American Association for
Public Opinion Research

World Association for
Public Opinion Research

THE DON CeSAR RESORT
St. Petersburg Beach, Florida

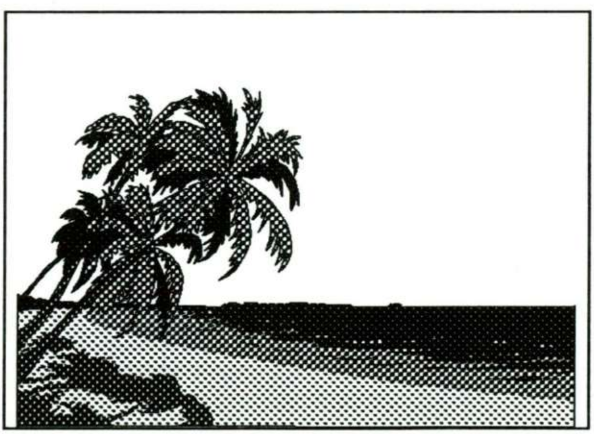
MAY 15 to 19, 1992

47th Annual AAPOR Conference
1992 Annual WAPOR Conference

Program

The Don CeSar Resort

St. Petersburg Beach, Florida
May 15 to 19, 1992



1992 WAPOR/AAPOR CONFERENCE
Mini-Program

SATURDAY		
WAPOR		
9:00 am	Revolutionary Change and Turmoil in the Former USSR and Eastern Europe	Del Prado
10:45 am	Methodological Issues in Public Opinion Research	Del Prado
10:45 am	Global Environmental Issues	North Terrace
2:00 pm	Women's Aspirations: Dilemmas and Barriers to Fulfillment	Del Prado
3:30 pm	Crisis and Change in Latin America	Del Prado
3:30 pm	Comparative Political Cultures	North Terrace
5:15 PM	WAPOR Business Meeting	Del Prado
3:00 pm	DIDACTIC: Hierarchical Linear Models	Granada
3:00 pm	DIDACTIC: Ethnographic and Video-Based Interaction Analysis	Buena Vista
8:00 pm	PLENARY: American Assessments of Public Opinion in the Emerging Democracies of Eastern Europe and the CIS	Del Prado
SUNDAY		
9:00 am	What's Wrong with Survey Research? -- The First Annual Panel	Del Prado
9:00 am	Cognitive Research	South Terrace
9:00 am	Presidential Election Studies	Buena Vista
9:00 am	Research on Generational Effects	North Terrace
10:45 am	Studies on Intermediation	Del Prado
10:45 am	Testing Questionnaires	South Terrace
10:45 am	The 20th Anniversary of Agenda-Setting Research	Buena Vista
10:45 am	Contextual Effects	North Terrace
2:00 pm	Whither the Census 2000?	Del Prado
2:00 pm	The Impact of the Interviewer	South Terrace
2:00 pm	Designing Research for Business Surveys	Buena Vista
2:00 pm	The Impact of the Questionnaire's Form and Format	North Terrace
2:00 pm	Response Rate Effects Over Time	Granada West
2:00 pm	Recall and Reliability	Granada North
2:00 pm	Roundtable on Environmental Research	Granada South
3:45 pm	Research on the Gulf War	Del Prado
3:45 pm	Training Interviewers	South Terrace
3:45 pm	How Do Businesses Look at Business Ethics	Buena Vista
3:45 pm	Effects of Question Wording	North Terrace
3:45 pm	Improving Response	Granada West
3:45 pm	Research on the Homeless	Granada North
3:45 pm	Issues in Communications	Granada South
8:30 pm	PLENARY: Consumer Confidence and Forecasting the Economy	Del Prado

MONDAY

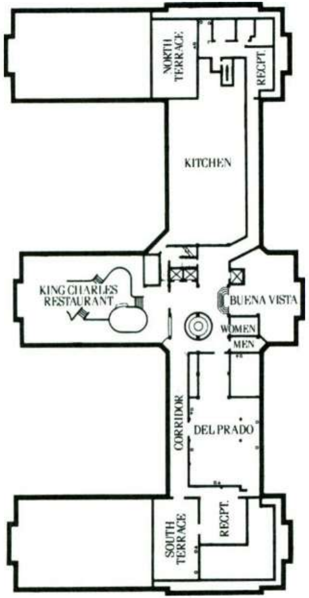
9:00 am	Survey Research Comes to Life in the Courtroom	Del Prado
9:00 am	The Study of Precision Journalism	South Terrace
9:00 am	Survey Research May be Hazardous to Your Health -- The Harlem Health Survey	Buena Vista
9:00 am	Sampling and Complex Designs	North Terrace
10:45 am	We the People - Who is the Electorate and Why?	Del Prado
10:45 am	Evaluation of Radical Format Newspapers	South Terrace
10:45 am	Research Using Focus Groups	Buena Vista
10:45 am	Coverage Issues in the Design of Surveys	North Terrace
1:30 pm	PRESIDENTIAL ADDRESS	Grand Ballroom
2:30 pm	Studies on Public Opinion	Del Prado
2:30 pm	Media Research	South Terrace
2:30 pm	Focus Groups and Quality Control: A Live Demonstration	Buena Vista
2:30 pm	Technical Innovation	North Terrace
2:30 pm	Questionnaire Design Issues	Granada West
2:30 pm	Nonresponse Studies	Granada North
2:30 pm	Roundtable on AIDS Research	Granada South
4:00 pm	AAPOR Annual Membership Meeting	Del Prado

TUESDAY

9:00 am	Automation in the Survey Process	Del Prado
9:00 am	Studying Differences Due to Demographic Factors	South Terrace
9:00 am	Question Evaluation Methodologies Used in Testing Alternative Questionnaires for the Redesign of the Current Population Survey	Buena Vista
9:00 am	Public Policy Issues	North Terrace
10:45 am	Quality Control in Surveys	Del Prado
10:45 am	Nonsampling Errors	South Terrace
10:45 am	Experiments in Questionnaire Design	Buena Vista
10:45 am	Response Rates in Surveys and Censuses	North Terrace

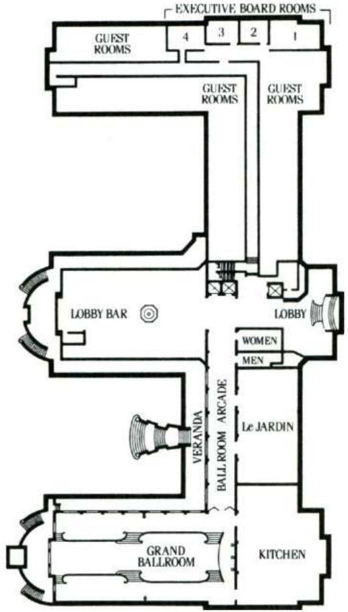
Where and When at the 1992 WAPOR/AAPOR Conference

DAY	TIME	Del Prado	South Terrace	Buena Vista	North Terrace	Granada West	Granada North	Granada South	
Fri	6:00pm	WAPOR Dinner							W
Sat	9:00am	Rev. Change							A
	10:45am	Meth. Issues			Envir. Issues				P
	12:15pm	Lunch (Le Jardin)							O
	2:15pm	Women Aspirations							R
	3:45pm	Change Latin Amer.			Comp. Political				
Sat	3:00pm			Didactic – Ethnography		Didactic – Hierarchical Linear Models			
	6:00pm	Dinner (Ballroom)							A
	8:00pm	Plenary – Public Opinion in Emerging Democracies							A
Sun	7:00am	Breakfast (Ballroom)							P
	9:00am	What's Wrong	Cognitive	Elections	Generational				O
	10:45am	Intermediation	Testing Ques.	Agenda-Set	Context				R
	12:30pm	Lunch (Ballroom)							
	2:00pm	Census Goest?	Interv. Impact	Bus. Survey Pane	Form	Rates&Time	Recall	Environment	
	3:45pm	Gulf War	Train Interv.	Bus. Ethics Panel	Wording	Improv. Methods	Homeless	Communications	
	6:00pm	Newcomers Reception (Pool)							
	7:00pm	Dinner (Ballroom)							A
	8:30pm	Plenary – Consumer Confidence							A
	10:00pm	Oldies Sing							P
Mon	7:00am	Breakfast (Ballroom)							O
	9:00am	Legal Research	Jour Reporting	Harlem	Sampling				R
	10:45am	We the People	Jour Newspapers	Focus	Coverage				
	12:30pm	Lunch (Ballroom)							
	2:00pm	Opinion	Media	Focus Demo.	Technical	Questionnaire	Nonresp Stud	AIDS	
	4:00pm	Business Meeting							
	6:00pm	President's Reception (Pool)							A
	7:00pm	Banquet (Ballroom)							A
	10:00pm	Probability	Traditional Sing						P
Tues	7:00am	Breakfast (Ballroom)							O
	9:00am	Automation Panel	Demographic Diffs.	Question Eval.	Public Policy				R
	10:45am	QC in Surveys	NonSamp Errors	Expermnt Quest.	Survey RR				
	12:30pm	Lunch (Ballroom)							
DAY	TIME	Del Prado	South Terrace	Buena Vista	North Terrace	Granada West	Granada North	Granada South	



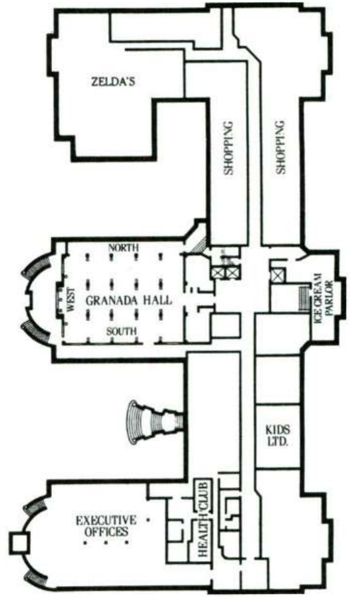
	DEL PRADO HALL	BUENA VISTA	SOUTH TERRACE	NORTH TERRACE
DIMENSIONS	53'x39'8"	49'6"x20'	24'x47'	24'x47'
SQUARE FEET	2,109	1020	1,128	1,128
CEILING	15'2"	15'6"	10'3"	10'3"
THEATRE	160	120	90	90
CLASSROOM	110	80	70	70
CONFERENCE	55	40	35	35
BANQUET	190 R	100 R	80 R	80 R
RECEPTION	300	150	100	100

Fifth Floor



	GRAND BALLROOM	EXECUTIVE BOARD ROOMS 1	2	3	4
DIMENSIONS	108'x50'	30'x17'	16'10"x12'4"	19'4"x12'7"	26'7"x15'
SQUARE FEET	5,400	510	200	245	400
CEILING	15'6"	9'	9'	9'	9'
THEATRE	550	—	15	15	35
CLASSROOM	300	—	12	12	25
CONFERENCE	50	20	12	12	20
BANQUET	420 R	24 R	12 R	12 R	20 R
RECEPTION	650	20	12	12	20

First Floor



*Not Shown	GRANADA HALL	NORTH WING	SOUTH WING	WEST WING	301 and 401*
DIMENSIONS	69'x51'	42'x24'	42'x18'	51'5"x30'	19'9"x17'3"
SQUARE FEET	3,519	1,008	776	1,371	340 ea.
CEILING	9'	9'	9'	9'	9'
THEATRE	—	75	65	90	30
CLASSROOM	—	48	48	75	20
CONFERENCE	—	33	33	33	20
BANQUET	320 R	60 R	50 R	80 R	24 R
RECEPTION	400	100	100	200	24

Ground Floor

AAPOR EXECUTIVE COUNCIL

	1991-1992	1992-1993
President	Norman M. Bradburn National Opinion Research Center	Kathleen A. Frankovic CBS News
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Assoc. Secretary-Treasurer	Janice M. Ballou The Eagleton Institute	Michael R. Kagay The New York Times
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Assoc. Membership and Chapter Relations	Josephine R. Holz NBC News	Clyde Tucker Bureau of Labor Statistics
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Assoc. Publications and Information	Kenneth E. John U.S. General Accounting Office	Nora Cate Schaeffer University of Wisconsin
Counselors-at-Large	Eleanor D. Singer Columbia University	Eleanor D. Singer Columbia University
	Mervin D. Field Field Research Corporation	Warren J. Mitofsky Voter Research and Surveys

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Norman Bradburn	National Opinion Research Center
Philip Converse	Center for Advanced Study in the Behavioral Sciences
Gladys Engel Lang	University of Washington
Kurt Lang	University of Washington
Seymour Sudman	University of Illinois

AAPOR Student Paper Award Committee

Richard B. Warnecke, Chair	University of Illinois
David Swanson	University of Illinois
John P. Robinson	University of Maryland
Glenn H. Roberts	Glenn Roberts Research
Peter Miller	Northwestern University
Mildred A. Schwartz	University of Illinois
Charles Whitney	University of Illinois
Tom Smith	University of Chicago
John Walsh	University of Illinois
John Johnstone	University of Illinois
James Kuklinski	University of Illinois
Richard Sobel	University of Connecticut
Eleanor Singer	Columbia University
Virginia Dodge Fielder	Knight-Ridder, Inc
George Balch	Prevention Research Center
Dee Burton	Prevention Research Center
Brian Flay	Prevention Research Center
Kathleen Frankovic	CBS News
Richard Johnson	University of Illinois
Timothy Johnson	Survey Research Laboratory
James Kluegel	University of Illinois
David Mingay	University of Chicago
Gerald Strom	University of Illinois
Seymour Sudman	Survey Research Laboratory

AAPOR Student Paper Award Winner

Jeffery J. Mondak	University of Pittsburgh

"Source Cues and Policy Approval: The Cognitive Dynamics of Public Support for the Reagan Agenda"

Technology Exhibitors

Organizer: Robert S. Lee, Pace University

Computers for Marketing Corporation
SYSTAT, Inc.
NYU Sociology Department (FIPSE)
Linked Solutions, Inc.
Analytical Computer Service

Site Selection and Arrangements

Chair: Karen Liss Goldenberg, Bureau of Labor Statistics

Audio Visual Arrangements

Dawn Von Thurn, General Motors

Fun Run/Walk and T-Shirt

Organizer: Mary Balistreri, CUNA Mutual, Inc.

Book Exhibitors

Organizer: Phyllis Endreny, Research Consultant

BOOK EXHIBIT, 1992
LIST OF PARTICIPATING PUBLISHERS AND ORGANIZATIONS

Ablex Publishing Co.
Ballantine Books
Basic Books
Brookings Institute Publications
Cambridge University Press
Columbia University Press
Congressional Quarterly, Inc.
Lawrence Erlbaum Associates
The Free Press
Greenwood/Praeger Publishing Group
Guilford Press
Harvard University Press
D. C. Heath & Co.
Indiana University Press
Iowa State University Press
Johns Hopkins University Press
Jossey-Bass Publishers
Lexington Books
Longman Publishers
MIT Press
Oxford University Press
Plenum Press
Routledge/Chapman/Hall
Russell Sage Foundation
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
University of Notre Dame Press
Wadsworth Publishers
John Wiley & Sons
Women's Research and Education Institute

We thank the above publishers and organizations for the contributions of books to our exhibit, and we also thank Pat Bova, Librarian, NORC, for his invaluable assistance with the bulk word processing and mailings.

AAPOR Secretariat

Catherine Ostrowski, University of Michigan

AAPOR Owes Much to the Agencies Which Have Helped to Ensure its Financial Health by Giving Contributions of $50 or More During the Past Year

A.C. Nielsen Company	Northbrook, Illinois
Abt Associates, Inc.	Cambridge, Massachusetts
Adler Opinion Research	Chevy Chase, Maryland
AHF Marketing Research	New York, New York
AISA	Prague, Czech and Slovak Federated Republic
Alaska Analysts/Dittman Research	Anchorage, Alaska
Angus Reid Group, Inc.	Winnepeg, Manitoba, Canada
Apoyo, S.A.	Peru
The Arbitron Company	New York, New York
Asian Commercial Research Limited	Hong Kong
Aspen Systems Corporation	Silver Spring, Maryland
Atlantic Marketing Research Company, Inc.	Boston, Massachusetts
Audits & Surveys, Inc.	New York, New York
Ayres & Associates	Roswell, Georgia
Baseline Market Research, Ltd.	Fredricton, New Brunswick, Canada
Belden Associates	Dallas, Texas
Blum & Weprin Associates, Inc.	New York, New York
Booth Research Services, Inc.	Atlanta, Georgia
Cambridge Reports, Inc.	Cambridge, Massachusetts
Canada Market Research Ltd.	Toronto, Ontario, Canada
Center for Survey Research, University of Massachusetts - Boston	Boston, Massachusetts
Center for Survey Research, Indiana University	Bloomington, Indiana
Central Research Corporation	Topeka, Kansas
Central Surveys, Inc.	Shenandoah, Iowa
Centro del Estudios de Opinion Publica, S.C. (CEOP)	Mexico
Charles B. Welsh and Associates, Ltd.	Arlington, Virginia
Charlton Research Co., Inc.	San Francisco, California
Chilton Research Services	Radnor, Pennsylvania
Ciruli Associates	Denver, Colorado
CommSciences, Inc.	Los Angeles, California
Computer Assisted Survey Systems	Madison, Wisconsin
Computer-assisted Survey Methods Program (CSM), University of California - Berkeley	Berkeley, California
CID (Consultoria Interdisciplinaria en Desarrollo, S.A.)	Costa Rica
Consumer Contact Limited	Toronto, Ontario, Canada
Creative & Response Research Services, Inc.	Chicago, Illinois
D³ Systems, Inc.	Vienna, Virginia
The Data Group	Plymouth Meeting, Pénnsylvania
DATAN, Inc.	Princeton, New Jersey
DataStat, Inc.	Ann Arbor, Michigan
Decision Marketing Research Limited	Toronto, Ontario, Canada
Dudley Research	Exeter, New Hampshire
E & P Research, Inc.	Atlanta, Georgia
The Eagleton Poll, Rutgers University	New Brunswick, New Jersey
Environics Research Group Limited	Toronto, Ontario, Canada
Eric Marder Associates, Inc.	New York, New York
Fairbank, Maullin & Associates	Santa Monica, California
Field Research Corporation	San Francisco, California
The Gallup Organization, Inc.	Princeton, New Jersey
Gallup - Social Surveys (Gallup Poll) Limited	London, England
The Gary Siegel Organization, Inc.	Chicago, Illinois
Goldstein/Krall Marketing Resources, Inc.	Stamford, Connecticut
Gordon S. Black Corporation	Rochester, New York
Great Lakes Marketing Associates, Inc.	Toledo, Ohio
Hamilton & Staff, Inc.	Washington, D.C.
Hase/Schannen Research Associates	Princeton, New Jersey
HBRS, Inc.	Madison, Wisconsin
Herschel Shosteck Associates, Ltd.	Silver Spring, Maryland
Hill Research Consultants	The Woodlands, Texas
Hispanic Marketing Communication Research	Belmont, California
Hollander, Cohen & McBride, Inc.	Baltimore, Maryland
ICR Survey Research Group	Media, Pennsylvania
IMOP Gallup Mexico	Mexico
Institut Francais de Demoscopie	Paris, France

Institut fur Publizistik, University of Mainz	Mainz, Germany
Institut Luxembourgeois De Recherches Sociales (ILRES)	Luxembourg
Institute for Policy Research, University of Cincinnati	Cincinnati, Ohio
Institute for Survey Research, Temple University	Philadelphia, Pennsylvania
Institute of Public Affairs, Survey Research Laboratory, University of South Carolina	Columbia, South Carolina
Interamerican Research, Ltd.	Bogota, Colombia
Intermarket Research Inc.	New York, New York
IPSA Argentina, Audits & Surveys Latinamerica	Argentina
J. D. Franz Research	Sacramento, California
Juarez and Associates, Inc.	Los Angeles, California
Kaagan Research Associates, Inc.	New York, New York
Keleman Associates, Inc.	New York, New York
Kochevar Research Associates	Boston, Massachusetts
Louis Harris and Associates, Inc.	New York, New York
Louis Harris Data Center	Chapel Hill, North Carolina
M.O.R.-PACE, INC.	Farmington Hills, Michigan
Macro International, Inc.	Silver Spring, Maryland
Market Development, Inc.	San Diego, California
Market Research Bureau of Ireland Ltd. (MRBI)	Dublin, Ireland
Marketing Answers Consultants Inc.	Ardsley, New York
Marketing Center, Co., Ltd.	Tokyo, Japan
The Marketing Workshop, Inc.	Norcross, Georgia
Mathematica Policy Research, Inc.	Princeton, New Jersey
Mathtech, Inc.	Princeton, New Jersey
The MayaTech Corporation	Silver Spring, Maryland
Mediane-Service De Recherche En Communication Et Marketing Politiq	Quebec, Canada
Meryl Moritz Resources	Forest Hills, New York
Middle East Marketing Research Bureau (MEMRB)	Nicosia, Cyprus
Monroe Mendelsohn Research, Inc.	New York, New York
MORI (Market & Opinion Research International)	London, England
MORI de Mexico (Market and Opinion Research International)	Mexico
MORI (Minnesota Opinion Research, Inc.)	Minneapolis, Minnesota
National Analysts	Philadelphia, Pennsylvania
National Opinion Research Center (NORC), University of Chicago	Chicago, Illinois
NFO Research, Inc.	Toledo, Ohio
NHK Public Opinion Research Division	Tokyo, Japan
NIPO	The Netherlands
Southern Illinois University's Public Opinion Laboratory	DeKalb, Illinois
Northwestern University Survey Lab	Evanston, Illinois
O'Neil Associates, Inc.	Tempe, Arizona
Opatow Associates, Inc.	New York, New York
Opinion Profesional, S.A. de C.V.	Mexico
OPTEM	Viroflay, France
Pearson S.A. de C.V.	Mexico
Penn + Schoen Associates, Inc.	New York, New York
Polimetrics Laboratory, Ohio State University	Columbia, Ohio
Price Waterhouse/Survey Research Center	Washington, D.C.
Princeton Survey Research Associates	Princeton, New Jersey
Public Communication Resources, Inc.	Pelham Manor, New York
Quarles, Schnurr & Associates (QS&A)	Fairfax, Virginia
Quick Test Opinion Centers	Philadelphia, Pennsylvania
Reark Research Pty Ltd	Melbourne, Australia
Renaissance Research & Consulting	New York, New York
Research 100	Princeton, New Jersey
The Research Business International	London, England
Research International Group	United Kingdom
The Research Network, Inc.	Tallahassee, Florida
Research Solutions, Inc.	Minneapolis, Minnesota
Research Triangle Institute	Research Triangle Park, Maryland
Response Analysis Corporation	Princeton, New Jersey
Richard Day Research, Inc.	Evanston, Illinois
RJC Marketing Research, Inc.	Tokyo, Japan
Rocky Mountain Research Group	Colorado Springs, Colorado
The Roper Center for Public Opinion Research, University of Connecticut	Storrs, Connecticut
The Roper Organization, Inc.	New York, New York
Roy Morgan Research Centre Pty. Ltd. - Australia	Melbourne and Sydney, Australia
Roy Morgan Research Centre Pty. Ltd. - New Zealand	New Zealand
Russian Public Opinion and Market Research (ROMIR) Ltd.	Moscow, Russia
Schulman, Ronca & Bucuvalas, Inc.	New York, New York

Shell Oil Company - Marketing and Communications Research	Houston, Texas
Sigma Dos, S.A.	Madrid, Spain
Social & Economic Sciences Research Center	Pullman, Washington
The Social Dynamics Group	Cleveland, Ohio
Sociological Laboratory of Vilnius University	Lithuania
The SOM Institute	Gotesborg, Sweden
SRI International	Menlo Park, California
Stanley Peterfreund Associates, Inc.	Closter, New Jersey
Starch Inra Hooper, Inc.	Mamaroneck, New York
Starr & Associates, Inc.	West Des Moines, Iowa
Statistical Research, Inc.	Westfield, New Jersey
Strategy Research Corporation	Miami, Florida
Survey America	Morrisville, Pennsylvania
The Survey Center	Durham, New Hampshire
Survey Design & Analysis	Ann Arbor, Michigan
Survey Research Associates, Inc.	Baltimore, Maryland
Survey Research Center, University of Southern Maine	Portland, Maine
Survey Research Center, University of Kentucky	Lexington, Kentucky
Survey Research Center, University of California - Berkeley	Berkeley, California
Survey Research Center, University of Utah	Salt Lake City, Utah
Survey Research Center of the Institute of Sociology	Moscow, Russia
Survey Research Center, University of Michigan	Ann Arbor, Michigan
Survey Research Laboratory, University of Illinois	Chicago, Illinois
Survey Sampling, Inc.	Fairfield, Connecticut
Talmey-Drake Research & Strategy, Inc.	Boulder, Colorado
Taylor Nelson Group Ltd.	Surrey, United Kingdom
Total Research Corporation	Princeton, New Jersey
Unimer, S.A.	Costa Rica
Virgin Islands Polls and Surveys	St. Thomas, Virgin Islands
Voter Research & Surveys	New York, New York
Westat, Inc.	Rockville, Maryland
Western Opinion Research Center	Palm Desert, California
The Wirthlin Group	McLean, Virginia
Wisconsin Survey Research Laboratory	Madison, Wisconsin
Yankelovich Skelly & White/Clancy Shulman	Westport, Connecticut
Zia Research Associates, Inc.	Albuquerque, New Mexico

WAPOR PROGRAM
FRIDAY, MAY 15, 1992

9:00 a.m.-5:00 p.m. — Executive Board Room #4
MEETING: WAPOR EXECUTIVE COUNCIL

6:00 p.m.-7:00 p.m. — Del Prado
RECEPTION

7:00 p.m.-10:00 p.m. — Del Prado
DINNER and AWARDS PRESENTATION

SATURDAY, MAY 16, 1992

8:00 a.m.-9:00 a.m. Le Jardin
BREAKFAST

9:00 a.m. - 10:45 a.m. Del Prado

REVOLUTIONARY CHANGE AND TURMOIL IN THE FORMER USSR AND EASTERN EUROPE
Chair: Albert E. Gollin, Newspaper Advertising Bureau, USA

Public Opinion on Radical Reforms in Russia, Nikolai P. Popov, Soviet Center for Public Opinion and Market Research, Moscow
Independent and International Media Influences in the Slavic Republics and Eastern Europe, Albert Motivans and Amy Corning, Radio Free Europe/Radio Liberty, FRG
From Glasnost to Freedom: Media and Public Opinion Before and After the Second Russian Revolution, Alexie Izyumov, Freedom Forum Media Studies Center, USA
A Commonwealth of Indep[endent States of Mind? Public Opinion in Post-Soviet Russia, Ukraine, and Uzbekistan, Richard B. Dobson, USIA, Washington, DC, USA
Public Opinion and Attitudes Toward Change in Post-Communist Societies, Rasa Alisauskiene, Vilnius University, Lithuania
Political and Economic Reform in Russia and East Europe: Developments and Prospects, Elena Bashkirova, Institute of Sociology, Russian Academy of Sciences
Soviet Pollsters as Political Actors, Vladimir Schlapentokh, Michigan State University, USA

Saturday, May 16, 1992

CONCURRENT SESSIONS

10:45 a.m. - 12:15 p.m. Del Prado
METHODOLOGICAL ISSUES IN PUBLIC OPINION RESEARCH
Chair: Philip Meyer, University of North Carolina

Personality Strength: A New Variable for Opinion-Attitude Research, Elisabeth Noelle-Neumann, IFD Allensbach, FRG and Mihaly Csikczentmihalyi, University of Chicago, USA
The Art of "Second-Guessing" Undecided Voters, Panayote Dimitras, Athens University, Greece and Miguel Basanez, CEOP, Mexico City, Mexico
TV Diets: A New Typology of TV Viewing, Gabriel Weimann, University of Haifa, Israel, Hans-Bernd Brosius, IFP, Mainz University, and Mallory Wober, IBA, London, UK
Studying Changing Perceptions of the USSR and the USA Among Soviet Youth, John P. Robinson, University of Maryland, Vladimir Andreenkov, Russian Academy of Sciences, Lena Davidchinkova and Erjan Kurbanov, Moscow State University

10:45 a.m. - 12:15 p.m. North Terrace
GLOBAL ENVIRONMENTAL ISSUES
Chair: Ottar Hellevik, MMI/AS, Oslo, Norway

New Psychographic Segmentation of Environmental Attitudes, W. John Wright and Darrell Bricker, Angus Reid Group, Toronto, CN
Environmental Knowledge, Attitudes and Behavior, Marcela M. Miguel, Penn + Schoen, USA, and Howard Berland, USA
Where The Air Isn't Clear: Public Opinion on Environmental Issues in Brazil and Mexico, Barbara Smela, USIA, Washington, DC, USA
Problems and Resources in Understanding the Human Dimensions of Global Environmental Change, Robert M. Worcester, MORI, UK

12:15 p.m. - 2:00 p.m. Le Jardin
LUNCH
Roundtable Discussions

1. **Human Dimensions of Global Environmental Change** (led by Robert M. Worcester, MORI, UK)
2. **Professional Standards and Legal Restraints** (led by Elizabeth H. Nelson, Taylor Nelson Group, UK)

Saturday, May 16, 1992

2:00 p.m. - 3:30 p.m. Del Prado
WOMEN'S ASPIRATIONS: DILEMMAS AND BARRIERS TO FULFILLMENT
Chair: Rena Bartos, USA

Rising Expectations of Japanese and Turkish Women: American Media Influences, Jeanne S. Binstock-Van Rij, Honeycomb Institute, USA
Do The Aspirations of Working Women and Housewives Differ in Argentina? Carmen Zayuelas and Monica Markwald, IPSA, Argentina
Influence of Women's Place in the Workplace on Social Change in Five Countries, Christine W. de Panafieu, RISC, France
Changing Values of Women in a Developing Country: The Portuguese Case, Maria Eugenia Retorta, Consulmark, Portugal

Concurrent Sessions

3:30 p.m. - 5:15 p.m. Del Prado
CRISIS AND CHANGE IN LATIN AMERICA
Chair: Frederick C. Turner, University of Connecticut, USA

Attitudes Toward Privatization in Peru, Alfredo M. Torres, Apoyo, Peru
Opinions on Changes Needed in Mexican Education, Romeo Pardo, Metropolitan University, Xochimilco, Mexico
Economic Deterioration and Attitudes Toward A Free-Market Economy in Argentina, Fabian A. Echegaray, Roper Center, Storrs, CT, USA
Convergent Values in the North American Free Trade Area: Mexico, Canada, and the USA, Miguel Basanez, CEOP, Mexico City, Mexico
The Venezuelan Democratic Process and the 1992 Failed Coup D'Etat, Jose Vicente Carrasquero and Marco Cupolo, Simon Bolivar University, Caracas, Venezuela

3:30 p.m. - 5:15 p.m. North Terrace
COMPARATIVE POLITICAL CULTURES
Chair: Nils Rohme, Vilstrup Research, Denmark

Europe and the U.S. : A Cross-Cultural Analysis, Malcolm R. Mather and Wendy L. Bunning, Social Surveys Ltd. (Gallup), UK
The Younger Generation in Norway: Post- or Supermaterialists? Analysis of the Meaning of Inglehart's Concepts, Ottar Hellevik, MMI/AS, Oslo, Norway
Ishmaelites, Israelis, and Immigrants: Parallel Political Cultures in the Thrice-Promised Land, David Pollock, USIA, Washington, DC, USA
Leadership Agenda and Public Opinion: The Role of Media in China and Russia, Xiaoyan Zhao, Starch INRA Hooper Roper, USA
Public Opinion and Attitudes Toward Change in Post-Communist Societies, Rasa Alisauskiene, Vilnius University, Lithuania

5:15 p.m. - 6:15 p.m. Del Prado
WAPOR BUSINESS MEETING
Presiding: Elizabeth H. Nelson, President

3:00 p.m.-6:00 p.m. — Grenada
DIDACTIC SEMINAR
Hierarchical Linear Models for Social and Behavioral Research: Applications and Data Analysis Methods
Instructors: Anthony S. Bryk, University of Chicago
Stephen W. Raudenbush, Michigan State University
(Special registration fee required)

3:00 p.m.-6:00 p.m. — Buena Vista
DIDACTIC SEMINAR
Ethnographic and Video-Based Interaction Analysis: Some Methods Complementary to Classic Survey Research
Instructors: Brigitte Jordan, Institute for Research on Learning
Jeanette Blomberg, Xerox Palo Alto Research Center
(Special registration fee required)

3:00 p.m.-6:00 p.m. — Executive Board Room #4
MEETING: NEW AND OLD AAPOR EXECUTIVE COUNCILS

3:00 p.m.-6:00 p.m. — Seville - Suite 700
MEETING: NATIONAL NETWORK OF STATE POLLS

6:00 p.m.-8:00 p.m. — Grand Ballroom
DINNER

8:00 p.m.-10:00 p.m. — Del Prado
SATURDAY EVENING PLENARY SESSION (co-sponsored with WAPOR)
American Assessments of Public Opinion in the Emerging Democracies of Eastern Europe and the CIS
Chair and Organizer: Andrew Kohut, Princeton Survey Research Associates

A Researcher's Perspective, Mary E. McIntosh, Chief, Central & European Branch, Office of Research, USIA
A Press Perspective, Robert C. Toth, *The Los Angeles Times*
A Policy Analyst's Perspective, Madeleine K. Albright, The Center for National Policy, Georgetown University

SUNDAY, MAY 17, 1992

7:00 a.m.-9:00 a.m. Grand Ballroom
BREAKFAST

10:00 a.m.-5:00 p.m. Fifth Floor Hallway
EXHIBIT OF RECENT BOOKS

9:00 a.m.-5:00 p.m. Hallway Outside Grand Ballroom
EXHIBIT OF COMPUTER TECHNOLOGIES

9:00 a.m.-10:30 a.m. Del Prado
WHAT'S WRONG WITH SURVEY RESEARCH? -- THE FIRST ANNUAL PANEL
Chair & Organizer: James R. Beniger, University of Southern California

Macro Level: Mass Opinion and State Power, Benjamin Ginsberg, Department of Government, Cornell University
The Polls Dance to Anybody's Tune, Cynthia Crossen, *The Wall Street Journal*
Micro Level: Cognitive Issues, Herbert H. Clark, Stanford University

9:00 a.m.-10:30 a.m. South Terrace
COGNITIVE RESEARCH
Chair: John Robinson, University of Maryland

Cognigraphics: Taking the Measure of Ideas, Richard F. Carter, University of Washington
A Cognitive Theory of the Survey Interview, Frederick Conrad, Joan Sander, Paul Mullin, Douglas Herrmann, Bureau of Labor Statistics
How Consumers Answer Behavioral Frequency Questions: The Relationship Between Memory Structure, Retrieval, and Frequency Judgments, E. Marla Felcher and Bobby J. Carter, Northwestern University
Source Cues and Policy Approval: The Cognitive Dynamics of Public Support for the Reagan Agenda, Jeffery Mondak, University of Pittsburgh (Student Paper Award Winner)
When Response Alternatives Affect Survey Results for Vague Behavioral Frequency Questions, C. A. O'Muircheartaigh, G. D. Gaskell & D. B. Wright, The Cognitive Survey Laboratory, London School of Economics

Sunday, May 17, 1992

9:00 a.m.-10:30 a.m. Buena Vista

PRESIDENTIAL ELECTION STUDIES

Chair: Adam Clymer, *The New York Times*

Colorado's New Presidential Primary: Operating in New Hampshire's Shadow, Floyd Ciruli, Ciruli Associates

Attitudinal and Agenda-Setting Effects of the First 1992 Democratic Presidential Campaign Debate: Some Results of a Survey of Viewers, Josephine R. Holz and Lawrence T. McGill, National Broadcasting Company

The Twenty-Something Generation and the 1992 Election, Larry Hugick and Christine Gelhaus, The Gallup Organization, Inc.

The Gallup Secret Ballot Experiments: 1944-1988, Andrew Smith, Institute for Policy Research, University of Cincinnati

"What if Your Wife Were Murdered?" Audience Responses to a Verbal Gaffe in the 1988 Los Angeles Presidential Debate, Mark Douglas West, Department of Mass Communication, University of North Carolina at Asheville, and Frank A. Biocca, Center for Research in Mass Communication, University of North Carolina at Chapel Hill

9:00 a.m.-10:30 a.m. North Terrace

RESEARCH ON GENERATIONAL EFFECTS

Chair: Eleanor Singer, Columbia University

Aging, Cohorts and Social Change: An Examination of the Generational Replacement Model of Political Orientations in the U.S., Duane F. Alwin, Institute for Social Research, University of Michigan

Perceptions of Events and Changes in the Detroit Area: A Generational Approach, Maria Krysan, Department of Sociology, University of Michigan

The Effects of Generational Replacement on American Public Opinion, 1960-1988, William G. Mayer, Department of Political Science, Northeastern University

Historical Analogies, Generational Effects, and Attitudes Toward War, Howard Schuman and Cheryl Rieger, University of Michigan

A Life Events Approach to Monitoring and Assessing Changes in Societal Well-Being, Tom W. Smith, National Opinion Research Center, University of Chicago

Sunday, May 17, 1992

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

STUDIES ON INTERMEDIATION

Chair: Michael Traugott, University of Michigan

How Unique is the Perspective of Television? Perception of a Campaign Event by Participants and Television Viewers, Hans-Bernd Brosius, Department of Communications, University of Mainz, Wolfgang Donsbach, Department of Communications, Free University Berlin/University of Mainz, and Axel Mattenklott, Department of Psychology, University of Mainz

Beyond Personal Influence: The Potential for Impersonal Influence in Contemporary American Politics, Diana C. Mutz, Freedom Forum Media Center

Personal and Media Intermediation in an Early Presidential Primary: The 1992 Democratic Contest in New Hampshire, R. Kelly Myers, University of New Hampshire Survey Center

Political Messages, Unconscious Mental Processes and Political Decision Making: The Role of Attitude Accessibility, Michael A. Shapiro, Department of Communication, Cornell University

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

TESTING QUESTIONNAIRES

Chair and Organizer: Gail Poe, National Center for Health Statistics

Identification of Underlying Problems of Questions Through Analysis of Interviewer and Respondent Behaviors, Charles Cannell, Steven Blixt, and Lois Oksenberg, Survey Research Center, University of Michigan

Developing Procedures for Testing Questions in Government Surveys, Floyd Fowler, Center for Survey Research, University of Massachusetts-Boston

Do Different Pretest Methods Produce Different Results? Stanley Presser and Johnny Blair, University of Maryland

Discussant, Seymour Sudman, Survey Research Laboratory, University of Illinois

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

THE 20th ANNIVERSARY OF AGENDA-SETTING RESEARCH (Jointly Sponsored with WAPOR)

Chair and Organizer: Maxwell McCombs, University of Texas at Austin

Agenda Setting and Beyond, Shanto Iyengar, UCLA

The Anatomy of Agenda-Setting Research: A Citation Analysis, Everett Rogers, University of Southern California and James Dearing, Michigan State University

Media Use and Electors' Opinions in the 1990 German National Election, Klaus Schoenbach, University of Hannover and Holli Semetko, University of Michigan

An Australian View on Agenda-Setting, Warwick Blood, Charles Sturt University

Information Sources and Agenda-Setting: Testing a Theory of Bridging, David Weaver, Indiana University, Jian-Hua Zhu, University of Connecticut, and Lars Willnat, Indiana University

Elaborating the Theory of Agenda-Setting, Hans-Bernd Brosius and Hans Mathias Kepplinger, University of Mainz

10:45 a.m.-12:15 p.m. North Terrace
CONTEXTUAL EFFECTS
Chair: George Bishop, University of Cincinnati

Using Survey Context to Improve Parents' Reports of Teenager's Drinking and Drug Use, Katryn Dowd and Kenneth A. Rasinski, National Opinion Research Center, University of Chicago
A Question Context Effect on Affirmative Action Attitudes, Jennifer Dykema and Katherine Bischoping, ISR, University of Michigan
The Seriousness of Problems at Different Levels of Society: Question Order Makes a Difference, David W. Moore, University of New Hampshire Survey Center
The War, the Wall and the World Cup: A Peculiarly British View of History, Jacqueline Scott and Lilian Zac, University of Essex
Reflection and Reification of Public Opinion in Survey Research, Carolyn J. Simmons, University of Illinois, and Barbara A. Bickart, and John G. Lynch, Jr. , University of Florida

12:30 p.m.-2:00 p.m. Grand Ballroom
LUNCH

2:00 p.m.-3:30 p.m. Del Prado

WHITHER THE CENSUS 2000?
Chair & Organizer: Katherine Wallman, Council of Professional Associations on Federal Statistics

Representative Thomas Sawyer, Chairman, House Subcommittee on Census and Population
Harry Scarr, Deputy Assistant Secretary for Statistical Affairs, Department of Commerce
Barbara Bryant, Director, Bureau of the Census
Miron Straf, Executive Director, Committee on National Statistics, National Academy of Sciences

Sunday, May 17, 1992

2:00 p.m.-3:30 p.m. South Terrace

THE IMPACT OF THE INTERVIEWER
Chair: Howard Schuman, University of Michigan

Respondent-Interviewer Gender Interaction Effects on Questions about Sexual Harassment in Telephone Surveys, Janice Ballou and Lauren Burnbauer, Eagleton Institute of Politics, Rutgers University
Telephone Interviewing and Political Opinion Polls, a Case Study, Sven Berg, University of Lund, and Gosta Forsman, University of Linkoping
The Effect of Interviewer Characteristics in a Nonrespondent Followup Survey, Rachel A. Caspar and Teresa L. Parsley, Research Triangle Institute
The Effect Resistance in Two Surveys of Elite Populations, Jennifer A. Parsons, Timothy P. Johnson, and Richard B. Warnecke, University of Illinois
"Hello, My Name Is ...". Respondent-Interviewer Interactions in Survey Introductions, Robert M. Groves and Mick P. Couper, Bureau of the Census and The University of Michigan, and Antoinette Tremblay, Bureau of the Census

2:00 p.m.-3:30 p.m. Buena Vista

DESIGNING RESEARCH FOR BUSINESS SURVEYS
Chair and Organizer: Rebecca Quarles, Quarles, Schnurr & Associates

Jerome D. Greene, President, Marketmath
Mathew Greenwald, President, Mathew Greenwald & Associates, Inc.
Barry M. Feinberg, Research Director, Burson-Marstellar
Sidney Hollander, Principal, Hollander, Cohen & McBride

2:00 p.m.-3:30 p.m. North Terrace

THE IMPACT OF THE QUESTIONNAIRE'S FORM AND FORMAT
Chair: Stanley Presser, University of Maryland

The Effects of Question Context and Discussion on the Accuracy of Self and Proxy Reports, Barbara Bickart, University of Florida, Geeta Menon, New York University, Seymour Sudman, University of Illinois, and Johnny Blair, University of Maryland
Question Form Effects in Mail and Telephone Surveys: Results from Fourteen Experiments, Don A. Dillman, Bureau of the Census and Washington State University, and Roberta L. Sangster and Todd Rockwood, Washington State University
Obtaining High Response Rates Through User Friendly Surveys, Robert Goldenkoff and Laura Shumway, U.S. General Accounting Office
An Examination of Survey Methodologies in Evaluating the Impact of Monetary Incentives, Jerry Lehnus, Defense Manpower Data Center and Mike Wilson, Westat, Inc.
Designing Establishment Survey Questionnaires, Polly A. Phipps, Shail Butani, and Young I. Chun, Bureau of Labor Statistics

2:00 p.m.-3:30 p.m. Granada West

RESPONSE RATE EFFECTS OVER TIME
Chair: Mike Wilson, WESTAT

Achieving High Response Rates with Institutional Populations: Patterns of Response Among Eighth, Tenth, and Twelfth Grade Students in a Statewide School-Based Survey, Sameer Y. Abraham, National Opinion Research Center
Alternative Methods for Predicting the Impact of Hypothetical Events on Future Behavior: The Impact of Adjusting the 1990 Census on Future Participation, Richard A. Kulka, Nicholas A. Holt, Woody Carter, and Mark S. Wojcik, National Opinion Research Center
Mobility and Response Rates in a Youth Panel Survey, Veronica F. Nieva, Westat, Inc.
Mode Effects and Nonresponse in a Five-Year Longitudinal Survey of Welfare Dependency, John Tarnai, Kevin Wong, Greg Weeks, and Ernst Stromsdorfer, Washington State University and Greg Weeks, Evergreen State College
Adjusting for Differential Attrition in Panels Used to Monitor Quasi-Experiments in Field Settings: Does It Affect the Assessment of Intervention Effect?, Richard B. Warnecke, Sally Freels, Siu Chi Wong, Donald Hedaker, Brian Flay, University of Illinois

2:00 p.m.-3:30 p.m. Granada North

RECALL AND RELIABILITY
Chair: Theresa F. Rogers, Columbia University

Recent Thought as an Opinion Filter, Joan S. Black, Joan S. Black & Associates
Measuring Yesterday's Behavior, Anders Christianson, Statistics Sweden
Calendary and Life History Recall Aids - After the Event?, Louise Corti, University of Essex
Recall of Prescription Drug Purchase by Elderly Respondents, W. Sherman Edwards, Westat, Inc. and Marc L. Berk, Project HOPE Center for Health Affairs

2:00 p.m.-3:30 p.m. Granada South

ROUNDTABLE ON ENVIRONMENTAL RESEARCH
Chair: Owen Thornberry, National Center for Health Statistics

The Environment is in Trouble: Concept Diffusion in Primetime Television Roslyn Dauber, Annenberg School for Communications, University of Southern California
Worldwide Perceptions of Environmental Problems: Results from the 1992 Gallup International Institute Survey on the Environment, Riley E. Dunlap, Professor of Sociology, Washington State University and George H. Gallup International Institute, and Alec Gallup, George H. Gallup International Institute

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

RESEARCH ON THE GULF WAR
Chair: Josephine R. Holz, National Broadcasting Company

The Impact of War on the Ingredients of Presidential Evaluations: George Bush and the Gulf Conflict, Jon A. Krosnick and Laura A. Brannon, Ohio State University
Conflict and Public Opinion: The Impact of the Persian Gulf War on Public Hostility Toward Mass Media and Protesters, Douglas M. McLeod, Elizabeth M. Perse, Nancy Signorielli, John A. Courtright, and William P. Eveland, Jr., University of Delaware
The Breadth, Magnitude, and Source of Rally Effects on Public Opinion in the Persian Gulf War, Suzanne L. Parker, Florida State University
Looking Across the Atlantic: Media and Public Opinion in the U.S. and Germany after the Gulf War, Holli A. Semetko, University of Michigan, Wolfgang G. Gibowski, German Federal Press and Information Agency, and David H. Weaver, Indiana University
The People's Military Policy, Alan F. Kay, Americans Talk Issues Foundation

Discussant, Barbara Bardes, Loyola University

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

TRAINING INTERVIEWERS
Chair: Charles Cannell, University of Michigan

Training Interviewers in Refusal Conversion for Telephone Surveys, Elizabeth Kolmstetter and Anne Denbow, Westat, Inc.
Training Interviewers to Accurately Paraphrase: A Review and Research Design, Elizabeth Kolmstetter and David Cantor, Westat, Inc., Joan Sander, Bureau of Labor Statistics, Andy Rose and Jennifer Crafts, American Institutes for Research
A "Cognitive" Interviewing Approach for the Survey of Income and Program Participation: Development of Procedures and Initial Test Results, Jeffrey C. Moore, Karen E. Bogen, and Kent H. Marquis, Bureau of the Census
Negotiating Certainty: Uncertainty Proposals and Their Disposal in Standardized Interviews, Nora Cate Schaeffer, Douglas W. Maynard, and Robert Cradock, University of Wisconsin
AudioVisual Aids in Interviewer Training, Rachel A. Smith, University of Essex

Sunday, May 17, 1992

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

HOW DO BUSINESSES LOOK AT BUSINESS ETHICS?
Chair and Organizer: Donna Charron, Decision Research Corporation and Lindenwood College

The Directors' Role in the Ethical Conduct of the Corporation, John Nash, Executive Director, National Association of Corporate Directors
Institutionalizing Business Ethics, Judith Kamm, Center of Business Ethics, Bentley College
Ethics Concerns of Employees, Kent Druyvenstein, Director of Corporate Ethics, General Dynamics Corporation

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

EFFECTS OF QUESTION WORDING
Chair: Santa Traugott, University of Michigan

Party Identification: Does the Wording of the Question Make a Significant Difference?, George Bishop and Alfred Tuchfarber, University of Cincinnati
The Impact of Question Wording on Party Identification Responses, Terri Susan Fine, Department of Political Science, University of Central Florida
Effects of Question Wording on Attitude Measurement in Cross-Cultural Survey Research, Dagmar Krebs, Center for Survey Research, ZUMA
Conceptualizations of Job Search, Question Wording, and the Current Population Survey, Judith M. Tanur, State University of New York at Stony Brook
Comparative Judgments: How the Direction of Comparison Determines the Answer, Michaela Wanke, University of Illinois and Norbert Schwarz, ZUMA

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

IMPROVING RESPONSE
Chair: Sherman Edwards, WESTAT

Methods and Results: Responders and Non-Responders in a Mail Survey, Janice Ballou and Ken Dautrich, Eagleton Poll, Rutgers University
Optimal Calling Times in a National Face-to-Face Survey, Karin M. Clissold and Lisa Holland, Survey Research Center, University of Michigan
Methods for Reducing Nonresponse Rates - A Review, Lars Lyberg and Patricia Dean, Statistics Sweden
Rethinking the Income Question -- A Door-in-the-Face Approach, Diane O'Rourke, Survey Research Laboratory, University of Illinois
A Multi-Faceted Approach to Improving Response Rates in Sample Surveys, Robert L. Santos and Beth-Ellen Pennell, University of Michigan

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

RESEARCH ON THE HOMELESS
Chair: Elizabeth Martin, Bureau of the Census

An Ethnographic Assessment of Standardized Quality of Life Measures Among the Homeless, Dana Baldwin, Theodore Downes-Le Guin, RAND
Achieving High Response Rates Among Homeless Mothers and Their Children, O. Susan Butler, Patricia M. Henderson and Eric Vesper, Survey Research Associates
Surveying the Poor and Homeless, Ananda Mitra, Survey Research Laboratory, University of Illinois
Methods for Recontacting a Sample of Homeless Adults over Time, Judy Perlman and Paul Kogel, RAND

3:45 p.m.-5:15 p.m. Granada South
ISSUES IN COMMUNICATIONS
Chair: Peter V. Miller, Northwestern University

Differences in the Effects of National and Local Media on Public Opinion: The Case of Aid to Families with Dependent Children, Anne S. Welch, Northwestern University (Student Paper Honorable Mention)
Priming Past the Primary: Mass Media, Issue Salience, and Candidate Evaluation in a Race for Governor, Robert J. Griffin, James Pokrywczynski, and Jeffrey Seipel, College of Communication, Journalism, and Performing Arts, Marquette University
Biased Press or Biased Public?, Albert C. Gunther, The University of Wisconsin
Representation by Phone: What the Public Thinks about Polls as Policy Communication, Anne Hildreth, Department of Political Science, SUNY Albany and Ellen M. Dran, Center for Governmental Studies, Northern Illinois University
Public Awareness of Public Affairs: The Advantage of "Personality" Stories and Domestic News, Vincent Price and Edward J. Czilli, The University of Michigan
Discussant: Diane Rucinski, The University of Iowa

6:00 p.m.-7:00 p.m. Boardwalk by the Pool
RECEPTION FOR NEWCOMERS

7:00 p.m.-8:30 p.m. Grand Ballroom
DINNER

Sunday, May 17, 1992

8:30 p.m.-10:00 p.m. Del Prado
SUNDAY EVENING PLENARY SESSION

Consumer Confidence and Forecasting the Economy
Chair: Kathleen A. Frankovic, Director of Surveys, CBS News

Dr. Richard Curtin, The University of Michigan
Dr. Sandra Shaber, The Futures Group

Discussant: **John Berry**, *The Washington Post*

Late Night Boardwalk by the Pool
ALL CHAPTER PARTY

Late Night To Be Announced at Dinner
WHO PUT THE BOMP? AND OTHER REFINEMENTS IN ITEM DESIGN
Organizer: W. Russell Neuman, Fletcher School, Tufts University

7:00 a.m.-9:00 a.m. Grand Ballroom
BREAKFAST

7:30 a.m. Meet Poolside
FUN RUN/WALK ON THE BEACH

10:00 a.m.-3:00 p.m. Fifth Floor Hallway
EXHIBIT OF RECENT BOOKS

9:00 a.m.-5:00 p.m. Hallway Outside Grand Ballroom
EXHIBIT OF COMPUTER TECHNOLOGIES

9:00 a.m.-10:30 a.m. Del Prado
SURVEY RESEARCH COMES TO LIFE IN THE COURTROOM
Organizers: Joie B. Hubbert, National Jury Project and G. Anthony Siesfield, Public Response Associates

Chair: Deborah R. Hensler, RAND

The Do's and Don'ts of Conducting Legal Research, Harry O'Neill, The Roper Organization, Inc.
Public Opinion Research in the Courts: Change of Venue Surveys, G. Anthony Siesfield, Public Response Associates and Joie B. Hubbert, National Jury Project
Asked and Answered: Surveys as Evidence in Court, E. Deborah Jay, Field Research Corporation
Survey Research for Jury Selection: A Mixed Blessing, Robert S. Duboff, Decision Research

9:00 a.m.-10:30 a.m. South Terrace
STATES OF THE ART: THE LEADING AND TRAILING EDGES OF PRECISION JOURNALISM
Chair: Robert P. Daves, *Minneapolis-St. Paul Star Tribune*

Journalism as Instant Sociology, Steven K. Doig, *The Miami Herald*
A New Model for the Investigative Project: Traditional Reporting, Social Science Research and Polling, Robert Daves, *Minn.-St. Paul Star Tribune*
Institutional Problems with Computer-Assisted Journalism, Richard Morin, *The Washington Post*

Discussant, Philip Meyer, University of North Carolina

Monday, May 18, 1992

9:00 a.m.-10:30 a.m. Buena Vista

SURVEY RESEARCH MAY BE HAZARDOUS TO YOUR HEALTH--THE HARLEM HEALTH SURVEY

Organizer: Natalia Kanem, Co-Director, The Harlem Center for Health Promotion and Disease Prevention
Chair: Jack Elinson, Columbia University

Who's Who in a Household: Problems in Household Definition for Survey Research, Natalia Kanem, The Harlem Center for Health Promotion and Disease Prevention
Contemporary Rules for Household Listing: the Harlem Experience, Diane McLean, Natalia Kanem, Gloria Barclay, Angela Aidala, and Tarik Campbell, The Harlem Center for Health Promotion and Disease Prevention
Recontact Strategies for a "Hard-to-Reach" Population, Joyce Howard, The Harlem Center for Health Promotion and Disease Prevention
Why Risk It? Pursuing Survey Research in High Crime Areas, Colin McCord, The Harlem Center for Health Promotion and Disease Prevention

9:00 a.m.-10:30 a.m. North Terrace

SAMPLING AND COMPLEX DESIGNS

Chair: Seymour Sudman, University of Illinois

Evaluation of Two New Cost Efficient RDD Designs, Judith H. Conner and Steven G. Heeringa, University of Michigan
Survey Costs/Sample Precision Trade-offs in Disproportionate Sampling, John S. Haeussler and Barbara A. Lohr, University of Michigan
Sampling Strategies for the 1990's, Karol P. Krotki and Lorraine Porcellini, Institute for Survey Research, Temple University
Effects of Clustering in a Time-Probability Sample of Clinic Patients, Edward Lakner, Ananda Mitra, and Susan Grant, University of Illinois
Design and Implementation of a National Sample of Work Organizations, Joe L. Spaeth and Diane P. O'Rourke, Survey Research Laboratory, University of Illinois

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

WE THE PEOPLE - WHO IS THE ELECTORATE AND WHY?

Organizer and Chair: Janice Ballou, The Eagleton Poll, Rutgers University

Classification of Voters, Andrew Kohut, Princeton Survey Research Associates
The Other Half of the Democracy Story - 15-24 Year Old Voting and Participation, Fred Hartwig, Peter D. Hart Research Associates
Re-Validation of Self-Reported Vote, Michael W. Traugott, University of Michigan, Santa Traugott, University of Michigan, and Stanley Presser, University of Maryland

Discussant, Janice Ballou, The Eagleton Poll, Rutgers University

Monday, May 18, 1992

10:45 a.m.-12:15 p.m. South Terrace
EVALUATION OF RADICAL FORMAT NEWSPAPERS
Organizer and Chair: Philip Meyer, University of North Carolina

Professional Bias Against Innovation: The Case of Perception of Soviet Coup Coverage, John Bare and Shannon Martin, University of North Carolina
An Analysis of Radical-Format Newspaper Impact on Knowledge of Current Events, Thomas B. Christie, University of North Carolina
A 'Market-Basket' Approach Moves Gatekeeping Research Beyond Description to Critique, Carol Reese Dykers, Carole Caldwell, and Philip A. Kaufman, University of North Carolina
Acquiring Knowledge of Current Events: The New York Times v. USA Today, Sue Greer and John Bare, University of North Carolina
Discussant, Eleanor Singer, Columbia University

10:45 a.m.-12:15 p.m. Buena Vista
RESEARCH USING FOCUS GROUPS
Organizer and Chair: Stephen K. Dietz, Westat, Inc.

"Contamination" in Focus Group Research, Susan McDonald, National Analysts
Conducting Focus Groups on Capitol Hill, Victoria A. Albright and Steven Dietz, Westat, Inc.
The Use of Focus Groups to Field Test a Workforce Cultural Diversity Survey, Arthur Korotkin, Robert Clickner and Angela HoSang, Westat, Inc.
Communicating Environmental Risk: Focus Groups with Citizens, Community Leaders, and Environmentalists, Alexa Fraser, Westat
Quantitative Estimation Using Focus Groups, Stephen K. Dietz, Westat, Inc.

10:45 a.m.-12:15 p.m. North Terrace
COVERAGE ISSUES IN THE DESIGN OF SURVEYS
Chair: Jack Ludwig, The Gallup Organization

Participation Biases in Longitudinal Samples: The Effects of Non-Location and Non-Interview on a National Random Digit Dialing Sample of Women, John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.
Respondent Accessibility and Political Opinion Fluctuation, Aage R. Clausen and Kathleen Carr, Ohio State University
Estimating Telephone Noncoverage Bias with a Telephone Survey, Scott Keeter, Virginia Commonwealth University
Evaluating the Efficiency and Coverage Properties of Telephone Sample Screening Services, Steven G. Pennell and James M. Lepkowski, University of Michigan
Getting Through the Answering Machine Barrier, Thomas Piazza, Survey Research Center, University of California, Berkeley

12:30 p.m.-2:15 p.m. Grand Ballroom
LUNCH AND PRESIDENTIAL ADDRESS

Address by: **Norman M. Bradburn,** Director, National Opinion Research Center

2:30 p.m.-4:00 p.m. Del Prado
STUDIES ON PUBLIC OPINION
Chair: Richard Day, Richard Day Research

Yours, Mine, and Ours: Opinion and Perception of Public Opinion, Carroll J. Glynn and Daniel G. McDonald, Cornell University
Attitude toward a Fallen Leader, Donald Granberg, Center for Research in Social Behavior, University of Missouri, and Peter Esaiasson, Department of Political Science, Goteborg University
West German Majority and Different Immigrating Minorities: Attitudes of the West German Population toward People from the Former German Democratic Republic Compared with their Attitudes and toward Working Migrants from Southern Europe and Turkey, Juergen Hoffmeyer-Zlotnik, Center for Survey Research, ZUMA
The Public Opinion Lifecycle: The Relationship of Age to the Presence, Consistency and Strength of Opinion Among Mid-Life and Older Persons, Robert H. Prisuta, AARP
Press Freedom and Public Opinion at *Stars and Stripes*: Perceptions of American Military Forces Overseas, Lowndes F. Stephens, College of Journalism and Mass Communications, University of South Carolina

2:30 p.m.-4:00 p.m. South Terrace
MEDIA RESEARCH
Chair: W. Russell Neuman, Fletcher School, Tufts University

Georgia Journalists Attitudes Toward Reporting on Community Development, William F. Griswold and Jill Swenson, University of Georgia
Collective Memory and the Political Attitudes of German Journalists, Kurt Lang, Hans-Mathias Kepplinger, Gladys Engel Lang, and Simone Christine Ehmig, University of Washington
Disclosure of Methods in Abortion Poll Reports: Newspaper Compliance and Poll Consumers' Requests for Information, Daniel M. Merkle, Northwestern University
Community Structure, Newspapers, and Community Attachment, C. N. Olien, G. A. Donohue, P. J. Tichenor, and D. B. Hindman, University of Minnesota
Stability of Attitudes, Media Coverage, and Indifference to Labor Unions, Diane E. Schmidt, Southern Illinois University

2:30 p.m.-4:00 p.m. Buena Vista
FOCUS GROUPS AND QUALITY CONTROL: A LIVE DEMONSTRATION
Organizer: Stephen K. Dietz, Westat, Inc.
Chair: Richard Krueger, University of Minnesota

Panelists: **Susan Schwartz McDonald**, National Analysts
Stephen K. Dietz, Westat, Inc.

2:30 p.m.-4:00 p.m. North Terrace

TECHNICAL INNOVATION

Chair: Richard Kulka, National Opinion Research Center

Methodological Challenges and Innovations for the National Longitudinal Study of Health and Retirement, Kirsten Alcser, Steven Heeringa, Marcy Breslow, and Patricia Veerkamp, University of Michigan

Automation of the Survey Organization, William E. Connett, University of Michigan

Elderly Respondent Ability, Survey Technology and the Survey Process, Jesse F. Marquette, Anne-Marie Scarrisbrick-Hauser, Donald E. Stull, University of Akron

Exploring the Uses of Neural Networks in Survey Research Analysis, Robert W. Schnurr and Rebecca Colwell Quarles, Quarles, Schnurr & Associates

CAPI on the Medicare Current Beneficiary Survey: A Report on Round 1, Sandra Sperry, Brad Edwards, and Nancy Gay, Westat, Inc.

2:30 p.m.-4:00 p.m. Granada West

QUESTIONNAIRE DESIGN ISSUES

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

Employees Willingness to Report Misconduct: Using a Mail Survey to Measure Difficult and Sensitive Information, Charity Goodman, William Morgan and John Mortin, General Accounting Office

No Opinion in Public Opinion Surveys: Lack of Information or Undecided?, Snigdha Mukherjee and McKee J. McClendon, University of Akron

Do Standard Concern Questions Over-estimate True Levels of Public Concern?, Arthur Sterngold, Lycoming College, and Robert O. Herrman and Rex H. Warland, Pennsylvania State University

Buffer Items: When Do They Buffer and When Don't They?, Norbert Schwarz, ZUMA

2:30 p.m.-4:00 p.m. Granada North

NONRESPONSE STUDIES

Chair: Ray Oldakowski, Jacksonville University

Quality of Data from Converted Refusals in Telephone Surveys, Johnny Blair and Young Chun, University of Maryland

Early vs. Late Responders in a Specialized Population: Effects on Data Quality, Craig A. Hill and Melissa A. Bradley, National Opinion Research Center

Refusal Report Forms, Refusal Conversions, and Nonresponse Bias, Paul J. Lavrakas, Sandra L. Bauman, and Daniel M. Merkle, Northwestern University Survey Laboratory

Non-traditional Survey Situations and Response Rates, Sydney Roslow, J. A. F. Nicholls, and Lucette Comer, Florida International University

The Effect of a Nonmonetary Incentive on Data Quality in a Personal Interview Survey, Diane K. Willimack, University of Michigan and Department of Agriculture

2:30 p.m.-4:00 p.m. Granada South
ROUNDTABLE ON AIDS RESEARCH
Chair: Ron Wilson, National Center for Health Statistics

General Population Concerns Regarding the Transmission of HIV in Health Care Settings, Eileen M. Gentry, Centers for Disease Control
Effect of Interviewer Gender on Responses to Sensitive Questions, Karen G. Wooten, Eileen M. Gentry, and Janine M. Jason, Centers for Disease Control
HIV Risk Among Hard-To-Reach Respondents, Ann F. Brunswick, Columbia University

4:00 p.m.-5:30 p.m Del Prado
AAPOR ANNUAL MEMBERSHIP MEETING

6:00 p.m.-7:00 p.m. Boardwalk by the Pool
PRESIDENT'S PRE-BANQUET RECEPTION

7:00 p.m.-9:00 p.m. Grand Ballroom
BANQUET AND PRESENTATION OF AWARDS

Late Night TBA
SYMPOSIUM ON COLLECTIVE HARMONICS

Late Night TBA
SYMPOSIUM ON FIVE CARD PROBABILITY

TUESDAY, MAY 19, 1992

7:00 a.m.-9:00 a.m. — Grand Ballroom
BREAKFAST

9:00 a.m.-10:30 a.m. — Del Prado
AUTOMATION IN THE SURVEY PROCESS
Organizer and Chair: Charles Palit, Wisconsin Survey Research Laboratory

- **Employing a New Technique to Ask Questions on Sensitive Topics**, Marcie Cynamon, National Center for Health Statistics and Donald Camburn, Institute for Social Research, University of Michigan
- **MacInterview: A Technological Solution To Privacy and Literacy Concerns**, Jerome Johnston, University of Michigan
- **Automating Area Probability Sample Selection**, Edward A. Schillmoeller, A. C. Nielsen Company
- **Discussant**, Shep Iverson, Department of Anthropology, University of Florida

9:00 a.m.-10:30 a.m. — South Terrace
STUDYING DIFFERENCES DUE TO DEMOGRAPHIC FACTORS
Chair: Bob Lee, Pace University

- **Gender and Political Knowledge**, Michael X. Delli Carpini, Barnard College and Scott Keeter, Virginina Commonwealth University
- **Survey Research and Racially Charged Elections**, Susan E. Howell and Robert T. Sims, University of New Orleans
- **Party Political Preferences of US Hispanics in 1990: The Varying Impact of Religion, Region, Social Class, and Demographic Factors**, Barry Kosmin and Ariela Keysar, Berman Institute, CUNY Graduate Center
- **She Says, He Says: Who Believed Whom in the Senate Hearings on the Supreme Court Nomination of Clarence Thomas?**, Jack M. McLeod, Kuang-Yu Huang, Zhongshi Guo, and David Kurpius, University of Wisconsin-Madison

9:00 a.m.-10:30 a.m. — Buena Vista
QUESTION EVALUATION METHODOLOGIES USED IN TESTING ALTERNATIVE QUESTIONNAIRES FOR THE REDESIGN OF THE CURRENT POPULATION SURVEY
Organizer: Jennifer M. Rothgeb, Bureau of the Census
Chair: Cathy Dippo, Bureau of Labor Statistics

- **The Role of Response Distribution and Item Nonresponse Analyses in Evaluating Alternative Question Wordings During the Redesign of the Current Population Survey**, Jennifer M. Rothgeb and Jennifer C. Hess, Bureau of the Census
- **The Use of Respondent Follow-up Probes and Vignettes in Pretesting and Selecting Questions**, Anne E. Polivka and Elizabeth Martin, Bureau of the Census
- **The Use of Behavior Coding to Identify Problematic Questions on Alternative Questionnaires**, James Esposito, Bureau of Labor Statistics, and Pamela C. Campanelli, University of Essex
- **The Use of Interviewer Debriefings to Identify Problematic Questions on Alternative Questionnaires**, James Esposito, Bureau of Labor Statistics, and Jennifer Hess, Bureau of the Census
- **An Illustration of the Methods Used to Redesign the Current Population Survey Questionnaire**, Anne E. Polivka and Jennifer M. Rothgeb, Bureau of the Census

Tuesday, May 19, 1992

9:00 a.m.-10:30 a.m. North Terrace

PUBLIC POLICY ISSUES

Chair: Ken John, General Accounting Office

Studying the Communication of Public Policy Ideas, Allen H. Barton, Gainesville, Florida

Public Opinion About Terrorism and Countermeasure Policy, Theodore Downes-Le Guin, RAND

Media Coverage of Cocaine and its Impact on Usage Patterns, David P. Fan and William B. Holway, University of Minnesota

Are Economic Expectations Based on Experience? The Case of Residential Housing, Sid Groeneman, Market Facts, Inc., Susan Collins and Barbara Lipman, National Association of Realtors

Health Care '92: What Americans Want, Rosita M. Thomas, Congressional Research Service

Adult Reports of Sexual Abuse During Childhold: Results of a Statewide Telephone Survey in Kentucky, James G. Wolf, University of Kentucky

"A Startling Number of American Children In Danger of Starving" A Case Study of Advocacy Research, Ted J. Smith III and Melanie Scarborough, Virginia Commonwealth University

10:45 a.m.-12:15 a.m. Del Prado

QUALITY CONTROL IN SURVEYS

Chair: Diane Colasanto, Princeton Survey Research Associates

Timing First and Second Call Attempts on RDD Studies to Reduce Total Call Attempts, Bruce Allen and Pat Skinner, Westat, Inc.

Quality Control in Interview Surveys at Statistics Sweden, Hans Näsholm and Lars R. Bergman, Statistics Sweden

Evaluating Conversational Interviewing: Statistical Quality Control Combining Deming's Methods with Interviewer/Respondent Interaction Coding, Catherine C. Haggerty, Paul Buckley, Barbara K. Campbell, Martin R. Frankel, Kenneth A. Rasinski, National Opinion Research Center, C. Dennis Carroll, National Center for Education Statistics

Production Monitoring in a Centralized Telephone Facility, Lisa S. Holland and Karin M. Clissold, University of Michigan

Quality Assurance in an Ongoing Survey Program, Carla P. Jackson, Tennessee Valley Authority

10:45 a.m.-12:15 a.m. South Terrace
NONSAMPLING ERRORS
Chair: Murray Edelman, Voter Research and Surveys

Response Errors in Hours at Work: Remembering What Happened Week After Next, Ann Bostrom, Bureau of Labor Statistics/Georgia Tech and John P. Robinson, University of Maryland/Bureau of Labor Statistics
The Impact of Administration Modes on Response Effects in Surveys, Hans J. Hippler, ZUMA
Gender, Gender, Gender: The Effect of the Interviewers' Gender on Respondents' Answers to Affirmative Action Items, David Northrup, York University
Motivation and Accuracy in Estimating Opinion Distributions, Yaacov Shamir, Tel-Aviv University
Conducting a Three-Factor Experiment on Consumer Attitudes Using a CATI System, Debra M. McCallum, Joan E. Esser-Stuart, and Leatha A. Darden, University of Alabama

10:45 a.m.-12:15 a.m. Buena Vista
EXPERIMENTS IN QUESTIONNAIRE DESIGN
Chair: Dawn Von Thurn, General Motors

1990 Census Questionnaire Experiment, Nancy Bates and Theresa DeMaio, Bureau of the Census
Effect of an Open-Ended Question on Closed Opinion Responses, Robert Mason and Marti McCracken, Oregon State University and John Carlson, University of Idaho
Effects of Response Scales on Frequency Judgments: The Moderating Role of Nature of the Behavior, Priya R. Das and Geeta Menon, New York University
Do Respondents "Mark All That Apply" on Self-administered Questions?, Kenneth A. Rasinski, David Mingay, and Norman M. Bradburn, National Opinion Research Center
At the Intersection of Survey Research and Cognitive Psychology: The Evolution of Alternate Life Events Questionnaires, Jason S. Lee, National Institute of Mental Health

10:45 a.m.-12:15 a.m. North Terrace
RESPONSE RATES IN SURVEYS AND CENSUSES
Chair: Clyde Tucker, Bureau of Labor Statistics

Non-respondents in a Mail Survey: Who are the Nonrespondents and Why Don't They Respond?, Kimberly Downing, Rutgers University
Size of Questionnaire and Respondent Cooperation in Mail Surveys, Timothy P. Johnson, Jennifer Parsons, and Richard B. Warnecke, University of Illinois
A Behavioral Paradigm for Understanding Nonresponse to the 1990 Census, Nancy A. Mathiowetz, Bureau of the Census
1990 Census Mail Response Stages, Quentin Newhouse Jr., Bureau of the Census
Respect Thy Respondent: A Primer on Manners in Survey Research, Fran Featherston, Luann Moy, and Jason Lee, General Accounting Office

12:30 p.m.-2:00 p.m. Grand Ballroom
LUNCH

ABSTRACTS

Sunday, May 17, 9:00 a.m.-10:30 a.m.
WHAT'S WRONG WITH SURVEY RESEARCH? -- THE FIRST ANNUAL PANEL

Macro Level: Mass Opinion and State Power
Benjamin Ginsberg, Department of Government, Cornell University

The Polls Dance to Anybody's Tune
Cynthia Crossen, The Wall Street Journal

While public-opinion polls promise a quest for truth, many are little more than vehicles for pitching a product or opinion. Many are conceived, designed and reported with a specific purpose in mind--usually to advance or confirm the position or claim of their sponsors--while wearing the guise of objective, quantifiable science. In a review of some 1500 studies and surveys, this reporter has found only a handful that contradict the agenda of their patrons. My question is this: Are there 1400--some other surveys sitting in researchers' drawers that contradict the sponsors' bias? Or is it now so commonplace, not to mention easy, to create a study that will produce precisely the right results that there's no longer any such thing as objective research? What happens when information loses its link to truth?

Micro Level: Cognitive Issues
Herbert H. Clark, Stanford University

Sunday, May 17, 9:00 a.m.-10:30 a.m.
COGNITIVE RESEARCH

Cognigraphics: Taking the Measure of Ideas
Richard F. Carter, University of Washington

As a new research method, **Cognigraphics** helps us discover the point of an idea. The idea might be a message effect, an agenda effect, an effect due to an event ... indeed, an effect of anything to which cognizing is a response.

Cognigraphics lets us see something of the How as well as of the What in an idea's construction. Thus when an idea is communicated by this technique, as by a survey respondent or by an experimental subject, we see more of cognitions and of cognitive effects than we have been able to discern from words alone.

This paper introduces the origin of the technique (in Freud's word associations and in Ideational Mechanics' PIX) relative to the challenge of developing a communicative tool that would help people think together -- a necessity for constituting an effective public.

Examples of **Cognigraphics** as used in recent research show how the procedure works and the kinds of results produced. Topics include the Gulf War, the 1992 presidential campaign, major contemporary problems and issues, and assessing instructional effectiveness.

A Cognitive Theory of the Survey Interview

Frederick Conrad, Joan Sander, Paul Mullin, Douglas Herrmann
Bureau of Labor Statistics

This talk advances a cognitive theory (called the Information Exchange Theory) of the survey interview process. The theory differs from its predecessors in that it attempts to account for the behavior of both interviewer and respondent. It specifies separate models for each, as well as for how they interact, always indicating the way the different cognitive processes are sequenced to produce the behavior of interest. The interaction model is emphasized here to illustrate the theory.

The interaction model is concerned largely with discourse between the participants and with the role of interpersonal impressions in interpreting each other's speech. Interviewer processes allow the interviewer to (1) tailor what is said to (an impression of) the respondent and to (2) interrupt the respondent if the response seems off track. Respondent processes enable the respondent to identify the interviewer's intentions, whether conveyed directly or indirectly. Both interviewer and respondent have access to a mental record of the previous discussion, an evolving impression of the other participant, and an effort level at which each has decided to interact. This approach provides new insight into findings such as those of Hyman (1954) concerning interviewer expectation of responses and Shuman & Presser (1982) concerning the frequency of "Don't Know" responses.

How Consumers Answer Behavioral Frequency Questions: The Relationship Between Memory Structure, Retrieval, and Frequency Judgments

Marla Felcher and Bobby J. Calder, Northwestern University

Respondents construct answers to frequency questions in a variety of ways. Some search strategies are simple and heuristic, while others are quite effortful. We present a taxonomy of frequency questions which specifies when respondents are likely to use these different strategies. The basis of this taxonomy is memory structure. Specifically, we consider how respondents store autobiographical event in memory, and how this structure influences retrieval strategy.

We demonstrate the link between memory structure and retrieval through a protocol analysis. Using the segmentation procedures described by Ericsson and Simon (1984) we were able to uncover a key detail of the frequency construction process oftentimes overlooked: respondents use <u>multiple</u> strategies to construct a single frequency judgment. The extent to which different strategies are used depends upon both the perceived frequency of the queried behavior and how the event information is stored in memory.

Source Cues and Policy Approval: The Cognitive Dynamics of Public Support for the Reagan Agenda,

Jeffery Mondak, Department of Political Science, University of Pittsburgh (Student Paper Award Winner)

In many instances, political judgments reflect the results of deliberative evaluations. In assessing a policy, for example, the citizen may engage in systematic study of relevant information. However, political judgments also frequently result from less rigorous evaluative procedures. External cues found within the information context provide one guide, or short-cut, for citizens who are unwilling or unable to engage in cautious deliberation prior to the formation of a particular evaluation. For example, source cues have been found to exert significant force on many political assessments. Specifically, source cues embedded within survey questions enable respondents to draw on their evaluations of the referenced political leaders to guide evaluation of related policy concerns.

Recent investigations have examined the cognitive processes underlying cue effects in survey research. These studies demonstrate that external cues activate an efficiency-oriented mechanism by which decision makers draw on heuristic principles of judgment when forming political evaluations. This research primarily has focused on source cues. However, other types of external cues may exert similar influence on political judgments. Additionally, it is unclear how citizens react to simultaneous exposure to multiple cues.

In this paper, analysis is presented regarding the implications of simultaneous exposure to source and symbolic cues. A quasi-experimental design is used to examine data concerning citizens' evaluations of SDI, with data drawn from the first two surveys of the Americans Talk Security project. Survey questions alternatively include or exclude a source cue, reference to Ronald Reagan. Similarly, questions alternatively refer to SDI and to Star Wars, creating a 2 X 2 experimental design.

Both types of cues are found to exert significant influence on respondents' evaluations. In particular, prominent cue effects are detected among respondents with low levels of educations. These results are consistent with the theoretical expectations suggested by the heuristic model. Specifically, results support the premise that citizens rely on heuristic processing of contextual cues when those individuals are unable or unwilling to engage in deliberate evaluation.

When Response Alternatives Affect Survey Results for Vague Behavioral Frequency Questions,

C. A. O'Muircheartaigh, G. D. Gaskell & D. B. Wright,
The Cognitive Survey Laboratory, London School of Economics

A series of split ballot experiments aimed at determining under what conditions the response alternatives presented affect responses for behavioral frequency questions is described. Schwarz and colleagues (Swharz et al., 1985, 1988) have shown that the set of response alternatives presented may affect responses by altering how respondents interpret the meaning of the target event (a meaning shift) and/or their perceived relative position within the population on the target measure (a comparison shift). We explore in detail their predictions for behavioral frequency phrases which are vague (e.g.

being annoyed with commercials, feeling unsafe in one's neighborhood). In particular we investigate the effect of 'priming' questions and the orientation (vertical, horizontal) of the scales. Additional experiments are described which explore how different sets of response alternatives affect ambiguous (e.g. having teeth cleaned) and relatively unambiguous (e.g. cups of coffee drunk) phrases.
Sunday, May 17, 9:00 a.m.-10:30 a.m.

PRESIDENTIAL ELECTION STUDIES

Colorado's New Presidential Primary: Operating in New Hampshire's Shadow

Floyd Ciruli, Ciruli Associates, Denver, Colorado

New Hampshire's 340,000 primary voters continue to set the stage for presidential nominations. Critics charge this status is undeserved and, in fact, distorts the process by subjecting candidates to a small, atypical electorate before the rest of the nation can exercise its judgment. However, during the past 40 years of the nominating process, the momentum from an early New Hampshire victory has significantly influenced subsequent primaries and caucuses.

After a history of presidential contest in which candidates ignored Colorado, the state adopted a new March 3rd primary to gain influence over the nomination of presidential candidates and to allow its voters to exercise their own judgment as to the best nominees of their respective parties. Colorado's newly established primary provides a backdrop to measure the effect New Hampshire's primary had on the opinions of Colorado partisan voters two weeks later.

Two polls conducted for 9-KUSA and the *Rocky Mountain News* among 1,000 Colorado partisan voters before and after the New Hampshire primary, but before the March 3rd Colorado primary, are analyzed to probe the key factors that influenced candidate assessment. As a part of the before-and-after test, a subset of voters were maintained through both surveys to probe in greater detail the impact of New Hampshire's results and its accompanying news coverage on their decisions in Colorado.

Attitudinal and Agenda-Setting Effects of the First 1992 Democratic Presidential Campaign Debate: Some Results of a Survey of Viewers

Josephine R. Holz and Lawrence T. McGill,
National Broadcasting Company

To assess the potential attitudinal and agenda-setting effects of presidential debates, we recruited a sample of 426 adults to watch the first Democratic presidential campaign debate and conducted interviews with them both before and after the debate. As a control, we concurrently interviewed a national random sample of adults both before and after the debate.

Our findings suggest that the debates may play a significant role in shaping viewers' opinions about the candidates and a smaller role in informing them about the issues. With respect to the candidates per se, viewers felt they learned more about their personalities and character than about where they stood on the issues. Consistent with these findings, there was considerable movement in viewers' opinions about the candidates, while their opinions about the importance of various issues in the campaign changed very little.

More specifically, viewers moved from a predominantly noncommittal stance on these relatively little known candidates before the debate to a position of either favoring or not favoring each of the candidates after the debate. Further, with one exception, the net effect of the debate was to improve viewers' opinions about the candidates.

The Twenty-Something Generation and the 1992 Election,
Larry Hugick and Christine Gelhaus, The Gallup Organization, Inc.

The 1992 election may well be the first time that a new generation of voters plays a serious role in electing a president. Now that most members of the post-World War II baby boom generation have passed the age of 30, the term "youth vote" no longer applies to the children of the Fifties and Sixties. Today's young voters came of age in the Seventies and Eighties, during the presidencies of Gerald Ford, Jimmy Carter and Ronald Reagan.

This paper provides a more definitive political profile of these voters by using Gallup survey data to answer the following questions: What are the political attitudes and loyalties of this generation? How do their political views differ most from those of previous generations? What are the key factors that will drive their vote in this year's presidential election?

Although young voters give disproportionately high ratings to President Bush and the Republican Party, the GOP may not be able to count on their vote this Fall. While younger voters are more likely to call themselves Republicans, they tend to be liberal on social issues. This paper examines the degree to which a reversal of the 1973 Roe V. Wade decision might damage Bush's chances of winning the Twenty-something vote and the role other campaign issues -- the economy, education, health care, the environment, etc. -- might play in the battle for younger voters' support.

The Gallup Secret Ballot Experiments: 1944-1988
Andrew Smith, Institute for Policy Research, University of Cincinnati

Beginning with the 1944 presidential election contest between Dewey and Roosevelt, the Gallup Organization has made extensive use of the secret ballot technique to assess the "hidden" partisan preferences of the American electorate. Furthermore, in every presidential election campaign, but that of 1952, Gallup has conducted one or more split-ballot experiments in which approximately half of the respondents were questioned about their presidential preferences using the secret ballot method, and half with the standard, nonsecret interview question. In addition, Gallup has also carried out similar split-(secret) ballot experiments on political party preference in several, off-year congressional elections (1958, 1966, and 1970).

With the notable exception, however, of a partial overview by Paul Perry (POQ, 1979), of the experiments conducted up to, and including, the 1976 election, there has been no systematic analysis of the response effects of this well-established Gallup question technique. The present paper will present the results from a secondary analysis of nearly

40 such split-ballot experiments with the secret ballot method performed by the Gallup organization between 1944 and 1988. The analysis will examine the effects of the secret ballot on both the "decided" and "undecided" responses. It will also test the general hypothesis suggested by Elizabeth Noelle-Neumann's "spiral of silence" model that supporters of less popular candidates or parties (those perceived to be in the minority) will be more likely to express their preference(s) on a secret, than a nonsecret, ballot.

"What if Your Wife Were Murdered?" Audience Responses to a Verbal Gaffe in the 1988 Los Angeles Presidential Debate,
Mark Douglas West, Department of Mass Communication, University of North Carolina at Asheville, and Frank A. Biocca, Center for Research in Mass Communication, University of North Carolina at Chapel Hill

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 presents the results of a study which examined the role of prior attitudes and dispositions upon perceptions of the final debate between George Bush and Michael Dukakis during the 1988 Presidential election campaign. In particular, this paper focuses upon the best-known incident of the debate -- Dukakis' unemotional response to a query concerning his support for the death penalty in the instance of a rape and murder of his wife. This incident was widely described in the popular press as a serious gaffe which might have serious implications for Dukakis' electability.

In this study, an audience of 100 randomly-selected undecided Los Angeles voters used a continuous on-line audience response to evaluate the Presidential debate as it occurred. Each respondent received an input device with a seven-point dial, upon which they signaled their changing evaluations of what they were seeing using a seven-point semantic differential scale on the bipolar adjectives "like" and "dislike." These time-series data will be analyzed using a repeated-measures general least-squares regression.

We hypothesize, as previous research suggests, that the between-subjects effect by time will show that there was no significant change in <u>overall</u> audience evaluations during the "Dukakis gaffe." The within-subjects effect, however, should show that <u>individual</u> scores differed significantly over the time period of the gaffe, with respondent scores varying dependent on their previously stated evaluation of the candidates.

Sunday, May 17, 9:00 a.m.-10:30 a.m.
RESEARCH ON GENERATIONAL EFFECTS

Aging, Cohorts, and Social Change: An Examination of the Generational Replacement Model of Political Orientations in the U.S.
Duane F. Alwin, Ph.D., University of Michigan, Ann Arbor

Theories of the relationship between public opinion and social change often postulate certain patterns of aging and cohort effects. One such theory -- here referred to as the "generational replacement" model of social change -- suggests that (a) people acquire their attitudes early in adulthood and maintain those attitudes over most of their lives, (b) due to historical influences, "generations," made up of sets of contiguous birth cohorts, differ in their attitudes, values and behavior, and these cohort differences persist over time, and (c) as a consequence, public opinion is seen to change gradually in the direction of the younger cohorts, resulting from processes of "social metabolism" which mixes these different cohort-perspectives in accord with their representation in society. Using 36 national probability samples of the English-speaking continental U.S. beginning in 1952 from the Michigan American National Election Studies and the NORC General Social Survey, this paper examines the main assumptions of this model with respect to political orientations. To directly examine the components of this model, my analysis proceeds in three parts. I first review the available panel data in the NES series to examine the issue of life-span stability of political orientations. Second, I consider the existence of cohort differences in partisan and ideological orientations and their patterns of stability. Third, I examine the extent to which changes in levels of political orientations are due to intra-cohort change, or to shifts in cohort representation, i.e. generational-replacement. The paper concludes with a discussion of the extent to which social changes in political responses are endogenous reflections of the "social metabolism" that produces change via cohort replacement or to social processes that produce social change within cohorts over time.

Perceptions of Events and Changes in the Detroit Area: A Generational Approach
Maria Krysan, University of Michigan

Following theoretical and empirical work by Mannheim ([1928] 1952) and Schuman and Scott (1989), this paper investigates the extent to which social and historical circumstances are useful in understanding how people think about local history and change. More specifically, this analysis presents the relationships between individual characteristics (such as age, education, race, and residential history) and answers to an open-ended question that asks respondents to identify the most important event or change in the Detroit metropolitan area.

Data come from a 1991 area probability sample of 1,142 metropolitan Detroit residents. The results show that current residence does not overwhelmingly determine which event or change is identified as most important. For example, those living in the suburbs do not discuss only those events taking place in the suburbs. However, there are large racial differences in which local events and changes are perceived to be important. Use is also made of the responses to show how the age at which a person experienced an important event (e.g., the 1967 riots in Detroit) affected deeply their memories of the event.

The Effects of Generational Replacement on American Public Opinion, 1960-1988
William G. Mayer, Northeastern University

Social scientists have often argued that the processes of generational replacement (also known as cohort succession or population turnover) are an important source of change in public attitudes. If the group of people born during a specific period of time are characterized by some set of attitudes and opinions that differ in systematic and relatively durable ways from those held by their parents and grandparents, public opinion will gradually change as this younger cohort enters the adult population, and older generations decline. Yet, there has been surprisingly little attempt to test this hypothesis in any kind of careful and systematic manner. This paper aims to fill that gap, by developing a general method for measuring the effects of population turnover, and then applying that method to 26 different survey questions that have been asked repeatedly over the last thirty years.

In general, population turnover has made a significant contribution to the total change in public opinion only on social issues such as racial equality, sexual mores, school prayer, and the role and status of women. It has had relatively little effect on American attitudes about foreign policy and the economy, and on two issues that are generally thought of as social issues, abortion and crime. Across all issue areas, however, there is impressive evidence of large changes in attitudes within cohorts. There is little indication that people become more attitudinally rigid and resistant to change as they grow older.

The paper also looks at the role of life-cycle effects and changes in age distribution on American public opinion, and finds neither to have been a significant source of aggregate change.

Historical Analogies, Generational Effects, and Attitudes Toward War
Howard Schuman and Cheryl Rieger, University of Michigan

Debates over initiating war with Iraq turned to a considerable extent on which of two analogies from the past were most relevant: World War II or the Vietnam War. Along with three other theoretical conditions that we outline, the debate provided an unusual opportunity to develop and assess Mannheim's theory of generational effects. National data gathered both before and after the war began indicate that generational experience had a significant effect on which analogy was chosen as more relevant, and that the analogy chosen had, in turn, a strong relation to support for or opposition to the war. However, the translation of generational experience into final support or opposition was weak. The possible reasons for this are discussed.

Life Events Approach to Developing an Index of Societal Well-Being
Tom W. Smith, National Opinion Research Center, University of Chicago

The life events literature demonstrates that people who suffer negative life events such as criminal victimization, losing a job and the death of a loved one are more likely to suffer physical and psychological illnesses. This finding is used to develop an index of societal well-being. Respondents are asked whether they experienced 60 some negative life events during the last year. Respondents (regardless of whether they experienced the event) then rate the seriousness of each type of event. By multiplying the incidence rate by the serious score a uniform measure of "troubles" is calculated. The "troubles" scores can be determined for individual events, for life domains (e.g. health, finances, jobs, etc.) or for life in general. The scores can be aggregated across sub-groups and years to compare the situation of various social groups and periods.

The utility of this approach is demonstrated with data from NORC's 1991 General Social Survey.

STUDIES ON INTERMEDIATION

How Unique is the Perspective of Television? Perception of a Campaign Event by Participants and Television Viewers

Hans-Bernd Brosius, University of Mainz, Wolfgang Donsbach,
Free University Berlin, and Axel Mattenklott, University of Mainz

In this paper we compare how a campaign event is perceived by participants and by television viewers. The campaign event is a public speech given by the German chancellor Helmut Kohl in 1990. One group of our subjects (overall n=150) was asked to participate in the event. On the basis of the footage provided by three cameras we produced a 40-minute uninterrupted sequence of Kohl's speech which was identical to the time period the live participants watched the speech. In addition we created three other versions that condensed the event to an eight-minute summary. All three short versions covered the same parts of the speech but with different pictures. Through the selection of the footage (e.g. audience reactions) we produced versions that can be regarded as positive (for Kohl), neutral and negative. In comparison with direct participation, the unedited television version did not create significant main effects. However, television seemed to be more capable of activating its audience's political predispositions and, thus, polarize impressions of the speaker. Further, we discovered that a short version of the speech yielded considerably more negative impressions of speaker, speech and atmosphere when compared to direct participation. These effects occurred even when negative visual comments were avoided.

Beyond Personal Influence: The Potential for Impersonal Influence in Contemporary American Politics

Diana C. Mutz, Gannett Foundation Media Center

The major premise of this paper is that the current political and social climate of the United States is ripe for media-generated representations of mass opinions, beliefs and experiences to influence political attitudes and behaviors. Several factors are identified as contributing to the potential for what has been termed "impersonal influence." These include the expansion of government and increased complexity of governmental affairs; the nationalization of mass media content and audiences; the decline in the importance of political parties as cues in forming political attitudes; the media's preoccupation with portrayals of public opinion; the strong American belief in the power of media to influence politics; and the "new long journalism," that is, journalists' tendency to treat individual lives and events as examples of larger, societal problems.

Personal and Media Intermediation in an Early Presidential Primary: The 1992 Democratic Contest in New Hampshire,
R. Kelly Myers, University of New Hampshire Survey Center

Political Messages, Unconscious Mental Processes and Political Decision Making: The Role of Attitude Accessibility
Michael A. Shapiro, Cornell University

Public opinion, in part, is an aggregate of individual decisions. One possibility is that mass media political coverage may not change attitudes, but it may unconsciously change which among many potentially relevant attitudes influence a person's political evaluations. This presentation reports on several studies using headlines and political cartoons. The studies found: 1. Exposure to a political topic made attitudes about that topic more mentally accessible but did not change attitudes about those topics. 2. For subjects exposed to a mass media presentation of a political topic, that topic predicted more of the variance in attitudes toward the President or toward Congress than if the subject was not exposed to that. Thus, the research to date indicates that two different forms of political mass media can activate attitudes, making them more mentally accessible. In addition, stimulus material shown to increase mental accessibility produces a priming effect, a kind of agenda setting effect. The results indicate that exposure to a political topic in the mass media may change a person's political decision making, not by changing their attitudes toward that topic or toward a politicians performance on that issue, but by changing which topics get included in unconscious mental decision processes. The studies also suggest that the time a person takes to respond to an attitude question may be an important variable.

Sunday, May 17, 10:45 a.m.-12:15 p.m.
TESTING QUESTIONNAIRES

Identification of Underlying Problems of Questions Through Analysis of Interviewer and Respondent Behaviors
Charles Cannell, Steven Blixt, and Lois Oksenberg, Survey Research Center, University of Michigan

Developing Procedures for Testing Questions in Government Surveys
Floyd Fowler, Center for Survey Research, University of Massachusetts-Boston

Heretofore, there have been no standard protocols for evaluating questions in government surveys. In the past year, the National Center for Health Statistics and the Bureau of Census both carried out pilot projects to evaluate new and better procedures for testing survey questions. Procedures included cognitive interviews and systematic coding of interviewer and respondent behavior during field pretests. In both cases, the feasibility and value of the new procedures was demonstrated at the same time that some practical barriers to their routine use were identified. This paper will summarize the results of the two tests and their implications for the development of better evaluation protocols.

Do Different Pretest Methods Produce Different Results?
Stanley Presser and Johnny Blair, University of Maryland

Sunday, May 17, 10:45 a.m.-12:15 p.m.
THE 20th ANNIVERSARY OF AGENDA-SETTING RESEARCH

Agenda Setting and Beyond
Shanto Iyengar, UCLA

The Anatomy of Agenda-Setting Research: A Citation Analysis
Everett Rogers, University of Southern California and James Dearing, Michigan State University

Media Use and Electors' Opinions in the 1990 German National Election
Klaus Schoenbach, University of Hannover & Holli Semetko, University of Michigan

This paper reports the results of a study of the agenda-setting role and influence of the media in the December 1990 German national election, the first national election in unified Germany. The study draws on a number of sources of data, including: content analysis of news media coverage in the two months preceding Election Day -- involving some 12,000 articles from fifteen newspapers and more than 1,500 stories from five prime-time television newscasts; observation and interviews with televison newspeople at work during the election campaign; and a nationally representative two-wave panel study of electors fielded during the final two months of the campaign. The media agendas and public agendas are compared. Media influences on electors' opinions are discussed, along with television reporters' perceptions of their role in shaping the campaign media agenda.

The 892 respondents of both waves are the basis for the analysis of media influence during the course of the campaign. Both waves of the panel included a series of identical questions concerning media use and interest in information about the campaign from a variety of sources. The focus of our analysis is the direct impact of media on electors' knowledge, issue salience, and candidate and party evaluations.

An Australian View on Agenda-Setting
Warwick Blood, Charles Sturt Univ.

Information Sources and Agenda-Setting: Testing a Theory of Bridging
David Weaver, Indiana University, Jian-Hua Zhu, University of Connecticut, and Lars Willnat, Indiana University

Elaborating the Theory of Agenda-Setting
Hans-Bernd Brosius and Hans Mathias Kepplinger, University of Mainz

Sunday, May 17, 10:45 a.m.-12:15 p.m.
CONTEXTUAL EFFECTS

Using Survey Context to Improve Parents' Reports of Teenager's Drinking and Drug Use
Katy Dowd and Kenneth A. Rasinski, National Opinion Research Center, University of Chicago

Parents may be reluctant to admit to their own child's alcohol or drug use partly because they may perceive that admitting such a problem, reflects badly on their parenting. Asking parents about their child's friends' problems first may result in more problem reporting in reference to their teenagers because it provides an alternate cause for the problem behavior. A split-ballot experiment was conducted to assess the effect of question order on parents' reporting of their children's drug and alcohol use.

This experiment was part of the Parent Survey of the field test for the National Education Longitudinal Study of 1988 (NELS:88) Second Follow-up, conducted in early 1991. A self-administered questionnaire was mailed directly to the parents at their home. Telephone prompting and interviewing of nonrespondents followed the mailing.

No effects of order or mode were found for parents' reports of their teenager's drinking or drug use. In fact, parents were very reluctant to report about their own teenager's problems regardless of order or mode. While parents' were more willing to admit to problems of their teenager's friends. They were less willing to admit that <u>friends</u> had drug or alcohol related problems when the friends items followed the items about their teenagers' problems.

A Question Context Effect on Affirmative Action Attitudes
Jennifer Dykema and Katherine Bischoping, ISR, University of Michigan

Although support for the principle of racial equality has increased over the past decades, attitudes toward racial policies like affirmative action have dramatically declined. This paradox is further complicated by studies that show white support for affirmative action varying considerably from survey to survey. In this study, we examine how question context influences reports of affirmative action attitudes, using a survey-based experiment with a representative sample of white students at a large state university. Half of the respondents evaluated affirmative action before answering a series of race-related items (Early Context) and half evaluated the policy **after** answering the same items (Late Context). Support for affirmative action was found to be significantly lower in the Late Context condition.

We investigate how well four theoretical approaches to interpreting racial attitudes account for the context effect: traditional racism, symbolic racism, group conflict, and personal experiences with prejudice. We found that traditional racism provided one of the most promising explanations for the context effect, as respondents who displayed relatively more traditional prejudice toward Blacks showed large context effects. Reported personal experiences with prejudice also influenced the context effect, with whites showing both the antagonistic and the sympathetic tendencies predicted by Allport.

The Seriousness of Problems at Different Levels of Society: Question Order Makes a Difference
David W. Moore, University of New Hampshire Survey Center

The War, the Wall and the World Cup: A Peculiarly British View of History
Jacqueline Scott and Lilian Zac, University of Essex, England

A national sample of adults in Britain was asked to report "the national or world events or changes over the past 60 years" that seemed to them especially important, and then to explain the reasons for their choices. The questions replicated items used in a 1985 American survey, thus enabling a comparison of British and American views of recent history. The British data are used both quantitatively and qualitatively to explore two conflicting hypotheses concerning generational and period effects. The generational hypothesis was supported by the American study which showed that memories do refer back disproportionately to events in the respondent's youth. The British replication provides an important test of an alternative hypothesis, that period is more important than cohort in structuring memories. The British data were collected in 1990, following the fall of the Berlin Wall and associated events. If these tumultuous changes in Europe are selected by virtually everyone, then this would suggest a period effect is predominant. There is strong evidence, however, that generational effects persist, but there is little evidence that views of these recent changes in Europe differ by generation.

Reflection and Reification of Public Opinion in Survey Research
Carolyn J. Simmons, University of Illinois at Urbana-Champaign
Barbara A. Bickart, and John G. Lynch, Jr., University of Florida

Although survey researchers often assume that survey responses reflect true attitudes, most recent research in social judgment and behavioral decision-making suggests that people often construct their answers to survey questions based on their responses to earlier items. A framework proposed by Feldman and Lynch (1988) suggests that answers are most likely to be constructed from prior responses when the respondent does not have other, more diagnostic inputs accessible in memory.

A field experiment conducted during the 1988 Presidential election supports this model. When a respondent had voted for one of the candidates in the primary, and therefore was likely to have a previously formed voting intention accessible in memory, reported voting intentions were not related to earlier answers, while when a respondent had not voted for these candidates in the primary, both voting intentions and issue opinions appeared to be constructed from prior responses. Further, the effects of earlier answers on issue opinions decreased as the election neared, consistent with the idea that knowledge about the issues increased with time. We discuss the implications of these results for judgment processes and for measurement of attitudes and intentions.

Sunday, May 17, 2:00 p.m.-3:30 p.m.
THE IMPACT OF THE INTERVIEWER

Respondent-Interviewer Gender Interaction Effects on Questions about Sexual Harassment in Telephone Surveys

Janice Ballou and Lauren Burnbauer, Eagleton Institute of Politics, Rutgers University

Gender is a potential source of respondent-interviewer interaction effects that can contribute to measurement error. Most of the research in this area has focused on in-person interviewing, with currently less information known about such effects using the telephone mode. Since telephone interviews may make gender relatively more salient than other characteristics (e.g., race, class, age) that help shape the interviewer-respondent relationship, more work is needed on the effects of gender in the telephone interviewing process. Additionally, previous research has found gender-based response effects to be more likely to occur on gender-related questions; however, the degree and direction of these effects is not consistent across research projects.

This study examines the extent of respondent-interviewer gender interaction effects in telephone survey questions about sexual harassment. The research objectives include identifying whether: 1) gender-based interaction effects are more likely to occur on gender sensitive questions; 2) interaction effects are more likely among male or female respondents on gender sensitive items; and, 3) respondent age and work status influence these interaction effects.

Telephone Interviewing and Political Opinion Polls, a Case Study

Sven Berg, University of Lund, and Gosta Forsman, University of Linkoping

This report presents results from a study made at the SIFO telephone interview facility in Ronneby (southern Sweden). Telephone interviews of omnibus type are conducted by SIFO Ronneby; in particular, opinion polls conducted there are well-known and published in several daily newspapers in Sweden.

Directory sampling is used by SIFO in their omnibus surveys to generate small banks of telephone numbers. A geographic stratification - via the area codes - is implicit in the method. A pragmatically modified version of the Kish method is then used to select a respondent in the household contacted. At the expense of complete randomness, a larger proportion of males is selected to offset the bias caused by a larger proportion of women available for interview.

Post-survey reweighting technique is applied with target variables : age, gender and economic status. To check whether interview distributions match expected distributions, the outcomes of the SIFO omnibus sampling were compared with population estimates for demographic, factual and attitudinal variables.

A substitute is chosen in the household contacted if the person initially chosen is not available for interview. During two interview weeks in the summer 1991 (leading up to the general elections in September), a follow-up study was conducted in which the effects of the substitution method was studied, in particular with reference to political opinions.

The Effect of Interviewer Characteristics In A Nonrespondent Followup Survey

Rachel A. Caspar and Teresa L. Parsley, Research Triangle Institute

This paper will include a discussion of the role the interviewer plays in a sample person's decision to participate in a survey as well as demographic information about how "hard-core" nonrespondents differ from respondents and "soft" nonrespondents. Data used in the come from two sources: 1) A nonrespondent followup to the 1990 National Household Survey on Drug Abuse (NHSDA) in the Washington, DC, metro area in which interviews were attempted with households where screening information had been obtained but no interview had been conducted during the regular field period, and 2) A pair of interviewer questionnaires designed to collect information about the behaviors and expectations of the interviewers hired to work on the 1990 NHSDA prior to the start of the study and then again at the completion of the study. We will compare demographic and behavioral characteristics of the interviewer who worked the case unsuccessfully during the regular NHSDA study to the characteristics of the followup interviewer who successfully completed the interview. We will also compare demographic characteristics of the followup respondents to the group of sample persons who continued to be nonrespondents using information obtained during the screening process.

The Effect of Interviewer Characteristics on Gatekeeper Resistance in Two Surveys of Elite Populations

Jennifer A. Parsons, Timothy P. Johnson, Richard B. Warnecke, University of Illinois

This paper reports on the effect of interviewer characteristics on gatekeeper resistance in surveys of elite populations. Elite respondents can usually be reached only by securing access through gatekeepers, who are commonly responsible for screening the respondent's calls. The importance of the gatekeeper is recognized in ethnographic fieldwork and management, but there are few discussions of the interviewer's role in obtaining access to the respondents through the gatekeeper, and what types of interviewers will be most successful.

To evaluate this issue, data from separate national surveys of physicians and business executives were analyzed to examine trends in performance by interviewers of varying experience and gender. Using interviewers as the unit of analysis, the following variables were examined: completion rate, gatekeeper resistance rate, gatekeeper refusal rate, and overall refusal rate. These results are also discussed with respect to the techniques the interviewers were trained to use. The analyses will reveal information regarding interviewer patterns particular to surveys of elite populations, and will also address whether or not interviewer characteristics are related to success in obtaining access to respondents.

"Hello, My Name Is ...". Respondent-Interviewer Interactions in Survey Introductions
Robert M. Groves and Mick P. Couper, Bureau of the Census and The University of Michigan, and Antoinette Tremblay, Bureau of the Census

Some social-psychological theories suggest the interaction between respondent and interviewer (particularly in face-to-face surveys) to be critical in determining the outcome of the request for participation. The decision to participate is a fusion of diverse influences on participation, shaped by the events of the relatively short interaction with the interviewer.

However, this is an area of research that has been largely neglected. In an effort to redress this situation, in a recent study conducted by the Survey Research Center at the University of Michigan, interviewers were asked to complete a series of items at the conclusion of each contact with a sample person. These items were designed to explore the nature of the respondent-interviewer interaction, and to test some initial ideas in this regard. Information on about 6,300 contacts from 2,500 sample cases was obtained.

This paper will describe preliminary analyses of these data to test a number of theoretical ideas articulated earlier (Groves Cialdini, 1991; Couper & Groves, 1991). Practical outcomes of this research may lie in two directions: (a) improved post-survey adjustment for nonresponse based on an understanding of the factors that lead to failures to obtain an interview, and (b) improved interviewer training based on an understanding of the role of respondent-interviewer interaction in survey participation.

Sunday, May 17, 2:00 p.m-3:30 p.m.
DESIGNING RESEARCH FOR BUSINESS SURVEYS

Using Public Opinion Research to Address Business Objectives
Barry M. Feinberg, Burson-Marsteller, New York, New York; Jerome D. Greene, Marketmath, Inc., Guilford, Connecticut; Mathew Greenwald, Mathew Greenwald & Associates,Inc., Washington, D.C.; Sidney Hollander, Hollander, Cohen & McBride, Baltimore; Rebeca C. Quarles (moderator), Quarles, Schnurr & Associates, Fairfax, Virginia

This presentation will focus on the ways in which public opinion research that is conducted to address business objectives differs from research conducted for other purposes. Each panelist will make a brief presentation to be followed by questions and discussion.

Sunday, May 17, 2:00 p.m.-3:30 p.m.
THE IMPACT OF THE QUESTIONNAIRE'S FORM AND FORMAT

The Effects of Question Context and Discussion on the Accuracy of Self and Proxy Reports
Barbara Bickart, University of Florida, Geeta Menon, New York University, Seymour Sudman, University of Illinois, and Johnny Blair, University of Maryland

One way to reduce costs in surveys, both in terms of time and money, is by using one person to report about other household members, or "proxy reporting". Prior research investigating the accuracy of proxy reporting has often been inconclusive because of a lack of validation information on reports. In a laboratory experiment, we recorded actual decision-making behavior for married couples, while manipulating the amount of discussion between the couple. We then examined the effects of discussion and question context on proxy and self reports of the decision-making behaviors. The results indicate that proxy reports of behaviors obtained at a specific level were affected by the amount of discussion and question context, while those obtained at a more general level were not. In addition, when respondents were knowledgeable about their partner's behavior (e.g., when discussion was high), question context had little effect on the accuracy of proxy reports, while when knowledge was low, the accuracy of proxy reporting varied with question context. Finally, the accuracy of self reports was influenced by question context only when discussion was high, possibly due to interference from knowledge about one's partner's behavior. The implications of these findings for questionnaire design and respondent selection procedures are discussed.

Question Form Effects in Mail and Telephone Surveys: Results from Fourteen Experiments
Don A. Dillman, U.S. Bureau of the Census and Washington State University
Roberta L. Sangster, Washington State University
Todd H. Rockwood, Washington State University

Although studies of question form and survey mode effects have frequently been done, very few studies have simultaneously examined form and mode effects. In this paper preliminary results from experiments on alternative question forms, including scale labels (1-7 vs. -3 to +3), unbalanced category groupings, question order, and category order in both mail and telephone surveys are reported. The treatment groups include four samples of approximately 250 undergraduate students at Washington State University, and the survey concerns student attitudes and cheating behavior. Results show that form effects sometimes differ by mode, and that contrary to some past research, mail surveys are just as likely to exhibit form effects as are telephone surveys. A conceptual model for guiding future research on form and mode effects is also presented. It is argued that our understanding of form effects can best be advanced by future experimentation that simultaneously examines form and mode effects.

Obtaining High Response Rates Through User Friendly Surveys
Robert Goldenkoff, Laura Shumway, U.S. General Accounting Office

Our presentation will describe the methods used by the U.S. General Accounting Office to obtain consistently high response rates to its mail-out questionnaires. By concentrating on the data collection instrument, the mail-out package, quality control procedures, and reminders and follow-ups, GAO typically obtains response rates exceeding 80 percent.

We will show how GAO's simple, low-cost methods were used to obtain high response rates to three recent surveys of resistant populations on sensitive topics: a survey of federal job applicants to determine whether those accepting federal jobs were any different from those declining federal jobs; a survey of people who scheduled, but failed to show up to take the government's new career entry examinations to determine ways of making the exams more customer focused; and a survey federal employees to determine their attitudes toward their jobs, supervisors, and co-workers.

An Examination of Survey Methodologies in Evaluating the Impact of Monetary Incentives
Jerry Lehnus, Defense Manpower Data Center
Mike Wilson, Westat Inc.

This paper examines responses to alternative formats of survey questions asking youth the likelihood they would enlist for military service, given various monetary incentives. Data are drawn primarily from the Youth Attitude Tracking Study (YATS), an annual CATI survey of approximately 10,000 16-24 year-old men and women. In the 1989 and 1991 YATS administrations, questions were structured so that each respondent was offered one of 18 randomly-selected hypothetical incentive packages. Incentive packages were varied by three factors. These were (1) incentive monetary value ($6,000, $9,000, and $12,000/year), length of service commitment (2, 3, and 4 years), and (3) the availability of the money to be used for a mortgage **or** education, as opposed to use being restricted to education. In earlier studies, questions were structured so that each respondent was given the same incentive initially, and those declining the initial amount were offered increased monetary incentives.

Results from the studies in which the monetary incentive offered is randomly selected **do not** show that increase monetary incentives would lead to increases in enlistment likelihood. In contrast, results from studies with escalating offers suggest that increased monetary incentives **would** increase enlistment rates. It is suggested that (1) surveys such as YATS do not provide reliable information on the likely effect of monetary incentives and (2) the apparently credible results from surveys in which increased incentives are offered to respondents declining initial offers are a misleading artifact of the way the questions are structured.

Designing Establishment Survey Questionnaires
Polly A. Phipps, Rand Corporation
Shail J. Butani, Young I. Chun, Bureau of Labor Statistics

In this paper, we discuss the different research methodologies that the Bureau of Labor Statistics (BLS) is utilizing to develop and improve the questionnaire design for establishment surveys, especially those surveys whose primary mode of data collection is by mail with telephone follow-up to nonrespondents. Although establishment surveys have been conducted since the beginning of this century and have provided critical information about the economy, the literature on them is extremely limited. The task of designing an establishment survey questionnaire, therefore, becomes difficult.

Additionally, the literature on household surveys is not always applicable to establishment surveys since the two differ in many respects. Keeping in mind these differences, the Office of Employment and Unemployment Statistics (OEUS) of the BLS uses various methods to develop and improve questionnaire design in conducting pilot surveys for potential new programs or one-time special surveys. Four major research methods examined are focus groups, document design analyses, pretests, and response analysis surveys. In particular, a pilot study on Employee Turnover and Job Openings Survey, which was recently conducted by BLS, is used to illustrate the usefulness of each method. The results indicate that each research method contributes to improving the establishment survey questionnaire by reducing various types of nonsampling errors, especially nonresponse and response. Focus groups are primarily useful in assessing survey concepts and indicators, definitions, instructions, and the availability of records; document design analyses in improving comprehension and readability of the questionnaire; pretestings, as dress rehearsals, in determining comprehension difficulties and records availability; and response-analysis surveys in assessing comprehension, records use, and response burden.

Sunday, May 17, 2:00 p.m.-3:30 p.m.
RESPONSE RATE EFFECTS OVER TIME

Achieving High Response Rates with Institutional Populations: Patterns of Response Among Eighth, Tenth, and Twelfth Grade Students in a Statewide School-Based Survey
Sameer Y. Abraham, National Opinion Research Center, University of Chicago

This paper reviews NORC's recent experience in obtaining relatively high response rates with an in-school student sample of approximately 6,000 eighth, tenth, and twelfth graders in an industrially-based midwestern state. It also explores factors leading to the survey's lower response rates with both urban minority students and white suburban children.

When response rates within regions are examined, tenth and twelfth graders in rural schools generally had higher response rates than their urban or suburban counterparts. In regions with the lowest response rates, both tenth and twelfth grade students in urban *and* suburban areas contributed to the overall decline. Although the end result was the same for these two groups, the reasons for the lower response rates tended to differ.

Institutional agents were largely responsible for the lower student response rate in suburban schools, whereas the institutional environment seemed to be responsible for the same effect in urban schools. While surveys of noninstitutional populations are direct and unmediated, institution-based surveys are mediated by institutional actors who are crucial in determining the extent to which a survey will be capable of realizing its response rate targets. Surveys of institution-based populations typically do achieve higher response rates than surveys of noninstitutional populations, but our recent experience indicates that overall and subgroup response rates can be substantially affected by the commitment of key institutional players, or else by the institutional environment.

Alternative Methods for Predicting the Impact of Hypothetical Events on Future Behavior: The Impact of Adjusting the 1990 Census on Future Participation
Richard A. Kulka, Nicholas A. Holt, Woody Carter, and Mark S. Wojcik, National Opinion Research Center, University of Chicago

Between May 3 and June 3, 1991, NORC conducted a CATI telephone reinterview survey to provide useful data to the Bureau of Census which would allow them to predict what effects, if any a decision to adjust or not adjust the 1990 census figures might have on the public's voluntary participation in future censuses. Based on the questioning strategies included in the survey, it was possible to derive six different measures of the potential influence of adjusting or not adjusting the 1990 Census on propensity to participate in future censuses--three "direct" and three "indirect."

In this paper, the results of applying these several different methods are compared and contrasted to gain some insight on the general issue of what the most appropriate methodology might be to predict the impact of an impending event of some significance on future behavior in relation to those events. Each of the methods used represents, within the context of a national survey, an alternative approach to exploring such questions, and each produced somewhat different results. The results obtained from using these various methods are examined to explore the relative strengths and weaknesses of each approach and, more generally, to comment on the potential value of such experimental approaches within surveys to explore inherently difficult questions of this type.

Mobility and Response Rates in a Youth Panel Survey
Veronica J. Nieva and Michael J. Wilson, Westat Inc.

Young males are often considered a highly mobile respondent group. In a survey involving a panel of 16 to 21 year old males, we examined respondent mobility, location and response rates. Demographic characteristics and selected attitudinal responses were examined for potential bias. The moderating influence of three other factors were also examined, i.e., the availability of tracing information on the respondent (e.g., friend's telephone number), the extent of actual tracing conducted, and the length of time elapsed between interviews.

The surveys involved large national samples of youth contacted by telephone using random digit dial methods. The youth were interviewed for about a half hour on a variety of topics related to their career plans for the future, after which a random subset was asked for further information that might help in locating them for future interviews. Three surveys were conducted. A sample of youth were initially interviewed during the fall of 1990; a random subsample was reinterviewed in the summer of 1991; and another random subsample was reinterviewed in the fall of 1991. A new cohort was interviewed during the summer of 1991, and reinterviewed in the fall of 1991.

The questions examined in the analyses were:

1) What proportion of youth moved over a six month and a twelve month period? Were the movers different from the non-movers?
2) What improvement in response rates can be attributed to the availability of tracing information, and the actual tracing activity conducted, among the respondents who moved?
3) How are the non-responders different from the responders?

Mode Effects and Nonresponse in a Five-Year Longitudinal Survey of Welfare Dependency
John Tarnai, Kevin Wong, Ernst Stromsdorfer, Washington State University
Greg Weeks, The Evergreen State College

This paper presents an analysis of nonresponse in a five-year longitudinal study of persons on welfare or at risk of welfare dependency. A total of 2,100 interviews were conducted in the first year of this study by face-to-face interviewers. Interviews in the second through fifth years of the study are conducted by telephone for most respondents, and by face-to-face for those without telephones. Non-response rates for this study have declined with each year, from 40% in the first year of the study, 10% in the second year, 8% in the third year, and 5% in the fourth year. Nonresponse is examined by a logistic time hazard model for years two, three, and four, and with response-nonresponse as the dependent variable. Additional analysis compares respondents interviewed by telephone or by face-to-face in each year of the study. This analysis uses a logistic regression model, with interview mode as the independent variable. The questions addressed in this paper include: (1) Are there identifiable characteristics of respondents who drop out of longitudinal surveys? (2) Are these characteristics related to characteristics of welfare dependency? (3) Are respondents who must be contacted and interviewed by face-to-face interviewers different in identifiable ways from those contactable by telephone.

Adjusting for Differential Attrition in Panels Used to Monitor Quasi-Experiments in Field Settings: Does It Affect the Assessment of Intervention Effect?
Richard B. Warnecke, Sally Freels, Siu Chi Wong, Donald Hedaker, Brian R. Flay, University of Illinois, Chicago

Tracking respondents in panel studies of random digit dialing samples presents problems when, as is often the case, the respondent moves and obtains a new unlisted telephone. Such individuals are highly mobile and also have sociodemographic characteristics that are different from the general population. Thus, where sociodemographic characteristics are related to the outcome variable, loss to follow-up can be cause for concern about bias. This paper examines the effects of attrition in a study with two panels, one followed for 30 months and another for 24 months. Attrition in the first was 51%; in the second it was 24%. Several models were used to assess affects of attrition making assumptions based on last known status of the independent variable. We examined the outcome under three sets of assumptions: 1) all those lost to follow-up failed the intervention; 2) predict outcome at end of study based on status at last observation, controlling for demographics and baseline status using logistic regression; and 3) predict missing status using known and previously predicted status at each missing observation point adjusting for education, age, race and baseline status. The results indicate that under all conditions, the conclusion regarding intervention effect would be the same.

Sunday, May 17, 2:00 p.m.-3:30 p.m.
RECALL AND RELIABILITY

Recent Thought as an Opinion Filter, Joan S. Black, Joan S. Black & Associates

Measuring Yesterday's Behavior, Anders Christianson, U/SFI/Statistics Sweden

When studying behavior that varies over time, like TV watching, consumer expenditures, smoking, and hours worked, the use of interviews and retrospective questions is a common design feature. For such surveys, recall bias, i.e., the respondent's inability to recall past events correctly, is an important source of measurement error.

Many attempts have been made to improve data quality by reducing the time span between the studied behavior and the actual interview. In this paper, the approach of having a moving reference period (MRP) instead of a fixed (FRP) will be treated. The FRP approach uses a reference period that is common to the entire sample, regardless of when during the interview period the respondent is actually interviewed.

In the MRP, the reference period is chosen so that it immediately precedes the interview for each respondent, as illustrated in the following example:

Did you watch a video movie yesterday?

However, the choice between the MRP and FRP approaches is a question of balancing recall bias against the selection bias caused by the correlation between the respondent's behavior and his/her availability for the interview. For instance, one respondent may have worked late, making him/her unavailable for the interview in the evening. If contacted the next day, he/she will correctly report? "I did not watch a video movie yesterday." This implies that respondents are more likely to be contacted on days when they have no "yesterday behavior" to report, thus introducing a selection bias.

The empirical results presented in this paper suggest that the more serious source of bias is selection bias and thus, that FRP observations are recommended for variables related to radio listening and TV watching, due to their large variability over time and their correlation with availability patterns immediately after the reference period.

Calendary and Life History Recall Aids - After the Event?
Louise Corti, ESRC Research Centre on Micro-social Change in Britain, University of Essex, Wivenhoe Park, Colchester, U.K.

This paper addresses issues arising in the design and testing of two recall aids for use in the British Household Panel Study (BHPS). Of major concern has been the design of a questionnaire that will enable the collection of accurate retrospective data, for events over the previous 12 months and over the life course. The paper reviews existing methods directed towards improving the quality of recall data, with particular reference to calendary recall aids and the case of collecting employment history data.

The reliability of dating events and the impact of recall aids is evaluated using retrospective reports from first and second wave pilot interviews of the BHPS. Respondents' self-reports of the methods used for remembering and dating both recent and longer term personal events not only suggest a wide range of strategies, but also point to a significant degree of difficulty.

Feedback from interviewers, respondents and researchers highlight a number of important issues arising from testing calendary aids; should calendars be used to record data or be restricted to visual recall aids? Are calendars useful for both short-term and long-term memory? In what way do calendar designs differ for annual v. life history data, discrete v. continuous data? Finally how are calendars best integrated into the structured survey interview so as to cause minimal disruption ?

Recall of Prescription Drug Purchase by Elderly Respondents
W. Sherman Edwards, Westat, Inc. and Marc L. Berk, Project HOPE

Sunday, May 17, 2:00 p.m.-3:30 p.m.
ROUNDTABLE ON ENVIRONMENTAL RESEARCH

The Environment is in Trouble: Concept Diffusion in Primetime Television.
Roslyn Dauber, Annenberg School for Communications, University of Southern California.

How primetime television in the United States diffuses the message that there is an environmental crises and that the public can do something about it, is the subject of the case study. The environmental crises is one of many relevant issues vying for visibility in television. What information appears in plotlines is a result of concerted effort. So are the 'gala events' aimed at the industry that generate extensive publicity on issues. The goal of "Hollywood lobbyists" is to integrate their message into the fabricated reality of television shows.

Twenty television professionals were interviewed to create a map of the social networks routinely used to create and influence show content. Social, professional, and political networks form a web of influence based on perceived power and authority. Network analysis makes it possible to chart these interdependent relationships.

Two associations - the Environmental Media Association and ECO within the Hollywood community, have active members who influence environmental messages on primetime. However, the results of the interviews suggest there is as much activity generated by non-affiliated activists as by association members.

Worldwide Perceptions of Environmental Problems: Results from the 1992 Gallup International Institute Survey on the Environment
Riley E. Dunlap, Washington State University and George H. Gallup International Institute, Alec Gallup, George H. Gallup International Institute

This paper presents preliminary results from a January- February, 1992 international survey of public perceptions and opinions regarding environmental issues in 27 nations, including both less-developed and highly developed countries. Coordinated by the George H. Gallup International-Institute (a non-profit educational organization) and conducted primarily by worldwide Gallup Organization affiliates, the "Health of the Planet" study involved face-to-face interviews with representative samples of at least 1000 citizens within each nation. The results provide a comprehensive and in-depth survey of international perceptions and opinions concerning the environment.

Preliminary findings from the survey are reported, and particular attention is focused on possible differences in public perceptions of environmental problems across nations that vary in levels of economic development. We begin by comparing the salience of environmental issues, as measured by volunteered responses to a "most important problem" item and the rating of environmental problems relative to other problems. Next, respondents' ratings of environmental quality at the community, national and international levels will be examined, as will the degree to which environmental problems are perceived as threats to health -- both now and for the next generation. Finally, perceptions of the seriousness of a wide range of specific environmental problems will be examined at the community, national and global levels. All told, the paper provides a good sense of how citizens' perceptions of environmental problems vary across a wide range of nations representing all major continents and levels of economic development.

Sunday, May 17, 3:45 p.m.-5:15 p.m.
RESEARCH ON THE GULF WAR

The Impact of War on the Ingredients of Presidential Evaluations:
George Bush and the Gulf Conflict
Jon A. Krosnick and Laura A. Brannon, The Ohio State University

When the United States began its overt military conflict with Iraq in January, 1991, the American news media focussed their attention powerfully and seemingly unceasingly on the Gulf crisis and the events unfolding in the Middle East for a period of almost three months. Using data from the 1990-1991 National Election Panel Study of the Political Consequences of War, we show that this had profound impact on the constituents of Americans' assessments of George Bush's job performance. After the war, these assessments were based much more on citizens' beliefs about his effectiveness in managing the conflict, and much less on their confidence in his handling of other foreign relations matters or the domestic economy. This explains at least partially why Bush's overall job performance evaluations increased dramatically following the war. We show as well that the media's impact on political judgments was regulated by citizens' levels of political knowledge, exposure to political news, and interest in the war. Greater impact was associated with higher levels of knowledge and lower levels of exposure and interest. These findings challenge traditional views of these dimensions of political involvement and support a new view derived from contemporary psychological theories of information processing.

Conflict and public opinion: The impact of the Persian Gulf War on public hostility toward mass media and protesters
Douglas M. McLeod, Elizabeth M. Perse, Nancy Signorielli, John A. Courtright, and William P. Eveland, Jr., University of Delaware

During the course of the Persian Gulf War, journalists complained that government press restrictions, such as "pool systems," travel restrictions and censorship, were obstructing coverage of the war's major events and issues. A panel study of public sympathy toward the media and anti-war protesters compares public attitudes during the war with those nearly a full year later.

Conflict theory maintains that external conflict situations increase internal group solidarity and support for systemic objectives. In essence, external conflicts may exacerbate hostility toward groups, such as media and protesters, which some individual may perceive as threatening systemic objectives.

Results of this investigation are important for four reasons. First, they contribute to our understanding about the role of external conflict on opinion-holding. Secondly, support for press restrictions may encourage the military to continue or even increase the restrictiveness of these policies in future conflict situations. In addition, such hostility toward the media and protesters may foster self-censorship on the part of the media. Finally, if such hostility persists in the post-external conflict period, this may be an omen of potential threats to press freedom.

The Breadth, Magnitude, and Source of Rally Effects on Public Opinion in the Persian Gulf War

Suzanne L. Parker, Florida State University

Looking Across the Atlantic: Media and Public Opinion in the US and Germany after the Gulf War

Holli A. Semetko, University of Michigan,
Wolfgang G. Gibowski, German Federal Press and Information Agency, and David H. Weaver, Indiana University

The potential for media to influence U.S. and German public opinion about foreign countries and political leaders, U.S.-German relations, and Germany's role in the Gulf War is discussed. The paper draws on nationally representative surveys conducted in the U.S. and Germany in September 1991, six months after the Gulf War and less than one month after the failed coup in the Soviet Union. A previous study based on comparable survey and content data collected in early 1990, within three months after the fall of the Berlin Wall, found that the more visible the country was in U.S. network TV news, the stronger the media attention and exposure measures were as predictors of opinions about that country. Content analysis of U.S. TV news shows that Germany and Europe were less prominent in 1991 than in 1989/90, leading us to expect, at most, an indirect media influence on U.S. public opinion.

THE PEOPLE'S MILITARY POLICY

Alan F. Kay, President of the Americans Talk Issues Foundation

Evidence has been obtained particularly from three 1991 ATI surveys, #15, 16, and 17, that the American people have a clear policy that seems to cover most of the situations where military force might be considered appropriate in the post-cold world era. Now 80 to 90% of the public says that if a dictator engages in certain behavior (the four most egregious being: terrorism, drug trafficking, extreme human rights violations, and acquiring weapons of mass destruction), the US and the UN should take clear action to stop him. Including the UN as a partner increases approval for action 20 to 30 percentage points. Preferred actions are non-violent, but 77% go along with, "if necessary, war." In previous surveys, I have never seen such a high consensus over such a broad range of scenarios on the use of deadly force. This result has been tested in several ways and holds up well. If a specific, hypothetical dictator of a real country in Africa, Latin America, or Eastern Europe, is substituted for the "generic dictator", support for stopping him and for war, in question series otherwise worded identically, drops some, but not more than about 10 percentage points, and not below a majority. Using only enough force to arrest the dictator and bring him to justice (Noriega of Panama model) is preferred to all-out war (Hussein of Iraq model). For those who rightly are concerned this might be a surge of militarism or imperialism, note that without the cooperation of the UN (or, to a lesser extent, some other broad coalition of allies) support drops to bare majorities or less, that the greatest desire for countering rogue behavior goes to those that are a threat to all nations, not specifically to the US, and that support for war is lower than for US cooperation with the UN to solve global environmental problems.

Sunday, May 17, 3:45 p.m.-5:15 p.m.
TRAINING INTERVIEWERS

Training Interviewers in Refusal Conversion for Telephone Surveys
Elizabeth Kolmstetter and Anne Denbow, Westat, Inc.

Refusal conversion is one procedure used to attempt to increase telephone survey participation, and thereby increase response rate and reduce nonresponse bias. This paper discusses the success of a training program for refusal conversion designed specifically to increase both screener response and extended interview response. The training technique described was used for the 1991 administration of an annual Computer-Assisted-Telephone-Interview (CATI) study conducted to obtain measurements of the perceptions of youth toward military service (n=10,391). Fifty-three percent, representing 4,594, of initial screener non-respondents were successfully converted, 27 percent, representing 401, of the extended interview cross-sectional (random-digit-dial) nonrespondents were converted, and 32 percent, representing 394, of the extended interview panel (i.e., individuals interviewed during the previous year's administration). Interviewer training is credited with this high rate of refusal conversion.

The training program consisted of refusal avoidance training for all interviewers and refusal conversion training for interviewers identified as having potential for success at refusal conversion. The unique aspects of this training program was that experienced interviewers helped to "train" the newer interviewers, and an *interactive* approach to learning refusal conversion was used. Discussion and group exercises were used to make interviewers more aware of, and sensitized to, both the respondent's feelings and to their concerns with this particular survey. Some ethical considerations and future training implications are discussed.

Training Interviewers to Accurately Paraphrase: A Review and Research Design
Elizabeth Kolmstetter and David Cantor, Westat, Inc.
Joan Sander, Bureau of Labor Statistics
Andy Rose and Jennifer Crafts, American Institutes for Research

A debate on the issue of whether interviewers should be allowed/instructed to relay the *meaning* of a question, or remain restricted to mechanically asking a prepared question regardless of the setting or situation, has arisen among survey methodologists and researchers. Of particular concern is whether the current training to teach accurate reading of questions should be continued, or whether training should occur to teach interviewers accurate paraphrasing techniques for standardized surveys.

We suggest that the common ground for proponents of these opposing views lies in the area of interviewer training. Based on a review of relevant literature in survey methodology, psychology, language, and linguistics, this paper will review the feasibility of training interviewers to accurately paraphrase. The paper first reviews the definition of a "paraphrase", and its role in communication/linguistics. A discussion of the important issues surrounding interviewers' use of paraphrasing techniques follows. Finally, a research design that is currently being developed for experimentally assessing the effectiveness of paraphrase training among interviewers is presented.

A "Cognitive" Interviewing Approach for the Survey of Income and Program Participation: Development of Procedures and Initial Test Results"
Jeffrey C. Moore, Karen E. Bogen, and Kent H. Marquis
Center for Survey Methods Research, U.S. Bureau of the Census

This paper describes the development, design, and initial testing of experimental data collection procedures for the Survey of Income and Program Participation (SIPP). The new procedures derive from prior research indicating the level of measurement error in some of SIPP's basic statistics (and the important implications of the errors for standard analytical uses of the data), and suggesting the cognitive bases of reporting errors. The key features of the redesigned procedures are: a clear, consistent message to <u>all</u> survey participants that the primary survey goal is response accuracy; and a recognition that, for most respondents and most income sources, accurate data, to the degree demanded by the survey, are not easily accessible in memory, and may not reside in respondents' heads at all, thus requiring the use of income records. Initial results from a small-scale test of the new procedures indicate a high rate of personal record use to report income flows, and reduced response error (as indicated by a reduction in the "seam bias"); on the negative side, the initial test suffered substantially greater nonresponse than does standard SIPP, and possibly increased per-case costs.

Negotiating Certainty: Uncertainty Proposals and Their Disposal in Standardized Interviews

Nora Cate Schaeffer, Douglas W. Maynard, Robert Cradock, University of Wisconsin, Madison

Standardized survey interviews attempt to obtain objective data from respondents by way of the interaction between interviewer and respondent. Understanding how data can be negotiated in interaction, and understanding the implications of those negotiations for measurement theory, requires examining the interactional substrate in standardized survey interviews. We analyze one phenomenon that arises in negotiating survey data: the proposal of uncertainty about an answer by a respondent, the response to that proposal (if any) by the interviewer, and the disposal of the uncertainty by negotiation of an adequate, codable answer. Our paper analyzes the mechanism by which respondents and interviewers negotiate respondents' displays of uncertainty and resolve them by ultimately treating some answer as adequate. We look for testable suggestions about which interviewing procedures may be preferable.

We examine these phenomena in audio tapes of 30 pretest interviews for the redesigned labor force participation questions from the Current Population Survey conducted by U.S. Bureau of the Census interviewers.

Audio Visual Aids in Interviewer Training

Rachel A. Smith, The British Household Panel Study, ESRC Centre on Micro Social Change, University of Essex.

This paper focuses on the production of a survey-specific video for use in the interviewer training programme of the Living in Britain (LIB) survey. The paper addresses why we decided to make a video, what was included in it and for what reasons, and finally there will be an attempt to measure its success and make recommendations for the future. This will also include results of a survey of interviewers to provide qualitative assessments of the effectiveness of the video. Relevant parts of the Living in Britain video will be shown to accompany this paper.

The mainstage survey of LIB has now been successfully completed, achieving an almost 20% increase in response rate compared with a smaller initial pilot exercise. Although many factors contributed to this improvement, interviewer motivation was undoubtedly an important factor. Interviewer training, including the use of the video, was a key factor in motivating interviewers. The LIB video was made to train interviewers about four particular aspects of our specific project 1) Overcoming Refusals 2) Accurately mapping household membership. 3) Ensuring data quality and 4) Discouraging attrition.

Videos are an under utilised resource in survey work, perhaps as a result of cost implications, but also unfortunately, because of unfamiliarity with their potential. They tend to be used in educational and commercial staff training, rather than the semi-permanent world of interviewing. It is the mobility of interviewers across surveys that most strongly suggests a need for consistent training, and videos are one method of achieving this.

Sunday, May 17, 3:45 p.m.-5:15 p.m.
HOW DO BUSINESSES LOOK AT BUSINESS ETHICS?

The Directors' Role in the Ethical Conduct of the Corporation
John Nash, Executive Director, National Association of Corporate Directors

Institutionalizing Business Ethics
Dr. Judith Kamm, Associate Director, Center of Business Ethics, Bentley College, Waltham, MA

In 1984 and 1989, the Center for Business Ethics at Bentley College in Waltham, MA, surveyed the Fortune 100 corporations in order to learn the extent to which, and how, they were institutionalizing business ethics into their cultures.

Information was gathered about seven possible steps that firms can take to formalize ethics: codes; ethics committees; judiciary boards; ombudsmen; ethics training; social audits; and changes in corporate structure. Highlights of the results of these surveys will be presented.

Currently another survey is being conducted to learn how many of these firms have ethics officers (EOs) and if so, what their EO career histories and current responsibilities are. The EO function is a relatively new phenomenon. If the results are available, the highlights of the EO study will be presented as well.

Ethics Concerns of Employees
Kent Druyvenstein, Director of Corporate Ethics, General Dynamics Corporation

Sunday, May 17, 3:45 p.m.-5:15 p.m.
EFFECTS OF QUESTION WORDING

Party Identification: Does the Wording of the Question Make a Significant Difference?
George Bishop and Alfred Tuchfarber, University of Cincinnati

Public opinion pollsters and political scientists have recently drawn attention to disparities in the percentage distributions for party identification reported by various survey organizations, such as Gallup, CBS News/N.Y. Times, The Times Mirror Center, ABC News/Washington Post, and the Michigan Survey Research Center (see, for example, articles by Andrew Kohut and Larry Hugick in The Public Perspective, September/October 1991, and Paul Abramson and Charles Ostrom, Jr. in the American Political Science Review, March 1991). Much of this disparity in polling results has been attributed to a difference in the wording of the question used to measure party identification. Organizations using the wording developed by the Gallup Organization ("In politics, as of today . . . ") are believed to be obtaining somewhat different results than those using the wording originated by the Michigan Survey Research Center ("Generally speaking, do you usually . . . "), because the former version (Gallup's) is assumed to be more responsive to short-term events and trends, and perhaps to other contextual influences, than the latter (Michigan's).

This paper will report the results of a series of split-ballot experiments designed to test this widespread hypothesis about the comparability of the Gallup and Michigan SRC/NES measures of political party identification. Two studies have already been conducted as part of the Institute's statewide Ohio Poll, an original experiment in April of 1991 and a replication in October of 1991 (with an additional replication planned for this spring). The same experiment and replication has also been carried out in two Greater Cincinnati Surveys (May-June, 1991 and November-December, 1991), with a further replication also planned for the spring.

Preliminary results suggest that, contrary to what some investigators have assumed, the wording of the party identification question may not make a significant difference in polling results when other factors, such as house and mode effects, are systematically controlled. Further replications are required, however, before any definitive conclusions can be drawn about the comparability of these well-established indicators of partisanship.

The Impact of Question Wording on Party Identification Responses
Terri Susan Fine, University of Central Florida

Effects of Question Wording on Attitude Measurement in Cross-Cultural Survey Research
Dagmar Krebs, Center for Survey Research, ZUMA

Conceptualizations of Job Search, Question Wording, and the Current Population Survey
Judith M. Tanur, State University of New York at Stony Brook

To be classified as unemployed by the CPS, an individual who is not working during the reference week must have done something active to look for work during the previous four weeks. If youths conceptualize job search differently than do adults, they are likely to answer differently to the "looking for work" question, and thus be differentially likely to be classified as unemployed. Further, since the large majority of youths are answered for by proxy in the CPS, differing conceptions of job search between youths and adults could well lead to adult proxies reporting differently for youths than the youths would have answered for themselves.

Most of the evidence for differential conceptualizations is indirect, but the Census Bureau has carried out a series of debriefing studies in which both youths and older people are asked directly (via vignettes) about their conceptualizations of job search. In the first of these studies there were no
statistically significant differences between the answers of young people and older ones to vignettes dealing with looking at newspaper ads, continuing registration at a public employment agency, and talking with friends and relatives. Later studies made some "minor" changes in the wording of the vignettes (e.g., instead of stating that someone "has occasionally looked at newspaper ads," the revised vignette states that he/she "has been reading newspaper ads"). Preliminary results are startling. For the "newspaper ads" vignette the percent overall (mistakenly) considering the activity to be job search rises from 37% to 56%, and the difference between youths and adults becomes

statistically significant, with youths much more likely to see newspaper ad reading as job search. The paper also explores results for the other "looking for work" vignettes, considers differences by race and by sex, and discusses the influence of wording changes on these responses.

Comparative Judgments: How the Direction of Comparison Determines the Answer
Michaela Wanke, University of Illinois and Norbert Schwarz, ZUMA

Sunday, May 17, 3:45 p.m.-5:15 p.m.
IMPROVING RESPONSE

Methods and Results: Responders and Non-Responders in a Mail Survey,
Janice Ballou and Ken Dautrich, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University

One of the challenges faced by survey researchers is developing a better understanding of how the methods used to obtain information from respondents impacts participation. In addition, with declining rates of participation, it is critical to begin to identify the differences between people who respond to surveys and those who do not.

A unique research project provided an opportunity to address the issue of the link between survey method and non-response. A school board was interested in learning about cost containment preferences among the residents of six communities.

Two approaches were used to obtain responses to a questionnaire that was developed to address these cost containment issues: 1) a scientific sample of 2,400 households in the district, and 2) a census of all 23,000 households. For cost reasons, the method used to obtain the census responses differed from the scientific sample method. The approach used for the census was to include an exact copy of the questionnaire in a newsletter that was mailed to all 23,000 households. This paper will provide a comprehensive discussion and statistical comparison of the variation in responses from each method.

Optimal Calling Times in a National Face-to-Face Survey
Karin M. Clissold and Lisa Holland, Survey Research Center, The University of Michigan

Calling patterns of interviewers to households can significantly effect the costs and efficiency of fieldwork. By timing calls to households strategically, level-of-effort in the field and field costs can be reduced. The analysis presented in this paper examines the probability of a variety of call outcomes by time of day and day of week on initial and subsequent calls to sampled households.

We present calling data on interview and non-interview cases from four different sample replicates of the National Survey of Health and Stress, conducted in 1990 and 1991. Examining different sample replicates allows for the additional analysis of seasonal variation in calling times, outcomes and patterns for over 18,000 calls across 7,000 sample addresses.

During the study, interviewers were asked to complete an extensive coversheet and call record, detailing the result of each call to the sample household and interactions with household members or informants. The outcome of each call was coded according to a detailed coding scheme to accurately indicate the content and result of each call. The data therefore allow for an extensive analysis of calling outcomes according to the time of the contact.

Methods for Reducing Nonresponse Rates - A Review
Lars Lyberg and Patricia Dean, Statistics Sweden

Methods for dealing with nonresponse problems can be classified into two broad categories: (1) preventive methods aimed at obtaining an acceptable nonresponse rate and (2) various adjustments aimed at a reduction of the effects of the remaining nonresponse. The common strategy is to start with (1), do as much as possible given the constraints of budget, methodological resources, and time allotted to field work, and then move to (2) where imputation and weighting are performed.

During the last decade or so we have witnessed a tremendous increase in methodological research on adjustment procedures like imputation and much of this work has been applied in surveys. This development is not matched by a similar growing interest in preventive methods. The reasons for this are not quite clear. One possibility is that today's adjustment procedures are so efficient that we can afford higher nonresponse rates than before, thereby saving time and money. A more reasonable explanation is that research on preventive measures is not highly esteemed by scholarly journals and the work that is done is therefore, to a certain extent, kept within the research organizations and not disseminated to the statistical community. A third explanation is that less work is in fact done on preventive measures today compared to a decade ago, perhaps due to implementation costs and a growing interest in other error sources.

In this paper we argue that the importance of preventive measures should not be undervalued. All adjustment procedures are based on assumptions and adjusted data are never fully equivalent to real data. Typically, however, acceptable response rates can only be obtained by applying a number of preventive measures and the problem is one of finding efficient combinations of measures. We will review and discuss a number of such measures and related issues including: callbacks, optimal call-scheduling, and reminders; advance letters, agency image, survey topic, and survey climate; interviewer control, interviewer organization, refusal conversion, and interviewer training; respondent burden, complexity of survey task, matrix sampling, negative coordination of samples, and use of administrative data; confidentiality; goals for nonresponse rates and creation of special task forces; questionnaire design; proxy response; incentives, measures directed to specific subgroups of the sample; subsampling of nonrespondents; combining collection procedures, panel attrition. The review ends with a number of recommendations.

RETHINKING THE INCOME QUESTION -- A DOOR-IN-THE-FACE APPROACH

Diane O'Rourke, Survey Research Laboratory, University of Illinois

Survey researchers have always had problems obtaining income information. One solution has been to ask for income within broad categories, and the research has focused on the best way to offer these categories. In 1990, SRL conducted a nationwide RDD survey of 2,000 respondents. Each respondent was asked for exact income. If the respondent said "don't know" or refused, he/she would be asked for income in a split-tree category format. This is a "door-in-the-face" (DIF) technique which suggests that if you first ask a person for a large favor (one that you expect to be refused) and then ask for a smaller favor (the one you actually desire), the compliance rate to the second favor will be greater than if it had been requested in isolation.

The results showed good news, bad news, and interesting news. The bad news: The DIF technique did not lower the refusal rate. The good news: Over 60 percent of the respondents answered the questions about exact personal and household income. Asking for exact and then categorical income had little effect on the ultimate refusal rate--refusers stayed refusers. The majority of the people who typically respond to the categorical income question instead responded to the exact income question.

The results suggest that there are two quite different patterns affecting income nonresponse: lack of information and refusal to respond. The paper will discuss the implications of these two dimensions.

A Multi-Faceted Approach to Improving Response Rates in Sample Surveys

Robert L. Santos and Beth-Ellen Pennell, University of Michigan

The survey industry has long been concerned with the challenge of attaining high response rates to sample surveys. In the face of continually declining response rates, a survey organization balances potential nonresponse bias against the expense of producing an "acceptable" response rate. All too often, expense dictates the extent to which nonresponse can be reduced.

The purpose of this paper is to review the techniques available to the survey researcher for increasing survey response. Both administrative and procedural strategies will be treated. Although the principal focus of this paper concerns the face-to-face data collection mode, strategies amenable to telephone surveys will be mentioned as well.

Over the last few years, the Survey Research Center has undertaken a significant reorganization of its Survey Operations Unit. The strategies cited in this paper have been adopted by SRC. Results from recent surveys will be reported which suggest that these strategies are successful in improving response rates as well as other measures of data quality. We will detail a variety of methodological research investigations and their impact on the development and use of response rate strategies will be discussed.

Sunday, May 17, 3:45 p.m.-5:15 p.m.
RESEARCH ON THE HOMELESS

An Ethnographic Assessment of Standardized Quality of Life Measures Among the Homeless
Dana Baldwin and Theodore Downes-Le Guin, RAND

This paper will present quality of life data from RAND's Course of Homelessness study and suggest how the standardized survey results can be more accurately interpreted using results of ethnographic interviews. Quality of life items bearing on 12 life domains were incorporated into a cross-sectional survey (with a panel component) administered to 1500 homeless adults in Los Angeles. In addition, ethnographic data are being collected on approximately 50 of the 500 homeless adults who are part of the study's panel component.

In addition to explaining the process of entry and exits into homelessness in more detail, the ethnographic data will be used to examine certain findings in the standardized survey data that run counter to expectation. For example, the survey data show that respondents are least satisfied with finances, followed by leisure activities, clothing, and living situation. The relatively positive evaluation of living situation is curious given the population. Part of the reason for this evaluation, we suggest, is that the standardized items do not reflect all dimensions of satisfaction with the domains. Ethnographic results will be presented to explain how the standardized items can be better interpreted or (for future administrations) revised.

Achieving High Response Rates Among Homeless Women and Their Children
Susan Butler, Patricia M. Henderson, Eric Vesper, Survey Research Associates, Inc.

This paper describes the various techniques employed to successfully obtain high response rates for a study involving the administration of complex, in-person interviews and intelligence tests to a sample of homeless women and their children in St. Louis.

In 1989-1991, SRA conducted the field work for a study of homeless men and women in St. Louis. The study investigated various factors which might contribute to the development and perpetuation of homelessness. A complex sampling plan was designed and implemented to recruit 600 homeless men and women.

In 1991, a follow-up study, sponsored by the National Institute of Alcoholism and Alcohol Abuse (NIAAA) was launched involving 250 of the 300 women from the original study. Over 90% of these mothers were successfully traced and 75% were interviewed and tested. Their children (N=450) were also tested. The field work included: (1) a 1 1/2 hour mother's interview; (2) the Kaufman Brief Intelligence Test (KBIT) administered to mothers (approximately 1/2 hour); (3) the Diagnostic interview Schedule for Children (DISC), versions of which were administered to mothers (and some children depending on their ages) ranging from approximately 1-4 hours; and (4) an array of developmental and intelligence tests administered to children (requiring from 15 minutes to 1 hour per child, depending upon age).

In order to achieve such high response rates on a study involving a transient population and the administration of lengthy and complex instruments, SRA used: (1) comprehensive future contact documentation, (2) thorough tracing procedures, (3) a pro-rated respondent incentive program, and (4) specially trained interviewers with extensive field experience.

Surveying the Poor and Homeless
Ananda Mitra, Survey Research Laboratory, University of Illinois

This paper focuses on the difficulties in locating, sampling and interviewing hard to find groups. The first survey investigated the variety of drug and substance abuse among the homeless population in Chicago, and the second study was designed to interview black women users of public clinics in Chicago about their knowledge of cancer, beliefs and attitudes toward cancer, and actions towards prevention of cancer. Both the studies used a location sampling method by identifying a set of possible locations at which the particular population could be found. The location sampling method overcomes the primary difficulty in dealing with populations such as these -- the ability to find and screen such population. While the method of location sampling eased the problem of finding the target population, it did not solve the problem of estimating the size of the population, and the consequent computing of sampling intervals for particular locations. This paper points out the difficulties of location sampling particularly in terms of discrepancies in computing measures of size at locations, and the variations in measures of size based on factors such as day of week etc. Finally it discusses some of the ways in which the location sampling method can be made more cost effective and efficient.

Methods for Recontacting a Sample of Homeless Adults Over Time
Judy Perlman and Paul Kogel, RAND, Santa Monica, California

RAND is in the second year of conducting interviews with homeless adults in a longitudinal study in Los Angeles, funded by NIMH. From baseline interviews with 1500 homeless individuals, the study has selected 480 respondents to be interviewed every month over two years. Maintaining a panel of homeless respondents presents challenges very different from those of a household population. This paper describes the methods, problems, and successes in maintaining a longitudinal panel of homeless individuals.

Our approach to maintain a longitudinal panel incorporates strategies to keep from losing track of respondents and to find those who have dropped out of sight. For example, we hypothesized that the connection to the study would be facilitated by having the same interviewer conduct each interview with his caseload of respondents.
The feasibility of this approach is discussed, as well as an analysis of the interviewer variability and interviewer characteristics compared with the attributed and active panel. This paper will discuss other

methods to keep respondents in the study as well as explain both individual and systems methods for finding "lost" people.

Sunday, May 17, 3:45 p.m.-5:15 p.m.
ISSUES IN COMMUNICATIONS

Differences in the Effects of National and Local Media on Public Opinion: The Case of Aid to Families with Dependent Children
Anne S. Welch, Northwestern University (Student Paper Honorable Mention)

Priming Past the Primary: Mass Media, Issue Salience, and Candidate Evaluation in a Race for Governor
Robert J. Griffin, James Pokrywczynski, and Jeffrey Seipel, Marquette University

Past research indicates that voters have begun to rely less on party affiliations and more on candidates' images and positions on issues in making voting decisions. Through using the mass media, voters can learn about issues and candidates, and form images of the candidates.

Our study concerns the effects of mass mediated election news, and of political advertising, on voters' choice of candidates. In particular, we examined the roles of media agenda-setting and priming, and of negative political advertising, in the development of voters' evaluations of candidates.

An analysis of a sample survey of eligible voters in the 1990 race for Wisconsin governor found that attention to news accounts of the election is associated with higher levels of salience given some issues in that election. In line with the "priming" model, issue salience had some, although modest, relationship to evaluation of the candidates. Political commercials, including negative ads, appeared to affect candidate evaluations more directly, while news media appeared to work through issue salience to affect evaluations of candidates. Some evidence was found of a "boomerang" effect of negative advertising in this campaign.

Identification with political parties had only a small direct relationship to voting intention. Instead, this identification appears to work along with the direct and indirect effects of communication variables to influence candidate evaluation, which then appears to affect voting choice.

Biased Press or Biased Public?
Albert C. Gunther, University of Wisconsin-Madison

Mass media credibility has been defined and studied largely as an attribute of message sources. This paper argues that trust in media can be better understood as a relational variable -- an audience response to media content. In addition, audience assessments of credibility are commonly explained as the result of each individual's skeptical disposition, either toward mass media in particular or as a general trait. The author dissents from this view as well, proposing that distrust is more likely to be a situational response, stemming from involvement with issues and groups.

Using data from a national probability sample, the hypothesis was tested by analyzing the effect of numerous independent variables on respondent ratings of newspaper and television news coverage of social groups. As hypothesized, a respondent's own group identification proved to be the strongest predictor. The evidence was strengthened by replication across social groups, which provided built-in controls and demonstrated that an important part of the variance in trust of mass media news is within persons rather than between persons.

Representation by Phone: What the Public Thinks about Polls as Policy Communication
Anne Hildreth, Department of Political Science, SUNY Albany and
Ellen M. Dran, Center for Governmental Studies, Northern Illinois University

In the process of discovering and understanding public opinion on public policy we have paid surprisingly little attention to the public's own perception of the opinion-representation connection. We use a set of indirect measures to explore the notion of "poll fatigue" as it affects attitudes about polling as a mechanism in policy representation. By poll fatigue, we refer more to an evaluative dimension which suggests that all polls have been imbued with a negative connotation than just to the fact that people are becoming increasingly reluctant to participate in polls.

Looking at the general level of representation and two specific issues, taxes and abortion, our evidence suggests that the indirect questions provide insights not apparent when people are asked directly about polling. Furthermore, the public seems to have different perceptions of the value of polls depending on the specific issue context. We explore the elements of the issue contexts that seem to influence this differential perception and assess how much the evaluative dimension of poll fatigue is a function of individual attention to specific issues, more global factors of issue attention (interest, knowledge, sophistication), and specific demographic characteristics.

Public Awareness of Public Affairs: The Advantage of "Personality" Stories and Domestic News
Vincent Price and Edward J. Czilli, University of Michigan

This paper examines aggregate patterns in public recognition and recall for different kinds of news stories. Survey data are drawn from the 1989 Pilot Study of the American National Election Studies. Respondents were asked -- within five days of the date on which various news stories broke -- whether they recognized a particular story, and if so, what they could remember about it. On average, about 80 respondents provided data for each of 21 different news stories, which ranged broadly in topic (from the public tribulations of Jim Bakker, Pete Rose, and Zsa Zsa Gabor, to international arms-control proposals and U.S. Supreme Court decisions on abortion and the death penalty). Levels of national network TV coverage for each story were determined via a content analysis of the Vanderbilt Television News Index.

Results indicate that, after controlling for the frequency and depth of network TV coverage, news stories focused on personalities were better recognized and better recalled than other kinds of standard political news. Domestic news items were better known than international stories. Also, survey questions worded in a way that subtly emphasized reading news (e.g., "have you heard or read anything about" topic X) rather than watching TV (e.g., "have you heard or seen anything about" topic X) tended to deflate recognition and recall rates. The findings are discussed in light of recent attention in political communication research to a supposed "personalized bias" in news reporting and possible effects on public political attributions and evaluations. Overall, results support the notion that the American public is particularly receptive to certain kinds of news -- personality stories in particular - and that such news may play a larger role in political information holding than commonly recognized.

Monday, May 18, 9:00 a.m.-10:30 a.m.
SURVEY RESEARCH COMES TO LIFE IN THE COURTROOM

The Do's and Don'ts of Conducting Legal Research
Harry W. O'Neill, The Roper Organization

The use of survey research in litigation has increased dramatically over the past several decades, with respect both to the number of surveys conducted and the situations in which survey research is used. While there is nothing unusual or mysterious about such research, every aspect of the research effort will be subject to critical scrutiny. Therefore, considerable care must be exercised at every step in the research process to insure the admissibility of the survey as evidence and to optimize its probative value. This paper presents an overview of conducting legal research, pointing out the guidelines that should be adhered to and some of the pitfalls to be avoided.

Public Opinion Research in the Courts: Change of Venue Surveys
G.Anthony Siesfeld, Public Response Associates and
Joie B. Hubbert, National Jury Project

In highly controversial cases, especially where there has been a great deal of pretrial publicity, the circumstances may suggest that a defendant cannot receive a fair trial in the designated venue. Attorneys often try to get these kinds of cases moved to another county, or another district. This involves the bringing of a motion for a change of venue.

The defense team often contracts with an outside trial consulting firm or survey organization to conduct a survey in the trial venue among a representative sample of the jury-eligible population. The objective of this type of survey is to determine whether awareness of the case and/or opinion about the defendant's guilt are sufficiently high to support a change of venue motion before the case goes to trial.

The authors will present an overview of change of venue surveys and a more detailed look at the assumptions and criticisms of these kinds of surveys, from both methodological and legal viewpoints. A case example will be presented and discussed from a recent murder trial in Marin County, California.

Asked and Answered: Surveys As Evidence in Court
E. Deborah Jay, Field Research Corporation

This paper provides a framework for evaluating surveys as evidence in court. Examples of surveys as evidence are provided by three recently litigated cases that involved very different facts and legal issues. The first case concerned a trademark dispute between two computer component manufacturers. Eight surveys were conducted to determine whether the designation at issue was identified with a particular source and would cause confusion if used by another manufacturer. The second case involved a dispute over damages to the environment as a result of an accident. Surveys were conducted to estimate economic losses (e.g., due to foregone use) and economic values (e.g., option values, existence values). The third case involved allegations concerning gender discrimination at a large retail food chain. Two surveys were conducted by the defendant to demonstrate that female and male employees had different job preferences and that this was the reason for differential job assignments and rates of promotion. The paper concludes with a discussion of opportunities and design considerations for conducting surveys for use in court.

Monday, May 18, 9:00 a.m.-10:30 a.m.
STATES OF THE ART: THE LEADING AND TRAILING EDGES OF PRECISION JOURNALISM

Journalism as Instant Sociology
Steven K. Doig, The Miami Herald

Journalism has been called "instant history." These days, reporters armed with computers and U.S. Census data are performing "instant social science" as well. Before the 1990 Census was taken, the Miami Herald began preparing to use the coming flood of data to describe with precision the sweeping social changes that occurred in South Florida and the nation during the 1980s.

With the help of such exotic tools (at least for journalists) as mainframe computers, the SAS statistical and data management system, spreadsheets, database programs, computer bulletin boards, and geographical information systems (GIS) software, the Herald in the past year used Census data to produce more than 200 stories so far, many with accompanying maps and charts.

Less than a month after the first wave of national data was released, the Herald produced a study of how residential segregation patterns have changed -- or stayed the same -- across the nation since 1980. The study used such accepted social science measures as the isolation and dissimilarity indexes using data from more than half a million block groups. It found, for instance, that almost as many blacks live in racial isolation today as 10 years ago.

However, the "instant sociology" of journalism necessarily lacks the depth of true academic research. There are several reasons: Newspapers have limited space and time; reporters rarely are trained for social science research; and they are writing for a mass audience rather than for specialists.

A New Model for the Investigative Project: Traditional Reporting, Social Science Research, and Polling
Robert P. Daves, Assistant Managing Editor/News Research
The Minneapolis-St. Paul Star Tribune

Until the advent of personal computers, reporters working on investigative projects used traditional reporting and interviewing coupled with an excruciating, tedious examination of mounds of public documents by hand. About 10 years ago, journalists began including computers -- mainframes and personal computers -- as a part of the investigative team. The Star Tribune, when possible, has adopted a new model which couples public opinion research with investigative reporting, and melds those with non-polling social science research.

This paper examines this model using the most recent Star Tribune project, "Free to Rape." The project used traditional reporting and interviewing to profile several predatory rapists and child molesters. It also used traditional reporting methods to frame the problem -- that rapists, both treated and untreated, were returning to the streets to molest again. Polling -- national and statewide -- was used to explore attitudes about treatment and punishment of sex offenders, and to explore the differences between men's and women's views on gender relations in general. The third leg of the model demonstrates how the newspaper used data gleaned from state computers on 767 first-degree rapists and child molesters to construct a recidivism study spanning nine years. The study combined elements of computer-assisted reporting -- querying public databases -- and the social science research technique of event history analysis. The recidivism study found a slightly higher re-arrest rate among those who completed psychological treatment and concluded that there was little evidence that psychological treatment helped decrease the re-arrest rate among those criminals whom the state said completed psychological treatment.

The paper also explores different terms coming to be used by many journalists such as "precision journalism," "computer-assisted reporting," "database journalism," and possibly others. It suggests that while each has some occasion to overlap the others, there are real differences. These differences are explored using examples and findings from "Free to Rape" and several newspapers' investigative projects from across the nation.

Institutional Problems with Computer-Assisted Journalism
Richard Morin, The Washington Post

Monday, May 18, 9:00 a.m.-10:30 a.m.
SURVEY RESEARCH MAY BE HAZARDOUS TO YOUR HEALTH--THE HARLEM HEALTH SURVEY

Who's Who in a Household: Problems in Household Definition for Survey Research
Natalia Kanem, The Harlem Center for Health Promotion and Disease Prevention

Contemporary Rules for Household Listing: the Harlem Experience
Diane McLean, Natalia Kanem, Gloria Barclay, Angela Aidala, and Tarik Campbell, The Harlem Center for Health Promotion and Disease Prevention

Recontact Strategies for a "Hard-to-Reach" Population
Joyce Howard, The Harlem Center for Health Promotion and Disease Prevention

Why Risk It? Pursuing Survey Research in High Crime Areas
Colin McCord, The Harlem Center for Health Promotion and Disease Prevention

Monday, May 18, 9:00 a.m.-10:30 a.m.
SAMPLING AND COMPLEX DESIGNS

Evaluation of Two New Cost Efficient RDD Designs
Judith H. Conner and Steven G. Heeringa, University of Michigan

This paper describes an analysis of the coverage of a new cost efficient Random Digit Dialing (RDD) telephone sample design which uses as a frame a list of all hundred series with at least one listed household telephone number. We were able to test the coverage of the new RDD design empirically by using data from the Survey Research Center's monthly Survey of Consumer Attitudes (SCA). The SCA uses the traditional two-stage Mitofsky-Waksberg design which gives complete coverage of the U.S. telephone household population. Sample control files containing all SCA sample telephone numbers for the period from May 1989 to October 1991 were matched to the May 1990 listed hundred series frame to see if the SCA sample cases were covered by the listed hundred series frame. Of the 3,546 interviews conducted in the calendar year beginning in May 1990, only 67 (1.8%) of the cases had numbers not covered by the listed number frame.

An analysis of the coverage of both the working and non-working primary numbers which form the first stage of the SCA sample will be presented. Three additional analyses will be discussed: (1) an investigation of the special characteristics (region, urban versus rural exchange, estimated working rate) of hundred series generated from working primary numbers but not covered by the listed hundred series frame; (2) the demographics and consumer attitude of SCA respondents not covered by the listed hundred series frame; and (3) the rate of obsolescence of the frame.

Survey Costs/Sample Precision Trade-offs in Disproportionate Sampling
John S. Haeussler and Barbara A. Lohr, University of Michigan

Most survey practitioners realize that disproportionately allocating sample cases to increase the prevalence of their target population can introduce substantial cost savings. Few are aware of the effect this practice has on the statistical precision of the collected data. We attempt to illustrate the relationship between survey costs and sample precision in disproportionate samples.

We illustrate a simple cost model from our experience at the Survey Research Center. We identify factors contributing to the cost components and demonstrate their behavior as the design is altered.

We estimate the loss in precision attributed to random weighting for several disproportionate designs. We use effective sample size as the barometer for comparing precision across the various designs.

We introduce a cost-variance model and compare the disproportionate designs. We look at the cost-precision relationship with a fixed nominal sample size and discuss relative costs when sample precision is fixed across designs. We mention the relative precision loss that occurs when analyzing sub-populations.

We explore the steps involved in determining an optimal disproportionate design which realizes the greatest sample precision per unit cost. We conclude by illustrating how to apply the principles outlined in our example survey to another data collection mode and to other special populations.

Sampling Strategies for the 1990s

Karol P. Krotki and Lorraine Porcellini, Institute for Survey Research, Temple University

The 1990 U.S. Census data are now being released and are presenting samplers with the opportunity to update their national sample frames and to design sampling strategies for the coming decade. Several issues have arisen as an outcome of this process.

One of the first questions to be faced is whether 1980-based national samples should be retained as much as possible or whether a brand-new sample should be drawn.

Another consideration is the increased need to survey, on a national basis, specific sub-populations such as women, certain age-groups, and racial/ethnic minorities.

The issue of technological advances is inextricably involved with any new sample design development. For the first time, Census data will be made available on CD-ROMs offering the potential for developing and implementing the entire sample design on microcomputers. In addition, the Census Bureau's TIGER geostatistical system can be used on PCs to replace that most odious of all sampling operations, map sketching.

Finally, due attention must be paid telephone samples which are increasingly becoming a major component of any sampler's baggage.

These issues and standard issues such as sample size, weighting, and sampling errors will be discussed in this paper.

Effects of Clustering in a Time-probability Sample of Clinic Patients

Edward Lakner, Ananda Mitra and Susan Grant, Survey Research Laboratory, University of Illinois

Using data from a 1991 survey of 1,100 patients visiting clinics located within a small area on south-side Chicago, this research explores effects of clustering on the variance of estimates for a wide range of health variables, concerning knowledge, attitudes and practices toward prevention of cancer.

Patient samples of equal size were selected over a ten week period in five clinics that differed widely in daily admission load. The number of time segments sampled (i.e.patient clusters) varied systematically across clinics, as well as the number of elements (patients) per cluster. For differing levels of clustering, design effects are computed for key survey variables (including beliefs about causes and symptoms of cancer, attitudes and practices regarding early detection). Factors are discussed that cause patients within clusters to resemble each other more than members of other clusters. The results have practical implications for the economical sampling of patient streams, whose cost is inversely proportional to cluster size. Recommendations are made concerning the optimal number and size of patient clusters. Also effects of adjusting sampling fractions in the different clinics are evaluated, necessitated by discrepancies between initial measures of size and actual patient volume.

Design and Implementation of a National Sample of Work Organizations
Joe L. Spaeth and Diane P. O'Rourke, Survey Research Laboratory, University of Illinois

This paper reports results of a survey of a national sample of work organizations. The organizational sampling unit was the establishment, and the data reported here pertain to samples of establishments, about half of which were parts of larger organizations. The sample of establishments was drawn with probability proportionate to size (PPS). Data were collected from 52 percent of the establishments that fell into the sample and from 66 percent of eligible establishments for which adequate identifying information existed.

Designing a PPS sample of work organizations is relatively straightforward. Respondents to a survey sample of people are asked to give the names, addresses, and telephone numbers of the establishments where they work. Because these establishments are represented in the sample of people in proportion to the number of their employees, the resulting sample is PPS.

The current sample is based on the 1991 NORC General Social Survey (GSS). In connection with a 15 minute module on experience with employers, respondents were asked to give the names, addresses, and telephone numbers of their employers and the employers of their spouses. The information was transmitted to the Survey Research Laboratory, from which telephone interviews were conducted with informants on the sampled establishments. This paper discusses the results of the data collection process, including success of the GSS requests for nomination and the disposition of interview attempts with establishments. It concludes with suggestions for improvements in data collection procedures.

Monday, May 18, 10:45 a.m.-12:15 p.m.
WE THE PEOPLE - WHO IS THE ELECTORATE AND WHY?

Classification of Voters
Andrew Kohut, Princeton Survey Research Associates

The Other Half of the Democracy Story - 15-24 Year Old Voting and Participation
Fred Hartwig, Peter D. Hart Research Associates

Re-Validation of Self-Reported Vote
Michael W. Traugott and Santa Traugott, University of Michigan, and Stanley Presser, University of Maryland

The assessment of survey responses can involve a variety of techniques, most of which are based upon an assumption of validating the accuracy of survey responses against various forms of administrative records. Our recent research suggests the need for reviewing these assumptions and reconceptualizing the validation process more broadly, looking at sources of discrepancy that may be introduced from the records themselves (procedures by which records are developed and maintained), the process by which the records are searched (the validators' effort), and the procedure by which the two information sources are merged (matching procedures).

Using self-reported vote from the 1988 American National Election Study, this paper reports upon the results of an effort to revalidate survey responses in 1991 after an original validation effort in 1989. In most cases, different individuals performed this task, providing an opportunity to evaluate the effects of office characteristics and validators' efforts, as well as characteristics of individual respondents, on the degree of correspondence between survey-based and record-based measures of the same behavior.

Monday, May 18, 10:45 a.m.-12:15 p.m.
EVALUATION OF RADICAL FORMAT NEWSPAPERS

Professional Bias Against Innovation: The Case of Perception of Soviet Coup Coverage
John Bare, Shannon Martin, University of North Carolina at Chapel Hill

A dozen U.S. daily newspapers were examined to compare the amount of space traditional format papers and radical format papers devoted to the August 1991 Soviet coup. The actual amount of each newspaper's total coup coverage for August 20th -- the first full news day after the story broke -- was measured in square inches. Results were then compared to the expectations of news media executives and journalism professors, who estimated coverage of each newspaper relative to that of the New York Times. The national papers with traditional formats -- Washington Post, Los Angeles Times, and New York Times -- led all others in the amount of coup coverage. The radical-format USA Today ranked slightly above average, while the Boca Raton News scored below the mean. Photographs and non-photo art, such as maps and charts, were less prevalent in USA Today than in the traditional national newspapers. Both executives and professors correctly predicted more coup coverage by the larger, traditional papers. Among all newspapers, the New York Times was the most over-ranked, while USA Today was the most under-ranked. No substantial differences were observed between the two groups of raters.

An Analysis of Radical Format Newspaper Impact on Knowledge of Current Events
Thomas B. Christie, University of North Carolina at Chapel Hill

A secondary analysis of Times-Mirror News Interest surveys was conducted to determine the contributions of newspapers in traditional and radical formats to current events knowledge. A multiple regression analysis sought to determine which specific factors accounted for knowledge of public affairs. Nine variables explained 24% of the variance: sex, age, race, education, and income, which were entered first; and use of television news, radio news, newsmagazines, and political magazines. Next, these variables were held constant, allowing for comparison of current events knowledge among newspaper readership groups. Results showed highest current events scores among those who read national newspapers, either alone or in addition to a local paper. New York Times readers scored highest, followed by readers of the Washington Post, Wall Street Journal, and USA Today. Exclusive readers of local papers scored significantly higher than nonreaders. The radical format newspaper USA Today makes a significant contribution to knowledge of current events. While traditional national newspapers promote even greater knowledge, audience analysis suggests that radical format papers may impact less-educated, lower-income readers. If validated, such a finding could carve a permanent niche for the radical format.

A 'Market Basket' Approach Moves Gatekeeping Research Beyond Description to Critique
Carol Reese Dykers, Carole Caldwell, Philip A. Kaufman, University of North Carolina at Chapel Hill

Meyer suggested in Ethical Journalism that communication researchers borrow the "market basket" concept from the federal Consumer Price Index to rate how comprehensive and thorough is newspapers' account of world and national news. We judged 40 stories from among 225 included in one 24-hour report from the Associated Press as our "market basket" of essential information that we expected would appear in the next day's editions of 10 U.S. morning dailies. Content analysis of the papers, with the sample stratified to compare traditional format newspapers such as the New York Times with two radical-format newspapers, USA Today and the Boca Raton (FL) News, found that the radical format newspapers contained more of the market basket than some traditional newspapers. Differences between the two radical format papers also were found. However, findings also verified some recent "gate-keeping" research and suggest a way of moving such research beyond description to a tool for critique that could be used by lay groups as well as academic researchers.

Acquiring Knowledge of Current Events: New York Times versus USA Today
Sue Greer and John Bare, University of North Carolina at Chapel Hill

This study compared the effectiveness of two newspaper formats -- traditional and radical -- in conveying information. Subjects for the study were undergraduates enrolled in two newswriting classes. Information gain was measured at regular intervals by multiple choice questions featuring news items in the international, national, business, and lifestyle domains. One class was assigned to read the radical format USA Today, while the other class read The New York Times, both of which were provided free of charge. Newspaper assignments were reversed at the midpoint of the experiment. Current events scores did not differ significantly by newspaper group. For both groups, time spent reading the newspaper enhanced performance on the tests. For the New York Times group, international and lifestyle scores were also linked to higher levels of television news viewing. Both papers appear to make equal contributions to knowledge of current events. The tendency for New York Times readers to also depend on television news is possibly an indication that USA Today delivers more complete information, either by virtue of more extensive news coverage, or its presentation in a radical format.

Monday, May 18, 10:45 a.m.-12:15 p.m.
RESEARCH USING FOCUS GROUPS

"Contamination" in Focus Group Research
Susan Swartz McDonald, National Analysts

This paper will address the significance of contamination in focus group research, the magnitude of the problem in most settings, the circumstances under which it is most likely to jeopardize the value or outcome of the research, and the measures that can be taken to neutralize or compensate for its effects. The relative merits of individual and group interviews are addressed, particularly with respect to frequent contentions that *individual* interviews avoid contamination and, in fact, promote greater candor. Also discussed is the advent of focus panels as a promotional tool ("peer influence groups") and the degree to which this approach may be undermining the credibility and validity of groups as a research tool in certain target populations.

Conducting Focus Groups on Capitol Hill
Victoria Albright and Stephen Dietz, Westat, Inc.

This paper addresses the special challenges of conducting focus groups and in-depth interviews on Capitol Hill with Members of Congress, their staff, and staff of Committees. The unique features of this application required innovative adaptations in scheduling, recruitment, participation incentives, moderator preparation, group dynamics, and report preparation. Specialized design issues included knowing the Congressional calendar, identifying knowledgeable participants from a limited population, and designing effective participants incentives given legislation concerning cash payments to staff of Congressional Member offices and committees.

Specific issues that came up in the conduct of the groups included tradeoffs in using client-provided conference rooms, detailed knowledge needed about the specialized client products, moderator credibility with high-powered, fast-paced participants; topics that have political dimensions and funding implications; and avoiding political gaffs while holding conversations with focus group participants.

The Use of Focus Groups to Field Test a Workforce Cultural Diversity Survey
Arthur Koroktin, Robert Clickner, and Angela Hosang, Westat, Inc.

In pilot testing a self-administered instrument, it is particularly important to assess such factors as adequacy and clarity of instructions, readability and language level of the instrument, and explicitness of the items. The cultural-diversity survey questionnaire developed for one of Westat's projects explored corporate culture and climate, with particular emphasis on the impact of human resource management policies on culturally diverse populations. The survey instrument was quite pointed and staightforward. This raised other issues which needed to be addressed during the pilot test. Will people respond? Will they give honest answers? Do they feel comfortable completing the survey at the workplace and at their desk? How do they feel about the planned procedures to insure confidentiality?

The normal pilot testing procedure was augmented by the addition of a one-hour focus group. The discussion was intended to serve as both a debriefing of the respondents' reactions to the questionnaire and the items and to identify emotional feelings about participating in such a survey. Adding the focus groups to the pilot testing of the survey instrument provided valuable insights into respondent reactions to the cultural diversity questionnaire, reactions that we feel would not have been apparent using standard pilot test and debriefing techniques. The pilot test and focus group data resulted in major changes, not only to the instrument, but also to the procedures for collecting the data.

Communicating Environmental Risk: Focus Groups with Citizens, Community Leaders and Environmentalists
Alexa Fraser, Westat, Inc.

This paper presents the methodology and findings of two series of focus groups that were used to study respondent reactions to prepared written materials designed to communicate risk on environmental subjects.

The first of these studies was conducted for the Environmental Protection Agency. It studied citizen reaction to a variety of narrative and graphic approaches to communicating cleanup progress at Superfund sites. The brochure used eight separate approaches to measuring and communicating decreased risk at a hypothetical Superfund site. All eight measures of progress showed the attainment of interim, rather than final cleanup goals. These groups were held with citizens, community leaders and community environmental activists living close to two Superfund cleanup sites. These focus groups helped environmental policy makers understand how to effectively communicate risk. They also provided insights into why some approaches would be unfavorably received by citizens of various types.

The second study looked at citizen reaction to a proposed nuclear repository in Nevada.

This study developed and researched reactions to visual aids for communicating levels of risk. It also pretested questionnaire wording and order of questionnaire topics for a related survey. Six rounds of groups were conducted for this study.

Quantitative Information from Focus Groups
Stephen K. Dietz, Westat, Inc.

Focus groups are usually considered to be a qualitative research tool. Yet, analysts and users of focus group results frequently seek to obtain at least rough quantity measures. Clients often want to know "how frequently did that occur?", "how much would people be willing to spend?", "how long are the delays?"

Some focus group analysts try to provide a "verbal measure" of the relative frequency of certain responses by using expressions such as a "few," "some," "many," "most," "the vast majority," etc. (For example, "few of the upper income group wanted tax reform, but most of the lower income group favored it.") This paper presents the implied quantification of such soft measures and provides guidance on when it is valid to conclude that there is a significant difference between groups.

Focus groups are occasionally used to estimate other quantitative measures (e.g., average repair costs; waiting time; etc.) This paper addresses the constraints that usually prevent solid, reliable quantitative estimates from focus groups. These constraints include sample representativeness, contamination (or lack of independent responses), and response error. Specific suggestions are offered for dealing with these constraints along with illustrations from recent focus group studies.

Monday, May 18, 10:45 a.m.-12:15 p.m.
COVERAGE ISSUES IN THE DESIGN OF SURVEYS

Participation Biases in Longitudinal Samples: The Effects of Non-Location and Non-Interview on a National Random Digit Dialing Sample of Women
John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.

Most surveys of the general population are currently conducted as RDD based telephone surveys. The RDD telephone sample poses special burdens on longitudinal studies. Neither respondent name, nor respondent address is known with certainty on a telephone survey, compared to an in-person survey. Respondents may be less likely to provide identifying information after a 30 minute telephone interview than after an hour long in-person interview. Finally, the unclustered design of telephone surveys make in-person field location efforts more difficult, even if included in the longitudinal design. Hence, panel attrition will normally be higher in longitudinal designs with RDD based telephone baseline samples than traditional longitudinal designs.

This paper analyzes the types of attrition biases experienced in a national telephone sample of 4,000 women, who were reinterviewed at one year after the baseline interview, and again at two years after the baseline interview. Particular attention is given to difference in non-location rate versus refusal rate among the longitudinal sample. The attrition rates are examined in light of the focus of the study on sensitive issues related to victimization among the study population. The issue of non-participation bias is considered both in terms of its affect on the estimates of this sample survey, and in terms of planning for other longitudinal telephone surveys.

Respondent Accessibility and Political Opinion Fluctuation
Aage R. Clausen and Kathleen Carr, The Ohio State University

The concern addressed in this paper is that easily assessable individuals are in fact different from hard to reach or unreachable respondents. Our focus is on the representativeness of the sample with respect to political attitudes, behavior, and responses on political events. Our general working hypothesis is that more accessible respondents will include a disproportionate number who are influenced by transient media representations of events and personalities, are less likely to evaluate and respond to their political environment in terms of well integrated sets of beliefs and attitudes, and will display instability in overly cooperative responses to survey stimuli. The instability may be due to either easily changeable personal views or to responses not based on stable personal characteristics. It is expected that the more accessible respondents will have a higher ratio of "intention to vote" to actual vote. In general, the concern is that the degree of political involvement will be overstated among the more accessible respondents.

Estimating Telephone Noncoverage Bias With a Telephone Survey
Scott Keeter, Virginia Commonwealth University

Nontelephone households are implicitly treated as a static population in discussions of sampling frame noncoverage. Yet telephone service is known to be episodic for many households, who gain or lose service as their financial situation changes. Thus the population of telephone households at any given time includes households that are "representative" of a portion of the nontelephone households. By determining which telephone survey respondents have been without phone service in the recent past, it may be possible to characterize the nature of some noncoverage errors and even to estimate their magnitude.

This paper reports results from experiments using three statewide Virginia telephone surveys in which data on several substantive and demographic variables for respondents reporting "intermittent" phone service are compared with those who had continuous phone service. In one survey, differences in health insurance coverage between intermittent and continuous phone households were very similar to those seen between phone and nonphone households in the National Health Interview Survey.

The 1988 National Election Study, a two-wave panel survey, is used to estimate the size and composition of the "transient" phone population. Households who have had telephone service at some point during the past year appear to constitute a substantial minority, if not a majority, of nonphone households at any given time point.

Evaluating the Efficiency and Coverage Properties of Telephone Sample Screening Services

Steven G. Pennell and James M. Lepkowski, Survey Research Center, University of Michigan

Telephone number screening services purport the ability to identify listed residential, business and not-in-service telephone numbers prior to data collection. These services potentially offer the advantage of increasing the efficiency of data collection and promoting higher response rates to the extent nonworking numbers, particularly numbers replaced at the end of the survey period, can be identified more efficiently. A potential disadvantage, however, is the possibility of undercoverage by screening out eligible sample elements.

This paper evaluates the coverage and cost properties of screening services using data from the Survey of Consumer Attitudes (SCA) conducted monthly at the Survey Research Center and discusses the role of screening services in the design and execution of telephone surveys in general.

Second-stage numbers from the July through December, 1991 administration of the Survey of Consumer Attitudes were screened using a two-stage procedure. The first stage identified listed residential and listed business telephone numbers. The second stage identified nonworking numbers. The set of numbers which passed through both screening steps was classified by the screening service as potentially productive. Screening dispositions are compared to the dispositions determined by SRC and sources of disagreement identified. Selected patterns of disagreement are resolved by determining a third disposition. Distributions of survey variables for the SRC two-stage Mitofsky-Waksberg sample are compared to the distributions for the sample identified by the screening service.

Getting Through the Answering Machine Barrier

Thomas Piazza, Survey Research Center, University of California, Berkeley

Answering machines have become one of the major barriers to obtaining high response rates in telephone surveys. This paper will present some data that may be helpful in answering two questions that frequently arise: (1) What are the chances that additional calls to a household known to use an answering machine will result in a completed interview? (2) When is the best time to call, in order to minimize the chances of encountering an answering machine?

The data used to analyze these questions are based on the calling records of the 1990 California Disability Survey, a large RDD survey that generated about 330,000 calls and completed interviews at over 24,000 households. This large number of calls is interesting not only in absolute terms but because of the high number of callbacks that they represent, designed to bring the response rate up over 80 percent. The records of calls analyzed here, consequently, can show convincingly what really happens when 10, 20, 30, or even more callbacks are attempted. Such opportunities are rare. Researchers can take advantage of these results to generate more informed calling strategies and consequently improve response rates in their surveys.

Monday, May 18, 2:30 p.m.-4:00 p.m.
STUDIES ON PUBLIC OPINION

Yours, Mine and Ours: Opinion and Perception of Public Opinion
Carroll J. Glynn and Daniel G. McDonald, Cornell University

The recent emphasis on perceptions as a component of public opinion forges distinct links between public opinion theory and several related areas. In public opinion research the investigation of perceptual mechanisms has been subsumed under a number of labels, including: (1) pluralistic ignorance; (2) false consensus (also known as "egocentric bias" and, in earlier works as "ethnocentrism"); (3) looking glass perception; (4) the spiral of silence; (5) the impersonal impact hypothesis; and (6) the third person effect hypothesis.

The six public opinion perspectives and frameworks all include perception of others' opinion in one form or another. What differs between them is how various components of the public opinion process are arranged and which particular components are important in the process. This paper develops the common and unique aspects of the six perspectives and integrates these in a more general model which includes five major concepts: an assessment of the climate of opinion, perception of media presentations or media coverage, which is a particular aspect of the climate of opinion, perception of majority opinion, the individual's own opinion, and the actual majority opinion on the issue. The model suggests several hypotheses about public opinion mechanisms which are given a preliminary test through 1988 election data. The results suggest the fruitfulness of the approach in developing an integrated model of public opinion.

Attitude toward a Fallen Leader
Donald Granberg, Center for Research in Social Behavior, University of Missouri, and Peter Esaiasson, Department of Political Science, Goteborg University

West German Majority and Different Immigrating Minorities: Attitudes of the West German Population toward People from the Former German Democratic Republic Compared with their Attitudes and toward Working Migrants from Southern Europe and Turkey
Juergen Hoffmeyer-Zlotnik, Center for Survey Research, ZUMA

The Public Opinion Lifecycle: The Relationship of Age to the Presence, Consistency and Strength of Opinion Among Mid-Life and Older Persons
Robert H. Prisuta, AARP

This paper analyzes the nature of opinion among persons age 50 and over. It focuses on the relationship between age, opinion, and other demographic and lifestyle factors. Data for the analysis comes from a late 1991 telephone survey of a nationally representative sample (n= 1,514) of persons age 50 and over. The survey was 25 minutes long and covered a variety of personal and public policy issues. The basic hypothesis is that less developed opinion is more frequently found among older segments of the population. This less developed opinion is operationalized as more nonresponse, ("don't know," "no opinion" and refusals), less consistent response, either across similar items or with regard to item-scale consistency, and less intense response (less "strong" agreement or disagreement). Preliminary univariate analysis tends to support this assumption. This level of opinion also tends to be associated with other factors, such as less attention to public issues, lower levels of education and income, and employment status. Political participation, relatively stable among older persons and typically associated with more well-developed attitudes, further confounds the relationship. Multivariate modeling will provide a more accurate assessment of the relationship between the nature of attitudes and age.

Press Freedom and Public Opinion at Stars and Stripes: Perceptions of American Military Forces Overseas
Lowndes F. Stephens, University of South Carolina-Columbia

The American Forces Television and Radio Services and Stars and Stripes (Europe and Pacific) are the primary sources of news and information for American forces stationed overseas. The Department of Defense directives under which these media operate have been called into question by the General Accounting Office.

In this 1990 study we examine the extent to which our American forces overseas and their families perceive Stars and Stripes as a source of unbiased and uncensored news (compared to daily "hometown" newspapers with which they identify). We analyze their opinions regarding opinions carried on the editorial page and their media dependencies for news about the United States and host countries where they are stationed.

The stratified probability samples were selected in 1990 to represent armed forces personnel stationed overseas according to service affiliation, geographic location and pay grade. The European and Middle East mail surveys (n=3915) were completed before the Persian Gulf crisis erupted in August 1990. The Pacific mail surveys (n=1900) were completed after the Persian Gulf crisis erupted.

We find no significant age or gender differences, or differences between uniform personnel and DOD civilians in attitudes toward the comparative freedom of **Stars and Stripes** versus US daily newspapers. On the other hand, older respondents, college educated and white respondents are significantly more likely to think STRIPES carries too much favorable military news, as are those who intend to separate from the service immediately. Better educated respondents are significantly more likely to say STRIPES is free to cover controversial military news stories, even if these same personnel think the newspaper carries too much favorable military news. Higher ranking personnel, both uniform and civilian members, are also more likely to say STRIPES is free to cover controversial military news stories. Majority whites and older respondents are less satisfied with the balance of viewpoints on STRIPES'op-ed pages. Overall, the ratings of press freedom at STRIPES are higher than they were ten years earlier.

The study was sponsored by DOD, American Forces Information Service under contract to the author. The author is professor of journalism at the University of South Carolina and consultant for the Institute for Defense Analyses, Arlington, VA.

Monday, May 18, 2:30 p.m.-4:00 p.m.
MEDIA RESEARCH

Georgia Journalists Attitudes Toward Reporting on Community Development
William F. Griswold and Jill Swenson, University of Georgia

Collective Memory and the Political Attitudes of German Journalists
Kurt Lang, University of Washington
Hans-Mathias Kepplinger, University of Mainz
Gladys Engel Lang, University of Washington
Simone Christine Ehmig, University of Mainz

A mail survey of 498 German journalists in the fall of 1989 probes the impact of historical events as an element in their political socialization. The underlying theoretical concept is that of "generations" differentially located in history (Mannheim, 1928) with the sample constructed to yield a viable age distribution.

A key part of the questionnaire consisted of a list of 34 historical events that occurred between 1940 and 1986, such as the end of the second World War, the German currency reform of 1949, the building of the Berlin wall, the student movement, and the Chernobyl disaster. (The break-up of the East bloc and the unification of Germany are included in a follow-up survey.)

Respondents were asked to identify all the events they remembered experiencing with the feeling that society had reached a turning point and then to select the three that still served as reference points for their current political thinking along with an indication of whether their thinking had been moved to the "left" or to the "right" by the experience. As another measure of change we also asked them to compare their present views on a right/left measure with their own views earlier in life and with those with significant associates.

Though some events stand out for all age-groups, "recency" effects are militated by the more complex image of history held by the older persons. The dominant thrust of historical experiences during the lifetime of these journalists was toward the left. Cold-war experiences and terrorism had a thrust in the opposite direction. Other aspects of the relationship between historical memories and ideological outlook are explored.

Disclosure of Methods in Abortion Poll Reports: Newspaper Compliance and Poll Consumers' Requests for Information
Daniel M. Merkle, Northwestern University

This study focuses on newspaper compliance with survey disclosure guidelines but goes one step further to consider disclosure from the poll consumer's perspective as well. Four research questions are explored: 1) How well do newspapers conform to the disclosure codes in general and, more specifically, for polls on abortion? 2) What type of and how much information will poll consumers request when no background information is provided with an abortion poll? 3) How comparable is the information typically disclosed in newspaper poll reports to the type of information requested by poll consumers? 4) What demographic and media usage variables are related to the likelihood that poll consumers will request methodological information about an abortion poll? The data used to answer these questions include a quantitative summary of seven previous newspaper disclosure studies, a content analysis of 74 abortion poll reports in the New York Times from 1980 through August 1991 and a telephone survey of 1,027 randomly selected Chicago area residents.

Community Structure, Newspapers, and Community Attachment
C.N. Olien, G.A. Donohue, P.J. Tichenor, and D.B. Hindman, University of Minnesota

This paper tests the hypothesis that the higher the degree of structural pluralism in a community, the higher the correlations between attachment to the community and use of local newspapers. This hypothesis follows from the Durkheimian principle of organic solidarity in more pluralistic structures. Mass media are presumed to have a specialized role in providing communities, a hypothesis in contradiction to the "mass society" view of media, as alienating agencies. Data are from survey studies in 1978 and 1989 in five Minnesota communities--Minneapolis, St. Paul, suburban New Brighton, the regional city of St. Cloud and Paynesville, a typical small community in a rural area. The measure of community attachment is a scale of perceived "closeness" of the respondent to churches, schools, social clubs, friendship groups and neighborhoods. In both years, the correlations between local paper reading and "closeness" were .04 or less in Paynesville, and .10 and nonsignificant in regional St. Cloud. In all metropolitan communities except Minneapolis in 1978, these correlations are statistically significant, ranging between .15 and .30. Implications of these findings, for the role of media in reinforcing social cohesion in various kinds of specialized communities, are discussed.

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

According to the literature on political and social cognition, the most likely source of attitude change is exposure to new or different information. Media coverage of events is an example of a readily available source of new information. While much has been written about changes in attitudes, few studies examine shifts from no opinion. This study examines aggregate shifts no opinion responses about labor unions as a case in point. Using data collected from a content analysis of the New York Times and Gallup

poll survey results, changes in the percentage of no opinion responses are examined as a function of changes in news coverage about labor unions. By doing so, this study re-examines the debate about attitude stability and the agenda-setting role of the media. The results of this study suggest that from 1946-1985, media coverage of labor unions had its greatest impact on individuals who have no sympathetic ties to unions.

Monday, May 18, 2:30 p.m.-4:00 p.m.
TECHNICAL INNOVATION

Methodological Challenges and Innovations for the National Longitudinal Study of Health and Retirement
Kirsten Alcser, Steven Heeringa, Marcy Breslow and Patricia Veerkamp, University of Michigan

This paper outlines methodological challenges of the Health and Retirement Survey (a long-term, longitudinal cohort study) and measures being taken to address those challenges. It focuses on the longitudinal study design, panel retention, and panel updating.

Among the design features to be discussed are: (1) initial oversamples of three groups (African-Americans, Florida residents, and Mexican-Americans), (2) interviews with both members of married and unmarried couples if at least one partner is in the eligible birth cohort (1931-1941), (3) planning for rejuvenation of the panel in future data collection waves by prospectively recruiting persons in younger birth cohorts, (4) prospectively recruiting respondents for the Study of the Oldest Old which is expected to begin data collection in 1993, and (5) measures to maximize panel retention.

Particular attention will be paid to the panel rejuvenation plan, employing a split panel design (L. Kish and S. Heeringa). This design is a hybrid of the prospective recruitment approach and a new cross-section screening. The approach increases flexibility both in terms of transforming the composition of the panel over time and in the timing of the update, and it permits a direct assessment of potential bias due to attrition in the prospectively recruited sample.

Beginning in April 1992, the University of Michigan's Survey Research Center will screen approximately 67,723 housing units throughout the contiguous United States to obtain face-to-face interviews with 13,520 persons in 8,330 households. A multi-stage area probability sampling design will be used.

Early results from the baseline data collection experience will be presented.

Automation of the Survey Organization
William E. Connett, Survey Research Center, Institute for Social Research, University of Michigan

This paper examines the broad range of survey organization activities that may be amenable to automation and reports on potential methods and progress currently being made in a variety of survey organizations. Emphasis is placed on the use of automation to facilitate the role of the survey methodologist and to smooth the flow of information between the different activities inherent in the survey process.

A conceptual framework, or schema, of the survey organization is developed and used to explore the opportunities that exist for automation. The role of the network and in-house programming is discussed and the use of existing commercial software is explored.

Elderly Respondent Ability, Survey Technology and the Survey Process
Jesse F. Marquette, Anne Scarrisbrick-Hauser and Donald E. Stull, University of Akron

As America's population ages there is increasing need for timely data on the needs and habits of individuals who, by consequence of their age, may be more difficult to interview. This research examines the relationship between variation in physical well-being among an elderly population and the character of their responses to a several forms of survey questions. Advances in survey research technology, especially CATI, (Computer Assisted Telephone Interviewing) offer the possibility of answers to a variety of questions about the survey process itself. An integral part of some CATI facilities is the maintenance of an item timing record for each respondent. This data set provides the amount of elapsed time, in seconds, for each item answered by each respondent. The present research uses several measures of respondent physical capacity: six measures of ADLs (e.g., getting in and out of bed, eating, bathing, using the toilet) and eleven measures of IADLs (e.g., getting around outside, light housework, laundry, grocery shopping). These measures provide a good indication of a respondent's (or potential respondent's) ability to take part in a survey, to answer questions or particular questions and the relevance of some questions, and how long it will take for a respondent to complete an interview. Respondents with less disability will likely be able to answer questions more quickly and questions about health care and long-term care service use will be irrelevant. Persons with more disability, on the other hand, should need more time to answer, questions about some activities may be irrelevant, and in some cases a proxy respondent may need to be interviewed. This research uses the item timing information to examine respondent performance in the survey situation under various levels of physical incapacity.

Exploring the Uses of Neural Networks in Survey Research Analysis
Robert W. Schnurr and Rebecca Colwell Quarles, Quarles, Schnurr & Associates, Fairfax, Virginia

This paper examines the use of neural networks -- a type of artificial intelligence -- in survey data analysis and demonstrates possible applications. It will show how the neural network's ability to recognize patterns can be utilized to identify patterns of consistency and inconsistency among survey respondents. It will illustrate how these patterns can be used to (1) detect poor data collection and (2) identify archetypal, or bellwether, voters.

CAPI on the Medicare Current Beneficiary Survey:
A Report on Round 1
Sandra Sperry, Brad Edwards and Nancy Gay, Westat, Inc.

The Medicare Current Beneficiary Survey (MCBS), conducted by Westat for the Health Care Financing Administration, is a continuous panel survey of Medicare beneficiaries. A sample of 15,411 was selected from enrollment files; sample members are interviewed three times a year about the use and cost of health care services, to provide data for cross-sectional and longitudinal analyses. MCBS features computer-assisted-personal-interviewing (CAPI). Round 1 (Fall, 1991) collected baseline data on health status and access to care. The sample yielded 13,541 eligible beneficiaries and 11,738 completed CAPI interviews. (Data on another 942 Medir-are beneficiaries were collected from staff in long term care places, using a traditional questionnaire.)

Each MCBS interview refers to data collected in earlier rounds. CAPI can dramatically reduce the time and effort needed to prepare the data collected in one round for use in the next. This paper examines the MCBS CAPI experience from several perspectives:

- interviewer prerequisites, training, support systems, and attrition
- response rates
- CAPI hardware, software, and electronic data transmission
- data editing, and preparing Round 2 materials from Round 1 CAPI data

We use these perspectives to evaluate how well CAPI fulfilled its promise for the first round of the survey.

Monday, May 18, 2:30 p.m.-4:00 p.m.
QUESTIONNAIRE DESIGN ISSUES

Employees Willingness to Report Misconduct : Using a Mail Survey to Measure Difficult and Sensitive Information

Charity Goodman, William Morgan and John Mortin, United States General Accounting Office

The study examines the process of collecting data on reporting misconduct, a very sensitive subject. We needed truthful information, without subjecting respondents to self-incrimination. The survey, which was sent to approximately 2,200 IRS employees' homes in February, 1991, focused on IRS employees knowledge of ethical standards, their knowledge of where to report misconduct, and the level of trust or confidence they have in senior management not to retaliate.

Survey results showed that 34 percent of employees believed at least some upper-level managers engage in misconduct; 75 percent were aware that they could report misconduct to a local IRS inspector; however, many employees were not aware of other places to report misconduct (40 percent and 74 percent of employees were not aware of the IRS Inspection hotline and Treasury hotline, respectively). Sixty-six percent of employees were willing to report misconduct; however 23 percent believed IRS is not willing to ensure to a "great or very great extend" that employees are not retaliated against for reporting misconduct. Forty-three percent of employees believed senior management is generally not, or not at all, willing to punish their peers.

No Opinion in Public Opinion Surveys: Lack of Information or Undecided?
Snigdha Mukherjee and McKee J. McClendon, University of Akron

Do Standard Concern Questions Over-estimate Public Concerns?
Arthur Sterngold, Lycoming College, Robert O. Herrman and Rex T. Warland, Pennsylvania State University

Directly asking respondents to indicate how concerned they are about an issue before ascertaining whether they are concerned may encourage some respondents to say they are concerned when they actually are not, or to overstate their true levels of concern. To test this, a split-ballot experiment was embedded in a national RDD telephone survey of 1200 adults conducted in the fall of 1991. Respondents were asked how concerned they were about four issues: chemical pesticides on foods, food poisoning from bacteria on meat and chicken, the treatment of calves raised for veal, and the use of growth hormones to increase the milk production of dairy cows. One group was asked standard degree-of-concern questions about these issues, while the other three groups were first asked a filter to determine whether or not they were concerned. For each issue, asking the filter first doubled the percentage of respondents who said they were "not concerned" about the issue, and it significantly lowered the mean level of concern. Asking the filter first even reduced the percentage who said they were "very concerned" about each issue, which was the highest level that could be chosen. This provides further evidence that many respondents are willing to accommodate the assumptions they sense are implied by the wording and form of survey questions, and that first asking balanced filter questions can help reduce this bias.

Buffer Items: When Do They Buffer and When Don't They?
Norbert Schwarz, ZUMA

Monday, May 18, 2:30 p.m.-4:00 p.m.
NONRESPONSE STUDIES

Quality of Data from Converted Refusals in Telephone Surveys
Johnny Blair and Young Chun, Survey Research Center, University of Maryland

A substantial portion of data in telephone surveys comes from respondents who initially refuse to cooperate, but are recontacted and persuaded to participate. While refusal conversion increases response rates, it has been raised (Bradburn 1984) whether these reluctant respondents may provide poorer quality data. In this paper, using hypotheses derived from Krosnick's work on satisficing, we examine data relevant to this issue.

Krosnick (1991) proposed "that when optimally answering a survey question would require substantial cognitive effort, some respondents simply provide a satisfactory answer instead. This behavior..[is]..called satisficing." He operationally defines satisficing and suggests a number of conditions -- including low motivation -- which may foster respondent satisficing. He further suggests a number of measurable respondent behaviors that satisficing should produce.

The main research question in this paper was whether respondents who initially refuse are more likely to satisfice than other respondents.

We tested several hypotheses predicting how initial refusers should differ from others if they are indeed satisficing more frequently or more strongly. The tests were conducted utilizing meta-analysis of data sets from a series of telephone surveys. A wide range of variables are examined, and general implications for survey data analysis are discussed.

Early vs. Late Responders in a Specialized Population: Effects on Data Quality
Craig A. Hill and Melissa A. Bradley, National Opinion Research Center

Refusal Report Forms, Refusal Conversions, and Nonresponse Bias
Paul J. Lavrakas, Daniel M. Merkle, and Sandra L. Bauman, Northwestern University Survey Laboratory

A major concern for survey researchers is the problem of non-response and the potential bias it may introduce in survey estimates. Refusal conversions and the use of "refusal report forms" (RRFs) is a developing technique that tries to reduce the problem of nonresponse.

During the field period of a large RDD survey, 620 initial refusals were experienced. Of these, 27 percent were eventually converted to completions. It is data from the RRFs associated with each of these 620 refusals that we will use in our analyses: including 1) interviewers estimates of gender, age, and race of person who refused, 2) main reasons for the refusal, and 3) severity of the refusal. Furthermore, for each of the converted refusals, a host of demographic variables were available from the completed questionnaire. Our results will include the accuracy of interviewers' estimates of the gender, approximate age, and race of the person who refused. We will also report on descriptive findings such as whether or not there are significant time-of-day and day-of-week patterns for unconverted refusers, converted refusers, and nonrefusers. Our presentation will conclude with a discussion of the value of RRFs.

Non-Traditional Survey Situations and Response Rates
Sydney Roslow, J.A.F. Nicholls, and Lucette Comer, Florida International University

In a traditional survey situation there is a known population from which a designated statistical sampling frame can be drawn. Once the sampling frame has been drawn, the survey itself can be conducted in person, through the mail, or by telephone. The response rate can be easily calculated. There are non-traditional situations, however, which do not permit this kind of selection precision and where a clear cut response rate cannot be computed because the traditional numerators and denominators are not ascertainable.

The paper is concerned with surveys of respondents which do not lend themselves to traditional sampling methods, making it impossible to determine the exact sampling frame. In this study four nontraditional situations and the problems involved in estimating and maximizing response rates are discussed. The four situations include Hallmark events, theatre audiences, and mail surveys of newspaper readership at home and at work.

In all of these survey situations the correct response rate is indeterminate because it is impossible to tell how many people have actually been contacted. The complete paper discusses efforts made to estimate and maximize response rates.

We speculate whether the difficulties involved in computing non-traditional response rates may be the reason such rates are seldom reported. Non-traditional polls usually include error estimates but not response rates, *per se*. The validity of the results of these non-traditional surveys may be open to question, even with the usual error estimates.

The Effect of a Nonmonetary Incentive on Data Quality in the 1990-91 Detroit Area Study
Diane K. Willimack, University of Michigan and Department of Agriculture

Monday, May 18, 2:30 p.m.-4:00 p.m.
ROUNDTABLE ON AIDS RESEARCH

General Population Concerns Regarding the Transmission of HIV in Health Care Settings
Eileen M. Gentry, Centers for Disease Control, Atlanta, Georgia

Concern over possible transmission of HIV in health care settings has increased since the 1990 report of a cluster of cases involving a dentist. In October, 1991 the Centers for Disease Control conducted a national survey to determine levels of public concern about HIV transmission in health care settings and how these concerns can be addressed by medical and public health communities. Data were collected on 1150 respondents using RDD. The CASRO response rate was 67%. Data were weighted to reflect probabilities of selection and poststratified by age, race, gender and region using 1990 population figures.

While 92% reported they would look to see if precautions were being taken to prevent the transmission of the AIDS virus in their dentist's office, very few had ever talked to a health care worker (HCW) about such precautions. Seventy-nine percent felt that the HCW's willingness to discuss AIDS would be useful in helping them decide transmission risk in health care settings; 69% thought that the presence of AIDS education brochures in waiting rooms was important.

These data suggest HCW's could play a role in easing public fears regarding HIV transmission in health care settings by discussing with patients what they are doing to eliminate risk, and by having educational materials available.

Effect of Interviewer Gender on Responses to Sensitive Questions
Karen G. Wooten, Eileen M. Gentry and Janine M. Jason, Centers for Disease Control, Atlanta, Georgia

The National AIDS Information and Education Program (NAIEP) at the National Centers for Disease Control (CDC) has a primary responsibility to inform the public about HIV transmission and the disease AIDS, and is currently engaged in campaign efforts to educate the public, as well as high risk groups in the prevention of HIV transmission. To meet its objective, a national, probability telephone survey of 1,622 adults 18 to 64 years of age was conducted in October, 1991 to assess current HIV-related knowledge, attitudes, normative beliefs and behaviors of the general population and, in particular, high risk sexual behaviors.

Because of concern about the effect of interviewer gender on responses to "sensitive" sexual behavior questions, interviewer gender was recorded, and systematically distributed to yield equal proportions of same- and cross-gender interviews. This paper investigates potential effects of interviewer gender on questions concerning sexual behaviors by comparing response patterns for sexual behavior items among the following groups: male interviewer to female respondent, male interviewer to male respondent, female interviewer to female respondent, and female interviewer to female respondent.

HIV Risk Among Hard-To-Reach Respondents
Ann F. Brunswick, Columbia University

Non-response bias, a.k.a. selection effects, has been a perennial concern of survey researchers. It posed a dual threat in a recent survey of HIV transmission risk and seroprevalence in a community cohort of African Americans: first, bias from exclusion of the most risk-vulnerable from interview; second, bias in seroprevalence estimate from non-cooperation in immunoassay.

The effects of increased field efforts were tested in OLS against the number of risk behaviors reported by hard-to- and easier-to-interview respondents. Results for females supported hypothesized increased risk among hard-to-contact respondents, while results for males showed unanticipated complexity.

Analysis of reported risk behaviors for immunoassay participants vs. abstainers showed no selection bias based on drug or sex risk.

Tuesday, May 19, 9:00 a.m.-10:30 a.m.
AUTOMATION IN THE SURVEY PROCESS

Employing a New Technique to Ask Questions on Sensitive Topics
Marcie Cynamon, National Center for Health Statistics CDC and Donald Camburn, Institute for Social Research, University of Michigan

The Youth Risk Behavior Survey is being conducted as part of the 1992 National Health Interview Survey (NHIS). Approximately 12,000 persons between the ages of 12 and 21 will be asked about behaviors that result in injuries, drug and alcohol use, tobacco use, physical activities, nutrition, and sexual behavior that increases the risk of sexually transmitted diseases including HIV, and unintended pregnancies.

Focus group interviews indicated reluctance on the part of adolescents to participate in telephone interviews due to the perceived lack of privacy. Respondents indicated that they would lie rather than risk having parents hear their responses. The use of self -administered questionnaires presents only a partial solution since there remained the concern that parents would see the answers. Self-administration requires a certain level of literacy and comprehension, a great concern for the youngest participants. In order to circumvent these problems, interviews were conducted using a small portable cassette tape player with headphones. By listening to the questions through the headphones, privacy can be achieved in otherwise nonprivate settings.

Field and lab tests compared this mode with conventional self administered and interviewer administered modes. The taped interview fared as well or better than other techniques. Adolescents were intrigued by the use of the taped interviews, comfortable with the use of the tape player, and secure about the privacy of their responses.

MacInterview: A Technological Solution To Privacy and Literacy Concerns
Jerome Johnston, Institute for Social Research, University of Michigan

MacInterview is a computer-based survey research tool that reads aloud questions to respondents and records their closed-ended responses. Implemented on a Macintosh laptop computer that is small (2x8x11") and lightweight (six pounds), it "reads" questions aloud to a respondent over either the built-in speaker or the more private headphone set. It controls question branching so that a respondent sees and hears only appropriate questions. It records respondent answers given by mouse or keys, padding "inap" codes in the data file as needed. At the completion of the interview a respondent has the opportunity to review questions not answered the first time through. The coded data from each interview are available in electronic form immediately upon completion of each interview. Optionally, the datafile includes date and time-stamp coding measuring the length of part or all of the interview. In its beta test respondents had a very positive response to this method of data collection and felt that respondents would be more honest than using paper. Compared to identical interviews with audiotape questioning and paper responses, the time to complete an interview half as long.

Automating Area Probability Sample Selection
Edward A. Schillmoeller, A. C. Nielsen Company

Tuesday, May 19, 9:00 a.m.-10:30 a.m.
STUDYING DIFFERENCES DUE TO DEMOGRAPHIC FACTORS

Gender and Political Knowledge
Michael X. Delli Carpini, Barnard College, Columbia University and Scott Keeter, Virginia Commonwealth University

Cultural and legal factors have historically retarded women's participation in politics. As these barriers have fallen, women have entered the political arena with increasing frequency. Voter turnout among women, for example, now equals or exceeds that of men in most national elections. However, there are indications that engagement in politics among women still lags behind that of men. This paper examines one such aspect of political engagement: knowledge about politics.

Using a variety of national, state, and local surveys, the paper finds that women appear less informed than men about national political processes and institutions and about many national political issues. This difference remains even when other demographic and political factors are controlled. In addition, the gap between men's and women's knowledge of national political processes and issues has declined very little over the past forty years, despite large changes in the status of women in society and in women's levels of political participation.

However, the significance of gender as a predictor of knowledge varies dramatically by the domain of political knowledge examined. The gap between men and women diminishes or disappears on national political issues of special significance to women (for example abortion rights), and on many measures of knowledge about state and local politics. In addition, women appear to do as well or better than men on tests of cultural (as opposed to purely political) knowledge.

Survey Research and Racially Changed Elections
Susan E. Howell and Robert T. Sims, University of New Orleans

Estimating candidate preference in elections involving either one black and one white candidate or a racially conservative candidate has recently been a problem for survey researchers. White respondents, in an effort not to appear "racist", consistently have overreported their support for black or non-conservative candidates. This tendency poses serious problems for both the prediction of electoral outcomes and the measurement of candidate preference in academic research. Using survey data from the 1991 Louisiana gubenatorial election, which featured the candidacy of ex-Klansman David Duke, the current research tests several alternative measures of candidate preference. Findings indicate that measurement validity can be improved through use of candidate evaluations as surrogates for the vote intention question. The research further examines social. desirability as an explanation of respondent dishonesty and finds that, consistent with this explanation, those persons most likely to be aware of the norm of racial tolerance, especially the better educated, also are those most likely to express a dishonest preference.

Party Political Preferences of U.S. Hispanics in 1990: The Varying Impact of Religion, Region, Social Class, and Demographic Factors
Barry A. Kosmin and Ariela Keysar, Berman Institute, CUNY Graduate Center

The focus of this paper is how Hispanics relate to U.S. party politics. The source of our data is the 1990 CUNY National Survey of Religious Identification which had a nationally representative sample of 4,868 Hispanic adult respondents.

The uniqueness of our data is that for the first time we disaggregate the one-third who are Protestant and of No Religion from the Catholic majority of Hispanics in order to see how religious identification affects political outlook.

Hispanics are most likely to be Democrats, 41% of them gave a Democratic party preference, compared with 27% who stated independent, and 24% who identified as Republicans. Religious identification has some influence on party preference among the Hispanic population.

Our research suggests that Hispanics are rapidly adopting mainstream American political characteristics where race, religion, class and region are important influences on political party preferences. As a whole, the Hispanic population resembles politically white America, rather than African-Americans. There appears to be little evidence of a national Hispanic vote tied to ethnicity for either political party. The local political environment and individual social attributes are the determining factors in Hispanic political preferences in the 1990s.

She Says, He Says: Who Believed Whom in the Senate Hearings on the Supreme Court Nomination of Clarence Thomas?

Jack McLeod, Kuang-Yu Huang, Zhongshi Guo, & David Kurpius
Mass Communications Research Center, University of Wisconsin-Madison

Factors influencing belief in the testimony of Anita Hill or of Clarence Thomas were examined among a probability sample of 440 adults residents of Dane county, Wisconsin in late October of 1991. Republicans and social conservatives were more likely to believe Thomas, while Democrats, non-party affiliators and social liberals tended to believe Hill. Surprisingly, there were no gender differences.

Knowledge of current events and civil liberties and reporting having been the victim of discrimination were also associated with believing Hill. Thomas was more likely to be believed by those emphasizing material values and seeing the world as just and who were fatalistic about change.

Customary patterns of public affairs media use were more strongly related to who was believed than were levels of exposure and attention to the Senate hearings. Heavy viewers of television news tended to believe Thomas, whereas those highest on exposure and attention to hard news in newspaper were more likely to believe Hill. Which person's testimony was believed predicted to level of support for the Thomas nomination over and above demographics and party affiliation.

Tuesday, May 19, 9:00 a.m.-10:30 a.m.

QUESTION EVALUATION METHODOLOGIES USED IN TESTING ALTERNATIVE QUESTIONNAIRES FOR THE REDESIGN OF THE CURRENT POPULATION SURVEY

Population Survey Questionnaire

Jennifer M. Rothgeb and Jennifer C. Hess, U.S. Bureau of the Census

During the redesign of the Current Population Survey questionnaire, researchers from the Census Bureau and the Bureau of Labor Statistics tested several alternative questionnaires against the current questionnaire (control). In this paper, we demonstrate the role response distribution and item nonresponse analysis played in evaluating different question wordings.

As one of four question evaluation methodologies used, response distribution analyses were useful to determine if revised questions were broader in scope and more inclusive; if different methods of obtaining the same information resulted in similar estimates; and, if additional questions were useful or necessary. Item nonresponse analysis was used in two ways. First, refusal rates were examined for alternative question wordings to determine the extent to which respondents found certain versions of a question to be more sensitive than another version. Second, "don't know" rates were examined to determine the extent to which a task was too difficult for respondents to do.

While the principal strength of response distribution analyses is that it demonstrates how different question wordings reveal different response patterns, a principal weakness is that it does not necessarily indicate which version of a question best conveys the concept of interest. While response distribution analysis is a very useful tool for question evaluation, we recognize that it must be used in conjunction with other evaluative methodologies to determine which question is the best one to use.

The Use of Respondent Follow-up Probes and Vignettes in Pretesting and Selecting Questions

Anne E. Polivka, Bureau of Labor Statistics and Elizabeth Martin, Bureau of the Census

Recently there has been rising interest in new methods for rigorously and systematically pretesting questionnaires. Two diagnostic measures which have been advocated are special follow-up probes and hypothetical vignettes. In three large, field based studies conducted for the redesign of the Current Population Survey (CPS), both follow-up probes and vignettes were used to identify ambiguities in the current questionnaire and to pretest and select revised questions for a redesigned questionnaire.

The first debriefing interview was conducted in conjunction with the administration of the monthly CPS survey during 1988. This debriefing interview consisted of both special follow-up probes administered to ascertain whether certain words or phrases were understood by respondents in the intended manner, and respondents' classification of hypothetical vignettes to ascertain whether respondents were misinterpreting key concepts. Both of these measures were used to confirm or identify problems which needed to be addressed during the redesign.

Two subsequent CATI field tests conducted during 1990 and 1991 compared several redesigned questionnaires with the current questionnaire. Respondents' comprehension was again assessed using follow-up probes and hypothetical vignettes. The primary purpose of these tests was to select the best questions for inclusion in a redesigned questionnaire for the CPS.

This paper examines the utility of follow-up probes and vignettes for pretesting and selecting questions. As part of the comparison, advantages and disadvantages of each technique are discussed. In addition, the consistency of the two diagnostic measures is explored along with methods to resolve discrepancies when they arise.

The Use of Behavior Coding to Identify Problematic Questions on Alternative Questionnaires

James L. Esposito, Bureau of Labor Statistics, and Pamela C. Campanelli, ESRC Research Centre on Micro-Social Change, University of Essex, UK

One of the exciting developments in pretesting questionnaires has been the systematic use of behavior coding as a methodology for identifying problematic questions. In this paper, we review previous research in the area of questionnaire pretesting that has made use of behavior coding and describe our experiences with this methodology. The context for this discussion is the work that was done by a team of researchers in evaluating alternative versions of questions for the Current Population Survey (CPS).

Using a specially developed coding form [based on procedures developed by Cannell and his colleagues], we monitored 229 household interviews while these interviews were in progress and obtained behavior-coding data for 483 individuals. A total of 4646 interviewer/respondent exchanges were observed and coded. When data for interviewer behaviors (percentage of exact readings) and respondent behaviors (percentage of adequate answers) were analyzed separately, only 6 of the 44 possible statistical comparisons were significant, and only one of these differences was substantively meaningful.

Other methods of looking at these data (e.g., analyses of performance data by question type, simple tabular displays of performance data by question series) are also discussed. We conclude with a general discussion of the method's utility, identifying what we believe to be its strong points and limitations under various pretesting/contextual conditions (e.g., single vs. multiple questionnaire evaluation, new vs. established questionnaire pretesting).

THE USE OF INTERVIEWER DEBRIEFINGS TO IDENTIFY PROBLEMATIC QUESTIONS ON ALTERNATIVE QUESTIONNAIRES

James L. Esposito, Bureau of Labor Statistics, and Jennifer Hess, Bureau of the Census

In this paper, we review methodological research in the area of questionnaire pretesting that has made use of interviewer debriefings and describe our experiences with this methodology.

The context for this discussion is the work that was done by a team of researchers in evaluating alternative versions of questions for the Current Population Survey (CPS).

In this field test, two techniques for debriefing interviewers were used: (1) completion of a self-administered debriefing questionnaire, and (2) active participation in a focus group with other interviewers. Questionnaire items and focus-group questions were structured to proceed from general preferences regarding alternative questionnaires to specific evaluations of particular questions or series of questions. Interviewers were also asked to identify concepts or terms they felt were most commonly misunderstood by respondents. Though not as definitive as the more quantitative methods used in the field test (e.g., respondent debriefing), interviewer debriefings were very helpful in identifying: (1) troublesome questions, (2) problematic question series, and (3) difficult-to-understand concepts.

In the final section of the paper, we conclude with a general discussion of this method's utility, identifying what we believe to be its strong points and limitations under various pretesting/ contextual conditions. We also propose an integrated, two-stage debriefing technique--one that combines the use of focus groups and a structured debriefing questionnaire--to address some of the recent criticism of interviewer debriefings as a pretesting methodology.

An Illustration of the Methods Used to Redesign the Current Population Survey Questionnaire

Anne E. Polivka, Bureau of Labor Statistics and Jennifer M. Rothgeb, Bureau of the Census

In 1986, as a component of the redesign and modernization of the Current Population Survey, the Census Bureau and the Bureau of Labor Statistics began a collaborative research program to identify, assess and correct problems with the current questionnaire. Part of this process was the conducting of two large scale tests to evaluate various question wordings.

To assess the effects of alternative question wordings, both qualitative and quantitative question evaluation techniques were used. Specifically, analysis was based on nonresponse measures for the alternative question wordings, response distributions for specific question wordings, interviewer focus groups, respondent follow-up probes, hypothetical vignettes for respondents, and behavior coding of interviewer/respondent interactions. This paper illustrates how these techniques were used in combination to evaluate and select questions for the revised CPS questionnaire. The contribution of each technique is demonstrated by examining a few questions and discussing how the results of each technique influenced the decision for that specific question.

Tuesday, May 19, 9:00 a.m.-10:30 a.m.
PUBLIC POLICY ISSUES

Studying the Communication of Public Policy Ideas
Allen H. Barton, Gainesville, Florida

The dissemination of public policy ideas can be studied by: (1)surveys of publics and national elite groups; (2) surveys of members of issue networks or key organizational actors)e.g. Laumann & Knoke); (3) "social class" analysis of participants in the opinion-making and decision-making process (e.g. Domhoff); (4) Content analysis of elite and mass media coverage of policy proposals.

This paper reports a pilot study of the content analysis method, examining a proposal by MIT economist Martin Weitzman to change the mode of compensating employees in order to reduce the marginal cost of labor and thus decrease unemployment and improve the unemployment/inflation tradeoff. The presentation and discussion of this idea is tracked through four elite communications media: professional books and journals, business journals, intellectual journals, and elite news media.

The Impact of Terrorism on Public Opinion
Theodore Downes-Leguin, RAND

Terrorists depend on public reaction to give meaning to their acts, and authorities gauge this reaction in order to determine countermeasure policy. Although this relationship between public opinion and terrorism is conventionally accepted, empirically it remains poorly defined. Increasing the sophistication with which we collect and analyze public opinion data about terrorism is important because terrorists often are more effective at manipulating opinion than policymakers are at interpreting it.

Using data from a national telephone survey, we examine different components of opinion about terrorism -- perceived likelihood, objective knowledge, and differences in evaluations of terrorism in general and individual characteristics of terrorists. In addition, we examine support for different countermeasures and how support varies with respondent characteristics. We find that diplomatic solutions such as sanctions and even negotiation are usually preferred to use of force, especially preemptive strikes. However, perceptions of threat to the polity lead to higher approval for use of force. We conclude with some methodological considerations in measuring opinion in this domain.

Media Coverage of Cocaine and Its Impact on Usage Patterns
David P. Fan and William B. Holway, University of Minnesota

This paper assesses the impact of the mass media on attitudes toward cocaine and consumption of this drug. We retrieved from an electronic database 2000 Associated Press (AP) stories on cocaine use from January 1, 1977 to December 20, 1991. We scored the text by computer for the numbers of paragraphs commenting on various aspects of cocaine. There was relatively little press coverage before the mid 1980s followed by a marked increase in 1985 after which a high level was maintained. The two major topics were medical harm and punishment of users. The impact of this press coverage was assessed using the mathematical model of ideodynamics. Predictions from the model followed survey results of American high school seniors for both attitudes on the dangers of cocaine and for actual cocaine use within the last 30 days (survey data from the National Institute on Drug Abuse). Cocaine use stayed at approximately 5 percent before 1983 at which time crack cocaine was introduced. This introduction caused a small rise to over 6 percent in 1985. Then, massive anticocaine information caused a steady reduction in use to 1.4 percent in 1991. These data demonstrate the power of public health information in changing teen age behavior even for an addictive, illicit drug.

Are Economic Expectations Based on Experience? The Case of Residential Housing
Sid Groeneman, Market Facts, Inc., Susan Collins and Barbara Lipman, National Association of REALTORS

How are expectations about future economic well-being formed? When it comes to making such projections, do expectations mirror the past, or are they based on other factors like present conditions or forecasts reported in the media? If the past is important, is it recent history or long-term trends that matter most? And, does financial gain or loss have to be personally experienced to influence expectations?

This paper will address these questions by focusing on one of the largest components of many individuals' economic well-being -- namely, the value of the residence they own. By examining perceptions concerning this primary element of wealth and indicator of living standards -- and what shapes them -- one can begin to better understand how people develop expectations about their future well-being that, in turn, may translate into economic behavior.

We will test how much individuals' expectations about the future values of their homes are affected by actual local trends in home-price appreciation, by how much their homes have changed in value, and by how long they have owned their homes. We will also compare people's general views about home-owning as an investment to their expectations about their own property. Comparable perceptions from renters about future appreciation in the hypothetical case that they purchased a home will be used to explore the degree to which any observed relationships are weakened by not being personally experienced (Renters presumably have no history of direct economic gain or loss from housing value appreciation).

The data for this research is based on a national mail survey received from 6,163 owners and 1,963 renters conducted during late 1991. The samples were selected to reflect their respective populations on region of residence, income, age, household size, and race. The response rates were 65% for owners and 59% for renters. Actual residential price changes by market (MSA) will be obtained from the National Association of Realtors' widely reported REALTOR Affordability Index.

Health Care '92: What Americans Want
Rosita Maria Thomas, Congressional Research Service, Washington, D.C.

Health care is hot on the political agenda. In 1991, candidate Harris Wofford's senatorial campaign, in Pennsylvania, confirmed that "health care" could be a winnable election issue. Subsequently, Bob Kerrey, former contender for the 1992 Democratic presidential nomination, made it the centerpiece of his campaign; and all candidates for the Democratic nomination have named it as a key issue. Meanwhile, the Bush Administration has come forth with a plan and Congress is flooded with legislative proposals.

Not unexpectedly, polling on the topic has also surged. This paper presents the results of public opinion polls on health care access, insurance coverage, and costs and interprets what the results mean -- and don't mean -- and how they have changed over time. It also evaluates polls from a policy viewpoint and suggests additional polling questions that could provide information of use to policy makers. Finally, it assesses how viable the health care issue will be in the 1992 elections and beyond.

Adult Reports of Sexual Abuse During Childhood: Results of a Statewide Telephone Survey in Kentucky
James G. Wolf, Survey Research Center, University of Kentucky

This paper reports the findings of a statewide survey of adults, conducted by the Survey Research Center (SRC) of the University of Kentucky, to determine the extent to which these adults had been victims of sexual abuse as children. The focus of the survey was to include not only, if applicable, the nature of the sexual abuse they received as a child, but also in depth sections on attitudes toward the efficacy of the state's legal system with regard to the arrest, prosecution and conviction of child sexual abusers.

The results of the RDD telephone survey conducted in October of 1991 indicate that close to 20% of adults in Kentucky experienced what they now consider to be sexual abuse before they turned 16 years old. The definition of sexual abuse was subjective, in the sense that they may not have interpreted the activities (like indecent exposure or fondling) as abuse at the time, but in retrospect they now define it as such. The results dispelled myths about more child sexual abuse occurring in the rural mountain regions and limited to low income victims with little education. It was learned that the abusers were almost always men averaging over 20 years older than their victims. Only one-fourth of the abusers used or threaten force against their victims. And one-fourth of the victims of childhood sexual abuse had never discussed the matter with anyone prior to the conversation with the interviewer.

The paper will detail these results as well as discuss some methodological considerations inherent in surveys of sensitive topics.

"A Startling Number of American Children in Danger of Starving:" A Case Study of Advocacy Research.

Ted J. Smith III and Melanie Scarborough, Virginia Commonwealth University

Professional survey researchers have long expressed concern about the proliferation of sham surveys used in fundraising appeals. Other scholars have focused on the problem of "advocacy research," studies of dubious quality conducted by special interest groups and released to the media in order to influence public debate. This paper examines an example of advocacy research based on survey methods.

In March 1991, the Food Research and Action Center (FRAC) released the shocking findings of a "national" hunger survey which found that one in eight American children under 12 is "hungry" and one in four is "hungry or at risk of hunger." The findings received extensive coverage in the national news media and were cited frequently in congressional debates. Unfortunately, the FRAC study exhibits crippling conceptual and methodological defects. Worse, media coverage was generally both uncritical and hyperbolic, often exaggerating the already excessive claims of the researchers.

This paper provides a detailed critical analysis of the FRAC study and the coverage it received in the national media. It concludes with a discussion of possible actions that might be taken to limit the abuse of survey methods.^Z

Tuesday, May 19, 10:45 a.m.-12:15 a.m.
QUALITY CONTROL IN SURVEYS

Timing First and Second Call Attempts on RDD Studies to Reduce Total Call Attempts

Bruce Allen and Patricia Skinner, WESTAT

No general agreement yet exists on the time at which the first call on an RDD household study should be made. This paper addresses the first attempt issue by expanding the question to include the second call as well. The goal is minimizing the total number of call attempts across the sample by managing the time sequencing of the first two call attempts. Other approaches attempt to maximize the finalized cases obtained on the first call attempt without regard to the total attempts required to finalize the entire sample. During December of 1991, Westat conducted an experiment dividing approximately 2250 RDD prime numbers (a randomly selected telephone numbers within an 8 digit block) and 10,000 secondary numbers (generated from residential blocks) into groups. The first experimental group of prime and secondary numbers received the first call during the day on a weekday between 9:00 AM and 2:00 PM. The second call to the number, if necessary, was made between 7:00 PM and 9:30 PM. The second group of each type received the first two calls in the reverse order. The sample was of Southern California Telephone numbers.

The paper examines the outcome variable, the total number of calls required to finalize the case, by the experimental treatment, the calling algorithm used for the first two calls. The analysis includes consideration of the residency rate of the sample, and the differential effort required for residential and non-residential telephone numbers.

Quality Control in Interview Surveys at Statistics Sweden
Hans Nasholm and Lars R. Bergman, Statistics Sweden

This paper describes steps being taken at Statistics Sweden to improve quality in surveys in a cost effective way. The agency is introducing an extensive survey quality control program that focuses on quality assurance in data collection. The program includes the use of quality measures to direct the survey processes and it provides the users with information on different aspects of quality.

We focus on aspects in interview work, particularly the effect on quality; questionnaire design, the formulation of the objectives of the field work, interviewer training and manuals, field supervision, feedback to interviewers, other kinds of interviewer support, and the interviewer as an active participant in the quality work.

It is not difficult to specify what indicates higher quality for each of these aspects, as well as finding measurable indicators. It is more difficult to relate the importance for the final quality of, for instance, extra resources to improve the quality of a specific aspect.

The strategical and logistical design of the quality control program in its organizational environment is presented. The feedback and information system that is needed to maintain a good quality is described and some empirical examples are given.

Evaluating Conversational Interviewing: Statistical Quality Control Combining Deming's Methods with Interviewer/Respondent Interaction Coding
Catherine C. Haggerty, Paul Buckley, Barbara K. Campbell, Martin R. Frankel, Kenneth A. Rasinski, National Opinion Research Center; C. Dennis Carroll, National Center for Educational Statistics

The fifth round of data collection for the High School and Beyond Survey will utilize conversational interviewing, a relatively new concept in academic survey data collection. All prior rounds of data collection for the High School and Beyond Survey were collected using self administered forms; the fifth round of data will be collected using CATI. A number of concerns about using CATI for this round of the survey, including concerns about data comparability between the fifth round and previous rounds of the High School and Beyond Survey, led to the development of the conversational mode concept. First, the questionnaire design team attempted to write questions that would sound conversational. Second, because a number of "questions" have the appearance of a form (e.g., verification of past education spells), it was decided to allow interviewers to work their way through these sections without a script. Third, interviewers were given greater license than usual to adapt questionnaire language when they feel it is necessary.

Such a radical departure from standard survey procedures warrants careful monitoring. To carefully monitor conversational mode interviewing, as well as to ensure quality in other aspects of the data collection, we have designed a simple statistical quality monitoring system that combines Deming's principles with monitoring techniques developed at the University of Michigan. The system involves the random monitoring of stations and time periods during each shift, and real time on-line coding of interviewer/respondent interactions. Shewart charts are used to monitor the interviewer deviations; the charts measure interviewer deviations from scripted questions that either enhance, degrade or have no effect on responses. The design permits analysis by interviewer, monitor, question type and interviewer/respondent interaction category.

PRODUCTION MONITORING IN A CENTRALIZED TELEPHONE FACILITY

Lisa S. Holland and Karin M. Clissold, Survey Research Center, University of Michigan

Monitoring has been widely acknowledged as an advantage of centralized telephone interviewing. It has demonstrated utility in identifying potential sources of error associated with interviewer performance and with survey questions. Recently, there has been an increase in the attention paid to the methodology of monitoring. Researchers are attempting to devise and implement systematic procedures by which interviewer performance is evaluated fairly and accurately. The present paper describes the integration of such a design into a full-scale production setting. The design features probability selection of hours and interviewers to monitor and data collection at the question level.

The paper assesses the effectiveness of this design by examining measures of monitor productivity and the frequency with which individual interviewers are monitored. In order to evaluate interviewer performance, comparisons of the error rates across interviewer categories are presented. If the system provides objective measures of performance, differential performance across interviewers should be reflected. Additionally, this evaluation considers the performance of monitors over time.

The paper concludes with a discussion of the problems encountered monitoring in a production facility, including problems associated with multiple studies being monitored simultaneously, varied production levels within the facility, and the fluctuation of interviewer work loads. The paper also discusses the utility of the system for identifying potential sources of error in survey questions.

Quality Assurance in an Ongoing Survey Program

Carla P. Jackson, Tennessee Valley Authority, Chattanooga, Tennessee

The Tennessee Valley Authority (TVA) periodically conducts sample surveys of residential consumers in its electric power service area to obtain estimates for load forecasting, rate analysis, and program planning. Because of the importance of accurate and timely estimates to serve these purposes, rigorous quality control standards have been routinely implemented in these surveys, particularly with respect to data collection and encoding, interviewing procedures, and response weighting.

In a recent TVA residential survey, additional efforts were also undertaken to improve the quality of survey estimates while attempting to reduce survey costs. Included in these efforts were an increase in the level of detail for the survey RFP, more direct control over mailout procedures, inhouse printing of the survey questionnaires, mail response rate improvement efforts, and use of TVA retirees to perform follow-up personal interviews.

Those efforts were successful in achieving the desired cost savings while improving the overall quality of the survey. While these efforts will be continued in TVA's upcoming residential survey, quality improvement is viewed as an ongoing process. Additional changes may accordingly be introduced in the process of planning the upcoming survey.

Tuesday, May 19, 10:45 a.m.-12:15 a.m.
NONSAMPLING ERRORS

Response Errors in Hours at Work: Remembering What Happened Week after Next
Ann Bostrom, Bureau of Labor Statistics/Georgia Tech and John P. Robinson, University of Maryland/Bureau of Labor Statistics

"It's a poor sort of memory that only works backwards," the Queen remarked. "What sort of things do you remember best?" Alice ventured to ask. "Oh, things that happened the week after next," the Queen replied in a careless tone."

- Lewis Carroll

In this paper we review the types of respondent heuristics and biases that can affect answers to questions about hours at work, and discuss how to attenuate resulting biases. Survey questions about hours at work share some attributes with other retrospective memory and time estimation tasks for frequently repeated behaviors. Response errors in these tasks can come from the use of heuristic response strategies - such as reliance on a basic mental model (i.e., a prototype or semantic memory) rather than memory of specific episodes, and anchoring and adjustment. These and other cognitive sources of error provide one explanation for deviations between hours-at-work estimates from the Current Population Survey (CPS) and from national time-diary studies. Data from both new and prior studies carried out at the Bureau of Labor Statistics on CPS hours at work questions are examined.

The Impact of Administration Modes on Response Effects in Surveys
Hans J. Hippler, ZUMA

Gender, Gender, Gender: The Effect of Interviewer Gender on Response to Affirmative Action Items
David Northrup, Institute for Social Research, York University, Toronto, Canada

Survey researchers have long been concerned that variations in interviewer's behaviour, characteristics (age, class, race, gender, etc.), and the interaction between interviewer and respondent can effect sample survey estimates. However, there is little evidence that well trained and experienced interviewers have a consistent effect on survey results. The exceptions are those characteristics of the interviewer that are most "visible" to the respondent: the interviewer's race and gender. The impact of the first of these variables, race, on survey results, is well documented. However, the impact of interviewer gender on response has received much less scrutiny by survey researchers and the results of this work are much less consistent than those on race of interviewer effects. An initial attempt to measure the impact of gender on response, for what can broadly be labelled "affirmative action items" is explored in this paper. In the three telephone studies reviewed, men give significantly more supportive answers on affirmative action items to female interviewers than to male interviewers. The difference in response, according to the gender of the interviewer, is greatest for male respondents with low levels of education.

Motivation and Accuracy in Estimating Opinion Distributions
Yaacov Shamir, Tel-Aviv University

Conducting a Three-Factor Experiment on Consumer Attitudes Using a CATI System
Debra M. McCallum, Joan E. Esser-Stuart, and Leatha A. Darden, The University of Alabama

A three-factor experiment was incorporated as part of a statewide omnibus telephone survey conducted by the Capstone Poll at the University of Alabama. The survey covered a wide range of political, social, and psychological issues, including a series of questions regarding consumer attitudes toward mail-order products. It is these consumer items which form the focus of the paper. Respondents were 450 adult residents of Alabama.

The purpose of the experiment was to investigate attitudes toward mail-order clothing, by manipulating three independent variables: (a) country of origin (high, moderate, and low perceived quality of goods); (b) mail-order catalog image (high, low prestige); and (c) warranty (high, low). Instructions and questions were constructed to reflect this 3 X 2 X 2 between-subjects factorial design, and each respondent received the items corresponding to one of the twelve experimental conditions. The dependent variables were (a) perceived quality of apparel, (b) perceived risk in purchasing apparel products, and (c) apparel purchase intentions.

Interviewing was conducted with a CATI system, which automatically presented the appropriate set of questions for the randomly-assigned experimental conditions. The data were analyzed using a three-way analysis of variance to test interactions and main effects.

Tuesday, May 19, 10:45 a.m.-12:15 a.m.
EXPERIMENTS IN QUESTIONNAIRE DESIGN

The 1990 Census Questionnaire Experiment
Nancy Bates and Theresa Demaio, U.S. Bureau of the Census, Center for Survey Methods Research, Washington D.C.

The Census Bureau 1990 Alternative Questionnaire Experiment (AQE) tested five different census longforms each designed to explore a unique set of hypotheses aimed at increasing mail response. The experiment was conducted by sending one of the six experimental forms in place of a regular short form to approximately 41,500 households nationwide during the 1990 census.

A standard decennial longform served as the control for the experiment. The next two panels contained only internal changes designed to make the form more "user-friendly" without altering the traditional physical construction. The fourth form introduced a more drastic change by structuring the questionnaire into a booklet which reordered all population questions together followed by housing questions at the end. The last two experimental forms consisted of nine individual person forms and one housing form all sent together in a folder as a "kit". One of these panels additionally tested the effect of anonymity on mail response by eliminating all identifiers.

Differences in mail response among the first three panels were not significant but both the booklet and kit panels achieved a significantly higher mailback rate than the control. The mailback rate for the nameless kit questionnaire was slightly higher than the kit questionnaire with identifiers.

Effect of an Open-ended Question on Closed Opinion Responses

Robert Mason, Marti McCracken, Oregon State University and John Carlson, University of Idaho

This paper explores the impact of asking an open-ended question on subsequent closed opinion responses. The results are based on a split-ballot experiment in which an open "why" question is asked immediately after a closed opinion question in a two item battery (Treatment 1), and following the second of the two closed items (Treatment 2). The closed items covered opinions held about the economic situation in one's community or in one's state in the next five years. Open ended responses were expected to enhance or diminish contrast and assimilation effects associated with the order of presentation of the two closed items. If the community question is asked first, respondents may subtract the community effect from the state response (contrast effect) or heighten the similarity between community and state responses (assimilation effect). Data were gathered from responses to a RDD telephone survey of 1,006 cases.

The results show overall differences for location of the open question is statistically significant regardless of the order of the closed items. A statistically significant interaction between order of the closed questions and location of the open question also was found. Tables showing the differences and an analysis of contrast and assimilation explanations are reported and discussed.

Effects of Response Scales on Frequency Judgments: The Moderating Role of Nature of the Behavior

Priya R. Das and Geeta Menon, New York University

Previous work has shown that the format of response scales influences behavioral information obtained in surveys. For example, Schwarz, Hippler, Deutsch and Strack (1985) showed that when respondents were asked to choose the response category that best described their television viewership, those exposed to a higher category range reported a higher mean than those exposed to a lower range.

The current paper examines the role of the nature of the behavior in the choice of response categories. We hypothesized that not all behavioral frequency reports are affected by the range of response categories. The bias caused by the range of response categories would be moderated by the manner in which the information relevant to a frequency judgment is stored in memory, which in turn is dictated by the nature of the behavior. As predicted, behaviors for which respondents use rates-of-occurrence are not subject to bias, while those for which respondents use episodic recall are. This finding emphasizes the robustness of the use of rate-of-occurrence as a heuristic.

Do Respondents "Mark All That Apply" on Self-administered Questions?
Kenneth A. Rasinski, David Mingay, and Norman M. Bradburn, National Opinion Research Center, The University of Chicago

As part of the field test for the Second Follow-up of the National Education Longitudinal Study or 1988 Eighth Graders (NELS:88), an experiment was conducted to assess the effectiveness of the "mark all that apply" question format. For five items dispersed throughout the questionnaire, consisting of different lengths and topics, "mark all that apply" instructions were compared with instructions asking respondents to explicitly mark yes or no to each response option. In addition response option order and respondent gender were included as factors in the research design. For all five items, significantly fewer responses were elicited under the mark all that apply instructions, regardless of whether the response options were ordered from most-to-least or from least-to-most frequent. For either instruction, respondents were more likely to select a response option when it appeared at the top-half of the list. Gender interacted in a complex manner with format and response option order, but only for one of the five items. Results support Sudman and Bradburn's (1981) advice against the use of mark all that apply instructions, and their advice in favor of placing lower frequency options near the beginning of a list of response options.

At the Intersection of Survey Research and Cognitive Psychology: The Evolution of Alternate Life Events Questionnaires
Jason S. Lee, GAO

This paper traces the design and development of alternate versions of a new, survey-based method of assessing the occurrence of major life events. A team of cognitive, developmental and social psychologists working in the Laboratory of Socioenvironmental Studies (LSES) at the National Institute of Mental Health collaborated to produce a self-administered Life Events Calendar and Life Events Form which are suitable for use with elderly respondents. This collaboration included pretests of the calendar and form, focus group discussions, and cognitive interviewing. A review of the many design modifications that resulted from this collaboration may prove instructive to those who develop memory-based survey measurement techniques.

Tuesday, May 19, 10:45 a.m.-12:15 a.m.
RESPONSE RATES IN SURVEYS AND CENSUSES

Non-Respondents in a Mail Survey: Who are the Non-Respondents & Why Don't They Respond?
Kimberly Downing, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University

Understanding who does not respond to surveys and why remains a persistent problem in survey research. This paper examines the question of "who are non-respondents" and some of the reasons why individuals do not respond to surveys. The study looks at respondents and non-respondents to a 1991 mail survey conducted in an urban, multi-ethnic community in New Jersey. Although, the survey implemented a variety of techniques to induce response many residents still failed to respond. Follow-up phone calls were conducted with 20% of the original sample. The phone-call follow-ups served several purposes: 1) as a reminder to return the survey; 2) to further understand why people did not respond to the survey; and 3) to ascertain who had not responded.

This study not only investigates individuals reasons for not responding to the survey, but also it explores the question of whether survey respondents are different than non-respondents. Further, the research inquires whether there are differences between individuals that respond when the survey is first mailed out (without follow-up prompting) to late-comer respondents that need additional prompting to respond to a survey.

Size of Questionnaire and Respondent Cooperation in Mail Surveys
Timothy P. Johnson, Jennifer Parsons, Richard B. Warnecke, University of Illinois, Leslie Ford, National Cancer Institute and Arnold D. Kaluzny, University of North Carolina

A Behavioral Paradigm for Understanding Nonresponse to the 1990 Census
Nancy A. Mathiowetz, U.S. Bureau of the Census

The decennial census is in no way a typical "survey"; its mandatory response, the ability to utilize media to enhance response, and its use for determining Congressional districts and the allocation of federal funds, all suggest that response to the census should be buffeted from the recent trend toward higher nonresponse in surveys. Evidence from 1990 however, suggests that census nonresponse followed the same trend as has been evident in academic and marketing surveys over the past decade. This study attempts to fit a behavioral paradigm for nonresponse developed by Cialdini, et al.(1991) to the census experience.

Using data from the Survey of Census Participation (SCP), the analysis examines the following factors which may affect participation: the respondent's feeling of social responsibility toward surveys, trust in surveys, previous requests to participate in government surveys, degree of survey participation by friends, and the value placed on privacy. The SCP, conducted by NORC in June, 1990, focused on receipt of the census form, knowledge and attitudes about the census, concerns about privacy, and problems encountered in completing the census.

1990 Census Mail Response Stages
Quentin Newhouse, Jr., U.S. Bureau of the Census, Center for Survey Methods Research

This paper reports on two national representative surveys with data that examine the causes of the apparent decline in 1990 census participation. The Outreach Evaluation Survey (OES) evaluates the 1990 census outreach and promotion activities and national media campaigns. The 1990 Survey of Census Participation (SCP) was implemented in response to the lower than expected 1990 mail-back rate. Both surveys emphasize how people handled their census forms and correlates of mail-out, mail-back "success", including demographics, census form type, outreach exposure, census knowledge and attitudes, and self-reported reasons for census mail non-response. Mail-out, mail-back self-enumeration involves a sequence of stages, receiving the census package, opening it, starting to fill it out, completing it, and mailing it back. Drop-outs from this process can occur at any stage. Problems at the different stages imply different "fixes". This paper focuses on the self-enumeration stages in 1990, with comparisons to similar data gathered after the 1980 Census. The drop-out pattern appears to have remained stable, although nonreceipt of the form seems a greater problem in 1990 than in 1980.

Understanding the causes of self-enumeration problems and the low 1990 participation rate may improve mail-back cooperation in future censuses.

Respect Thy Respondent! A Primer on Manners in Survey Research
Fran Featherton, Luann Moy, and Jason Lee, U.S. General Accounting Office

Respondent cooperation is indispensable to survey research. In "The Art of Asking Questions," Stanley Payne observed that "People are being exceedingly gracious when they consent to be interviewed." The paper revisits this important topic because it is time to elevate respect for the respondent to the ranks of other critical principles and practices of survey research. We must provide motivation, minimize burden, and treat the respondent with the utmost courtesy and sincerity. If we fail to do this, even the best designed instruments will be refused, or worse, will elicit biased information, tainted by sarcasm or indifference.

Respondent motivation affects survey participation on at least three levels: 1) on deciding whether or not to participate in the survey, 2) on participating question-by-question, and 3) on being willing to participate in future surveys. We examine the guiding principle of respect for the respondent as it affects these critical levels of respondent participation. We focus on respectfulness and politeness in the initial contacts with respondents, in question wording and questionnaire design, and in the termination of the survey. The paper provides positive and negative examples of materials and practices that do and do not respect respondents. We hope to show how researchers can strive to disabuse respondents from the all too frequent feeling that "No good deed goes unpunished."

Recall of Prescription Drug Purchase by Elderly Respondents
W. Sherman Edwards, Westat, Inc., and Marc L. Berk, Project HOPE Center for Health Affairs

This paper will examine the reporting of prescription drug purchases by elderly persons in the Project HOPE Prescription Drug Expenditure Verification survey (PDEVS), conducted in five locations in 1989 by the Roper organization for Project HOPE. Households including persons 66 years of age or older were interviewed twice. Altogether, data on purchase of prescription drugs was obtained for the first six months of 1989, and verification data were collected from pharmacies for 87 percent of household survey respondents. Drugs reported by the household were matched by drug name with those reported by pharmacies.

The pharmacies reported about 45 percent more drugs overall than household respondents. Of all drugs reported, 8 percent were reported by the household only, 36 percent were reported by the pharmacy only, and 56 percent were reported by both.

The relative salience of drugs and the recency of their presence in the household appear to be positively associated with recall. Drugs purchased several times during the reference period were much more likely to be recalled. Since these drugs are likely to be for chronic conditions, they should be highly salient and present in the household whenever an interview is conducted. More expensive drugs, the purchase of which is likely to be more salient, were also more likely to be reported. The use of records by respondents increased the accuracy of reporting, and the more types of records

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