), we conducted a brief question-wording "experiment" with eight traditional measures of political trust or efficacy—used by the Times-Mirror polls and the National Election Studies.

Two versions of each question were used. For the trust questions, in one version the first response offered was "positive"; in the other the first response was "negative." For the efficacy questions, in one version agreeing with the statement was a "positive" response; in the other, agreeing was a "negative" response. (The eight questions were grouped using four "forms"—200 respondents each).

The goal of this research is not to explain why levels of trust in government appeared to decline in mid-1990. Rather, we are examining if the way in which the wording of the political trust and/or efficacy items "bias" results—with the test hypotheses being that they do; in a negative fashion.

For some of the questions, the "alternative" wording does produce different "results."

Political Alienation, Voter Participation and the 1990 Census

NANCY A. MATHIOWETZ, THERESA J. DeMAIO, and ELIZABETH MARTIN, U.S. Bureau of the Census

Is the experience of the 1990 Census related to the rise in alienation among the American populace? The 1990 Census suffered from an unenthusiastic 63% response to the mail-out, mail-back questionnaire. A multitude of hypotheses concerning the possible explanation for the low response have been suggested, ranging from the rise in illiteracy rates among the adult population to issues of confidentiality. Among the hypotheses is the concern that nonparticipation may be indicative of alienation, a hypothesis which parallels research related to the relationship between voter participation and political alienation. This paper will address the relationships among political alienation, voter registration, and participation in the 1990 Census, looking at both trends over time and data from a Census-sponsored survey on participation in the 1990 Census.

High Accuracy Response Time Measurement in CATI and How It Can be Used to Increase Predictive Power in Election Polling

JOHN N. BASSILI and JOSEPH F. FLETCHER, University of Toronto and Arkelon Research

We present a methodology for the accurate measurement of response time in computer-assisted telephone surveys. The methodology, which is completely invisible to respondents, comprises a computer "clock" capable of timing responses with millisecond accuracy, and a "voice-key" that converts sounds emitted by respondents into signals capable of triggering the computer clock. We examine the crystallization of voting intentions by measuring how long it takes respondents to express their electoral choice in a pre-election interview. We called our respondents back after the election to determine who they actually voted for. The results revealed that voting intentions that are expressed quickly are much more predictive of voting behavior than voting intentions that are expressed slowly. Next we looked for factors that contribute to the crystallization of voting intentions and found that respondents who expressed their voting intentions quickly experienced less conflict and knew more about the election than respondents who expressed their voting intentions slowly. This, as well as other studies we have conducted, demonstrate that response time can be measured accurately and economically in CATI and that knowledge of response latencies can add predictive power and analytic insight to survey research.

Turmoil in "The Land of Steady Habits": A Case Study of the Coming Change in American Voting Behavior

RICHARD MAISEL, New York University, and PETER TUCKEL, Hunter College, CUNY

One of the many surprises in the 1990 gubernatorial elections was the election of Lowell Weicker—the first independent party candidate to become the governor of Connecticut since the Civil War. This paper analyzes the Weicker election using a regression analysis of voting and census data at the town level.

A critical feature of this election was the increase in turnout, reversing a long term trend towards declining participation, and marked changes in turnout rates of towns. Increased mobilization occurred in communities with a disproportionate number of residents who were college educated, under 35, born in Connecticut or exposed to media generated outside the state. This last finding we attribute to the extraordinary expenditures on out-of-state media by the Republican candidate. The first three findings we ascribe to deteriorating economic conditions which stimulated the turnout among these groups.

We suspect the same economic conditions which affected the 1990 Connecticut election may be typical of the country as a whole during the next decade. If so, we would expect to find American electoral behavior in the coming decade to be characterized by increasing voter participation, fragmentation of the electorate, and changing partisan alliances.

SUNDAY, May 19, 10:45 a.m.—12:15 p.m.

SAMPLING HARD TO FIND GROUPS

Challenges in Locating and Qualifying a Rare Population by RDD Telephone Sampling—The National Jewish Population Survey

BARRY A. KOSMIN, NAVA LERER and ARIELA KEYSAR, CUNY Graduate Center, New York, and DALE W. KULP, Marketing Systems Group

This paper deals with research design and question order issues in a national survey of American Jews. In 1989–90 the Council of Jewish Federations commissioned the ICR Survey Research Group of Media, PA to collect data in a multi-stage RDD phone survey utilizing their twice weekly EXCEL omnibus research survey.

Realizing that in the contemporary U.S., Jewishness is a voluntary identity which has an ethnic/cultural dimension as well as religious dimension, the widest possible definition was adopted in order to identify the target population. Four questions or points of qualification were used which allowed the respondents to self-define or classify themselves or the members of their household along the religious and/or ethnic dimensions in a set order. However, one question, "do you consider yourself Jewish?" was found to be problematic. In fact it was seen early on that it was qualifying a much wider segment of the American population than expected. This led us to requalify the entire sample of 5139 qualifying households from the 125,000 EXCEL interviews prior to the main survey. At this stage, 20.5% of the original qualifying households failed to requalify of which 58% had contained somebody who had "considered" themselves Jewish, the other 42% being distributed among the other three qualifications. These findings, we believe, have implications for other studies which involve respondents in self-reporting or self-defining their group identification using a telephone methodology.

Description and Evaluation of a Design for Sampling Households "At Risk" of Welfare Dependency

JOHN TARNAI, SESRC, Washington State University
STEVEN G. HEERINGA, University of Michigan
DON A. DILLMAN and ERNST STROMSDORFER, Washington State University
and GREG WEEKS, The Evergreen State College

This paper describes and evaluates a unique technique for obtaining a general population sample, with probability proportional to being "at risk" of public assistance. In 1987, the Washington State Legislature commissioned a five year longitudinal study of public assistance recipients and persons "at risk" of becoming eligible for assistance. This paper describes a sample design for obtaining a multistage sample of persons "at risk" of public assistance. The sample design involved selecting a stratified random subsample of 100 persons already on public assistance as an indicator sample, and using their address information to identify 100 geographic area segments for selection of a general population sample. The indicator sample was selected with equal probability, and the corresponding sample of area segments were therefore selected with probability proportionate to the number of public assistance addressed located within the area segment boundaries. This paper evaluates the sample design by comparing the obtained incidence of public assistance recipients obtained in the "at risk" sampling approach, with the number of public assistance recipients estimated for each of the 100 area segments. This general sample design has applications to other situations, where indicator data is available, and where the concept of being "at risk" is useful.

Including the Homeless in the 1990 Census: Findings of a Five-City Assessment Study

MATT SALO and LAUREL SCHWEDE, Bureau of the Census

As part of the Decennial Census "Shelter and Street-Night" on March 20-21, 1990 to count "selected components of the homeless" the Census Bureau conducted an assessment of the street phase of the enumeration in five major cities: Chicago, Los Angeles, New Orleans, New York and Phoenix. Researchers in each of the cities recruited "in-place observers" (IPOs) and distributed them at randomly selected sites to monitor the enumeration procedures. The IPOs were at their street sites from 1:45 a.m. to 4:15 a.m., in the open and in plain sight, to enable the enumerators to count them. The IPOs observed whether enumerators came to their assigned locations, how they interacted with the respondents and whether they followed procedures. They also were to note any social or environmental conditions that may have affected the count.

After returning from their observation sites each IPO was asked to fill out a debriefing questionnaire asking what they observed and whether they were either enumerated by observation or actually interviewed. Our paper presents the results of analyzing the questionnaires, discusses their implications and makes recommendations for future enumerations of the homeless.

Carrying Out the RAND Survey of Prostitutes: What Worked, What Didn't, What We Learned

SANDRA H. BERRY, NAIHUA DUAN, DAVID E. KANOUSE and JANET LEVER, The RAND Corporation

RAND has recently completed field work on an NIH-sponsored random sample of survey of prostitutes in Los Angeles County, looking at risk factors and infection rates for HIV disease and other sexually-transmitted diseases. The study design included plans to randomly sample street prostitutes, massage parlor workers, and call girls and to collect lengthy interviews and blood samples. To date, the study has completed nearly the target of 1000 interviews that was proposed; over 900 of these are with randomly-sampled street prostitutes. Over 600 blood samples have been collected. While cooperation of respondents has been excellent, sampling and access problems have been challenging. Safety and legal issues have also risen.

Methodological Considerations in Sampling Homeless Populations

ANANDA MITRA and TIM JOHNSON, University of Illinois

Homelessness in major American cities has become a serious policy concern over the past decade. Studies attempting to address this issue have been faced with a variety of conceptual and methodological issues. Important among these have been identification of homeless populations and the development of appropriate sampling procedures. This study will present data from a study of substance use among homeless individuals in Cook County, Illinois that was completed in late 1990. It will investigate what effects (1) varying definitions of "homelessness" and (2) variations in the locations from which homeless individuals are sampled, may have upon overall estimates of substance use and the demographic composition of the final sample. The results will provide evidence that substantive findings regarding homeless populations can in some cases be dramatically affected by varying assumptions regarding population definitions and sampling procedures.

SUNDAY, May 19, 10:45 a.m.—12:15 p.m.

USES AND EFFECTS OF THE MEDIA

Media Redistribution in the U.S.: A Growing Information Gap Between Metro and Nonmetro Areas?

C.N. OLIEN, G.A. DONOHUE and P.J. TICHENOR, University of Minnesota

This analysis of a national sample of 461 counties suggests that the information age is, by and large, leaving rural areas in the information backwaters. Since access to information is vital for social power, a potential outcome is a further loss in influence for rural areas. Media information services are increasingly concentrated in metropolitan areas, largely as a result of marketing approaches that target media audiences most likely to patronize metro advertisers. Support for the newspaper "pullback " hypothesis is seen in circulation data. From 1965 to 1987, penetration of metropolitan daily newspapers declined by 37.1 percent in metro center counties, 42.7 percent in surburban counties and 60.6 percent in nonmetropolitan counties. Also, the gap between metro and nonmetro areas in broadcast services—number of radio and TV stations and cable availability—increased over the 22-year period. There is some support for a newspaper "compensation" hypothesis, that the more the reduction in metropolitan daily newspaper penetration, the greater the increase in circulation of regional newspapers. Overall, mass media disparities appear parallel to inequities in other information services, such as availability of telephones, touchtone systems, home computers, modems, and data retrieval systems.

Over-reporting of Media Exposure: The Impact of Varying Reference Periods in Survey Questions

VINCENT PRICE, University of Michigan

This paper addresses three basic but unresolved questions concerning survey-based assessments of media exposure. First, what is the extent of over-reporting that occurs, if at all, in typical surveys of mass media exposure? Second, does narrowing the reference period in questions about media use effectively combat respondent over-reporting? Third, do questions that employ a narrow reference period (e.g., that inquire about media use in the past week rather than in some typical week) sacrifice any predictive validity due to the potential atypicality of respondent behavior in a given week? Data from a representative, national sample of American adults indicate considerable over-reporting of mass media exposure in response to standard survey questions about media use. Results from a split-sample experiment comparing alternative question wordings suggest that providing respondents with narrow and recent reference periods for estimating their media use helps to reduce the degree of over-reporting. Results further suggest that the potential atypicality of narrower time periods, which might in principle adversely affect the validity of responses, is not a serious concern.

Sex and Violence on Television: Do Polls Misrepresent Viewer Opinion?

HORST STIPP, NBC and GUY LOMETTI, University of South Carolina

According to widely accepted poll data, most Americans feel that there is "too much sex and violence on television". This interpretation of public opinion is primarily based on survey questions which, in the authors' opinion, tackle a complex issue with simplistic questions that are subect to socially desirable responses.

The common "wisdom" that most Americans are concerned about the amount of sexual depictions, sexual topics, and the amount of violence in the TV programs they watch is contradicted by a variety of comprehensive research efforts that two of the U.S. television networks (ABC, NBC) conducted during the last decade. The research, most of which has never been published, was prompted by the networks' need to accurately assess viewer opinion. Our review of this research contradicts the widely held belief—based on the above mentioned poll questions—that sex or violence on TV are strong concerns of a large majority in this country. The data also suggest that Americans' views on what is appropriate on television with regard to sexual topics is changing in accordance with changes in opinions regarding sexual mores which have been documented in a variety of studies and polls. On the other hand, it appears that polls about sex on TV have played a role in misrepresenting public opinion on that issue.

The Third Person Effect, Legal Decision, and Compliance With the Law

LAURIE MASON, Stanford University and ROBERT MASON, Oregon State University

Davison's Third Person Effect, which holds that people frequently see mass media messages affecting other people more than self, is viewed in this paper as one of several "self-different-from-other" phenomena that account for bias in forming public opinion misperceptions. This paper explores Davison's effect, among other formulations, as they relate to legal decisions and to compliance with the law. First Amendment decisions, for instance, frequently involve factfinder estimates of impacts of media messages on others. As well, media sanction fear messages frequently are seen to have no effect on others' compliance with the law.

This paper will examine, first, an analysis of the types of errors people make in predicting what others will do in response to information. Then, research that accounts for why people predict more positive outcomes for themselves than for others will be explored. For example, people under stress frequently enhance their subjective well-being through comparisons with less-fortunate others. This and other formulations provide a motivational explanation for cognitive biases of people. The formulations are organized to provide new theoretical and empirical explanations for Davison's effect. Finally, the role of self-over-other biases in information processing will be discussed as they relate to misperceptions of media messages on legal matters.

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1991 AAPOR CONFERENCE
Mini-Program

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SURVEY RESEARCHERS

WESTAT is an employee-owned research corporation located in the Washington, D.C. area. WESTAT provides statistical consulting and survey research to the agencies of the U.S. Government and to a broad range of business and institutional clients. We are one of the leading survey research and statistical consulting organizations in the United States, with nearly 30 years steady growth and over 400 professional staff. The following positions are currently available.:

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Westat field managers provide direction from the home office in Rockville, Maryland to interviewers and field supervisors on Westat's national staff across the country. Opportunities are currently available on several projects in health care and education research. Other duties may include writing, designing materials, monitoring budgets, and directing quality control and sampling operations.

- At least two years experience in survey research, preferably in a supervisory role.
- Data collection or survey operations experience highly desirable.
- Graduate training in the social sciences, research methods, or management preferred.
- Some basic software skills in word processing and spreadsheet applications extremely helpful.

Beyond these requirements, we seek individuals with a strong "people" orientation, an analytic approach to problem-solving, and a demonstrated ability to work well in a team.

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