# AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

## 48th Annual Conference

PHEASANT RUN RESORT AND
CONVENTION CENTER
*St. Charles, Illinois*

MAY 20-23, 1993

AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

48th Annual Conference

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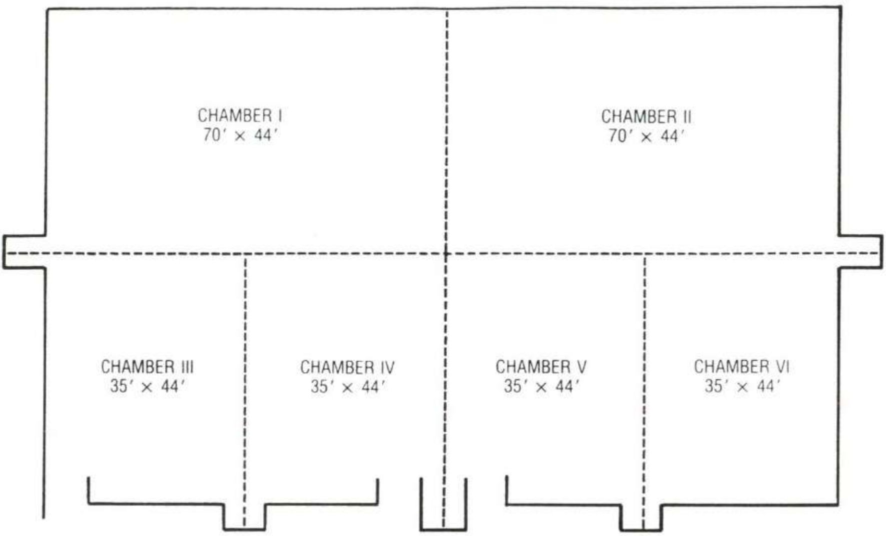
PHEASANT RUN RESORT AND
CONVENTION CENTER
*St. Charles, Illinois*

MAY 20-23, 1993

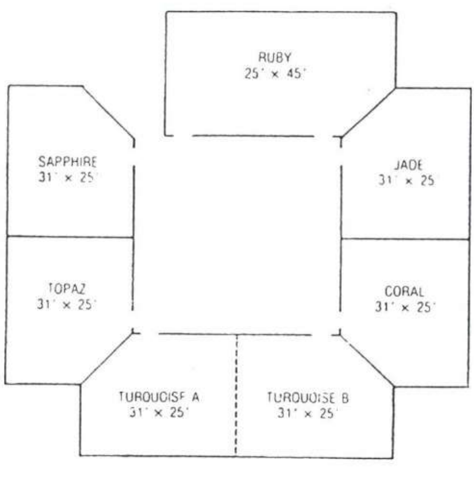
# WHERE AND WHEN AT THE 1993 AAPOR CONFERENCE PROGRAM

| DAY | TIME | RUBY | TURQUOISE | ST. CHARLES II | ST. CHARLES V | ST. CHARLES VI |
|---|---|---|---|---|---|---|
| **Thursday** | 2:00-5:00 | Council Meeting | | | Behavior Coding Methods | Content Analysis |
| | 6:30-8:30 | Dinner | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 8:30-10:00 | Plenary Session | **(In the St. Charles Ballroom II)** | | | |
| **Friday** | 7:00-9:00 | Breakfast | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 8:30-10:00 | Language and Culture | Sample Design | Qualitative/Quantitative Data | Record Keeping | Evaluating Candidates |
| | 10:15-11:45 | Special Populations | Meaning of Questions | Anita Hill-Clarence Thomas | Mail Survey Response | Interviewing Style |
| | 12:00-12:45 | Posters/Roundtables | **(In the New Orleans Ballroom)** | | | |
| | 12:30-2:00 | Lunch | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 2:00-3:30 | Public Opinion/Public Policy | Response Validity I | Poll Performance in 1992 | Response Rates and Effects | Interviewing Technology |
| | 3:45-5:15 | Mail Questionnaires | Response Validity II | Respondent Incentives | Environmental Attitudes | Campaign Media Use |
| | 6:00-7:00 | Reception for Newcomers | **(In the Atrium)** | | | |
| | 7:00-8:30 | Dinner | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 8:30-10:00 | Plenary Session | **(In the St. Charles Ballroom II)** | | | |
| **Saturday** | 7:00-9:00 | Breakfast | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 9:00-10:30 | Respondent Selection | Psychological Perspectives | Interpreting the '92 Election | Spiral of Silence | Cross-national Comparisons |
| | 10:45-12:15 | Respondent Tracking | Questionnaire Design | Predicting Election Outcomes | Non-traditional Press | Citizenship & Democracy |
| | 12:30-2:00 | Luncheon and Presidential Addr | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 2:00-3:30 | Response Scales | Interviewer Effects | The 1992 Debates | Consumer Confidence | Making Sense of Polls |
| | 4:00-5:30 | Business Meeting | **(In the St. Charles Ballroom II)** | | | |
| | 6:00-7:00 | President's Reception | **(In the Atrium)** | | | |
| | 7:00-9:30 | Awards Banquet | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 10:00 ---- | Probability Seminar | **(Pete Fountain Room)** | | | |
| | | Nontraditional Sing | **(Duke Ellington Room)** | | | |
| | | All-Chapter Party | **(Bourbon Street)** | | | |
| **Sunday** | 7:00-9:00 | Breakfast | **(In the St. Charles Ballroom I, III, IV)** | | | |
| | 9:00-10:30 | Respondent Participation | Organizational Surveys | ISSP Panel | Assessing Audience Impact | Crime & Violence |
| | 10:45-12:15 | Mode Effects | Party Identification | 1992 Census Developments | Understanding Turnout | Public Health |
| | 12:30 ----- | Lunch | **(In the St. Charles Ballroom I, III, IV)** | | | |

## KING CHARLES BALLROOM




## GEM ROOMS * SECOND FLOOR TOWER



## AAPOR EXECUTIVE COUNCIL

| | 1992-93 | 1993-94 |
|---|---|---|
| **President** | Kathleen A. Frankovic<br>CBS News | Stanley Presser<br>University of Maryland |
| **Vice President and President-Elect** | Stanley Presser<br>University of Maryland | Andrew Kohut<br>Times/Mirror Center for the People and the Press |
| **Secretary-Treasurer** | Janice M. Ballou<br>The Eagleton Institute | Michael R. Kagay<br>The New York Times |
| **Associate Secretary Treasurer** | Michael R. Kagay<br>The New York Times | Nancy Belden<br>Belden & Russonello |
| **Past President** | Norman M. Bradburn<br>NORC | Kathleen A. Frankovic<br>CBS News |
| **Standards Committee** | Theresa F. Rogers<br>Columbia University | Elizabeth Martin<br>Bureau of the Census |
| **Associate Standards Committee** | Elizabeth Martin<br>Bureau of the Census | Larry Bobo<br>Univ. of California, Los Angeles |
| **Conference Committee** | Michael Traugott<br>University of Michigan | Diane Colasanto<br>Princeton Survey Research Associates |
| **Associate Conference Committee** | Diane Colasanto<br>Princeton Survey Research Associates | James R. Beniger<br>Univ. of Southern California |
| **Membership and Chapter Relations** | Josephine R. Holz<br>NBC | Clyde Tucker<br>Bureau of Labor Statistics |
| **Associate Membership and Chapter Relations** | Clyde Tucker<br>Bureau of Labor Statistics | Marie Crane<br>M. Crane & Associates, Inc. |
| **Publications and Information** | Kenneth E. John<br>U.S. General Accounting Office | Nora Cate Schaeffer<br>University of Wisconsin |
| **Associate Publications and Information** | Nora Cate Schaeffer<br>University of Wisconsin | Laurie J. Bauman<br>Albert Einstein College of Medicine |
| **Councillors-at-Large** | Eleanor D. Singer<br>Columbia University | Warren J. Mitofsky<br>Voter Research and Surveys |
| | Warren J. Mitofsky<br>Voter Research and Surveys | Seymour Sudman<br>University of Illinois |

## AAPOR AWARD COMMITTEE

| | |
|---|---|
| Kathleen A. Frankovic | CBS News |
| Norman M. Bradburn | NORC |
| Joan S. Black | J.S. Black and Associates |
| Warren J. Mitofsky | Voter Research & Surveys |
| J. Ronald Milavsky | University of Connecticut |
| Eleanor Singer | Columbia University |
| Phil Meyer | University of North Carolina, Chapel Hill |

## 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 |
| John Blair | University of Maryland |
| Stanley Presser | University of Maryland |
| Robert Rich | Institute for Government and Public Affairs |

## AAPOR STUDENT PAPER AWARD WINNERS

First Place

Michaela Wänke — Universitat Mannheim
*"Question Wording in Comparative Judgments: Understanding and Manipulating the Dynamics of the Direction of Comparison"*

Second Place

E. Clement Brooks — University of California, Berkeley
*"Re-Evaluating Converse's Non-Attitudes Thesis: Stability and Measurement of 1950's Public Opinion"*

Third Place

E. Marla Felcher — Northwestern University
*"Increasing the Accuracy of Respondents' Estimates of the Frequency of Everyday Behaviors in Survey Research: Memory Cues vs. Increased Retrieval Time"*

J. Frederick-Collins — University of North Carolina at Chapel Hill
*"A Spiral of Bias? Database Marketing and Public Opinion Formation"*

## TECHNOLOGY EXHIBITORS

Organizer: Robert S. Lee, Pace University

The MayaTech Corporation
Info Zero UN
Computers for Marketing Corporation
Analytic Computer Service
Senechio Software, Inc.

## SITE SELECTION AND ARRANGEMENTS

Chair: Karen Liss Goldenberg, Bureau of Labor Statistics

## CONFERENCE PROGRAM DESIGN AND EDITING

Michael W. Traugott and Joyce A. Meyer, University of Michigan

## BOOK EXHIBIT, 1993
## 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.
Four Walls, Eight Windows
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
Jossey-Bass Publishers
Lexington Books
Longman Publishers
MIT Press
Oxford University Press
Plenum Press
Putnam Publishing Group
Routledge/Chapman/Hall
Russell Sage Foundation
Sage Publications
St. Martins Press
Simon & Schuster
Syracuse University Press
Times Books/Random House
Transaction Books
University of California Press
University of Chicago Press
University of Illinois Press
University of North Carolina Press
John Wiley & Sons
Women's Research and Education Institute
Yale University Press

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.

### BOOK EXHIBITORS

Organizer: Phyllis Endreny, Research Consultant

### AUDIO VISUAL ARRANGEMENTS

Dawn Von Thurn, Bureau of the Census

### FUN RUN/WALK AND T-SHIRTS

Nancy Mathiowetz, Agency for Health Care Policy and Research

### 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 $95 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, Inc. | New York, New York |
| AISA | Czechoslovakia |
| Alaska Analysts/Dittman Research | Anchorage, Alaska |
| Angus Reid Group, Inc. | Vancouver, British Columbia, and Minneapolis, Minnesota |
| The Arbitron Company | New York, New York |
| Aspen Systems Corporation, | Silver Spring, Maryland |
| Atlantic Marketing Research Company, Inc. | Boston, Massachusetts |
| Audits & Surveys, Inc. | New York, New York |
| Ayres & Associates | Roswell, Georgia |
| Baltic Surveys Ltd. | Vilnius, Lithuania |
| Belden Associates | Dallas, Texas |
| Blum & Weprin Associates, Inc. | New York, New York |
| Booth Research Services, Inc. | Atlanta, Georgia |
| Brehl & Associates Marketing Research | Great Neck, New York |
| Cambridge Reports, Inc. | Cambridge, Massachusetts |
| Center for Communication Dynamics | Washington, D.C. |
| Center for Survey Research | Bloomington, Indiana |
| Center for Survey Research | Boston, Massachusetts |
| Center for Urban Studies, Wayne State University | Detroit, Michigan |
| Central Research Corporation | Topeka, Kansas |
| Chadwick Martin Bailey, Inc. | Boston, Massachusetts |
| Chilton Research Services | Radnor, Pennsylvania |
| CID (Consultoria Interdisciplinaria en Desarrollo, S.A.) | San Josė, Costa Rica |
| Ciruli Associates | Denver, Colorado |
| Computer Assisted Survey Systems | Madison, Wisconsin |
| Computer-assisted Survey Methods Program (CSM) | Berkeley, California |
| Creative & Response Research Services, Inc. | Chicago, Illinois |
| DATAN, Inc. | Princeton, New Jersey |
| DataStat, Inc. | Ann Arbor, Michigan |
| Decision Marketing Research Limited | Toronto, Ontario, Canada |
| Demoscopia, S.A. | Madrid, Spain |
| Dudley Research | Exeter, New Hampshire |
| E & P Research, Inc., | Atlanta, Georgia |
| The Eagleton Poll, Eagleton Institute of Politics, Rutgers University | New Brunswick, New Jersey |
| EP-Escritorio De Pesquisa Eugenia Paesani S/C Ltd | São Paulo, Brazil |
| Eric Marder Associates, Inc. | New York, New York |
| Fairbank, Maslin, Maullin Associates | Santa Monica, California |
| Field Research Corporation | San Francisco, California |
| Field Research Schreiber GMBH | Lotte, Germany |
| Focus-Athenian Marketing Research Centre | Athens, Greece |
| The Gallup Organization, Inc. | Princeton, New Jersey |
| Gallup - Social Surveys (Gallup Poll) Limited | London, England |

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|---|---|
| Gene Bregman and Associates | San Francisco, California |
| Goldhaber Research Associates | Amherst, New York |
| 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. |
| HBRS, Inc. | Madison, Wisconsin |
| Hispanic Marketing Communication Research | Belmont, California |
| Hollander, Cohen & McBride, Inc. | Baltimore, Maryland |
| ICM Research | London, England |
| ICR Survey Research Group | Media, Pennsylvania |
| IMOP Gallup Mexico | Mexico |
| Infratest Burke Berlin | Berlin, Germany |
| Institut Luxembourgeois De Recherches Sociales (ILRĘS) | Luxembourg |
| Institute for Policy Research, University of Cincinnati | Cincinnati, Ohio |
| Institute for Research in Social Science, University of North Carolina | Chapel Hill, North Carolina |
| Institute of Economic and Market Research, (PVT) Ltd. | New Delhi, India |
| Intermarket Research Inc. | New York, New York |
| John G. (Jim) Stryker, Research Consultant | Kendall Park, New Jersey |
| The Ketchum Public Relations Research & Measurement Department | New York, New York |
| Kochevar Research Associates | Cambridge, Massachusetts |
| Louis Harris and Associates, Inc. | New York, New York |
| Macro International, Inc. | Silver Spring, Maryland |
| Market Decisions, Inc. | South Portland, Maine |
| Market Development, Inc. | San Diego, California |
| Marketing Answers Consultants Inc. | Ardsley, New York |
| Marketing Center, Co., Ltd. | Tokyo, Japan |
| MarketWise Inc. | Charlotte, North Carolina |
| Mathematica Policy Research, Inc. | Princeton, New Jersey |
| Mathew Greenwald and Associates, Inc. | Washington, D.C. |
| Mathtech, Inc. | Princeton, New Jersey |
| Mediane-Service De Recherche En Communication Et Marketing Politiq | Kirkland, Québec, Canada |
| MEMRB International | Nicosia, Cyprus |
| Monroe Mendelsohn Research, Inc. | New York, New York |
| MORI (Market & Opinion Research International) | London, England |
| MORI (Minnesota Opinion Research, Inc.) | Minneapolis, Minnesota |
| MORI de Mexico (Market & Opinion Research International) | Mexico |
| Motivaction Amsterdam B.V. | Amsterdam, The Netherlands |
| National Analysts | Philadelphia, Pennsylvania |
| National Opinion Research Center (NORC)/ University of Chicago | Chicago, Illinois |
| National Research, Inc. | Washington, D.C. |
| NFO Research, Inc. | Toledo, Ohio |
| NHK Public Opinion Research Division | Tokyo, Japan |
| Nikkei Research, Inc. | Tokyo, Japan |
| NIPO | The Netherlands |
| NOP Socal and Political | London, England |
| Northern Illinois University's Public Opinion Laboratory | DeKalb, Illinois |

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|---|---|
| Northwestern University Survey Lab | Evanston, Illinois |
| NuStats, Inc. | Austin, Texas |
| O'Neil Associates, Inc. | Tempe, Arizona |
| Opatow Associates, Inc. | New York, New York |
| Oppenheim Research | Tallahassee, Florida |
| OPTEM | Viroflay, France |
| Phoenix-Hecht/Gallup | Research Triangle Park, North Carolina |
| Price Waterhouse/Survey Research Center | Washington, D.C. |
| Princeton Survey Research Associates | Princeton, New Jersey |
| Public Communication Resources, Inc. | Pelham Manor, New York |
| Q S & A, Inc. | Fairfax, Virginia |
| RAND Survey Research Group | Santa Monica, California |
| Reark Research Pty Ltd | South Melbourne, Australia |
| Renaissance Research & Consulting | New York, New York |
| Research 100 | Princeton, New Jersey |
| The Research Business International | London, England |
| Research International Group | London, United Kingdom |
| The Research Network, Inc. | Tallahassee, Florida |
| Research Triangle Institute | Research Triangle Park, North Carolina |
| 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 | Storrs, Connecticut |
| The Roper Organization Inc. | New York, New York |
| Sawtooth Software, Inc. | Evanston, Illinois |
| Schulman, Ronca & Bucuvalas, Inc. | New York, New York |
| SDR Inc. | Atlanta, Georgia |
| Shell Oil Company - Marketing and Communications Research | Houston, Texas |
| The Gary Siegel Organization, Inc. | Chicago, Illinois |
| Sigma Dos, S.A. | Madrid, Spain |
| Social & Economic Sciences Research Center, Washington State University | Pullman, Washington |
| The Social Dynamics Group | Cleveland, Ohio |
| The SOM Institute | Goteberg, Sweden |
| SRI International | Menlo Park, California |
| Starch Inra Hooper, Inc. | Mamoroneck, New York |
| Starr & Associates, Inc. | West Des Moines, Iowa |
| Statistical Research, Inc. | Westfield, New Jersey |
| Strategy Research Corporation | Miami, Florida |
| Suomen Gallup oy | Finland |
| Survey America | Morrisville, Pennsylvania |
| Survey Design & Analysis | Ann Arbor, Michigan |
| Survey Research Associates, Inc. (A Subsidiary of Battelle Memorial Institute) | Baltimore, Maryland |
| Survey Research Center, University of California, Berkeley | Berkeley, California |
| Survey Research Center, University of Kentucky | Lexington, Kentucky |
| Survey Research Center, University of | |

| | |
|---|---|
| Southern Maine | Portland, Maine |
| Survey Research Center, University of Michigan | Ann Arbor, Michigan |
| Survey Research Laboratory, University of Illinois | Chicago, Illinois |
| Survey Research Laboratory, Center for Public Service | Richmond, Virginia |
| Survey Sampling, Inc. | Fairfield, Connecticut |
| Talmey-Drake Research & Strategy, Inc. | Boulder, Colorado |
| Total Research Corporation | Princeton, New Jersey |
| University of Akron Survey Research Center | Akron, Ohio |
| Virgin Islands Polls and Surveys | St. Thomas, Virgin Islands |
| Voter Research & Surveys | New York, New York |
| Westat, Inc. | Rockville, Maryland |
| Williams and Associates | Salem, Massachusetts |
| The Wirthlin Group | McLean, Virginia |
| Wisconsin Survey Research Laboratory, | Madison, Wisconsin |
| Yankelovich Partners Inc. | Westport, Connecticut |

**PROGRAM**
**1993 AAPOR ANNUAL CONFERENCE**
**Pheasant Run Resort, St. Charles, IL**
**May 20-23, 1993**

**Thursday, 2:00-5:00 p.m.** **Ruby**

## AAPOR COUNCIL MEETING

**Thursday, 2:00-5:00 p.m.**

## DIDACTIC SESSIONS:

**Behavior Coding Methods** **St. Charles V**
Charles Cannell and Steven Blixt,
University of Michigan

**Content Analysis** **St. Charles VI**
Klaus Krippendorf,
University of Pennsylvania

**Thursday, 2:00-5:00 p.m.** **Turquoise**

## NATIONAL NETWORK OF STATE POLLS

**Thursday, 6:30 p.m.** **St. Charles I, III, IV**

## DINNER

**Thursday, 8:30-10:00 p.m.** **St. Charles II**

## PLENARY SESSION: ALTERNATIVE MODELS FOR ESTIMATING PRESIDENTIAL VOTE

James Campbell, National Science Foundation
Robert Forsythe, University of Iowa
Michael Kagay, The New York Times

Moderator: Clyde Tucker, Bureau of Labor Statistics

**Friday, 7:00-9:00 a.m.** **St. Charles I, III, IV**

**BREAKFAST**

**BOOK EXHIBIT, 10:00 a.m. - 5:00 p.m.** **Jade**

**TECHNOLOGY EXHIBIT, 10:00 a.m. - 5:00 p.m.** **Ballroom Foyer**

**Friday, 8:30 a.m.** **Ruby**

## ISSUES OF LANGUAGE AND CULTURE IN SURVEY MEASUREMENT

**Chair:** Cheryl DeSaw, Mathematica Policy Research

*Assessing the Need for Bi-lingual Interviewers*, Nancy Belden, John Russonello, and Kathleen Stewart, Belden & Russonello

*The Hispanic Version of the Redesigned CPS Questionnaire: Applying Sociolinguistic Theory and Survey Research Methods to Translating Survey Questionnaires*, Ruth B. McKay and Anita P. Lavallee, Bureau of Labor Statistics

*The Navajo/Hopi Land Dispute and the Boundaries of Methodology*, Frederic I. Solop, Northern Arizona University

*Exit Polling of Hispanic Voters in Texas and California: 1984-1992*, Robert Brischetto, Southwest Voter Research Institute and Karol P. Krotki, Temple University

*The Systemic Transformation and Reliability of Public Opinion Surveys: The Case of Poland*, Antoni Sulek, The University of Warsaw

**Discussant:** Robert Santos, University of Michigan

**Friday, 8:30 a.m.** **Turquoise**

## SAMPLE DESIGNS AND COVERAGE ISSUES

**Chair:** Judith H. Connor, University of Michigan

*A Hierarchy of List-Assisted Stratified Telephone Sample Design Options*, Clyde Tucker and Robert Casady, Bureau of Labor Statistics, and James Lepkowski, University of Michigan

*Effects of Duplicate Listings in the Population Frame on Survey Estimates*, Jason S. Lee, U.S. General Accounting Office

*Improving Survey Response and Coverage Rates through Multi Modality Surveys*, Michael P. Battaglia and Andrea Hassol, ABT Associates, Inc.

**Discussant:** Linda Piekarski, Survey Sampling, Inc.

**Friday, 8:30 a.m.** **St. Charles II**

## COMPLEMENTARY USES OF QUALITATIVE AND QUANTITATIVE DATA

**Chair:** Nora Cate Schaeffer, University of Wisconsin

*Integrating Qualitative and Quantitative Methods to Study Knowledge about the Holocaust*, Katherine Bischoping, University of Michigan

*Conducting Non-Traditional Data Collection on a Low Income Population: Taking Videotaped Child Development Instruments Out of the Lab and Into the Field*, Susan Sprachman and George J. Carcagno, Mathematica Policy Research, Inc.

*Taking the Child Development Laboratory on the Road: Studies of Mother-Child Interaction in a Survey Context*, Carolyn A. Eldred, Response Analysis

*Studying Homeless Families: Research Strategies and Methodological Issues and Problems*, Joanne M. Badagliacco, University of Kentucky

**Discussant:** Graham Hueber, Ketchum Public Relations

**Friday, 8:30 a.m.** **St. Charles V**

## ENHANCING RECORD KEEPING AND DATA QUALITY

**Chair:** Nancy Mathiowetz, Health Care Policy Research

*Question Answering Strategies in Agricultural Surveys*, Jaki Stanley, U.S. Department of Agriculture and Catholic University of America

*Enhancing Record Keeping Compliance in the National Medical Care Expenditure Survey*, Maria Elena Sanchez, Agency for Health Care Policy and Research

*Research on the Continuing Survey of Food Intakes by Individuals*, Theresa J. DeMaio, Susan Ciochetto, and Wendy Davis, U.S. Bureau of the Census

*Preliminary Field Results of an Alternative Measurement Design for the Survey of Income and Program Participation*, Karen Bogen, Nola Krasko, Jeffrey C. Moore, and Kent H. Marquis, Bureau of the Census

*Methodological Issues in Surveying Physicians on Death Certification*, David J. Mingay, NORC, Albert F. Smith, State University of New York at Binghamton, and James A. Weed and Jared B. Jobe, National Center for Health Statistics

**Discussant:** Brad Edwards, Westat

**Friday, 8:30 a.m.** **St. Charles VI**

## EVALUATING POLITICAL CANDIDATES

**Chair:** Michael Kagay, The New York Times

*How 1992 Truly Became "The Year of the Woman" in California Politics*, Mark DiCamillo, The Field Institute

*Perception of Well-being as the Voting Heuristic in the 1992 Presidential Election*, Jack M. McLeod, Stacy Huang, Zhongshi Guo, and Katie Daily, University of Wisconsin-Madison

*Rationalization and Derivation Processes in Political Candidate Evaluation*, Wendy M. Rahn, University of Wisconsin-Madison, Jon A. Krosnick, The Ohio State University, and Marijke Breuning, The University of Arkansas

*The Gender Gap Revisited: Do Voters Apply the Same Standards to Male and Female Candidates?* Jay Mattlin, Time Inc.

**Discussant:** Janice Ballou, Eagleton Institute, Rutgers University

## Friday, 10:15 a.m. — Ruby

## CONDUCTING SURVEYS IN SPECIAL POPULATIONS

**Chair:** George Carcagno, Mathematica Policy Research

*Survey Design Issues Related to Surveying a Medicaid Population*, Donna L. Eisenhower, Mathematica Policy Research, Inc.

*Local Talent, Local Problems: Lessons Learned Employing Community Residents for Interviewing,* Gloria Thomas, Beck Young, Angela Aidela, Diane McLean, Yasmin Jefferson, Harlem Center for Health Promotion and Disease Prevention

*Problems with Question Wording by Age of Respondents*, Sandra Edwards, University of Utah

*Non-participation Bias in Telephone Surveys of Children*, John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc., and Dean Kilpatrick, Medical University of South Carolina

**Discussant:** Sherry Marcy, DataStat, Inc.

## Friday, 10:15 a.m. — Turquoise

## THE MEANING OF QUESTIONS TO RESPONDENTS

**Chair:** Norbert Schwarz, University of Michigan

*Presuppositional Problems in Surveys and Polls*, Arthur H. Sterngold, Lycoming College

*When Intensifiers Affect Survey Questions*, Daniel B. Wright, George D. Gaskell, and Colm A. O'Muircheartaigh, London School of Economics

*Question Wording in Comparative Judgments: Understanding and Manipulating the Dynamics of the Direction of the Comparison*, Michaela Wanke, University of Mannheim
**This is the First Place AAPOR Student Award Paper**

*Mushy Measures of Mushiness: Distinguishing Between Operative and Meta-Attitudinal Indexes of Attitude Strength*, John N. Bassili, University of Toronto

*Gauging the Reliability of Attitude Reports in Public Opinion Surveys*, Duane F. Alwin, University of Michigan

**Discussant:** Robert M. Baumgartner, HBRS, Inc.

**Friday, 10:15 a.m.** **St. Charles II**

## DID WE GET IT? PUBLIC OPINION AND THE ANITA HILL-CLARENCE THOMAS CONTROVERSY

**Chair:** Diane Rucinski, University of Iowa

*Race, Gender, and the Hill-Thomas Issue*, Katherine Tate, Harvard University, and Jane Mansbridge, Northwestern University

*Assessing the Polls on the Hill-Thomas Issue*, Diane Rucinski, University of Iowa

*Qualitative Research on Women's Experience of the Hill-Thomas Hearings: The Detroit Study*, Frances Trix and Andrea Sankar, Wayne State University

*The Polls and the Hill-Thomas Controversy: What We Learned and Unlearned about Public Opinion*, David Moore, The Gallup Organization

**Discussant:** Peter Miller, Northwestern University

**Friday, 10:15 a.m.** **St. Charles V**

## STUDIES OF RESPONSES TO MAIL SURVEYS

**Chair:** Donald R. DeLuca, Price Waterhouse

*Increasing Physician Survey Response Rates without Biasing the Results*, Lorayn Olson, Mindy Schneiderman, and Ruth V. Armstrong, America Medical Association

*An Experimental Study of Nonresponse Follow-up Mode Effects in an Establishment Setting*, Young I. Chun, Richard Devens, Gordon Mikkelson, and James Yule, Bureau of Labor Statistics

*Why Didn't You Write? Reasons for Non-Participation in Mail Surveys*, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc., and Carla Jackson, Tennessee Valley Authority

*Predicting Reported Nonreceipt of the 1990 Decennial Census Form*, Kenneth A. Rasinski, Daniel A. Zahs, Richard A. Kulka, and Nicholas A. Holt, NORC

*The Response of the Far Right to Surveys of Racial Attitudes*, Howard Schuman and Maria Krysan, The University of Michigan

**Discussant:** Fran Featherston, U.S. General Accounting Office

## Friday, 10:15 a.m. — St. Charles VI

### THE IMPACT OF INTERVIEWING STYLE

**Chair:** Charles Cannell, University of Michigan

*Understanding the Standardized/Non-standardized Interviewing Controversy*, Paul Beatty, The University of Michigan

*Rejections and Refusals: Openings of Requests for Survey Interviews by Telephone*, Douglas W. Maynard, Indiana University, Nora Cate Schaeffer, University of Wisconsin-Madison, Robert Cradock, University of Wisconsin-Madison

*OKay - Evaluative or Neutral?*, Mary V. Coit, Georgetown University

*Re-opening Closed Answers: Managing Respondents' Elaborations on Categorical Answers in Standardized Interviews*, Robert M. Cradock, Douglas W. Maynard, and Nora Cate Schaeffer, University of Wisconsin-Madison

**Discussant:** Dan Zahs, NORC

## Friday, 12:00 Noon — New Orleans Ballroom

### POSTER SESSION

*CAPI Training: Where Do We Go From Here?*, Mark S. Wojcik and Edwin Hunt, NORC

*Applying Principles of Total Quality Management to the Process of Industry and Occupation Coding*, Rachel Caspar and Paul Biemer, Research Triangle Institute

*Coder Reliability in Data Abstraction*, Nora Fitzgerald and Polly A. Phipps, RAND

*Quality Management Approach to Keystroke Verification*, Robert Bailey, Robert Miller, and Howard Speizer, NORC

*Using FAX Machines for Data Retrieval of Self-Administered Surveys of Elites*, Ward Kay and Jennifer Parsons, University of Illinois

*Evaluating Dual Frame Samples and Advance Letters as Means of Increasing Response Rates*, Michael Traugott and Kenneth Goldstein, University of Michigan

## Friday, 12:00 noon

## ROUNDTABLES

*Polling on Mystical and Religious Experiences*, Organized by Murray Edelman, Voter Research & Surveys, and Chuck Rund, Charleton Research — **Ruby**

*Sharing Ideas among Managers of Small, For-Profit Research Organizations*, Organized by Richard Day, Richard Day Research, Inc. — **Coral**

*Respondent Cooperation with Commercial Research Companies: Progress and Problems,* Organized by Herb Abelson, Response Analysis, Mervin Field, Field Organization, and Tod Johnson, The NPD Group — **Sapphire**

*How Clients Use the Results of Surveys*, Janet I. McConeghy, Northern Illinois University — **Topaz**

## Friday, 12:30-2:00 p.m. — St. Charles Ballroom I, III, IV

## LUNCH

## Friday, 2:00 p.m. — Ruby

## PUBLIC OPINION AND PUBLIC POLICY

**Chair:** Kurt Lang, University of Washington

*The Impact of Unpopular Government Policies on Public Support*, Kenneth Dautrich, Rutgers

*Media Images and Foreign Policy: The South Africa Case*, Doris Graber, University of Illinois at Chicago

*NOpinion and Linkage: The Relationship of Survey Non-attitudes to Public Opinion's Effect on Government Policy*, Howard Eaton, Jr., Yale University

*The Attentive Public for Science Policy: A Comparative Study of 15 Industrialized Societies*, Jon D. Miller and Linda K. Pifer, Chicago Academy of Sciences

*The Salience of Racial Issues*, Michael G. Hagen, Harvard University

**Discussant:** Alvin Richman, U.S. Information Agency

**Friday, 2:00 p.m.** **Turquoise**

## RESPONSE VALIDITY I

**Chair:** Clarita Mrena, U.S. General Accounting Office

*How the Memorability of Events Affects Frequency Judgments*, Frederick G. Conrad and Erin R. Cashman, Bureau of Labor Statistics, and Norman R. Brown, University of Alberta

*The Effect of Regularity on the Accuracy of Reporting of Medical Tests*, Diane O'Rourke, Timothy Johnson, Seymour Sudman, and Richard Warnecke, University of Illinois, and Jared Jobe, National Center for Health Statistics

*The Overestimated Work Week: Alternative Approaches to Estimated Hours at Work*, John P. Robinson, University of Maryland, and Ann Bostrom, Georgia Tech

*Validation of Information Reported in a Longitudinal Mail Survey: The Use of Computer-generated Survey Forms to Reduce Respondent Burden*, Edward Lakner, Gerrit Knaap, and Ananda Mitra, University of Illinois at Urbana-Champaign

*Increasing the Accuracy of Respondents' Estimates of the Frequency of Everyday Behaviors in Survey Research: Memory Cues vs Increased Retrieval Time*, E. Marla Felcher, Northwestern University
**This is a Third Place AAPOR Student Award paper**

**Discussant:** Seymour Sudman, University of Illinois

**Friday, 2:00 p.m.** **St. Charles II**

## EVALUATING THE PERFORMANCE OF THE POLLS IN 1992

**Chair/Discussant:** Tom Smith, NORC

Frank Newport, The Gallup Organization
Peter Miller, Northwestern University
Warren Mitofsky and Murray Edelman, Voter Research & Surveys
John Barry, The Roper Center

**Friday, 2:00 p.m.** **St. Charles V**

## UNDERSTANDING RESPONSE RATES AND THEIR EFFECTS ON SURVEY DATA

**Chair:** Carolyn Miller, Princeton Survey Research Associates

*Socio-Demographic Correlates of Survey Participation*, Robert M. Groves and Mick P. Couper, University of Michigan

*Using Census Match Data to Analyze Nonresponse in the 1990 National Household Survey on Drug Abuse*, Teresa L. Parsley, Research Triangle Institute

*The Impact of Callbacks on Survey Estimates in an Annual RDD Survey*, Daniel M. Merkle, D.S. Howard and Associates, and Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

*Religion, Race and Politics: A Case Study of Item Non-response in an Omnibus National Survey*, Barry A. Kosmin and Ariela Keysar, CUNY, and Dale W. Kulp, Marketing Systems Group

**Discussant:** Jason Lee, U.S. General Accounting Office

**Friday, 2:00 p.m.** **St. Charles VI**

## NEW DEVELOPMENTS IN THE TECHNOLOGY OF INTERVIEWING

**Chair:** David P. Fan, University of Minnesota

*Using an Automated Survey Research Device to Conduct Telephone Coincidental Surveys*, Michael J. Havice, Marquette University

*New CASIC Technologies at the U.S. Census Bureau*, Martin V. Appel and William L. Nicholls, U.S. Bureau of the Census

*Field Coding Complex Data in CAPI: An Investigation of the Use of Data Base Search Procedures to Identify and Code Medical Providers*, Maria Elena Sanchez, Agency for Health Care Policy and Research, and Carmen Johnson Vincent, Westat, Inc.

*Measuring Response Latency in CATI: A High Accuracy Apparatus Compatible with All Software*, John N. Bassili, University of Toronto

**Discussant:** Charles Palit, University of Wisconsin

## Friday, 3:45 p.m. — Ruby

### ENVIRONMENTAL ATTITUDES AND ENVIRONMENTALISM

**Chair:** Scott Keeter, Virginia Commonwealth University

*Green Ideas Sleep Furiously: The Structure and Social Bases of Environmental Attitudes and Activism in Britain*, Sharon Witherspoon, SUNY at Stony Brook, and Jean Martin, Office of Population Censuses and Surveys

*Concern for the Environment Among Black Americans: An Assessment of Common Assumptions*, Robert Emmet Jones and Lewis F. Carter, Washington State University

*Application of Paired Comparison Methodology in Measuring Canadians' Forest Values*, Keith Neuman, Corporate Research Associates, Inc., and Barry Watson, Environics Research Group Ltd.

**Discussant:** Stanley Presser, University of Maryland

## Friday, 3:45 p.m. — Turquoise

### RESPONSE VALIDITY II

**Chair:** David Mingay, NORC

*Validity and Meaning of Interpersonal Discussion in Sample Surveys*, Robert Mason, Oregon State University

*Gender, Information Level and "No Opinion"*, Snigdha Mukherjee and McKee J. McClendon, The University of Akron

*The Intrahousehold Communications Study: Estimating the Accuracy of Proxy Responses at the Dyadic Level*, Leslie A. Miller and Brian Kojetin, Bureau of Labor Statistics

*Unemployment Rates, Self Selection, and the CPS Reinterview Program*, Judith M. Tanur and Jung-Kyu Lee, SUNY at Stony Brook

**Discussant:** Steven A. Blixt, University of Michigan

**Friday, 3:45 p.m.** **Ruby**

## RESPONDENT INCENTIVES IN SURVEY DATA COLLECTION

**Chair:** Eleanor Singer, Columbia University and U.S. Census Bureau

*Respondent Incentives as Part of the Survey Researcher's Toolkit*, Katherine Wallman, Statistical Policy Office, Office of Management and Budget

*Rewarding Response: A View from the Commercial Sector*, Edward Schillmoeller, A.C. Nielsen Co.

*When to Pay, When Not to Pay Respondents*, Norman Bradburn, National Opinion Research Center

*Respondent Incentives, Minimum Mean Square Error per Unit Cost, and Civic Duty*, Robert M. Groves, University of Michigan

**Friday, 3:45 p.m.** **St. Charles V**

## IMPROVING THE RESPONSE TO MAIL SURVEYS

**Chair:** Theresa DeMaio, Bureau of the Census

*Principles for Designing Respondent-Friendly Questionnaires: Combining Cognitive and Motivational Research Perspectives*, Cleo Jenkins and Don Dillman, Bureau of the Census

*Influence of the Questionnaire Length and Financial Incentives on Response Rates and Quality for a Government-Sponsored Survey of Scientists and Engineers*, Geraldine Mooney, Mathematica Policy Research, Lee Giesbrecht, Bureau of the Census, and Carolyn Shettle, National Science Foundation

*The Influence of Questionnaire Length, Respondent-Friendly Design, Pre-Notice Letter, Stamped Return Envelope, Postcard Reminder, and Replacement Questionnaire on Response to Census Questionnaires*, Don Dillman, Jon Clark, and Nancy Bates, Bureau of the Census

*Increasing Response Rates among Elite Populations: Findings from the 1992 National Study of Postsecondary Faculty Field Test*, Sameer Y. Abraham and Robert A. Johnson, NORC

**Discussant:** Barbara Everitt Bryant, University of Michigan

**Friday, 3:45 p.m.** **St. Charles VI**

## MEDIA USE, INTERPERSONAL DISCUSSION AND THEIR IMPACTS ON CANDIDATE PREFERENCE

**Chair:** Vincent Price, University of Michigan

*Interpersonal Interaction and the Third-Person Effect in Potential First Time Presidential Election Voters*, Stacy R. Bereck and Carroll J. Glynn, Cornell University

*Media, Interpersonal Discussion, and the 1992 Elections*, Jeffrey Mondak, University of Pittsburgh

*Is One Prediction as Good as Another? The Relative Influence of Preelection Surveys on Voter Behavior*, Patrick R. Cotter and James G. Stovall, The University of Alabama

*An Experiment on Coordination in Multi-Candidate Elections: The Importance of Polls and Election Histories*, Robert Forsythe, University of Iowa, and Roger Myerson, Thomas A. Reitz, and Robert J. Weber, Northwestern University

**Discussant:** Cliff Zukin, Rutgers University

**Friday, 6:00-7:00 p.m** **New Orleans Ballroom**

## RECEPTION FOR NEWCOMERS

**Friday, 7:00-8:30 p..m.** **St.Charles Ballroom I, III, IV**

## DINNER

**Friday, 8:30-10:00 p.m.** **St. Charles Ballroom II**

## PLENARY SESSION: PUBLIC OPINION IN THE CAMPAIGN AND IN THE WHITE HOUSE

Stanley Greenberg, Greenberg Research, Inc.
Fred Steeper, Market Strategies

Moderator: Kathleen A. Frankovic, CBS News

**Saturday, 7:00-9:00 a.m.** **St. Charles Ballroom I, III, IV**

**BREAKFAST**

**BOOK EXHIBIT, 10:00 a.m. - 3:00 p.m.** **Jade**

**TECHNOLOGY EXHIBIT, 10:00 a.m. - 3:00 p.m.** **Ballroom Foyer**

**Saturday, 9:00 a.m.** **Ruby**

## RESPONDENT SELECTION PROCEDURES

**Chair:** Santa Traugott, University of Michigan

*The Last-Birthday Selection Method and Within-Unit Coverage Problems*, Paul J. Lavrakas and Sandra L. Bauman, Northwestern University Survey Laboratory and Daniel M. Merkle, Howard and Associates

*Sampling Individuals within Households in Telephone Surveys*, Gosta Forsman, University of Linkoping

*Within-Household Selection: Is Anybody Listening?*, Kathleen Carr and Joan Hertvik, The Ohio State University

*A Comparison of Telephone Survey Respondent Selection Procedures*, John M. Kennedy, Indiana University

**Discussant:** Peter Lynn, Social and Community Planning Research

**Saturday, 9:00 a.m.** **Turquoise**

## PSYCHOLOGICAL PERSPECTIVES ON THE INTERVIEW PROCESS

**Chair:** Diane Colasanto, Princeton Survey Research Associates

*Psychological Variables Associated with Respondents' Sensitivity to the "Income Question,"* Marie van Melis-Wright and Deborah Stone, Bureau of Labor Statistics

*Asking Questions about Social and Personal Change: Lessons from Social Cognition Research*, Norbert Schwarz, University of Michigan, Michaela Wanke, Mannheim University, and Herbert Bless, Heidelberg

*Administering the Self-Monitoring Scale in a CATI Survey and Using Response Time as an Index of Trait Schematicity*, Angelika Mellema and John N. Bassili, University of Toronto

**Discussant:** Donald Dillman, U.S. Bureau of the Census and Washington State University

**Saturday, 9:00 a.m.** **St. Charles II**

## INTERPRETING THE MEANING OF THE 1992 ELECTION

**Chair:** Russell Neuman, Tufts University

*Deriving Meaning from Election Outcomes: How the American Public Explains Bill Clinton's Victory*, Diana C. Mutz, University of Wisconsin-Madison

*Voter Awareness and Appraisal of the 1992 and 1988 Presidential Campaigns*, Andrew Kohut, Times Mirror Center for the People & the Press, and Larry Hugick, Princeton Survey Research Associates

*Public Opinion on Health Care Reform Issues After the 1992 Election*, Robert J. Blendon and John M. Benson, Harvard School of Public Health

**Discussant:** Adam Clymer, The New York Times

**Saturday, 9:00 a.m.** **St. Charles V**

## THE SPIRAL OF SILENCE: POLLS AND PERCEPTIONS OF OTHER'S OPINIONS

**Chair:** Jeffery Mondak, University of Pittsburgh

*Intense Minorities Are in the Minority: Implications for the Spiral of Silence*, Mikael Gilljam, Gothenburg University, and Donald Granberg, University of Missouri-Columbia

*Off the Bandwagon: Some Reflections on Poll Effects*, Kurt Lang and Gladys Engel Lang, University of Washington

*A Post-election Bandwagon Effect? Comparing National Exit Poll Data with a General Population Survey*, Robert H. Prisuta, American Association of Retired Persons

**Discussant:** Charles T. Salmon, CDC

**Saturday, 9:00 a.m.** **St. Charles VI**

## USING SURVEYS TO MAKE CROSS-NATIONAL COMPARISONS

**Chair:** Nancy Belden, Belden & Russenello

*Public Rejection of the Elites: Democracy at Work in Canada, Denmark, France, and Switzerland*, Lorne Bozinoff and Andre Turcotte, Gallup Canada, Inc.

*Mountains and Molehills in Cross-National Surveys*, Janet Harkness, ZUMA

*Looking Across the Atlantic: Mass Publics, Media Interest and Opinions about Foreign Affairs in the U.S. and Germany*, Holli A. Semetko, University of Michigan, Wolfgang G. Gibowksi, German Federal Press and Information Agency, and Edward Czilli, University of Michigan

*The Media and Politics Relationship in the Eyes of U.S. and German Scholars and Journalists: Two Comparative Surveys of Newspeople and Political Communication Scholars*, Wolfgang Donsbach and Bettina Klett, University of Dresden

*Some Experiments on Using a Projective Technique to Measure Stereotypes and Compare Them Cross-Culturally*, G. Ray Funkhouser, National University of Singapore

**Discussant:** Mary McIntosh, U.S. Information Agency

## Saturday, 10:45 a.m. — Ruby

## RESPONDENT TRACKING AND RESPONSE RATES

**Chair:** Victoria Albright, Westat

*The Legalized Population Follow-up Survey: Locating Recently Legalized Aliens*, Naomi Everett and John R. Michael, Westat, and Shirley J. Smith, Department of Labor

*IRS Survey of Taxpayer Reactions to the Form 1040EZ-1: Effectiveness of Inexpensive Strategies for Reaching List Sample Respondents*, Charles Carusi, Westat

*Recent College Graduates Study*, Margaret Cahalan, Lucinda Gray, Mike Brick, and Royce Gibson, Westat

*Breast Implant Follow-up Investigation: Locating Respondents Who Have a Personal Interest in Interview Results*, Mary Madigan and Victoria Albright, Westat

**Discussant:** Paul Lavrakas, Northwestern University

## Saturday, 10:45 a.m. — Turquoise

## APPROACHES TO QUESTIONNAIRE DESIGN

**Chair:** George Bishop, University of Cincinnati

*National Health Interview Survey Redesign: An Anthropological Investigation of Mental Health Concepts*, Dawn R. Von Thurn, Elizabeth A. Martin, and Jeffrey C. Moore, Center for Survey Methods Research, U. S. Bureau of the Census

*Before the Pretest: Question Development Strategies*, Steven Blixt, Donald Camburn, and Jennifer Dykema, University of Michigan

*Utilizing Focus Groups in the Final Stages of Questionnaire Design*, Susan Schechter, Deborah Trunzo, and P. Ellen Parsons, National Center for Health Statistics

*Asking about Drugs and Drug Dependency: Reports of Drug Use and the Mode of Questionnaire Administration*, David W. Keer, Stewart C. Rice, Jr., and Benjamin Rowe, Public Health Service, Centers for Disease Control

**Discussant:** Laure M. Sharp, Consultant

**Saturday, 10:45 a.m.** **St. Charles II**

## PREDICTING ELECTION OUTCOMES: PROBLEMS AND PRACTICAL STRATEGIES

**Chair:** Michael Traugott, University of Michigan

*Wimps No More: Guidance for Allocating Undecideds in Pre-election Polls*, Robert P. Daves, Minneapolis Star-Tribune, and Sharon Warden, The Washington Post

*Predictions of the Bush-Clinton-Perot Presidential Race from the Press*, David P. Fan, University of Minnesota

*Who Misled Whom? The Polls and the Voters in the 1992 British Election*, Roger Jowell, Barry Hedges, Peter Lynn, Graham Farrant, and Anthony Heath, Social & Community Planning Research

*Incumbent Races: Closer than They Appear*, Nick Panagakis, Market Shares Corporation

*Incumbency and Recency Bias in Pre-election Polls: An Explanation of the Panagakis Effect*, Philip Meyer and Robert M. Berry, The University of North Carolina

**Discussant:** Evans Witt, Associated Press

**Saturday, 10:45 a.m.** **St. Charles V**

## NON-TRADITIONAL PRESS COVERAGE OF THE 1992 ELECTION AND ITS IMPACT

**Chair:** Richard Morin, The Washington Post

*Evaluating an Alternative Model for Coverage of a Presidential Election: The Case of the Charlotte Observer*, Sue Greer, University of North Carolina at Chapel Hill

*Knowledge of Candidates' Issue Positions among First-Time and Experienced Voters: Did Talk-Show Campaigning Matter?* James Bernstein and Scott Lewis, Indiana University

*The Role of Non-Traditional News Sources in the 1992 Presidential Campaign*, John Bare, University of North Carolina

*Improving the Media's Role in the Public Sphere: The Case of the Wichita Eagle*, Carol Reese Dykers, University of North Carolina at Chapel Hill

**Discussant:** Pama Mitchell, Atlanta Journal-Constitution

## Saturday, 10:45 a.m. — St. Charles VI

### COMPARATIVE PERSPECTIVES ON CITIZENSHIP AND DEMOCRACY

**Chair:** Bernard Roshco, U.S. Department of State (retired)

*The Definition of Democracy in a Redefined Europe*, Mary E. McIntosh, Martha Abele MacIver, Richard Dobson, and Steve Grant, U.S. Information Agency

*German Democracy under Revision: Observations on the Process of Change in the German Mass Public Since 1990*, Peter Mohler, ZUMA

*God and Caesar in the Newly Unified Germany: Religion and Support for Democracy in the alten und neuen Bundeslander*, Allan L. McCutcheon, University of Delaware

*A Meta-Analysis of Soviet Survey Research Methods on Ethnic and Nationality Issues*, Irina McKeehan, Benedictine College

*Rights or Obligations? Citizen Opinion About Citizenship*, Mark Stephen Jendrysik, IRSS, University of North Carolina, Chapel Hill

**Discussant:** Holli Semetko, University of Michigan

## Saturday, 12:30-2:00 — St. Charles Ballroom I, III, IV

### LUNCHEON AND PRESIDENTIAL ADDRESS

## Saturday, 2:00 p.m. — Ruby

### RESPONSE SCALES

**Chair:** Arthur Sterngold, Lycoming College

*Weighing Anchors: Verbal and Numeric Labels for Response Scales*, Colm A. O'Muircheartaigh, George D. Gaskell, and Daniel B. Wright, London School of Economics and Political Science

*An Analysis of Response Patterns to a Ten-Point Scalometer*, Tom W. Smith, NORC

*Category-Specific Anchoring Effects in Rating Scales*, Eric Greenleaf, New York University, Barbara Bickart, University of Pennsylvania, and Geeta Menon, New York University

*Response Order Experiments in the Gallup Poll: Effects and Explanations*, George Bishop and Andrew Smith, University of Cincinnati

**Discussant:** Kenneth A. Rasinski, NORC

**Saturday, 2:00 p.m.** **Turquoise**

## INTERVIEWER EFFECTS ON SURVEY DATA

**Chair:** Howard Schuman, University of Michigan

*Measuring Interviewer Effects on Self-Reports from Homeless Persons*, Jennifer A. Parsons, Timothy P. Johnson, and Richard T. Campbell, University of Illinois

*Gender and Response Effects in a Pre-Election Poll: Illinois 1992*, Joan M. Phillips, University of Illinois at Urbana-Champaign, and Richard Schuldt, Sangamon State University

*Group Gender Composition Effects in Gender-Role Attitude Measurement: Two Failures to Replicate*, Joel M. Savell, U.S. Army Research Institute

*He Said/She Said: Vote Choice in the 1992 Presidential Election - Respondent/Interviewer Gender Interaction Effects in Pre-election Polling*, Janice Ballou, Rutgers University

*The Effects of Black and White Interviewers' Voice on Responses and Nonresponses*, Young I. Chun, University of Maryland

**Discussant:** James Lepkowski, University of Michigan

**Saturday, 2:00 p.m.** **St. Charles II**

## EFFECTS OF THE 1992 DEBATES

**Chair:** Gladys Engel Lang, University of Washington

*Public Opinion and the 1992 Presidential Debates: Upsetting and Reinforcing Predispositions*, Ken Winneg and Kristen L. Conrad, Chilton Research Services

*Effects of the "People's Presidential Debate" on Undecided Voters in the Richmond Area*, Michael X. Delli Carpini, Barnard College, Scott Keeter, and Sharon Webb, Virginia Commonwealth University

*The 1992 Presidential Debates: Do Media Interpretations Matter?* Kimberly Downing, Rutgers University

**Discussant:** Josephine Holz, NBC

## Saturday, 2:00 p.m. — St. Charles V

## UNDERSTANDING CONSUMER CONFIDENCE AND BEHAVIOR

**Chair:** Lowndes F. Stephens, University of South Carolina

*Predictions of Consumer Confidence/Sentiment from the Press*, David P. Fan, University of Minnesota

*Consumer Expenditure Questions which Conform to Consumption Patterns*, Theodore Downes-LeGuin, RAND, and Sulistinah Achmad, University of Indonesia

*Consumer Confidence and Media Exposure*, R. Kelly Myers and David W. Moore, University of New Hampshire

*A National Survey of Economic Literacy*, William B. Walstad, National Center for Research in Economic Literacy, and Max Larsen, Gallup Organization

**Discussant:** Leslie A. Miller, Bureau of Labor Statistics

## Saturday, 2:00 p.m. — St. Charles VI

## MAKING SENSE OF POLLS: PRESS COVERAGE AND PUBLIC UNDERSTANDING

**Chair:** Donna Charron, Decision Research

*Margins of Error - Do Methodological Details Help Newspaper Readers to Evaluate Statistic-based Stories?*, Edward J. Lordan, Villanova University

*Press Coverage of the 1992 Polls: An American/British Comparison*, Peter V. Miller, Northwestern University

*Polls Apart: Race, Politics, and Journalism in Mayoral and Gubernatorial Election Campaigns*, Michael Traugott, Vincent Price, and Edward J. Czilli, University of Michigan

*Polling on Polls: History and Issues*, Ellen M. Dran, Northern Illinois University

*Pre-election Polls and Their Positive Roles During Elections: Two Surveys and an Experiment*, Xinshu Zhao and Glen Beske, University of North Carolina, Chapel Hill

**Discussant:** Wolfgang Donsbach, University of Dresden

**Saturday, 4:00-5:30 p.m.** — **St. Charles II**

**AAPOR BUSINESS MEETING**

**Saturday, 6:00-7:00 p.m.** — **The Atrium**

**PRESIDENT'S RECEPTION**

**Saturday, 7:00-9:30 p.m.** — **St. Charles Ballroom I, III, IV**

**AAPOR AWARDS BANQUET**

**Saturday, 10:00 p.m. -----------**

**NONTRADITIONAL SING** — **Duke Ellington Room**

**SEMINAR ON FIVE-CARD PROBABILITY** — **Pete Fountain Room**

**ALL-CHAPTER PARTY** — **Bourbon Street**

## Sunday, 7:00-9:00 a.m. — St. Charles Ballroom I, III, IV

### BREAKFAST

## Sunday, 9:00 a.m. — Ruby

### MOTIVATING RESPONDENT PARTICIPATION

**Chair:** Larry Cohen, Phoenix-Hecht/Gallup

*The Impact of Privacy and Confidentiality Concerns on Survey Participation: The Case of the 1990 Census*, Eleanor Singer, Nancy Mathiowetz, and Mick Couper, Bureau of the Census

*The Non-Solicitation Statement: A Methodological Consideration for Survey Introductions*, William J. Gonzenbach and Patrick Jablonski, The University of Alabama

*The Motivational Basis of Attendance at Focus Groups and Its Effect on Participant Attitudes*, Peter Tuckel, Hunter College, and Elaine Leppo and Barbara Kaplan, In Vision, Inc.

**Discussant:** Robert Groves, University of Michigan

## Sunday, 9:00 a.m. — Turquoise

### ORGANIZATIONAL SURVEYS

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

*Perceived Differences between Higher Educational Needs of Employees and Employers of Technology-based Industries in Illinois*, Ananda Mitra and Vince Parker, University of Illinois at Urbana-Champaign

*Higher Education and TQM: Needs, Caveats, and Opportunities for "Employee Surveys,"* Walton H. Owens, Jr., Clemson University

*Using the Membership of a Professional Association as a Frame for Surveying Establishments*, Carl Ramirez and Kenneth E. John, U.S. General Accounting Office

**Discussant:** Polly A. Phipps, RAND

**Sunday, 9:00 a.m.** **St. Charles II**

## THE INTERNATIONAL SOCIAL SURVEY PROGRAM

**Chair:** Tom Smith, NORC

*An Introduction to the International Social Survey Program*, Tom W. Smith, NORC

*Attitudes toward Marriage and Divorce in Comparative Perspective*, Michael Braun, ZUMA, Jackie Scott, University of Essex, and Duane F. Alwin, University of Michigan

*Social Inequality in New Zealand: The Legacy of Rogernomics and Ruthernomics,* Phil Gendall

*Political Participation and Value Orientation: ISSP 1985/1990*, Peter Mohler, ZUMA

**Sunday, 9:00 a.m.** **St. Charles V**

## ASSESSING AUDIENCE IMPACT

**Chair:** Ronald Milavsky, University of Connecticut

*Surveying a Pre-Recruited Panel by Mail to Economically Evaluate a Nationwide Advertising Campaign*, Ann Stouffer Bisconti, U.S. Council for Energy Awareness, and Sid Groeneman, Market Facts

*Research on the Effectiveness of Olympic Advertising*, Horst Stipp, NBC

*A Spiral of Bias? Database Marketing and Public Opinion Formation*, J. Frederick-Collins, University of North Carolina

**This is a Third Place AAPOR Student Award Paper**

**Discussant:** Albert Gollin, Newspaper Association of America

## Sunday, 9:00 a.m. — St. Charles VI

## STUDIES OF CRIME AND VIOLENCE

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

*Machismo Values and Violence in America*, Robert S. Lee, Pace University

*Maine Criminal Justice Survey: A Survey on Attitudes toward Criminals and Alternative Punishment*, Barbara Nash, Market Decisions, Inc.

*The Measurement of Violence: The Conceptual and Measurement Issues*, Michael L. Vasu, North Carolina State University

**Discussant:** Robert Oldendick, University of South Carolina

## Sunday, 10:45 a.m. — Ruby

## MODE OF INTERVIEW EFFECTS

**Chair:** Robert H. Lee, University of Wisconsin

*Effect of Response Categories on Response Process and Context Explanations*, Todd H. Rockwood, Washington State University-Spokane

*Mail versus Face-to-Face Surveys: A Comparison of Response Rates and Response Content Based on a Probability Sample*, Maria Krysan, Howard Schuman, Leslie Jo Scott, and Paul Beatty, The University of Michigan

*Question Order Effects: Are They Really Less Prevalent in Self-Administered Surveys?* Roberta L. Sangster, Washington State University

*Interview Mode Effects in Drug Use Surveys: A Field Experiment*, William S. Aquilino, University of Wisconsin-Madison

**Discussant:** Karol P. Krotki, Temple University

**Sunday, 10:45 a.m.** **Turquoise**

## PARTY IDENTIFICATION AND PARTISANSHIP IN THE AMERICAN ELECTORATE

**Chair:** John P. Katosh, Mathew Greenwald & Associates, Inc.

*"Reagan Democrats" and the 1992 Presidential Election*, Kurt C. Schlichting, Fairfield University

*Growing Up under Reagan: The Transmission of Partisanship to the American Youth, 1988-1992*, Cynthia Ostberg, Linda Pifer, and Matthew Weststein, Northern Illinois University

*A Content Analysis of the Meaning of Party Identification*, Eric W. Rademacher, University of Cincinnati

**Discussant:** Wendy M. Rahn, University of Wisconsin

**Sunday, 10:45 a.m.** **St. Charles II**

## CENSUS 2000 DEVELOPMENTS

**Chair:** LaVerne Vines Collins, Bureau of the Census

*Exploring Fundamental Change in the 2000 Census*, LaVerne Vines Collins, Bureau of the Census

*Barriers to Enumeration*, Violeta Vazquez, Bureau of the Census

*One-Number Census for the Year 2000*, Mary H. Mulry, Bureau of the Census

*Research on Sources of Undercoverage within Households*, Elizabeth Martin, Bureau of the Census

**Discussant:** Judith Tanur, S.U.N.Y - Stony Brook

**Sunday, 10:45 a.m.** **St. Charles V**

## UNDERSTANDING TURNOUT: FACTORS AFFECTING VOTING AND VOTE REPORTING

**Chair:** Diana C. Mutz, University of Wisconsin

*Someone to Watch Over Me: The Candidacy of Ross Perot and Voter Turnout in the 1992 Elections*, Richard Maisel, New York University, and Peter Tuckel, Hunter College, CUNY

*Biases in Turnout Models: A Censored Sample Approach*, Russell Mayer, University of Michigan

*A New Method of Predicting Voting Behaviour*, Janet A. Hoek and Philip J. Gendall, Massey University

**Discussant:** Mark Schulman, Schulman, Ronca, and Bucuvalas, Inc.

**Sunday, 10:45 a.m.** **St. Charles VI**

## PUBLIC HEALTH, PUBLIC ATTITUDES, AND HEALTH BEHAVIOR

**Chair:** Luann M. Moy, U.S. General Accounting Office

*Gender Differences in Smoking Behaviors and Motivations*, Rosita Maria Thomas, Debra A. Portz, Max D. Larsen, and Gregory Gaertner, The Gallup Organization

*Research Validity and Resulting Public Policy: The Case of the DiFranza "Old Joe" Cigarette Study*, Claude R. Martin, Jr., University of Michigan

*Dynamics of AIDS-Knowledge Gaps in the First Decade of the Epidemic*, Charles T. Salmon, Emory University, and Eileen Gentry, Karen Wooten, and Fred Kroger, Centers for Disease Control

*Impact of Television Media on Calls to the CDC National AIDS Hotline*, Eileen M. Gentry, Karen G. Wooten, and Charles T. Salmon, Centers for Disease Control

**Discussant:** Theresa F. Rogers, Barnard College

**Sunday, 12:30 ----** **St. Charles I,III,IV**

## LUNCH

# ABSTRACTS OF CONFERENCE PAPERS

## Friday, 8:30 a.m — Ruby
## ISSUES OF LANGUAGE AND CULTURE IN SURVEY MEASUREMENT

**ASSESSING THE NEED FOR BI-LINGUAL INTERVIEWERS, Nancy Belden, John Russonello, Kathleen Stewart, Belden & Russonello**

This paper examines the question: Under what circumstances is bi-lingual interviewing necessary to assure accurate results when polling communities with Hispanic-American population? It also deals with two other practical concerns: is offering bi-lingual interviewing important in marketing, and what are the costs to including bi-lingual capabilities? We approach the need for bi-lingual questionnaires and interviewers from the practical perspective of media and political pollsters; and analyze results of six 1992 election-year surveys in New York, Texas, and California.

Our analysis finds that in one of the six polls the overall results would have been changed if Spanish-only respondents had been excluded (in that poll 23% of the respondents were interviewed in Spanish). In the five other polls, in which Spanish language interviews amounted to less than 10% of the total respondents, leaving out such respondents did not skew overall results. Additionally, among Hispanics only, those who were interviewed in Spanish often held different views than those who prefer English, further underscoring the importance of bi-lingual capabilities under selected circumstances.

**THE HISPANIC VERSION OF THE REDESIGNED CPS QUESTIONNAIRE: APPLYING SOCIOLINGUISTIC THEORY AND SURVEY RESEARCH METHODS TO TRANSLATING SURVEY QUESTIONNAIRES, Ruth B. McKay and Anita P. Lavallee, Bureau of Labor Statistics**

The rapid growth of Hispanics within the U.S. combined with the lack of English language fluency in recent immigrants dictate the need for Spanish language versions of national survey materials. This paper describes a ten-stage translation protocol, incorporating current sociolinguistic theory, for developing a Spanish language version of the redesigned Current Population Survey (CPS) questionnaire.

The translation protocol builds on Bernard's 3 stage model: 1) writing the questionnaire in English; 2) having the questionnaire translated into second language by a bilingual person who is a native speaker of the second language; 3) having another bilingual person who is a native speaker of English translate the questionnaire back into English. The additional stages added by BLS were designed to address the problem of developing one Spanish questionnaire for use with Spanish speakers from a wide range of Latin American countries. In addition, focus groups and cognitive interviews with interviewers and respondents were incorporated into the translation protocol.

**THE NAVAJO/HOPI LAND DISPUTE AND THE BOUNDARIES OF METHODOLOGY, Frederic I. Solop, Northern Arizona University**

The Navajo and Hopi tribes of the Southwest have been passionately engaged in a dispute over tribal control of territory for more than 100 years. Sometimes referred to as the Navajo/Hopi relocation issue, sometimes referred to as the Big Mountain issue, this dispute goes beyond tribal borders to involve federal policy-makers as well as the various segments of the Non-Native American public. Using survey data and other indicators of public opinion, this paper assesses the content and impact of public opinion on the resolution of this dispute. Additionally, this paper discusses methodological concerns for public opinion researchers to consider when studying Native American issues.

**EXIT POLLING OF HISPANIC VOTERS IN TEXAS AND CALIFORNIA: 1984-1992, Robert Brischetto, Southwest Voter Research Institute, and Karol P. Krótki, Temple University**

The November 1992 exit polls of 2,798 Hispanic voters in Texas and California by the Southwest Voter Research Institute are analyzed with regard to choice for President, party preference, and stand on a variety of issues. Southwest Voter exit polls, conducted statewide in Texas since 1984 and in California since 1986, are presented to show trends in opinions and ideology among Hispanic voters, most of them of Mexican origin.

The SVRIle . polls of the 1992 Presidential elections in Texas and California reveal a number of findings concerning voting behavior such as how different segments of the population voted and what issues were most important for which segments.

The Institute's poll results are compared to findings of other exit polls conducted for the major TV networks and by the Los Angeles Times. As a partial explanation for differences between the Institute's polls and those of the networks, the methodology employed in the Institute exit polls is described. The larger sample size of Institute polls is one obvious difference; difference in sampling frame and method of selection are others. Attention must be given to the unique distribution of the Hispanic population when drawing samples of Hispanic voters, especially in Texas. Also, in Texas, differences were found between early voters and those who voted on election day. The Institute polls both groups of Hispanic voters, but early voters were not polled by network pollsters.

Finally, the authors compare what was planned with what actually happened in the execution of the exit poll design. Suggestions are made about how exit polls might best be conducted among Hispanic voters.

**THE SYSTEMATIC TRANSFORMATION AND RELIABILITY OF PUBLIC OPINION SURVEYS: THE CASE OF POLAND, Antoni Sulek, The University of Warsaw**

A considerable amount of research in survey methodology has been devoted to the influence of the social context of an interview on its results. One element of this context, however, has been systematically underestimated: the global social context, the historical moment in a given society. The effect of this factor is difficult to observe because in the countries in which public opinion research is most developed, this factor is a constant: these countries do not change their system.

The case of Poland is almost unique in this respect: in a country with an already established tradition of public opinion surveys, a change of the system did take place. When one context is rapidly replaced by another, then it is easy to observe its role - the situation is comparable to an experiment.

This paper will show how the democratic transformation of a political system affects the macro-social conditions of conducting opinion polls and the reliability of their results. It is based upon the published as well as unpublished results of opinion polls conducted in Poland in the years 1979-1992.

## Friday, 8:30 a.m. — Turquoise
## SAMPLE DESIGNS AND COVERAGE ISSUES

**A HIERARCHY OF LIST-ASSISTED STRATIFIED TELEPHONE SAMPLE DESIGN OPTIONS, Clyde Tucker and Robert Casady, Bureau of Labor Statistics, and James Lepkowski, University of Michigan**

Only about twenty percent of the telephone numbers in the United States are assigned to residences, and the search for these residential numbers increases the costs of surveys. The most popular method for reducing the problem of locating households was first proposed by Mitofsky

(1970) and more fully developed by Waksberg (1978). Unfortunately, there are several disadvantages which become apparent when the Mitofsky-Waksberg technique is applied to standard, time-limited cross-sectional surveys.

Casady and Lepkowski (1991) offered an attractive alternative to the Mitofsky-Waksberg design. They proposed using the counts of listed numbers in banks with one or more listed numbers to stratify the universe of telephone numbers into a "high-density" stratum of numbers in banks with at least one listed number and a "low-density" stratum of all other numbers. The low-density stratum may be discarded, sampled using an RDD procedure, or further stratified using additional information.

Casady and Lepkowski suggested some design options; however, too little information on the low-density stratum was available to be definitive. A previous paper (Tucker, Casady, and Lepkowski 1992) reported results from a preliminary study undertaken to gather the necessary information, but the data came from only six urbanized areas in the country. This paper presents the results of an experiment using a random sample of numbers nationwide. Recommendations concerning alternative designs for use in a variety of situations are offered.

**EFFECTS OF DUPLICATE LISTINGS IN THE POPULATION FRAME ON SURVEY ESTIMATES, Jason S. Lee, U.S. General Accounting Office**

Unbiased survey estimates depend on sample designs with known selection probabilities that are not zero. Should elementary sampling units have unknown and varying probabilities of selection, bias is a likely result. Such a problem arises when separate but overlapping lists are combined to produce a more inclusive sampling frame. This is due to the presence of duplicate elements in the sampling frame, which gives some elements a greater chance of selection than others.

This situation occurred in the process of conducting a Congressionally requested study of foreclosed property acquisition by nonprofit homelessness assistance organizations. No single, exhaustive list of nonprofit organizations was available and thus two lists--each supplementing but also overlapping the other--were employed. The resulting sampling frame of 14,018 organizations contained an unknown number duplicate listings.

Discriminating duplicate from unique listings proved to be a complex task. Fortunately, Hansen, Hurwitz and Madow provide a weighting adjustment to avoid bias from varying probabilities of selection due to duplicate listings. This procedure entails counting duplicates in the sample (n=600) rather than in the sampling frame (n=14,018). Even reduced to this scale, this task was tedious and expensive.

This paper evaluates the degree of precision obtained through adjusting for duplicate listings as compared to a) no such adjustment, and b) a moderate level of adjustment. By measuring the precision gained, it is possible to evaluate the benefit with respect to its cost.

**IMPROVING SURVEY RESPONSE AND COVERAGE RATES THROUGH MULTI MODALITY SURVEYS, Michael P. Battaglia and Andrea Hassol, ABT Associates Inc.**

Surveys conducted by telephone using samples drawn from list frames that do not contain telephone numbers face two major problems - nonresponse bias and noncoverage bias. This paper will present estimates of the magnitude of these biases.

Abt Associates has been conducting annual surveys for the Health Care Financing Administration to determine immunization rates among elderly Americans. Samples of Medicare beneficiaries are drawn from a large HCFA computerized file of beneficiaries that does not contain the telephone number of the beneficiary. This study seeks to minimize bias by resorting to a multi modality approach. The sample of beneficiaries is first sent to a telephone number matching service. Beneficiaries with telephone numbers are sent to our CATI interviewing facility.

Beneficiaries without a telephone number go directly to a mail survey mode. All sample in the CATI mode, except the CATI completes and ineligible sample beneficiaries, goes to the mail survey mode after the CATI data collection has ended. Finally, nonrespondents to the mail survey go to an in-person survey mode. At each phase of the data collection, sample beneficiaries are classified as eligible for the survey, ineligible for the survey, or of unknown status. The multi modality approach makes it possible to attain response rates well above 90 percent.

The paper will present an analysis of the immunization rates one would obtain if the survey were 1) only conducted by telephone, 2) conducted by telephone and by mail, or 3) conducted by all three modes.

## Friday, 8:30 a.m. St. Charles II
## COMPLEMENTARY USES OF QUALITATIVE AND QUANTITATIVE DATA

**INTEGRATING QUALITATIVE AND QUANTITATIVE METHODS IN A STUDY OF KNOWLEDGE ABOUT THE HOLOCAUST, Katherine Bischoping, University of Michigan**

As part of a larger study of understandings of the Holocaust, survey interviews were conducted with 512 undergraduate students and followed by depth interviews with 40 of them. In this presentation, I will discuss ways in which the qualitative interview data can be integrated constructively with the survey data in predicting knowledge about the Holocaust. One way to combine the methods is to use the depth interviews to explain the processes underlying relationships observed in the survey data--for example, why men score higher on the survey knowledge measure than women. The depth interviews also reveal ways of knowing about the Holocaust that are not captured by the survey measures: African American students understood the Holocaust through analogy with the historic African American experience, while women tended more often than men to identify with Holocaust victims' and survivors' emotional experiences. A third way to integrate the methods, stemming from an ethnomethodological perspective, is to use the depth interviews as a source of lay hypotheses that can be tested with the survey data. Among these hypotheses is the frequently expressed belief that knowledge about the Holocaust leads to awareness and vigilance.

**CONDUCTING NON-TRADITIONAL DATA COLLECTION ON A LOW-INCOME POPULATION: TAKING VIDEOTAPED CHILD DEVELOPMENT INSTRUMENTS OUT OF THE LAB AND INTO THE FIELD, Susan Sprachman and George C. Carcagno, Mathematica Policy Research, Inc.**

Low-income mothers with young children have been joining the labor force in greater numbers, in part because of preferences or economic necessity, but also because of welfare-to-work policies that mandate participation in employment-directed activities. Participation in work or educational activities by mothers requires that their preschool children spend significant amounts of time in nonmaternal child care. To test the impact of the new directions in welfare and child care policy for mothers and their children, Mathematic Policy Research, Inc. is conducting several field demonstrations of innovative programs for especially vulnerable populations of mothers and children.

The Interactions and Development Processes (IDP) Study was embedded in one of these demonstrations, the Teenage Parent Demonstration (TPD), to more fully measure impacts of policy innovations on children. Using in-depth assessments of a subset of children and mothers from the TPD evaluation, the IDP study focused on mother-child interactions (for example, during a shared problem-solving task) and on children's developmental processes (for example, self-regulation during a clean-up task). A series of measures, developed to be administered under laboratory conditions, were modified into instruments that could be administered by lay interviewers under field conditions. Videocameras were brought into respondents homes to tape the assessments for later coding by researchers at Columbia University. Three and a half hour interviews were conducted in respondent's homes in Newark, NJ. Interviews were completed with 182 African-American and seven Hispanic mother-child dyads.

The focus of this paper is on the challenges encountered in designing and administering the data collection protocols. We will thus describe: (1) the complexity of the protocol development task; (2) decisions made with respect to the type of field staff to use; (3) the level of training and support that lay interviewers required to master and maintain mastery of the protocol; (4) problems encountered in conducting the videotapes in respondents homes; (5) the degree of central office coordination required to coordinate teams of interviewers; and (6) the challenge to confidentiality inherent in videotaping interviews. The paper concludes with a brief preview of the coding work to date--mainly the challenges that the coding teams have thus far uncovered. Examples from some of the videotapes will be shown.

**TAKING THE CHILD DEVELOPMENT LABORATORY ON THE ROAD: STUDIES OF MOTHER-CHILD INTERACTION IN A SURVEY CONTEXT, Carolyn A. Eldred, Response Analysis**

This paper concerns two "observational studies" in which protocols used in the child development laboratory to study mother-child interaction were adapted for administration and videotaping in in-home surveys. Prior research had shown mother-child interaction during book-reading and teaching tasks to be predictive of later school performance. In addition, comparison of self-report and observational data would lead to a better understanding of the usefulness of such widely used parenting measures as the survey version of Bradley and Caldwell's HOME scale.

The observational studies tried to capitalize on the strengths of survey methods, permitting data collection from a reasonably large number of cases in the natural home environment, while maintaining the integrity of the protocols. This meant combining a standardized approach with a warm, but neutral, presentation that would make both mother and child feel comfortable and elicit a representative sample of behavior.

Achieving these objectives required three distinct qualities: (1) the experience and savvy of the survey interviewer, (2) the developmental psychologist's conceptualization of the task, and (3) the videographer's technical expertise. This paper discusses our approach to designing and overseeing this work, focusing on protocol development, training, ethical issues, and management of the field teams.

## Friday, 8:30 a.m. — St. Charles V
## ENHANCING RECORD KEEPING AND DATA QUALITY

**QUESTION ANSWERING STRATEGIES IN AGRICULTURAL SURVEYS, Jaki Stanley, National Agricultural Statistics Service, U.S. Department of Agriculture and Catholic University of America**

The National Agricultural Statistics Service (NASS) of the United States Department of Agriculture makes estimates of the Nation's agriculture by surveying samples of farm and ranch operations. Prior research has indicated that problems may exist in collection of livestock inventory items. One example of livestock information that is collected is the number of Cattle on Feed. These numbers indicate the supply of beef cattle and therefore affect the price of beef cattle to producers, traders, processors, and ultimately, the price of beef to consumers. Therefore, the accuracy of these estimates is extremely important.

The key concepts in the survey questions about Cattle on Feed (COF) are complete and numerous, but an accurate response requires the respondent to consider them all when answering. While in some areas of the country very large feedlots dominate the COF industry, in other parts of the country most of the total COF inventory is in small farmer feeder operations. Many of these smaller operations do not keep written records (even in non-initial contacts only 5% of respondents report record usage). Therefore, in order to tailor these questions to collect the most accurate data and require the least amount of respondent burden, it is imperative to know the cognitive processes that respondents use to answer them.

This study attempts to systematically collect information on the types of strategies used to answer COF inventory questions and determine if they differ over different respondent characteristics. Interviews were conducted with operations in three different size groups (1-99 COF, 100-499 COF and 500-999 COF). The questions were asked as they currently appear in the NASS operational survey.

**ENHANCING RECORD-KEEPING COMPLIANCE IN THE NATIONAL MEDICAL EXPENDITURE SURVEY, Maria Elena Sanchez, Agency for Health Care Policy and Research**

Household surveys that collect detailed factual and behavioral information - such as surveys of consumer expenditures and medical utilizations - frequently ask respondents to maintain personal records (calendars, diaries) and collect bills, insurance statements, receipts and other materials that will make it possible for respondents to provide complete and accurate reports to survey questions. The challenge for survey specialists is to figure out ways to enhance the probability that respondents will comply with the request to keep accurate records in a timely fashion.

This paper has two goals. First, we compare the study design used in the 1987 National Medical Expenditure Survey (NMES) to a modified design used in the 1992 NMES Feasibility Study (NMES-FS) in order to test whether design modifications introduced in NMES-FS achieved higher rates of compliance with record-keeping behavior on the part of family respondents. Second, we use the 1987 data to document the positive effects of record-keeping activities on reporting accuracy, and to evaluate the relative contribution of calendar entries and financial records to reporting accuracy in the area of medical utilizations. Accuracy in this second part of the paper consists of externally validated data since the 1987 NMES survey included a validation survey conducted with facilities and doctors identified in the household survey as having treated family members.

**RESEARCH ON THE CONTINUING SURVEY OF FOOD INTAKES BY INDIVIDUALS, Theresa J. DeMaio, Susan Ciochetto, and Wendy L. Davis, U. S. Bureau of the Census**

The Census Bureau recently undertook a research effort to revise the Individual Intake Questionnaire for the Continuing Survey of Food Intakes by Individuals (CSFII) sponsored by the Human Nutrition Information Service of the U.S. Department of Agriculture. This questionnaire obtains a 24-hour food recall along with information about when the food was consumed, where the food was obtained, and other general health-related questions. Food recalls are collected for two non-consecutive days.

This paper reports the results of research on the dietary intake portion of the CSFII. Strategies for revising the questionnaire include: (1) restructuring the dietary recall questions to improve their flow; (2) revising the strategy for respondents' initial recall of foods eaten the previous day; (3) adding cues to let respondents review their day several times to facilitate recall of additional food items; and (4) altering the wording of questions to clarify their intent and revising the content of response categories to make them more comprehensive and mutually exclusive.

These strategies will be discussed in detail, and examples of their results will be discussed.

**PRELIMINARY FIELD RESULTS OF AN ALTERNATIVE MEASUREMENT DESIGN FOR THE SURVEY OF INCOME AND PROGRAM PARTICIPATION, Karen Bogen, Center for Survey Methods Research, Nola Krasko, Field Division, Jeffrey C. Moore, Center for Survey Methods Research, and Kent H. Marquis, Center for Survey Methods Research, U.S. Bureau of the Census**

The Census Bureau's Survey of Income and Program Participation program is currently fielding an experiment comparing standard field procedures to a new way of obtaining the same information about family income and program participation. The standard approach is achieving high response rates and relatively low costs. The experimental procedures, designed specifically to reduce measurement errors, get relatively low response rates and incur very high costs.

This paper will summarize the components of the experimental procedures, briefly review the research plan, and then focus on results of the field work to date. This paper will explore our efforts to get interviewers to implement the procedures as designed and will present our working hypotheses (based on production reports, field observations, and debriefing of interviewers) about why the response rate is so low and the costs are so high.

**METHODOLOGICAL ISSUES IN SURVEYING PHYSICIANS ON DEATH CERTIFICATION, David J. Mingay, National Opinion Research Center, Albert F. Smith, State University of New York at Binghamton, James A. Weed and Jared B. Jobe, National Center for Health Statistics**

The value of mortality statistics is compromised by significant errors in the causes-of-death that physicians enter on death certificates. Survey data on the characteristics of physicians who complete death certificates, and about the knowledge, attitudes and practices of certifiers, would help identify how improvements in data quality might be achieved.

This paper discusses the methodological issues that needed to be addressed in preparation for such a survey. These issues include: how to obtain a sample of physicians who complete death certificates, given how little is known about the characteristics of certifiers; the appropriateness of vignettes, knowledge questions, direct observation and other methodologies to assess physicians' understanding of the task of certifying deaths; and how to investigate possible social desirability biases in the conditions reported on death certificates. Finally, we will describe the use of cognitive interview procedures to develop and test draft questions.

## Friday, 8:30 a.m. St. Charles VI
## EVALUATING POLITICAL CANDIDATES

**HOW 1992 TRULY BECAME "THE YEAR OF THE WOMAN" IN CALIFORNIA POLITICS, Mark DiCamillo, The Field Institute**

Political observers have been proclaiming elections over each of the past two or three election cycles as potentially the "year of the woman" in politics. Each time this proclamation has seemed a bit premature. However, in 1992 California politics was truly transformed by the election of elected female representatives to high government offices. Not only were two women, Diane Feinstein and Barbara Boxer, elected to the United States Senate, but 1992 also saw an historic increase in the election of California women, mostly Democratic women, to the House of Representatives, the State Senate and the State Assembly.

The single most important factor associated with the growing success of female candidates in California relates to their emerging dominance in Democratic primary elections. In the past two election cycles females have won (and by fairly large margins) each of the three Democratic primaries at the top of the statewide ballot -- the 1990 gubernatorial election as well as the two 1992 U.S. Senate primaries.

Evidence from statewide pre-primary *Field Polls* show evidence of a growing "gender gap" in the preferences of Democratic voters and the emergence of what appeared to be a pro-female candidate voting block in 1992 Democratic primary elections. My paper will review the data from six *Field Polls* conducted prior to the 1990 Democratic primary, and six *Field Polls* conducted prior to the 1992 Democratic primary and discuss the dynamics of this rather rahn interesting development in California politics.

**PERCEPTION OF WELL-BEING AS A VOTING HEURISTIC IN THE 1992 PRESIDENTIAL ELECTION, Jack M. McLeod, Stacy Huang, Zhongshi Guo, and Katie Daily, University of Wisconsin-Madison**

The influence of perception of well-being upon vote choice in the presidential election was examined among a probability sample of 367 adult residents of Dane County, Wisconsin in late October of 1992. The results support sociotropic voting rather than pocketbook voting. The perception of societal well-being may have served as a heuristic for casting a vote for Bush or Clinton. Those who perceived the society as worse off tended not to vote for Bush and to support Clinton. Such effects were independent of party identification, liberal-conservative ideology on economy, and demographic variables.

The direct effect of societal well-being perception remained significant after further controlling the voter's issue proximity to the candidate, image favorability for the candidate, and affect toward the candidate only for predicting the log odds of voting for Clinton, not for the log odds of voting for Bush. Nonetheless, the societal well-being perception made impact on casting the vote for Bush via its influence on affect toward Bush.

Neither societal nor personal well-being perception had significant effects on the log odds of voting for Perot. The probability of casting the vote for Perot is a function of the respondent's gender, identification as neither Republican nor Democrat, and affect toward Perot.

**THE GENDER GAP REVISITED: DO VOTERS APPLY THE SAME STANDARDS TO MALE AND FEMALE CANDIDATES? Jay Mattlin, Time, Inc.**

In a cover story for its April, 1992 issue called "If Women Ran America," Life Magazine set out to explore whether voters' perceptions of a candidate are affected by the candidate's gender. The question evokes two plausible alternative hypotheses: 1) That the public still judges female candidates more stringently than male candidates, making them more vulnerable to political harm if potentially damaging information about their personal lives is disclosed (the "Zoe Baird Hypothesis"); or 2) that new sensitivity to the treatment of women by men in power, highlighted by Anita Hill's experience, has led the public, particularly women, to be more forgiving of female candidates than of male candidates (the "Barbara Boxer Hypothesis").

A telephone survey conducted for Life by the Gallup Organization asked a national sample of adults whether they would be discouraged from voting for a hypothetical candidate for any of eight reasons. These reasons consisted of personal characteristics or prior experiences which are often considered political liabilities, such as prior extramarital affairs, prior drug use, questionable financial dealings, and homosexuality. A random half of the sample was asked about the suitability of a hypothetical male candidate with any of these potential liabilities, the other half, a hypothetical female candidate. This paper reports on the results of this split-ballot experiment.

## Friday, 10:15 a.m. Ruby
## CONDUCTING SURVEYS IN SPECIAL POPULATIONS

**SURVEY DESIGN ISSUES RELATED TO SURVEYING A MEDICAID POPULATION, Donna L. Eisenhower, Mathematica Policy Research Inc.**

The Medicaid beneficiary it typically poorer, younger or older, and often sicker than the rest of the population. It is a problematic survey group because of frequent changes of status and location, language barriers, disability, low literacy, and higher rates of substance abuse, all of which bear on survey design, implementation, and accuracy. This paper has been developed under a contract with the Physician Payment Review Commission to assess the feasibility of conducting a national survey with the Medicaid population. The results are based on a detailed review of the literature with particular attention to a review of experience with the National Health Interview Survey (NHIS), the Survey of Income and Program Participation (SIPP), the National Medical Expenditure Survey of 1987 (NMES), the National Medical Care Utilization and Expenditure Survey of 1980 (NMCUES), the National Maternal and Infant Survey of 1988 (NMIHS) and somewhat to the Medicare Current Beneficiary Survey. Issues and potential solutions addressed include the following: (1) the need to secure the cooperation of the states, (2) difficulties related to determining eligibility status, (3) difficulties related to tracing and tracking, (4) response rates and the effects of incentives, (5) interviewer characteristics, costs, and retention, (60 recall issues, (7) the value of using proxies, and (8) mode effects. Recommendations for design issues to be considered prior to implementing a national survey are made.

**LOCAL TALENT, LOCAL PROBLEMS: LESSONS LEARNED EMPLOYING COMMUNITY RESIDENTS FOR INTERVIEWING, Gloria Thomas, Beck Young, Angela Aidela, Diane McLean, Yasmin Jefferson, Harlem Center for Health Promotion and Disease Prevention**

Practical issues encountered in implementing an ethnographic approach to survey interviewing are examined in this presentation. The process of recruiting, training, and keeping interviewers proved difficult for the Harlem Health Survey, an epidemiological study of morbidity and mortality in Central Harlem conducted by the Harlem Center for Health Promotion and Disease Prevention (a joint project of the Columbia University School of Public Health and Harlem Hospital Center). Because of anticipated benefits to the research process and a desire to provide jobs in the community, the research team was committed to hiring community residents for interviewing positions. Illiteracy, fear of violence, a daunting array of personal difficulties, and high attrition rates were among the problems faced by supervisory staff. Lessons learned for the success of a research project in a challenging geographic area present opportunities to develop new models for employing community residents. These include testing for literacy, innovative field strategies to reduce risk, stress reduction mechanisms, adequate salary levels and incentives.

**PROBLEMS WITH QUESTION WORDING BY AGE OF RESPONDENT, Sandra Edwards, University of Utah**

The relationship between respondent age and problems with question wording is examined in a lengthy health study interview of a population of respondents 30-79 years of age. This paper presents data from the behavior coding of taped, in-person interviews being conducted for a large, multicenter, cancer case-control study coordinated by the University of Utah. Using results obtained from this behavior coding, question reading, numbers and types of probes, and other interviewer behaviors are analyzed by question and age of respondent. Additional analysis of excess interviewer behaviors toward the end of the interview by age of respondent is presented to explore the issue of respondent fatigue in lengthy interviews. The implications of this data for interviewer training and question pretesting are discussed.

**NON-PARTICIPATION BIAS IN TELEPHONE SURVEYS OF CHILDREN, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc. and Dean Kilpatrick, Medical University of South Carolina**

Many social issues require assessments of the attitudes, knowledge and experience of persons under the age of eighteen. However, interviews with minors normally require the consent of parents or guardians. The requirement of parental consent is assumed to increase the difficulty of conducting sample surveys with normal populations of children, particularly by telephone. Moreover, it introduces a potentially serious source of non-response bias if the subject of assessment os potentially sensitive.

This paper provides an empirical assessment of the effects of parental consent on response rates in telephone surveys of children, as well as the differences between participants and non-participants. The data is drawn from community surveys conducted by the author's on both the East coast and the West Coast, using the same procedures and survey instruments. The target population was children aged 12 through 17. These populations were identified by household screening among RED samples. More than 1,500 adolescents were interviewed in these surveys. The subject matter of the interviews, which dealt with both adult and adolescent exposure to recent natural disasters and other traumatic events, and their reaction to them, was reasonably sensitive.

Within households identified as having adolescents, a parent or guardian was first interviewed about themselves, the household and a randomly selected child before the request for the child interview was made. Hence, the characteristics of households and parents who refuse permission for child interviews can be compared to those who grant permission. Moreover, the children represented in the achieved sample can be compared to the children who were excluded by parental refusal on a number of demographic and substantive characteristics.

The findings of these large scale telephone surveys of community samples suggests that parental consent for interviews with children, if handled in an intelligent fashion, is not necessarily a major problem for survey research. The opportunity for third party refusal will reduce response rate. However, the losses do not appear to introduce serious non-participation bias into the sample and the procedures provide for correction of the residual bias.

## Friday, 10:15 a.m. — Turquoise
## THE MEANING OF QUESTIONS TO RESPONDENTS

**PRESUPPOSITIONAL PROBLEMS WITH SURVEYS AND POLLS, Arthur Sterngold, Lycoming College**

All questions are based on presuppositions about respondents which must be true for the questions to be meaningful and appropriate. For example, "Where did you go after you left the office?" only makes sense if the assumption is true that you were at the office. Presuppositions are necessary and ubiquitous elements of human discourse that allow people to communicate with an economical use of words.

In ordinary conversations, speakers can usually point out false presuppositions in each others' questions so that the questions may be modified or the conversations redirected. Such acts of "conversational repair" are frequently used to coordinate talk and correct misunderstandings. In standardized surveys, on the other hand, respondents may feel more pressure to "go along with" false assumptions they sense are implied by the questions. In his 1986 Presidential Address, Schuman suggested this occurs because "respondents feel enormously constrained to stay within the framework of a question," even when answer choices are offered that allow them to do otherwise.

In surveys, it is respondents' impressions about what presuppositions are implied by a question that are most critical. For example, a recent study by my colleagues and I showed that the commonly used degree-of-concern item ("How concerned are you about ...?") may give respondents the impression that it is assumed they are or should be concerned about an issue, leading them to overstate their true levels of concern. This problem is likely to occur with similarly worded questions that ask people to indicate how much of a trait they have before asking whether they possess it at all.

**WHEN INTENSIFIERS AFFECT SURVEY RESPONSES, Daniel Wright, George Gaskell, and Colm O'Muircheartaigh, The Cognitive Survey Laboratory, London School of Economics**

Intensifiers (words such as "very" and "extremely") are often used in the stem of a survey question and/or in the response alternatives presented. The implicit assumption is that these words render more extreme the meaning of the phrases to which they are attached. Laboratory studies in psychology support this interpretation. In this paper, we concentrate on the effect of intensifiers in question stems, using a series of face-to-face general population surveys and a small scale experiment. We demonstrate that intensifiers often have little impact on response distributions when they appear without other similar intensifier/root combinations. A memory recognition experiment suggests that some of the intensifiers we used are often not adequately processed. We further demonstrate that the same intensifiers, when placed in a comparative context, can alter responses.

**QUESTION WORDING IN COMPARATIVE JUDGMENTS: UNDERSTANDING AND MANIPULATING THE DYNAMICS OF THE DIRECTION OF THE COMPARISON, Michaela Wanke, University of Mannheim**

Questions assessing comparative judgments are often phrased as directed comparisons, that is, a stimulus A (subject) is to be compared to a stimulus B (referent); e.g. "Is tennis more exciting than soccer or less exciting?" Tversky and Gati's work on similarity judgment indicated that comparing A to B may result in different similarity judgments than comparing B to A. The studies reported in the present paper extend this work from judgments of similarity to evaluative judgments in general. The results demonstrate that evaluative comparisons are strongly influenced by the direction of comparison elicited by the wording of the question. In some instances, a reversal in the direction of comparison resulted in a reversal of the ordinal ranking. Variables moderating the impact of direction of comparison are explored and implications for question wording are discussed.

**MUSHY MEASURES OF MUSHINESS: DISTINGUISHING BETWEEN OPERATIVE AND META-ATTITUDINAL INDEXES OF ATTITUDE STRENGTH, John N. Bassili, University of Toronto**

It is customary in survey research to probe the crystallization of opinions by asking respondents questions such as: "How strongly do you feel about that?" I refer to such measures as "meta-attitudinal" because they are based on respondents' impressions of their attitudes. The present study explores the relative validity of meta-attitudinal measures of crystallization with "operative" measures that stem directly from opinion judgments rather than from self-assessments. Six meta-attitudinal measures based on self-reports (<u>certainty</u>, <u>importance</u>, <u>strength</u>, <u>knowledgeability</u>, <u>level of attention</u>, and <u>frequency of thought</u>) and three operative measures based on inherent features of the opinion judgment (<u>response latency</u>, <u>extremity</u> and <u>ambivalence</u>) were taken in a CATI survey tapping attitudes on employment equity, hate literature and pornography. The measures of crystallization were tested against indices of attitude pliability and attitude stability. The results, replicated twice in the survey, showed that operative measures of attitude crystallization are much better predictors of pliability and stability than meta-attitudinal measures, the latter accounting for no unique variance in prediction. These results suggest that survey researchers should abandon "quick and dirty" meta-attitudinal measures of opinion crystallization in favor of measures that are operatively grounded in the relevant opinions.

**GAUGING THE RELIABILITY OF ATTITUDE REPORTS IN PUBLIC OPINION SURVEYS, Duane F. Alwin, The University of Michigan**

It is a commonly accepted fact that, with few exceptions, survey-based measurements are to some extent unreliable, yet survey researchers often behave as if they were not. Errors of measurement, both systematic and random, are admittedly a problematic feature of the survey approach, especially questions used to measure attitudes, opinions, beliefs and other subjective "traits" or "states." The estimated reliability of single-item attitude measurement is typically in the range of .5 to .7, using the best available methods for obtaining such estimates. While the existence of measurement error in attitude surveys is, thus, probably not a controversial issue, there are several issues related to the estimation and interpretation of measurement reliability which are.

This paper addresses several problematic aspects of gauging the reliability of attitude reports. I first review the concept of psychometric/statistical reliability and its possibilities and limitations for describing errors of measurement in attitude surveys. Within this framework, I then consider four research areas where recent work has been undertaken: (1) understanding the consequences of patterns of error for statistical inference, (2) problems in designing studies that permit reliability estimation, (3) problems with the statistical estimation of reliability for categorical and non-categorical data, and (4) problems of questionnaire design and the reliability of results, and the development of possible remedies regarding data quality more generally. Each of these issues is addressed empirically, with examples presented from recent ongoing research on these topics, using the University of Michigan's National Election Study Panel.

## Friday, 10:15 a.m. St. Charles II
## DID WE GET IT? PUBLIC OPINION AND THE ANITA HILL-CLARENCE THOMAS CONTROVERSY

**RACE, GENDER, AND THE HILL-THOMAS ISSUE, Katherine Tate, Harvard University, and Jane Mansbridge, Northwestern University**

We examine public opinion and group identification. Unexpected by pundits, and therefore, largely unexplained in the popular press, differences in opinion did not uniformly fall along anticipated gender or racial lines. We examine opinion differences among Black and White women in their assessments of Hill and Thomas' believability and positions on the confirmation of Thomas. By providing a broader framework for understanding the complex interactions of race and gender on political thought in general, we will provide several explanations for the specific distribution of opinions on Hill-Thomas case.

**ASSESSING THE POLLS ON THE HILL-THOMAS ISSUE, Diane Rucinski, University of Iowa**

This paper discusses methodological strengths and weaknesses of the major opinion polls (ABC/Washington Post, CBS/New York Times, NBC/Wall Street Journal, USA TODAY, Newsweek, the Gallup Organization, and the Harris Poll) conducted over the past year on the Hill-Thomas issue. After establishing the important impact of the polls on the confirmation vote, it provides an analysis of the variations among poll findings at the time of the hearings, and the role of the variation in efforts to affect the Senate vote. Finally, It discusses the 1992 poll results which find a shift toward supporting Anita Hill since the Senate hearings and highlight the differences in poll execution that may account for the apparent shift.

**QUALITATIVE RESEARCH ON WOMEN'S EXPERIENCES OF THE HILL-THOMAS HEARINGS: THE DETROIT STUDY, Frances Trix and Andrea Sankar, Wayne State University**

Within three weeks of Thomas' confirmation, we conducted half-hour interviews with over 100 Detroit women on their experience of the hearings to explore the women's information sources, disagreements, moral judgments and overall feelings finding a majority of women supported Anita Hill. The use of long, personal interviews, conducted with women of diverse ages, ethnic, economic and educational backgrounds, revealed a different portrait of women's thinking about the controversy and hearings. In addition to providing an overview of the use of ethnography in the study of public opinion, there is a discussion of the part played by interpersonal discussion on the formation of women's opinions.

**THE POLLS AND THE HILL-THOMAS CONTROVERSY: WHAT WE LEARNED AND UNLEARNED ABOUT PUBLIC OPINION, David Moore, The Gallup Organization**

This paper will use the Hill-Thomas controversy to reassess some common notions about the nature of public opinion and measurement of opinions. It holds that within broad limits, the polls were accurate, arguing that events occurring after the hearings account for the shift in support for Anita Hill and against Clarence Thomas.

## Friday, 10:15 a.m. St. Charles V
## STUDIES OF RESPONSES TO MAIL SURVEYS

**INCREASING PHYSICIAN SURVEY RESPONSE RATES WITHOUT BIASING THE RESULTS, Lorayn Olson, Mindy Schneiderman, and Ruth V. Armstrong, America Medical Association**

As difficult as it is to achieve high response rates on general surveys, this is more difficult on physician surveys. Using American Medical Association survey data, we will analyze several tests of methods to increase response rates on physician surveys. We will consider the effect of sponsorship, incentives, and personalization on response rates and data quality. Data to analyze the readership of the AMA's Archives of Surgery, vis-a-vis other journals targeted to surgeons, were collected by a split sample mail survey with one test using AMA letterhead and the other blinded. The effect of charitable contributions will be assessed. The influence of discount coupons and a research news brief will be explored.

For an AMA survey regarding satisfaction with the service received by physicians when calling the AMA, a test of the impact of personalization was conducted. We will consider the results of two surveys: one was personalized by name and address, including information regarding the call at the top of the questionnaire; while the other survey used a mailing label on the outer envelope, a survey ID number label at the bottom of the questionnaire, and no information regarding the call.

**AN EXPERIMENTAL STUDY OF NONRESPONSE FOLLOW-UP MODE EFFECTS IN AN ESTABLISHMENT SETTING, Young I. Chun, Richard Devens, Gordon Mikkelson, and James Yule, Bureau of Labor Statistics**

Mode of follow-up procedures used by the Bureau of Labor Statistics (BLS) is an important factor influencing response and data quality. Over the last couple of decades, survey researchers have used certified-mail as a last attempt to convert "holdouts" in household surveys and found it effective in increasing response rates. However, the recent trend in household surveys is to replace certified mail with telephone follow-up. This change reflects societal trends towards more single-person and dual-worker households, which are less likely to have someone at home to sign for certified mail during the day but are likely to have someone home to pick up the telephone in the evening.

This trend is much less relevant, we argue, in an establishment setting where someone is usually at work to sign for certified mail and telephone calls are more likely to be screened. Thus, our research hypothesis is that certified mail in an establishment setting is still at least as effective as telephone prompting. In this split-half experimental study of a BLS national mail survey of establishments, we examine and compare the use of telephone prompting and certified mail as nonresponse follow-up procedures. Data consistency, item nonresponse rates, and relative survey cost are other important factors we compare across follow-up methods in this paper.

**WHY DIDN'T YOU WRITE?: REASONS FOR NON-PARTICIPATION IN MAIL SURVEYS, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc. and Carla Jackson, Tennessee Valley Authority**

Mail surveys have tended to have lower response rates than other modes of survey research. There is a growing literature on how to improve response rates in mail surveys, particularly through multi-mode data collection. However, there is relatively little empirical data available on the reasons that subjects fail to participate in well designed, large=scale mail surveys.

The 1992 Residential TVA Customer Survey provides important new insights into the reason for no-response in mail surveys and consequences for non-response bias. The TVA survey was conducted among a random sample of 3,000 household accounts in an eight state region. The completion rate to a three-stage mailing was over sixty percent (i.e. 1,800 returns out of 3,000).

The TVA survey is designed as a multi-mode survey. Hence, those who do not return a mail survey are recontacted by telephone or, if not reachable by telephone, inperson. In the 1992 TVA Survey, the non-respondents to the mail survey reached by telephone or in-person were asked whether they had received the mail surveys and why they had not replied.

With a final (adjusted) response rate of ninety-percent, the TVA study provides a large and nearly complete sample of non-respondents to a mail survey whose reasons for non-response will be described and analyzed in this paper. Moreover, the reasons for non-response can be compared to the household characteristics for the survey population. The findings suggest ways in which even well designed mail surveys may be improved, as well as the types of residual non-response bias in well designed mail surveys that do not include telephone or in-person follow-up.

**PREDICTING REPORTED NONRECEIPT OF THE 1990 DECENNIAL CENSUS FORM, Kenneth Rasinski, Daniel Zahs, Richard Kulka, and Nicholas Holt, National Opinion Research Center**

In order to gain some understanding of the lower than anticipated return rate of the mailed census form in the 1990 Decennial Census, the Census Bureau initiated a number of research efforts to examine sources of nonresponse. One such effort was the Survey of 1990 Census Participation, a national face-to-face interview survey of 2,478 households designed to assess a variety of characteristics, circumstances, and attitudes potentially related to census mail response. Among the many issues addressed in this survey was whether the census form was received in the mail. nonreceipt was determined by a series of questions, including whether the respondent lived at his or her current address on April 1st, whether the respondent remembered seeing the census form at the April 1st address, and the name of another household member (so that he or she could be queried) who might have seen the form. In this research, we examine determinants of reported nonreceipt, including whether it varied substantially by racial or ethnic background.

The fact that reported nonreceipt varies as a function of background characteristics suggests that it is an important factor in understanding undercounting. The variation in reported nonreceipt may reflect problems with the mail delivery system that must be examined in future censuses. Alternatively, it may be important to further explore patterns of handling mail in households which have shown lower than average reporting of receipt. Reported nonreceipt among minority households will be further examined by analyzing mail-handling practices and by examining attitudes related to census participation. Additional items from the decennial census will be used to further explore the issue of nonreceipt.

**THE RESPONSE OF THE FAR RIGHT TO SURVEYS OF RACIAL ATTITUDES, Howard Schuman and Maria Krysan, The University of Michigan**

Three samples from a major metropolitan area are used to study the response rate and response content of individuals whose past behavior suggests support for far right-wing ideology. One sample consisted of the 163 Metropolitan Detroit residents who contributed money to the Louisiana gubernatorial campaign of David Duke. A second was made up of neighbors of these Duke contributors. The third was a probability sample representing white households in the same metropolitan area.

Contributors had a significantly higher response rate than both their neighbors and the general white population, thus contributing to survey bias by over- rather than underrepresentation. Their political and racial attitudes follow mostly predictable lines. Demographically they are distinctive only in being older than the other samples, but they are not different at the bivariate level in education, region of origin, or other background characteristics.

The neighbors of Duke contributors, though chosen entirely because of that fact, do not differ from the white population generally. Surprisingly, by first identifying blocks on which Duke contributors live, then choosing non-Duke contributor addresses on these same blocks, one obtains a final sample indistinguishable on both objective and subjective variables from a probability sample of the white population of the metropolitan area.

## Friday, 10:15 a.m. St. Charles VI
## THE IMPACT OF INTERVIEWING STYLE

**UNDERSTANDING THE STANDARDIZED/NON-STANDARDIZED INTERVIEWING CONTROVERSY, Paul Beatty, University of Michigan**

This paper will examine the debate of how "standardized" the survey interview should be, exploring the nature of past developments, reasons for current practice, and shortcomings that are being addressed by the new moves toward less standardized interviews. Various literature on interviewing-- historical, methodological, and technical (actual interviewing manuals from past decades at ISR) will be examined. Through the analysis, several issues will be considered: shortcomings of unstandardized interviewing that led to the development of standardization as it exists today; the central role of rapport-- i.e., changing conceptions regarding what type of relationship is desirable between interviewers and respondents; the amount of flexibility interviewers have really had in the past (and the present) to diagnose communication problems; what the specific problems are with the standardized interview-- and whether non-standardization appropriately addressed these problems. Speculation about what the future role of standardization is likely to be in survey research will follow. Some of the difficulties encountered in performing such historical speculation will also be addressed, noting the shortcomings of using various resources.

**REJECTIONS AND REFUSALS: OPENINGS OF REQUESTS FOR SURVEY INTERVIEWS BY TELEPHONE, Douglas W. Maynard, Indiana University, Nora Cate Schaeffer, University of Wisconsin-Madison and U.S. Bureau of the Census, and Robert Cradock, University of Wisconsin-Madison**

The opening of the telephone conversation in which an interviewer requests a interview shares features with the openings of other telephone conversations. This analysis examines "rejections" of requests for an interview. A conversational analysis of these materials suggests that "early" rejections occur immediately after an interviewer has identified herself and given the "reason for the call." A second type of rejection occurs after a kind of "testing" that the call-recipient puts the interviewer through. This testing exhibits respondents' concerns with issues such as "what" the interview is about, who the surveyors are, whether questions will be asked that are "no one else's business," and the like. Such testing typically occurs just before respondents can infer that the interview itself will commence--it is their "last chance" to establish what the grounds of the interview are. A third type of rejection explicitly exhibits call-recipients' concerns with the "intrusiveness" of the request for participation. The analysis uses a corpus of approximately 60 rejections taped at the Letters and Sciences Survey Center at the University of Wisconsin. The interview was about a range of general political and other attitudes and used an RDD sample.

**OKAY - EVALUATIVE OR NEUTRAL? Mary V. Coit, Georgetown University**

As a part of the standardization process, interviewers are trained to be interpersonally neutral. The feedback they give should not carry any evaluation of the content of the respondent's answer. Studies show that there is a relationship between inappropriate feedback and answers that appear to be biased. Many researchers consider the interviewer's use of OKAY as feedback to be inappropriate. To explore whether OKAY is neutral or evaluative, I examine the interviewer's use of OKAY and the content of the respondent's answer. My paper analyzes three questions in sequence that seek the same information but have different formats. I look for a correlation between the Interviewer's use of OKAY and consistency in the content of the respondent's answers. My paper addresses the question: Does the use of OKAY have an approbatory affect on the respondent, or can it be considered a neutral acknowledgement? The answer addresses interviewing style which could, in turn, affect interviewer training.

I analyzed audio tapes of 60 interviews from an 800 sample for a 1991 statewide opinion survey.

**RE-OPENING CLOSED ANSWERS: MANAGING RESPONDENTS' ELABORATIONS ON CATEGORICAL ANSWERS IN STANDARDIZED INTERVIEWS, Robert M. Cradock, Douglas W. Maynard, and Nora Cate Schaeffer, University of Wisconsin-Madison**

Standardized survey interviews frequently use closed, fixed-choice, questions to measure respondent characteristics and attitudes. These questions require that the respondents produce answer fitting one of the designated categories, and if they do not, that interviewers probe for a codable response. The production and recording of each data point is a collaborative accomplishment by both the interviewer and the respondent. The participants draw on an interactional substrate of skills and practices to achieve each answer. In most cases this process occurs smoothly, in a sequence of "question-answer-(receipt)", or, if necessary, "questions-answer-probe-answer-(receipt)". The participants reach an accountable answer and move on to the next question.

A different phenomenon occurs when respondents who have produced a codable answer continue speaking, without prompting by the interviewer, about the question's topic. In effect, they are keeping the answering activity going after the point when it is complete for the purposes of the question task. The resolution of these elaborations is itself an interactional task involving both the interviewer and respondent contributions. These occurrences can create problems of measurement (if the later talk conflicts with the chosen response), or of the interactional trajectory of the interview (if the interviewer loses control of the interaction, or if the extra information is scheduled to be asked about in a later question). This paper examines respondents' elaborations after codable answers and interviewers' responses to those elaborations. Data for this study come from recordings of computer-assisted telephone interviews conducted by the Census Bureau and by a university survey center.

**Friday, 12:00 noon** **New Orleans Ballroom**

## POSTER SESSION

**CAPI TRAINING: WHERE DO WE GO FROM HERE? Mark Wojcik and Edwin Hunt, National Opinion Research Center**

In 1991, we co-authored a paper entitled Training Field Interviewers to Use Computers: A Successful CAPI Training Program. Since that time the model described in the paper has been used numerous times by a variety of survey organizations. However, we have come a long way since the original paper was written and there are new issues that need to be considered. This paper serves as an update to the 1991 paper and challenges the survey research industry to revise its training procedures to meet the needs of CAPI experienced interviewers.

The paper offers several possible areas of improvement. First, it concentrates on incorporating modern technology into the development of self-study materials that can be used with CAPI experienced interviewers in place on an expensive in-person training. Second, it offers a plan for the systematic measurement of interviewer performance during the training that will allow for quick feedback to each trainee. Finally, it proposes a model for the incorporation of Total Quality Management principles into the training process, so that specific modules of the training can be evaluated on an on-going basis.

**APPLYING PRINCIPLES OF TOTAL QUALITY MANAGEMENT TO THE PROCESS OF INDUSTRY AND OCCUPATION CODING, Rachel Caspar and Paul Biemer, Research Triangle Institute**

As part of an effort to improve overall data quality and reduce costs on the surveys RTI conducts, principles of Total Quality Management (TQM) were applied to the process of industry and occupation (I&O) coding. Using concepts from the TQM framework, an attempt was made to improve the overall agreement rate for the coding process and thereby lower the adjudication rate for the process. This paper will discuss how we implemented the use of quality circles, Pareto diagrams, error report forms, and timely feedback to coders to improve both the quality of our I&O coding and the cost efficiency of the process. Agreement rates and adjudication rates will be presented for the coding work prior to initiating the TQM methodology and then after the TQM design had been implemented. Our results will show a significant improvement in the coding process for both accuracy and cost as a result of our intervention. In addition, we will discuss how we developed a more precise method for calculating agreement rates and adjudication rates for our I&O coding process, as well as how our coders responded to the TQM methodology.

**CODER RELIABILITY IN RECORDS ABSTRACTION, Nora Fitzgerald and Polly A. Phipps, RAND**

In this paper, we report on an experiment conducted to assess coding reliability for a RAND data abstraction project. The abstraction project was carried out to create a data base on 1985-1991 civil jury verdicts for a number of courts around the country. The data sources included six publications which report detailed information to the legal and insurance industries on cases where juries have rendered a verdict. The project staff coded over 16,000 cases, using a standardized data collection instrument of approximately 100 items, developed at RAND.

For this experiment, we randomly selected 450 cases (75 per publication), and had staff independently recode them. We limit our analysis to one-third of the data items, covering the full range of complexity in the instrument. This includes simple and complicated coding tasks, e.g., copying the publication year and volume, as compared to determining the issues under litigation. In reporting reliability we use three statistics: the simple percent agreement between coders for an item, the percent of agreement expected by chance, and a measure of agreement between two judges taking into account the expected level of agreement (Kappa).

Data coding is involved in most data collection methods, in some form. The task may be assigned to the interviewer in selecting a code based on the respondent's answer (field coding), or an editor, in coding open-ended responses. In other cases, coding may be the primary means of collecting information where records or other documents are the sole data source. Less emphasis has been placed on coding error as opposed to error generated by the interviewer, interview mode or questionnaire design. Perhaps this is due to the static quality of records versus the dynamics of the interview. But tests of reliability in even the most simple coding tasks produce error rates in the range of 2-10 percent. Factors that contribute to coding error include the data collection instrument, data item type, quality of training, coders, coding environment, and the organization and the content of the data source. As part of our discussion, we assess how these factors contribute to coding error and what can be done to reduce it, taking into account the costs of potential solutions.

**QUALITY MANAGEMENT APPROACH TO KEYSTROKE VERIFICATION, Robert Bailey, Robert Miller and Howard Speizer, National Opinion Research Center**

Keystroke verification detects errors caused by data entry operators misreading and mistranscribing source documents. NORC has used a number of approaches over the years to verify the accuracy of keying in computer-assisted data entry (CADE) and key-to-disk applications. Recently, the organization has developed an automated system based on quality management principles. This new verification system uses process control techniques to measure keystroke error and provides analytical tools that enable supervisors to identify and address significant problem areas in the process. This paper reports on the design of the system, its benefits to both the quality and cost of the product, and its use at NORC.

**USING FAX MACHINE FOR DATA RETRIEVAL OF SELF-ADMINISTERED SURVEY OF ELITES, Ward Kay and Jennifer Parsons, University of Illinois**

The use of new advances in electronic equipment in survey research is continuing topic of concern in the survey field. Each development offers new opportunities and new pitfalls to the survey profession. One such innovation is the FAX machine. Most elite populations now have access to FAX machines. It offers one more access to hard to reach populations.

The question that this study addresses is how effective is the use of FAX machines to elicit responses from hard to reach but willing population? It is the hypothesis that elite populations that will not respond to a phone data retrieval call will respond to a FAX transmission.

**EVALUATING DUAL FRAME SAMPLES AND ADVANCE LETTERS AS A MEANS OF INCREASING RESPONSE RATES, Michael W. Traugott and Kenneth Goldstein, University of Michigan**

Dual frame sample designs that combine lists of working numbers with lists generated by RDD techniques offer several economies when conducting telephone surveys. The use of a list frame also offers other possibilities for increasing response rates, including the use of an advance letter when names and addresses are available with the numbers.

This study reports on a replication of an advance letter experiment conducted in conjunction with the use of a dual frame design. The expected advantages in increased response rates appeared, and other forms of economy such as the number of calls required to obtain an interview are analyzed. Unlike previous work, this survey did not involve any content related to campaign politics, so the effects of the design on the data obtained are analyzed as well.

## Friday, 2:00 p.m. Ruby
## PUBLIC OPINION AND PUBLIC POLICY

**THE IMPACT OF UNPOPULAR POLICIES ON POLITICAL TRUST, Kenneth Dautrich, Eagleton Institute at Rutgers University**

The purpose of this paper is to asses the impact of politically unpopular governmental: policies on citizens' trust in government. Citizens' trust in government plays a critical role in establishing the legitimacy of a political system, and is particularly important to a democratic system of government. This paper examines the extent to which trust erodes as the result of policies that tend to be met with public opposition, such as tax increases and the siting of waste treatment facilities.

The paper addresses the concept of political trust from four perspectives: Diffuse trust in the political system, specific trust in actors and institutions, trust in the intentions of government, and trust in government to perform effectively. The impact of unpopular policies on each of these conceptualizations of trust are examined accordingly.

A study conducted for the US EPA by the Eagleton Poll at Rutgers provides a unique dataset for addressing this issue. The study involved a quasi-experimental design with two "treatment" communities in New Jersey (which were the recipients of policies met by public opposition), and a "control" community (not affected by an unpopular policy). All three communities are demographically similar. Telephone surveys were conducted in all three communities, and the questionnaires included items which allow us to examine the impact of the policies on political trust.

**MEDIA IMAGES AND FOREIGN POLICY: THE SOUTH AFRICA CASE, Doris A. Graber, University of Illinois at Chicago**

Based on content analysis of the New York Times, Time magazine, and ABC, CBS, and NBC national newscasts from June, 1989 to June, 1992, this paper analyzes the images conveyed to American audiences about South African political conditions. The analysis covers the major foci of press attention -- and the reasons for these choices -- the limited array of sources and the motivations attributed to them, and the tone of coverage in terms of optimism or pessimism about the course of events. Some comparisons are made between coverage of racial tensions in the United States and coverage of racial tensions in South Africa and the reaction of South African government officials to the disparities in coverage. Official justifications of U.S. policy towards South Africa, as publicized by American media, are then matched against the images publicized by the American press. The comparison suggests that the narrow range of press images dominates policy-making, if not in the actual drafting of policy, then in the rationalizations offered to the American public.

**NOOPINION AND LINKAGE: THE RELATIONSHIP OF SURVEY NON-ATTITUDES TO PUBLIC OPINION'S EFFECTS ON GOVERNMENT POLICY, Howard Eaton, Jr., Yale University**

Results of all public affairs surveys contain an undetermined but substantial number of responses from respondents whose opinions are unfounded. Persons holding these opinions tend to disqualify themselves in elections by not voting. Their opinions, however, are given full weight in polls. If polls are increasingly linked to policy decisions at multiple levels of government, unfounded opinions, herein called NOpinion, are likely to cause dysfunction in public policy decision-making. Surprisingly, evidence of the linkage between poll results and policy decision-making is weak; the literature cries out to be updated to reflect today's polling flood. Preliminary results will be shown of a method test to reduce NOpinion without expensive pre-screening of subjects for topic knowledge.

**THE ATTENTIVE PUBLIC FOR SCIENCE POLICY: A COMPARATIVE STUDY OF 15 INDUSTRIALIZED SOCIETIES, Jon D. Miller and Linda K. Pifer, International Center for the Advancement of Scientific Literacy, Chicago Academy of Sciences**

The basic problem in studying public attitudes toward science policy issues is that most adults do not have attitudes. Only a small proportion of the adult population in the United States is aware of the existence of science policy issues and only a portion of those would qualify as scientifically literate. The low salience of science policy sets it apart from the normal course of politics and requires a different conceptual approach.

Life in modern industrialized societies has become increasingly complex. Consequently, the rational decision for citizens to make is to reduce, the amount of information they need to acquire in order to vote. The end result, is a system of issue specialization. Almond's concept of issue attentiveness is rooted in the concept of issue specialization.

This paper examines the size and composition of the attentive publics for science policy in 15 industrialized nations. After examining the composition of the attentive publics for science, the paper focuses on the policy attitudes of these attentives, and examines similarities and differences across the 15 nations.

This study uses data collected from 16 surveys conducted between 1988 and 1990. The study uses data collected in the United States from the 1988 and 1990 science indicators surveys sponsored by the National Science Foundation. In 1989, the European Community, through the Eurobarometer program, sponsored a 12 nation survey of public attitudes toward and knowledge about science and technology. Similar surveys were conducted in Canada in 1989, and Japan in 1991. There was extensive coordination in the development of the 16 surveys. Consequently, the data sets include comparable measures on science attentiveness, scientific literacy, and science policy attitudes.

**THE SALIENCE OF RACIAL ISSUES, Michael G. Hagen, Harvard University**

This paper explores the frequency with which ordinary Americans raise the issue of race when talking about politics. Explicitly racial issues appear to have declined dramatically in salience to the general public over the past thirty years. Race-related issues surely have not disappeared from the agendas of American governments, and racism surely has not disappeared from the populace, but overt references to race in ordinary citizens' conversations about politics seem to have all but vanished. Coinciding with the decrease in the salience of issues explicitly involving race there has been an increase in the salience of other issues--welfare and poverty, and, to an even greater degree, government spending--that some regard as code words for communicating, in socially acceptable language, continued anxiety about race. In terms of demographic characteristics and political attitudes, however, whites concerned about welfare and government spending in the 1980s more closely resemble whites concerned about welfare and government spending in the 1960s than whites concerned about race in the 1960s. Thus the evidence here suggests that observers who regard racial issues as the paramount political preoccupation of white Americans overrate the place of race in white Americans' political outlooks.

## Friday. 2:00 p.m. — Turquoise
## RESPONSE VALIDITY I

**HOW THE MEMORABILITY OF EVENTS AFFECTS FREQUENCY JUDGMENTS, Frederick G. Conrad and Erin R. Cashman, Bureau of Labor Statistics, and Norman R. Brown, University of Alberta**

We examine the influence of event regularity and distinctiveness on the strategies and time used to answer ten behavioral frequency questions. Telephone interviewers asked 106 respondents, drawn from a national sample, to report a frequency for each event, describe their thinking, and then rate the events for regularity and similarity. Four response strategies emerged and each was associated with events of different regularity and distinctiveness: even enumeration, rate estimation, known-rate responding, and impression-based responding. Event enumeration and rate estimation were associated with irregularly occurring and distinctive events; known-rate and impression-based responding were observed for more regularly occurring and similar events. Evidence that distinct processes are involved comes from a relationship between the reported frequency and the time to produce that report for the first two strategies, but not for the second two. Retrieving and enumerating events takes more time as the number of events increases; the time required to recall a known rate or form an impression should not vary with event frequency. Enumeration versus known-rate responding was also evident for frequency reports of zero. The results dramatize the consequences of event characteristics for how frequency reports are produced.

**THE EFFECT OF REGULARITY ON THE ACCURACY OF REPORTING OF MEDICAL TESTS, Diane O'Rourke, Timothy Johnson, Seymour Sudman and Richard Warnecke, Survey Research Laboratory, University of Illinois, and Jared Jobe, National Center for Health Statistics**

This study reports the effect of regularity on the accuracy of reports of three cancer screening tests: Papanicolaou (Pap) smears, mammograms, and breast examinations. Earlier studies using record checks have shown that while there are substantial numbers of both false positives and false negatives, over-reporting of examinations is the more serious problem. The respondents were women ages 50 and older who were members of an HMO in Chicago. The hypothesis discussed here is that more accurate reporting will be found for respondents for whom the diagnostic tests are conducted regularly rather than irregularly. About one-third of the respondents were classified as having regular Pap smears and breast examinations, and about 43 percent as having regular mammograms.

The results confirmed the hypothesis that regular events are better remembered. The major source of error in reporting of screening tests appears to be those women who report getting a test on a regular basis, but who, according to the records, do not. The major limitation to this study is the use of an HMO sample, because women in the sample may be more likely to receive regular screening tests than women in the general population.

**THE OVERESTIMATED WORKWEEK: ALTERNATIVE APPROACHES TO ESTIMATED HOURS AT WORK, John Robinson, University of Maryland and Ann Bostrom, George Tech**

Much use is made of the BLS/CPS questions on estimated weekly hours at work, which have remained at rather steady levels over the last two decades. Comparisons are made between these workweek estimates and work hours reported by American workers in daily time diaries of their activities, which have shown a decline in hours at work over the last two decades. Micro-level analyses reveal reasons and potential explanations for this discrepancy in trends. Special attention is given to gender differences in the discrepancies and to additional diary data from eight other western countries related to hours at work--some of which include weekly time diaries that can be directly compared to weekly estimates.

**VALIDATION OF INFORMATION REPORTED IN A LONGITUDINAL MAIL SURVEY: THE USE OF COMPUTER-GENERATED SURVEY FORMS TO REDUCE RESPONDENT BURDEN, Edward Lakner, Gerrit Knaap, and Ananda Mitra, University of Illinois at Urbana-Champaign**

This paper examines the second wave of a longitudinal study conducted for the Illinois Department of Conservation to obtain an updated census of outdoor recreation facilities, repeating (after five years) a statewide mail survey inventory of 2,300 recreation suppliers. To reduce respondent burden, former respondents were sent computer generated survey forms filled in with earlier item responses and providing space for changes. At the same time, each supplier who did not respond to the earlier mail survey received a blank version of the survey form.

The pretest showed a high rate of item nonresponse in the pre-printed version of the survey form even though response options existed to record "change" or "no change" in information. To estimate the magnitude of reporting errors, former respondents were randomly assigned in the main survey to three conditions: 1) "true", in which item responses were accurately reproduced from the first wave of the study; 2) "error", in which previous item responses were falsified by a mathematical algorithm and printed on the survey form; and 3) "blank" in which the previous item responses were omitted, to be filled in by respondents.

The paper examines differences in survey estimates obtained from pre-printed and blank versions of specific questionnaire items. Attending to the information given is indexed by the proportion of respondents giving a corrected response and how this is related to the magnitude and direction of the inserted errors.

**INCREASING THE ACCURACY OF RESPONDENTS' ESTIMATES OF THE FREQUENCY OF EVERYDAY BEHAVIORS IN SURVEY RESEARCH: MEMORY CUES VS. INCREASED RETRIEVAL TIME, E. Marla Felcher, Northwestern University**

The goal of the current research is to develop interventions which increase the accuracy of survey respondents' frequency judgments for everyday behaviors. Three interventions were tested: two cue-based, which required the respondent to think about the response in a particular way, while one simply required the respondent to increase the time she took to formulate a frequency judgment. Response error was lowest under the increased retrieval time condition, where respondents were not given any cues by the experimenter, but were required to think about each frequency question for 5 minutes. This indicates that when required to do so, respondents are able to generate their own retrieval cues, which seem to be more effective than those which are experimenter-imposed.

**Friday, 2:00 p.m.** **St. Charles V**

## UNDERSTANDING RESPONSE RATES AND THEIR EFFECTS ON SURVEY DATA

**SOCIO-DEMOGRAPHIC CORRELATES OF SURVEY PARTICIPATION, Robert M. Groves, Joint University of Maryland-University of Michigan Program in Survey Methodology, and Mick P. Couper, University of Michigan and Bureau of the Census**

The response rate is one of the most commonly documented features of a survey. However, characteristics of survey nonrespondents are rarely known and hence the full impact of nonresponse remains one of the unmeasured components of survey quality. In an effort to learn more about the correlates of nonresponse, records from seven demographic surveys conducted during the time of the 1990 decennial census were matched to the census records corresponding to their address. In addition, self-administered questionnaires were completed by interviewers working on most of the surveys, in order to measure their expectations, attitudes and behavior relating to survey participation. A total of 10,575 interviewed households and 7,189 nonrespondent households were matched to decennial census records, achieving a match rate of over 95%.

This paper will describe tests of initial hypotheses relating to survey participation. A comparison of survey respondents and nonrespondents on a variety of socio-demographic characteristics will be made. The data allow us to develop multivariate models of response propensity at the household level. Three levels of data (interviewer, neighborhood and household) permit us to fit multi-level models to explore the complex relationships among these factors in influencing decisions to participate in surveys.

**USING CENSUS MATCH DATA TO ANALYZE NONRESPONSE IN THE 1990 NATIONAL HOUSEHOLD SURVEY ON DRUG ABUSE, Teresa L. Parsley, Research Triangle Institute**

The National Household Survey on Drug Abuse (NHSDA) has been the primary measure of drug use among the U.S. civilian household population aged 12 and older since 1971. Conducted on an annual basis since 1990, this survey provides the data needed for determining drug abuse policy decisions at the national level. The study is sponsored by the Substance Abuse and Mental Health Services Administration, formerly part of the National Institute on Drug Abuse (NIDA), and has been conducted by Research Triangle Institute (RTI) since 1988.

In 1991, NIDA and RTI cooperated with the U.S. Census Bureau to match 5,030 responding and nonresponding 1990 NHSDA households to their 1990 Census forms to study the correlates of nonresponse in this survey. This effort is part of the multi-agency work being conducted by Robert Groves and Mick Couper at the U.S. Census Bureau. In addition to the data obtained from the 1990 Census forms, RTI interviewers were asked to complete a pair of questionnaires before and after the NHSDA data collection period to measure their attitudes, experiences, and behaviors in the field which might influence nonresponse.

The goal of the research has been to describe the nonresponse process in this survey as fully as possible. The nature of the work has been largely exploratory in seeking correlates of nonresponse. The findings will be used to minimize nonresponse and its effects in future implementations of the survey through modification of data collection procedures and/or post-survey adjustment schemes. This paper presents the analysis of 1990 NHSDA nonrespondents using information available at the person, household, Census block, and interviewer levels.

**THE IMPACT OF CALLBACKS ON SURVEY ESTIMATES IN AN ANNUAL RDD SURVEY, Daniel M. Merkle, D.S. Howard and Associates, Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory**

Nonresponse is a major concern for survey researchers because the potential for bias in survey estimates increases as nonresponse increases. One important type of nonresponse, that of noncontacts, can be minimized by making repeated callbacks so that individuals who are more difficult to reach are included in the sample. This paper explores the impact of callbacks on survey estimates by looking at the extent to which this impact generalizes across surveys employing the same methodology. The data used in this study are from the Chicago Area Survey Project, conducted by the Northwestern University Survey Laboratory in 1990, 1991 and 1992. Survey questions that were asked in each of the three years are used to describe the characteristics of those respondents who are either easy or difficult to contact in telephone surveys. This study also provides information about how different final survey estimates would have been if no callbacks, or only a limited number of callbacks, were made.

**RELIGION, RACE AND POLITICS: A CASE STUDY OF ITEM NON-RESPONSE IN AN OMNIBUS NATIONAL SURVEY, Barry A. Kosmin and Ariela Keysar, Berman Institute, CUNY, and Dale W. Kulp, Marketing Systems Group, Philadelphia, PA**

What are the predictors of item non-response? This paper examines three important items in socioeconomic and marketing research, namely race, religion and political party affiliation.

In the 1990 CUNY National Survey of Religious Identification (NSRI) 113,000 respondents were interviewed in a national RDD telephone survey. The large sample is advantageous in that it allows us to examine, in depth, particular personal and objective variables: race, religion and political party affiliation.

Our main goal is to construct demographic profiles of those people who agreed to participate in the survey, yet refused to answer particular items. Ultimately, we wish to find out the socio-demographic characteristics which may predict refusals to specific questions. We have discovered several interesting patterns in the data. As we will show, for instance, women are more likely than men to refuse to give their political affiliation, and young people overall have higher response rates to all three questions. Preliminary results indicate that Hispanics and African-Americans are more likely than whites to answer the religious question, and to a somewhat lesser extent the party affiliation question.

## Friday, 2:00 p.m. — St. Charles VI

## NEW DEVELOPMENTS IN THE TECHNOLOGY OF INTERVIEWING

**NEW CASIC TECHNOLOGIES AT THE U.S. CENSUS BUREAU, Martin V. Appel and William L. Nicholls II, U.S. Census Bureau**

One function of the recently established Computer Assisted Survey Information Collection (CASIC) Office at the U.S. Bureau of the Census is to assess, test, and evaluate new and emerging technologies for their value in the collection and capture of survey and census data. The current list of candidate technologies to be evaluated includes: touchtone data entry; voice recognition entry: document imaging; optical and intelligent character recognition; image processing of FAX data returns; computerized self-administered questionnaires; electronic data interchange; and uses of pen-based computing for interviewing and geographic information systems.

A multi-stage evaluation process has been developed. The first is an initial technical assessment (ITA) based primarily on vendor contacts, literature reviews, and similar sources. ITAs have been completed for four technologies and an equal number are in progress. When warranted by positive recommendations from a CASIC review committee, the evaluation then proceeds to small-scale feasibility testing, to planning of operational facilities, and to large-scale operational tests. General guidelines have been prepared to structure the evaluation and implementation process. This paper reviews the process and presents initial results on touchtone data entry, voice recognition entry, image processing of FAX returns, and intelligent character recognition.

**FIELD CODING COMPLEX DATA IN CAPI: AN INVESTIGATION OF THE USE OF DATABASE SEARCH PROCEDURES TO IDENTIFY AND CODE MEDICAL PROVIDERS, Maria Elena Sanchez, Agency for Health Care Policy and Research, Carmen Johnson Vincent, Westat, Inc.**

This presentation examines the results of computer-assisted search procedures embedded in a CAPI interview administered by field interviewers nationwide. The search procedures in the National Medical Expenditures Survey enabled interviewers to query during the interview a database of health providers for the PSU in order to match providers mentioned by household respondents to entries in the database. A database entry included the provider's full name, address, telephone number and specialty. In earlier studies, this information had been difficult to obtain with reliability from respondents. Each database entry was also assigned a unique ID code to permit quick unduplication of mentions involving the same provider in different households. Obtaining an accurate and unduplicated list of providers as soon as possible after completing the household interviews was important in order to expedite the Medical Providers Survey where additional financial and medical data were collected for individual household patients. In the presentation, we will discuss briefly the features of the search software, the construction of the search database, and the training interviewers received. We will evaluate the accuracy of the field matches for various provider types and explore the impact that differences in the characteristics of households, providers, interviewers, and geographic areas may have had on the interviewers' use of the system.

**MEASURING RESPONSE LATENCY IN CATI: A HIGH-ACCURACY APPARATUS COMPATIBLE WITH ALL SOFTWARE, John N. Bassili, University of Toronto**

Research in social psychology has consistently shown that response latency is an excellent, and possibly the best, measure of attitude crystallization. CATI surveys conducted from my laboratory support the value of response latency in survey research. For example, the results of a recent election study (Bassili, POQ, Spring 1993) reveal that for every second a respondent delays expressing a voting intention, the probability of that intention manifesting itself in a cast ballot decreases by about 8%! Because of the potential value of this methodology in a wide range of surveys, an apparatus that is universally compatible with CATI software will be presented. The apparatus consists of a timing "box" that is interfaced with the computer keyboard. Inside the box is microprocessing circuitry with the ability to: a) keep time to the nearest millisecond; b) accept input from three buttons; c) act as a "voice key" that is triggered by sounds emitted by the respondent; d) perform a "virtual" typing operation on the computer keyboard in order to input response-time data into the data base created by the CATI software. Because the apparatus contains its own timing circuitry, and because it is interfaced with the keyboard used by the interviewer, it is compatible with all CATI software.

## ENVIRONMENTAL ATTITUDES AND ENVIRONMENTALISM

**GREEN IDEAS SLEEP FURIOUSLY: THE STRUCTURE AND SOCIAL BASES OF ENVIRONMENTAL ATTITUDES AND ACTIVISM IN BRITAIN, Sharon Witherspoon, SUNY at Stony Brook, Jean Martin, Office of Population Censuses and Surveys**

Many analyses of public concern about the environment implicitly assume that environmental attitudes form a single dimension. This paper uses data from the British Social Attitudes survey to show that treating "green-ness" as a single dimension is neither an accurate nor a useful description of attitudes towards the environment. Treating environmental attitudes as multi-dimensional not only yields attitudinal scales that are technically more coherent; it also leads to important substantive findings.

We identify several distinct dimensions of environmental concern, all showing high (but differing) levels of public concern. We find moderate relationships between levels of environmental concern, and respondents' social backgrounds. But some background factors, like education, are associated with high levels of concern about some issues and with low levels of concern about others, suggesting that different groups of people have different mixes of environmental concerns.

Moreover, we show that a general interest in politics is an important correlate of various kinds of environmental awareness. This relationship is particularly strong for attitudes towards more global or abstract environmental issues like the greenhouse effect, where media coverage is likely to be influential.

We also develop two measures of environmental activism: a scale of individual consumer behavior and a scale measuring willingness to pay (through collective measures like taxing and pricing) for environmental protection. We find that levels of environmental activism show much lower levels of concern than do the attitudinal measures. We also find that activism is much more strongly related to respondents' backgrounds than are their environmental attitudes. For instance, while there do not appear to be social class differences in levels of environmental attitudes, there are fairly strong social class differences in the levels of environmental activism we measured.

We find strong relationships between some types of environmental concern and environmental activism, while other types of concern seem to have little effect on environmental activism. We argue that this pattern of relationships justifies our multi-dimensional approach, since it is more likely to illuminate the attitudes which underpin behavioral change.

**CONCERN FOR THE ENVIRONMENT AMONG BLACK AMERICANS: AN ASSESSMENT OF COMMON ASSUMPTIONS, Robert Emmet Jones and Lewis F. Carter, Washington State University**

Assumptions about race differences in "environmental concern" have persisted over the last two decades. Extreme versions claim blacks have little or no interest in issues related to the environment; softer modifications assert significantly less concern among blacks than whites. Review of the research since 1980 and analysis of NORC data (1973-1990) reveal race differences to be neither as general nor as simple as these assumptions presuppose. Rather, the overall assessment of the research strongly suggests that black Americans are very concerned about environment problems, environmental protection and the state of the environment in general. Furthermore, the level of this concern is similar to that of white Americans. Higher concern among black Americans for other social problems, however, may mislead some researchers to underestimate their "environmental concern" if they misinterpret differences in priorities as "absence of concern."

**APPLICATION OF PAIRED COMPARISON METHODOLOGY IN MEASURING CANADIANS' FOREST VALUES, Keith Neuman, Corporate Research Associates Inc., and Barry Watson, Environics Research Group Ltd.**

Over the past 20 years, social research has made a significant contribution to better understanding public concerns about environmental and natural resource issues. One area in which little progress has been made, however, is in gauging the relative priority which citizens place on the various benefits they derive from their natural resources (e.g. environmental, recreational, economic), each of which offers positive value but is often in conflict with others. Social survey methods are not well suited to accurately discriminating among various positive attributes, such as broad social values.

This paper presents the results of a nation-wide telephone survey which utilized an innovative application of paired comparison scaling methods to measure of the relative priority which Canadians place on each of six distinct values attached to forest resources. Paired comparison scaling methods were developed by experimental psychologists in the 1950s, but these techniques have not been applied to the study of social values, nor have they been widely utilized in social survey methods. Paired comparison scaling is unique in its capability to produce statistically-robust results (being based on a series of comparative judgements rather than a single rating) and generate ratio-level data amenable to a wide range of statistical treatments.

The results of the study demonstrate that paired comparison methods can be effectively adapted to a telephone interview format, and provide results which are both conceptually meaningful and of practical use to decision-makers.

## Friday, 3:45 p.m. Turquoise
## RESPONSE VALIDITY II

**VALIDITY AND MEANING OF INTERPERSONAL DISCUSSION IN SAMPLE SURVEYS, obert Mason, Oregon State University**

This paper describes a construct for measures of interpersonal discussion employed in sample surveys. Measures commonly employed use self-reported frequencies of talking to others about some topic. Although it is assumed that respondents are engaged in a conversational exchange of information or influence, this is not what is asked. Rather, when one asks about the level of discussion with others, it is the flow of information that is of interest, but which is rarely, if ever, sought.

Analysis shows that self-report measures commonly employed generally operate at levels some distance from a theoretical construct of discourse space. The proposed construct organizes statements from a content analysis of responses to open questions asked community elites into two dimensional space: 1) ratio of positive to negative attitudes and 2) ratio of knowledge to attitude statements.

Analysis of occupational groups form distinct hierarchical clusters. The discourse space formulation is discussed as a measure of interpersonal discussion.

**GENDER, INFORMATION LEVEL AND NO OPINION, Snigdha Mukherjee and McKee McClendon, The University of Akron**

Researchers have found that women are more likely to give "don't know" responses than men, especially on political topics. This sex differential in knowledge, was expected to decrease with the increased education of women, their greater participation in politics, etc. But a longitudinal study of the relationship between gender and knowledge implies a knowledge-gap persisting between men and women. Women are overrepresented in the "information poor" groups.

In the present study sources of information has been conceptualized as membership in social organization, social participation, that is, discussion of political and social issues, and mass media. Men are more likely that women to watch news on television, and to read the newspapers regularly--careful newspaper reading is a norm followed primarily by adult males (Lucas and Schmitz, 1988). Furthermore, political discussions were largely the preserve of men; women reported less discussion of politics with family and outsiders than men.

**THE INTRAHOUSEHOLD COMMUNICATIONS STUDY: ESTIMATING THE ACCURACY OF PROXY RESPONSES AT THE DYADIC LEVEL, Leslie A. Miller and Brian A. Kojetin, Bureau of Labor Statistics**

Government surveys often accept reports from proxy respondents because it is neither reasonable to expect nor practical to seek individual reports from each family member in every household. However, the accuracy of important estimates from surveys often depends on how much information family members know about each other and how much they communicate to one another. To examine the role of family communication patterns in proxy reporting, the Bureau of Labor Statistics (BLS) along with Oak Ridge National Laboratory (ORNL) conducted an experimental study of the communication patterns within selected households concerning the employment history and expenditures of individual members. Seventy-one households completed a computer assisted personal interview consisting of demographic questions, family characteristics questions, modified expenditure questions from the Consumer Expenditure Interview Survey, and questions about the communication of expenditures between family members. Household members were interviewed simultaneously on individual computer terminals, reporting information for themselves and one or two other members of their household. For each proxy report about another household member, respondents answered questions concerning how they learned about that person's expenditures. Dyadic, situational, and demographic characteristics are used to explain the level of proxy knowledge about expenditures. The implications of the results for proxy reporting are discussed.

**UNEMPLOYMENT RATES, SELF SELECTION, AND THE CPS REINTERVIEW PROGRAM, Judith M. Tanur and Jung-Kyu Lee**
**, State University of New York at Stony Brook**

We have been investigating possible artifacts in the high measured unemployment rates for youths. CPS classifies an individual as unemployed if s/he did not work during the reference week but was available for work and had actively sought work during the preceding four weeks. If youths conceptualize job search differently than adults, they may be differentially likely to report themselves as looking for work and hence differentially likely to be classified as unemployed. Further, adults reporting by proxy for youths may report differently than the youths would have reported for themselves.

We have found that young men reported for by proxy show higher unemployment rates than self-reporters; the differences reverse for others. But perhaps these differences are real, rather than artifacts -- those home and available to self report are perhaps more likely unemployed than those not home. This paper tests the self-selection argument.

A subsample of households in each month's CPS is reinterviewed; sometimes an individual who self reported at interview is reported for by proxy at reinterview, and vice versa. These cases represent a natural experiment controlling for self selection. We analyze data from three years' CPS reinterviews, exploring whether earlier findings replicate.

## Friday, 3:45 p.m. St. Charles V
## IMPROVING THE RESPONSE TO MAIL SURVEYS

**PRINCIPLES FOR DESIGNING RESPONDENT-FRIENDLY QUESTIONNAIRES: COMBINING COGNITIVE AND MOTIVATIONAL RESEARCH PERSPECTIVES, Cleo Jenkins and Don Dillman, U.S. Bureau of the Census**

Equipment obtained by the Census Bureau this last year has made it possible to drastically change the kind of questionnaire design used for mail-out surveys. Principles of design, that draw from both cognitive design theory and motivational theory, have been developed for guiding that design. The paper includes before and after examples, as well as illustrations of designs that adhere to the principles and designs that ignore them. The principles are presented as hypotheses for testing.

**INFLUENCE OF QUESTIONNAIRE LENGTH AND FINANCIAL INCENTIVES ON RESPONSE RATES AND QUALITY FOR A GOVERNMENT-SPONSORED SURVEY OF SCIENTISTS AND ENGINEERS, Geraldine Mooney, Mathematica Policy Research, Inc., Lee Giesbrecht, U.S. Bureau of the Census, and Carolyn Shettle, National Science Foundation**

This paper presents the findings of a pretest designed by the National Science Foundation, Mathematica Policy Research, Inc., and the Census Bureau and conducted by the Census Bureau. Four treatment groups were evaluated: (1) a sixteen-page questionnaire without incentives; (2) a sixteen-page questionnaire with incentives; (3) a twelve-page questionnaire without incentives; and (4) a three-page questionnaire without incentives. All questionnaires were designed according to the general principles articulated in the first paper. Non-respondents to treatments (1), (3), and (4) were followed up by telephone, and cases that were not successful by phone were pursued through personal visits. Not only did the financial incentive have a significant positive effect on response rate, but it resulted in higher telephone and overall rates. This is the only survey conducted by the Census Bureau we know of to experiment with financial incentives on a mail survey, an issue now being debated by the Office of Management and Budget.

**THE INFLUENCE OF QUESTIONNAIRE LENGTH, RESPONDENT-FRIENDLY DESIGN, PRE-NOTICE LETTER, STAMPED RETURN ENVELOPE, POSTCARD REMINDER, AND REPLACEMENT QUESTIONNAIRE ON RESPONSE TO CENSUS QUESTIONNAIRES, Don Dillman, John Clark, Nancy Bates, U.S. Bureau of the Census**

This paper presents results from two separate 1992 National Census Tests of 17,000 and 50,000 households, respectively. The first tested respondent-friendly design, questionnaire length (1990 short form content, somewhat less content, and name and date of birth only), and the effect of a replacement questionnaire. The second experiment tested the separate and combined effects of a pre-notice letter, stamped return envelope, and postcard reminder, in a manner so that the independent effects of these elements plus those manipulated in the first paper is to show the relative contributions of each of the elements listed above. The research has substantial implications for decisions on how to conduct the 2000 census (the reason for doing it).

**INCREASING RESPONSE RATES AMONG ELITE POPULATIONS: FINDINGS FROM THE 1992 NATIONAL STUDY OF POSTSECONDARY FACULTY FIELD TEST, Sameer Y. Abraham and Robert A. Johnson, National Opinion Research Center, University of Chicago**

This paper reports on findings from a recent field test experiment designed to increase the response rate among a relatively elite population of higher education faculty. Virtually every faculty survey conducted to date (approximately twelve) has relied exclusively on self-administered mail questionnaires (SAQ). The response rates for these surveys have generally been quite low, averaging about 50 percent. In response to the problem of high nonresponse, the National Center for Education Statistics (NCES) employed telephone prompting and computer-assisted telephone interviewing (CATI) as a supplement to mail SAQ in its National Study of Postsecondary Faculty (NSOPF-93).

In order to increase the response rates, the field test was originally designed to experimentally test the effects on faculty of two motivational factors with a 55-minute self-administered questionnaire. Sampled faculty were randomly assigned to one of eight treatment combinations. The combinations were formed by crossing the following two experimental factors: four types of incentives (a $2 bill, a book, an NCES report, and no incentive) with two levels of coordinator prompts (prompt versus no prompt) at the institution. However, because of the need to accelerate the field test data collection schedule, it was not possible to implement the second of these experimental factors--the coordinator prompt. Thus, the experiment was limited to testing the first factor--the incentive--on faculty response rates. The analysis suggests that, in general, motivational incentives do not appear to make a difference with this survey population.

## Friday, 3:45 p.m. St. Charles VI

## MEDIA USE, INTERPERSONAL DISCUSSION, AND THEIR IMPACTS ON CANDIDATE PREFERENCE

**INTERPERSONAL INTERACTION AND THIRD-PERSON EFFECT IN POTENTIAL FIRST TIME PRESIDENTIAL VOTERS, Stacy R. Bereck and Carroll J. Glynn, Cornell University**

Since Davison first articulated the Third-Person Effect hypothesis, public opinion researchers have been trying to understand what it is that causes some people to believe that others are more susceptible to the media's influence than they themselves are. This study examined the hypothesis in the context of potential young voters in the 1992 election and tested the impact of interpersonal discussion on the assessment of the media's influence on the specific decision whether to vote. Specifically, it was hypothesized that increased interpersonal discussion would lessen the gap between assessments of the media's effect on self and others, by giving people a clearer idea of where people get their ideas, and therefore decreasing their assessment of the media's impact on others.

Approximately 50% of the college students surveyed at three different institutions exhibited the Third Person effect. Although all the respondents had approximately the same level of education, the three different schools had significantly different levels of the effect, with 59% of the Ivy League students, 50% of the private college students and 34% of the state university students exhibiting the effect. Interpersonal discussion with friends, but not family, was found to have a significant effect on the assessment of media effects on others in the opposite of the hypothesized direction: Rather than decreasing the assessment of media effects on others it actually increased it. This effect was particularly strong among respondents at the state university. A possible link between exposure to media campaigns and increased interpersonal discussion was explored.

**MEDIA, INTERPERSONAL DISCUSSION, AND THE 1992 ELECTION, Jeffery J. Mondak, University of Pittsburgh**

Media content and interpersonal discussion both affect mass political behavior. However, assessment of the relationship between media and discussion is complicated by the difficulty in establishing the causal order of that relationship. This paper addresses the question of causality by considering whether access to newspaper coverage affects the quantity of political discussion, and whether it influences discussant effects on the vote choice. A quasi-experimental approach is required to pursue these questions. Fortunately, the 1992 Pittsburgh newspaper strike has provided a unique opportunity for such an approach. Pittsburgh's two major newspapers ceased publication in mid-May of 1992, and publication was not resumed until January of 1993. Hence, voters in the Pittsburgh area were without access to a major local newspaper for the entire 1992 general election season. Comparison of the voting behavior of residents of the Pittsburgh area with the electoral behavior of voters from the Cleveland area indicates that media access is a prerequisite for political discussion. More specifically, voters in Pittsburgh engaged in substantially less discussion about the 1992 U.S. House campaigns than did voters in Cleveland. However, when political discussion about other topics occurs, that discussion can influence the House vote even if the House campaign was not a topic of conversation.

**IS ONE PREDICTION AS GOOD AS ANOTHER? THE RELATIVE INFLUENCE OF PREELECTION SURVEYS ON VOTER BEHAVIOR, Patrick Cotter and James Stovall, The University of Alabama**

A persistent controversy concerning media coverage of elections involves the impact on voter behavior of published or broadcast preelection surveys and exit polls. Critics argue that these surveys, which voters can interpret as a prediction of an election outcome, can affect both turnout rates and candidate preferences. In response to these critics, a number of researchers--with somewhat mixed results--have tried to determine the actual impact of preelection or election day surveys.

Both the critics of preelection surveys and the research who have studied the impact of these surveys, have generally overlooked the fact that preelection polls are not the only media-supplied information that voters can use to predict the outcome of a campaign. For example, the media may also supply voters with predictions based on either the opinions of political experts or the results of "man on the street" interviews. The media may report these other predictions in conjunction with or instead of preelection surveys. The impact of these other prediction sources on voter behavior is unknown. A complete understand of the impact of preelection surveys requires information about the relative influence of the different sources of prediction.

This study reports the results of an experiment in which the relative influence of preelection surveys on voter behavior in terms of candidate preference is studied. Subjects were asked to read one of seven newspaper front pages. These pages reported news of a fictional election campaign for mayor. Each page contained different types of information about the election. Page included either a story on a preelection survey, a prediction from a political expert, or a prediction in a man-on-the-street story. One set of these pages contained only this information about the election. A second set of front pages contained these prediction stories plus a story about each candidate for mayor. Finally, one front page contained only the candidate stories and no prediction story.

The results of the experiment show that each type of prediction has about the same influence on voter behavior. Implications of these results are discussed.

**AN EXPERIMENT ON COORDINATION IN MULTI-CANDIDATE ELECTIONS: THE IMPORTANCE OF POLLS AND ELECTION HISTORIES, Robert Forsythe, University of Iowa, and Roger B. Myerson, Thomas A. Reitz and Robert J. Weber, Northwestern University**

Do polls simply measure intended voter behavior or can they affect it and, thus, change election outcomes? Do candidate ballot positions or the results of previous elections affect voter behavior? We conduct several series of experimental, three-candidate elections and use the data to provide answers to these questions. In these elections, we pay subjects conditionally on election outcomes to create electorates with publicly known preferences. A majority (but less than two-thirds) of the voters are split in their preferences between two similar candidates, while a minority (but a plurality) favor a third, dissimilar candidate. If all the voters vote sincerely, the third candidate - a Condorcet loser - would win the elections. We find that pre-election polls significantly educe the frequency with which the Condorcet loser wins. Further, the winning candidate is usually the majority candidate who is listed first on the poll and election ballots. The election also shows that a shared history enables majority voters to coordinate one of their favored candidates in sequences of identical elections. With polls, majority-preferred candidates often alternated as election winners.

## Saturday, 9:00 a.m. Ruby
## RESPONDENT SELECTION PROCEDURES

**THE LAST-BIRTHDAY SELECTION METHOD AND WITHIN-UNIT COVERAGE PROBLEMS, Paul J. Lavrakas and Sandra L. Bauman, Northwestern University Survey Laboratory, and Daniel M. Merkle, D.S. Howard and Associates**

In the past decade many telephone surveys of the public have employed a respondent selection method that either asks for an eligible adult within the household who had the most recent birthday or asks for the eligible who will have the next birthday. Due to its nonintrusive nature and the heterogeneous within-unit sample that is produced, the birthday selection technique has been widely embraced by academic, public sector, and private sector surveyors. The present paper presents evidence which suggests that the last-birthday method leads to the correct eligible being interviewed in most, but not all, cases. Findings from a methodological test incorporated into a 1992 national RDD survey suggest that in approximately 20%-25% of the households there was another eligible whose birthday was "more recent" than that of the respondent, i.e., the "wrong" person was interviewed. Results will be presented that compare survey parameters from those who were accurately selected to be interviewed vs. those who were selected "in error." The importance of these findings will be discussed within the context of Total Survey Error, with attention paid to the trade-off of an increase in noncoverage vs. a possible decrease in nonresponse.

**SAMPLING INDIVIDUALS WITHIN HOUSEHOLDS IN TELEPHONE SURVEYS, Gosta Forsman, University of Linkoping, Sweden**

This report presents results from a project conducted jointly by the Department of Mathematics, University of Linkoping and a private survey institute, the SIFO, in Sweden. The project deals with sampling of individuals within households in telephone surveys. The SIFO institute has a telephone interview facility in Ronneby (southern Sweden). Telephone interviews for omnibus type surveys are conducted by SIFO Ronneby; in particular, opinion polls conducted there are well-known and published in several daily newspapers in Sweden.

The project was divided into two parts: (i) A questionnaire was mailed to some 20 leading institutes in Sweden, Denmark, Germany, the Netherlands, United Kingdom and the United States. The questions dealt with the methods used for sampling respondents within households, the reasons for using the methods, and the experiences the institutes had in terms of response rates, representativeness, and the time needed to select a respondent; and (ii) A study was conducted at the SIFO telephone interview facility. This study compared the Kish, Troldahl-Carter, and next/last birthday methods for selecting a respondent in terms of time, refusal rates, and sample distributions over age and gender.

**WITHIN-HOUSEHOLD SELECTION: IS ANYBODY LISTENING?, Kathleen Carr and Joan Hertvik, The Ohio State University**

The changing composition of households has been a major topic of discussion for researchers. The traditional household of the two adult married couple model of the 1950's has undergone major change within the past several decades. Although the "family" typology of the married two person household is still the norm, our society is seeing an increase in single adult households, multiple adults of the same gender households, and even an increase in extended family households. These changes affect the distribution of adults within household types and more specifically the distribution of gender across households.

This presentation will look at within-household selection procedures to determine who we are representing when we use these random techniques. First, we will look at the distribution of gender by household type when using the birthday method of respondent selection. Secondly, we will compare the birthday method with the Kish method to determine which best represents the distribution of gender by household type. Finally, we will discuss potential problems and possible solutions to these dilemmas.

**A COMPARISON OF TELEPHONE SURVEY RESPONDENT SELECTION PROCEDURES, John M. Kennedy, Center for Survey Research, Indiana University**

Telephone survey researchers use a variety of techniques to choose a respondent in multi-adult households. Respondent selection procedures accomplish two goals: 1) they increase the diversity of the distribution of characteristics of respondents in a sample over what would occur if only the first adult contacted is interviewed; and 2) they randomly select respondents for the survey.

In this paper, I compare eight respondent selection procedures (Kish, Trodahl/Carter/Bryant, Hagen-Collier, random gender/order, random adult, random assignment of last or next birthday, last birthday, and first adult) to determine the differences on three demographic characteristics (age, gender, and education) in the sample compositions that result from using each procedure. The results are compared with the 1990 decennial census data for Indiana to evaluate how accurately each procedure represents the population they were drawn from. Two surveys, one conducted at the same time as the 1990 decennial census, and a second survey conducted in April 1993, provide the data for this paper. In these surveys, the households were rostered using the questions used in the decennial census short form. Ideally, the distributions of the respondents' demographic characteristics should be the same as the census distributions. The seven respondent selection methods should produce better estimates of the population composition than the first adult method.

## Saturday, 9:00 a.m. Turquoise
## PSYCHOLOGICAL PERSPECTIVES ON THE INTERVIEW PROCESS

**PSYCHOLOGICAL VARIABLES ASSOCIATED WITH RESPONDENTS' SENSITIVITY TO THE 'INCOME QUESTION,' Marie van Melis-Wright and Deborah Stone, Bureau of Labor Statistics**

Direct references to one's money or financial matters tend to be avoided in most social or professional verbal exchanges. Generally, people are extremely reluctant to discuss debts, wealth, typical spending patterns or, the symbolic meaning of money in their lives with strangers or even those close to them, including spouses. In the field of survey research, this reluctance is expressed in relatively high nonresponse or incomplete response rates to income-related questions. While factors associated with non-response rates appear varied and complex, including psychic costs (guilt, shame, embarrassment, confusion), concrete consequences (discovery of crimes, sanctions), social costs (loss of face of the group one belongs to, "child abusers", etc.). Furthermore, the sensitivity of a given topic hinges on its relationship with the larger social context. Thus, studies exploring (a) one's 'private' sphere (2) deviance and social control, (3) impingement on vested interests of powerful persons or the exercise of coercion and domination, and (4) things sacred to those being studied are all potentially sensitive in nature. A topic like money crosses all, if not most of these areas. That is, money may be viewed as a highly sensitive topic because of its profound relationship to one's private life, social control, deviance, power, and the almost religious power vested in it by modern day society.

This paper explores what aspects make the income question sensitive to respondents and what are some of the reasons why some people avoid disclosing financial information. To this purpose we developed a questionnaire which is designed to do two things: (1) to investigate specific reasons why people might avoid disclosure of financial information on government surveys, and (2) , if and to what extent, attitudes and beliefs on the topic can be related to the more general hypotheses about self-disclosure. We will report preliminary results from this study.

**ASKING QUESTIONS ABOUT SOCIAL AND PERSONAL CHANGE: SOME LESSONS FROM SOCIAL COGNITION RESEARCH, Norbert Schwarz, University of Michigan, Michaela Wanke, Mannheim University, and Herbert Bless, Heidelberg University**

Social scientists often attempt to infer social change from respondents' retrospective reports. This is particularly common when few other sources are available, as has been the case in monitoring recent changes in Eastern Europe. We address the cognitive processes involved in subjective assessments and evaluations of social change and report relevant experimental evidence, bearing on the emergence of context and question order effects. Implications for questionnaire construction are discussed.

**ADMINISTERING THE SELF-MONITORING SCALE IN A CATI SURVEY AND USING RESPONSE TIME AS AN INDEX OF TRAIT SCHEMATICITY, Angelika Mellema and John N. Bassili, University of Toronto**

To better understand people's opinions it is often important to explore the values on which the opinions are based. However, the relationship between attitudes and values is not the same for all individuals. The present paper is based on past demonstrations that the individual difference variable of self-monitoring moderates the relationship between attitudes and values. Persons "low" in self-monitoring are more apt to express attitudes congruent with their personal values, whereas persons "high" in self-monitoring tend to express attitudes that are congruent with the expectations of important reference groups. We argue that response latency to personality questionnaire items accentuates the difference between high and low self-monitors with respect to the relationship between attitudes and values.

A CATI survey on opinions about employment quotas for women and about laws banning pornographic films revealed that values such as equality, merit, freedom, authority, and religiosity predicted the attitudes of low self-monitors better than for those of high self-monitors. The novel aspect of these results is that the relationship between attitudes and values was particularly strong for low self-monitors who answered items on the self-monitoring scale fast while being particularly weak for high self-monitors who answered the scale items fast. These results suggest that response latency may serve to index trait "schematicity" in the context of surveys and that trait schematicity may serve to differentiate respondents who fit trait categories well from those who do not.

## Saturday, 9:00 a.m. St. Charles II
## INTERPRETING THE MEANING OF THE 1992 ELECTION

**DERIVING MEANING FROM ELECTION OUTCOMES: HOW THE AMERICAN PUBLIC EXPLAINS BILL CLINTON'S VICTORY, Diana C. Mutz, University of Wisconsin-Madison**

Contrary to conventional wisdom, elections do not speak for themselves; the meaning of an election outcome must be coaxed, cajoled, debated and ultimately created. This process generally does not occur on election night, but rather takes place gradually over time as the interpretations of journalists, political elites and members of the mass public slowly evolve. Raw vote totals are extremely inarticulate in the "message" they send surrounding an election outcome. Exit poll results can convey far more information, but ultimately the meaning we attache to any given electoral outcome depends on an interaction between vote tallies, poll results, and the explanations offered by political activists and political elites.

To date, this research question has been examined mainly through content analyses of newspaper coverage of the election, with the assumption that the most prevalent explanations offered by journalists become most widely believed by their readers. The dangers inherent in this approach have been widely noted. Assuming any kind of one-to-one transference between media content and public opinion is generally a risky business, as the public selectively perceives, interprets and rejects such information to meet their own needs.

In this study I will examine the meaning of the election outcome as interpreted by the mass public. To examine this question, I added an open-ended question to a rolling cross-sectional national telephone survey beginning the day after the election. The question simply asks respondents why they think more people voted for Bill Clinton than for George Bush or Ross Perot. Data collection will continue through the inauguration at a rate of between 80-100 interviews per week. By coding the various types of explanations offered, my goal is to be able to track the prevalence of certain kinds of explanations over time.

**PUBLIC OPINION ON HEALTH CARE REFORM ISSUES AFTER THE 1992 ELECTION, Robert J. Blendon and John M. Benson, Harvard School of Public Health**

This paper is an in-depth look at how voters think about health care reform. The presentation will contrast the findings of an election-night telephone survey of voters with the results of the VRS nationwide exit poll and some more recent surveys. The paper makes six points: 1) Open-ended questions about the importance of particular issues in deciding how to vote get results different from checklist questions. 2) Health care remains highly partisan in terms of who votes based on that issue. 3) Americans remain divided over what type of health plan they favor, with only one-third preferring a Canadian-style single-payer plan. 4) Voters do not favor a health care spending cap, especially when constraints on care are mentioned. 5) The idea of managed competition does not rank as high as the more traditional approach to cost containment, government-set price controls. 6) Voters and the public general are willing to pay some increase in taxes in order to achieve universal health care coverage, but support drops off sharply when the public is asked to pay enough to meet the probable monetary demand needed to pay for a comprehensive plan.

**Saturday, 9:00 a.m.** **St. Charles V**

## THE SPIRAL OF SILENCE: POLLS AND PERCEPTIONS OF OTHER'S OPINIONS

**OFF THE BANDWAGON: SOME REFLECTIONS ON POLL EFFECTS, Kurt Lang and Gladys Engel Lang, University of Washington**

There has always been more talk than convincing evidence about the advantage of being on the winning side of an issue. Instead of chasing after bandwagon (or underdog) effects, by whatever name they go, we differentiate among three types of situations in which people take public opinion into account: (1) situations dominated by a concern of one's relation to others; (2) situations of cognitive ambiguity in which one depends on others for information; and (3) conflict situations leading to calculations about how the opinions of others help or hinder the achievement of one's own objectives.

Put another way, public opinion functions normatively, as a form of social control; informationally, as a cognitive cue; and strategically, as a resource or obstacle to be taken into account.

Spirals of silence, the latest version of bandwagon theory, are one among several responses when public opinion functions as a form of social control. But public opinion also involves collective behavior as well as conflict of varying intensity, two aspects that are underplayed in the spiral of silence hypothesis - a hypothesis in which the silence has been documented than the spiral that is supposed to follow.

This paper develops some hypotheses as to when and how people adapt, consciously or not, and react to information about the opinions and behavior of nameless others.

**A POST-ELECTION BANDWAGON EFFECT? COMPARING NATIONAL EXIT POLL DATA WITH A GENERAL POPULATION SURVEY, Robert H. Prisuta, Senior Research Associate, American Association of Retired Persons (AARP)**

This presentation compares the Voter Research and Surveys National Exit Poll (n = 15,236) with a national omnibus telephone survey (n = 1,859) of December, 1992. Published VRS results matched the actual vote (Clinton, 43%; Bush, 38%; Perot, 19%.), with the omnibus survey provided a higher Democratic victory margin (Clinton 49%, Bush 32%, Perot 20%).

The omnibus survey typically over estimated voting (72%, compared to the actual 55% turnout), although "did not vote" responses and refusals showed expected subgroup variation (the former higher among lower SES individuals and females, the latter higher among older persons).

This response bias is not distributed randomly with regard to candidate choice. Some respondents who either did not vote or perhaps voted for Bush claim to have voted for the winner, Bill Clinton. Analysis confirms a bias in Clinton's direction. Subgroups where Clinton ran strongest and where Democrats traditionally do well (i.e., women, low income voters, and older voters) displayed a greater variation between reported vote (in the omnibus) and the actual vote (in the VRS data). This variation consistently favored Clinton, usually at the expense of Bush, with the Perot ratios consistent.

The data are consistent with other post-election survey results, dissonance theory and projection.

## Saturday, 9:00 a.m. St. Charles VI
## USING SURVEYS TO MAKE CROSS-NATIONAL COMPARISONS

**PUBLIC REJECTION OF THE ELITES: DEMOCRACY AT WORK IN CANADA, DENMARK, FRANCE, AND SWITZERLAND, Lorne Bozinoff and Andre Turcotte**, Gallup Canada, Inc.

One model of public opinion formation holds that the communication pattern in society follows a "two-step flow" where ideas are generated and developed by the opinion leaders and is spread downward to the less active segments of the electorate. The referendum experience in Canada, Denmark, France, and Switzerland suggests that this conceptualization of public opinion does not reflect public opinion formation in today's democracies.

In 1992, these four countries used referenda as part of the policy-making process with mitigated success. In Canada, Denmark, and Switzerland, the proposals were rejected by the electorate while in France, the Maastricht Treaty was adopted by the narrowest of margin. The parallels between the distinct experiences are easily drawn. For example, the political elites in France came together in urging a "Yes" vote, stressing its importance for the future of economic development of the country and yet almost one-in-two French rejected the Maastricht Treaty. In Canada, a constitutional agreement was reached by eleven first ministers, two territorial representatives and four native leaders. Regardless of this historic show of unity, the verdict was a resounding "no" in six of the ten provinces.

Using data from Gallup surveys conducted during the respective campaigns, it will be shown that in these countries, public opinion followed its own pattern, independent of elite opinion formation. The analysis will explore the distinct forces at play during the referendum campaigns; the dynamics of public opinion formation in today's electorate and what it suggests for the future of democracy.

**MOUNTAINS AND MOLEHILLS IN CROSS-NATIONAL SURVEYS, Janet Harkness, ZUMA**

It is suggested that new procedures are needed in cross-cultural survey work to increase instrument comparability. Response category scales involving English, German and Italian are used to illustrate phenomena found on all levels of questionnaire discourse, assess available solutions and pinpoint remaining needs.

Despite little empirical research on cross-cultural scale equivalence, practitioners have pronounced views on what good, bad and "equivalent" scales are. The scales used in the ISSP annual survey series - a programme expressly committed to implementing cross-culturally comparable instruments - are examined and found to reflect the traditions, preferences or "best-available-solutions" of member countries with respect to producing functionally equivalent scales. Two areas are focused on: a) the problems which arise in transferring a "good scale" from the core questionnaire into other languages for other cultures and b) areas which require empirical investigation in order to move beyond the practitioner's intuition (to establish, for example, the basis for a unipolar "translation " of a bipolar scale or the "translation" of can't choose into something closer to don't know or can't say, or to the potentials of non-verbal scale mixes in cross-cultural surveys).

ZUMA has initiated a research programme to investigate cross-cultural equivalences empirically. Scaling procedures are one first concrete step. Other researchers are invited to participate.

**LOOKING ACROSS THE ATLANTIC: MASS PUBLICS, MEDIA INTEREST AND OPINIONS ABOUT FOREIGN AFFAIRS IN THE U.S. AND GERMANY, Holli A. Semetko, University of Michigan, Wolfgang G. Gibowski, German Federal Press and Information Agency, and Edward Czilli, University of Michigan**

This paper presents the preliminary results of comparable nationally representative surveys conducted in the U.S. and Germany in Spring 1993, within weeks after President Clinton took office and after several months of considerable right-wing violence in Germany. The AAPOR meetings will be the first occasion at which these data will be presented. These cross-national comparable surveys are the third set in a time-series, which began in early 1990 prior to German unification. In this paper, U.S. and German public opinion on key questions is compared and the potential for media to influence U.S. and German public opinion about foreign countries, international political leaders, and U.S.-German relations is discussed.

Research based on the comparable U.S. 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, and attention to television news was a more important predictor than attention to press coverage (Semetko et al. 1991). Content analysis of U.S. news media coverage of foreign countries over the twelve month period preceding the 1993 U.S. survey will be linked to the survey data to establish whether the relationships found in 1990 still hold.

**THE MEDIA AND POLITICS RELATIONSHIP IN THE EYES OF U.S. AND GERMAN SCHOLARS AND JOURNALISTS: TWO COMPARATIVE SURVEYS OF NEWSPEOPLE AND POLITICAL COMMUNICATION SCHOLARS, Wolfgang Donsbach and Bettina Klett, University of Dresden, Germany**

The U.S. Presidential elections of 1992 have been the latest instance when the role of the news media as a source for political information have been widely debated. Also in other modern democracies many observers are worried about whether the media's news values are at all compatible with the prerequisites of a political system that needs citizens with objective and relevant information. Germany, with its debate on journalists' ethical and professional attitudes is another case in point. Two parallel surveys have been conducted in order to assess the view of newspeople and of experts in the field of political communication towards the issue at hand. The first survey comprises some 600 reporters and editors of dailies, television, and radio in the U.S. and Germany. The second comprises some 80 distinguished scholars in both countries who have published intensely in the field of politics and the mass media. The data are analyzed in two dimensions, comparing attitudes of journalists and of experts both within and between countries. Results show that, although the two groups of journalists differ widely in their role perceptions and professional values, experts in both countries give a very similar account of the shortcomings in the media-politics relationship.

**SOME EXPERIMENTS ON USING A PROJECTIVE TECHNIQUE TO MEASURE STEREOTYPES AND COMPARE THEM CROSS-CULTURALLY, G. Ray Funkhouser, National University of Singapore**

Four studies were conducted, using an instrument that had previously proved reliable and robust for measuring and comparing certain stereotypes gathered from samples representing seven different nations. Study Number One: American student samples completed the questionnaire as they imagined George Bush, Ronald Reagan and Mickey Mouse would do it. The stereotypic profiles of the political figures resembled the profile of Mickey Mouse more closely than that of "a strong and successful leader," suggesting that likability is a more important attribute for candidates than leadership. Study Number Two: Singapore students' projective images of students in other countries were compared with profiles of actual student samples from those same countries. Images of students from Singapore closely matched actual profiles, but images of foreign students differed markedly from actual profiles, irrespective of the amount of media exposure a nation enjoyed in Singapore. Study Number Three: The instrument was used to content analyze media portrayals, comparing student samples' ratings of "good guys" and "bad guys" in American and Chinese films. Study Number Four: A comparison of attributes that distinguished "liking" from "disliking", derived from American and Singaporean samples, suggested that these two cultures judge likability according to somewhat different personality traits.

## Saturday, 10:45 a.m. — Ruby
## RESPONDENT TRACKING AND RESPONSE RATES

**THE LEGALIZED POPULATION FOLLOWUP SURVEY: LOCATING RECENTLY LEGALIZED ALIENS, Naomi Everett and John R. Michael, Westat, and Shirley J. Smith, Department of Labor**

This survey, sponsored by the Department of Labor and conducted by Westat, Inc., located and surveyed legalized aliens who received permanent resident status in the United States under the Immigration Reform and Control Act of 1986. This 1992 followup study was designed to collect social and economic data from 5,000 legalized aliens interviewed three years earlier. Data were collected from 82 percent of the eligible respondents, primarily through in-person interviews. A total of six information sources were used prior to the field period, including mailing, computerized telephone number lookup, and searches of the Legalized Application Processing System (LAPS) Data File and motor vehicle administration (MVA) files. During the data collection period, the eight sources used included MVA database searches, electronic searches and telephone verification by credit bureaus, client-provided sources, and information from interviewers' notes obtained during the baseline study. In addition, a file developed subsequent to the baseline study provided household family information. About 86 percent of the eligible respondents were located using mailings, large-scale database searches, and on-ground tracking.

The challenge of this study was tracking a highly mobile population for which last known addresses were three years old. The success in locating sample members depended on a combination of electronic, hard-copy, and on-ground tracking efforts.

**IRS SURVEY OF TAXPAYER REACTIONS TO THE FORM 1040EZ-1: EFFECTIVENESS OF INEXPENSIVE STRATEGIES FOR REACHING LIST SAMPLE RESPONDENTS, Charles Carusi, Westat, Inc.**

This telephone survey with mail supplement employed diverse methods to contact respondents from a client-provided list containing only name and address information. Young, low-income individuals were heavily represented in the target population, suggesting higher mobility and lower telephone coverage. The approaches successfully used to establish contact with this group suggest that combining several low-cost methods is one way to increase response rates by improving contact success, without greatly increasing the marginal survey costs.

The overall response rate achieved was 45%. The main source of telephone non-response was non-location or non-contact. Without the use of multiple techniques to track through to respondents, the overall response rate would have been much lower.

Cost constraints precluded using intensive tracing techniques. The incremental response enhancement measures adopted in lieu of costly tracing represented less than 15% of the survey's cost, but contributed 50% of the completed questionnaires. An estimated 22% out of the 45% response rate resulted from the techniques discussed in this paper: 5% from multiple passes through a national computerized telephone number database; 7% from mail survey of non-found telephone numbers; 3% from proxy interviews; 3% from mail survey of non-interviews; and 4% from special telephone handling techniques. The strategic combination of these lower-scale methods was a good alternative to more costly solutions typically employed when insufficient contact information on the source list would cause unacceptably low response rates.

The effective use of these techniques requires considered planning at the design stage, well-orchestrated deployment during the data collection process, and precise monitoring and controls implemented within the survey operations. The survey results illustrate how this approach can markedly increase response rates without drastically increasing costs.

**RECENT COLLEGE GRADUATES STUDY, Margaret Cahalan, Lucinda Gray, Mike Brick, Royce Gibson, Westat, Inc.**

This telephone survey conducted by the National Center for Education Statistics (NCES) used several different tracking methods to find respondents one year after college graduation. Thirty six percent of the respondent population required tracing and 72 percent of those were located. Tracing occurred both before and during the data collection effort.

The Recent College Graduates Study (RCG) was a survey of 1989-90 bachelor's and master's degree recipients funded by NCES, and conducted by Westat, Inc. using its computer assisted telephone interviewing system. The purpose of this repeated survey is to obtain information on the occupational and educational experiences of graduates approximately one year after graduation.

A sample of 400 colleges and universities was asked to provide lists of students who received their bachelor's and master's degree in the Fall of 1989 or Spring of 1990. From these lists, a sample of 22,000 graduates was selected. Those graduates in the sample who were residing in the United States were tracked in the Spring of 1991 and interviewed between July and December of 1991.

Seven different tracking methods were used with vary degrees of success. Several of the methods were overlapping or serial. They include: a) a pre-data collection flyer announcing the survey and requesting updated address and telephone information; b) alumni office information; c) National Change of Address (NCOA) Service; d) calls to people named in college records (i.e. parents); e) telephone tracing using directory assistance to find telephone number after finding address. f) credit bureau information; and g) computerized telephone number lookup.

A flyer was mailed to each of the sample members at the address provided by the schools. The overall response to the survey flyer was 45 percent. Completed flyers were received from 25 percent of graduates; undeliverables with a new address were received for 10 percent and undeliverables without a new address were received for 10 percent. Of the 21,631 cases sent to NCOA , 3,369 (15%) were returned with new addresses at a cost of $0.23 per found address. Then the 21,000 cases were sent to computerized telephone number lookup service which found 39 percent (8,190 cases). The cost for the telephone number lookup was $0.82 per matched case. Tracing efforts (calls to the school alumni office, referrals, leads, etc.) on 6,569 yet unmatched cases yielded 4,699 new addresses or a 72 percent find rate. This effort cost approximately one hour of tracer time per case plus the cost of supervisors and telephone line charges. There were 1,462 cases sent to a computerized credit bureau lookup service for location. Of those only 389 yielded a contact at a cost of $17.20 per contact. Overall 93 percent of those cases successfully traced led to a contact or yielded a completed telephone interview. Final analysis of contact success for the various methods is still under analysis.

**BREAST IMPLANT FOLLOW-UP INVESTIGATION: LOCATING RESPONDENTS WHO HAVE A PERSONAL INTEREST IN INTERVIEW RESULTS, Mary Madigan and Victoria Albright, Westat, Inc.**

Following the Food and Drug Administration's (FDA) moratorium on the use of silicone gel-filled implants, the National Cancer Institute (NCI) and the FDA jointly sponsored research designed primarily to investigate the rheumatic symptoms of women who have had silicone breast implants. The sample consisted of women who had registered problems concerning their breast implants with FDA's Medical Device Problem Reporting Program. The report included the woman's name, address, and telephone number. This investigation used these self-reported names and addresses to track and recruit participants. Insight is provided on the impact of making a mail request for signed consent; re-mailing; including informational materials in the mail packet; using first class mail returns compared to Federal Express; and the importance of ensuring confidentiality, particularly when interviewing about a sensitive topic like breast implants. Observations on the efficacy and cost-effectiveness of eliciting cooperation through mailed consent forms are also discussed.

## Saturday, 10:45 a.m. — Turquoise
## APPROACHES TO QUESTIONNAIRE DESIGN

**NATIONAL HEALTH INTERVIEW SURVEY REDESIGN: AN ANTHROPOLOGICAL INVESTIGATION OF MENTAL HEALTH CONCEPTS, Dawn R. Von Thurn, Elizabeth A. Martin and Jeffrey C. Moore, Center for Survey Methods Research, U. S. Bureau of the Census**

The Census Bureau, in collaboration with the National Center for Health Statistics, sponsored an exploratory ethno-medical research project in connection with the redesign of the National Health Interview Survey. Several medical anthropologists were contracted to conduct field research on how various socio-cultural groups in the United States conceptualize the domain of mental health. Both in-depth, ethnographic interviews and focused interviews were used by the anthropologists. This paper will describe the impetus for this research and then summarize the initial field research results giving special attention to areas that may benefit those who design questionnaires. The report concludes with suggestions for further research.

**BEFORE THE PRETEST: QUESTION DEVELOPMENT STRATEGIES, Steven Blixt, Donald Camburn, and Jennifer L. Dykema, Survey Research Center, University of Michigan**

This paper summarizes integrated interviewing and coding techniques for question development that merge the features of cognitive interviews with standard pretest behavior coding. These techniques allow quantification of results more easily than is typical in cognitive interviews, leading to early identification of problems with survey questions. Results from interviews conducted at the University of Michigan as part of question development for the National Health Interview Survey will be used to illustrate the interview process and how it can be applied to other situations.

Both standardized and non-standardized interviewing techniques were used. A draft survey questionnaire served as the basis for the interviews, with follow-up probes written into the questionnaire after most questions. Interviewers were instructed to ask the survey questions exactly as written so that behavior coding could be conducted on respondents' reactions to the questions. Follow-up probing was done using an open format style, with written probes providing initial points for discussion.

All interviews were audio taped, and the survey questions in the interview were coded using standard behavior coding techniques. A second set of respondent behavior codes was developed allowing coders to use information gathered during follow-up probing, as well as the respondent's answer to the original survey question, to determine whether or not the respondent might have comprehension difficulty or negative affect regarding some aspect of the survey question.

**UTILIZING FOCUS GROUPS IN THE FINAL STAGES OF QUESTIONNAIRE DESIGN, Susan Schechter, Deborah Trunzo, and P. Ellen Parsons, National Center for Health Statistics**

When focus groups are used as a questionnaire design tool, they are typically conducted in the earliest phases of questionnaire development. This presentation describes their use and effectiveness in the final stages of questionnaire evaluation. The NCHS Questionnaire Design Research Laboratory was asked to test a National Health Interview Survey questionnaire on the late effects of polio. Sponsoring epidemiologists provided the questionnaire draft which they had based on a prototype from a clinical study. Several rounds of intensive cognitive laboratory interviews revealed that subjects had conceptual and comprehension difficulties despite iterative questionnaire revisions. In lieu of further lab testing, nine polio survivors were recruited to participate in a 90-minute discussion of their illness history. Through the synergism of group dynamics, a substantial amount of qualitative information was obtained as participant discussion served to cue recall of past events. Subjects showed considerable variability in relating to distinct illness phases and confirmed a serious structural flaw in the questionnaire. The focus group served as a practical demonstration to sponsors of remaining problems, and allowed for solutions to be formulated and tested spontaneously. Focus groups conducted in the final stages of questionnaire design can be an effective and efficient way to identify and solve questionnaire problems and can lead to improvements which reduce response error.

**ASKING ABOUT DRUGS AND DRUG DEPENDENCY: REPORTS OF DRUG USE AND THE MODE OF QUESTIONNAIRE ADMINISTRATION, David W. Keer, Benjamin Rowe, and Stewart C. Rice Jr., Public Health Service, Centers for Disease Control**

We will report on the development and fielding of the 1991 National Health Interview Survey (NHIS) drug-use supplement. In particular, we will look at the usefulness of a small number of focused interviews in helping to identify potential problems in the collection of data associated with drug use. Then, we will consider the impact of administration technique on the data we collected.

Obtaining drug use information in the NHIS supplement provides an opportunity to examine the association of drug use and health status. The NHIS itself obtains extensive information about the health of respondents. Early in the development of the 1991 supplement, concerns about nonresponse arose because of the sensitive and illegal nature of the behaviors being studied. A group of focused interviews clarified some issues related to nonresponse.

By looking at the data about drug use collected in 1991, we hope to gain additional insights into the problems associated with confidential reporting of drug use. We will look at the data in conjunction with other factors such as the presence of household members while the respondent was completing the drug use questionnaire. It is our hope that examination of data from the NHIS will give us better parameters to estimate the types of reporting of drug use that one obtains in a confidential, but not anonymous, interview setting.

## Saturday, 10:45 a.m. St. Charles II

## PREDICTING ELECTION OUTCOMES: PROBLEMS AND PRACTICAL STRATEGIES

**WIMPS NO MORE: GUIDANCE FOR ALLOCATING UNDECIDEDS IN PRE-ELECTION POLLS, Robert P. Daves, Minneapolis Star Tribune and Sharon P. Warden, The Washington Post**

The authors propose to explore three methods of apportioning undecided votes: the Panagakis "challenger-gets-all" method; repercentaging on decided voters, which Meyer cited; and a quantitative method that uses discriminant analysis.

Several datasets will be used. One will be the last published national pre-election poll conducted by the Washington Post, which was one of the polls closest to the national popular vote (undecideds not allocated). The other will be the last public opinion poll conducted statewide in Minnesota prior to the election by the Star-Tribune, which sponsors the Minnesota Poll. To help explore the issue absent the Perot factor, the authors will also examine similar datasets from the 1988 presidential election, when there was no major independent challenger.

**INCUMBENCY AND RECENCY BIAS IN PRE-ELECTION POLLS: AN EXPLANATION OF THE PANAGAKIS EFFECT, Philip Meyer and Robert R. Berry, University of North Carolina**

Nick Panagakis's rule for allocating the undecided respondents in pre-election polls with an incumbent candidate is to give all of the undecideds to the challenger. The rule has proved useful in improving election prediction accuracy.

Why does it work? The notion of a unanimous final choice by the undecided segment conflicts with earlier research showing that many undecideds fail to vote at all. A more parsimonious explanation is that some voters give the name of the incumbent in response to the voting question simply because it is the one they can recall with the least effort.

For confirmation of the effort-minimization theory, we looked for it in another form. Recency effect, a bias in favor of the alternative named last, has been documented in several fields. In two North Carolina election polls where we rotated the candidate order in the voting intention question, we found that there was no clear order bias in elections where both candidates were well known (a U.S. Senator election), but there was a clear recency bias when neither candidate was well known (a state attorney general election). This finding supports a general theory of effort-minimizing behavior as a parsimonious explanation of both recency bias and incumbency bias.

**PREDICTIONS OF THE BUSH-CLINTON-PEROT PRESIDENTIAL RACE FROM THE PRESS, David P. Fan, University of Minnesota**

This paper analyzes the relationship between press coverage and the 1992 presidential election. Press stories (3394 total) from the Major Paper library of the NEXIS electronic database were scored by computer for news favorable and unfavorable to George Bush, Bill Clinton, and

Ross Perot. The scores were used in the equations of ideodynamics to compute simulated time trends which matched 61 public opinion polls from March 15-November 3 with an accuracy of 4.8 percent. On election day, the model gave Bush one more percentage point than he received, Clinton one percentage point less and Perot his exact percentage. The same stories were also scored for coverage of different campaign issues and this coverage was related to good and bad news for the candidates. Among the findings are the expected results that the economy was the most salient issue throughout the campaign and that Bill Clinton suffered more unfavorable coverage in the character dimension than did Bush and Perot.

**WHO MISLED WHOM? THE POLLS AND THE VOTERS IN THE 1992 BRITISH ELECTION, Roger Jowell, Peter Lynn, Barry Hedges, Graham Farrant, and Anthony Heath**

The 1992 British general election will be remembered as the election when the polls "got it wrong". Most national voting intention polls carried out during the election campaign reported either that the two major parties were neck-and-neck, or that Labour were ahead. But the Conservatives won, with a 7.6% lead in the popular vote. Immediate post mortems came up with a range of improbable explanations. One was that the public had "lied" to pollsters, possibly because they were too shamefaced to admit their intention to vote Conservative. Another was that huge numbers of intending Labour voters turned into actual Conservative voters at the last moment.

This paper attempts to assess why the polls' predictions were so inaccurate. We conclude that the most likely explanations can be found in polling methodology, rather than in quirky behaviour by British voters. We analyze data from various sources, including panel studies, and examine a number of factors which may have contributed to the discrepancy between the poll predictions and the result. We find that the discrepancy can be entirely explained by "technical" features of British polling.

Six factors are identified, each of which seems to have contributed only a small share to the polls' error, but which all operate in the same direction. These factors, <u>between them</u> appeared to account for around a third of the discrepancy. More importantly, we demonstrate that sampling bias could explain the rest of the discrepancy. We conclude that the Conservatives were probably ahead <u>throughout</u> the campaign, and would have won whenever the election had been held. Finally, we suggest ways in which the polls might improve their methodology.

## Saturday, 10:45 a.m. St. Charles V
## NON-TRADITIONAL PRESS COVERAGE OF THE 1992 ELECTION AND ITS IMPACT

**EVALUATING AN ALTERNATIVE MODEL FOR COVERAGE OF A PRESIDENTIAL ELECTION: THE CASE OF THE CHARLOTTE OBSERVER, Sue Greer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill**

The media have been criticized for failing to act in a way that maximizes participation and learning among the electorate. Perhaps as a result, voters focus more on electability than on the policy stances of the candidates. When viability supersedes policy concerns, the election of a leader who is representative of the masses falls to chance. Prior to the primary elections, The Charlotte Observer announced its intention to manage the political agenda by focusing its election coverage on the issues, downplaying the contestual aspects of the campaign.

Subjects for the study were 845 North Carolina adults, surveyed by telephone just prior to the election. Hierarchical regression was used to determine which factors predicted knowledge of the issues and intention to vote among the participants.

Observer readers were found to glean information from only casual use of television news, while readers of other newspapers paid close attention to specific political news stories and to discussions on talk shows, and read more newspaper stories to achieve the same levels of knowledge. Media use did not influence intention to vote among Observer readers, but other readers were influenced by focused news attention and reading more newspaper stories.

**KNOWLEDGE OF CANDIDATES' ISSUE POSITIONS AMONG FIRST-TIME AND EXPERIENCED VOTERS: DID TALK-SHOW CAMPAIGNING MATTER?, James Bernstein and Scott Lewis, Indiana University**

This paper will analyze differences between first-time voters and experienced voters with respect to media effects on knowledge about the 1992 presidential campaign. Recent studies have shown a generation of young people (who we assume make up a preponderance of first-time voters) who know less about and pay less attention to news than young people of earlier generations (see, for example, *The Age of Indifference*. (1990.) Los Angeles: Times-Mirror Center for The People and The Press.). But two significant developments in the 1992 presidential campaign suggest the possibility of a increasingly active, interested group of young Americans: the attention of the candidates--particularly Bill Clinton--paid to young, first-time voters and the use of non-mainstream media to communicate with voters.

In several instances, these two developments overlapped. For example, one of the most lasting images of the campaign is Clinton in sunglasses, belting out "Heartbreak Hotel" on the saxophone during an appearance on the Arsenio Hall program, one whose audience is made up primarily of young adults. MTV's involvement in the campaign, both as a forum for candidates and as a mechanism for a voter-registration drive, is also evidence of interaction between the attention paid to young, first-time voters and the prevalent use of non-mainstream media. Even the flurry of candidate appearances late in the campaign on the morning network news programs suggests an emphasis by the candidates on the non-traditional with respect to both the channel and target of communication.

**THE ROLE OF NON-TRADITIONAL NEWS SOURCES IN THE 1992 PRESIDENTIAL CAMPAIGN, John Bare, School of Journalism and Mass Communication, University of North Carolina**

The surprise of the 1992 presidential election was that television performed in a manner no one would have imagined in years past. Non-traditional sources of news and public affairs, including a growing number of cable offerings, had an unanticipated effect on the campaign.

In North Carolina, survey evidence indicates that these non-traditional sources are a viable substitute for traditional print offerings. When education is controlled, low newspaper users who paid attention to discussions of voting and elections on talk shows (such as Larry King Live, Donahue, and Rush Limbaugh) learned as much about candidate policy positions as high newspaper readers who did not watch the talk shows. Paying attention to the talk shows was also associated with intention to vote among the low users of newspapers.

In addition to direct effects on their audiences, the talk shows generated copy for print media. A count of newspaper stories in which presidential candidates were mentioned in the same paragraph as Larry King, Arsenio Hall, MTV, and David Letterman reveals that these non-traditional sources had a far greater role in the 1992 presidential election than they had enjoyed in 1988.

As television has become more deeply ingrained in American life, the public has become more skilled at using the medium and more comfortable with the structure of certain types of television messages. As the public's television usage skills have improved, the content of certain non-traditional news sources has had a greater impact. This improved efficiency of the talk shows in communicating public affairs information to viewers is consistent with the uses and effects model in which media use and media content work simultaneously to produce consequences and effects.

In contrast with the talk shows, late-night comedy shows, despite their high political content, proved to be rather poor means of informing viewers. High newspaper readers who paid attention to discussions of voting and elections on the late comedy shows ended up with significantly less knowledge about candidates' policy positions than those who avoided these shows.

**IMPROVING THE MEDIA'S ROLE IN THE PUBLIC SPHERE: THE CASE OF THE WICHITA EAGLE, Carol Reese Dykers, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill**

Many journalists were disgusted with the 1988 presidential campaign and said early in the 1992 campaign that they would change their coverage to emphasize discussions of policy issues. Editors and broadcasters advocating coverage changes often worked from ad hoc assumptions: If coverage concentrated on issues, citizens would pay attention, learn more, and make wise decisions as voters. For the most part, journalists did not explain how coverage changes would improve election outcomes. One organization that provided a well-reasoned rationale for coverage changes was The Wichita Eagle in Wichita, Kansas.

The Kansas newspaper's strategy compares favorably to the Enlightenment concept of a "public sphere," where informed citizens critically discuss societal issues. Theorist Jurgen Habermas has said that this sphere has collapsed in the 20th century, partly because mass media encourage citizens to become an audience that watches public affairs rather than participates in them.

The Wichita project is proposed as a case of mass media's helping to reconstitute the public sphere. The project suggests that the concept of "reciprocity" -- citizens' knowledge of perspectives and interests of those with whom they differ -- can both measure news media's success at creating public discourse as well as index, for public opinion researchers, a democracy's health.

## Saturday, 10:45 a.m. St. Charles VI
## COMPARATIVE PERSPECTIVES ON CITIZENSHIP AND DEMOCRACY

**THE MEANING OF DEMOCRACY IN A REDEFINED EUROPE, Mary E. McIntosh, Martha Abele MacIver, Richard Dobson, and Steve Grant, U.S. Information Agency**

Democracy appears to be breaking out all over. Its "global resurgence" has created a growth industry for those who study it, and has even provoked authoritative pronouncements of "what democracy is...and is not" (Schmitter and Karl, 1993). While the democratic theorists debate among themselves, publics in a the new democracies have their own ideas about what is most important for a society to be called a democracy. In this paper we examine how these public conceptions in central and east Europe (including Russia, Ukraine and) compare with conceptions of democracy among west Europeans. The continued preference among many central and east Europeans for social and economic over political rights sheds light on why publics have become disgruntled with the transition from nondemocratic to democratic systems of government. But there appears to be enough of a consensus about the importance of political rights in these societies to assuage western fears of an authoritarian backlash.

We then analyze underlying cultural values deemed by many as fundamental to a democratic society and their relationship to a liberal (political or procedural) definition of democracy. We discuss how public attitudes towards a market economy and levels of tolerance towards outsiders in these societies are related to a liberal democratic mindset.

**GERMAN DEMOCRACY UNDER REVISION: OBSERVATIONS ON THE PROCESS OF CHANGE IN THE GERMAN MASS PUBLIC SINCE 1990, Peter Ph. Mohler, ZUMA**

Germany in turmoil. Right-wing extremists vandalize and kill. Hundreds of thousands of citizens protest against these inhumane deeds. The once flourishing economy slides into recession and the government is preoccupied with political scandals instead of politics. What was hoped would function as a sturdy bridge between western European democracies and emerging new democracies in the east seems itself to be showing construction fatigue.

From an historical viewpoint this is a shocking picture of Germany and might well evoke memories of the Germany of fifty years ago. From a more historical perspective, however, it is almost surprising that the situation is not much worse The former GDR had the equipment and training to prompt the emergence of paramilitary gangs and a political tradition with little to hold against fanaticism.

Among the reasons for the continuing stability of the German political system are a) that East German citizens knew about Western political values and goals via 2
broadcasts b) the total breakdown of the political institutions of the former GDR, which could otherwise have served as anchor institutions for a re-emergent political "GDR identity", and c) (for the second time this century) German stability was enhanced through the presence or involvement of external bodies (the EC and NATO).

A series of surveys carried out in 1990, 1991 and 1992 in both parts of Germany as part of the ALLBUS and of the International Social Survey Programme provide empirical evidence for a) and b). Three topics are focused on here:1) affective support of the political system, 2) legitimacy of the political system, and 3) secularization. The findings indicate, unsurprisingly, the importance of a stable economy for a stable German democracy, raising questions should instability grow. They also point to new cleavages in the German political system, most importantly for many social issues that of religious - non religious cleavage, which itself reflects the old cleavage between Protestant Prussia and the more Catholic south of Germany.

**GOD AND CAESAR IN THE NEWLY UNIFIED GERMANY: RELIGION AND SUPPORT FOR DEMOCRACY IN THE *ALTEN UND NEUEN BUNDESLÃNDER*, Allan L. McCutcheon, University of Delaware**

For more than forty years the government of the former (East) German Democratic Republic (GDR) pursued a policy of state-supported secularization. The ability of churches to minister to their congregations was strongly circumscribed, and citizens who participated in religious activities were targets of officially sanctioned discrimination in education and employment. It is not surprising, then, that state-sponsored secularization was highly successful; self-reports of atheism range of 70% among the youngest cohorts. A sizable minority, however, maintained religious identifications despite the GDR's efforts. Among those who maintained religious identifications and orientations were those who are currently most adamantly opposed to the former Community regime and idealogy. In a comparative analysis using 1991 German Social Survey (ALLBUS), this paper shows that religiosity, however, is not just associated with opposition to Communism, but with positive attitudes toward democracy. In comparison to citizens of the former West Germany, and even when controlling for other relevant factors such as age, sex, community size, and education, religious citizens from the former East Germany remain more likely to endorse the efforts of democratic government. Moreover, religious adherence has a more positive influence on democratic values in the new Länder than in the old. One interpretation of these results is that religious citizens were a persecuted minority under the previous regime and hence came to favor political forms which promise to reduce marginalization and allow for fuller social, economic, and political participation.

**A META-ANALYSIS OF SOVIET SURVEY RESEARCH METHODS ON ETHNIC AND NATIONALITY ISSUES, Irina McKeehan, Benedectine College**

In August, 1991, Soviet citizenship was shed for national self-determination. The social surveys included in this meta-analysis describe the quality of life, distribution of stereotypes of nationalism and ethnic tensions just prior to the formation of the Commonwealth of Independent States. Four surveys are concerned specifically with nationalist attitudes: towards Russians by other nationalities; towards nationalities by the Ministries of the Interior (police); and two explicitly explore interethnic stereotypes among university faculty and students. Other studies concern global and domain-specific quality of life issues among different nationalities, such as satisfaction with life as a whole; health care; nutrition, job, social contacts, the degree of social freedom, etc. All surveys were conducted independently of each other, using different interview schedules, sampling frames, study methods, yet reach several similar conclusions.

The differential distribution of the quality of life among nationalities was associated with ethnic tension and social conflict. A gap between aspirations and perceived standard of living existed among the most dissatisfied, who also had greater access to goods and services. Conflict between nationalities was due partly to indigenous nationalities occupying privileged positions, and allocating preferential treatment at the expense of other non-Russian nationalities within Republics, depending on the link with the center and communist party membership. A generational shift existed between younger, better-educated Russians, who support the independence movements, and older, party-affiliated, administrative staff, who were satisfied with the central Union. Equivalent survey results provide greater certainty in the conclusions reached by the empirical investigation of a global social problem: the extent to which stereotypes of ethnicity and nationalism may be differentiated from integral sociopolitical components of nationalism and the social relations of emergent elites in the Former Soviet Union.

**RIGHTS OR OBLIGATIONS? CITIZEN OPINION ABOUT CITIZENSHIP, Mark S. Jendrysik, Institute for Research Institute, University of North Carolina at Chapel Hill**

One of the most pressing questions in political science, especially in political theory, is how citizens describe the nature of their citizenship. Do they mainly see themselves as individuals claiming rights against the community or as persons having obligations to the greater community? As in other contested topics in political theory, little empirical work exists to clarify this debate.

I examine various polls, both on the national and state level. My goal is to shed some light on whether or not conceptions of citizenship are more individualistic or communitarian in nature. I also intend to examine the effect of political campaigns, particularly the recent Presidential election on view of citizenship. The question here is whether attention to political campaigns and strong political partisanship have any effect on an individual's ideal of the meaning of citizenship.

I also consider differences among traditional demographic groups, especially between men and women. In the case of gender differences I hope to shed some light on the assumption, often made by political and social theorists (although rarely backed up by solid evidence) that women tend to be more communally oriented and less individualistic than men.

I also consider difference among racial groups, specifically whether or not African-Americans place greater importance on rights than whites.

## Saturday, 2:00 p.m. — Ruby
## RESPONSE SCALES

**WEIGHING ANCHORS: VERBAL AND NUMERIC LABELS FOR RESPONSE SCALES, Colm A. O'Muircheartaigh, G.D. Gaskell, and D.B. Wright, London School of Economics and Political Science**

Research has accumulated which demonstrates that the construction of the response scale may influence substantially the way in which respondents answer questions. We examine the effects of the numeric and verbal anchors - labels at the endpoints of the scale - and the effects of the numeric labels on the scale points. For 11-point scales we compare the effect of the range of values -5 to 5 with the range 0 to 10. Two experiments, both conducted in the context of large-scale survey work, are described. In the first, we compare the two sets of numeric labels, and also test whether explicit mention of the numeric anchors in the question stem modifies the effect of the labels. In the second we vary both the numeric and the verbal anchors and partition the total effect according to source. We examine the effect not only on the mean score but also on the distribution of responses and suggest some interpretations.

**AN ANALYSIS OF RESPONSE PATTERNS TO THE TEN-POINT SCALOMETER, Tom W. Smith, NORC**

At least two response effects influence how people answer the widely used scalometer. First, respondents with non-attitudes are attracted to the +1 category as a substitute for the DK response. Both they and those with true middle-of-the-road attitudes are drawn to +1 (rather than -1) as the preferred mid-point. Second, endpoints in general and the negative endpoint in particular disproportionately attracts responses. Those with less cognitive ability are prone to select the endpoints. This is probably because they are unable or unwilling to fully utilize the 10-point scale.

Such response effects might be reduced if the scalometer was revised. First, providing a clear mid-point (e.g. making it an 11-point scale with 0 response in the middle) would give the ambivalents a clear category in which to place themselves and would reduce the problem created by people who apparently seek such a mid-point either by randomly choosing between +1 and -1, or, for the reasons outlined above, favoring +1 as the "mid-point." However, including a mid-point may drawn in additional non-attitude holders who probably more appropriately below in Don't Know. This tendency might be countered by adding an explicit DK option in the question wording (Schuman and Presser, 1981; Smith, 1984).

Second, verbally mentioning all points on the scale and possibly pointing to all 10 (or 11) points on the scale and explaining at greater length that a larger positive or negative number means more liking or disliking might reduce the over-selection of the extreme endpoints.

**CATEGORY-SPECIFIC ANCHORING EFFECTS IN RATING SCALES, Eric Greenleaf, Stern School of Business, New York University, Barbara Bickart, The Wharton School, University of Pennsylvania, and Geeta Menon, Stern School of Business, New York University**

Responses to rating scales that probe opinions and perceptions are often influenced by anchoring effects. In these effects, respondents use the two most extreme stimuli to determine the intensity for each end of the scale, and rate the intermediate stimuli relative to these anchors. Recent findings in psychology and survey research, however, show that when people rate stimuli that are divided into clear categories, they rate each stimulus using anchors that vary with the stimuli's category membership. Thus, the anchors used to evaluate a particular stimulus is not determined by the stimulus set as a whole. Our research investigates category-specific anchoring effects. We examine whether perceptions of how processed foods are is related to anchoring effects when consumers rate foods on saltiness, fat content, and caloric content. We also examine whether asking prior questions that involve food processing prompts respondents to make greater use of category-specific anchoring effects in later attribute ratings. To investigate how these effects can distort multiattribute-attitude models, we look for hypothesized biases in healthiness ratings of foods that consumers perceive as unprocessed versus highly processed. Our findings can help public opinion researchers structure surveys that minimize category-specific anchoring effects and correct for these effects when they are unavoidable.

**RESPONSE ORDER EXPERIMENTS IN THE GALLUP POLL: EFFECTS AND EXPLANATIONS, George Bishop and Andrew Smith, Institute for Policy Research, University of Cincinnati**

Public opinion researchers have known for many years that the order in which response alternatives are presented in a survey question can significantly affect the results. The "primacy" and "recency" effects that result from variations in response order, however, have proved difficult to explain. More recently, in response to this difficulty, various researchers have developed alternative cognitive models of response-order effects in surveys, all of which appear to be relatively promising, but none of which has yet been widely tested or replicated.

In this study we offer a further test of these alternative explanations with the results from a secondary analysis of over 200 response order experiments and replications conducted by the Gallup Organization from the late 1930s to the early 1950s, most of which have never been previously analyzed. This trove of split-ballots, covering a wide range of topics over a couple decades and consisting of numerous types of response-order variations, also provides a much more extensive test of the generalizability of such effects in public opinion surveys than has heretofore been done. A preliminary analysis indicates that while such effects are generally modest in magnitude, they will continue to resist easy explanation and generalization.

## Saturday, 2:00 p.m. — Turquoise
## INTERVIEWER EFFECTS ON SURVEY DATA

**MEASURING INTERVIEWER EFFECTS ON SELF-REPORTS FROM HOMELESS PERSONS, Jennifer A. Parsons, Timothy P. Johnson and Richard T. Campbell, University of Illinois, Chicago**

Little is known regarding sources of non-sampling error in homeless populations. The purpose of this study was to model: (a) the direct effect of interviewer characteristics; and (b) the interaction of respondent and interviewer characteristics, on self-reported information collected from homeless respondents. Direct effects of interviewer characteristics may be interpreted as evidence of respondent acquiescence to the perceived values of the interviewer, and respondent-interviewer interactions can be interpreted as effects of the social distance between respondent and interviewer status.

Data for this study come from face-to-face interviews with 481 homeless persons in Chicago, Illinois. Self reports of homeless experiences, substance use patterns, mental health, and economic resources were examined. These data were analyzed using covariance structure (LISREL) models to assess the independent and joint effects of interviewer and respondent gender, race and age.

Findings suggest that there are selected acquiescence effects of interviewer race and gender on the self-reports provided by homeless persons. In contrast, social distance effects were less apparent. An important social class effect was not examined, given that none of the interviewers were themselves homeless. We therefore cannot rule out the possibility that respondent/ interviewer differences may be influencing these data.

**GENDER AND RESPONSE EFFECTS IN A PRE-ELECTION POLL: ILLINOIS 1992, Joan M. Phillips, University of Illinois at Urbana-Champaign, and Richard Schuldt, Sangamon State University**

Women's social and political roles have changed considerably since early research found that neither the gender of the interviewer nor the gender of the respondent had an effect on responses to questions on voting preference and political attitudes. This paper examines whether gender-of-respondent and gender-of-interviewer effects exist among responses by likely Illinois voters to a question on voter preference for United States senator from Illinois. This November 1992 U.S. senate election featured two nonincumbent candidates: a black female Democrat and a white male Republican.

Data used in this study are from a statewide public opinion poll of Illinois residents conducted by telephone in September 1992. Respondents were asked by either a white male or a white female interviewer about their candidate preference and were offered two response alternatives: the Democrat, Carol Moseley-Braun; or the Republican, Richard Williamson. In addition to cross-tabulations, the analysis used a logistic regression model that included variables for the respondent's gender, political party, race, age, income, education, and for interviewer gender.

The results indicate that both respondent gender and interviewer gender were at least moderately significant in predicting the respondent's candidate preference and likelihood of volunteering an 'undecided' response. These findings are discussed and recommendations are made for further research.

**GROUP GENDER COMPOSITION EFFECTS IN GENDER-ROLE ATTITUDE MEASUREMENT: TWO FAILURES TO REPLICATE, Joel M. Savell, Army Research Institute**

In 1970 Shomer & Centers reported a laboratory experiment in which male students (though not female students) responded differently to a gender-role attitude questionnaire depending on the gender composition of the group in which the questionnaire was administered. The study found--in addition to the usual effect of respondent gender (women more egalitarian on this topic than men)--that egalitarianism scores of men were higher in mixed-gender than in single-gender groups. The two experiments described here investigated the generalizability of this effect by replicating the experiment in a military population. In Experiment 1, male and female soldiers completed a 7-item gender-role attitude scale in local installation classrooms in which the experimentally-manipulated proportion of soldiers of the subject's own gender was set at either 100% or 50% and proctor gender was systematically varied. In Experiment II, male and female soldiers completed the scale in classrooms in which the experimentally-manipulated proportion of subjects of the soldier's own gender was set at 100%, 75%, 50%, or 25%; and again proctor gender was systematically varied. In both experiments egalitarianism scores were lower for males than for females (both $\underline{p}s < .001$), but in neither experiment was the (main or interaction) effect of group gender composition statistically reliable (all $\underline{p}s > .05$). Possible reasons for the failure to replicate are discussed.

**HE SAID/SHE SAID: VOTE CHOICE IN THE 1992 PRESIDENTIAL ELECTION RESPONDENT/INTERVIEWER GENDER INTERACTION EFFECTS IN PRE-ELECTION POLLING, Janice Ballou, Center for Public Interest Polling, The Eagleton Institute, Rutgers the State University of New Jersey**

The pre-election polling done by the Eagleton Poll for the 1992 Presidential election provided an opportunity to look at the impact of gender interaction effects with respect to political issues. There were three main pre-election public opinion polls conducted by the *Star-Ledger*/Eagleton Poll that assessed a variety of aspects about the election. In addition, the 1992 Presidential election provides a unique opportunity to use exit poll survey results (provided by Voter Research & Surveys (VRS) to compare the Eagleton Poll results with external information about how male and female voters "actually" voted. Past gender interaction effects research suggests that males are more likely to give female interviewers the more "status quo" response which is the case in this preliminary analysis. Just looking at the vote choice question, male respondents' are more likely to answer "George Bush" to female interviewers than they are to male interviewers. Although there is not as much of a difference, female respondents are also more likely to say they are going to vote for George Bush when they are interviewed by a female.

**THE EFFECTS OF BLACK AND WHITE INTERVIEWERS' VOICE ON RESPONSES AND NONRESPONSES, Young I. Chun, University of Maryland**

The purpose of this paper is to examine race-related-voice-of-interviewer effects on response and nonresponse errors in a centralized telephone survey setting. In the face to face Detroit Area Study, Schuman and Converse (1971) report that black respondents gave more militant replies to black interviewers than to white. While respondents in a face to face survey setting can easily recognize the race of the interviewer, they experience ambiguity in a telephone survey where the voice is the primary tool of communication.

Considering certain methodological differences between face to face surveys and telephone surveys and evidence of race-of-interviewer effects in face to face surveys, I attempted to identify the type of question most affected and the type of respondent most affected by the "racial voice" of interviewers. I have included in the analysis state-wide telephone surveys conducted at the Survey Research Center of University of Maryland. In this paper, I expect that the racial voice of interviewer effects would occur primarily on questions having clear racial content. The second major analysis was focused on what type of respondents by race, age, sex, and social class would be affected by the racial voice of interviewers. Finally, I observed to what extent item nonresponse was related to the racial voice of interviewers.

In conclusion, I will discuss the implications of findings to the general survey practice involving black and white telephone interviewers and potential differences between survey organizations disproportionally hiring either race.

**Saturday, 2:00 p.m.** **St. Charles II**

## EFFECTS OF THE 1992 DEBATES

**PUBLIC OPINION AND THE 1992 PRESIDENTIAL DEBATES: UPSETTING AND REINFORCING PREDISPOSITIONS, Ken Winneg and Kristen L. Conrad, Chilton Research Services**

Using data collected by Chilton Research Services for ABC News, this paper explores public opinion related to the 1992 Presidential debates. The polls used in this particular essay revealed that there was little change in candidate preference following the debates, among those who were predisposed (indicated prior support) to any particular candidate, in spite of who they thought won the debate. However, among those with no predisposition, i.e. undecided voters, our analysis suggested that the debate performance of the candidates caused distinct movement toward independent candidate Ross Perot. Although some past research showed that candidates can benefit from their performance in the debates (Joslyn, 1984, Popkin, 1991), our data revealed that most attitude changes of the electorate due to the 1992 debates were very slight and showed little overall variation of candidate preference.

A secondary issue that we examined in this paper centered on whether initial reactions to the question, "who, in your opinion, won the debate?" are different from a later asking of the same question. Furthermore, we juxtaposed the results to national news broadcasts made following the political debates to suggest possible effects in public opinion about debate outcomes due to news analysis or other subsequent discussions of the debates.

**EFFECTS OF THE "PEOPLE'S PRESIDENTIAL DEBATE" ON UNDECIDED VOTERS IN THE RICHMOND AREA, Michael X. Delli Carpini, Barnard College; Scott Keeter and Sharon Webb, Virginia Commonwealth University**

The second presidential debate of 1992, dubbed the "People's Debate," had a substantial impact on the candidate ratings and vote intentions of a panel of 104 undecided and weakly committed voters in Richmond, Virginia. The panel, recruited through a random survey similar to the one used to select the audience for the debate itself, viewed the debate on television at Virginia Commonwealth University. Panelists completed pre- and post-test questionnaires, and were interviewed by telephone after the election. They also provided moment-by-moment reactions to the debate through continuous response technology. Bill Clinton was the beneficiary of much of the panelists' change, winning the votes of over 40 percent of those initially undecided as well as votes from Bush and Perot supporters. He also held on to 91 percent of those initially leaning towards him. The continuous response data showed that several of Clinton's answers were highly effective, a finding confirmed by focus group interviews with panelists. Ross Perot received the highest average ratings from panelists during the debate, as measured by the continuous response system. He was the reported vote choice of 23 percent of the panelists; another 21 percent said they would have voted for him had they thought he could win.

**THE 1992 PRESIDENTIAL DEBATES: DO MEDIA INTERPRETATIONS MATTER?, Kimberly Downing, Center for Public Interest Polling, Rutgers University**

In the present electoral system, the mass media are often the only connection between the electorate and the candidate's campaign. In 1992 over 90 million people were estimated to have watched each of the 1992 Presidential debates. Other people learned about the debates through the news media's interpretation. Is the debate audiences influenced from watching the debates, from the news media's analysis and interpretation of the debates, or from a combination of these sources?

The 1992 Presidential debates lend themselves to an interesting case-study. This paper examines the question of whether the public's opinions toward candidates, issues, and vote choice differed according to whether they viewed the debates and/or whether they heard or read media coverage about the debate.

This study uses data that were collected in a telephone survey of likely registered New Jersey voters in mid-October 1992. Respondents were asked a variety of questions regarding the presidential candidates, personal qualities of the candidates, issues, and vote choice. In addition, questions were asked regarding the respondents' viewing of the debates, whether they read or heard any news about the debates, and whether they had learned any campaign information from the debates or other media sources. This study attempts to unravel whether voters' opinions are influenced by the debates, the media interpretation of the debates, or a combination of factors.

## Saturday, 2:00 p.m. St. Charles V
## UNDERSTANDING CONSUMER CONFIDENCE AND BEHAVIOR

**PREDICTIONS OF CONSUMER CONFIDENCE/SENTIMENT FROM THE PRESS, David P. Fan, University of Minnesota**

This paper describes a rigorous test of the ability of the press to capture the essence of the information used by the public to form opinions summarized as Consumer Confidence by the Conference Board and as Consumer Sentiment by the University of Michigan. In May 1991, 2000 stories in major U.S. newspapers were scored by computer for the numbers of paragraphs speaking of the economy in favorable and/or unfavorable terms. The paragraph scores were entered into the mathematical model of ideodynamics to make ex post, time trend forecasts of Consumer Confidence/Sentiment. The model parameters were fixed by the comparison of predictions from the press to Confidence/Sentiment values. Aside from minor revisions in September 1991 in the computer text analysis, all parameters and other machine instructions have remained unchanged since May 1991. After that time, ex ante forecasts have been made every month from about 200 new stories just before the Conference Board releases its results. These forecasts have been faxed to interested parties nationwide to show that the predictions are not influenced by actual Confidence/Sentiment data. The predictions have remained very close to the Michigan values for the entire time period from 1990 to early 1993.

**CONSUMER EXPENDITURE QUESTIONS WHICH CONFORM TO CONSUMPTION PATTERNS, Theodore Downes-LeGuin, RAND, and Sulistinah Achmad, Demographic Institute, University of Indonesia**

Obtaining accurate responses about market income and assets in developing countries can be difficult and culturally sensitive, which explains why many surveys don't try. However, demographic surveys which ignore economic data are handicapped in their ability to discriminate among major hypotheses. As a solution, many surveys use household' consumption of food and other non-durables as a measure of wealth and ability to pay. Consumption data can act as a substitute for, or in addition to, income and assets data. While measuring consumption may *a priori* be easier than measuring income from work and other sources, a large potential for measurement error still exists.

In 6000-household survey of two Indonesian Provinces, RAND and Lembaga Demografi needed to develop and test a consumption module that was economical in size and respondent burden but produced high quality data. In order to do this we focused on ways to make the questions cognitively appealing to respondents, that is, conforming to actual consumption behaviors rather than to the convenience of the analyst. Normally consumption modules consist of a stultifying series of grids that list items, frequencies and quantities of purchase during a reference period, and prices paid in total and/or by unit. While the basic format of our module did not vary dramatically from this design, we identified two problems with conventional formats that might reduce accuracy of responses: (1) they tend to break out every type of important food item without recognizing that most items will be part of a market basket; and (2) they seek only total expenditures for each item during the reference period, placing a large burden on the respondent to calculate a cost estimate that may be counter-intuitional. To address these problems, we modified the conventional format to allow respondents to report entire market baskets while still obtaining information about the item-level contents of the basket. In addition, we allowed respondents to estimate expenditures based on their usual frequencies of purchase over the reference period. For example, where most consumption modules ask how many of each item were purchased during the reference period, we asked the quantity of items usually purchased and the usual frequency of purchase (e.g., N items each day, week...).

**CONSUMER CONFIDENCE AND MEDIA EXPOSURE, R. Kelly Myers and David W. Moore, University of New Hampshire Survey Center**

The Present Situation and Expectations Indices are based on a subset of questions used to construct the Consumer Confidence Index. It is hypothesized that consumers with high media exposure are more sensitive to current trends in the economy, which should correlate with variances in the Present Situation Index. High media exposure should also correlate with greater variability in the Expectations Index. It is also hypothesized that working outside of the home will increase consumers' awareness of business trends.

The goal of this paper is to identify whether variations in consumer confidence are based more on direct experience, or whether consumer evaluations of the economy are mediated through the news media. It is widely believed that consumers are constantly aware of trends in the economy based on their direct experiences at work, and the indirect experiences of their relatives, friends, and acquaintances. The extent to which exposure to the mass media heightens or diminishes consumer awareness of changes in the business cycle will provide useful information about how consumers evaluate the economy. Specifically, it will e useful to identify how exposure to the mass media affects changes in consumer sentiment.

**A NATIONAL SURVEY OF AMERICAN ECONOMIC LITERACY, William B. Walstad, National Center for Research in Economic Literacy, and Max Larsen, Gallup Organization**

This study reports the finding of a national survey of the American Economic Literacy. Three national samples were drawn in March, 1992 for the study. The first was a sample of 1,005 adults. The second was a sample of 300 high school seniors. The third was a sample of 300 college seniors. The margin of error in the responses of the adult sample was plus or minus (+/-) 3 percentage points. The margin of error in the responses of the high school and college samples was plus or minus (+/-) 5.6 percentage points.

Overall Economic Knowledge. The American public, high school seniors, and college seniors show widespread ignorance of basic economics that is necessary for understanding economic events and changes in the national economy. When asked questions about fundamental economics, only 35% of high school seniors, 39% of the general public, and 51% of college seniors gave correct answers.

Specific Economic Knowledge. The lack of economic knowledge for the general public is exhibited in the low percentage of correct responses across a range of economic topics--unemployment (22%), inflation (three items: 35% correct), economic growth (40%), the Federal budget deficit (2 items: 37%), productivity (68%), profits (2 items: 25%), supply and demand (64%), the value of the dollar and trade (50%), and import quotas (49%). The percentages correct are slightly lower for the high school seniors and higher for college seniors.

Economic Issues. Although strong opinions were expressed by all groups on selected economic issues--unemployment, economic growth, the Federal budget deficit, the conduct of monetary policy, prices and government intervention, business practices, and trade deficits--fundamental economic knowledge about most of these issues is limited.

Education and Information in Economics. Most respondents (83-87%) rated their knowledge of economics as only fair to poor, which would be a valid rating given the actual level of economic knowledge exhibited on questions. The actual and perceived low levels of knowledge may stem from a lack of education in economics because most people (70% of the general public) never took an economics course in high school. Each group overwhelmingly agreed (96-97%) that the schools should teach more about how the economy works.

## Saturday, 2:00 p.m. St. Charles VI
## MAKING SENSE OF POLLS: PRESS COVERAGE AND PUBLIC UNDERSTANDING

**MARGINS OF ERROR - DO METHODOLOGICAL DETAILS HELP NEWSPAPER READERS TO EVALUATE STATISTIC-BASED STORIES?, Edward J. Lordan, Villanova University**

When reporters write opinion poll stories, AAPOR recommends that they include a minimum of eight methodological details: the sponsor, population, sample size, sampling error, question wording, how and when interviews were conducted, and whether any results were based on partial samples.

This study was designed to determine whether these details assist readers in understanding these stories, and whether the method of presenting the elements (in the text vs. in a sidebar, with definitions vs. without definitions) has any effect on reader recall or comprehension.

The statistical presentations in two stories were converted into four formats: statistical support in the text without definitions, statistical support in the text with definitions, statistical support in a sidebar without definitions, and statistical support in a sidebar with definitions. Subjects read one format and then answered questions related to content and terminology. The results were analyzed using frequency analyses and t-tests.

The findings do not support the idea that the inclusion of methodological details assists readers in understanding these stories, nor does the method of presentation appear to have an effect. Respondents recalled an average of two of the eight details, and rarely understood this information. Few significant differences between retention and comprehension scores were found for subjects exposed to statistical information with the AAPOR-recommended additional data and subjects exposed to statistical information without that data. Alternative approaches are needed to ensure that, as the number of stories based on statistical analyses continues to increase, readers are able to understand them.

**POLLS APART: RACE, POLITICS, AND JOURNALISM IN MAYORAL AND GUBERNATORIAL ELECTION CAMPAIGNS, Michael Traugott, Vincent Price, & Edward J. Czilli, University of Michigan**

This paper investigates the impact of poll coverage in bi-racial election campaigns. As such contests become increasingly frequent, concern has mounted that standard tendencies in press coverage of elections -- focus on the "horse race" aspects of a campaign, on the changing bases of electoral support for each candidate, and on the strategies employed by either side -- may often highlight race as a campaign issue, working systematically to the detriment of one of the candidates. When we understand more about the forces at work in these contests, it may be possible to alert candidates, campaign staffs, and journalists to these factors with an eye toward minimizing their impact.

This study takes as its primary focus two electoral contests waged in 1989: the Wilder-Coleman race for governor of Virginia and the Dinkins-Guiliani contest for mayor of New York. In both cases, the polls showed early, large leads for two African American candidates. In the end, both elections proved to be extremely close -- closer than even some exit polls had projected. The discrepancies may have been due to the common difficulties of survey research, in particular problems of social desirability (Traugott & Price, 1992). But closer examination of news coverage of the campaign, revealing heavy emphasis on group support for each candidate cast in racial terms, suggests that characteristic patterns of reporting may have also had an impact by stimulating undecided white voters to choose the white candidate and/or turn out in disproportionate numbers.

Even while candidates and members of the press alike profess not wanting to "make race an issue" in bi-racial campaigns, as they did in both of these cases, it is often difficult to avoid. An analysis of Chicago's recent mayoral primary campaigns (Ettema & Peer, 1992), found that the press dealt extensively with race and ethnicity, *not* as substantive social concerns, but rather in the context of campaign strategy, treating racial divisions as matters of "practical electioneering." The major goals of our analysis are to examine: the extent to which poll results entered into press coverage of the 1989 Virginia gubernatorial and New York mayoral elections; how prominently candidates' standing among specific ethnic and/or racial groups was emphasized; and whether and how such information was tied into ongoing analyses and reports of campaign activities and strategies. Our paper addresses a basic concern that polls exert a subtle but strong impact on the news agenda in bi-racial contests.

Data are drawn from a detailed content analysis of all news stories published in *The New York Times* (n = 323) and *The Washington Post* (n = 220) that dealt with either the Wilder-Coleman or the Dinkins-Guiliani contests. The content analysis provides a basis for examining fluctuating patterns of news coverage, with particular attention to election polls, the candidates' standings in the polls, and any mentions of race or ethnicity. The data permit not only a close examination of overall trends in coverage, but also revealing comparisons between two contests -- one state-wide and the other municipal -- and between the two major newspapers studied. Finally, the content-analytic data are coupled with extensive pre-election and exit poll data; the two sources of data are set against each other in time series in order to investigate the possible impact of news coverage and other campaign events on popular reactions to the candidates.

Poll data, whether they complement or structure news stories about elections, can have important implications for voter decision making. In the case of bi-racial elections, the ability of polls to ascertain dimensions of candidate support may have natural appeal as a peg -- and perhaps special appeal to voters as well, as a means of understanding what the election is about. The present paper, through close investigation of two important cases, stands to shed new light on this important dynamic.

**POLLING ON POLLS: HISTORY AND ISSUES, Ellen M. Dran, Northern Illinois University**

Knowledge of public opinion about surveys and their use is important because we depend on the public's cooperation for the very existence of the polling enterprise. It is also important because of the representation function of polls and their role in informing public debate. This paper looks at trends in public opinion on public opinion since 1944, discusses methodological issues in the use of polls to ascertain opinion about polls, and assesses the implications of call-in polls and other manifestations of dial-in democracy for public opinion about polling.

**PRE-ELECTION POLLS AND THEIR POSITIVE ROLES DURING ELECTIONS: TWO SURVEYS AND AN EXPERIMENT, Xinshu Zhao and Glen L. Bleske, University of North Carolina at Chapel Hill**

The value of pre-election polls to the public is an important question. This three-way study--using a laboratory experiment and secondary analysis of two surveys--details some of the positive effects of polls. A secondary analysis of survey data from the 1990 Kansas governor's race indicates that exposure to polls in a newspaper, after controlling for demographics and voter political characteristics, is a significant contributor--nearly as large as exposure to newspaper issue coverage--to interest in the political campaign. When issue knowledge of the 1992 presidential candidates is regressed on control variables and variables measuring attention to polls and attention to election commercials of the candidates, poll attention is a better predicator of knowledge, according to a secondary analysis of survey data of a representative, random sample of North Carolina adults. And, based on experimental findings of 72 college students, mean recall scores for six different stories with poll information are higher than scores for six matching stories that did not contain poll information. Subjects also found stories with poll content to be significantly more useful than stories without poll content. The results suggest that polls, for some media users, are associated with increased interest in elections, and they help people recall information about the issues and candidates.

## Sunday, 9:00 a.m. Ruby
## MOTIVATING RESPONDENT PARTICIPATION

**THE IMPACT OF PRIVACY AND CONFIDENTIALITY CONCERNS ON SURVEY PARTICIPATION: THE CASE OF THE 1990 CENSUS, Eleanor Singer, Columbia University and Bureau of the Census, Nancy Mathiowetz, Agency for Health Care Policy and Research, and Mick Couper, University of Michigan and Bureau of the Census**

This study investigates the relationship between concerns about privacy and confidentiality, on the one hand, and mail response to the 1990 census, on the other, by examining the attitudes and behavior of respondents to the 1990 Survey of Census Participation. Privacy and confidentiality concerns have a significant effect on census mail returns in this group, even when a set of demographic variables is controlled; privacy and confidentiality concerns together account for about 4% of the variance in returns over and above the basic demographic model.

Confidentiality has a stronger effect on census returns than privacy. The predicted effect of a reduction of 2 points on the confidentiality index (that is, of a reduction in concern about confidentiality) is an increase of 3 to 6 percentage points in the likelihood of returning the census questionnaire, depending on other characteristics of the respondent and the exact confidentiality score. Given the cost of retrieving census information not returned by mail, such an increase is by no means trivial.

**THE NON-SOLICITATION STATEMENT: A METHODOLOGICAL CONSIDERATION FOR SURVEY INTRODUCTIONS, William J. Gonzenbach and Patrick Jablonski, The University of Alabama**

Research suggests that telephone survey response rates are adversely affected by the public's suspicion of hidden marketing agendas. This study, based on a survey of adult Alabama residents in 1992, finds significant though modest support for the hypothesis that an introductory non-solicitation statement, which specifically states that the pollster is not selling any product or service, increases the response rate of those directly contacted for the survey. Future research should be directed at evaluating this conclusion at a national level with additional replications examining different versions of the non- solicitation statement.

**THE MOTIVATIONAL BASIS OF ATTENDANCE AT FOCUS GROUPS AND ITS EFFECT ON PARTICIPANT ATTITUDES, Peter Tuckel, Hunter College, C.U.N.Y., Elaine Leppo, In Vision, Inc., and Barbara Kaplan, In Vision, Inc.**

This paper examines the reasons why people attend focus groups, what effect motivation for attendance has on attitudes toward participation, and the socio-demographic characteristics of individuals with differing motivations. The paper's findings are based on telephone interviews conducted with 622 respondents randomly selected from rosters of 278 different focus groups held in the four major census regions of the country. The results show that the honorarium is the main reason why people go to groups, although a sizable number of participants go for non-monetary reasons as well. Importantly, individuals who emphasize the monetary incentive appear to be less invested in the research process. Compared to the sample as a whole, they do not look forward to attending the session as much, are more likely to view the session as being too burdensome, and are not as receptive toward listening to the comments of the other participants in the group. The results also show that individuals under the age of 40 tend to accentuate the importance of the monetary factor more than those 40 or over, even when controlling for education and annual household income.

## Sunday, 9:00 a.m. — Turquoise

## ORGANIZATIONAL SURVEYS

**PERCEIVED DIFFERENCES BETWEEN HIGHER EDUCATIONAL NEEDS OF EMPLOYEES AND EMPLOYERS OF TECHNOLOGY-BASED INDUSTRIES IN ILLINOIS, Ananda Mitra and Vince Parker, University of Illinois at Urbana-Champaign**

This paper examines the differences between employer and employee responses to questions about educational needs in a region of Illinois with a large concentration of technology-based industries. Assessment of educational needs among technology-based industries is becoming increasingly important in view of the growing cooperation between industry and educational institutions.

The survey used two different instruments, one for the employer or senior executive and the other for the employee. There were several questions in the instruments that were similar for both employees and employers. These included the desired content of advanced degree courses, the preferred timing and location of courses, the problems of cost and enrollment in courses, and the various methods of payment for these courses.

This paper examines the differences between the employer and employee perceptions in the areas where responses were obtained from both. As a first stage, the differences are examined at an aggregate level and then the differences are examined while controlling for 1) organizational distance between the employer and the employee based on the job title of the employer, 2) the kind of work performed by the particular corporation, and 3) the size of the corporation based on the number of full time employees.

**HIGHER EDUCATION AND TQM: NEEDS, CAVEATS, AND OPPORTUNITIES FOR 'EMPLOYEE SURVEYS', Walton H. Owens, Jr., Clemson University**

One important tool in an organization's conversion to Total Quality Management (TQM) is the employee survey. This survey focuses on faculty opinion at a public research university moving toward TQM. of 991 faculty in 56 departments (10 colleges), 62.6% completed the questionnaire. Faculty were asked to rate the performance of their department head, dean, and president on a scale of "0" to "10." The means of performance ratings for heads varied from 1.67 to 9.27 (with SDs from .84 to 4.47). For deans, the means ranged from 2.29 to 8.00 (with SDs from 1.59 to 3.43). There were strong relationships between (1) evaluation of dean and evaluation of department head ($r=.44$; $p<.001$) and (2) evaluation of president and evaluation of dean ($r=.35$, $p<.0001$). It would also appear from these findings that a president would do well to assure that his faculty have managerially competent deans. These data also suggest that certain non-personnel policies might impact significantly on the evaluation of the president: the relationship between faculty and administration ($r=.53$; $p<.0001$) and whether or not the faculty perceive the administration to be dedicated to excellence in teaching in higher education ($r=.53$, $p<.0001$).

## Sunday, 9:00 a.m. St. Charles V
## ASSESSING AUDIENCE IMPACT

**SURVEYING A PRE-RECRUITED PANEL BY MAIL TO ECONOMICALLY EVALUATE A NATIONWIDE ADVERTISING CAMPAIGN, Ann Stouffer Bisconti, Vice President, Research and Program Evaluation - U.S. Council for Energy Awareness, Washington, DC and Sid Groeneman, Research Manager - Market Facts, Washington DC**

Our paper presents a cost efficient approach to measuring the effectiveness of a nationwide advertising campaign in changing policy relevant beliefs and attitudes. The approach uses a panel survey design in which a sample is selected and surveyed by mail before and after the campaign. The baseline (pre-campaign) survey measures beliefs and attitudes that the advertising is intended to influence; the post-campaign survey measures the same beliefs and attitudes, and also exposure to the advertising through presentation of printed images (or facsimiles) of the ads. Use of a large and diverse pre-recruited pool of households as the sampling frame permits selection of demographically and geographically representative samples, assures that high rates of participation can be obtained economically, and facilitates detailed analysis of the campaign's impact on target audience subgroups.

To illustrate this approach, the paper presents research conducted to evaluate the advertising program of the nuclear energy industry since 1984. This national program has utilized major print media and occasionally television. The paper describes how the methodology is applied, what tests are performed to validate the approach, and how the analysis is conducted. We also present sample findings and discuss their use in campaign decisions.

**RESEARCH ON THE EFFECTIVENESS OF OLYMPIC ADVERTISING, Horst Stipp, NBC**

In this country, the Olympic Games are carried on commercial television networks which need advertising revenue to offset the high costs associated with rights fees and production. Many advertisers know of, or believe in, the special effectiveness of advertising during the Olympics. On the other hand, the large investment required by Olympic advertisers as well as the increasingly competitive advertising market, make it important to document the effectiveness of advertising during the Olympics.

NBC carried the Summer Olympics in both 1988 and 1992. For both events, a number of studies were conducted--not only to document the effectiveness of Olympic advertising, but also to obtain information that would help advertisers make better use of their investment. Methods used in this research included in-depth focus groups, correspondence analysis, before-and-after studies, and telephone surveys. This report will refer to finding from all those studies, but it will primarily deal with one particular research study. Even though this project employed a rather ordinary methodology, it produced some of the most interesting results. And even though it did not use a "causal" method, its findings strongly suggest causal relationships that point to strong and unique advertising effects.

**A SPIRAL OF BIAS? DATABASE MARKETING AND PUBLIC OPINION FORMATION, J. Frederick-Collins, University of North Carolina**

Database marketing, an accelerating communication trend for political, social, and product marketing, is characterized by the use of computer database technologies to compile specific profiles of individuals and groups using a variety of information sources. Segmenting target markets for product development and communications is not new; however, the computer's impact on the efficiency and precision of the process adds a new dimension. This paper proposes a model suggesting a potential cumulative effect of database-informed communications on the process of public opinion formation. The proposed model is contrasted with spiral of silence theory by suggesting individuals in a database-informed communications environment may be more likely to perceive they are in a majority (and therefore more likely to express their own opinions) based on the increasingly conforming messages comprising their personal culture. A message environment that is increasingly tailored to an individual's economic, social, and political orientations could lead to less exposure to a diversity of ideas, a more limited agenda of what is important to be thinking about, and an insulated world-view. A personalized media culture that reinforces the individual's views and selectively excludes opposing views may result in less exposure to diversity and a strengthening of existing bias's. The proposed model illustrates this 'spiral of bias' effect.

## Sunday, 9:00 a.m. — St. Charles VI
## STUDIES OF CRIME AND VIOLENCE

**MACHISMO VALUES AND VIOLENCE IN AMERICA, Robert S. Lee, Pace University**

In this study, certain states are identified as having a machismo subculture on the basis of their high circulation rates for magazines that stress physical strength, self-defense, weapons, combat, and sex. States with high scores on our measure of machismo, based on these circulation rates, tend to be the high, arid, sparsely populated boom area western states where there are many recent migrants, where the population is relatively young, and where men outnumber women. The correlation between scores on Machismo and years since admission to statehood is −.76.

Many of the traditions and conditions the frontier still persist in these post-frontier states. There are many signs of anomie. Lawlessness, homicide, and deaths by other forms of violence including suicide are all high. Regression analysis shows that the association between Machismo and homicide rate is independent of various structural control variables including poverty, percentage of blacks in the population, percentage of the population living in Standard Metropolitan Statistical Areas, and an index of Southerness. Further analysis indicates that the high rates of homicide in these high Machismo states are more directly a function of social disorganization—social instability, weak social bonds, and other conditions that tend to undermine traditional social controls. While Machismo may be a cultural manifestation of these underlying social conditions, it is the conditions themselves that are more closely related to homicide in these areas. The results of this study imply that the exceptionally high homicide rates in big city black communities may also be a function of social disorganization but at extreme levels and under conditions of gross deprivation and impoverishment.

These findings, which have a uniquely American character, may explain why U.S. homicide rates are so much higher than those of any other major industrial country.

**MAINE CRIMINAL JUSTICE SURVEY: A SURVEY OF MAINE ADULTS ON ATTITUDES TOWARD CRIMINALS AND ALTERNATIVE PUNISHMENT, Barbara Nash, Market Decisions, Inc.**

Prison overcrowding has become a major problem in Maine as well as in many other states. Faced with the escalating costs of imprisoning individuals, states have been forced to begin considering prison alternatives. The goal of this research was to determine the current bounds of public permission with respect to the sentencing of criminals, and to gauge the openness of the public to the use of intermediate punishments such as strict probation, house arrest and community service for less serious, non-violent crimes.

The survey revealed that the public is aware that the prisons are overcrowded and is willing to accept changes in the way the State punishes its offenders. Respondents were classified into three distinct segments with regard to their attitudes about criminals using cluster analysis. There was strong consensus that violent criminals should be behind bars, no matter what it costs. Opinions varied by segment as to the effectiveness of longer prison terms, training and rehabilitation programs for offenders. By segmenting the population, targeted programs can be developed to address the concerns of specific groups.

**THE MEASUREMENT OF VIOLENCE: THE CONCEPTUAL AND MEASUREMENT DIMENSIONS, Michael L. Vasu, North Carolina State University**

Conventional wisdom and current scholarship both agree that violent crime is on the increase in the United States. The most frequently used measure of violent crime in the Nation, the Federal Bureau of Investigation's **Crime in the United States**, prepared by the Uniform Crime Reporting Program, recorded 1,820,127 serious violent crimes in the United States in 1990, an increase of 22.2% since 1986. Violent crime statistics, in the abstract, are difficult to place in a frame of reference. However, the contention by H.T. Koppel that 93 percent of the U.S. population will experience a violent crime during their lifetime is not. The United states is only recently recognizing the clear and present danger of serious violent crime.

Scholars in the area of victimization have long acknowledged that there exists a ratio that defines the number of "reported" violent crimes to "actual" number of violent crimes. Both empirical research and conventional wisdom assert that the number of reported violent crimes underestimate the number of actual violent crimes. The only real empirical question is the magnitude of the difference between the two. During the Fall of 1991 the Governor's Crime Commission, under the direction of Bruce Marshburn, developed an initiative to address violent crime in North Carolina. The first state of the North Carolina Violent Crime Initiative was to do an assessment of the extent of violent crime in North Carolina that could serve as a national model for approaching the problem. The Governor's Crime Commission received funding to develop such a model from the Bureau of Justice Assistance in Washington, D.C. They then funded the North Carolina Violent Crime Assessment Project. This project began with the goal of getting highly precise estimates of violent crime by drawing extremely large telephone and mail samples of respondents to compare with existing measures of violent crime. The telephone survey sampled over 9700 respondents in spring of 1992. This represents the largest violent crime survey ever conducted in a single state.

## Sunday, 10:45 a.m. **Ruby**
## MODE OF INTERVIEW EFFECTS

**EFFECT OF RESPONSE CATEGORIES ON RESPONSE PROCESS AND CONTEXT EXPLANATIONS, Todd H. Rockwood, Washington State University-Spokane**

A split ballot survey, in which the response categories of four questions were manipulated, was conducted in phone and mail modes. The goal of the experiment was to assess the influence which response categories have on the responses provided within and between modes. Response categories presented in the separate ballots overlapped on one category, the rest of the categories being unique to each ballot, resulting in un-balanced response categories between the ballots. The process effect, mode of administration, was significant for one question in each ballot. When mode is controlled for, and the context effect of un-balanced response categories is analyzed, a significant effect was observed on two questions in both modes. Overall two of the questions showed no significant differences for either process or context. One question had a significant difference for context, but not for process and one question, had a significant difference for both context and process. This study presents limited support for the argument that response categories can have a significant effect on the responses given.

**MAIL VERSUS FACE-TO-FACE SURVEYS: A COMPARISON OF RESPONSE RATES AND RESPONSE CONTENT BASED ON A PROBABILITY SAMPLE, Maria Krysan, Howard Schuman, Leslie Jo Scott, and Paul Beatty, University of Michigan**

Two surveys were administered based on the same sampling frame and with some of the same questions: One sample was used for face-to-face interviewing by the 1992 Detroit Area Study; the other sample received a questionnaire in the mail for self-administration.

The sample segments had previously been stratified in terms of percent black. For the predominantly white stratum, there was no significant difference in response rates due to mode of administration. For the predominantly black stratum, the mail survey obtained a considerably lower response rate than the face-to-face survey. Because the mail sample for the predominantly black stratum was small, it was not possible to determine whether its lower response rate was due mainly to race or to correlates of race in the Detroit area such as income or education.

Within the predominantly white stratum, there was no difference between results for the two modes of administration in demographic variables, nor in gross housing characteristics. However, the mail survey respondents expressed more negative attitudes toward racial integration and affirmative action than did the face-to-face respondents. Our analysis attempts to determine the extent to which this difference can be attributed to the absence of an interviewer.

**QUESTION ORDER EFFECTS: ARE THEY REALLY LESS PREVALENT IN SELF-ADMINISTERED SURVEYS? Robert L. Sangster, Social and Economic Sciences Research Center, Washington State University**

The current view is that response bias due to question order is greatly reduced in self-administered surveys in comparison to personal interview or telephone survey (Bishop, Hippler, Schwarz and Stack 1988). This study tests this assumption through a mixed mode comparison of telephone and mail survey questions based on a split-ballot experimental research design. The data comes from a random sample of undergraduate students at a major university in the Pacific Northwest (N=1200). Chi-square tests between subsets are used for the statistical analysis. The outcome of the study reveals that the mail survey yields question order response bias similar to the telephone survey.

**INTERVIEW MODE EFFECTS IN DRUG USE SURVEYS: A FIELD EXPERIMENT, William S. Aquilino, University of Wisconsin-Madison**

This paper will address two questions: 1) To what extent do self-administered interviews, in-person interviewer-administered interviews, and telephone interviews differ in levels of self-reported drug and alcohol use, when effects due to sampling and screening are controlled? and 2) Does the impact of survey mode on self-reported drug and alcohol use differ by respondents' race/ethnicity?

The core objective of this research was to design a field experiment in which potential effects of sampling and screening methods would be controlled so that effects due to mode of interview administration could be isolated, and to do so in a nationally representative probability sample of adults. The following hypotheses were tested: 1) An interviewer-administered personal survey will yield lower estimates of drug and alcohol use than a personal survey using self-administered questionnaires (SAQs); 2) A telephone survey will yield lower estimates of drug and alcohol use than a personal survey using self-administered questionnaires, and lower estimates than an interviewer-administered personal survey; and 3) Effects of interview mode will be significantly stronger for blacks and Hispanics than for whites.

## Sunday, 10:45 a.m. — Turquoise
## PARTY IDENTIFICATION AND PARTISANSHIP IN THE AMERICAN ELECTORATE

**"REAGAN DEMOCRATS" AND THE 1992 PRESIDENTIAL ELECTION, Kurt Schlichting, Fairfield University**

Throughout the 1992 Presidential election, a great deal of media attention has been given to one particular segment of the electorate--the "Reagan Democrats". The argument presented is that both Presidents Bush and Reagan in 1980, 1984, and 1988 won election victories aided by the defection of a sizeable number of Democrats from their traditional party loyalty and support for Democratic Presidential candidates. In turn, early analysis of the 1992 Presidential contest identified these Reagan Democrats as a key constituency that the eventual democratic candidate would have to win back in order to have a chance at election. Later, after Bill Clinton secured the Democratic nomination, the analysis turned to whether or not Clinton could successfully appeal to this segment of Democrats who had been alienated from their party's Presidential nominees for, at least, the last three Presidential elections.

Data from the 1991 General Social Survey has been analyzed to substantiate the hypotheses that: 1) the Reagan Democrats, on a range of social issues and the role of the federal government, are more conservative than traditional Democrats, and are often closer in attitude to Republicans; and 2) the Reagan Democrats are hostile toward blacks more opposed to programs directed at minorities.

**GROWING UP UNDER REAGAN: THE TRANSMISSION OF PARTISANSHIP TO THE AMERICAN YOUTH, 1988-1992, Cynthia Ostberg, Linda Pifer, and Matthew Weststein, Northern Illinois University**

The political socialization literature of the 1970s and 1980s suggested that adolescent political values can be influenced by a number of factors, such as: families, schools, peers, and the media (Tedin 1980; Abraham 1982; Jennings and Niemi 1974; Garramone and Atkin 1986; and Dennis 1986). Despite the important contributions of this literature, little research has been done on the acquisition of partisan ties by children during the 1980s (the Reagan years). It is our hypothesis that a period effect may have been at work during this era. Controlling for family, peer, and environmental factors, perhaps party acquisition in the 1980s does not follow the patterns found in the core literature. The control of the White House by a charismatic Republican could have led young Americans to increasingly identify with the Republican party in the late 1980s.

Recent research on attitude stability has begun to question the long-held belief that Americans possess largely unstable political attitudes (Converse 1964; Nie, Verba and Petrocik 1979; Smith 1989; and Drosnick 1991). Although party affiliation has been the most stable political attitude held by individuals, the question remains whether similar levels of stability can be found in the American youth.

We will examine these issues by utilizing a national longitudinal study of middle and high school students (the Longitudinal Study of the American Youth: LSAY). Three waves of responses on partisan identification for both parents and children are available in the LSAY data set. Since the responses span from the fall of 1988 to the fall of 1992, it will allow us to examine the acquisition of partisan attachments by children who grew up under Reagan.

**A CONTENT ANALYSIS OF THE MEANING OF PARTY IDENTIFICATION, Eric W. Rademacher, University of Cincinnati**

The concept of political party identification (partisanship) has been extensively explored in public opinion research. However, there has been considerable debate about what is actually measured by partisanship questions in public opinion surveys (see among others, Petrocik 1974; Weisberg 1980; and Valentine and Van Wingen 1980). More recently, there has been substantial debate about the comparability of the partisanship questions used on most public opinion surveys (Abramson and Ostrom, 1991; Kohut, 1991; MacKuen, et al., 1992; Bishops Tuchfarber, Smith, 1992).

In this paper, I present the findings of research that explores the subjective meaning of respondents' self-identified partisanship based on a content analysis of responses to an open-ended question--"[W]hat does it mean to you when you call yourself/think of yourself as a ("Strong Democrat," "An Independent," "Weak Republican," etc.). This questions was asked immediately after a standard partisanship question during telephone interviews conducted with adults in Hamilton County, Ohio, during the Fall of 1991.

Preliminary results indicate that respondents' substantive explanations for the identification with a particular political party vary widely. This occurs both among individuals that identify with different parties, and surprisingly, among individuals that identify with the same parties. The paper also includes experimental analyses of the effects of the form of the part identification question (Gallup or Michigan), as well as further analyses of standard demographic variables.

## Sunday, 10:45 a.m. St. Charles II
## 1992 CENSUS DEVELOPMENTS

**EXPLORING FUNDAMENTAL CHANGE IN THE 2000 CENSUS, LaVerne Vines Collins, Bureau of the Census**

The Census Bureau is about halfway into a program of research and development to assess design alternatives for the census. This presentation will discuss why the Census Bureau is exploring fundamental change for the 2000 census and describe the research and development program underway. It will take a look at the 14 designs under consideration, the design features, the process for deciding the design for 2000 and how you can be involved in the process.

**BARRIERS TO ENUMERATION, Violeta Vazquez, Bureau of the Census**

Estimates indicate that since 1940, overall coverage in the census has improved. Then in the 1990 census, this trend reversed itself with a slight increase in the estimated undercount. More troublesome is the persistent differential undercount for minority groups and certain geographic areas. This discussion will focus on 11 major barriers to enumeration (identified by a Census Bureau working group), their definitions and proposed research projects to overcome these barriers.

**ONE-NUMBER CENSUS FOR THE YEAR 2000, Mary H. Mulry, Bureau of the Census**

Currently the Bureau of the Census is directing its research for the Year 2000 toward the goal of a one-number census. The term "one-number census" refers to a census process which uses a combination of counting, assignment, and statistical techniques to produce a single set of official population data by the legal deadlines. In contrast, the 1990 methodology was designed to produce two sets of results, unadjusted counts by the legal deadlines and adjusted counts sometime later. The concepts, issues, and candidate methodlogies will be discussed.

**RESEARCH ON SOURCES OF UNDERCOVERAGE WITHIN HOUSEHOLDS, Elizabeth Martin, Bureau of the Census**

As part of a program of coverage research in the 1990 census, the Census Bureau sponsored ethnographic studies to investigate hypothesized behavioral causes of coverage errors, including language and illiteracy; mobility; irregular housing and household arrangements; resistance as a strategy for dealing with outsiders, especially Government; and concealment to protect resources combined with disbelief in confidentiality (Brownrigg and Martin, 1989). In 29 sites in which undercounts were expected to be high, the Census Bureau contracted with ethnographers to conduct their own independent enumerations of the sites, which were then compared with census results, with followup fieldwork to resolve and explain discrepancies. Their research provides rich information about factors which contributed to omissions and erroneous enumerations in the census (de la Puente, 1993).

Drawing on the ethnographic research, this paper describes some types of households and living arrangements which contributed to coverage errors in the census. The census attempts to enumerate persons at their "usual resident," where they live and sleep most of the time. However, some people do not have a usual residence so defined, and for others usual residence may be ambiguous or uncertain. Still others may not understand or follow the instructions on the census form about who should be included on the roster and who left off.

The Census Bureau is examining the concept of usual residence and how it is implemented in the census in a research program which includes collection of basic data on residency patterns and household attachments, as well as experimentation to develop and test alternative roster methods to improve coverage. Part of this program of research is the Living Situation Survey, which is being conducted by RTI May-August 1993 under contract with the Census Bureau. One thousand households, and 2,200 individuals, will be interviewed in a sample which disproportionately represents areas with high concentrations of minorities and renters, who are known to be undercounted in the census. The Living Situation Survey employs new, experimental methods to list a much more inclusive household roster by using probes designed to learn about persons with a variety of attachments to the household. The LSS collects complete information about actual residency patterns from individuals, by using calendars to record where people stayed for the previous 2-3 months. These objective data will be used to determine how well census residency rules apply to actual living situations, and to determine (within sample limitations) the proportion of rostered individuals who had no usual residence, or for whom usual residence is ambiguous. Analysis of the LSS data will permit us to identify characteristics of persons marginally attached to households, and will provide information about how roster methods might be changed to improve coverage of this group. We will assess how well household respondents' reports of usual residence agree with the objective facts of individuals' own reports of their living situation. We will assess the evidence to assess whether de facto enumeration, that is, counting people where they are found rather than at their usual residence, might lead to improved coverage of the population. Finally, the survey will allow us to identify ambiguities and problems in terminology and the application of the rules, and to improve roster instructions.

## Sunday, 10:45 a.m. St. Charles V
## UNDERSTANDING TURNOUT: FACTORS AFFECTING VOTING AND VOTE REPORTING

**SOMEONE TO WATCH OVER ME: THE CANDIDACY OF ROSS PEROT AND VOTER TURNOUT IN THE 1992 ELECTIONS, Richard Maisel, New York University, and Peter Tuckel, Hunter College, C.U.N.Y.**

The 1992 Presidential election was characterized by an increase of 5 percentage points in voter turnout, the largest increase in turnout in over twenty years. This paper examines the connection between the increase in turnout and the candidacy of Ross Perot. The paper is based on an analysis of aggregate voting and census statistics, survey data, and exit polls at the national level as well as a more detailed analysis of the vote in the state of Connecticut. The results of these analyses point to two major conclusions. First, the increase in turnout cannot be attributed to changes in the level of partisanship, the recession, or the presence of a third party candidate per se. Second, a considerable portion, though not all, of the increase in turnout can be attributed to the particular qualities associated with the Perot candidacy. These included the following: (1) his appeal to the independent voter based on a program which addressed their economic and political concerns, (2) his public persona as a "can-do" individual and government outsider, (3) his innovative use of the media -- particularly the "non-traditional" forums used for political discourse (talk shows and "infomercials") -- which reached the independent voters, and (4) his organization at the grass roots level involving the independent voter.

**BIASES IN TURNOUT MODELS: A CENSORED SAMPLE APPROACH, Russell Mayer, University of Michigan**

Vote validation has been seen by some as a panacea for the problems introduced by relying on self-reported measures of voting behavior. However, using validated vote in models predicting turnout, while correcting for certain problems, may introduce new biases. Using validated vote as a dependent variable measuring turnout may systematically exclude certain individuals from consideration. If respondents less likely to be included in the pool of validated voters behave differently from those included, resulting regression coefficients will be biased. In this paper, the vote validation process is conceptualized as a sample censoring, which can and should be explicitly modeled in order to identify biases in coefficient estimates. To this end, I employ a two-stage logit procedure, in which the first stage models selection into the validated vote sample. The second stage uses the instrument created in stage one to estimate unbiased coefficients for a model of voter turnout. By comparing these estimates to a model which uses self-reported and validated vote, the coefficient biases in these models can be identified. The biases I find are small but substantively important, especially for coefficients on race.

**A NEW METHOD OF PREDICTING VOTING BEHAVIOUR, Janet a Hoek and Philip J. Gendall, Massey University**

Despite several decades of research into the prediction of voting behaviour, the success of prediction attempts remains variable. A recurring problem facing political and social scientist is that of dealing with undecided respondents who are either unable or unwilling to express a clear preference for a particular party or candidate when asked to do so. Given that the size of this group may range from 20% to over 45% of the sample, it is clear that "undecided" voters may have a significant effect on the predictive ability of polls.

Traditional approaches to dealing with this problem have been either to develop methods of reducing the size of this group or to devise allocation models. However, both approaches assume that undecided respondents are as likely to vote as those who have decided who they will vote for. Both also assume that respondents may feel an affinity for several parties or candidates. The new method described here rests on neither of these assumptions and explicitly allows respondents to express relative rather than absolute levels of support. While those respondents who decide to vote cannot express relative support on their voting paper, the proposed method uses aggregate data which takes into account discrepancies between individuals' projected and actual behaviour.

## Sunday, 10:45 a.m. St. Charles VI
## PUBLIC HEALTH, PUBLIC ATTITUDES, AND HEALTH BEHAVIOR

**GENDER DIFFERENCES IN SMOKING BEHAVIORS AND MOTIVATIONS, Rosita Maria Thomas, Debra A. Portz, Max D. Larsen and Gregory Gaertner, The Gallup Organization**

While rates of smoking are declining in nearly all demographic categories, the risk of women developing smoking-related diseases continues to rise. According to the CDC, extrapolation of current trends suggests that women will smoke at higher rates than men by the end of the century. This paper reports on a special Gallup survey conducted specifically for this presentation on behaviors and decision-making related to smoking. The survey asked a random sample of American adults questions on 1) whether they ever smoked, and if so, why they began; 2) among those who have ever smoked regularly, whether they ever quit smoking, and if so, why; 3) among those who have ever smoked and ever quit, whether they resumed smoking, and if so, why. The analysis reports on differences between men and women in reasons for smoking, quitting and resuming. Additional analyses will be reported on male and female youth on whether they have experimented with smoking and/or smoke regularly and their reasons for starting. Finally, the paper reports on differences between these results and results from previous Gallup and other studies tracking smoking behaviors.

**RESEARCH VALIDITY AND RESULTING PUBLIC POLICY: THE CASE OF THE DIFRANZA "OLD JOE" CIGARETTE STUDY, Professor Claude R. Martin, Jr., School of Business Administration, The University of Michigan**

The ***Journal of the American Medical Association*** [December, 1991] contains a research paper [DiFranza, et al.] concerning the "Old Joe" character in *Camel* cigarette advertisements for *Camel* cigarettes. We examine the amount and character of subsequent calls for public policy changes that rely on the DiFranza study. These include advocacy for banning cigarette advertising in general and "Old Joe" specifically by national, state and municipal leaders and organizations and by the news media. Among those issuing calls for censorship and legislating policy changes were the U.S. Surgeon General; 26 state Attorneys General; members of the congress; the American Cancer, Lung and Heart associations; major news organizations; and at least 32 editorial writers. These calls were reported by every major news organization, including 71 wire service stories. Subsequent discovery material from litigation raises significant questions concerning the efficacy and validity of the DiFranza research, which comes to the conclusion that "Old Joe Camel cartoon advertisements are far more successful at marketing Camel cigarettes to children than adults." This AAPOR conference paper reviews major findings and methodologies of the DiFranza research and compares them to the discovered documents (including nonreported contradictory data and acknowledged distortions). This research is then related to the calls for public policy described above.

**DYNAMICS OF AIDS-KNOWLEDGE GAPS IN THE FIRST DECADE OF THE EPIDEMIC, Charles T. Salmon, Emory University, and Eileen Gentry, Karen Wooten, and Fred Kroger, National AIDS Information and Education Program, Centers for Disease Control**

This paper adopts the "knowledge gap" framework to examine potential inequities in levels of knowledge about HIV/AIDS within the U.S. population and, in addition, to discuss the implications of these knowledge "gaps" for the study of public opinion. Since the initial diagnosis of AIDS cases in 1981, a complex and multifaceted system of AIDS information dissemination has forged an environment which has at least created the potential for widespread availability of information about HIV/AIDS. At the same time, given the specific pattern of the HIV/AIDS epidemic, as well as conclusions from previous research on diffusion of information, gaps in AIDS knowledge are quite likely to persist.

This study draws on five years of data from the AIDS Supplement to the National Health Interview Survey (NHIS), a large-scale, multi-cluster sample survey designed by the National Center for Health Statistics and conducted by the U.S. Bureau of the Census. We analyze items pertaining to two distinct types of knowledge about AIDS, i.e., those assessing "true" knowledge (e.g., that AIDS can be transmitted through sexual intercourse) and those assessing "false" knowledge (e.g., that AIDS can be transmitted through being coughed or sneezed on) to examine the dynamics of AIDS-knowledge gaps in the first decade of AIDS.IMPACT OF TELEVISION MEDIA ON CALLS TO THE

**CDC NATIONAL AIDS HOTLINE, Eileen M. Gentry, Karen G. Wooten, Charles T. Salmon, National AIDS Information and Education Program, Centers for Disease Control (CDC)**

Since 1987, CDC has funded a National AIDS Hotline as one component of its comprehensive approach to providing information to and educating the public about HIV and AIDS. The Hotline receives approximately 1.5 million calls a year. Since July 1, 1992, a daily random sample of callers has been asked a series of questions, primarily of a demographic nature.

On July 11, 1992, the ABC television network aired a special program entitled "In A New Light." The theme of the special was "getting involved in the fight against AIDS" through volunteering. The hotline number was broadcast repeatedly during the show and viewers were urged to call and find out more about how they could volunteer. A question was added to the Hotline survey to determine if callers had seen the special. Prior to the special, an average of 1% of callers discussed volunteerism, whereas in the week following the special 39% of callers were calling specifically to ask about where and how they could volunteer to help in the fight against AIDS.

This paper will draw on agenda-setting theory to link specific media events to both the volume and nature of calls to the hotline.

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