AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

49TH ANNUAL CONFERENCE

SHERATON TARA HOTEL AND RESORT
DANVERS, MASSACHUSETTS ★ MAY 11-15, 1994

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

49th Annual Conference

Sheraton Tara Hotel & Resort
at Ferncroft Village

Danvers, Massachusetts

May 11 through 15, 1994

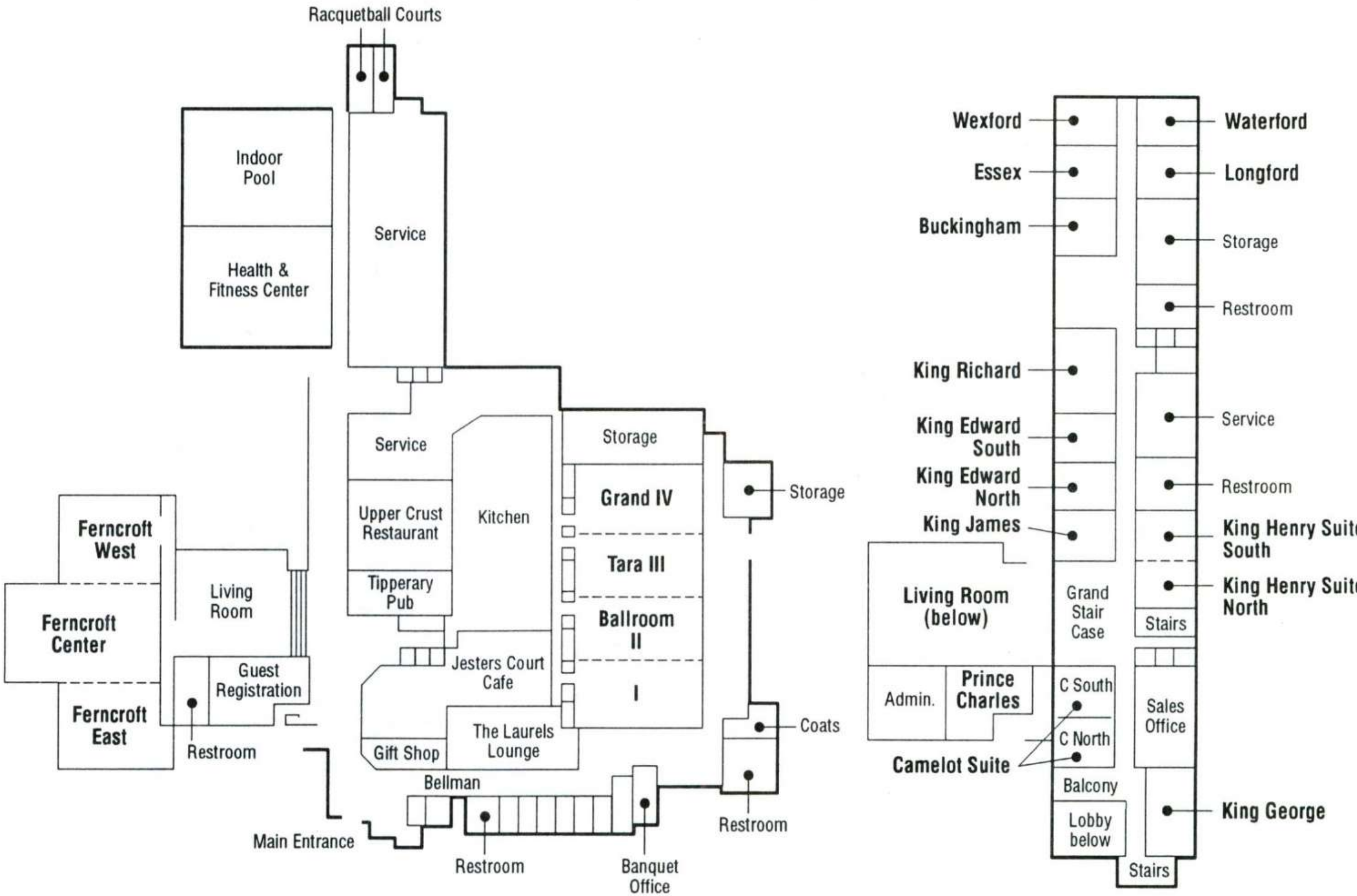
WHERE AND WHEN AT THE 1994 AAPOR CONFERENCE
LOCATION OF PAPER SESSIONS AND PANEL DISCUSSIONS

Day Time	Camelot	King Henry	Grand Tara Ballroom III	Grand Tara Ballroom IV	Ferncroft East	Ferncroft West	King Edward
Friday, May 13							
8:30 - 10:00 a.m.			Global Marketing	Clinton 1st Year	Item Non-Response	Cognitive Techniques I	
10:15 - 11:45 a.m.	Translating Questionnaires		Exit Polls Discussion	Kids & Media	Election Polling	Understanding Cooperation	
2:00 - 3:30 p.m.	Behavior Coding	Holocaust Discussion	Foreign Policy	Response Errors	Congress & Public Opinion Discussion	Confidentiality	
3:45 - 5:15 p.m.	Use of Records		Politics of Abortion	Cognitive Techniques II	New Comm. Discussion	Confidentiality & Ethics Discussion	
Saturday, May 14							
9:00 - 10:30 a.m.	Surveys as P.R. Tools Discussion		Generation X		Context & Wording Effects	Sample Design	1993 Elections
10:45 - 12:15 p.m.	Public Policy Attitudes		Sexual Behavior	Art Discussion	New Technology	Response Categories	
2:00 - 3:30 p.m.	1992 Elections		Health	Response Rates In Mail Surveys	Interviewer Effects	Privacy Legislation Discussion	
Sunday, May 15							
9:00 - 10:30 a.m.	Focus Group Research	Establishment Surveys			Frequency of Events	Likely Voter Discussion	Public Opinion, Knowledge & Discourse
10:45 - 12:15 p.m.	New Research	Mixed Mode Surveys			Past & Future	Incentives	Economic Assessments

PLEASE NOTE:

- On Friday, May 13 from 12:00 to 12:45 p.m., the Poster Session will be held in the Living Room

- On Thursday, May 14 WAPOR Sessions will be held in the Camelot & King Henry meeting rooms on the second floor


Racquetball Courts
Indoor Pool
Health & Fitness Center
Service
Service
Upper Crust Restaurant
Tipperary Pub
Kitchen
Jesters Court Cafe
The Laurels Lounge
Gift Shop
Bellman
Storage
Grand IV
Tara III
Ballroom II
I
Storage
Coats
Restroom
Banquet Office
Restroom
Main Entrance
Ferncroft West
Ferncroft Center
Ferncroft East
Living Room
Guest Registration
Restroom
Wexford
Essex
Buckingham
King Richard
King Edward South
King Edward North
King James
Living Room (below)
Admin.
Prince Charles
Camelot Suite
Grand Stair Case
C South
C North
Balcony
Lobby below
Stairs
Waterford
Longford
Storage
Restroom
Service
Restroom
King Henry Suite South
King Henry Suite North
Stairs
Sales Office
King George

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First Place

Scott L. Althaus — Northwestern University
"The Conservative Nature of Public Opinion"

Honorable Mention

Robert M. Eisinger — University of Chicago
"Pollster and Public Relations Advisor: Hadley Cantril and the Birth of Presidential Polling"

Michael W. Link — University of South Carolina
"Public Mood and the Supreme Court: Political Adjustment in Criminal Procedure and Civil Rights Decisions?"

Richard J. Timpone — State University of New York at Stony Brook
"Demographics, Social Connectedness, and Political Participation"

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

BOOK EXHIBIT

Organizer: Phyllis Endreny

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PROGRAM
1994 WAPOR/AAPOR ANNUAL CONFERENCE
Danvers, Massachusetts
May 11 - 15, 1994

Wednesday May 11, 1994

Wednesday, 6:00 - 7:00 p.m.
WAPOR RECEPTION **GRAND TARA BALLROOM IV**

Wednesday, 7:00 - 8:30 p.m.
WAPOR DINNER **GRAND TARA BALLROOM IV**

Thursday May 12, 1994

Thursday, 7:00 - 9:00 a.m.
BREAKFAST **GRAND TARA BALLROOM IV**

Thursday, 9:00 - 10:00 a.m.
WAPOR OPENING SESSION **CAMELOT**

Chair: Robert L. Stevenson, University of North Carolina

Elections! Elections! Insights on recent and upcoming elections around the world from an all-star panel of WAPOR members

Thursday, 10:30 - 12:00 a.m.
WAPOR SESSION-- RUSSIA **CAMELOT**

Chair: Edouard Cloutier, University of Montreal

Poverty in Russia, Albert Motivans, RFE/RL

Values and Political Change in Russia, Maria Bashkirova, Moscow State University (student paper)

Whither Russia? Trends in Russian Public Opinion Since 1991, Richard B. Dobson, USIA

Comrades at Arms: Mapping Ethnic Cross-Perceptions in the Former Soviet Union, Ted Robert Gurr and John P. Robinson, University of Maryland, and Erjan Kurbanov and Ivan Slepenkov, Moscow State University

Social Development, Culture and Democracy: Comparative Microanalysis, Elena Bashkirova, Russian Public Opinion and Market Research, Moscow

Thursday, 10:30 - 12:00 a.m.
WAPOR SESSION-- LATIN AMERICA **KING HENRY**

Chair: Frederick C. Turner, University of Connecticut

An Experimental Study of the Mexican Presidential Election, Miguel Basañez, MORI de Mexico, Howard Schuman, University of Michigan

Capitalism or Socialism: Venezuelan Perceptions of Alternative Systems, José Vicente Carrasquero A., University of Connecticut

Use of New Technologies and Awareness of the Chiapas Revolution in Western Mexico, Cesar A. Morones, Jesus Ruiz and Rolando Castillo, Center for the Study of Public Opinion, Guadalajara

Poverty in Mexico City, Romeo Pardo Pacheco, Autonomous Metropolitan University, Mexico City

Understanding Political De-Consolidation in Latin America: Public Opinion and Fujimori's "Self-Coup" in Peru, Fabián Echegaray, University of Connecticut (student paper)

Thursday, 12:00 - 1:30 p.m.
LUNCH **GRAND TARA BALLROOM IV**

Thursday, 1:30 - 3:15 p.m.
WAPOR SESSION-- EUROPE **CAMELOT**

Chair: Brian Gosschalk, MORI

A British Revolution? Constitutional Reform and Public Opinion in the United Kingdom, W. Wayne Shannon and Andrew J. Taylor, University of Connecticut

Foreign Policy and Mass Public Opinion in Europe: The Structure of Opinion, Mary McIntosh and Martha Abele MacIver, USIA

International Comparisons of Perceptions of Broadcasting: An Application of New Qualitative Technologies, Peter Stratton, University of Leeds, and Allen Cooper, BBC World Service

Public Opinion Insights From the Recent Turkish Elections, Selim Oktar, Strateji Research and Planning, Istanbul

A Multi-Method Approach to Research on Attitudes Toward Expansion of Schiphol International Airport, Frits Spangenberg and Pieter Paul Verheggen, Motivaction, Amsterdam

Thursday, 1:30 - 3:15 p.m.
WAPOR SESSION-- UNITED STATES **KING HENRY**

Chair: Wolfgang Donsbach, Technical University of Dresden

Floaters Are Not on the Median: Discriminant Analysis as a Prediction Tool for Floating Voters, Taeyong Kim, University of North Carolina (winner of Turner Prize for best student paper)

The Gender Gap and Foreign Policy Attitudes, Lisa Brandes, Tufts University

Attitudes Toward the Information Highway: The Relationship Between Attitude Change and Media Coverage, Jennings Bryant and William J. Gonzenbach, University of Alabama

A Time-Series Analysis of the Health Care Issue, 1988-1993: Real-World Cues, the Media, the Public and the President, Patrick M. Jablonski, University of Alabama (student paper)

NAFTA, the Press and Public Opinion, John Schmitt, Indiana University (student paper)

Thursday, 2:00 - 5:00 p.m.
NATIONAL NETWORK OF STATE POLLS **KING EDWARD**

Thursday, 2:00 - 5:00 p.m.
DIDACTIC SESSIONS

Measuring Customer Perceptions of Service Quality: State of the Art, Design and Implementation Strategies — **FERNCROFT EAST**

Susan J. Devlin and John H. Hughes
Bellcore, Piscataway, New Jersey

Using Focus Groups to Design Surveys — **FERNCROFT WEST**

Robert Cameron Mitchell, Clark University
Donna Eisenhower, Mathematica Policy Research

Thursday, 3:00 - 6:00 p.m.
AAPOR COUNCIL MEETING — **KING RICHARD**

Thursday, 3:45 - 5:15 p.m.
WAPOR SESSION -- MEDIA STUDIES — **CAMELOT**

Chair: Frits Spangenberg, Motivaction, Amsterdam

The Impact of the Correspondence Between Pictures and Words on Learning from Television News, Hans-Bernd Brosius, University of Mainz, and Wolfgang Donsbach, Technical University of Dresden

The Impact of TV News and Commercials on the Evaluation of the President: Priming and Trivializing the Issue of Health Care Reform, Stephen D. Perry, University of Alabama (student paper)

Opinion Formation and Voting Behavior in a Referendum Campaign, Peter Neijens, Willem Saris and Jan de Ridder, University of Amsterdam, Mark Minkman and Jeroen Slot, Dutch Gallup Organization

Authoritarianism Revisited, Marten Brouwer, University of Amsterdam, and Peter Hofstede, University of Utrecht

Computer-Aided Occupational Class Coding, Pam Campanelli, Joint Center for Survey Methods and Nick Moon, NOP, London

Thursday, 3:45 - 5:15 p.m.
WAPOR SESSION -- THEORY & METHODS **KING HENRY**

Chair: Pieter Paul Verheggen, Motivaction, Amsterdam

The Panel as a Technology for Opinion Change Measurement, Edouard Cloutier and David Irwin, University of Montreal

Experimental Evidence on the Basic Reliability of Survey Response of Youth in Russia, John P. Robinson and Stephen McHale, University of Maryland, and Ivan Slepenkov and Vladimir Andreenkov, Moscow State University

Cross-Sectional Features of Self-Rated Poverty in the Philippines, Dennis M. Arroyo, Social Weather Stations, Quezon City (student paper)

The Effects of Questionnaire Modifications in Longitudinal Research, Lori Mitchell Dixon, Great Lakes Marketing, and Jacalyn Zigray Flom, University of Toledo

The Global Research Paradox, Jeanne Binstock van Rij, Honeycomb Institute

Thursday, 5:15 - 6:00 p.m.
WAPOR BUSINESS MEETING **CAMELOT**

Philip Meyer, WAPOR President, presiding

Thursday, 6:30 - 8:30 p.m.
DINNER **GRAND TARA BALLROOM I,II**

Thursday, 8:30 - 10:00 p.m.
PLENARY SESSION **GRAND TARA BALLROOM III,IV**

The Public Debate on Health Care Reform

Robert J. Blendon, Harvard University School of Public Health

Arnold Bennett, Media Director, Families USA

William Hamilton, William R. Hamilton and Staff

Moderator: Julie Kosterlitz, National Journal

Friday, May 13, 1994

Friday, 7:00 - 9:00 a.m.
BREAKFAST **GRAND TARA BALLROOM I,II**

Friday, 10:00 a.m. - 5:00 p.m.
BOOK EXHIBIT **FERNCROFT CENTER**

Friday, 10:00 a.m. - 5:00 p.m.
TECHNOLOGY EXHIBIT **FERNCROFT CENTER**

Friday, 8:30 - 10:00 a.m.
JOINT AAPOR/WAPOR SESSION -- GLOBAL MARKETING **GRAND TARA BALLROOM III**

Chair: Marie Crane, M. Crane & Associates

Conducting Global Consumer Research: Considerations and Pitfalls, Susan L. Mendelsohn, Chip Walker and Hank Bernstein, D'Arcy Masius Benton & Bowles

The Global Village that Never Was: A Study of the Variation in Consumer Motivations Across Eight Countries, Richard S. Halpern, Halpern & Associates

World Opinion and the Global Market, Frank Louis Rusciano and Sigfredo A. Hernandez, Rider University

Advertising and the Development of Brand Awareness in Russia, Gordon Heald, Gallup UK

Discussant: Robert M. Worcester, MORI, London

Friday, 8:30 - 10:00 a.m.
ITEM NON-RESPONSE **FERNCROFT EAST**

Chair: Herbert I. Abelson, Princeton University

Who Answers Open-Ended Questions in Mail Surveys?, Arthur Sterngold and Ruth Voris, Institute for Management Studies, Lycoming College

"Don't Know" Responses: To Probe or Not to Probe, Revisited, Kathleen Carr, Ohio State University and Lauren Burnbauer, Response Analysis Corporation

The Perception of Opinion Climate and No-Opinion Responses in Surveys, Jeremy Duanren Yuan and McKee J. McClendon, University of Akron

Non-Response to Sensitive Questions: Nationalism in Germany, Dagmar Krebs, ZUMA

Data Quality of Reluctant Respondents: Refusal Conversions and Item Non-Response, Daniel M. Merkle, D.S. Howard & Associates, Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

Discussant: Richard A. Kulka, National Opinion Research Center

Friday, 8:30 - 10:00 a.m.
COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN - I **FERNCROFT WEST**

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

The Design and Implementation of a Large Multi-Phase, Cognitive Laboratory Pretest, Rachel Caspar, Michael Hubbard, and Kelly Wayne, Research Triangle Institute

The Cognitive Evaluation of the Nativity Questions for the Current Population Survey, Tracy R. Wellens, Center for Survey Methods Research, U.S. Bureau of the Census

Results from a Cognitive Exploration of the 1993 American Housing Survey, Dawn R. Von Thurn and Jeffrey C. Moore, U.S. Bureau of the Census

Cognitive Issues and Methodological Implications in the Development and Testing of a Traffic Safety Questionnaire, Susan Schechter, Paul Beatty, National Center for Health Statistics, and Alan Block, National Highway Traffic Safety Administration

Discussant: Michael P. Massagli, Center for Survey Research

Friday, 8:30 - 10:00 a.m.
THE CLINTON ADMINISTRATION'S FIRST YEAR **GRAND TARA BALLROOM IV**

Chair: Andrew Kohut, Times Mirror Center for the People and the Press

How She's Doing? Hillary Clinton, the People and the Polls, Barbara C. Burrell and Linda Penaloza, Wisconsin Survey Research Laboratory, University of Wisconsin

Changes in Clinton's Approval Rating, Fred B. Soulas, ICR Survey Research Group and Gary Langer, ABC News Polling Unit

Generational and Gender Differences in Responses to the Clinton Presidency, Jay A. Mattlin, Time Inc. and Harold Quinley, Yankelovich Partners

Public Opinion and the Presidential Report Card: Clinton After One Year in Office, David W. Moore and Lydia Saad, The Gallup Organization

Discussant: Michael J. O'Neil, O'Neil Associates

Friday, 10:15 - 11:45 a.m.
JOINT AAPOR/WAPOR SESSION-- CHILDREN, YOUNG ADULTS AND THE MEDIA **GRAND TARA BALLROOM IV**

Chair: Kenneth M. Winneg, Princeton Survey Research Associates

Television and the "At Risk" Preschooler: An Analysis of Attitudes Among Teachers, Parents and Caregivers Regarding the Role of Television in the Preschool Environment and the Nature of "School Readiness", Michael Cohen, Marcela Miguel Berland and Jennifer Scott, KRC Research and Consulting

Prospects for Measuring the Child Radio Audience in the U.S. Using the Seven-Day Personal Diary Method, Robert H. Patchen, Marla D. Cralley and Bonnie Burgess, The Arbitron Company

Young Adults in the 1990s: They've Been to College, But Have They Acquired Any Culture?, Nicholas Zill, Westat

Television, Violence and Young People in Britain Today, Robert M. Worcester and Brian Gosschalk, MORI

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

Friday, 10:15 - 11:45 a.m.
TRANSLATING SURVEY QUESTIONNAIRES **CAMELOT**

Organizer and Chair: Ruth McKay, U.S. Bureau of Labor Statistics

Issues and Guidelines for Translation in Cross-Cultural Research, Beverly Weidmer, RAND

Translating Questionnaires -- Lessons Learned, Marcy Breslow, University of Michigan

Evaluating Translations of Survey Instruments in Spanish and English: The 1990 Spanish Language Census Long Form, Susan M. Gabbard and Jorge Nakamoto, Aguirre International

The Spanish Translation of the Redesigned CPS, Ruth McKay, U.S. Bureau of Labor Statistics and Adalberto Aguirre, Jr., University of California, Riverside

Translating a Telephone Survey on Alcohol and Drug Use: Processes and Lessons Learned, Roberta L. Sangster, U.S. Bureau of Labor Statistics, Robert Reynolds, Weber State University and John Tarnai, Washington State University

Discussant: Kathleen M. Cole, Abt Associates

Friday, 10:15 - 11:45 a.m.
UNDERSTANDING SURVEY COOPERATION **FERNCROFT WEST**

Chair: Joseph Pescatore, Abt Associates

Response to a Government Survey as Political Participation: The Relation of Economic and Political Conditions to Refusal Rates in the Current Population Survey, Brian A. Kojetin, Clyde Tucker, and Erin Cashman, U.S. Bureau of Labor Statistics

Understanding the Process of Survey Cooperation: Householder-Interviewer Doorstep Interactions, Robert M. Groves, University of Michigan, Mick P. Couper, University of Michigan and U.S. Bureau of the Census

Does "I'm Not Selling Anything" Increase Response Rates in Telephone Surveys?, Bruce Pinkleton, Joey Reagan, Dustin Aaronson, and Eduard Ramo, Washington State University

A Demographic Analysis of the Impact of Presurvey Letters on Cooperation Rates in Urban Neighborhoods, Roger B. Parks, John M. Kennedy, and Laura Frye Hecht, Indiana University

Discussant: Arthur Sterngold, Lycoming College

Friday, 10:15 - 11:45 a.m.
DISCUSSION PANEL: **GRAND TARA BALLROOM III**

Election Day Exit Polling in Developing Countries

Chair: Warren J. Mitofsky, Mitofsky International
Miguel Basañez, MORI de Mexico
Lauro Mercado, Columbia University

Friday, 10:15 - 11:45 a.m.
ISSUES IN ELECTION POLLING **FERNCROFT EAST**

Chair: Santa Traugott, University of Michigan

Secret Ballot, Ballot Order, and Social Desirability Effects in an Exit Poll Experiment, Bonnie Fisher, George F. Bishop and Eric W. Rademacher, University of Cincinnati

Its Turnout! Building a Probable Electorate in Pre-Election Polls, Ken Goldstein and Paul Freedman, University of Michigan

Mail Surveys for Election Forecasting?, Penny S. Visser and Jon A. Krosnick, Ohio State University and Michael Curtin, The Columbus Dispatch

A Comparison of Polling Methods, Janet Hoek, Philip Gendall, Don Esslemont and Tony Lewis, Massey University

Identification and Segmentation of Voters in Pre-Election Polls, Janice Ballou and Ken Dautrich, Eagleton Institute of Politics, Rutgers University

Discussant: Michael R. Kagay, The New York Times

Friday, 12:00 - 12:45 p.m.
POSTER SESSION **LIVING ROOM**

Training CAPI Interviewers by Self-Study, Mark S. Wojcik and Edwin Hunt, National Opinion Research Center

Using Generic and Telephone Consent Forms, Joan W. Law, National Opinion Research Center

An Assessment of the Commercial CATI Market, Michael Mitrano, Response Analysis Corporation

CAPI Hardware Upgrades: The Self-Study Training Approach, Deborah Bittner, Brad Edwards, Richard Apodaca and Sandra Sperry, Westat

Representation of "Non-Telephone" Households in a National Telephone Sample: Comparison of No-Service and Infrequent-Service Households, Roy W. Reese and Carolyn A. Eldred

Evaluating a Middle Alternative on Response Categories in a Korean Study: Schuman and Presser Revisited with the Rosenberg Self-Esteem Scale, Young I. Chun, University of Maryland

Customer Satisfaction: Predictors and Subsequent Behavior, Anita M. Bozzolo-Pugliese and Susan Libby Parker, The Gallup Organization

The Effect of Question Order and Number of Questions on Physicians' Cause of Death Reporting, 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

Newspapers' Page-One Use of Presidential Pre-Election Polls: 1980-1992, Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

Friday, 12:30 - 2:00 p.m.
LUNCH **GRAND TARA BALLROOM I,II**

Friday, 12:30 - 2:00 p.m.
CHAPTER LUNCH **LAURELS**

Friday, 12:30 - 2:00 p.m.
POQ ADVISORY GROUP LUNCH **TOM JONES**

Friday, 2:00 - 3:30 p.m.
JOINT AAPOR/WAPOR SESSION--IMPACT OF EVENTS ON FOREIGN POLICY ATTITUDES **GRAND TARA BALLROOM III**

Chair: Richard Sobel, Princeton University

Support for the Peace Process Among West Bank and Gaza Strip Palestinians, John Zogby, John Zogby Group International

The Impact of the Gulf War on Patriotism and Regime Support, Tom W. Smith, National Opinion Research Center

News, Public Opinion, and Foreign Policy: The Flow of Information, Taeyong Kim, University of North Carolina

The Domestication of Foreign Policy Attitudes: Has the End of the Cold War Had an Impact?, Ronald Hinckley, RSM

Discussant: Bernard Roscho

Friday, 2:00 - 3:30 p.m.
PRACTICAL ASPECTS OF USING BEHAVIOR CODING TO TEST SURVEY QUESTIONS **CAMELOT**

Organizer: Jennifer Rothgeb, U.S. Bureau of the Census
Chair: Cheryl L. DeSaw, Mathematica Policy Research

The Utility and Flexibility of Behavior Coding as a Methodology for Evaluating Questionnaires, James L. Esposito, U.S. Bureau of Labor Statistics, Jennifer M. Rothgeb, U.S. Bureau of the Census, and Pamela Campanelli, Survey Methods Center at SCPR, London

An Implementation of Behavior Coding for Research on Question Design: Examples from the CPS Child Support Supplement, Esther R. Miller, U.S. Bureau of the Census and Nora Cate Schaeffer, University of Wisconsin-Madison

Using Behavior Coding to Identify and Understand Interviewer Recording Errors, Steven Blixt, Survey Research Center, University of Michigan, Jennifer Dykema, University of Wisconsin-Madison and Mori Insinger, University of Pennsylvania

Automatic Coding of Concurrent Protocols Elicited in Questionnaire Pretests, Tina M. Bronkhorst and Ruth N. Bolton, GTE Laboratories

Discussant: Nancy A. Mathiowetz, Agency for Health Care Policy Research

Friday, 2:00 - 3:30 p.m.
DISCUSSION PANEL: **KING HENRY**

Controversies Over the Measurement and Reporting About Denial of the Holocaust

Chair: Kathleen A. Frankovic, CBS News
Katherine Bischoping, York University
Burns W. Roper, The Roper Organization
Frank Newport, The Gallup Organization

Friday, 2:00 - 3:30 p.m.
CONFIDENTIALITY **FERNCROFT WEST**

Chair: Donald R. DeLuca, Price Waterhouse

Confidentiality and Informed Consent Issues in School-Based Research, Jennifer Hawes-Dawson, RAND

Confidentiality Issues in Videotaped Data Collection, Ann E. Cederlund, National Opinion Research Center

An Investigation of Respondent Confidentiality Concerns in Army Surveys, Joel M. Savell, U.S. Army Research Institute

Preserving Patient Confidentiality While Using Rapid Case Ascertainment in a Hospital Emergency Room, Eric Vesper, Survey Research Associates

Discussant: George J. Carcagno, Mathematica Policy Research

Friday, 2:00 - 3:30 p.m.
DISCUSSION PANEL: **FERNCROFT EAST**

How Do Congresspeople Get Information About Public Opinion?

This panel will discuss research about the extent to which the public engages in various activities to communicate their views to elected officials, and the biases of each form of public expression. It will also discuss examples of how public opinion research has been used to shape legislation. Finally, the panel will consider a proposal, embodied in HR4081 (filed March 1994), to establish a Congressional Office of Public Opinion Research and Assessment.

Chair: Alan F. Kay, Americans Talk Issues
Celinda Lake, Mellman, Lazarus, Lake
Rosita Thomas, American Association of Retired Persons
Cliff Zukin, Eagleton Institute of Politics, Rutgers University

Friday, 2:00 - 3:30 p.m.
RESPONSE ERRORS **GRAND TARA BALLROOM IV**

Chair: Teresa L. Parsley, Research Triangle Institute

Memory Models, Response Times and Errors in Surveys, Jesse F. Marquette and Anne-Marie Scarrisbrick-Hauser, The University of Akron

Attitude Recall Questions: Do They Work?, Jon A. Krosnick and Leandre Fabrigar, Ohio State University

"Tammy Tell Me True, " or Respondent Reporting Error, John Boyle, Schulman, Ronca & Bucuvalas, and Carla P. Jackson, Tennessee Valley Authority

Comparing Reports of Starting Wages, Laura Branden, Westat and Michael R. Pergamit, U.S. Bureau of Labor Statistics

Discussant: Donna Card Charron, Decision Research

Friday, 3:45 - 5:15 p.m.
JOINT AAPOR/WAPOR SESSION-- THE POLITICS OF ABORTION, FAMILY PLANNING AND POPULATION **GRAND TARA BALLROOM III**

Chair: Nancy Belden, Belden & Russonello

Public Sentiment Toward Legalized Abortion: A Comparative Analysis of American and Polish Catholics, Allan L. McCutcheon, University of Delaware and Maria Nawojczyk, Nicolaus Copernicus University, Warsaw

Political Activity on Abortion and Its Implications for Health Reform: Lessons From the 1992 Election, Karen Donelan, Harvard School of Public Health

Gender, Abortion and Issue Voting, Debra L. Dodson, Center for the American Woman and Politics, Rutgers University

Is There a Constituency for U.S. Participation in Population Policy? A Cluster Analysis of American Voters, Nancy Belden and John Russonello, Belden & Russonello, Vince Breglio and Ronald Hinckley, RSM

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

Friday, 3:45 - 5:15 p.m.
THE USE OF RECORDS TO IMPROVE DATA QUALITY **CAMELOT**

Chair: Kenneth E. John, U.S. General Accounting Office

Factors Related to the Likelihood of Compliance with Recordkeeping in a Medical Expenditures Survey, Maria Elena Sanchez and Charles A. Darby, Agency for Health Care Policy and Research

Can We Make Respondents Use Their Personal Income Records?, Karen Bogen, Jeffrey C. Moore and Kent H. Marquis, Center for Survey Methods Research, U.S. Bureau of the Census

Improving Validity of Parental Reports of Child Immunization Status in a Telephone Survey, Lois M. Haggard and Donald Z. Gray, University of Utah

Increasing Response Rates in Follow-Up Surveys of Drug Treatment Patients, Dean R. Gerstein, Robert A. Johnson, Natalie Suter, Kay Malloy, National Opinion Research Center and Susan Nisenbaum, Department of Alcohol and Drug Programs, State of California

Discussant: Michael P. Battaglia, Abt Associates

Friday, 3:45 - 5:15 p.m.
DISCUSSION PANEL: **FERNCROFT EAST**

New Communication Media: What Does the Consumer Want?

There has been much excitement about the possibilities opening up in the coming interactive, multi-channel, multi-media future. But what do we really know about the consumer's needs, desires and interests regarding these new developments? Panel participants will present brief papers, followed by an extended audience discussion period.

Chair: Ronald Milavsky, University of Connecticut
Brad Fay, Roper Starch Worldwide
Jo Holz, NBC
Horst Stipp, NBC

Friday, 3:45 - 5:15 p.m.
DISCUSSION PANEL: **FERNCROFT WEST**

Confidentiality, the Law and the AAPOR Code of Ethics

Several recent legal and court cases call into question a researcher's ability to protect the confidentiality of information provided by respondents when it becomes relevant to criminal or civil issues before a court. In this discussion, panelists will address questions such as: How can researchers ensure the confidentiality of respondent records? What should be promised in a pledge of confidentiality? Should the AAPOR code be revised to cover new legal and ethical situations?

Co-chair: Eleanor Singer, Columbia University
Co-chair: Elizabeth Martin, U.S. Bureau of the Census
Mervin D. Field, The Field Institute
Albert E. Gollin, Newspaper Association of America
Richard Morin, The Washington Post
Harry W. O'Neill, The Roper Organization

Friday, 3:45 - 5:15 p.m.
COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN - II **GRAND TARA BALLROOM IV**

Chair: Jane Shepherd, Westat

Cognitive Laboratory Research in the National Household Education Survey, Mary Jo Nolin, Westat

Hidden Assumptions: The Use of Vignettes in Cognitive Interviewing, Eleanor R. Gerber, Center for Survey Methods Research, U.S. Bureau of the Census

An Examination of Mode Effects in Cognitive Laboratory Research, Paul Beatty and Susan Schechter, National Center for Health Statistics

A Cognitive and Linguistic Exploration of the Meaning of Training: Implications for Survey Design, Pamela Campanelli and Roger Thomas, The Joint Centre for Survey Methods at SCPR and LSE, Joanna Channell, Liz McAulay and Antoinette Renouf, The Research and Development Unit for English Studies, University of Birmingham

Conceptualizations of Job Search: Evidence from Verbatim Response, Judith M. Tanur, State University of New York at Stony Brook

Discussant: Katherine Bischoping, York University

Friday, 6:00 - 7:00 p.m.
RECEPTION FOR NEWCOMERS **LIVING ROOM**

Friday, 7:00 - 8:30 p.m.
DINNER **GRAND TARA BALLROOM I,II**

Friday, 8:30 - 10:00 p.m.
JOINT AAPOR/WAPOR PLENARY SESSION **GRAND TARA BALLROOM III,IV**

The Coming Information Highway: What Does it Mean for the Media? What Does it Mean for Public Opinion Research?

Moderator: W.R. Neuman, Tufts/MIT

News in the Future, Walter Bender, Media Lab, MIT

Time Warner's Vision of the Communications Revolution, Scott McDonald, Time Warner, New York

A Global Perspective, Bruce Bond, British Telecom, London

Saturday, May 14, 1994

Saturday, 7:00 - 9:00 a.m.
BREAKFAST **GRAND TARA BALLROOM I,II**

Saturday, 7:30 - 8:30 a.m.
FUN RUN/WALK **MAIN HOTEL ENTRANCE**

Saturday, 10:00 a.m. - 5:00 p.m.
BOOK EXHIBIT **FERNCROFT CENTER**

Saturday, 10:00 a.m. - 5:00 p.m.
TECHNOLOGY EXHIBIT **FERNCROFT CENTER**

Saturday, 9:00 - 10:30 a.m.
GENERATION X **GRAND TARA BALLROOM III**

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

Beyond "X" -- A Different Look at 18-29s, Stuart Himmelfarb, Roper Starch

Media Usage Patterns As Indications of Psychographic Characteristics: How Different is "Generation X"?, Horst Stipp, NBC

The Politics of "Generation X": America's Post-Boomer Birth Cohort Comes of Age, Stephen E. Bennett and Eric W. Rademacher, Institute for Policy Research, University of Cincinnati

The Political Origins of the Grunge Generation, Diana Owen, Georgetown University and Jack Dennis, University of Wisconsin-Madison

Discussant: Hazel Kahan, Hazel Kahan Research

Saturday, 9:00 - 10:30 a.m.
CONTEXT AND WORDING EFFECTS **FERNCROFT EAST**

Chair: Laura Kalb, Princeton Survey Research Associates

Double Standards and Questions Involving Gender: Question Order Makes a Difference, David W. Moore and Frank Newport, The Gallup Organization

Context Effects in Standardized Surveys: An Application of an Interdisciplinary Approach, Inge M. Weller, University of Mannheim, Norbert Schwarz, University of Michigan and Herbert Bless, University of Heidelberg

Voting for Tax Packages: The Parts are Greater than the Whole, Robert Mason, Survey Research Center, Oregon State University

Experiments with Question Wording in the Gallup Poll, Andrew E. Smith and George F. Bishop, Institute for Policy Research, University of Cincinnati

Discussant: Jay A. Mattlin, Time Inc.

Saturday, 9:00 - 10:30 a.m.
SAMPLE DESIGN **FERNCROFT WEST**

Chair: Dan E. Hagan, Chilton Research Services

Coverage Error and Cost Issues in Small Area Telephone Surveys, Judith A. Schejbal and Paul J. Lavrakas, Northwestern University Survey Laboratory

The Converted and the Hard-to-Reach: Effects of Refusal Conversion and "Unlimited" Callbacks in a National Telephone Sample, Roy W. Reese

Bias in List-Assisted Telephone Samples, Mike Brick, Westat, Dale W. Kulp, Marketing Systems Group, Amy Starer, GENESYS Sampling Systems, and Joe Waksberg, Westat

Multi-Purpose Household Panels and General Samples: How Similar and How Different?, Sid Groeneman, Market Facts

The Effect of Amount and Type of Information on Respondent Self-Selection in RDD Telephone Surveys, Kristina S. Romuald and Lois M. Haggard, Survey Research Center, University of Utah

Discussant: Karol P. Krotki, Temple University

Saturday, 9:00 - 10:30 a.m.
DISCUSSION PANEL: **CAMELOT**

Surveys as a Public Relations Tool

This panel will discuss the use of surveys in public relations practice, present several provocative case studies, and address issues associated with using research for advancing public relations goals of organizations in the "court of public opinion." The cases presented will revolve around defining and tracking opinion, using research to increase the impact of communications on public opinion, and measuring outcomes. Surveys used for publicity purposes-- to associate organizations with issues, add to the public debate and shape opinion-- will also be discussed.

Chair: Barry M. Feinberg, Burson-Marsteller
Eugene E. Heaton, Jr., Response Analysis Corporation
Graham Hueber, Ketchum Public Relations
Otto Lerbinger, Boston University
Nicholas J. Tortorello, The Roper Organization

Saturday, 9:00 - 10:30 a.m.
THE MEANING OF THE 1993 ELECTIONS **KING EDWARD**

Chair: Cliff Zukin, Eagleton Institute of Politics, Rutgers University

The Virginia Governor's Race, Scott Keeter, Virginia Commonwealth University

The New Jersey Governor's Race, Cliff Zukin, Eagleton Institute of Politics, Rutgers University

The New York City Mayor's Race, Michael X. Delli Carpini, Barnard College, Columbia University

Discussant: Evans Witt, The Associated Press

Saturday, 10:45 a.m. - 12:15 p.m.
CONTROVERSIES IN THE MEASUREMENT OF SEXUAL BEHAVIOR AND ATTITUDES — **GRAND TARA BALLROOM III**

Chair: Sherry Marcy, DataStat

Counting Gays and Lesbians: A Case For "New" Survey Methods, Brad Edwards, Westat

Changes in American Sexual Behavior, Tom W. Smith, National Opinion Research Center

Effects of a Major Community Controversy on Response to a Student Survey of Sexual Behavior, Sandra H. Berry, Robert M. Bell, David E. Kanouse, and Mark Schuster, RAND

Estimating the Gay and Lesbian Urban Vote: Self-Identification and Voting Behavior, Robert W. Bailey, School of International and Public Affairs, Columbia University

Discussant: Murray Edelman, Voter News Services

Saturday, 10:45 a.m. - 12:15 p.m.
NEW TECHNOLOGY FOR SURVEY RESEARCH — **FERNCROFT EAST**

Chair: William L. Nicholls II, U.S. Bureau of the Census

Spoken Language Recognition of the Year 2000 Census Questionnaire, Martin V. Appel, U.S. Bureau of the Census and Ronald Cole, Oregon Graduate Institute Center for Spoken Language Understanding

Disk-by-Mail Survey for Professional Populations, Theodore Downes-Le Guin and Brent Soo Hoo, Griggs-Anderson Research

Interactive Polling and Americans' Comfort Level with Technology, Kathleen A. Frankovic, Bala Ramnath, and Cheryl Mercado Arendt, CBS News

Targeting 55+ Households (Non-Response and Technophobia), Carol P. Stowell and Walter K. Smith, The Arbitron Company

Discussant: Reginald Baker, National Opinion Research Center

Saturday, 10:45 a.m. - 12:15 p.m.
ISSUES IN THE CONSTRUCTION OF RESPONSE CATEGORIES **FERNCROFT WEST**

Chair: Arthur Sterngold, Lycoming College

Effects of Rank Versus Category in Measuring Subjective Social Inequality, Jurgen H.P. Hoffmeyer-Zlotnik, ZUMA

Vague Quantifiers: Universal or Segmented Norms?, Colm O'Muircheartaigh and George Gaskell, Cognitive Survey Laboratory, London School of Economics and Political Science

The Many Dimensions of Environmental Attitudes, Frederic E. Solop, Mary Ann E. Steger, Elaine Rodriguez and James Rhodes, Northern Arizona University

When Political Self-Identification Measures Fail: Respondent Resistance to Conventional Survey Approaches, Jill A. Edy, Northwestern University

Discussant: Jacob Ludwig, The Gallup Organization

Saturday, 10:45 a.m. - 12:15 p.m.
DISCUSSION PANEL: **GRAND TARA BALLROOM IV**

Public Views About Art: Preferences, Attitudes and Participation

The artists Komar and Melamid will present their paintings *America's Most Wanted* and *America's Most Unwanted*. The paintings were inspired by public opinion data that the artists commissioned the firm of Marttila & Kiley to collect. The panelists will discuss the Komar/Melamid work, explore the idea of "a people's art," and discuss other recent research about Americans' art and music preferences, and participation in the arts.

Chair: John P. Robinson, University of Maryland
Vitaly Komar
John Marttila, Marttila & Kiley
Alexander Melamid
Nicholas Zill, Westat

Saturday, 10:45 a.m. - 12:15 p.m.
THE IMPACT OF MEDIA AND SOCIAL NETWORKS ON PUBLIC POLICY ATTITUDES **CAMELOT**

Chair: Cecilie Gaziano, Research Solutions

The Emergence of a New Public Policy Issue: Information Sources and the Rise of Public Opinion Towards Clean Fuels, Jane G. Torous and Thomas F. Golob, University of California, Irvine

Effects of the Mass Media on Calls to the National AIDS Hotline, David P. Fan, University of Minnesota, Eric Zook and Eileen Gentry, NAIEP, Centers for Disease Control

Investigating Perceptions of Crime as the Most Important Local Issue: The Effects of Media Use and Interpersonal Connections, Jack M. McLeod, Zhongshi Guo and Katie Daily, Mass Communication Research Center, University of Wisconsin-Madison

Economic News, Consumer Sentiment, the State of the Economy and Presidential Popularity: A Time Series Analysis, Deborah Blood, University of Connecticut

Ties That Bind: Demographics, Social Connectedness, and Political Participation, Richard J. Timpone, SUNY at Stony Brook (Honorable Mention in the Student Paper Competition)

Discussant: Wolfgang Donsbach, Technical University of Dresden

Saturday, 12:30 - 2:00 p.m.
LUNCHEON AND PRESIDENTIAL ADDRESS **GRAND TARA BALLROOM I,II**

Saturday, 2:00 - 3:30 p.m.
HEALTH **GRAND TARA BALLROOM III**

Chair: Laurie J. Bauman, Albert Einstein College of Medicine

Meta-Analysis of Surveys on AIDS-Related Knowledge and Attitudes, John Edwards and Patrick Smillie, Loyola University of Chicago

Physicians' Perceptions Regarding HMO Quality, Craig A. Hill, National Opinion Research Center

Public Knowledge and Opinion Change on Health Care Reform, Robert J. Blendon, John M. Benson and Mollyann Brodie, Harvard School of Public Health

Barriers to Childhood Immunization Among Employees of a Large Corporation, Diane Colasanto and Carolyn Miller, Princeton Survey Research Associates

Discussant: Vincent A. Scardino, Abt Associates

Saturday, 2:00 - 3:30 p.m.
INTERVIEWER EFFECTS **FERNCROFT EAST**

Chair: Beth-Ellen Pennell, University of Michigan

A Meta-Analysis of Interviewer Gender and Race Effects on Survey Data, Jennifer A. Parsons and Timothy P. Johnson, University of Illinois, Chicago

The Racial Match of Interviewer and Respondent as a Factor in Self-Reported Respondent Comfort in a Non-Traditional Survey Setting, Carolyn A. Eldred

Speaking Freely of Race: Political Conversation Between Blacks and Whites, Michael G. Hagen and Claudine Gay, Harvard University

Discussant: Jack Fowler, University of Massachusetts

Saturday, 2:00 - 3:30 p.m.
IMPROVING RESPONSE RATES IN MAIL SURVEYS **GRAND TARA BALLROOM IV**

Chair: Maureen Meagher, Abt Associates

Effects of Mandatory Appeals, Benefits Appeals and Variations in Statements of Confidentiality on Response Rates for Census Short Forms, Don A. Dillman, Washington State University, Eleanor Singer, Columbia University, Jon Clark and James Treat, U.S. Bureau of the Census

The Effect of Covering Letters on Mail Survey Response Rates, Philip Gendall, Massey University

Using Priority Mail to Increase the Response Rate to Mail Surveys, Susan Mitchell, National Research Council, Geraldine Mooney, Mathematica Policy Research, Carolyn Shettle, National Science Foundation

Improving Mail Surveys: The Need for Flexibility in Planning Follow-ups, Fran Featherston and Kenneth E. John, U.S. General Accounting Office

The Determinants of Acquiescence to Preprinted Information on Survey Instruments, Ananda Mitra, Gerrit Knaap, Alison Simon, Sylvia Temperley and Ed Lakner, University of Illinois

Discussant: Eleanor Singer, Columbia University

Saturday, 2:00 - 3:30 p.m.
DISCUSSION PANEL: **FERNCROFT WEST**

The Status and Implications of Proposed Privacy Legislation

Current bills regarding privacy in both the House and Senate contain provisions that would affect the survey research industry. Specifically, the bills require severe limits on the monitoring of interviews. The panelists will discuss the implications of the proposed legislation and the chances for success of both bills. Panelists will also describe their attempts to influence members of Congress regarding this legislation.

Chair: Stanley Presser, University of Maryland
Nancy Belden, Belden & Russonello
Richard Day, Richard Day Research
Mervin D. Field, The Field Institute

Saturday, 2:00 - 3:30 p.m.
THE 1992 ELECTION **CAMELOT**

Chair: Doris A. Graber, University of Illinois

Why We Watched: The Uses of Political Advertising by Bush, Clinton and Perot Voters, Pama Mitchell, The Atlanta Journal - Constitution and Cecilia Friend, Utica College of Syracuse University

A Pre and Post Election Panel Survey: The Perot Factor in the 1992 U.S. Presidential Election, Lydia Saad, The Gallup Organization

The Role of Marketing in the 1992 U.S. Presidential Election: How Bill Clinton was Transformed from "Slick Willie" to "Mr. President", Bruce I. Newman, DePaul University

Partisan Voting in a Nonpartisan Election: The Black Vote in 1992, Katherine Tate, Ohio State University

A Spatial Analysis of Contextual Effects on Voter Participation in the 1992 Presidential Election, Kurt C. Schlichting, Fairfield University and Peter S. Tuckel, Hunter College, C.U.N.Y.

Discussant: Michael W. Traugott, University of Michigan

Saturday, 4:00 - 5:30 p.m.
AAPOR BUSINESS MEETING **GRAND TARA BALLROOM III**

Saturday, 6:30 - 7:30 p.m.
PRESIDENT'S RECEPTION **LIVING ROOM**

Saturday, 7:30 - 9:30 p.m.
DINNER AND AWARDS BANQUET **GRAND TARA BALLROOM I,II**

Saturday, 10:00 p.m.
FIVE-CARD PROBABILITY SEMINAR **FERNCROFT EAST**

NON-TRADITIONAL (KARAOKE) SING **FERNCROFT WEST**

ALL-CHAPTER PARTY **LIVING ROOM**

Sunday, May 15, 1994

Sunday, 7:00 - 9:00 a.m.
BREAKFAST **GRAND TARA BALLROOM I,II**

Sunday, 9:00 - 10:30 a.m.
PUBLIC OPINION, PUBLIC KNOWLEDGE AND PUBLIC DISCOURSE **KING EDWARD**

Chair: Diane Greene, Abt Associates

A Ritual Approach to the Study of Political Knowledge, James White, Northwestern University

Asking Why About Social Problems: Ideology and Causal Models in the Public Mind, Allen H. Barton, University of Florida

The Conservative Nature of Public Opinion, Scott L. Althaus, Northwestern University (First place winner of the student paper competition)

Discussant: Doris A. Graber, University of Illinois

Sunday, 9:00 - 10:30 a.m.
REPORTING ABOUT THE FREQUENCY OF EVENTS **FERNCROFT EAST**

Chair: Ellen Boisvert, Dudley Research

Cue Specificity in Questions and Response Alternatives: Data Improvement or Source of Bias? Michaela Wänke, University of Mannheim

Open and Closed Questions About the Frequency of Events, Nora Cate Schaeffer and Jennifer Dykema, University of Wisconsin-Madison

Strategies for Estimating Category Frequency: Effects of Abstractness and Distinctiveness, Frederick Conrad, U.S. Bureau of Labor Statistics and Norman Brown, University of Alberta

A Protocol Analysis of Behavioral Frequency Judgments: What Information is Used is as Important as How it is Used, Barbara Bickart, Rutgers University and E. Marla Felcher, Northwestern University

Discussant: Benjamin J. Rowe, University of Michigan

Sunday, 9:00 - 10:30 a.m.
DISCUSSION PANEL: **FERNCROFT WEST**

Procedures for Determining Likely Voters: Likely Voter Screening, Allocation, and/or Weighting-- What Should We Be Doing?

Chair: Paul J. Lavrakas, Northwestern University
Robert Daves, Minneapolis Star-Tribune
Diane Feldman, The Feldman Group
Harrison Hickman, Hickman Brown
Michael Traugott, University of Michigan
Sharon Warden, The Washington Post

Sunday, 9:00 - 10:30 a.m.
OVERCOMING THE SPECIAL CHALLENGES OF ESTABLISHMENT SURVEYS **KING HENRY**

Chair: Michael P. Massagli, Center for Survey Research

Cognitive Aspects of Organizational Reporting, Seymour Sudman and Joan M. Phillips, Survey Research Laboratory, University of Illinois

Answering Questions, Questioning Answers: Evaluating Data Quality in an Establishment Survey, Karen L. Goldenberg, U.S. Bureau of Labor Statistics

Using Tourangeau's Cognitive Response Model and Focus Groups in the Redesign of an Establishment Survey Questionnaire, Young I. Chun and Deborah Stone, U.S. Bureau of Labor Statistics

Scheduling Initial Calls in a Telephone Survey of Businesses, W. Sherman Edwards and Patricia Cunningham, Westat

Discussant: Polly A. Phipps, U.S. Bureau of Labor Statistics

Sunday, 9:00 - 10:30 a.m.
FOCUS GROUP RESEARCH **CAMELOT**

Chair: Jack Fowler, University of Massachusetts

Physicians' Motivations for Focus Group Attendance, Lorayn Olson and Mindy Schneiderman, American Medical Association

Design-Oriented Focus Groups and Cognitive Laboratories: A Comparison, Donna Eisenhower, Mathematica Policy Research

Using Focus Groups to Discover Relevant Beliefs in the Design of Contingent Valuation Surveys, Robert Cameron Mitchell, Clark University

How Focus Groups with Children Can Provide Insights in the Development of Children's Television Programming, Susan L. Mendelsohn, D'Arcy Masius Benton & Bowles

Discussant: Meryl Moritz, Meryl Moritz Resources

Sunday, 10:45 a.m. - 12:15 p.m.
PUBLIC ASSESSMENTS OF ECONOMIC CONDITIONS **KING EDWARD**

Chair: Diana C. Mutz, University of Wisconsin

The Multi-Level Structure of Economic Evaluations, Jeffrey J. Mondak, University of Pittsburgh, Diana C. Mutz, University of Wisconsin, and Robert Huckfeldt, Indiana University

Economic Knowledge and Public Opinion on Economic Issues, William Walstad, University of Nebraska

The Phantom Recovery: Public Perceptions of the Economy Since the 1992 Election, Larry Hugick, Princeton Survey Research Associates

Discussant: Carolyn L. Funk, Rice University

Sunday, 10:45 a.m. - 12:15 p.m.
MIXED MODE SURVEYS **KING HENRY**

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

The Effect of Mixed Mode Survey Efforts on Self Reports of Mammography Screening Utilization in Elderly Women, Miriam K. Campbell, National Cancer Institute, Elizabeth Ann Coleman, University of Arkansas, Larry G. Kessler, National Cancer Institute, and Anne B. Ciemnecki, Mathematica Policy Research

"Pushing the Envelopes" (Literally and Figuratively) in a Mixed-Mode Survey to Collect Health Insurance Information, John M. Kennedy, Mary Beth Camp, Tammi Taylor, Eleanor D. Kinney, Karen A. Jordan and Deborah A. Freund, Indiana University

A Comparison of Multi-Modality Survey Methodology with Two Different Populations, Michael Battaglia, Diane Stoner and William Marder, Abt Associates, Celine Hanson, Texas Children's Hospital

Applying Telecommunications Technology to Data Collection Efforts, Diane Stoner and Henry Goldberg, Abt Associates

Discussant: Karin M. Clissold, University of Michigan

Sunday, 10:45 a.m. - 12:15 p.m.
EFFECTS OF INCENTIVES FOR RESPONDENTS ON SURVEY RESPONSE **FERNCROFT WEST**

Chair: John Straubinger, Abt Associates

Raising Response Rates with Premiums, or Is $1 Worth Anything to Anyone Anymore?, Diane S. Woodard, The Arbitron Company

Effect of Payments on Response Rates and Data Quality for a General Population Telephone Survey, Richard Strouse and John Hall, Mathematica Policy Research

Effects of Incentive Payments on Response Rates and Field Costs in a Pretest of a National CAPI Survey, Allen Duffer, Research Triangle Institute, Judith Lessler, Michael Weeks, Battelle, and William Mosher, National Center for Health Statistics

Using Pilot Surveys to Increase Response Rates: Findings from the 1992-93 National Study of Postsecondary Faculty, Sameer Y. Abraham, National Opinion Research Center

Discussant: Jack P. Katosh, Matthew Greenwald & Associates

Sunday, 10:45 a.m. - 12:15 p.m.
THE PAST AND FUTURE OF PUBLIC OPINION RESEARCH **FERNCROFT EAST**

Chair: Glenn H. Roberts, Glenn Roberts Research

Sixty Years Since Marienthal, Paul Neurath, Paul F. Lazarsfeld Archive

Newspaper Trends, Uses and Gratifications: A Research Odyssey, Albert E. Gollin, Newspaper Association of America

Pollster and Public Relations Advisor: Hadley Cantril and the Birth of Presidential Polling, Robert M. Eisinger, University of Chicago (Honorable Mention in the Student Paper Competition)

Public Opinion About Polling in a New Information Environment, Ellen M. Dran, Northern Illinois University, Anne Hildreth, Richard Barberio, and Lance Denning, State University of New York at Albany

Discussant: James R. Beniger, University of Southern California

Sunday, 10:45 a.m. - 12:15 p.m.
NEW RESEARCH **CAMELOT**

Chair: Diane Colasanto, Princeton Survey Research Associates

Dealing with Time Pressure, Patty McGrath, David & Associates and Robert S. Lee, Lubin School of Business, Pace University

Medicaid Recipients: Mail Vs. Phone, Sherry Marcy, Datastat

Steps for Democracy-- The Many Versus the Few, Alan F. Kay, Americans Talk Issues

Sources of Non-Differentiation and Mental Coin-Flipping in the Use of Ratings Scales: Tests of Satisficing Hypotheses, Wendy R. Smith and Jon A. Krosnick, Ohio State University

Item Non-Response: The Role of Religious Identification in Refusal to a Political Party Identification Question, Barry A. Kosmin, Ariela Keysar, City University of New York and Dale W. Kulp, Marketing Systems Group

Public Mood and The Supreme Court: Political Adjustment in Criminal Procedure and Civil Rights Decisions, Michael W. Link, University of South Carolina (Honorable Mention in the Student Paper Competition)

Sunday, 12:30 - 2:00 p.m.
LUNCH **GRAND TARA BALLROOM I,II**

ABSTRACTS OF CONFERENCE PAPERS
1994 WAPOR/AAPOR ANNUAL CONFERENCE

Friday, 8:30 - 10:00 a.m.
JOINT AAPOR/WAPOR SESSION -- GLOBAL MARKETING

CONDUCTING GLOBAL CONSUMER RESEARCH: CONSIDERATIONS AND PITFALLS, Susan L. Mendelsohn, Chip Walker and Hank Bernstein, D'Arcy Masius Benton & Bowles

This paper will explore some of the problems market researchers may encounter when doing studies in multiple countries. In addition, this paper will use two real-world examples to help researchers avert major pitfalls and improve the overall quality of the global research projects they conduct. The findings from the research we have been conducting indicate there are three factors that underlie most difficulties in conducting international research. These are: 1) differences in cultural context and meanings (this affects what questions one asks, how one asks them and even the overall objective of research in a given country), 2) varying levels of experience with research methodologies (this can affect comparability of the results and thereby bring into questions the validity of those comparisons) and 3) often not realizing that global research is more than doing local research on a broader scale. The topics that will be addressed in the paper include: the steps involved in the preparation of conducting global research (choosing a methodology, finding fieldwork/suppliers, determining how to analyze of the data), and a summary of what we have learned so far.

THE GLOBAL VILLAGE THAT NEVER WAS: A STUDY OF THE VARIATION IN CONSUMER MOTIVATIONS ACROSS EIGHT COUNTRIES, Richard S. Halpern, Halpern & Associates

For almost three decades major corporations have debated the validity of a "one size fits all approach" to the global marketing and advertising for their products. The idea of a homogenized set of consumer values and motivations for product usage is highly attractive. If valid, it could result in potential savings of millions in marketing and advertising production costs, packaging and manufacturing. The analysis that follows shows that even for a universally known, highly advertised and promoted brand, there is not the degree of homogeneity across countries among consumers expected with respect to their motivations to consume.

Using computer assisted interviewing procedures, consumers in each of eight countries rated 15 different brands along 26 dimensions. From the analysis, conducted on a disaggregated basis, it was possible to relate brand ratings with purchase intent to develop an importance measure for each product attribute. These measures of attribute importance or weights help marketing and advertising planners focus on that which is most important in motivating consumers and minimizing the influence if idiosyncratic, subjective judgements. It also helps to identify similarities and differences among consumers across countries. The findings from these studies showed a much wider variation across countries with respect to consumer motivations to purchase this particular product than was expected. The findings have clear implications for the development of global advertising and marketing plans.

WORLD OPINION AND THE GLOBAL MARKET, Frank Louis Rusciano and Sigfredo A. Hernandez, Rider University

This paper discusses the manner in which the conceptual structure of discussions regarding "world opinion" parallels that of discussions of "international consumer preferences." The essay has four sections. The first section describes the articulation of parallel structures in the two literatures. The second section describes the common criticisms both theories have encountered, and their common responses. The third section discusses the similar factors which made the existence of "world opinion" and "global preference structures" increasingly powerful forces. The final section discusses the importance of these parallels for the study of both concepts.

The paper reaches five conclusions. First, the correspondence between the two arguments underscores the validity of both concepts. Second, the theoretical discussion of world opinion may inform the various components of "global preference structures", an underdefined term in the literature. Third, the empirical study of global consumer preferences may inform the study of world opinion, which is less methodologically advanced. Fourth, the convergence of global market preferences and world opinion presents a framework for understanding the potential for conflict and consensus in the emerging international system. Finally, the comparison between concepts demonstrates the need for more research into the effects of national and international media regarding the development of global consumer preferences and world opinion.

Friday, 8:30 - 10:00 a.m.
ITEM NON-RESPONSE

WHO ANSWERS OPEN-ENDED QUESTIONS IN MAIL SURVEYS?, Arthur Sterngold and Ruth Voris, Institute for Management Studies, Lycoming College

Many mail surveys include sections in which respondents are encouraged to write comments about the surveys' topics. Survey sponsors and users often pay a great deal of attention to these comments because compared to quantitative survey data, such "verbatims" provide more tangible and personal information. However, if the persons who write comments differ from other respondents, their statements may not represent the views of all sample members.

To investigate this issue, we examined the differences between people who wrote comments and those who did not in a mail survey on citizens' attitudes about growth and development issues in a large rural area of Central Pennsylvania. Of the 1,578 respondents who returned completed surveys, 101 wrote comments in a designated section of the survey (6.4%).

Compared to respondents who did not write comments, those who did were more likely to be females, less than 45 years old, educated beyond high school, and to have children living at home. They were more likely to come from non-rural areas, to live in or near a town, and to have resided in the area for less than twenty years (qualifying them as newcomers by local standards). They were also more likely to favor placing limits on growth and development, which was the main issue raised in the survey.

All of these differences were modest in size, and only a handful were statistically significant. Furthermore, for several other variables in the survey, the two groups were essentially the same. Thus, individuals who wrote comments in this survey did not differ greatly from those respondents who chose not to write comments.

"DON'T KNOW" RESPONSES: TO PROBE OR NOT TO PROBE, REVISITED, Kathleen Carr, Ohio State University and Lauren Burnbauer, Response Analysis Corporation

Obtaining accurate responses to survey questions is always a concern for survey researchers. One aspect of this problem is what to do about respondents who respond that they do not know the answer to a question. One of the difficulties in dealing with "don't know" (DK) responses is that they can have multiple meanings across persons and questions. "Don't know" can indicate indecision, indifference, ambivalence, ignorance, or uncertainty regarding a question's meaning. While DK responses can be ambiguous, numerous comparisons between studies that differentially probe DKs have long shown that the proportion of DK responses to survey questions varies considerably by the readiness with which interviewers accept DKs.

Although the DK literature clearly establishes that the handling of DKs (probing versus nonprobing) can contribute to response effects, it is less clear whether unconditional probing or nonprobing is a desirable practice across the board. The "knowledge literature" indicates that DKs tend to be much higher on knowledge questions than on opinion questions. More recent work suggests that question type (e.g., knowledge, attitude, behavior) be taken into account when deciding whether or not to probe initial DK responses, since probing DKs to knowledge questions may encourage "guesswork" by uninformed respondents.

This presentation uses data collected by two different survey organizations using identical questionnaire but different probing techniques. The survey described in this presentation is part of a larger project to study campaign information-seeking behavior and related dynamics. The project is funded by the National Science Foundation through a grant to a team of political science professors at three major public universities.

This research differs from previous research in that it compares two surveys asking the same questions, using the same data collection method, telephone interviewing, but different probing procedures. With these data we can rule out telephone/personal interviewing affects, have a variety of different types of questions to compare, with a large enough sample from each organization to determine significant differences. For this presentation we not only determine the extent of DK differences between the two organizations, both overall and within the different question groupings, but also take an initial look at some demographic characteristics of DK respondents, and compare them both with "substantive" respondents within the same sample and with DK respondents across organizations.

THE PERCEPTION OF OPINION CLIMATE AND NO-OPINION RESPONSES IN SURVEYS, Jeremy Duanren Yuan and McKee J. McClendon, University of Akron

This exploratory study describes how the public opinion climate might affect whether the respondent wants to express an opinion in social surveys, even when these opinions are anonymous. Combining aspects of communication theory with studies of no-opinion responses in the field of survey research, we hypothesize that respondents with unstable opinions are reluctant to express their opinions if their perception of the opinion climate is inconsistent with their changing opinions. Three indicators of the perceived opinion climate were used: 1) the majority's opinion; 2) the public opinion trend; and 3) the socially acceptable opinion. The other independent variable was measured by asking the respondent whether his or her opinion has been becoming more favorable or less favorable for certain issues. A student sample was collected at the University of Akron in the spring of 1992. The questionnaire was self-administered in a classroom setting, and thus opinions were anonymous.

The results indicated that people are more likely to choose no-opinion alternatives when their perception of the opinion climate is against their own opinion trend. The results also demonstrated that, for familiar issues, more people choose "undecided" than "don't know" when there is inconsistency between their perception and their own opinion trend. Also, as expected, the hypotheses were more strongly supported for the domestic issues (abortion and affirmative action) than for the foreign affair issue (Israel's Arab policy).

NON-RESPONSE TO SENSITIVE QUESTIONS: NATIONALISM IN GERMANY, Dagmar Krebs, ZUMA

The analysis concentrates on the description and comparison of social background characteristics of participants and non-participants in a self-administered questionnaire on nationalism and national identity. The questionnaire containing the questions on nationalism and national identity was handed as drop-off at the end of a face to face interview to those respondents who had agreed to complete the self-administered questionnaire and to send it back to the field institute.

For those respondents who did not agree to answer the "nationalism" questionnaire there are information about social background characteristics as education, gender, age, occupational status, subjective social status, etc. from the face to face interview. Thus, there are at least three different groups to compare with respect to social background characteristics:

1.) The group of people who agreed to answer the "nationalism" questionnaire and really did complete it.

2.) The group of people who agreed to answer the "nationalism" questionnaire but did not complete it and sent it back.

3.) The group of people who refused at once to answer the "nationalism" questionnaire.

Groups 2 and 3 can be seen as the non-respondents whose social structure is compared to that of the substantially responding group (group 1) as well as to that of the generally known chronically non-response groups.

DATA QUALITY OF RELUCTANT RESPONDENTS: REFUSAL CONVERSIONS AND ITEM NON-RESPONSE, Daniel M. Merkle, D.S. Howard & Associates, Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

The issues of nonresponse error and response error are not new to the field of survey research. However, in the past decade, an integrative approach to these issues has emerged and has become known as Total Survey Error (Groves, 1989; Lavrakas, 1993). With this approach comes the explicit attempt to balance efforts to reduce the size of potential errors with the cost (in money, time and effort) of such endeavors.

In the nonresponse area, several studies has discussed the costs of multiple call attempts and refusal conversions and the impact they have on survey estimates. Others have looked at factors related to item nonresponse such as demographic characteristics and characteristics of the questionnaire. But, as Groves and Lyberg (1988) point out, one area that hasn't been studied is whether and to what extent efforts to reduce nonresponse error influence response error.

Specifically, we examine if conducting refusal conversions affects the magnitude of item nonresponse using two datasets: 1) the Chicago Area Survey Project and 2) the McGruff national campaign evaluation. We explore the magnitude of item nonresponse across a variety of survey questions for ready respondents and reluctant respondents. The paper concludes with a discussion of the relationship between nonresponse error and response error in a Total Survey Error perspective.

Friday, 8:30 - 10:00 a.m.
COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN - I

THE DESIGN AND IMPLEMENTATION OF A LARGE, MULTI-PHASE COGNITIVE LABORATORY PRETEST, Rachel Caspar, Michael Hubbard, and Kelly Wayne, Research Triangle Institute

In the winter of 1993 RTI began work on plans for a large-scale pretest of an alternative National Household Survey on Drug Abuse (NHSDA) instrument to be fielded in 1994. Rather than simply make the changes and shift over to the new instrument in 1994, the decision was made to conduct a series of pretest experiments utilizing RTI's Laboratory for Survey Methods and Measurement as well as actual field interviewing and then prepare a split-sample design for 1994 which would compare the "alternative" NHSDA instrument to the current NHSDA instrument. Two issues which were high priority for our testing were the development of procedures for administering the NHSDA instrument to nonreaders and development of adequate testing to assure the alternative instrument would not be significantly longer to administer than the current NHSDA instrument. Additional issues addressed in our testing were: the use of a calendar to aid recall, development of an improved definition of non-medical drug use, testing of new items to be included in the survey, and the use of more complex skip instructions within the self-administered answer sheets. This paper will describe all phases of pretesting that led up to the finalized "alternative" questionnaire currently being fielded in the split-sample design. Innovative features of our pretesting including the "creation" of nonreaders and our sampling and recruitment procedures will be discussed.

THE COGNITIVE EVALUATION OF THE NATIVITY QUESTIONS FOR THE CURRENT POPULATION SURVEY, Tracy R. Wellens, Center for Survey Methods Research, U.S. Bureau of the Census

Before becoming a permanent addition to the Current Population Survey (CPS) in January 1994, the nativity questions were pretested using cognitive evaluation techniques. The nativity questions are asked in a sequence for each household member. First, respondents are asked for their country of birth, their mother's country of birth, their father's country of birth, whether they are a citizen of the United States, their citizenship type, and the year they came to the United States to stay. The purpose of this research was to: a) improve the quality of data elicited from the nativity questions by evaluating how respondents interpreted and comprehended the questions; b) to make the questions easier for respondents to answer and c) to determine if the nativity questions were perceived as "sensitive" in the context of the CPS interview. An expert appraisal was conducted to improve the skip pattern instructions for these questions. Next, two phases of concurrent think-aloud interviews were conducted with foreign-born respondents. Results suggested revisions to question wording which made it easier for people with poor language skills to respond to the questions. The evaluation also demonstrated that cognitive evaluation techniques can be fruitfully applied when the questions are targeted to primarily non-native English speaking populations.

RESULTS FROM A COGNITIVE EXPLORATION OF THE 1993 AMERICAN HOUSING SURVEY, Dawn R. Von Thurn and Jeffrey C. Moore, U. S. Bureau of the Census

In 1993, the Census Bureau undertook a qualitative research project to investigate respondents' comprehension and interpretation of a subset of questions in the American Housing Survey (AHS). These items form a "Moderate Physical Problems" scale, used by housing analysts as a key indicator of the quality of housing stock.

The research on the Moderate Physical Problems (MPP) series used several different approaches to identify potential questionnaire problems: an "expert panel," telephone and field interview observations, analysis of AHS item nonresponse data, and a critical review of the questionnaire.

Both complementing these initial investigations, and following up on the hypotheses they generated, was the primary research activity -- a series of cognitive laboratory interviews to explore respondents' comprehension and interpretation of the MPP questions. Specific techniques used included think-aloud protocols, paraphrasings, and respondent debriefings.

This paper first briefly describes the impetus for the research and the methods used, focusing in particular on cognitive interviewing techniques. It then presents some of the important substantive findings highlighting problems with the AHS instrument and our proposed solutions. Finally, the paper discusses the methodological advantages and disadvantages of using cognitive laboratory interviews in questionnaire redesign.

COGNITIVE ISSUES AND METHODOLOGICAL IMPLICATIONS IN THE DEVELOPMENT AND TESTING OF A TRAFFIC SAFETY QUESTIONNAIRE, Susan Schechter, Paul Beatty, National Center for Health Statistics, and Alan Block, National Highway Traffic Safety Administration

The National Center for Health Statistics (NCHS) collaborated with the National Highway Traffic Safety Administration (NHTSA) on the development and testing of a survey instrument focusing on (1) knowledge and attitudes regarding seat belt laws and enforcement, (2) perceptions of how well various safety measures reduce risk, and (3) attitudes toward speed limits, car seats, air bags, pedestrian safety and bicycle safety. Laboratory staff conducted numerous expert cognitive reviews, three rounds of face-to-face cognitive interviews (N=23), and two rounds of telephone mini-pretest interviews coupled with subject debriefings (N=17). Both the extensive use of expert reviews and the use of the telephone in laboratory interviews were departures from usual NCHS laboratory methodology. The rationale for our research will be discussed and guidelines for expanding laboratory methods will be offered. We will also examine laboratory testing results which revealed inconsistent reports of attitudes and behaviors, possibly a consequence of attempting to measure weakly-defined attitudes and frequency of mundane behaviors such as seat belt use. Implications for question and response alternative design will also be discussed

Friday, 8:30 - 10:00 a.m.
THE CLINTON ADMINISTATION'S FIRST YEAR

HOW SHE'S DOING? HILLARY CLINTON, THE PEOPLE AND THE POLLS, Barbara C. Burrell and Linda Penaloza, Wisconsin Survey Research Laboratory, University of Wisconsin

The subject of Hillary Clinton as first lady has been the focus of many polls, both national and state. The polls have asked about people's general impressions of her: do they have a favorable or unfavorable opinion, how do they evaluate the job she is doing as first lady, how much influence does she have in the White House, how much influence should she have? What role should she play in policy making, should the first lady serve in the cabinet or have some other formal position in the administration? Does the public think it was appropriate for President Clinton to appoint his wife head of his health care reform task force? What difference would it make in actually reforming the health care system and what kind of job was she doing as head. Her personal qualities have been the subject of polls: what they think of her using her maiden name, was she a good mother, was she the most powerful woman in America today, and how much had she done to advance women? Is she qualified to be president? And more recently, what do people think about the Whitewater affair?

In this paper, we will present data from state and national polls since they began to ask the American public what they thought of Hillary Clinton and analyze group support for the first lady. We will also look at the responses to these polls in relation to other polling done on first ladies in the last 30 years.

CHANGES IN CLINTON'S APPROVAL RATING, Fred B. Soulas, ICR Survey Research Group and Gary Langer, ABC News Polling Unit

The purpose of this presentation is twofold.

The first part will be directed to plotting President Clinton's approval rating since he took office in January 1993 to show the audience how various foreign or domestic events have caused the peaks and valleys in his approval rating. The question from which the approval plotting will be taken is: "Do you approve or disapprove of the way Bill Clinton is handling his job as President?" ABC News/Washington Post conducted 14 separate approval polls from February 14, 1993 to the end of 1993. Starting in January 1994, the ICR Survey Research Group has conducted two Presidential Approval Polls per week and will continue this to the beginning of May, just prior to the AAPOR Conference. The combined data file will be used to produce these numbers.

In the second part, a demographic analysis of those who approve and disapprove of the way Bill Clinton is handling his job as President will be presented to the audience. From January 6, 1994 to the beginning of May, the approval question was asked of a national sample of approximately 35,000 individuals, 18 years of age and older. Along with the approval question, their political affiliation and demographic questions relating to income, size of family, education, employment, age, marital status, and race were asked. The approvers and disapprovers will be cross-tabulated by these questions as well as region and sex of the respondents. It is felt that a sample of 35,000 will be sufficient in size to show interesting and statistically significant differences.

GENERATIONAL AND GENDER DIFFERENCES IN RESPONSES TO THE CLINTON PRESIDENCY, Jay A. Mattlin, Time Inc. and Harold Quinley, Yankelovich Partners

As was often noted at the time of the election, Bill Clinton is the first President born after World War II. His victory against an incumbent from an earlier generation, the repeated refrain from his campaign that he represented "change," and his appearance during the campaign on television programs aimed at younger voters raises the inevitable question about whether Clinton's appeal is itself generational: To what extent is approval of Clinton driven by age? And, if age is age is an important factor, which age cohort has been most loyal to him?

The ascendancy of a Democrat to the presidency also raises the question of whether gender differences in support of the two previous Republican Administrations, particularly that of Ronald Reagan, have reversed. Has a "reverse gender gap" emerged for Clinton? And, if so, how do opinions about Hillary affect it?

These issues will be explored through logit analysis of presidential approval in the series of TIME/CNN polls conducted between February and October in the first years of the Clinton and Bush presidencies. These analyses suggest that while age plays a relatively minor role in explaining variations in the appeal of both presidents, gender is a more important factor for Clinton than for Bush.

PUBLIC OPINION AND THE PRESIDENTIAL REPORT CARD: CLINTON AFTER ONE YEAR IN OFFICE, David W. Moore and Lydia Saad, The Gallup Organization

This paper examines the public's response to the Clinton Presidency through April, 1994. It includes data from five quarterly surveys conducted by the CNN/*USA Today*/Gallup Poll to provide a comprehensive quarterly Report Card, and it includes Presidential approval ratings obtained on a bi-monthly basis.

Some preliminary findings: Clinton's overall approval rating has thus far followed a unique path. For most of the first year, his ratings were significantly lower than any other President at comparable points in their Presidency, but by the beginning of the new year, his ratings were ahead of both Reagan and Carter. Clinton's support among young people has been the most volatile, with initially high ratings hinting at a possible realignment, but later ratings nullifying any such speculation. The factors that correlate most strongly with Clinton's approval rating -- the issues and evaluations of his personal characteristics -- vary significantly from quarter to quarter. Overall, the findings suggest that at the personal level, a President's public image is fairly stable, but that at the policy level, it is highly volatile.

Friday, 10:15 - 11:45 a.m.
JOINT AAPOR/WAPOR SESSION-- CHILDREN, YOUNG ADULTS AND THE MEDIA

TELEVISION AND THE "AT RISK" PRESCHOOLER: AN ANALYSIS OF ATTITUDES AMONG TEACHERS, PARENTS AND CAREGIVERS REGARDING THE ROLE OF TELEVISION IN THE PRESCHOOL ENVIRONMENT AND THE NATURE OF "SCHOOL READINESS", Michael Cohen, Marcela Miguel Berland and Jennifer Scott, KRC Research and Consulting

In the United States during the mid-1980s, the issue of preschool education and "school readiness" became the focus of particular legislative attention. Six goals for revitalizing the nation's schools were announced. The first and most important of these was that, by the year 2000, all children should come to school "ready-to-learn".

In America, where virtually every household has access to a television set, television plays a dominant role in the lives of preschool children. The U.S. Congress acknowledged the importance of television as an instructional medium by directing the Corporation for Public Broadcasting (CPB) to study the feasibility of establishing a "Ready-To-Learn" Service aimed at helping meet the educational needs of preschoolers and providing guidance and instruction for their caregivers. This service would have television broadcast products as its core component. Furthermore, the Ready-To-Learn Act of Fall 1992, authorized an appropriation of considerable funds for the development of instructional television programming for preschoolers and elementary school children from 1994 to 1997.

This paper explores perceptions and attitudes of key constituencies toward the preschool environment, the role of television as an educational tool, and the proposed "Ready-to-Learn" program. Regarding these issues, significant difference were found between parents and informal caregivers, on the one hand, teachers and formal caregivers, on the other.

By analyzing the different attitudes and perceptions of these two groups in detail, this paper gives an accurate picture of the educational needs of preschoolers from the point of view of these groups, and the role that television may play in helping meet the educational needs of preschoolers and providing guidance and instruction for their caregivers.

PROSPECTS FOR MEASURING THE CHILD RADIO AUDIENCE IN THE U.S. USING THE SEVEN-DAY PERSONAL DIARY METHOD, Robert H. Patchen, Marla D. Cralley and Bonnie Burgess, The Arbitron Company

Ongoing radio ratings surveys in the U.S. are currently limited to persons age 12 and older, but recent growth in the availability of radio programming targeted at children under 12 has led to more interest among advertisers and broadcasters in radio audience estimates for children 2-11. In the Fall of 1993, The Arbitron Company conducted a pilot study in Minneapolis, MN to measure radio listening among children 2-11 and the adults in their households. The study included a detailed methodological evaluation to assess the feasibility of ongoing children's radio measurement using Arbitron's standard telephone-placed, mail-delivered diary method.

The pilot achieved a very good response rate of nearly 60 percent, good returned diary completion rates, and near-perfect proportional representation of children in the final usable sample. Post-survey interviews with adults and children in the pilot sample yielded positive feedback on their experiences with the survey. Interview results suggest parents did provide the support needed to help children properly complete their diaries, and that the large majority of returned diaries provided a reasonably complete record of children's total listening. Based on a detailed evaluation of study results, Arbitron's Methods Research Department recommended using the pilot methodology for future surveys of children's listening.

YOUNG ADULTS IN THE 1990s: THEY'VE BEEN TO COLLEGE, BUT HAVE THEY ACQUIRED ANY CULTURE?, Nicholas Zill, Westat

Today's young adults have more schooling, on average, than earlier generations had. Increases in educational attainment for minority youth are especially striking. But there is widespread concern that college attendance is no longer a guarantee of cultural literacy (if it ever was). This paper uses data from the Survey of Public Participation of the Arts to examine changes between 1982 and 1992 in the arts participation patterns, reading and media habits and music preferences of young adults in the U.S. The study tries to determine whether today's youth are getting less exposure to lessons and classes in the arts, music and literature, and whether the relationship between education and cultural participation seems to be changing.

TELEVISION, VIOLENCE AND YOUNG PEOPLE IN BRITAIN TODAY, Robert M. Worcester and Brian Gosschalk, MORI

The media have played a central role in Britain's obsession with crime. More press coverage and more television programs now deal with violence, leading to considerable debate on the effects this has on public attitudes and behavior.

This paper explores the current position in Britain, drawing in particular on two major recent studies, and on trend data to show how opinion has changed since 1987. The link between television and violence is examined in detail, based on the findings of an unusual study of violence in factual programs. The development of this study is analyzed, including the interweaving of qualitative and quantitative methodologies, and an original experiment allowing the public to act as editors of news programs.

The paper focuses in on the views of young people, comparing them with the population as a whole. Young people are most likely to blame social factors as causes of crime, and least inclined to blame lack of discipline; they are most likely to keep watching if there is a violent item on television news (and young men say they can be exciting to watch); and nearly half of those with children in the household have felt obliged to turn away from a program because it was unsuitable for children - with violence the prime cause of offence.

The data make an important contribution to this increasingly controversial topic.

Friday, 10:15 - 11:45 a.m.
TRANSLATING SURVEY QUESTIONNAIRES

ISSUES AND GUIDELINES FOR TRANSLATION IN CROSS-CULTURAL RESEARCH, Beverly Weidmer, RAND

The purpose of this paper is to provide some insight into the problems of translation for cross-cultural research as well as to present a set of guidelines for the translation process (which we believe has improved the quality of instruments used for primary data collection at RAND).

It is clear that those involved in the area of Survey Research are increasingly engaging in cross-cultural research in which the data collection effort requires the translation of research instruments from the language in which they were developed into a second and sometimes even a third language or more. Such research becomes meaningful only if multiple versions of the instrument are equivalent. Only then can response differences be attributed to cultural differences and not to an accurately translated instrument.

Using three RAND studies, the writer will discuss issues and problems in translation and discuss practical approaches to translation such as writing and easily translatable source instrument, securing competent translators, back-translating, and pre-testing various versions of the instrument early on. Although the translation process is time consuming, expensive and riddled with potential problems, there are many things a researcher can do to ensure an adequate translation. Nevertheless, the researcher should be aware that despite his/her best intentions, the translation process is "in absolute terms an unsolvable problem, and the best he can hope for are good approximations between the meaning of the two languages. Complete semantic equivalence is a statistical fiction" (Phillips, 1959-60:184).

TRANSLATING QUESTIONNAIRES-- LESSONS LEARNED, Marcy Breslow, University of Michigan

This paper focuses on issues encountered while translating questionnaires for a study of AIDS-related behavior among young African-Americans and Hispanics and for two national surveys of health and economic well-being among older adults. The main issues fall into three general categories: personnel and translation method, mechanics, and cultural/linguistic problems. The basic method used for all three translations involved a group process with one person preparing the initial translation, two or more edit translators reviewing the translation and suggesting changes, and group meetings at which disagreements were discussed and resolved. While this method produced satisfactory translations, it was time consuming and required a coordinator to devote a significant amount of time to managing the process. Other concerns include potential difficulty in finding translators and the desirability of having a translation coordinator who is familiar with both the study's substance and with the target language. Key "mechanical" issues were timing of the translation and maintaining parallelism with the English version as it developed. The two major cultural/linguistic problems encountered were linguistic diversity among speakers of the same language and lack of fluency in either language among young immigrants with little education.

EVALUATING TRANSLATIONS OF SURVEY INSTRUMENTS IN SPANISH AND ENGLISH: THE 1990 SPANISH LANGUAGE CENSUS LONG FORM, Susan M. Gabbard and Jorge Nakamoto, Aguirre International

During 1992-1993, The Bureau of the Census sponsored and Aguirre International conducted an investigation of how Hispanics of different national origins (a) respond to questions in the 1990 Spanish language census form and (b) view the census process. The results presented here derive from one component of the research design which consisted of in-depth interviews in which study participants were asked to perform an abbreviated census form completion task from the 1990 Spanish language long form followed by in-depth debriefing. Study participants represented a cross-section of Hispanics in terms of national origin, literacy level and language usage, as well as age, gender and length and location of U.S. residence. Monolingual Spanish and Bilingual Spanish dominant persons comprised an overwhelming majority of study participants.

While some findings focused on more generic Spanish translations for English words and phrases, many of the findings illustrated the importance of other factors, primarily culture and educational level to accurate survey forms completion. Overall, the results support the critical importance of actual field evaluation of survey instrument translation.

THE SPANISH TRANSLATION OF THE REDESIGNED CPS, Ruth McKay, U.S. Bureau of Labor Statistics and Adalberto Aguirre, Jr., University of California, Riverside

The intent of this paper is to share lessons learned in the course of developing the Spanish version of the redesigned Current Population Survey questionnaire. These lessons draw on a cultural analysis of differences in value orientations among members of a translation team, characteristic patterns of interaction between various Hispanic ethnic groups, as well as culturally patterned perceptions/evaluations of language use across Hispanic ethnic groups.

TRANSLATING A TELEPHONE SURVEY ON ALCOHOL AND DRUG USE: PROCESSES AND LESSONS LEARNED, Roberta L. Sangster, U.S. Bureau of Labor Statistics, Robert Reynolds, Weber State University and John Tarnai, Washington State University

This paper discusses the many aspects of concern that confront a researcher when translating a survey into another language. It details the steps within the translation process: recruiting and training translators, first translation and back-translation, pretesting the translated questionnaires, preparing the final questionnaire for use with a computer assisted telephone interview (CATI) system, and implementation of surveys. The study comes from research being conducted by the Social and Economic Research center at Washington State University for the Washington State University Department of Social and Health Services (DSHS). The drug and alcohol assessment survey was translated into six languages: Cambodian (Khmer), Vietnamese, Korean, Chinese (Mandarin), Japanese and Spanish.

Friday, 10:15 - 11:45 a.m.
UNDERSTANDING SURVEY COOPERATION

RESPONSE TO A GOVERNMENT SURVEY AS POLITICAL PARTICIPATION: THE RELATION OF ECONOMIC AND POLITICAL CONDITIONS TO REFUSAL RATES IN THE CURRENT POPULATION SURVEY, Brian A. Kojetin, Clyde Tucker, and Erin Cashman, U.S. Bureau of Labor Statistics

In this paper we propose viewing response to a government survey as a form of political participation. Such a view recognizes that people have good reasons for cooperating or not cooperating with a government survey request. Given this viewpoint, refusal rates can be related to political and economic conditions and the public's reaction to these conditions. In this study we examined the relations among some important economic and political indicators and refusal rates for the Current Population Survey (CPS) across a thirty-two year period. The CPS (conducted through personal visit and over the telephone by the Bureau of the Census) gathers information used in the calculation of the unemployment rate. The political and economic indicators that were examined included the Gallup Poll Presidential Approval Rating and Most Important Problem facing the country, the Index of Consumer Sentiment (ICS), the unemployment rate (UR), and the Consumer Price Index (CPI: both monthly and yearly change). In addition, we considered the historical circumstances surrounding political participation (including survey participation) during the same thirty-year period by taking into account the different political eras that are spanned in our analyses.

The present analyses did find evidence that political and economic conditions were reliably related to refusal rates in the CPS, and that the specific political and economic variables differed in the different political eras spanned by our analyses. Different statistical models for these data are presented and compared, and the specific findings and their implications are discussed.

UNDERSTANDING THE PROCESS OF SURVEY COOPERATION: HOUSEHOLDER-INTERVIEWER DOORSTEP INTERACTIONS, Robert M. Groves, University of Michigan and Mick P. Couper, University of Michigan and U.S. Bureau of the Census

The interaction between householder and interviewer is a critical aspect of survey participation that has received little attention. We believe that judgements made by householders about agreeing to a survey request are largely made during the brief interactions they have with survey interviewers. In order to explore this aspect of the survey request, we collected observations on a large number of such interactions from interviewers, using a structured series of questions. The survey vehicle for this study was the National Survey of Health and Stress (NSHS), a personal visit study of noninstitutionalized adults age 15-54 in the coterminous United States conducted in 1991. The sample of 9,863 eligible households yielded a final response rate of 86%. Detailed descriptions of almost 27,000 contacts for these eligible cases are available, yielding on average 2-3 contacts per case. One-time observations of various neighborhood characteristics for each household were also obtained from interviewers. In addition, interviewer-level measures of experience, attitudes and behaviors relating to survey participation were collected. These data allow us to explore a number of hypotheses relating to the nature of interviewer-householder interactions and their impact on survey participation.

DOES "I'M NOT SELLING ANYTHING" INCREASE RESPONSE RATES IN TELEPHONE SURVEYS?, Bruce Pinkleton, Joey Reagan, Dustin Aaronson, and Eduard Ramo, Washington State University

The need to worry about response rates comes from the historic decline of telephone survey participation. If one is attempting to reverse this trend the logical focus is the introduction to the interview because it is at this point that most refusals occur. There is a "common wisdom" in some research circles that respondents' negative attitudes toward the increase in telemarketing have resulted in higher refusal rates. Thus, our aim was to test whether including "I'm not selling anything" in the introduction reduces refusals and increases response rate.

We predicted that response rates would be the lowest for an introduction without statements about selling or university affiliation, and would increase with the use of one of the factors, and would increase further for the use of both factors together. We also assessed experiences with and attitudes toward telemarketing.

Based on telephone interviews with a RDD sample of 655 in the Seattle metropolitan area, we found: 1) The hypothesis was not supported; "I'm not selling anything" did not significantly affect response rates. Only the introduction with the university reference significantly increased response rates; and, 2) those in the condition with no legitimization had a significantly more favorable attitude toward telemarketing.

While the use of "I'm not selling anything" did not significantly increase response rates, it also did not decrease them. So it should not necessarily be dropped from the introduction. Perhaps a better written introduction that more clearly differentiates a survey from telemarketing would be successful.

A DEMOGRAPHIC ANALYSIS OF THE IMPACT OF PRESURVEY LETTERS ON COOPERATION RATES IN URBAN NEIGHBORHOODS, Roger B. Parks, John M. Kennedy, Laura Frye Hecht, Indiana University

Recently survey researchers have been examining a variety of list-assisted techniques to improve the cooperation rates in telephone surveys. Declining response rates along with the need to reduce costs have prompted researchers to search for alternatives or supplements to random-digit-dialing (RDD) surveys. In this paper, we present the results from two surveys that used list-assisted randomly-selected telephone numbers. The surveys were conducted in fifty neighborhoods in Indianapolis during 1993.

Our analysis focuses on two issues. First, we analyze the differences in cooperation rates between samples when presurvey letters were sent and when they were not sent. Second, we examine the demographic characteristics of the neighborhoods based on the 1990 decennial census to determine the impact of differential cooperation on the demographic representativeness of the samples. The cooperation rates in neighborhoods that received pre-survey letters were higher than both an RDD sample and in neighborhoods that were not sent letters. There are mixed results from a comparison of the demographic characteristics of the neighborhoods and the demographic characteristics of the various samples. Overall, the presurvey letters did not yield samples that were any closer to census proportions than those that did not receive letters.

Friday, 10:15 - 11:45 a.m.
ISSUES IN ELECTION POLLING

SECRET BALLOT, BALLOT ORDER, AND SOCIAL DESIRABILITY EFFECTS IN AN EXIT POLL EXPERIMENT, Bonnie Fisher, George F. Bishop and Eric W. Rademacher, University of Cincinnati

Survey researchers have long suspected that respondents will give socially desirable responses to questions, depending upon the sensitivity of the subject, the degree of controversy surrounding an issue, or the extent to which the topic evokes norms for positive self-presentation (e.g. reported voting in elections). The social desirability hypothesis, however, has typically been invoked as an after-the-fact explanation for a great variety of phenomena in public opinion and survey research. Measuring the tendency to respond in a socially desirable manner in surveys has also turned out to be mostly a theoretical deadend.

In this paper we present the results of a controlled experiment conducted as part of an exit poll on election day (November 2, 1993) in Cincinnati, which examines the effects of using a "secret ballot" on the tendency of respondents to give a socially desirable answer to questions about: (a) how they voted in a city council election involving both minority and female candidates, and (b) how they voted on various ballot issues, including a controversial "gay rights" issue.

A preliminary analysis of the data shows that respondents were, as expected, more likely to give a socially desirable response in a non-secret, face-to-face interview than in a self-administered secret ballot. Respondents interviewed face-to-face were significantly more likely, for example, to report having candidate was made more "salient" by the <u>order</u> in which the candidates were listed in the question. This interaction between the mode of interviewing (secret vs. non-secret) and the ballot position of the candidates also produced significant "carryover" effects on other candidate preferences, especially among less well-known candidates.

Furthermore, respondents in the secret ballot condition were somewhat more likely to report having voted for the minority "gay rights" side of the issue and to indicate that their personal sexual orientation was either bisexual or homosexual. These findings demonstrate the value of testing the social desirability hypothesis, experimentally, as well as the utility of the old but greatly neglected, "secret ballot" technique developed originally by the Gallup Organization.

ITS TURNOUT! BUILDING A PROBABLE ELECTORATE IN PRE-ELECTION POLLS, Ken Goldstein and Paul Freedman, University of Michigan

Predictions of election outcomes rest to a great extent upon projections of voter turnout. Different screens used to determine the likelihood of respondents actually voting can produce quite different samples of likely voters, and help to explain part of the variance in preelection forecasts. In this paper we attempt to apply some of the lessons that political scientists have learned about who votes to the real world problem of predicting elections. We use 1992 National Election Study data to explore a number of alternative models of turnout, which we compare to a simple vote intention question. Our challenge is to devise a screening procedure that is both effective and practical. Finally, we address some potential difficulties in using these particular data to derive early turnout estimates.

MAIL SURVEYS FOR ELECTION FORECASTING?, Penny S. Visser and Jon A. Krosnick, Ohio State University and Michael Curtin, The Columbus Dispatch

Because of slow turn-around time and typically low response rates, mail surveys have generally been considered of little value in election forecasting. However, statewide mail surveys conducted by the Columbus Dispatch since 1980 have made remarkably accurate forecasts of Ohio election outcomes. In comparison to two other statewide surveys that employ conventional telephone interview methods, the mail surveys were consistently more accurate and were less suspectable to sources of inaccuracy such as high roll-off and low publicity. These findings suggest that mail surveys may not only be viable alternatives to telephone surveys but may actually be superior to them under some conditions.

A COMPARISON OF POLLING METHODS, Janet Hoek, Philip Gendall, Don Esslemont and Tony Lewis, Massey University

Recent attempts at forecasting election outcomes in a variety of countries have frequently proved unsuccessful. Many researchers have suggested why these inaccuracies may arise and this paper reports research which examined three possible factors. First, we explored the relationship between undecided voters and the questionnaire format, specifically, whether sensitizing questions can be used to provide a context which improves the behavioral predictions. Second, we examined the response mechanism; that is, whether an increase in confidentiality provided by a secret ballot decreased the proportion of undecided voters. Finally, we tested the effect of a probability scale on the accuracy of the estimates obtained. The scale employed, the Juster Scale, enabled respondents to express relative preferences rather than requiring them to make absolute judgements. The face-to-face questionnaire was administered during the lead up to the 1993 New Zealand General Election; a total of 4500 respondents were interviewed. Of these, approximately over 2000 were reinterviewed after the election to collect details of their reported voting behavior. The paper compares the relative effectiveness of the methods tested and comments on future applications of the methodologies.

IDENTIFICATION AND SEGMENTATION OF VOTERS IN PRE-ELECTION POLLS, Janice Ballou and Ken Dautrich, Eagleton Institute of Politics, Rutgers University

Using a three phase panel approach, the research provides insights on developing topologies of voters. Other voting research has focused on the undecided voters. This research identifies a potential new group of voters who are "switchers" (their actual voting behavior is different from the reported behavior in pre-election polls). In addition, this research suggests refinements for improving the classification of likely voters.

The 1993 New Jersey gubernatorial election provided the opportunity to look at a variety of measurement dimensions in developing an understanding of how to identify the most likely voters. An initial pre-election poll conducted with 800 "likely voters" used traditional pre-election items to identify the most likely voters. A sub-group of 130 "undecided" voters was re-contacted a few days prior to the election to track any shifts in the undecided segment. Following the election 613 of the original 800 likely voters were re-interviewed to estimate the accuracy of the pre-election identification of likely voters. In addition, this panel group provides data to look at other possible ways to segment voters when pre-election research is conducted.

Friday, 12:00 - 12:45 p.m.
POSTER SESSION

TRAINING CAPI INTERVIEWERS BY SELF-STUDY, Mark S. Wojcik and Edwin Hunt, National Opinion Research Center

At last year's AAPOR conference we gave a poster session presentation called *CAPI Training: Where Do We Go From Here?* in which we outlined our views of the direction of future CAPI training developments. On this year's National Longitudal Survey of Labor Market Experience (NLS/Y), we have had the opportunity to implement and gather data to evaluate some of those ideas.

In April of 1994 each experienced NLS/Y interviewer received a self-study training package containing a training video tape, electronic tutorial (loaded onto their lap-top computer) and various support materials (e.g. Self-Study Guide and exercises, CAPI Reference Manual). Each interviewer spent a total of 14 hours completing the self-study before returning it to the office for evaluation.

In addition to posting our main findings and describing our experience, we will use other media (such as VCR or computer slide show) to demonstrate the various components of the self-study package. Therefore, we can not only present our analysis of the results of the self-study training effort, but also provide the audience a glimpse of what it is like to be trained in this manner.

USING GENERIC AND TELEPHONE CONSENT FORMS, Joan W. Law, National Opinion Research Center

This poster session will examine the use of telephone permission forms and generic permission forms on the 1991 Longitudinal Follow-up to the 1988 National Maternal and Infant Health Survey (NMIHS-LF). In addition, the relationship between the number of requests sent to a provider and completion rate will be explored.

Four issues will be examined to determine their effect on completion rate.
First, completion rates for cases in which the provider was sent a permission form signed by the respondent will be compared with completion rates for providers who were sent a permission form signed by a telephone interviewer who attested to the fact that the respondent had given telephone permission to release medical records. Second, I will discusses the use of generic permission forms (where the respondent was mailed one permission form in which we asked for permission to contact all of her child's providers). Third, burden level will be examined to see if there is a difference in response rate for providers who receive a single request as opposed to those which receive multiple requests. Finally, the poster will examine the relationship of burden to the providers preference for completing a questionnaire or mailing in medical records.

AN ASSESSMENT OF THE COMMERCIAL CATI MARKET, Michael Mitrano, Response Analysis Corporation

To gain a more detailed understanding of the use of computer-assisted telephone interviewing (CATI) software among survey research firms, a survey was conducted among telephone interviewing center directors at 200 commercial organizations that use CATI and 200 that are considering the adoption of CATI. Among the data collected were the specific software used or considered, users' satisfaction with performance and support, the proportion of work that is conducted using CATI, and the extent to which computerized sample management is employed. Measures of user "sophistication" were also obtained, such as the presence of full-time CATI programmers and the use of autodialers and modems. Taken together with "demographic" data such as facility size, these responses indicate the relative success of different CATI packages in the commercial research marketplace.

CAPI HARDWARE UPGRADES: THE SELF-STUDY TRAINING APPROACH, Deborah Bittner, Brad Edwards, Richard Apodaca and Sandra Sperry, Westat

Last year Westat procured 50 Compaq Contura 486 laptops for HCFA's Medicare Current Beneficiary Survey (MCBS). The new machines were deployed among the MCBS field staff in an experimental design, replacing aging Compaq 286-class laptops. We shipped the equipment with a self-study training package detailing new laptop features. Interviewers read the instructions, completed some exercises, and discussed problems and questions with their supervisors.

We hypothesized that interviewers would have some difficulty learning new system features without in-person training, but would understand enough to benefit from the upgrade. To assess this, we asked interviewers to report their use of the new features in a computer-assisted self-administered questionnaire. We also analyzed their calls for help to our CAPI Hotline and we gauged respondent perceptions of the equipment change in a reinterview.

Power conservation features presented the most significant training difficulty -- several interviewers required telephone guidance to understand these features thoroughly. However, we judged the self-study program an overall success, and with some modifications we would choose it as the means for implementing future hardware upgrades.

REPRESENTATION OF "NON-TELEPHONE" HOUSEHOLDS IN A NATIONAL TELEPHONE SAMPLE: COMPARISON OF NO-SERVICE AND INFREQUENT-SERVICE HOUSEHOLDS, Roy W. Reese and Carolyn A. Eldred

Despite increasing telephone ownership in the United States (95 percent in 1990), doubts about possible bias arising from the exclusion of non-telephone households still plague researchers. This presentation reports on comparisons of telephone and non-telephone households included in a national dual-frame, mixed-mode survey, exploring characteristics that might be used to identify telephone households to serve as proxies for non-telephone households.

Because the study upon which this poster presentation is based sought to analyze low-income households (125 percent of the poverty threshold or less) separately from more affluent ones, the bias of excluding non-telephone households was of some concern. However, prior experience with the instability of telephone service among poor households combined with the study's focus on retrospective data suggest that bias might have been small and/or easily mitigated through weighting. Using study data from low-income households on the continuity of telephone service and other characteristics, the presentation explores alternate ways of identifying telephone households that could serve as proxies for non-telephone households and the ways in which results might have been affected by excluding non-telephone households with and without the use of proxy telephone households.

EVALUATING A MIDDLE ALTERNATIVE ON RESPONSE CATEGORIES IN A KOREAN STUDY: SCHUMAN AND PRESSER REVISITED WITH THE ROSENBERG SELF-ESTEEM SCALE, Young I. Chun, University of Maryland

This paper is a partial replication and extension of Schuman and Presser's (1981) study on "Measuring a Middle Position." Its purpose is to evaluate the extent to which the decision of including or excluding a middle alternative on Likert-type response categories has consequences for the conclusions drawn from attitude and opinion questions in a Korean study. The paper concludes with findings from cognitive interviews that would help to identify the reasons that the middle alternative attracts or repels Korean people.

I use findings from a split-half experimental study where Korean students were asked about their self-esteem with Rosenberg's Self-esteem Scale (SES), and other attitudes. Rosenberg's SES is a excellent choice to evaluate the effect of offering a middle alternative. The social psychological importance of Rosenberg's SES is so widespread that this scale is employed as a predictor, an intervening variable, or a dependent variable in the study of social psychology. The research has significant implications about the utility of Rosenberg's SES for attitude surveys conducted in a Korean context in particular. The study also ground-breaks the importance of offering or omitting a middle alternative in studies cross-culturally conducted in general.

CUSTOMER SATISFACTION: PREDICTORS AND SUBSEQUENT BEHAVIORS, Anita M. Bozzolo-Pugliese and Susan Libby Parker, The Gallup Organization

Relationships among customer service delivery attributes, self-reported customer satisfaction with service, and customer behavior are examined. Findings of a multiphasic research initiative are based upon data gathered from over 130,000 customers of an American financial institution in 1993.

Studied predictors of customer satisfaction include perceptions of service quality, characteristics of customer-contact personnel, and customer demographics. Results suggest that service attributes of highest importance are related to reliability of service performance, accuracy, and respect for the customer.

Of studied employee characteristics, those relative to customer satisfaction include number of employees, percentage of part-time employees, turnover, and tenure. The first three contribute negatively to customer satisfaction while tenure contributes positively. Also, customer age is positively related to satisfaction ratings, while customer income and satisfaction are inversely related.

The strongly positive relationship between satisfaction and self-reported retention found in this research is not surprising. However, among market segments and among customers with different degrees of relationship "depth," differences in the correlations are observed. Such differences suggest a linkage between customer satisfaction measures and actual customer behavior. Specifically, customers with the deepest relationships (after controlling for the effects of age) report the highest satisfaction. The fact that these customers are also slightly more affluent (typically giving the lowest ratings), only makes this finding more intriguing. Suggestions are given for further research into the linkage between attitude and behavior.

THE EFFECT OF QUESTION ORDER AND NUMBER OF QUESTIONS ON PHYSICIANS' CAUSE OF DEATH REPORTING, 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

This study, part of a research program investigating ways that the accuracy of physician's cause of death reporting on death certificates might be improved, compared three formats for Part 1 of the medical section of the death certificate. The first, the current format, had the immediate cause at the top and the underlying cause of death was on the bottom line. In the second, the reverse order format, the underlying cause of death was on the top line. The third format required entry of the underlying cause only.

Subjects attending board review courses and other medical meetings read a short case vignette describing one of three deaths, and then completed the cause-of-death section of a death certificate for that case. For all three vignettes, subjects' performance did not differ between the standard and reverse order formats. In contrast, these two formats differed from the underlying cause only format. In the underlying cause only format the condition selected as the underlying cause was more likely to be the immediate cause, than was the case in the other two formats.

These results fail to provide evidence that changing the order, or number, of questions on the death certificate would increase the accuracy of physicians' reports of the underlying cause of death. Simplifying the form by asking only for the underlying cause of death my result in poorer reporting. Previous findings in this project suggest that this is due, in part, to the poor understanding that physicians have for the terminology used on death certificates.

NEWSPAPERS' PAGE-ONE USE OF PRESIDENTIAL PRE-ELECTION POLLS: 1980-1992, Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

Election polling -- both private and public polling -- has become a staple in the modern presidential campaign. Perhaps the most conspicuous manifestation of this proliferation of pre-election polls is found on the front pages of our daily newspapers.

Our study uses two waves of content analysis to explicitly measure the number of election stories and the number of election stories with polls over four presidential elections (1980, 1984, 1988, and 1992) and 11 daily newspapers. Our content analysis shows a small increase in the amount of election coverage on Page One over the 1980, 1984 and 1988 elections with a large (30%) increase in 1992. The number of election stories with poll information also increased over the course of these election years. Overall, the number of poll stories increased more than 300 percent from 1980 to 1992. In addition to their sheer numbers, the placement of poll-based stories on Page One became more prominent between the 1980 and 1992 elections, and about one-half of these stories had leads and headlines referring (either implicitly or explicitly) to poll findings.

Our study documents that the 1992 election generated more news that the major dailies chose to put on their front pages in the height of the election season than was the case with the previous three presidential elections. And, despite this increase in Page One election stories in 1992, the corresponding increase in the use of the poll findings as part of that coverage was much larger and more prominent.

Friday, 2:00 - 3:30 p.m.
JOINT AAPOR/WAPOR SESSION-- IMPACT OF EVENTS ON FOREIGN POLICY ATTITUDES

SUPPORT FOR THE PEACE PROCESS AMONG WEST BANK AND GAZA STRIP PALESTINIANS, John Zogby, John Zogby Group International

Surveys of Palestinian public opinion in the West Bank and Gaza Strip from July 1993 to March 1994 reveal a great volatility and sensitivity to public events. In this period, Palestinians have experienced the frustration of stalled peace talks, the euphoria of the Gaza-Jericho First Agreement and the dramatic handshake at the White House lawn, disappointment over the delay of Israeli troop withdrawal, and near despair after the massacre at Hebron.

Public opinion has shifted with each dramatic event signifying both a public opinion that is molded by events and leadership and a remarkable degree of candor and political sophistication unique to the Arab World. Despite the obvious limitations of conducting scientific polling in an occupied territory with no democratic tradition, the polls also show a fascinating burgeoning democracy and a public opinion that impacts on its leadership's behavior.

This paper will analyze the results of seven scientific polls taken by media and other independent organizations and will discuss the problems faced by pollsters in an often dangerous military occupied region. The methodological discussion will focus on sampling errors, fear and distrust, excessive discretion given to canvassers, and improperly-worded questions.

Nonetheless, with all the limitations, the polls offer a rare glimpse of a people who are not monolithic and who, with certain caveats, speak for themselves.

THE IMPACT OF THE GULF WAR ON PATRIOTISM AND REGIME SUPPORT, Tom W. Smith, National Opinion Research Center

This paper examines how measures of public opinion relating to international affairs, the military, the presidency, patriotism, and partisanship were changed by the Gulf War. 50 public opinion trends running from before to after the Gulf War are analyzed. The Gulf War was found to cause large and widespread changes in public attitudes (e.g. increased support for Egypt and Israel, a rise in evaluations of the military, more support for military spending, increased patriotism). However, the changes were very short-lived. Most pre-War shifts in opinion disappeared within a year after the war with the post war points often being remarkably similar to the pre-war levels. National samples from 12 different survey organizations are examined.

NEWS, PUBLIC OPINION, AND FOREIGN POLICY: THE FLOW OF INFORMATION, Taeyong Kim, University of North Carolina

Ideally, foreign news coverage informs the public about foreign events with minimum distortion and later reflects the public's opinion with maximum fairness. The federal government then establishes and evaluates foreign policy based on this public opinion. It seems reasonable to suggest that there are interactive linkages among news, public opinion, and foreign policy. An information flow model was presented to illustrate the hypothetical linkages. To partially test the model, the present study examined, through two different approaches, the relationship between favorableness in U.S. newspaper coverage of 23 countries and people's attitudes toward those countries. In the first approach, people's attitudes toward 23 countries were directly compared with the favorableness of news coverage about those countries. In the second approach, the "Associated Index" (which was converted from the partial correlation coefficient - controlling four demographic variables) between people's attitudes toward those 23 countries and people's interest in reading foreign news was considered as a 'covariate of the favorableness of real news coverage about the countries.' These two different approaches yielded results confirming that the favorableness of news coverage about foreign countries is correlated with people's attitudes toward those countries. Reasoned interpretations and implications of the results were also presented.

Friday, 2:00 - 3:30 p.m.
PRACTICAL ASPECTS OF USING BEHAVIOR CODING TO TEST SURVEY QUESTIONS

THE UTILITY AND FLEXIBILITY OF BEHAVIOR CODING AS A METHODOLOGY FOR EVALUATING QUESTIONNAIRES, James L. Esposito, U.S. Bureau of Labor Statistics, Jennifer M. Rothgeb, U.S. Bureau of the Census, and Pamela Campanelli, Survey Methods Centre at SCPR, London

One of the more recent developments in the art/science of pretesting questionnaires has been the systematic use of behavior coding as a methodology for identifying problematic survey questions. In this paper, in lieu of a traditional literature review, we present a conceptual model of behavior coding that comprises five key attributes or components: (1) a natural survey context, (2) observation of interviewer and/or respondent behavior, (3) survey questions/questionnaire, (4) coding framework, and (5) coders. These five components are common to most applications of behavior coding when this methodology is used for pretesting purposes (and most instances involving interviewer-performance evaluations). What varies from study to study is the creative ways in which researchers have operationalized these components in their respective research endeavors. In the second part of the paper, we describe how behavior coding was used in the redesign of a major labor-force survey. The context for this discussion is work completed by a team of BLS and Census researchers in evaluating alternative versions of questions for the Current Population Survey (CPS). We conclude with a general discussion of the method's utility, identifying what we believe to be its strong points and limitations under various testing conditions.

AN IMPLEMENTATION OF BEHAVIOR CODING FOR RESEARCH ON QUESTION DESIGN: EXAMPLES FROM THE CPS CHILD SUPPORT SUPPLEMENT, Esther R. Miller, U.S. Bureau of the Census and Nora Cate Schaeffer, University of Wisconsin-Madison

Behavior coding has been used for evaluating both interviewers and questionnaires. Some implementations of behavior coding that have been described recently use simple systems for recording the interaction between the interviewer and the respondent so that coding can be done easily during pretesting of the instrument. The adaption of behavior coding that is described in this paper was developed to provide considerable detail about the interaction between the interviewer and respondent. The objective was to use this detailed information to describe how interviewers actually implement the questions in an instrument and to identify methods of improving question design.

Our analysis evaluates data from a split ballot test that compared questions from the 1992 Child Support Supplement to the CPS (CSS) with a new version of the CSS that was developed for testing. We evaluate the data by examining the results of behavior coding and data from the split ballot experiment. The analysis of the behavior coding data examines the frequency with which interviewers misread the questions and how the interviewers change the questions, requests for clarification, and interviewers' follow-up behavior. A comparison with behavior coding of the test questions allows us to examine whether a redesign reduces the incidence of these problems in standardization. In addition, analysis of data from the split ballot experiment allows us to assess whether there is evidence that the redesign aided respondents' comprehension of the complex survey concepts.

USING BEHAVIOR CODING TO IDENTIFY AND UNDERSTAND INTERVIEWER RECORDING ERRORS, Steven Blixt, Survey Research Center, University of Michigan, Jennifer Dykema, University of Wisconsin-Madison and Mori Insinger, University of Pennsylvania

As large, established surveys continue to move from paper-and-pencil (PAPI) to computer-assisted interviewing (CAI), one topic that has been the subject of speculation but little research is recording errors. In this paper, we use behavior coding to examine how accurately and completely interviewers record probes, marginal comments, closed and open-ended answers in a paper-and-pencil survey. We also look at the link between recording behavior and other interviewer and respondent behaviors in order to understand the possible sources of error.

Coders listened to tape-recorded telephone interviews collected by the University of Michigan's Survey Research Center. At each question, they compared the interviewer's recording with what actually occurred. Items that were coded included whether or not probes and marginal comments were recorded, and if so, how accurately; whether closed-ended answers were correctly marked; and how completely and adequately open-ended responses were captured.

This paper will address such questions as: 1) What is the recording error rate in a paper-and-pencil survey featuring a typical mix of question types? What is the nature of the errors?; 2) How do these errors impact on the data? 3) Are there certain characteristics of questions that appear to contribute to incomplete or misrecording? If there are, how might these be addressed through question redesign?; 4) Is it realistic to expect interviewers to record verbatim responses at open-ended items? When interviewers do not record verbatim, how well do they capture the gist of what was said?; 5) Do rates of recording error vary significantly by interviewer or respondent characteristics?; 6) What kinds of responses cause difficulty: interruptions, elaborations, ambiguous or non-responsive answers...?; 7) What are the implications of these PAPI findings for computer-assisted interviewing?

AUTOMATIC CODING OF CONCURRENT PROTOCOLS ELICITED IN QUESTIONNAIRE PRETESTS, Tina M. Bronkhorst and Ruth N. Bolton, GTE Laboratories

Based on GTE's experiences with pretesting its customer satisfaction surveys (Bolton 1991; 1993), a questionnaire pretesting methodology that automatically codes concurrent protocols to identify respondents' cognitive difficulties is a useful approach for identifying and "improving" defective questions. The purpose of this paper is to describe this new approach to identifying respondents' cognitive difficulties as they form answers to survey questions. Our methods are illustrated by a pretest of a customer satisfaction survey intended for administration to residential customers of local telephone service. The results show how this approach yields diagnostic information about question defects that can lead to improved questionnaire design.
Automatic coding provides objective descriptions of the content of respondents' verbal reports that provide diagnostic information about questionnaire problems and potential improvements. It seems particularly suited to identifying comprehension, retrieval and judgment difficulties that arise from question phrasing defects, whereas subjective coding seems better suited to situations requiring expert judgment of response difficulties arising from other questionnaire design factors, such as question order. Hence, a content analysis that relies on computer-assisted coding can be a potentially important complement to conventional analyses.

Friday, 2:00 - 3:30 p.m.
CONFIDENTIALITY

CONFIDENTIALITY AND INFORMED CONSENT ISSUES IN SCHOOL-BASED RESEARCH, Jennifer Hawes-Dawson, RAND

Traditionally, schools have been an efficient setting in which to conduct research on adolescents, particularly evaluations of policy interventions directed at this population. Over the past decade, much of the research that RAND has conducted on minors has been carried out in public junior and senior high schools. Conducting research in school settings, however, raises unique confidentiality, informed consent, and legal issues which are rarely discussed in the survey research literature. In this paper, we discuss what these issues are and how they are handled by major studies being carried out in schools. These issues include obtaining parental approval (via active or passive parental consent methods) to conduct research with minors, obtaining student assent to participate in research, and protecting student privacy. This paper reviews RAND's recent experiences in obtaining parental and student consent, including the results of some experiments comparing the effects of active vs passive parental consent on response rates. It also discusses the implications of newly discovered state and federal legislation that *may* increase the likelihood that written (active) parental consent will be required for students who are asked to participate in surveys on sensitive topics.

CONFIDENTIALITY ISSUES IN VIDEOTAPED DATA COLLECTION, Ann E. Cederlund, National Opinion Research Center

The Non-Shared Environment in Adolescent Development study sought to examine which factors, environmental or biological, would predict most accurately the presence or absence of conduct disorders and depression in families. To do this, the researchers designed a survey that used a combination of self-report measures and videotaped interactions.

Traditional confidentiality issues revolve around protecting a respondent's answers to questions by removing any information from the data set that could result in anyone linking a response or set of responses to any one individual. Since videotaped data does not lend itself to this process, this paper will examine the unique demands of protecting respondents' confidentiality as well as presenting a case study of one family whose request to view their videotape tested the limits of our usual perception of confidentiality.

This particular case forced us to amend our agreement with the family and withhold the videotape in order to protect them from potential psychological distress, but it is likely that similar situations will become much more prevalent as the value of videotaped data becomes indispensable to family process research. This endows us, as survey researchers, with the responsibility to our clients, as well as to our respondents, to examine fully the implications inherent in this mode of data collection and to incorporate these lessons into our protocol for informed consent.

AN INVESTIGATION OF RESPONDENT CONFIDENTIALITY CONCERNS IN ARMY SURVEYS, Joel M. Savell, U.S. Army Research Institute

This research sought information on whether soldiers believe the assurance of confidentiality they receive in a standard Army survey and, if not, what reasons they give for not believing it. Forty soldiers, meeting in 4-person groups that were homogenous with respect top rank (junior enlisted, junior NCO, senior NCO, platoon leader, and company commander) completed a standard Army survey that asked questions on 6 topics of varying sensitivity: satisfaction/dissatisfaction with Army life, rating of supervisor's leadership, rating of unit, gambling, use of alcohol, and use of drugs. These same soldiers also completed a 3-item questionnaire asking them about any confidentiality concerns they may have had while completing the survey. Then, with their completed survey form in front of them, soldiers at each session took part in a focus group discussion to elaborate on these concerns. This paper sets forth the results of this effort.

PRESERVING PATIENT CONFIDENTIALITY WHILE USING RAPID CASE ASCERTAINMENT IN A HOSPITAL EMERGENCY ROOM, Eric Vesper, Survey Research Associates

For the Suicide Attempt Case Control Study being conducted for the centers for Disease Control and Prevention, it was necessary to satisfy several requirements concerning patient confidentiality without compromising our case identification process. Case ascertainment protocol involved identifying the eligibility status of suicide attempters receiving treatment in the emergency rooms of three collaborating hospitals. In order to preserve patient confidentiality, no study data collectors were allowed to contact a patient until proper informed consent to participate in the study had been given. Surveillance and contact procedures were developed that allowed emergency room psychiatry residents to classify patients using a standardized method/injury scale and consequently introduce the study and gain consent from those patients classified as eligible to become cases. Because cases were hospital patients who were being treated for their injuries, our use of hospital residents to gain consent also made it easier to gain the consent of the attending physician. Being able to satisfy the various levels of anonymity and consent while the patient was still in the hospital allowed us resolve most confidentiality issues without ever removing data from the hospital. This ability to work with patient information in the hospital was key to satisfying confidentially requirements for the project.

Friday, 2:00 - 3:30 p.m.
RESPONSE ERRORS

MEMORY MODELS, RESPONSE TIMES AND ERRORS IN SURVEY, Jesse F. Marquette and Anne-Marie Scarrisbrick-Hauser, The University of Akron

Our common understanding of the nature of the survey process has been challenged by the demonstrated lack of stability in survey responses through time, the wide variation in responses which result from minor changes in question wording, and problems in respondent comprehension and recall. While the classic model of the survey response assumes that presentation of a survey question elicits from the respondent a reply based on an appropriate, pre-existing opinion, recent research by Zaller and Feldman (1992) suggests the respondent may in truth *construct* a response as an immediate reaction to the cues contained in the item. In contrast, developments in cognitive psychology suggest that individuals activate evaluations of topics or issues and then update them as a result of exposure to new information leading to an *on-line processing* model of judgement formation, permitting retrieval of an evaluation in a manner similar to the classic expectation of the survey response. While the memory-based and on-line processing approaches appear to stand in stark contrast as explanations of the survey response, this research asserts that each is appropriate, depending on the public agenda context and stage of personal opinion formation. In addition we demonstrate that the probability of response errors in surveys is directly affected by agenda position and stage of opinion formation.

ATTITUDE RECALL QUESTIONS: DO THEY WORK?, Jon A. Krosnick and Leandre Fabrigar, Ohio State University

Collecting panel data is costly and difficult, and analyzing repeated cross-sectional surveys does not provide much analytic leverage for studying attitude change. Therefore, it might seem appealing to do such research using questions that ask respondents to recollect what their attitudes were at prior times. In this paper, we review the many studies that have assessed the validity of such attitude recall questions. Taken together, this work highlights significant biases in recollections that limit their utility dramatically. These biases are apparent when long recall intervals are used (e.g., 20 years) and even when the recall interval is as short as one hour. Furthermore, seemingly meaningful results involving attitude recall questions appear instead to reflect methodological artifacts. Consequently, we strongly advise against using such questions, and based upon this literature, identify some new potential biases in behavior recollections.

"TAMMY TELL ME TRUE," OR RESPONDENT REPORTING ERROR, John Boyle, Schulman, Ronca & Bucuvalas, and Carla P. Jackson, Tennessee Valley Authority

The Tennessee Valley Authority recently conducted two sample surveys of residential consumers which provided a unique opportunity to examine respondent reporting error. The first survey was a multimodal data collection effort designed to provide information about space heating and cooling equipment, major appliance saturations, and characteristics of living quarters and their occupants. Using a mail questionnaire with mail, telephone and in-person follow-ups, a response rate of 90 percent was achieved. Approximately 8 months after the initial survey, respondents were recontacted by telephone with a series of questions about attitudes toward electrical products and services. As part of this effort, several questions were repeated from the earlier survey, primarily regarding the primary heating fuel and equipment used in the residence. Where there was a discrepancy between the responses from the two surveys, the interviewer attempted to determine whether a reporting error occurred in the first or second survey and if so, the source of the error. Discrepancies in the reporting of primary heating fuel and equipment were analyzed in an attempt to understand the frequency and the source of these errors, and the implications of these findings for understanding respondent reporting error will be discussed.

COMPARING REPORTS OF STARTING WAGES, Laura Branden, Westat and Michael R. Pergamit, U.S. Bureau of Labor Statistics

Measures of wage growth are important for understanding a variety of economic phenomena including the impacts of human capital investments. Such measures may be difficult to obtain in a one-time cross-section survey. While current wage rates may be obtainable, it is necessary to have information about an earlier wage rate to calculate wage growth. Even current wage rates are not available if the individual is not employed. For these people, the wage at the most recent job is the only substitute.

This paper uses data from the National Longitudinal Survey of Youth (NLSY) to examine two reports of an individual's starting wage at a job reported at two different points in time. The ability to report a starting wage is probably easier than recalling and reporting a wage from a particular date. Therefore, we expect any differences found in the two reports of starting wages to be lower than any differences found in two wages reported at other points in time.

The NLSY is a large, complex survey sponsored by the Bureau of Labor Statistics. A sample of over 10,000 individuals ages 14-22 in 1979 have been followed and interviewed annually from 1979 through 1993. After 15 years of interviewing, over 91 percent of the baseline sample is still in the survey. The survey collects detailed information on household composition, marital histories, education histories, work histories, training histories, health, assets, income, and a variety of special topics.

At each interview, each respondent provides information about each job held since the previous interview. Certain characteristics of the job are collected including wage, hours worked, occupation, and industry. In 1986, new questions were added regarding the starting wage at each job. After reporting their usual wage at each job, respondents were asked if their wages had changed since they began working for the employer. If they answered affirmatively, they were asked for the wage they earned when they began the job.

Subsequent yearly interviews contained a set of skip instructions for the interviewers in which they determine if the job being discussed was a job also reported at the previous interview. If it was, the question about the starting wage was not asked again since that information was collected the previous year. In 1987, however, the first year the skip instructions were introduced, an error rendered the skip instructions invalid. As a result, most respondents answered questions about the starting wage for the same job a second time. The error was corrected in 1988. (Ironically, approximately 10 percent of those affected said in 1986 that their wages had changed since beginning work for the employer, but answered "no" when asked the same question for the same employer in 1987.)

Taking advantage of this error in the skip instructions provides two reports of starting wages for respondents who reported the same employer in both the 1986 and 1987 interview. Restricting the sample to these individuals leaves a sample size of over 5,000. Further limits, such as restricting the wage reports to current jobs only at both interviews or restricting the beginning wage time units to the same time unit at both interviews, reduces the sample to between 1000 and 3000 depending on the analysis.

The first part of this paper explores the differences in the two reports. These comparisons prove difficult because respondents can choose the time unit for reporting their wage (e.g. hourly, monthly, yearly). A significant number of respondents change the units they report between years. We examine the degree to which these time units change and the impact on calculating wage comparisons. For those who report hourly wage rates in both years, both reports are fairly consistent. However this becomes more complicated when expanding beyond this narrowly defined group.

After examining basic differences between reports and the implications for wage distributions, we regress the differences on a variety of variables to try to explain what accounts for these differences. The regressors include personal characteristics (e.g. age, race, sex, education, AFQT score), job characteristics (e.g. government job, union member), and time effects (e.g. tenure on the job, time between interviews). Preliminary estimates show some differences for blacks, women, government workers, and union workers. Other personal characteristics seem to have no predictive power. Length of time with the employer has the biggest effect on the difference in the reports.

Finally, we investigate the analytical implications of different reports in a wage change regression. Standard labor econometric techniques are also employed in a regression where it is assumed that the error term is correlated with the independent variables.

Friday, 3:45 - 5:15 p.m.
JOINT AAPOR/WAPOR SESSION-- THE POLITICS OF ABORTION, FAMILY PLANNING AND POPULATION

PUBLIC SENTIMENT TOWARD LEGALIZED ABORTION: A COMPARATIVE ANALYSIS OF AMERICAN AND POLISH CATHOLICS, Allan L. McCutcheon, University of Delaware and Maria Nawojczyk, Nicolaus Copernicus University, Warsaw

This comparative analysis of the structure of Polish and American Catholic laities' attitudes toward legalized abortion focuses on the dimensions and factors which influence public opinion toward legalized abortion. Latent class models are used to analyze a set of six scenarios regarding approval/disapproval of legalized abortion; we find substantial similarity in the structure of the two publics' opinions; Catholics in Poland and the United States appear to either 1) disapprove of all six reasons for legal abortion, 2) approve of all six reasons for legal abortion, or 3) adopt an intermediate position in which they approve of the three ethical/medical reasons for abortion, but disapprove of the three social reasons for abortion. Interestingly, we find little difference in the relative proportions of American and Polish Catholics who disapprove of ethical/medical reasons for abortion (a relatively small minority in each population), but Polish Catholics are much more likely than American Catholics to approve of abortion for social reasons. Moreover, there appears to have been a significant increase in this approval between 1992 and 1993; possibly a result of the central role of this issue in the political debate of contemporary Poland. Using a latent logit model, we examine the differential influence of church attendance, cohort, and education on Polish and American Catholics' approval/disapproval of social reasons for abortion.

GENDER, ABORTION AND ISSUE VOTING, Debra L. Dodson, Center for the American Woman and Politics, Rutgers University

For more than two decades, abortion has been a controversial, divisive issue on the American political agenda. Nevertheless, widespread evidence of issue voting on abortion was not found until 1989, when the Supreme Court handed down its historic Webster decision. While academic, activist, and journalistic observers seem to agree that voters have been activated following Webster, they diverge in their conclusions about the importance of gender. Pro-choice activists, journalists, and some scholars suggest that it is women who have been activated to cast issue votes on abortion; other --pro-life activists and some other scholars suggest that women and men are equally likely to cast issue votes on abortion in elections. Using data from six surveys on abortion politics following Webster, this paper explores gender differences and similarities in abortion attitudes, political knowledge required to cast issue votes on abortion, and saliency of the abortion issues to voters.

IS THERE A CONSTITUENCY FOR U.S. PARTICIPATION IN POPULATION POLICY? A CLUSTER ANALYSIS OF AMERICAN VOTERS, Nancy Belden and John Russonello, Belden & Russonello, Vince Breglio and Ronald Hinckley, RSM

In anticipation for the upcoming UN conference on population and development, we examined American voters views on a host of population, environmental, and consumption issues, and their relationship to support foreign aid. A cluster analysis was used to segment the voters into seven distinct groups ranging from those most hostile to U.S. involvement ("Not My Problem") to those most anxious for the U.S. to help develop solutions.

Friday, 3:45 - 5:15 p.m.
THE USE OF RECORDS TO IMPROVE DATA QUALITY

FACTORS RELATED TO THE LIKELIHOOD OF COMPLIANCE WITH RECORDKEEPING IN A MEDICAL EXPENDITURES SURVEY, Maria Elena Sanchez and Charles A. Darby, Agency for Health Care Policy and Research

Several government-sponsored household surveys collect detailed factual information from family respondents. Quite a few of these surveys ask family respondents to maintain calendars or diaries, or save bills and financial statements, in order to improve the quality of the information collected for the period of observation. The degree of compliance on the part of family respondents with the requests to keep records varies from study to study, and from wave to wave within a single study. Reliance on records has been shown to improve the overall quality of data in a recent medical expenditures survey (Sanchez, 1993).

What are some of the factors that motivate respondents to keep records? What are the characteristics of respondents that keep records compared to those that do not? Does record-keeping behavior vary by family characteristics after taking into account the attributes of persons enlisted to answer in these surveys for all other family members?

This paper will explore these and related questions using data from the 1992 NMES-Feasibility Study, a national survey of households based on an area probability sample that includes an oversample of poor people, the elderly and racial/ethnic minorities (blacks, Hispanics). Factors that will be analyzed for their potential importance in predicting use of records include: the salience of the survey topic (health care), demographic attributes of the family respondent who was asked to keep a calendar of events, and characteristics of the family unit (size, health status, etc.).

CAN WE MAKE RESPONDENTS USE THEIR PERSONAL INCOME RECORDS?, Karen Bogen, Jeffrey C. Moore, 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 (SIPP) program fielded an experiment comparing standard field procedures to a new way of obtaining the same information about family income and program participation. The cornerstone of the new measurement procedures was the emphasis on respondents' use of personal income records to assist income reporting. Interviewers were fairly successful at getting respondents to use their income records, but there may have been some cost. The standard approach achieved high response rates, while the experimental procedures got relatively low response rates. In addition, the field costs on the experimental treatment were much higher than on the standard field procedures for SIPP. This paper will describe the extensive record use procedures for the experimental treatment, report how well interviewers did at implementing those procedures, and provide some ideas about what the costs/consequences were of these procedures for this survey as well as others.

IMPROVING VALIDITY OF PARENTAL REPORTS OF CHILD IMMUNIZATION STATUS IN A TELEPHONE SURVEY, Lois M. Haggard and Donald Z. Gray, University of Utah

The U.S. Public Health Service has established a goal of having at least 90% of all two-year-olds immunized by the year 2000. Because parental reports offer a cost effective method of measuring a child's immunization status, it will be important to examine the extent to which recall errors or socially desirable responses affect the accuracy of these reports. A pilot study was conducted to compare parental reports with clinic immunization records under the following experimental conditions: Notifying parents in an advance letter, embedding immunization questions among other more threatening topics, and alerting parents to the possibility that researchers could verify their responses. The percentage of parents who accurately reported the number of doses a child had received ranged from 38.2% to 71.4% depending on the type of vaccine. The manipulations had no significant effects on: Response or cooperation rates in a telephone survey, parents' success in locating their child's immunization record during the interview, or the accuracy of parental reports of the number of doses of a vaccine a child received. Results suggest that it may not be necessary to invest in additional efforts aimed at increasing response rates and validity of parental reports of childhood immunization rates.

INCREASING RESPONSE RATES IN FOLLOW-UP SURVEYS OF DRUG TREATMENT PATIENTS, Dean R. Gerstein, Robert A. Johnson, Natalie Suter, Kay Malloy, National Opinion Research Center and Susan Nisenbaum, Department of Alcohol and Drug Programs, State of California

This paper reviews and synthesizes results on response rates from national and regional surveys of drug treatment patients that were conducted in the 1980s and 1990s. These studies generally seek to evaluate the effectiveness of alternative drug treatments across a range of outcomes such as drug use, criminal activity and labor market behavior. We focus on results from NORC's recently completed California Outcomes Study (COS), a retrospective survey carried out for the State of California. COS is the first major drug treatment evaluation survey to use probability sampling. The main conclusion is that nonresponse results primarily from poor-quality address and other locating information (criminal justice, hospital, social security, etc.) obtained from the provider. Nonresponse is much less highly associated with patient-level characteristics likely to condition the effectiveness of treatment. Comparisons of respondents and nonrespondents using administrative data obtained from cooperating providers and comparisons of early and late respondents evidence few substantial differences.

Friday, 3:45 - 5:15 p.m.
COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN - II

COGNITIVE LABORATORY RESEARCH IN THE NATIONAL HOUSEHOLD EDUCATION SURVEY, Mary Jo Nolin, Westat

The National Household Education Survey (NHES) is conducted by Westat, Inc. for the National Center for Education Statistics of the U. S. Department of Education. Periodically, data are collected by telephone, using random digit dialing (RDD) methods from a large, national sample of households on educational issues of particular interest or policy importance that cannot be adequately addressed in school-based surveys. Cognitive laboratory research is part of the design phase of the NHES. Concurrent and post-administration think-aloud interviews, concurrent and post-interview debriefing, and focus groups, methods drawn from psychological research are used to reduce nonsampling error. These methods differ in the timing of the cognitive tasks and the level to which the respondent must attend to his or her cognitive processes. Focus groups are conducted to examine the feasibility of research topics and to evaluate the salience of issues for potential respondents. Concurrent and post-administration think-aloud interviews, concurrent and post-interview debriefing, and focus groups are employed to test versions of the questionnaires. These methods have been effective in assessing respondent knowledge as well as comprehension of concepts and terms and methods of recall.

HIDDEN ASSUMPTIONS: THE USE OF VIGNETTES IN COGNITIVE INTERVIEWING, Eleanor R. Gerber, Center for Survey Methods Research, U.S. Bureau of the Census

The answers given by respondents to survey questions arise out of complex cognitive processes which involve more than strategies of recall or the interpretation of specific vocabulary used in questions. Respondents also employ a wide-ranging pattern of social knowledge surrounding the specific content area on which the survey touches. As part of the Census Bureau's on-going attempt to improve coverage in the census and in surveys, a small-scale cognitive study, using thirteen vignettes, was designed to investigate respondents' concepts about residence. This paper describes the use of vignettes in cognitive interviews, as a means of examining respondents' contextual knowledge. The preparation of the vignettes, selected questioning strategies employed during the interview, and analysis of respondents hidden social assumptions are discussed.

The vignettes were deliberately ambiguous, ethnographically based, and avoided specific residence terminology. Manipulating hypothetical situations and encouraging respondents to ask for information were productive questioning strategies in revealing the social assumptions which influence responses. These hidden assumptions, about kinship, personal intentions, character, and other aspects of social relationships, often directly mediate respondents' judgments about residence. Such factors are likely to affect actual decisions about which persons to include on survey rosters.

AN EXAMINATION OF MODE EFFECTS IN COGNITIVE LABORATORY RESEARCH, Paul Beatty and Susan Schechter, National Center for Health Statistics

There has been little overlap between literatures of cognitive interview techniques and mode effects in surveys. We ask if modes other than face-to-face are feasible for cognitive interviewing, and if so, when is it advisable to "match modes" of the cognitive interview and eventual survey interview?

Guiding principles of cognitive interviewing held that the interviews should be done face-to-face. Researchers could then interact directly with subjects, which would help to identify cognitive issues in the survey response process. We discuss why researchers may want to perform cognitive interviews in modes other than face-to-face, and outline issues for deciding upon a different or combined mode. The paper primarily deals with theoretical issues, but is written with a practical aim: to help researchers decide on appropriate modes of interviewing in cognitive studies.

In addition, we present preliminary findings from a pilot study conducted at NCHS. We also discuss the feasibility of using cognitive interviews to test self-administered questionnaires. Finally, we examine the possibility of using cognitive interviews in different modes to understand variation observed in survey responses to the same question.

A COGNITIVE AND LINGUISTIC EXPLORATION OF THE MEANING OF TRAINING: IMPLICATIONS FOR SURVEY DESIGN, Pamela Campanelli and Roger Thomas, The Joint Centre for Survey Methods at SCPR and LSE, Joanna Channell, Liz McAulay and Antoinette Renouf, The Research and Development Unit for English Studies, University of Birmingham

It is common knowledge that survey words and concepts are not always understood by survey respondents in the way the researcher intends. A specific illustration of this phenomenon concerns the term *training*. For example, the UK Employment Department (ED) has for some time suspected that there is substantial mismatch between the range and nature of activities which they themselves have in mind in using the term *training* and the range and nature of the activities which the general public as respondents to surveys takes to be covered by the term. In 1993, they commissioned us to explore people's use and understanding of the term *training* from both a cognitive and linguistic framework. We approached the project using five specialized techniques. Three of these were from the survey tradition (cognitive interviewing methods, vignette analysis, and focus group discussions) and two were from the language-based tradition (corpus linguistics and conversation analysis).

This paper highlights the design, analysis, and usefulness of the survey-based techniques, describes some of the substantive and methodological findings, and discusses the implications and incorporation of the results in survey design.

CONCEPTUALIZATIONS OF JOB SEARCH: EVIDENCE FROM VERBATIM RESPONSE, Judith M. Tanur, State University of New York at Stony Brook

This work continues exploration for possible artifacts in youths' high unemployment rates occasioned by differences between youths' and adults' conceptualization of job search. Any such differences in conceptualization would effect measured unemployment rates because the classification of an individual as unemployed by the Current Population Survey requires that s/he have engaged in active job search during the past four weeks.

As part of the research program resulting in the redesign of the questionnaire for the CPS, the Census Bureau carried out a CATI/RDD study testing questionnaire revisions. In a debriefing, all respondents in the outgoing rotation group who had reported themselves or a member of their household as looking for work were presented with vignettes portraying scenarios that might be construed as job search. They were asked to report whether the protagonist in each vignette should be classified as looking for work and to explain why. This paper examines the verbatim responses respondents offered when asked why they did or did not consider the activity portrayed to constitute job search. In particular, a content analysis will concentrate on whether adults and youths differentially appeal to the CPS requirement of <u>active</u> job search.

Saturday, 9:00 - 10:30 a.m.
GENERATION X

BEYOND "X" -- A DIFFERENT LOOK AT 18-29s, Stuart Himmelfarb, Roper Starch

The 18-29 year old population has been characterized as alienated, angst-ridden and apathetic. Accused of being "slackers" and labelled "X", this group presents a challenge to marketers. In this presentation we will examine 18-29s with a focus on the impact of post-secondary education. Insights gained from *Roper Reports* and *Roper College Track* indicate that the campus experience distinguishes college students and graduates from their non-college counterparts in crucial ways, from optimism and job prospects to politics and media habits. For some 18-29s, then, we will see that the future *still* holds promise.

The "education factor" also affects older groups and many of the differences noted above hold true among 30-44 year olds ("Boomers"). Thus, the "education factor" leads to a number of crucial implications: first, college programs are essential to marketers seeking a foothold in the young adult segment; second, college experience --and the affluence that goes with it-- has more impact than age on important attitudes and activities; and third, policy makers must note the urgency of expanding access to college since it holds the key to success for a generation grappling with coming of age in an era of limited opportunity.

MEDIA USAGE PATTERNS AS INDICATIONS OF PSYCHOGRAPHIC CHARACTERISTICS: HOW DIFFERENT IS "GENERATION X"?, Horst Stipp, NBC

This paper will deal with three issues: First, I will conduct a critical analysis of the media portrayal of the much discussed "Generation X" -- the 45 million 18-29 year olds. Then, I will summarize research findings which provide valid data . This will lead to the third topic: the relationship between the research findings on this group and their media usage. I will present an original analysis of media usage data, primarily information on television viewing, which I believe corroborates findings from attitudinal research.

If media usage data can help us understand the characteristics of "Generation X", such data could be useful in other research areas as well -- to add new information or to help with the interpretation of data. Television viewing information is a better tool for such analysis now than it was before the advent of cable: not only has the number of choices increased dramatically, there has been an increase in the number of targeted programs which cater to specific groups and interests. The possible role of magazine readership and radio listening for such analysis will also be discussed.

THE POLITICS OF "GENERATION X": AMERICA'S POST-BOOMER BIRTH COHORT COMES OF AGE, Stephen E. Bennett and Eric W. Rademacher, Institute for Policy Research, University of Cincinnati

Twenty-five years ago, the phrase "Don't trust anyone over 30!" symbolized an alleged "generation gap" pitting the "Baby Boom" birth cohort against older cohorts. Today, the Baby Boomers find themselves under assault by a newly arrived birth cohort which appears to have a finely honed sense of grievance stemming from alleged excesses and failures by yesterday's youthful rebels. Labelled "Post Boomers", "Twenty-somethings", "the Baby Busters", or "Generation X", Americans under 30 are beginning to attract the attention of journalists, marketing experts and demographers.

Little has been written about the "Post Boomers" political dispositions and behavior patterns. Drawing on National Election Studies, General Social Surveys, and the Ohio Poll, we explore the political orientations of "Generation X". To put Post Boomers' political outlooks into proper relief, we compare them with the Baby Boomers' and Baby Busters' as they began to come of age. Comparing Baby Boomers' and Baby Busters' political dispositions provides useful clues on how to view the latter cohorts' alleged distinctiveness.

We seek to determine if the "Twenty-somethings" arrival on the political scene will have any significant impact on the partisan and ideological makeup of the electorate as the nation prepares to enter the 21st century.

THE POLITICAL ORIGINS OF THE GRUNGE GENERATION, Diana Owen, Georgetown University and Jack Dennis, University of Wisconsin-Madison

A new generation of Americans is currently in the process of coming of age politically. Although its members first voted in a national election in 1980, the *Thirteenth Generation*, consisting of the 80 million people born roughly between 1960 and 1980, only recently has become the subject of discussion, deliberation, and debate. Surfacing the in the shadow of the overachieving *Baby Boomers*, this generation has had to work extra hard to carve out a political identity, and as yet this identity remains amorphous and contentious.

Most attempts to solve the puzzle of the politicization of the *Thirteenth Generation* have been based predominantly on anecdotal evidence. There have been few scholarly investigations of this group's political evolution, especially its preadult socialization. The goal of this research is to fill this gap by systematically exploring the political development of the *Thirteenth Generation,* focusing predominantly on the sources of childhood politicization. Thus, the questions which guide this project are: What factors influence the political socialization of the *Thirteenth Generation*? What do members of this generation know about politics, how do they feel about the political world, and in what kinds of political activities do they engage? Finally, how do the political orientations of *Grunge Kids* compare to those of their parents?

This paper will present an overview of how and what Thirteeners learn about politics from personal and mass communication "agencies" of socialization. The cornerstone of our investigation is a child-parent panel survey data base compiled during the early 1980s. The children in this study ranged in age from ten to seventeen at the time of the 1980 presidential election, having been born between 1970 and 1977, which situates them in the heart of the *Thirteenth Generation*. This data set provides us with a unique opportunity to examine the early childhood politicization of this cohort, as well as, to explore the political orientations of their parents.

A final objective of our study is to compare the childhood politicization of the *Grunge Kids* to their political orientations as adults. By the time of the 1992 presidential contest, all of the individuals who comprised the child sample were eligible to vote, as they had reached the ages of 22 to 29. Using data collected in the presidential year from a variety of sources, including the 1992 American National Election Study, we are able to piece together a picture of the political attitudes of *Thirteenth Generation* adults. We are also able to compare their political perspectives to those of older citizen cohorts.

Saturday, 9:00 - 10:30 a.m.
CONTEXT AND WORDING EFFECTS

DOUBLE STANDARDS AND QUESTIONS INVOLVING GENDER: QUESTION ORDER MAKES A DIFFERENCE, David W. Moore and Frank Newport, The Gallup Organization

This paper examines the pattern of question order effects that are found when respondents are asked whether they would like to see a) their son, or b) their daughter, enter into politics as a life's work. Preliminary results suggest large, significant effects due to question order, with respondents giving more positive responses about a political career for their children when daughter is mentioned first than when son is mentioned first.

The theoretical explanation for this effect deals with the type of context in which the questions are viewed, a context that varies with the order of the question. When the son is mentioned first, the context is primarily one in which people's natural disaffection with politics is reflected in the low numbers who say they would want their son to go into politics as a life's work. (When the daughter question follows, equality demands an equal response, and for the most part, that occurs.) When the daughter question is asked first, the context seems to change, for now some respondents see the question not just about politics, but about sexual equality as well. In this context, greater numbers of people respond positively about a political career for their daughters. And then when the son question follows, once again, equality demands an equal response.

Several experiments to test this explanation are described in this paper, to include those where the effects were not found, as well as those where the effects were found.

CONTEXT EFFECTS IN STANDARDIZED SURVEYS: AN APPLICATION OF AN INTERDISCIPLINARY APPROACH, Inge M. Weller, University of Mannheim, Norbert Schwarz, University of Michigan, Herbert Bless, University of Heidelberg

Cognitive psychologists have suggested a model trying to incorporate various sources of context effects. Based on a combination of accessibility and categorization, their model is an attempt to predict the direction and the strength of context effects. While models from cognitive psychology have received substantial support in laboratory studies, the analogy to surveys have been frequently questioned. Therefore, we will evaluate the usefulness of models from cognitive psychology for explaining context effects in existing surveys. This is done with data from one of the most important instruments in empirical social science: the Eurobarometer surveys. According to our approach, we searched for constellations of two surveys that had been conducted right after each other with an attitude question being asked before four standard Eurobarometer trend questions in the one survey and right behind them in the other.

As a result, the predicted order effects could be observed for all instances. E.g. respondents who fear a loss of national identity by facing the unity approve less of the EC than respondent who don't. This difference was more pronounced, when the identity question preceded rather than succeeded the standard indicators. Interestingly, the size of this effect was larger than the effect size of most socio-demographic variables. Thus, the present evidence suggest that models from cognitive psychology are useful for survey researchers and that the effect size of context effects predicted by this models due to question order is quite substantial.

VOTING FOR TAX PACKAGES: THE PARTS ARE GREATER THAN THE WHOLE, Robert Mason, Survey Research Center, Oregon State University

States, public schools, and local government continue to seek voter approval for new monies to replace diminishing revenues. One strategy has been to "build" tax proposals from the results of sample surveys. In November 1993, voters in Oregon were asked to approve a 5% general sales tax which carried 12 restrictions that specified where the money would be spent, caps on new taxes, etc. A commercial pollster had supplied data showing that voter majorities favored them and the measure. The restrictions were listed on the ballot, after the vote question. The measure was defeated 3 to 1. Our split-allot survey of voters, conducted 10 days before the election, manipulated the order of asking opinions about the restrictions. One experimental treatment primed voters by asking about the restrictions before asking the vote question. Results showed that treatment increased the "yes" vote by 9%, over the control group, a statistically significant difference. Experimental results also suggest that greater participation in building tax packages at the voting booth may improve voter support.

EXPERIMENTS WITH QUESTION WORDING IN THE GALLUP POLL, Andrew E. Smith and George F. Bishop, Institute for Policy Research, University of Cincinnati

This study consists of a secondary analysis of almost 1000 question wording experiments conducted by the Gallup Organization since 1938 on a wide variety of behavioral and attitudinal questions covering a broad range of topics. A preliminary analysis of these data indicates that question wording effects are quite common and frequently produce significant differences.

The secondary analysis of these data suggests the existence of two dimensions that underlie the vast majority of question wording effects in public opinion surveys: (1) an abstract-concrete dimension, and (2) an affective dimension. To test this two-dimensional model, we evaluated selected question wording effects in the various Gallup Polls on a series of semantic differential scales. The semantic differential scores were then compared with the Gallup data to determine how differences in the abstractness/concreteness dimension or the affective dimension affect the magnitude of question wording effects.

Saturday, 9:00 - 10:30 a.m.
SAMPLE DESIGN

COVERAGE ERROR AND COST ISSUES IN SMALL AREA TELEPHONE SURVEYS, Judith A. Schejbal and Paul J. Lavrakas, Northwestern University Survey Laboratory

Survey researchers must often conduct telephone surveys within small geographic areas that do not conform well to the boundaries for local telephone prefixes. This situation requires consideration of both coverage error and cost implications. This paper reports findings from a large dual-frame telephone survey (n=2,573) of respondents in nine City of Chicago community areas. One-half of the sample in each of the nine community areas was reached via reverse directory sampling, and one-half was reached via random-digit dialing. For both types of sampling, geographic screening sequences were used to determine the geographic inclusion or exclusion of sampled households.

Compared to the reverse directory sample, the random-digit dialing samples were younger, had fewer children, had lived in her/his neighborhood fewer years, were more likely to be male, Hispanic, a renter, and were less likely to be married, and to list the telephone number. However, in almost all of the comparative analyses between sample type there were no significant differences found for the primary dependent variables which this survey was investigating.

In addition to demographics, sample-type comparisons also include re-sponse rates for each type of sampling, attitudinal and experiential variables, respondent quality as rated by interviewers, and cost issues.

THE CONVERTED AND THE HARD-TO-REACH: EFFECTS OF REFUSAL CONVERSION AND "UNLIMITED" CALLBACKS IN A NATIONAL TELEPHONE SAMPLE, Roy W. Reese

Second only to concerns about declining response rates and the difficulty of converting refusals in surveys conducted by telephone may be the concern that refusal conversion may actually bias results by yielding interviews only with the easy-to-convert. Evidence suggesting that interviewing the "hard-to-reach" reduces overall bias more than refusal conversion further complicates decisions about allocating interviewing resources. This paper examines the effects of pursuing refusers and the hard-to-reach based on a national telephone survey that aggressively pursued both.

The study collected data on events in the calendar year preceding the interview from national samples of low-income (125 percent of poverty or less) and moderate-income households (more than 125 percent of poverty, but below $60,000). By examining four categories of households in the study -- 1) households completing interviews, 2) households screening out of the study with incomes in excess of $60,000, 3) households screening out of a more restricted sampling frame targeting low-income households, and 4) households never completing interviews -- the paper discusses a) how the distribution of household characteristics in the final data set was affected by successfully interviewing the converted and hard-to-reach and b) the extent to which effects differed between the two income groups surveyed.

BIAS IN LIST-ASSISTED TELEPHONE SAMPLES, Mike Brick, Westat, Dale W. Kulp, Marketing Systems Group, Amy Starer, GENESYS Sampling Systems, and Joe Waksberg, Westat

The Mitofsky-Waksberg method of random digit dialing (RDD) is commonly used to select a self-weighting sample of telephone households while reducing the proportion of nonresidential telephone numbers dialed. Despite its utility, this scheme has some operational and statistical disadvantages. A different approach that eliminates some of these disadvantages is called list-assisted sampling. We consider list-assisted sampling that involves dividing the entire frame of telephone numbers into two strata: the listed stratum consists of all telephone numbers in 100-banks that have at least one listed residential telephone number; the zero-listed stratum contains the remaining numbers.

If the sample is selected only from the listed stratum, then the proportion of nonresidential telephone numbers to be dialed is drastically reduced, but a coverage bias is introduced by restricting the sample to the listed stratum. The size of the coverage bias is examined in this paper using data from two large national RDD surveys and a sample of 10,000 telephone numbers selected from the zero-listed stratum. Estimates of the undercoverage and characteristics of covered and missed households are presented. The findings support the conclusion that this list-assisted design is efficient and the resulting coverage bias will be small for virtually all household characteristics.

MULTI-PURPOSE HOUSEHOLD PANELS AND GENERAL SAMPLES: HOW SIMILAR AND HOW DIFFERENT?, Sid Groeneman, Market Facts

Tens of millions of research dollars are spent each year in thousands of surveys which make use of samples taken from standing "panels" of pre-recruited households. Although initially conceived for marketing research applications, negative trends in response rates and increasing cost of conducting surveys with general samples have lead to adoption of panel samples in other types of research. Multi-purpose household panels offer several advantages for researchers including high response rates, facilitation of true panel design studies and diary studies with relatively low sample attrition, efficient sampling of low-incidence populations and unusual populations using existing information, facilitation of otherwise difficult or expensive data collection such as national samples of children. Despite these benefits, many researchers distrust inferences made from panel surveys because they are based on quota samples rather than probability samples, or because the level of non-cooperation at the recruitment stage is generally high. Aside from arguments grounded in statistical theory, suspicions persist that persons who join and participate in multi-purpose panels are different -- that panel samples are unrepresentative of more general samples, especially in ways that go beyond demographics. This premise remains largely untested -- at least in non-proprietary research available to the public. The objectives are to compare results from parallel telephone surveys of panel and non-panel (RDD) samples (approximately 900 each). The comparisons will focus on the following issues, reflecting commonly heard hypotheses and speculation about the distinctiveness of panel participants:

- Are Panel household respondents more positive, optimistic, cooperative, etc.?

- Is it true that persons in Panel households tend to have more time available or are socially isolated?

- Will Panel household respondents be more forthcoming in answering difficult (sensitive) questions?

- How do the two groups compare on non-consumer oriented public opinion questions about social beliefs and public policy issues?

- Consumer orientations: Do panel members tend more than others to be: Value shoppers? Mail-order purchasers? Impulse buyers? Quality-conscious consumers?

- How much more do persons in Panel households participate (and like to participate) in various kinds of surveys?

- Will the obtained sample profiles differ demographically before weighting?

THE EFFECT OF AMOUNT AND TYPE OF INFORMATION ON RESPONDENT SELF-SELECTION IN RDD TELEPHONE SURVEYS, Kristina S. Romuald and Lois M. Haggard, Survey Research Center, University of Utah

A study was conducted to examine the accuracy of various methods of randomly selecting respondents within households for a random digit dial (RDD) telephone survey. Past research at the UUSRC has indicated that informants (those who answer the telephone) self-select to participate in surveys at a higher percent (67%) than expected (45%) based on the number of adults in the household. The current study involved embedding a respondent selection experiment in a statewide RDD telephone survey of 500 Utahns. The goal was to examine the effect of the following two variables on informants' decisions to self-select: 1) whether or not informants were first asked for the number of adults in the household, and 2) the amount and type of information provided in the respondent selection question. Informants were randomly assigned to one of six conditions in a two (preliminary number of adults question) by three (amount of information) experimental design. It was expected that informants who received the number of adults question first would have a lower self-selection rate, and that as amount of information increased, self-selection would increase. Results of a logistical regression analysis showed that there were no significant main effects or interactions. Results suggest that providing an informant additional information regarding respondent selection may not alter the probability that the informant will self-select to participate in the survey.

Saturday, 9:00 - 10:30 a.m.
THE MEANING OF THE 1993 ELECTIONS

THE VIRGINIA GOVERNOR'S RACE, Scott Keeter, Virginia Commonwealth University

After holding a large lead in spring polls in the Virginia gubernatorial race, former Attorney General Mary Sue Terry lost in a landslide to former state legislator and U.S. representative George Allen. Allen was a relative unknown when he began his campaign, while Terry had enjoyed high approval ratings during her years in statewide office. Public opinion on a number of issues in the campaign affected voter behavior to a greater or lesser extent: attitudes toward Governor L. Douglas Wilder and Senator Charles S. Robb; public support for Allen's proposal to eliminate parole and Terry's proposal to expand gun control; concerns about the influence of the Christian right on the Republican party; approval of President Clinton; support for a parental notification law regarding minors' abortions. Although some observers at the national level pointed to the outcome of the election as a sign of voter discontent with the rule of the Democratic party, the survey evidence suggests that the election turned largely on local issues (some of which have relevance nationally) and on the personal qualities of the candidates.

THE NEW JERSEY GOVERNOR'S RACE, Cliff Zukin, Eagleton Institute of Politics, Rutgers University

The 1993 Gubernatorial Election in New Jersey looks at how Christie Whitman came from behind to beat Democratic incumbent Jim Florio, who had a commanding lead in the polls just a few days before the election. The paper focuses on the issues driving the electorate, candidate strategy, the peculiarities of the New Jersey media market, how late deciders made their decisions, and looks ahead as to whether there are national implications that can be drawn for 1994 or the presidential election of 1996.

THE NEW YORK CITY MAYOR'S RACE, Michael X. Delli Carpini, Barnard College, Columbia University

This paper is an overview of the 1993 mayoral race in New York City, analyzing the victory of Republican Rudolph Giuliani over Democratic incumbent David Dinkins in light of both local and national trends. The paper is intended to do five things. First, to describe the "backdrop" of the election, including an examination of both long term and recent trends in voting in New York City. Second, to describe the "setting" of the election, including an examination of the primary process and the key issues that emerged from that process. Third, to explore the "dynamics of public opinion" throughout the general election, including the impact of the two campaign's strategies and the role of the media. Fourth, to analyze the "dynamics of the vote choice," exploring the key factors that led citizens to vote as they did. And fifth, to explore the "meaning" of the election for both New York City and for the nation more broadly. Throughout this analysis special attention will be paid to the impact of race and ethnicity on both campaign strategies and the voters' calculi.

Saturday, 10:45 a.m. - 12:15 p.m.
CONTROVERSIES IN THE MEASUREMENT OF SEXUAL BEHAVIOR AND ATTITUDES

COUNTING GAYS AND LESBIANS: A CASE FOR "NEW" SURVEY METHODS, Brad Edwards, Westat

Last year a controversy developed regarding the prevalence of homosexuality in the United States. Several surveys reported estimates that were much lower than commonly expected, in the range of 1 to 3 percent of the adult population. This paper reviews the various estimates, examines the methods used in the recent surveys, and contrasts them with Kinsey's approach. The paper calls for the application of "new" survey methods -- cognitive interviewing, behavior coding, focus groups, anthropological techniques, audio-CASI -- to develop data collection approaches for future studies that attempt to estimate the size of the gay and lesbian population.

Does a single same-sex experience make a person homosexual? Most people would say no. But the flip side of the coin is that counting the number of people who say they were exclusively homosexual during the past year is likely to produce an undercount of gays and lesbians. Furthermore, "homosexuality" is not synonymous with sexual behavior. Kinsey used "in-depth" interviewing techniques, a method that has been almost completely supplanted by more standardized protocols that seek to minimize interviewer error. The controversial data from recent surveys underscore the need for a large, carefully constructed study of the full range of American sexuality, using state-of-the-art methods for questionnaire design and data collection.

CHANGES IN AMERICAN SEXUAL BEHAVIOR, Tom W. Smith, National Opinion Research Center

This paper carries out a comprehensive review of changes in sexual behavior over the last 30 years covering both the "sexual revolution" of the 1960s and the AIDS epidemic of the 1980s. Among the behaviors examined are 1) % of teenagers sexually active, 2) average age of first sexual experience, 3) number of premarital sexual partners, 4) number of lifetime sexual partners, 5) sexual abstinence, 6) frequency of sexual intercourse, 7) extramarital sexual relations, 8) use of condoms, 9) non-marital births, 10) sexual orientation. Attention is also given to differences by socio-demographic groups such as gender, race, education, age, and region.

EFFECTS OF A MAJOR COMMUNITY CONTROVERSY ON RESPONSE TO A STUDENT SURVEY OF SEXUAL BEHAVIOR, Sandra H. Berry, Robert M. Bell, David E. Kanouse, and Mark Schuster, RAND

In May, 1994 RAND conducted a follow-up survey of 1148 Santa Monica High School students as part of an evaluation of a condom availability program. This survey, which required active parental consent, came at the end of months of intense protest by a small group of parents and others including attacks on radio shows and an unsuccessful attempt to obtain a court order to stop the survey. The baseline survey, carried out the previous year using passive consent procedures, included 2031 students, nearly all of the students present the day of the survey. In this paper we use the characteristics of follow-up survey respondents and nonrespondents to project what the baseline results would have looked like if students who failed to participate in the follow-up survey had been missing at baseline. This allows us to see how the need for active consent and the controversy which ensues can affect demographic characteristics of resulting survey participants and estimates of their participation in various sexual activities and use of condoms.

ESTIMATING THE GAY AND LESBIAN URBAN VOTE: SELF-IDENTIFICATION AND VOTING BEHAVIOR, Robert W. Bailey, School of International and Public Affairs, Columbia University

The paper examines available data bases on urban voting that also have indicators for sexual orientation. For the most part these are exit-polls (VRS, NES, WABC-TV/New York Daily News, LA Times, CBS/WCBS-TV). It first explores the nature of self-identification and thus the gay/lesbian sample. It then examines the data with two issues in mind: 1) What is the relative salience of an "urban gay vote" in the context of overall voting behavior. Specifically it asks whether the urban gay vote is more *Urban* or more *Gay*. 2) Secondly, it explores the role of the lesbian and gay vote in the critical 1993 mayoral elections in Los Angeles city and New York. Here the analysis comments on the political science literature exploring the role of "white liberals" in urban bi-racial coalitions and their opposite pole in the more conservative coalitions that achieved victory in 1993. Overall, it concludes that there is indeed a satiable "urban gay vote" that is described by 'sexual orientation' among a second tier of independent variables.

Saturday, 10:45 a.m. - 12:15 p.m.
NEW TECHNOLOGY FOR SURVEY RESEARCH

SPOKEN LANGUAGE RECOGNITION OF THE YEAR 2000 CENSUS QUESTIONNAIRE, Martin V. Appel, U.S. Bureau of the Census and Ronald Cole, Oregon Graduate Institute Center for Spoken Language Understanding

The U.S. Bureau of the Census and the Oregon Graduate Institute's Center for Spoken Language Understanding (OGI/CSLU) are working together to determine the feasibility of extending state-of-the-art-computer spoken language understanding technology to the collection of information for the Year 2000 census.

A two tier Research Plan was developed to produce a prototype systems that could acquire information from callers in both English and Spanish. Tier 1 consisted of: 1) determining the dialogue structures, 2) collecting and transcribing the speech data needed to design and train the prototype systems, 3) developing semantic and dialogue models, and 4) the development of two prototype systems, one using a neural network-based approach and one using a hidden-Markov-model approach to speech recognition.

Tier 2 consisted of a small test of the delivered speech demo system by Year 2000 Census HQ personnel to evaluate the prototype understanding systems in terms of the Census Bureau's goals, and to compare performance of the two systems.

This paper presents the results of this feasibility test.

DISK-BY-MAIL SURVEY FOR PROFESSIONAL POPULATIONS, Theodore Downes-Le Guin and Brent Soo Hoo, Griggs-Anderson Research

In the search for alternatives to traditional data collection modes for surveying professional populations, many organizations have turned to self-administered, computer-assisted (disk-by-mail or DBM) questionnaires. The main limitation of the disk-by-mail mode for general populations is coverage—only those with easy access to a personal computer and the knowledge to use it can access the questionnaire. For appropriate populations such as computer users, professionals and information technologists, however, the mode is appealing in its combination of the quality control advantages of CATI and the flexibility of a mail survey.Our objectives in this paper are to review (1) the state of the technology for DBM data collection; (2) design considerations unique to DBM; and (3) likely development of new areas of DBM data collection and new viable populations. Specific issues we address include populations in which DBM is generally useful and provides adequate coverage, data that can be collected easily using DBM that would be complex or infeasible using other modes, available software for programming DBM questionnaires and cost and nonresponse rates across a number of our own and other organizations' studies. The information is presented at a fairly general level for those less familiar with the data collection mode.

INTERACTIVE POLLING AND AMERICANS' COMFORT LEVEL WITH TECHNOLOGY, Kathleen A. Frankovic, Bala Ramnath, Cheryl Mercado Arnedt, CBS News

As part of an attempt to measure instant reaction to major news events, CBS News conducted several studies of interactive participation following major news events. This paper outlines public interest in interactive polling, and its willingness and ability to participate in interactive polling. It examines the relationship between agreement and commitment by describing the demographic and political characteristics of those who were willing to engage in these studies, and those who successfully participated. Data were collected to assess completion rates, length of participation, and quality of answers.

In addition, this paper assesses some of the difficulties inherent in the public's adaptation of technological developments by examining relationships between demographic and political characteristics and access to and comfort levels with a rather simplistic piece of technology --a touch-tone telephone.

TARGETING 55+ HOUSEHOLDS (NON-RESPONSE AND TECHNOPHOBIA), Carol P. Stowell and Walter K. Smith, The Arbitron Company

In traditional diary-based media research, young men aged 18-24, Blacks, and Hispanics generally have the lowest response rates, while respondents aged 55+ have among the highest rates. With electronic measurement surveys, however, response rates for individuals aged 55+ tend to be much lower than for individuals in other key demographic groups. Unfamiliarity with, and fear of, new technologies has been cited as a main reason for the low response rates of individuals aged 55+ in electronic measurement panels.

Increased monetary premiums have been shown to improve response rates among 55+ respondents with electronic measurement surveys *in some circumstances*. Arbitron research has shown that increased premiums improved response rates for people 55+ when equipment was installed by a technician. However, the increased premium did not improve response rates among 55+ respondents when we asked respondents to install the equipment themselves.

In this presentation, we discuss three broad response rate issues. First, we present the results of a 1992 study analyzing the effects of increased premiums on response rates for 55+ households in electronic measurement surveys. Second, we look at the effects of raising the premium for 55+ households beyond the maximum tested to date. Third, we test the effects of increased panel relations support through the telephone on net response rates.

Saturday, 10:45 a.m. - 12:15 p.m.
ISSUES IN THE CONSTRUCTION OF RESPONSE CATEGORIES

EFFECTS OF RANK VERSUS CATEGORY IN MEASURING SUBJECTIVE SOCIAL INEQUALITY, Jurgen H.P. Hoffmeyer-Zlotnik, ZUMA

In a postindustrial society with high levels of division of labor social differentiation occurs mainly in two ways: first, the subjective self-perception of the individual and second, an objective ascription of the individual's location in the status hierarchy.

In survey research the subjective perception of the individual's own location in the stratification system is either measured by a question confronting the respondent with categories of social stratification or by letting himself allocate on an open ranking scale. In both instances, the researcher has no information about the criteria underlying the respondents choice for a specific category or specific scale point:

- With respect to the "categorical" measure the researcher not only assumes that the respondent understands the categories but also is able to apply these categories to locate himself in the stratification system.
- With respect to the open ranking it is implicitly assumed that status in society is identically perceived by each respondent, regardless of the respondent's own location within the status hierarchy.

What can we do with subjective location in a stratification system where the respondent is forced to use an abstract categorical or an unspecific open ranking measure? and: what are the differences between these measures?

VAGUE QUANTIFIERS: UNIVERSAL OR SEGMENTED NORMS?, Colm O'Muircheartaigh and George Gaskell, Cognitive Survey Laboratory, London School of Economics and Political Science

Response alternatives for questions in surveys and experiments are often labelled with vague quantifiers that express relative frequency, relative intensity, or relative amount; the alternative is to ask for absolute amounts or frequencies. Most vague quantifiers imply reference to an implicit calibration, as in deciding whether an amount should be classified as *hardly any* rather than *a little*, or a frequency as *sometimes* rather than *frequently*.

We are concerned with the calibration of these vague quantifiers; our topics are TV viewing and alcohol consumption. The aims of the research are to describe the mapping of relative and absolute quantifiers, to investigate whether vague quantifiers used as response alternatives for survey questions imply a universal (population) or segmented (sub-population) reference group, and to examine how the choice between relative and absolute frequencies may affect conclusions about comparisons across sub-populations. We also examine how particular contexts may influence the responses to such questions.

THE MANY DIMENSIONS OF ENVIRONMENTAL ATTITUDES, Frederic E. Solop, Mary Ann E. Steger, Elaine Rodriquez and James Rhodes, Northern Arizona University

Public opinion researchers have documented the rise of environmental concern within various sectors of the general public. For many, this broad-based concern acts as an important determinant of public behavior.

The Social Research Laboratory at Northern Arizona University has had particular interest in understanding the depth of support for environmentalism in Arizona and the particular dimensions upon which this support is based. Over the past three years, the lab has experimented with different methods for assessing the nature of environmental attitudes. The attitudinal method simply registers citizen attitudes toward environmental concerns and the level of support for environmentally conscious policies and behaviors. The tradeoff method poses concerns for the environment as a direct tradeoff with concern for economic growth and assesses level of support for each option. The public values method, in the format of Ronald Inglehart's work The Silent Revolution, assess broader orientation for aesthetic or material values.

This paper uses three years of Arizona Poll data to assess the strengths and differences of the attitudinal, tradeoff and public values methods for assessing the depth and dimensions of environmental attitudes. While this data limits the scope of the project to the Arizona context, this paper has broader implications for the way public opinion researchers approach an understanding of environmentalism in the contemporary world.

WHEN POLITICAL SELF-IDENTIFICATION MEASURES FAIL: RESPONDENT RESISTANCE TO CONVENTIONAL SURVEY APPROACHES, Jill A. Edy, Northwestern University

Political Self-identification and party identification have proved useful attitudinal measures for social scientists. Such measures are used to predict voting behavior, levels of political involvement, and so on. Despite evidence of weakening party affiliation and a poor fir between declared party identification and attitudes on other issues, these measures remain useful.

Nevertheless, a problem arises for both researchers and respondents when the respondent's party or political self-identification does not fall on the ideological spectrum the researcher conceives. Forcing such respondents into the traditional Democrat/Republican framework produces data which neither describe their beliefs nor predict their behavior. Libertarians are one such group. The adhere to an internally consistent ideology but cannot be placed on the conventional political spectrum.

Libertarians' problems with conventional attitude scales exemplify a wider problem for survey researchers and political scholars. Many respondents may have constrained belief systems, but if their views do not correspond to the political self-identification framework built into questionnaires, that fact remains hidden. As identification with traditional political parties declines, this weakness of current methods becomes more pronounced. This paper will explore the causes and consequences of party "misidentification" and suggest some practical solutions.

Saturday, 10:45 a.m. - 12:15 p.m.
THE IMPACT OF MEDIA AND SOCIAL NETWORKS ON PUBLIC POLICY ATTITUDES

THE EMERGENCE OF A NEW PUBLIC POLICY ISSUE: INFORMATION SOURCES AND THE RISE OF PUBLIC OPINION TOWARDS CLEAN FUELS, Jane G. Torous and Thomas F. Golob, University of California, Irvine

This presentation explores how public opinion emerges towards a relatively new issue, and the differential acquisition of information by subgroups. There is currently legislation in California and elsewhere that mandates electric and other clean fuel vehicles, but there is only a threshold awareness about the issue. The legislation will require a high degree of consensus and social support to implement. Currently, most opportunities to learn about clean fuel issues occur directly from the mass media. Drawing on a 1993 panel survey of almost 5,000 households, a system of structural equation models test relationships among awareness, knowledge, attitudes, and interest, and exposure to different mass media and interpersonal sources. The analysis explores information acquisition in terms of sociodemographic variables, as well as links them to an analytical framework that associates differential learning effects with the interaction of information sources and environmental cues. This panel data provides a baseline to study the growth of developing awareness and attitudes towards the developing clean fuels issue.

EFFECTS OF THE MASS MEDIA ON CALLS TO THE NATIONAL AIDS HOTLINE, David P. Fan, University of Minnesota, Eric Zook and Eileen Gentry, NAIEP, Centers for Disease Control

This paper uses time trend methods to assess the effects of print news, television broadcasts, and public service announcements (PSAs) on the volume of calls to the National AIDS Hotline. The method was to compute time series for news coverage, both print and electronic, as well as PSAs. News coverage was represented by the texts of articles from 18 newspapers as well as transcripts from CNN and ABC News. The news stories were scored by computer for the number of paragraphs discussing AIDS or HIV. PSA counts and paragraph scores from the news were entered simultaneously into the statistical model of ideodynamics to predict Hotline volume. The analysis ran from October 1, 1992, the first date that the most recent method of collecting PSA data was implemented, through to the recent past. Comparisons were made with Hotline volume on a weekly basis because that was the frequency of the PSA data. The relative impacts of different types of persuasive information could be assigned by giving different weights to different types of persuasive information and optimizing for the best fit using appropriate nonlinear statistics.

INVESTIGATING PERCEPTIONS OF CRIME AS THE MOST IMPORTANT LOCAL ISSUE: THE EFFECTS OF MEDIA USE AND INTERPERSONAL CONNECTIONS, Jack M. McLeod, Zhongshi Guo, and Katie Daily, Mass Communications Research Center, University of Wisconsin-Madison

Our study seeks to specify several factors that may influence individuals' perceptions of crime as a serious local problem, including media reliance and types of media content attended to, the extensiveness of interpersonal connections in the local area, and convictions and feelings about living in the area. In this paper, we investigate the relationship among individuals' perceptions of crime as a serious problem in their localities, their media use patterns, and the amount of self-reported interpersonal discussions in which they engage. The data in our study are from a random sample of Dane County, Wisconsin, residents who were interviewed by telephone in October, 1993 (N=421).

Past research on perceptions of crime (see, for instance, Gerbner and his colleagues' cultivation research) suggests that those who spend more time watching television and less time interacting with other people tend to have perceptions of higher levels of crime in their localities.

Our preliminary analyses, however, do not support past research. Individuals in our survey who believe that local crime is the most serious issue facing the metropolitan area tend to be women, those who are older, and the less well-educated. In addition, belief in the seriousness of crime as an issue appears to be tied to feelings that the overall quality of life in the area is declining.

ECONOMIC NEWS, CONSUMER SENTIMENT, THE STATE OF THE ECONOMY AND PRESIDENTIAL POPULARITY: A TIME SERIES ANALYSIS, Deborah Blood, University of Connecticut

During the 1992 American presidential election the media were accused of portraying the economy in a negative light, with both economic and political consequences for the country. Such criticism was based on assumptions concerning the relationships among four key variables: media coverage, public perception of the state of the economy (consumer sentiment), the actual state of the economy, and presidential popularity. Most research efforts have been directed at determining the nature of bivariate relationships between some of these variables, and many have failed to take into account the time series properties of such data including its inherent nonstationarity.

Hypotheses concerning the nature and direction of influence among the four variables are proposed. Time series analyses are conducted to test each hypothesis, using economy-related press stories appearing in the New York Times to represent economic news. Each series is analyzed to isolate its principal characteristics, and tests for cointegration between the series conducted. Vector auto regression is applied to the four series as a model of their joint determination and tests for causality conducted. Preliminary findings from this on-going research will be presented.

TIES THAT BIND: DEMOGRAPHICS, SOCIAL CONNECTEDNESS, AND POLITICAL PARTICIPATION, Richard J. Timpone, SUNY at Stony Brook (Honorable Mention in the Student Paper Competition)

An individual's integration into the community has long been accepted as having an influence on subsequent political behavior. Empirical political studies often discuss implications of social forces, such as social integration, through the examination of demographic indicators. This research uses data from the 1992 American Election Study to create a scale of social connectedness, which is then used to determine the value of demographic variables as proxies for this construct, as well as its true relationship to electoral behavior. The social connectedness scale is found to be a statistically and substantively important factor in a model of voting turnout. Marital status, church attendance, owning a home, formal group membership and socio-economic status are found to be significantly related to social connectedness, but they are at best weak proxies. The finding that length of residence in one's community, but not in one's home, is related to social integration, while the opposite is true for turnout, questions some past interpretations of these measures.

Saturday, 2:00 - 3:30 p.m.
HEALTH

META-ANALYSIS OF SURVEYS ON AIDS-RELATED KNOWLEDGE AND ATTITUDES, John Edwards and Patrick Smillie, Loyola University of Chicago

Since the early 1980's, social and health scientists have conducted many surveys aimed toward understanding people's cognitive and affective reactions to the AIDS epidemic. Over one hundred studies have been published on the AIDS-related knowledge and attitudes of the general population or special subgroups. These studies were often guided by an assumption of human rationality wherein attitudes on AIDS issues would be based upon or related to the extent of correct knowledge people have about AIDS.

The purpose of this report is to provide an integrative review of the methods and findings of studies on AIDS knowledge and attitudinal variables with a special focus on the relationship between these variables. Among our conclusions from this review are that: respondent samples vary greatly in size, are usually selected by convenience, and response rates are typically unreported; knowledge and attitudinal measures employ a diversity of numbers of items, response formats and content domains, and are often of unknown or inadequate reliability; most studies do not report relationships between variables, but those that do suggest that knowledge is related to attitudes to a generally low degree that varies across different content domains. Improvements in the theoretical basis and methodological-analytic techniques in future surveys on people's reactions to AIDS are recommended.

PHYSICIANS' PERCEPTIONS REGARDING HMO QUALITY, Craig A. Hill, National Opinion Research Center

As various health reform initiatives take shape in the coming months (and years), several constants cut across all the different proposals. One of these constants is the desirability of accurate methods to measure the quality of care delivered by the community of medical providers. One undeniably important and growing sector of this community is Health Maintenance Organizations (HMOs); consequently, a sought-after component of any health reform initiative will be practical and useful measurements of the quality of care provided HMO settings. In concert with this objective, NORC surveyed 2,400 board-certified physicians, asking them to rate 31 different potential indicators of quality of care. These 31 indicators can be grouped into larger domains, such as "measures of size," "measures of financial viability," "measures of clinical process," and "outcomes measures." This paper presents the results of the physicians' ratings, broken down by physician specialty, age, sex, region, and percentage of HMO patients seen. These results have the potential to illuminate the debate about accurate measures of quality of care in HMO settings, which can, in turn, supplement the information necessary for successful implementation and monitoring of any health reform policy.

PUBLIC KNOWLEDGE AND OPINION CHANGE ON HEALTH CARE REFORM, Robert J. Blendon, John M. Benson and Mollyann Brodie, Harvard School of Public Health

This paper discusses public knowledge about health reform, the affect media and paid advertising, and public involvement in the issue. Relying primarily on the results of two surveys sponsored by the Henry J. Kaiser Family Foundation and conducted by the Harvard School of Public Health and Princeton Survey Research Associates in the September-October 1993 and February 1994, the presentation makes six points:

- Americans are poorly informed about the concepts behind the major health reform plans.
- The public seems to have gained little knowledge about basic problems with our health care system during the course of the debate.
- Americans were largely unaware of two major events affecting the Clinton reform plan: announcements by prominent business groups that they would not endorse the plan, and the CBO report on the plan's cost.
- The public's media consumption on the health reform issue declined during the period.
- A large majority reported having seen, heard, or read messages or ads about health reform. The ads had a net positive effect on support for universal coverage and the view that the health care system needs major changes.
- Most Americans have not become politically involved in the health reform debate, although many have tried to influence a friend or family member's position.

BARRIERS TO CHILDHOOD IMMUNIZATION AMONG EMPLOYEES OF A LARGE CORPORATION, Diane Colasanto and Carolyn Miller, Princeton Survey Research Associates

During the second half of 1992, Johnson & Johnson sponsored an in-depth examination of the childhood immunization practices of its employees regarding their own young children. Domestic employees with children age 1 to 7 were randomly sampled and asked to complete a self-administered questionnaire about child health and immunization. Just under nine in ten (89%) selected employees participated in the study and almost all participating respondents (79%) provided a detailed immunization record for their child.

While almost all employees' children in the study have received some immunization, the frequency with which individual immunizations are missed, or are administered at a time quite different from the recommendations of either the Centers for Disease Control and Prevention (CDC) or the American Academy of Pediatrics (AAP) is surprising.

Currently, one in five (21%) of these children are not now fully immunized according to the recognized national standards. Immunization rates at several key ages are even lower than these current rates. Incomplete immunization at a particular age is most often the result of doses that are received late, albeit sometimes very late, rather than not at all.

The social and economic factors which influence immunization rates are examined and barriers to full immunization are viewed in the context of recent government policy initiatives to improve childhood immunization rates. In particular, the results challenge the belief that making immunizations free will lead to full immunization for young children.

Saturday, 2:00 - 3:30 p.m.
INTERVIEWER EFFECTS

A META-ANALYSIS OF INTERVIEWER GENDER AND RACE EFFECTS ON SURVEY DATA, Jennifer A. Parsons and Timothy P. Johnson, University of Illinois, Chicago

Interviewer characteristics have long been examined as sources of non-sampling error in personal and telephone interviews, yet there is little consensus on whether and how interviewer and respondent characteristics such as gender and race interact to affect survey data. Complicating synthesis of the literature on interviewer effects is the marked variation across studies in populations sampled, survey topic, interview mode, and dependent variable analyzed.

This paper reports results of our efforts to systematically address these complexities through a meta-analytic review of studies that have examined interviewer and gender race effects. Recognizing the threat of publication bias, or the tendency for only positive results to be published, a thorough strategy for retrieving studies was implemented. In addition to locating all published articles, proceedings from the annual meetings of the American Association for Public Opinion Research and the American Statistical Association's Section on Survey Methods have been searched for papers and contacts with the authors attempted. Discussion of our findings will address whether interviewer characteristics should be matched to those of respondents and whether greater gender and race effects are observed on items that are gender and race related.

THE RACIAL MATCH OF INTERVIEWER AND RESPONDENT AS A FACTOR IN SELF-REPORTED RESPONDENT COMFORT IN A NON-TRADITIONAL SURVEY SETTING, Carolyn A. Eldred

Survey researchers have a longstanding interest in the effects of interviewers on both the data collection process and the actual information provided by respondents. This paper adds to the body of work in this area by focusing on a nontraditional survey setting and looking beyond cooperation rates and substantive survey responses to examine respondents' perceptions of a potentially stressful survey situation.

The "observational study" discussed in this paper required survey interviewers to administer child development research instruments in the homes of respondents. Respondents' comfort during the session was measured in a ten-item self-administered questionnaire that asked about such matters as the mother's anxiety about her own or her child's performance, her enjoyment of the tasks, and the interviewer's role in helping her feel comfortable.

In an effort to help respondents feel comfortable, we attempted to match the interviewer and respondent by race. However, this was not possible in about a third of the sessions completed. This paper compares the self-reported comfort levels of those respondents in which the respondent and interviewer were of the same race with those in which they were not. It also explores other factors that may have contributed to respondents' perceptions of the session.

SPEAKING FREELY OF RACE: POLITICAL CONVERSATION BETWEEN BLACKS AND WHITES, Michael G. Hagen and Claudine Gay, Harvard University

A good deal of research shows that the answers African-Americans give to pollsters questions are influenced by the race of the person doing the asking, especially when the questions involve racial matters. By comparison, investigations of the impact of the interviewer's race on the opinions whites express on surveys have been scarce. This paper reports the initial results of an exploration of the extent to which whites are unwilling to speak freely on the subject of race when the listener is black. The analysis relies upon data from the past four National Election Studies. We assess the magnitude of race-of-interviewer effects across questions, in order to delineate the range of subjects that evoke sensitivity to race, and we identify the respondent characteristics associated with race-of-interviewer effects, in order to distinguish the segments of the population most sensitive to race from the segments most willing to speak freely. Our results speak not only to producers and consumers of surveys who are concerned about the accuracy of the information interviewers elicit, but also to those interested in the substantive questions raised by the apparent sensitivity of ordinary Americans to the race of another in a conversation about politics. From these preliminary results begins to emerge a portrait of Americans' views on matters of race from a new and interesting angle, one that captures not just what citizens say they believe but also what citizens believe they can say.

Saturday, 2:00 - 3:30 p.m.
IMPROVING RESPONSE RATES IN MAIL SURVEYS

EFFECTS OF MANDATORY APPEALS, BENEFITS APPEALS AND VARIATIONS IN STATEMENTS OF CONFIDENTIALITY ON RESPONSE RATES FOR CENSUS SHORT FORMS, Don A. Dillman, Washington State University, Eleanor Singer, Columbia University, Jon Clark and James Treat, U.S. Bureau of the Census

During the summer of 1993, the Census Bureaus conducted the fourth in a series of experiments designed to increase mail response to the next census. Building on earlier experiments that had demonstrated mail returns could be significantly increased by pre-notice letter, reminder postcards, and replacement factors: (1) message prominently displayed on the envelope, emphasizing either the mandatory nature of response to the census or the benefit to one's community of responding; (2) a "motivational insert" included with the questionnaire which elaborated on the envelope message and included other motivational appeals as well; and (3) variations in the strength of the confidentiality assurance contained in the motivational insert.

Five treatment groups (benefits plus standard confidentiality, benefits plus strong confidentiality, mandatory plus standard confidentiality, and a mandatory message only on the outside of the envelope with no insert) were tested. A control group contained no message on the outside of the envelope and no motivational insert.

Results of the experiment show that neither the benefits nor the confidentiality messages have an influence on completion rates. However, the mandatory message has a substantial influence on response rates, raising overall completion from 67.2% to as much as 78.1%.

These findings have substantial implications for conduct of a decennial census. The findings obtained across census experiments demonstrate the ability of multiple techniques to each add an increment of response and have implications for designing mail surveys in a way that maximizes response that go well beyond the conduct of census surveys. Implications of this research for both census and mail surveys generally are stated.

THE EFFECT OF COVERING LETTERS ON MAIL SURVEY RESPONSE RATES, Philip Gendall, Massey University

Though all mail surveys require a covering letter, relatively little is known about the effect of manipulating various covering letter elements. This situation is at odds with the importance direct marketers place on letters in their attempts to influence consumer behavior. It also suggests that applying direct marketing techniques to the writing and presentation of mail survey covering letters could increase their effectiveness. This paper reports the results of a study which tested the effect on a mail survey of the general public of the type of appeal, complexity and tone, and the presence of graphics in the covering letter.

While an altruistic appeal produced a higher response rate than an egoistic appeal, there was no evidence that complexity had any bearing on the effectiveness of the letter tested. There was, however, an interaction between tone and appeal and response. For the altruistic appeal a strikingly informal letter increased the response, whereas this treatment produced the opposite effect for the egoistic appeal.

USING PRIORITY MAIL TO INCREASE THE RESPONSE RATE TO MAIL SURVEYS, Susan Mitchell, National Research Council, Geraldine Mooney, Mathematica Policy Research, Carolyn Shettle, National Science Foundation

This paper examines the impact of using Priority Mail on response rates, survey costs, and length of field period. The sample used for this experiment was the 1993 Survey of Doctorate Recipients, a longitudinal employment survey of about 50,000 doctorate holders in the sciences and engineering. Sample members were randomly assigned to one of three experimental groups:

- Group 1 received 2 questionnaire mailings: the first via first-class mail and the second via Priority Mail.

- Group 2 received 3 questionnaire mailings: the first and second via first-class mail and the third via Priority Mail.

- Group 3 received 3 questionnaire mailings, all via first-class mail.

The objective was to test if Priority Mail was effective in increasing the response rate to mail surveys, and if so, where in the mail cycle it was most effective in terms of cost and time. This paper presents, by group, the cost per completed questionnaire, the survey outcomes (e.g., response rates, refusal rates, and noncontact rates), and the total time needed for data collection. In addition, the paper compares outcomes by subpopulations defined by such variables as sex, field of degree, years since doctorate, and year of latest response.

IMPROVING MAIL SURVEYS: THE NEED FOR FLEXIBILITY IN PLANNING FOLLOW-UPS, Fran Featherston and Kenneth E. John, U.S. General Accounting Office

Mail surveys generally require follow-up mailings with a replacement questionnaire to increase response rates to the desired level. Despite the importance of follow-ups, little has been published on when they should take place. Most advice consists of rules of thumb, such as sending replacement questionnaires to nonrespondents 3 weeks after the initial mailing. Moreover, little practical guidance exists on related questions: how rapidly will mail questionnaires be returned? How long will the field period be? When will extra measures, such as telephone follow-up, be needed to achieve the desired response rate? The authors present case studies of a number of mail surveys sent to over 30,000 respondents by the U.S. General Accounting Office, an agency of the Congress. The results show that one rule of thumb is inadequate to plan all types of mail surveys. For example, surveys that gauge individual opinion differ from establishment surveys in their return patterns. A flexible approach to timing follow-ups is a better alternative, especially when the sponsor has little experience surveying the target population. The authors present practical advice on how to anticipate response rates early in the field period and how to time follow-ups appropriately.

THE DETERMINANTS OF ACQUIESCENCE TO PREPRINTED INFORMATION ON SURVEY INSTRUMENTS, Ananda Mitra, Gerrit Knaap, Alison Simon, Sylvia Temperley and Ed Lakner, University of Illinois

To minimize respondent burden and to increase response rates on lengthy survey instruments, public and private administrators are often sent survey forms with previously provided information preprinted on the form. Respondents then merely need to review the preprinted material and correct the information that is incorrect or has changed. Previous studies have shown, however, that while response rates are higher on preprinted forms, the respondents often acquiesce to the information provided. That is, respondents often fail to identify incorrect information obtained using preprinted survey forms. In this paper we examine the determinants of this bias. To identify these determinants we divided a population of respondents to a previous survey of recreation facility managers in Illinois into two random samples. To half the population we mailed survey instruments with the information obtained form the previous survey preprinted on the survey form; to the other half of the population we sent survey forms with preprinted information but intentionally "misprinted" selected survey items. We then determined whether the respondents identified the "misprinted" value. Our results indicated that over half of the respondents failed to identify the misprinted value. Further, we found that the likelihood of identifying the misprinted value varied systematically with the number of forms returned by the respondent, the difference between the original response and the misprinted value, and by selected characteristics of the respondents. Based on our findings we offer suggestions for minimizing the bias that results from preprinting survey forms.

Saturday, 2:00 - 3:30 p.m.
THE 1992 ELECTION

WHY WE WATCHED: THE USES OF POLITICAL ADVERTISING BY BUSH, CLINTON AND PEROT VOTERS, Pama Mitchell, The Atlanta Journal - Constitution and Cecilia Friend, Utica College of Syracuse University

This study looks at the relationship between candidate choice and the uses of political advertising in the 1992 presidential election based on an Atlanta Journal-Constitution regional poll conducted two weeks before the election.

The survey asked likely voters how often they paid attention to televised political advertising for each of nine reasons and who they would vote for "if the election were held today." Undecideds were asked which candidate they leaned toward. Overall, Clinton had a slight edge in the sample of 976 likely voters in 12 Southern states. With leaners included, 41% said they supported Clinton, 38% said Bush, and 16% Perot.

Six of the nine measures of advertising use were significantly related to candidate choice. Clinton supporters were more likely to say they frequently paid attention to political ads for those reasons, with black Clinton supporters most likely to report frequent use of political advertising. In some instances, Perot voters were similar to Clinton supporters, indicating perhaps the appeal of both candidates to those wanting a change from the Reagan-Bush agenda. In other uses of advertising, however, Perot voters exhibited distinctive media use patterns.

Controlling by race, education, and watching TV news explains much of the variance in the bivariate relationships between candidate choice and various uses of advertising. But one use of political advertising survives all three controls: watching ads "to figure out which candidate is likely to win the election." Three other uses of advertising are significantly related to candidate choice when controlled by education and race.

The analysis focuses on interpreting the strength of the "horse race" measure and the significant differences among black and white voters in how they use political ads.

A PRE AND POST ELECTION PANEL SURVEY: THE PEROT FACTOR IN THE 1992 U.S. PRESIDENTIAL ELECTION, Lydia Saad, The Gallup Organization

Data from a post-election Gallup poll of nearly 1,400 respondents previously contacted in the last two days of the 1992 presidential election tracking poll is used to examine the pre-election underestimate of Ross Perot's ballot strength. The CNN/USA Today/Gallup Poll conducted November 1-2 reported that Bill Clinton was favored by 44% of likely voters, George Bush by 37% and Ross Perot 14%, with 5% undecided. In fact, Ross Perot received 19% in the national election and 17% among panel respondents after the election.

Analysis relies heavily on the pre-election designation of respondents as core supporters, soft supporters, potential supporters, and non-supporters of each candidate. It looks at how well each candidate was able to hold on to his core and soft support and who picked up the largest share of his potential support. The panel design also provides insight into the voting behavior of undecided voters. Post-election survey findings are used to shed light on the debate over whether Perot experienced a net gain or loss from strategic voting, and to what extent public opinion polls influenced the electorate. Special analysis of "angry voters" is used to determine the degree to which Perot was used as safe (i.e. unelectable) vehicle for casting a protest vote.

THE ROLE OF MARKETING IN THE 1992 U.S. PRESIDENTIAL ELECTION: HOW BILL CLINTON WAS TRANSFORMED FROM "SLICK WILLIE" TO "MR. PRESIDENT", Bruce I. Newman, DePaul University

This paper will examine how marketing techniques have transformed the electoral process in this country, who now controls this process, and the implications of these changes to the health of our electoral and political system. We will address how Bill Clinton successfully used marketing to win the White House in 1992, and how he continues to use the same techniques to keep his approval ratings up in the polls. In so doing, we will put forward a theoretical framework to explain how marketing and politics have merged together to create "A New Political Campaign Technology". Anyone running for the Presidency of the United States has to espouse a political philosophy which represents his vision for the future of the country and the world. In 1992, this philosophy was shaped by the use of sophisticated marketing tools that went beyond the use of polls. Bill Clinton was positioned as a strong leader who represented change. Through the use of carefully crafted imagery management, Bill Clinton was transformed from "Slick Willie" to "Mr. President". By relying on these same techniques, Clinton has been able to weather one controversy after another during his first year in office. Presidential leadership in the 1990's and beyond will be driven not just by political ideology, but also by marketing.

PARTISAN VOTING IN A NONPARTISAN ELECTION: THE BLACK VOTE IN 1992, Katherine Tate, Ohio State University

Since 1964, Blacks have remained solidly Democratic in their voting preference, and 1992 proved to be no different. With a somewhat smaller share of the Black vote than Michael Dukakis, who took 89 percent in 1988, Democratic challenger Bill Clinton still won 83 percent of the Black vote, according to the exit polls conducted by Voter Research and Surveys. Incumbent President George Bush received 10 percent of the Black vote, just one percentage short of what he earned in 1988. And while H. Ross Perot won 19 percent of the popular vote, he obtained only 7 percent of the Black vote. The Black vote in 1992 confirms what has been shown for the past three-way presidential elections, namely that Blacks represent the one voting bloc that has remained consistently loyal to the two major parties (Rosenstone, Behr, and Lazarus, 1984: 179). In an era of increasing voter indifference to the major parties (Wattenburg, 1986), Black's continued loyalty to the Democratic party remains all the more remarkable.

To conclude, however, that Clinton won the lion's share of the Black vote because most Blacks are Democrats is to tell only part of the story. Although partisans can be generally counted upon to vote for their party's nominee in a given election, this is not always the case in American elections. Given their ideological intensity and special interests as a racial minority, Blacks are a politically volatile group within the Democratic party (Lewis and Schneider, 1983). But as staunch liberals, the majority of Black voters lack viable alternatives to the Democratic party's candidates in presidential elections since 1964. The central question this paper will address is are Blacks voting Democratic because they lack political alternatives to the Democratic party, or is their record of support based on their belief that the party best represents their policy preferences? Data from the U.S. Census Bureau's current population survey, exit polls results from Voter Research & Surveys, and the 1992 National Election Study are utilized.

A SPATIAL ANALYSIS OF CONTEXTUAL EFFECTS ON VOTER PARTICIPATION IN THE 1992 PRESIDENTIAL ELECTION, Kurt C. Schlichting, Fairfield University and Peter S. Tuckel, Hunter College, C.U.N.Y.

The study examines the impact of contextual effects on voting in the 1992 Presidential election in Bridgeport, Connecticut. The contextual effects examined include the physical distance of a voter's block to the polling place and the geographical separation of a voter's neighborhood (block) from other neighborhoods of differing socio-economic composition.

The research employs a Geographical Information System (GIS) approach to geocode each of the 61,578 registered voters to their 1990 Census block and to measure the spatial distance between each block of the city of Bridgeport (n=1,485) and voting place. Voting in the 1992 Presidential election was validated by examination of voting records maintained by the City of Bridgeport.

A regression analysis first examines the relationship between block electoral variables (proportion registered, proportion registered in each party, proportion voting in 1992) and selected demographic variables. The spatial distance to the voting place is then entered into the regression equation to determine if the proportion of variance unexplained is reduced. The spatial isolation of low turnout blocks is also examined.

Sunday, 9:00 - 10:30 a.m.
PUBLIC OPINION, PUBLIC KNOWLEDGE AND PUBLIC DISCOURSE

A RITUAL APPROACH TO THE STUDY OF POLITICAL KNOWLEDGE, James White, Northwestern University

The paper argues for a conceptualization of political knowledge based on the "ritual perspective" of communication described by James Carey. To date, most research on political knowledge has assumed a "transmission" model of communication; that is, communication in seen as the transmission of political facts from source to individual receiver. Under a ritual perspective, the function of communication about politics becomes the establishment and maintenance of political community. This perspective rephrases the primary research question from "Do people know X about politics" (where X represents a set of facts deemed important by researchers) to "What do people know about politics and why?" A ritual perspective suggests research strategies that not only reveal the individual-level knowledge about politics people have, but also the group- and social-level processes through which this knowledge is created and put into use. By revealing the transmission perspective that currently guides most research on political knowledge and suggesting ways that the ritual perspective might alter current research strategies, the paper attempts to expand the study of political knowledge to new conceptual and methodological ground.

ASKING WHY ABOUT SOCIAL PROBLEMS: IDEOLOGY AND CAUSAL MODELS IN THE PUBLIC MIND, Allen H. Barton, University of Florida

Survey research frequently asks the public what it considers the most important problems facing the country, and what policies it favors for dealing with them, but we rarely explore the public's theories of the causes of the problems, and how these theories relate to public reactions to policies. The public's "ideology" or lack of it is measured by seeing how strongly attitude toward one policy is related to attitude toward other policies, rather than by looking for underlying theories which link many problems to general causes, and which might explain attitudes toward a wide range of policies. The less frequent surveys of elites are no more sophisticated in measuring belief systems, although one would expect elites to have more developed theories of how society works.

How does one formulate questions to find out what causal models the public or the elites have in mind when they formulate "opinions" on social problems and policies? This paper examines studies in which the public has been asked for explanations of problems: the causes of urban riots, of crime, of unemployment, and other economic problems. It considers the adequacy of different forms of questioning and how one puts the answers together to form a model representing the respondent's theory or ideology. It also asks how we might compare public or elite explanations with those of the academic experts who presumably have the best developed explanatory models of social phenomena.

THE CONSERVATIVE NATURE OF PUBLIC OPINION, Scott L. Althaus, Northwestern University (First Place Winner of the Student Paper Competition)

While much of the recent literature about public knowledge and public opinion concludes that the low information levels of the American public are benign to the workings of democracy, this study finds that the information resources possessed by rival publics are critical determinants of how loudly their preferences are voiced in policy-oriented survey questions. Ill-informed respondents tend to select "no opinion" more frequently and, when they provide responses, answer more randomly than the well-informed. Because of this, numerically small populations having large proportions of well-informed constituents can significantly influence the frequency marginals of information-dependent questions. As informed persons also tend to be affluent, respondents from higher income groups can act as economically conservative opinion in a population. This study examines five years of CBS/New York Times data and finds that the issues most sensitive to the influence of informed minorities are those closest to the heart of democracy: elite accountability to the public will, the redistribution of wealth, and referenda which call upon the public to voice policy preferences.

Sunday, 9:00 - 10:30 a.m.
REPORTING ABOUT THE FREQUENCY OF EVENTS

CUE SPECIFICITY IN QUESTIONS AND RESPONSE ALTERNATIVES: DATA IMPROVEMENT OR SOURCE OF BIAS?, Michaela Wänke, University of Mannheim

The paper contrasts two perspectives on the proceeding when asking for frequency reports. The likelihood with which a relevant event is recalled depends to a large extent on the available retrieval cues. Previous research has argued that dividing a particular behavior or event category (e.g. restaurant visits) into smaller units (Italian restaurants, Chinese, etc.) provides better retrieval cues and thus improves the accuracy of overall frequency reports. Empirical work has indeed shown that asking for more specific behavior led to higher frequency reports regarding the relevant behavior compared to assessing the general behavior in one question. Results from a different domain in cognitive psychology however, suggest that splitting an event category in more specific subcategories leads to an overestimation of event frequency compared to frequency estimates for the single category. Thus increases in frequency reports do not necessarily reflect a more accurate recall. Which error is more likely - underreporting due to forgetting or overreporting due to overestimation - may depend to some extent on the strategy respondents choose to answer the question. The paper will discuss determinants of the strategies respondents employ which in turn influence whether category split leads to data improvement or bias.

OPEN AND CLOSED QUESTIONS ABOUT THE FREQUENCY OF EVENTS, Nora Cate Schaeffer, Jennifer Dykema, University of Wisconsin-Madison

In their analysis of how question format and wording affect answers about the frequency with which respondents engaged in behaviors involving drinking, drug use, and sex, Bradburn et al. (1977) concluded that question format did not affect reports about whether a behavior had ever been engaged in, but that respondents report higher frequencies when open questions were used (see also Bradburn 1981, p. 301). We report an experiment that examines the effects of filtering (ever vs never) and question form (open vs closed) on reports about the frequencies of events that vary in sensitivity and in whether social desirability effects--if they occur--might lead to overreporting or underreporting: having dinner in a restaurant, exercise, playing card games, drinking alcohol, and drinking "too much" alcohol. The experimental design crosses the two factors. Answers to the open questions were recorded as given spontaneously by the respondent: If the respondent gave a rate-based answer or a total, that answer was recorded directly. The dependent variables include the proportion engaging in the activity in the last year, the mean frequency among those engaging in the activity, the proportion not giving an answer, time required to administer the items, and response format. The experiment was included in a national CATI RDD survey; approximately 200 respondents answered each form.

STRATEGIES FOR ESTIMATING CATEGORY FREQUENCY: EFFECTS OF ABSTRACTNESS AND DISTINCTIVENESS, Frederick Conrad, U.S. Bureau of Labor Statistics, and Norman Brown, University of Alberta

Survey respondents are often asked to report their frequency of activity for particular categories of events or objects. In order to answer "How many magazines did you purchase last month?", one must determine which publications qualify as magazines and report a number for all of those items but no others. We conducted an experiment to explore how the abstractness of a category (Basic Level or Superordinate product categories) and the distinctiveness of its members (different products or the same one presented multiple times) affect the strategies and accuracy for frequency estimates. Preliminary results suggest that people count recalled products (an Enumeration strategy) if the products are distinctive, but rely on a non-numerical sense of magnitude (a General Impression strategy) when the products are not distinct. Superordinate product categories lead to underestimates, regardless of strategy, as do basic level categories when people enumerate. However, estimates based on general impressions appear to produce overestimates for Basic Level categories. We discuss the results in terms of data collection procedures.

A PROTOCOL ANALYSIS OF BEHAVIORAL FREQUENCY JUDGMENTS: WHAT INFORMATION IS USED IS AS IMPORTANT AS HOW IT IS USED, Barbara Bickart, Rutgers University, and E. Marla Felcher, Northwestern University

How do survey respondents construct answers to behavioral frequency questions? Researchers working on this question have focused largely on the process of frequency retrieval, finding that these judgments are derived through some combination of the enumeration of episodes and estimation techniques. The purpose of this paper is to integrate into this discussion of retrieval processes the notion of content. Specifically, we argue that survey researchers need to be concerned with the type of information on which frequency judgments are based, as well as retrieval processes. We illustrate this integration of process and content by developing a protocol coding scheme which allows the researcher to capture both of these types of data. The scheme allows us to determine the extent to which frequency judgments are influenced by variables such as question difficulty, beliefs about the normative behavior of the self and relevant others, and the desire to present oneself in a positive manner. We also test relationships between these content-based measures and specific retrieval strategies.

Sunday, 9:00 - 10:30 a.m.
OVERCOMING THE SPECIAL CHALLENGES OF ESTABLISHMENT SURVEYS

COGNITIVE ASPECTS OF ORGANIZATIONAL REPORTING, Seymour Sudman and Joan M. Phillips, Survey Research Laboratory, University of Illinois

A series of three pilot studies were conducted to operationalize and further develop hypotheses about cognitive aspects of organizational reporting. These studies were conducted with two academic departments and one administrative unit at the University of Illinois at Urbana-Champaign. Questions were of the type often asked in organizational surveys and included completely factual questions about the size of the department to subjective questions about departmental rankings and challenges facing the department. All informants were asked to think out loud as they answered the questions. The results of these studies includes an analysis of agreement measures for both the numerical and categorical data, how information about the department or unit was obtained, and the cognitive processes used to provide information about the department or unit.

ANSWERING QUESTIONS, QUESTIONING ANSWERS: EVALUATING DATA QUALITY IN AN ESTABLISHMENT SURVEY, Karen L. Goldenberg, U.S. Bureau of Labor Statistics

The need to assess survey measurement error has increased along with our understanding of that error. This paper describes an approach to assessing measurement error through a Response Analysis Survey (RAS). A RAS is a form of respondent debriefing that uses a structured questionnaire with built-in probes to evaluate the quality of record-based data. The RAS discussed here evaluated data from the Bureau of Labor Statistics' (BLS) 1992 Hours at Work Survey (HWS), an annual business establishment productivity survey. It questioned respondent answers by asking for additional information about data submitted, sources used, and response burden.

The HWS form asks respondents to provide the number of hours specified employees were paid the previous year, and the number of hours those employees were actually at work. BLS conducts the survey by mail, but over time has developed procedures to collect data from nonrespondents by telephone follow-up.

The RAS was the first attempt in ten years to look at HWS survey procedures, data sources, response content, and mail/telephone response differences. Based on the findings, we concluded that, overall, data quality was high, most responses conformed to BLS definitions, and respondents generally understood the questions. However, relatively few respondents had readily-available data summaries, leading to a higher-than-expected response burden, and differences surfaced between mail and telephone respondents. On the basis of the RAS results, BLS is now revising the questionnaire and procedures for the HWS.

USING TOURANGEAU'S COGNITIVE RESPONSE MODEL AND FOCUS GROUPS IN THE REDESIGN OF AN ESTABLISHMENT SURVEY QUESTIONNAIRE, Young I. Chun and Deborah Stone, U.S. Bureau of Labor Statistics

The Bureau of Labor Statistics uses focus groups to design, and redesign establishment survey questionnaires. This paper has two parts. In the first part, we review theoretical underpinnings of focus groups. Initially developed by Merton (1946) as a sociological research tool, focus groups are facilitated by group dynamics and are well suited to the research of attitudes and cognitions. We discuss what constrains the application of cognition-based research tools to the survey context. We assess conditions under which focus groups are effectively used in establishment survey questionnaire design. In the second part, we evaluate findings from two focus groups which were conducted for the redesign of an establishment survey questionnaire. Tourangeau's (1984) cognitive information processing model is applied. We use examples from our research on the redesign of the Hours at Work Survey (HWS) questionnaire to illustrate the utility of focus groups for questionnaire redesign. Our review of focus groups and findings from the HWS have significant implications for the redesign of the HWS questionnaire that will be used in 1995. Since focus groups are increasingly used in surveys, findings from our research are applicable to the other establishment survey questionnaire designs, as well as to general understanding of pretests.

SCHEDULING INITIAL CALLS IN A TELEPHONE SURVEY OF BUSINESSES, W. Sherman Edwards and Patricia Cunningham, Westat

For most household surveys conducted over the telephone, the prime calling hours are evenings and weekends. Telephone survey organizations thus typically staff more heavily in the evening and weekend hours for household surveys, which affects the composition of the interviewing force. One would expect this pattern to be very different for telephone surveys of businesses. Indeed, many businesses are only open and reachable during "business hours." Thus, the scheduling of survey calls to businesses would logically be a near mirror-image of that for household surveys. However, this pattern may not be true for all businesses. Small businesses may be different from large businesses; retail establishments may be different from other kinds of businesses. Further, all times during business hours may not be equally appropriate for making survey contacts or completing interviews.

This paper uses data from the recently completed Robert Wood Johnson Foundation Employer Survey to examine optimal times for making initial survey calls to businesses and other private employers. The survey comprised completed interviews with about 2,000 private employers in each of ten states, with three-quarters of the employers selected as having fewer than 25 employees. All initial calls were randomly scheduled during local business hours (8:00 a.m. to 6:00 p.m.). Well over 100 interviewers worked on the survey altogether.

The analysis examines the proportion of contacts made on first call attempts, and the proportion of refusals among contacts, for different times of day and days of the week.. Contact patterns for different sizes of establishments and different kinds of businesses are also examined. Finally, the paper examines the relationship between the timing of the initial call and the final interview result. The discussion addresses the implications of the results for the efficient use of interviewer time and for improving business survey response rates.

Sunday, 9:00 - 10:30 a.m.
FOCUS GROUP RESEARCH

PHYSICIANS' MOTIVATIONS FOR FOCUS GROUP ATTENDANCE, Lorayn Olson and Mindy Schneiderman, American Medical Association

The motivational basis for attendance at focus groups is important to understand not only for consumers, but for "special groups," such as physicians, as well. It is important to know why individuals attend focus groups for two reasons. First, researchers need to know what kinds of incentives are necessary to motivate individuals to attend groups. Second, motivations for attendance might have a bearing on the way individuals fill their roles as participants. For example, individuals who attend focus groups for monetary gain may be less engaged in the research process than those who attend for other reasons.

Using survey data collected from physicians during focus groups conducted by the American Medical Association we will explore physicians' motivations for attendance at focus groups, assess what effect motivation for attendance has on attitudes toward participation, consider what characteristics differentiate physicians with different motivations for attendance, and relate physicians' previous experience with focus groups to their motivation for attendance.

DESIGN-ORIENTED FOCUS GROUPS AND COGNITIVE LABORATORIES: A COMPARISON, Donna Eisenhower, Mathematica Policy Research

This paper will describe the format and procedures utilized in conducting design-oriented focus groups and cognitive laboratories. Both techniques are often utilized to evaluate several dimensions of questionnaire design such as respondent comprehension, motivation, recall bias, questionnaire flow, and questionnaire format. However, the dynamic of the group context and the concentrated focus of the laboratory lend themselves to diagnosing different dimensions of respondent problems. This paper will discuss the mutual and exclusive use of each technique in survey research. Specific experience with design-oriented groups and laboratories will be cited to support key points.

Some of the mutual uses of the two techniques which will be discussed include: the use cognitive laboratory to prepare participants for a subsequent focus group; to focus on unusual respondents; to accommodate less literate or reliable respondents; to formulate the topic guide for a focus group; or to explore the unexpected results of a group.

USING FOCUS GROUPS TO DISCOVER RELEVANT BELIEFS IN THE DESIGN OF CONTINGENT VALUATION SURVEYS, Robert Cameron Mitchell, Clark University

A particularly important contribution focus groups can make to survey design is the identification of respondent beliefs that play an important role in opinion formation on that topic. Evidence from focus groups is presented which shows how the discovery of certain key beliefs prevented the possible collection of invalid data in two surveys designed to measure the value of changes in environmental amenities.

In both cases the key beliefs which emerged were unanticipated. In the first, focus group participants mistakenly believed any human caused haze in the Grand Canyon would harm the Canyon's rocks irreversibly. In the second study, they assumed that groundwater flowed underground at a speed orders of magnitude faster than it does. In both cases these beliefs threatened to distort the respondents' answers to the valuation questions. Both beliefs help us understand environmental opinion formation in these domains.

HOW FOCUS GROUPS WITH CHILDREN CAN PROVIDE INSIGHTS IN THE DEVELOPMENT OF CHILDREN'S TELEVISION PROGRAMMING, Susan L. Mendelsohn, D'Arcy Masius Benton & Bowles

The process of creating children's television programming is complicated. The key to ensuring successful endeavors often involves an integration of research and content expertise with the skills of program developers, producers, directors and writers. This paper will explore examples of techniques and the application of childrens' focus group testing in relationship to television programming developed at Childrens' Television Workshop. Focus groups are used as an important tool in providing feedback when creating television programming especially in the early stages of development. At this stage there exists a paradox between a plethora of ideas and a paucity of materials to test. Focus groups with potential audiences can not only help guide the direction of the programming, but can help to avoid disastrous mistakes before money and time have been invested. In addition, focus groups can help define the target audience, test age-appropriate material and can act as a "Hipness" barometer. Childrens' focus groups have certain requirements that adult focus groups do not need to be concerned about. These include smaller group size, high levels of interaction and the development of tools that are simple enough for childrens' cognitive level.

Sunday, 10:45 a.m. - 12:15 p.m.
PUBLIC ASSESSMENTS OF ECONOMIC CONDITIONS

THE MULTI-LEVEL STRUCTURE OF ECONOMIC EVALUATIONS, Jeffrey J. Mondak, University of Pittsburgh, Diana C. Mutz, University of Wisconsin, and Robert Huckfeldt, Indiana University

A considerable literature has demonstrated that individuals' sociotropic concerns typically exert greater influence on evaluations of political leaders than do more personal, or pocketbook, experiences. The predominant focus of studies of sociotropic effects has been the individual's perception of the national economy. However, the person's view of numerous subnational collectivities also may affect economic evaluations. We consider this question by examining whether people's perceptions of economic conditions in their neighborhoods influence their evaluations of President Reagan's handling of the economy in 1984. Additionally, we examine the conditions under which family-, neighborhood-, and national-level conditions are most likely to affect assessments of Reagan's performance. Our data are drawn from the 1984 South Bend Study, a three-wave panel survey uniquely designed to facilitate attention to the political importance of social influence. Our first finding is that the neighborhood-level judgment does influence respondents' presidential evaluations, and that the magnitude of the effect is greater than that of the family, or pocketbook effect, but less than that of the national, or sociotropic, effect. Second, we find that pocketbook judgments decrease in importance as the individual's exposure to external information increases, and, conversely, that both the neighborhood and the sociotropic judgments become more consequential when the individual's exposure to external information rises.

ECONOMIC KNOWLEDGE AND PUBLIC OPINION ON ECONOMIC ISSUES, William Walstad, University of Nebraska

This study investigated the effect of economic knowledge on public opinion on economic issues. The survey instrument was developed by a national committee of ten economists. The survey data were collected by The Gallup Organization from a national sample of 1,005 adults in March 1992. The results showed widespread ignorance about basic economics because only 39% of the public gave correct answers to knowledge questions. The public also expressed strong opinions on many economic issues despite having limited economic knowledge about an issue.

Logit analysis was used to estimate the effect of economic knowledge on an economic opinion after controlling for the influence of other variables such as sex, race/ethnic origin, income, education, and political party affiliation. The findings indicate that pollsters need to examine the potential significant influence that economic knowledge has on public opinion about economic issues. Surveys that report only overall responses to questions may mask significant differences between those informed and uninformed opinions. In this study, economic knowledge was the most critical factor affecting public opinion on economic issues, and was more important than other characteristics of respondents.

THE PHANTOM RECOVERY: PUBLIC PERCEPTIONS OF THE ECONOMY SINCE THE 1992 ELECTION, Larry Hugick, Princeton Survey Research Associates

Using survey data from The Times Mirror Center for the People & The Press, as well as other sources, this paper examines the reasons why much of the public still believes the economy is in a recession. More than a year into Bill Clinton's presidency, the economic discontent that contributed to George Bush's defeat continues virtually unabated. Favorable economic statistics reported by the news media are cold comfort for a public that is feeling the effects of corporate cutbacks in their personal lives. In a March 1994 Times Mirror Center survey, more than half of adults (52%) said a family member lost a job, took a cut in pay or benefits, or experienced layoffs at work the past 12 months.

Although concern about unemployment as a major national problem is down sharply since Clinton took office, the public continues to say jobs, not health care reform, should be his top priority. The belief that the economy is failing to produce enough good-paying jobs, in combination with a reduced sense of job security, makes people doubt their own ability to meet future financial commitments. A perception that this situation will get worse, not better, makes people fearful that inadequate job opportunities will prevent their children from enjoying the good life when they grow up.

Sunday, 10:45 a.m. - 12:15 p.m.
MIXED MODE SURVEYS

THE EFFECT OF MIXED MODE SURVEY EFFORTS ON SELF REPORTS OF MAMMOGRAPHY SCREENING UTILIZATION IN ELDERLY WOMEN, Miriam K. Campbell, National Cancer Institute, Elizabeth Ann Coleman, University of Arkansas, Larry G. Kessler, National Cancer Institute, and Anne B. Ciemnecki, Mathematica Policy Research

The purpose of the National Cancer Institute's (NCI's) Mammography Usage Survey was to evaluate the impact of (1) community-based interventions to increase mammography usage and (2) a change in Medicare coverage to pay $55.00 towards screening mammograms.

Interviewing took place between February and June, 1991. CATI interviews were attempted with respondents with telephone numbers. Those with non-published telephone numbers were mailed questionnaires. Those who did not return questionnaires, as well as those who had a listed telephone number but could not be reached after repeated calls, or who refused by telephone were contacted in person. In all, 6,378 interviews were completed--81.8 percent were conducted by telephone, 15.4 percent were in person, and 2.8 percent were by mail. The over all completion rate was 76.0 percent.

Respondents varied based on interview mode. Telephone respondents were 1.4 times as likely as in-person respondents and 1.7 times as likely as mail respondents to report that they received a routine screening mammogram within the past year. The telephone survey alone would have produced mammography screening rates within the previous year of 42.9 percent. The additional effort to obtain mail questionnaires and field interviews reduced the overall percent screened to 40.8 percent, a decline of five percent.

"PUSHING THE ENVELOPES" (LITERALLY AND FIGURATIVELY) IN A MIXED-MODE SURVEY TO COLLECT HEALTH INSURANCE INFORMATION, John M. Kennedy, Mary Beth Camp, Tammi Taylor, Eleanor D. Kinney, Karen A. Jordan, Deborah A. Freund, Indiana University

In this paper, we present the preliminary analysis from a survey that gathers health insurance information. The survey measures the impact of catastrophic illnesses and "job lock" on the availability of health insurance. Job lock occurs when employees cannot change jobs, or are afraid to change jobs, because they might lose their health insurance benefits. To understand the conditions associated with job lock, we asked questions about demographic characteristics, health conditions (including the SF-36), family well-being, and current access to health care. A job history for the past 10 years was collected from each respondent. In families where there was more than one employed adult, spouses' job histories were collected.

We faced three major data collection problems. First, the content required a lengthy interview. Interviews range from about one to three hours. Second, in most families we needed to collect job histories from two people, which required cooperation from the respondent's spouse. Third, we knew respondents would experience problems answering questions about health insurance costs. To reduce burden and improve data quality, we mailed a follow-up questionnaire. The questionnaire contained the "fail edit" questions from the telephone interview and additional health questions.

The preliminary results indicate that the follow-up mail survey is very effective in gathering the information missed in the telephone interview. The mail survey allows the most knowledgeable person to answer the insurance and medical cost questions and improves data quality over the telephone interview alone.

A COMPARISON OF MULTI-MODALITY SURVEY METHODOLOGY WITH TWO DIFFERENT POPULATIONS, Michael Battaglia, Diane Stoner, William Marder, Abt Associates, Celine Hanson, Texas Children's Hospital

This paper will examine the differences in the quality of the data as measured by changes in response rates and nonresponse bias, coverage rates and noncoverage bias as one moves from a single mode to two and three modes of data collection. The relative cost of each mode of interviewing will also be presented. The two study populations are: (1) medicare eligible persons in 18 locations across the United States and (2) parents of two-year olds born in Harris County, Texas between January 1 and May 31 of 1991. A paper presented at the 1993 AAPOR meetings showed that a telephone - mail - in person mode sequence was cost effective and enhanced quality for the largely elderly medicare population. This paper will compare these results with the disproportionately low income and Hispanic population of the Harris County immunization study.

APPLYING TELECOMMUNICATIONS TECHNOLOGY TO DATA COLLECTION EFFORTS, Diane Stoner and Henry Goldberg, Abt Associates

Abt Associates is currently monitoring adverse reactions to an experimental pertussis vaccine for a clinical trial being conducted in Charlotte, NC and San Antonio, TX. The vaccine is given when the infant is 2, 4 and 6 months of age, and interviews with caregivers are conducted 24 hours, 72 hours and 7 days after each vaccination. Although most interviews are completed by interviewers dialing out, caregivers are given a toll free number they may call for the interview. Severe adverse reactions reported during any window, as well as noninterviews, are reported back to the sites at the close of the 8th day after the shot. Nurses in the field follow up to collect missing observations and to verify adverse reactions.

The entire process has been automated. Site staff enter vaccination data into computerized databases, from which files are downloaded to the interviewing center and into the CATI system overnight. The CATI system schedules interview attempts and collects data from completed interviews. Severe reaction reports and noninterview reports to the sites are uploaded during the same nightly calls as the vaccination data are downloaded.

This paper will describe this system and report on the response rates achieved within each of the 24-hour interviewing windows.

Sunday, 10:45 a.m. - 12:15 p.m.
EFFECTS OF INCENTIVES FOR RESPONDENTS ON SURVEY RESPONSE

RAISING RESPONSE RATES WITH PREMIUMS, OR IS $1 WORTH ANYTHING TO ANYONE ANYMORE?, Diane S. Woodard, The Arbitron Company

Arbitron's syndicated radio ratings service is based upon a 7-day diary survey. We measure listening behavior for 12 to 50 weeks per year in over 200 radio markets. This presentation discusses findings from a recent examination of varied premium levels' return rate effects upon different sample types.

Because samples are drawn specifically for each week, we employ various survey treatments to get the highest return rates possible. Over the years we've developed a differential survey treatment approach (DST) because some sample groups return at different rates than others. DSTs improve our ability to deliver in-tab samples that better represent the population in each market.

Cash premiums are used twice during Arbitron's standard treatment schedule. The amounts vary depending on the sample group. A small incentive is included with each diary, for everyone in a consenting household age 12 and over. A household level follow-up premium is sent with a short letter during the survey week. We tested two "slates" of higher premiums in Spring and Summer 1993, varying mixes of diary and follow-up premiums across seven sample groups. Control groups for both surveys received the standard slate of premiums. Each full Test and Control group sample represented about 10,500 consenting persons before being split into the seven sample groups.

The tests resulted in a menu of premium options, along with an indication of the potential for improved sample performance. Thus, we can plan an individualized slate of premiums to improve sample performance and in-tab proportionality in any given market.

EFFECT OF PAYMENTS ON RESPONSE RATES AND DATA QUALITY FOR A GENERAL POPULATION TELEPHONE SURVEY, Richard Strouse and John Hall, Mathematica Policy Research

We conducted an experiment to determine the impact of monetary incentives on interview response and measures of data quality for a survey on health insurance reform issues. The survey represented the civilian non-institutionalized population, with oversamples of the uninsured and medicaid recipients. The experimental sample included a representative subsample of nearly 2,000 telephone households interviewed during the first three weeks of data collection. Each sampled household was randomly assigned to a payment level of zero, five or ten dollars. Survey introductions, interviewer prompts, and follow-up efforts were standardized and controlled by CATI. Households with published telephone numbers were mailed advance letters, signed by each state's governor or health commissioner.

It was expected that those receiving higher payments would be more likely to respond, require fewer calls, and be more willing to provide answers to sensitive items. Preliminary analysis compared the three incentive groups, controlling for whether the households's telephone number was published. Results indicated that payment level did not affect response rates and only slightly reduced the number of calls made for completed interviews. Incentives had a modest impact on reporting of selected sensitive items for households with unlisted telephone numbers (which did not receive advance letters). Monetary incentives were discontinued, except for refusal conversion efforts.

EFFECTS OF INCENTIVE PAYMENTS ON RESPONSE RATES AND FIELD COSTS IN A PRETEST OF A NATIONAL CAPI SURVEY, Allen Duffer, Research Triangle Institute, Judith Lessler, Michael Weeks, Battelle and William Mosher, National Center for Health Statistics

The National Survey of Family Growth provides national statistics on childbearing, family planning, and related aspects of maternal and child health. It is based on a national sample of women aged 15 to 44 years. The National Survey of Family Growth -- Cycle V (NSFG-V) is the fifth in a series of Federally sponsored, nationally representative surveys that have sought to obtain information in greater detail than available elsewhere about the factors that influence childbearing among American women.

Sponsored by the National Center for Health Statistics, NSFG-V will include a national CAPI survey in 1995 of approximately 10,500 women and a follow-up telephone survey in 1997. The sample for the national survey will be selected from respondents to another NCHS study, the 1993 National Health Interview Survey. The CAPI interview is expected to take an average of about 1.5 hours to administer. Topics covered include education and family background, pregnancy and birth history, marriage and cohabitation history, sterilizing options, family planning services, birth expectations, infertility and miscarriage services, and demographics.

A pretest was conducted in the fall of 1993 to test and evaluate the CAPI questionnaire and data collection procedures under consideration for the national survey. The pretest was conducted in six sites and produced a total of 500 interviews. Several methodological experiments were embedded in the pretest design, including one involving incentive treatments and another involving alternative interview modes.

The response rate is a major concern for the national survey, given the length of the interview, the sensitivity of some of the topics covered, and the longitudal design planned for Cycle V. The payment of a cash incentive is being considered for the national survey in order to enhance the response rate. To address this issue, the pretest included an experiment involving three incentive treatments: (1) the payment of no incentive for an interview administered in the respondents's home, (2) the payment of a $20 incentive for an in-home interview, and (3) the payment of a $40 incentive (plus transportation costs) for an interview administered at a "neutral site"; that is, in a prearranged location outside of the respondent's home, such as a meeting room in a library or a hotel.

Our paper will present summary information on the NSFG-V, describe the design of the incentive experiments, and present our findings. Specifically, we will attempt to answer the following questions:

- What effect did the three incentive treatments have on participation and response rates?
- What effect did the three incentive treatments have on the level of interviewer effort and field costs?

USING PILOT SURVEYS TO INCREASE RESPONSE RATES: FINDINGS FROM THE 1992-93 NATIONAL STUDY OF POSTSECONDARY FACULTY, Sameer Y. Abraham, National Opinion Research Center

A growing body of literature suggests that survey response rates have declined steadily over the past 25 years. Declining response rates may seriously threaten the quality of survey inferences about the populations that the surveys seek to represent, given that nonrespondents generally differ from respondents with respect to the measured characteristics. The magnitude of bias introduced by nonresponse is difficult to quantify, but it is plausible that in many surveys the error introduced by nonresponse bias may be greater than the combined contributions of all other sampling and nonsampling error.

One approach to boosting response rates that is probably underutilized is the pilot test. As a small-scale replica of the larger study, the pilot survey permits the investigator to assess the adequacy of the survey design, to experiment with alternative data collection procedures, and to identify and correct problems before launching the full-scale survey. The importance of pilot testing is evidenced by the fact that most federal agencies sponsoring surveys require it, and usually on a large scale.

While the entire survey community is virtually unanimous in endorsing pilot testing, the research literature contains very little evidence to suggest that pilot tests help to increase response rates. One reason for this may be that the analysis of pilot tests often seems to revolve around one or two particular features of the test--for example, the results of a particular data collection experiment--rather than covering the test as a whole and its overall implications for the main study. In light of declining response rates across the industry, it may be time to look at pilot tests again and address such questions as: How valuable are pilot surveys? To what extent are they used to actually guide the final data collection plan? And, to what extent are they or might they become useful in increasing response rates? This paper reports on the findings from the recently completed pilot test and full-scale survey of the 1992-93 National Study of Postsecondary Faculty to critically examine these issues.

Sunday, 10:45 a.m. - 12:15 p.m.
THE PAST AND FUTURE OF PUBLIC OPINION RESEARCH

SIXTY YEARS SINCE MARIENTHAL, Paul Neurath, Paul F. Lazarsfeld Archive

The present paper commemorates the publication 60 years ago of "The Unemployed of Marienthal" by Lazarsfeld, Jahoda and Zeisel as one of the great pioneering works of modern empirical social research.

The contribution of the study is twofold:

First: whereas it was customary then during the Great Depression to study the impact of unemployment upon the individual worker and his family, this study examined its impact upon the community as a whole.

Second: with practically no examples to follow for this kind of study -- the very name "Sociology" had only been invented less than 100 years before by Comte and it was only 44 years since Durkheim had been appointed in Bordeaux to the very first chair ever in Sociology at a university --the authors had to develop most of their methods of observation and data gathering more or less on the spot. The upshot was a, for that time, altogether novel combination of qualitative and quantitative data with, in addition, an attempt to substantiate, whatever subjective impressions they might have had of the situation through objective data.

The paper then goes on to indicate some of Lazarsfeld's further contribution to empirical social research, especially to opinion, mass-communication, market and voting research, both through developing new methods of data gathering and analysis, but most decisively through inventing and developing the modern form of institutionalized academic social research and beyond that, through the training of generations of teachers and practitioners in the field.

NEWSPAPER TRENDS, USES AND GRATIFICATIONS: A RESEARCH ODYSSEY, Albert E. Gollin, Newspaper Association of America

General trends in newspaper readership and circulation over two generations provide a context for the analysis of one important strand in mass communications research history: the study of newspaper uses and gratifications. Some key episodes in the history of this research tradition will be traced, from Berelson's pioneering 1945 functional analysis of what missing the newspaper means to more recent quantitative assessments of the uses and gratifications of newspaper reading.

POLLSTER AND PUBLIC RELATIONS ADVISOR: HADLEY CANTRIL AND THE BIRTH OF PRESIDENTIAL POLLING, Robert M. Eisinger, University of Chicago (Honorable Mention in the Student Paper Competition)

The modern public opinion poll was invented when Franklin Delano Roosevelt was president. Using archival data from the Franklin Delano Roosevelt library, and supplemental texts written by Roosevelt's pollster, Hadley Cantril, I will show that Cantril attempted to measure public opinion on a variety of foreign and domestic policy topics and campaign issues, including the creation of U.S.-based refugee camps for foreigners persecuted by the Nazis and the popularity of FDR's presidential opponents.

Cantril's role as a pollster was a broad one; ostensibly without prior authorization from the White House, he decided to whom to send poll reports. Cantril often supplemented his poll data with advice on how to enhance the president's popularity, increase his media exposure, or sharpen his focus. Cantril used his polls as instruments to substantiate the public relations-related advice given to FDR and his advisors. The conflation of public opinion and public relations corresponds to a similar intertwining of executive strategy and presidential advice.

Polls were perceived by Cantril as vehicles to help gauge public opinion, simultaneously enabling Cantril to advise the president on how to better communicate with the citizenry. The data support the argument that presidential polling transforms the nature of the presidency, as it empowers the president to accurately assess public attitudes without relying on the biases of congress or the media. FDR's polling practices suggest that polls were used to help shape FDR's public relations and electoral strategies.

PUBLIC OPINION ABOUT POLLING IN A NEW INFORMATION ENVIRONMENT, Ellen M. Dran, Northern Illinois University, Anne Hildreth, Richard Barberio, and Lance Denning, State University of New York at Albany

Our research focuses on the nature and source of individuals' attitudes about public opinion polls, especially their use as a representation mechanism. The assessment is pursued in the context of the new mechanisms that were so prominent in the 1992 elections. The use of the electronic town hall, talk show call-ins, and call-ins to candidates stimulated a different quality in political communication.

While many observers focus on these events as new developments in how candidates and government officials seek to convey their messages to the public, they also signal a change in public input to the electoral and governing processes. How do citizens themselves perceive the new communication environment? Has the "good name" of polling contributed to the apparent success of these techniques? What are the repercussions for the polling enterprise? And what about the effects of polling itself? We approach these questions with several peer focus groups that probe the depth and context within which members of the general public view our enterprise, and suggest an expanded agenda for research into public opinion about public opinion.

Sunday, 10:45 a.m. - 12:15 p.m.
NEW RESEARCH

DEALING WITH TIME PRESSURE, Patty McGrath, David & Associates and Robert S. Lee, Lubin School of Business, Pace University

U.S. workers have longer working hours than workers in any other leading developed nation except Japan. Furthermore, they often experience their jobs as very demanding. Our purpose in this study is to examine how people deal with such time pressures. Respondents were asked to describe a recent period when they experienced time pressure and then rate 30 statements on their experiences and behavior. A factor analysis resulted in the following three factors:

- Personal Burden. This factor measures the extent the pressure situation and its demands negatively impact one's personal life

- Work Problems and Difficulties. This factor gets at the extent to which a person is having coping problems at work as a result of the time pressure

- Challenge Orientation. People high on this factor liked the excitement of being under pressure, were absorbed in the task, and showed signs of being effective in dealing with the situation. Such individuals were having what has been identified as a "flow experience" often observed in sports and the arts. About 30% of our sample showed this pattern.

We conclude that time pressure should not always be viewed as a negative undesirable experience -- it can in fact be a spur to accomplishment and enjoyment.

MEDICAID RECIPIENTS: MAIL VS. PHONE, Sherry Marcy, Datastat

The State of Michigan, in order to meet HCFA requirements for a waiver, is studying satisfaction with the Managed Care Program of the State of Michigan Medical Services Administration (Medicaid). Only recipients of Medicaid who were also eligible for Aid to Families with Dependent Children are surveyed. The original design called for phoning all sampled households where phone numbers were available, and mailing to those remaining households where phone numbers were not available. However, in the first quarter of 1994, one of two counties to be surveyed was unable to provide any phone numbers. Therefore, DataStat surveyed one county by telephone interviewing, and the other through a mail questionnaire only. This report discusses the strengths and weaknesses of each method, focussing on the specific limitations of mail questionnaires for this population. Also included are suggestions for sampling procedures, questionnaire design, and data collection methods.

STEPS FOR DEMOCRACY-- THE MANY VERSUS THE FEW, Alan F. Kay, Americans Talk Issues

Surveys ATI #22 and #24 on government reform have explored the alienation and frustration of the American people with government. Data confirms people believe both election and legislative processes are seriously skewed to favor the few over the many. People need, want and expect leadership but believe that their voices are not heard in Congress as well as the voices of lobbyists and special interests. Using a balanced team of experts, including pollsters Frederick T. Steeper, Stanley B. Greenbery and Celinda Lake, and issue specialist Norman Ornstein of AEI, Thomas Mann of Brookings, futurist Hazel Henderson, and myself, all of whom approved the questions for fairness, balance, and accuracy, fifty different proposals to remedy the situation were explored, five in-depth by testing variations and combinations of features in a "debate format", i.e. retesting after presenting respondents with strong pro and con arguments, including costs, benefits and probable consequences. Some, highly supported, would punish Congress: term limits, a binding national referendum and cutting salaries, perks, staff, benefits. Other, not punitive, let the voice of the people be heard directly and are about as highly supported. Many methodological aspects were newly tested.

SOURCES OF NON-DIFFERENTIATION AND MENTAL COIN-FLIPPING IN THE USE OF RATINGS SCALES: TESTS OF SATISFICING HYPOTHESES, Wendy R. Smith and Jon A. Krosnick, Ohio State University

This paper reports a survey-based experiment that examined the sources of two survey response strategies: non-differentiation and mental coin-flipping. Consistent with the notion that these strategies reflect satisficing, they were more common among people low in cognitive ability, people low in need for cognition, people who felt the survey was important to other potential respondents, people who believed the survey was not especially important to the researchers conducting it, and people who did not receive motivation-inducing instructions. Question placement and prior thought about question's topic had no robust effects on either response strategy. These findings are consistent with the notion of satisficing in surveys and suggest tactics that researchers can implement to guard against its distorting impact.

ITEM NON-RESPONSE: THE ROLE OF RELIGIOUS IDENTIFICATION IN REFUSAL TO A POLITICAL PARTY IDENTIFICATION QUESTION, Barry A. Kosmin, Ariela Keysar, City University of New York and Dale W. Kulp, Marketing Systems Group

How does religious identification relate to non-response to political questions? Our data source for this study is the 1990 CUNY National Survey of Religious Identification, wherein 113,000 respondents were interviewed in a series of national RDD telephone surveys.

A logistic regression analysis indicates that religious affiliation is the best predictor of non-response to a question of political party affiliation. Roman Catholics and other Christians are more likely than those with no religion to respond. Respondents 18 to 24 years old are far more likely than older persons to respond. Income level of \$25K to \$75K a year is associated with higher response rates than income levels of less than \$25K or over \$75K. College graduates are more likely to respond than those not completing high school.

Our paper presents a refined classification of 14 religious groups by percentage of those responding to the political party affiliation. What is interesting is the mixture of liberal and conservative religious groups among those with lowest rates of refusal (below 1.5%). At the other extreme are the Jehovah's Witnesses, whose theology and ideology oppose participation in civil society, with a 12% refusal rate. Such wide variations between religious categories in item non-response rates could potentially skew survey results. It is clear that a fine mesh religious identification should be considered in the design of samples, and analysis of survey results. Given that religious adherents tend to cluster geographically, this opportunity seems even more compelling for local area surveys.

PUBLIC MOOD AND THE SUPREME COURT: POLITICAL ADJUSTMENT IN CRIMINAL PROCEDURE AND CIVIL RIGHTS DECISIONS, Michael W. Link, University of South Carolina (Honorable Mention in the Student Paper Competition)

Representational models of judicial decision-making posit that the Supreme Court is a permeable institution, subject to external pressures --namely elite and mass opinion. Court rulings, therefore, should be demonstrably congruent with the views of the majoritarian electoral/political alliance. Building upon an innovative study by Mishler and Sheehan (1993), the relationship between public and elite attitudes are examined in two, important issue areas: criminal procedure and race-related civil rights. The results indicate that permeability of the Court varies to some degree according to issue area. While public opinion (in the pre-Reagan years) has a direct affect on Supreme Court liberalism in both issue areas, the direct impact of elite opinion is evidenced only in the area of criminal procedure, not in the area of race-related civil rights. The relationship between public opinion and Court liberalism during the Reagan years, however, is negative as the gap between liberalism in the public "mood" and in Court decisions has widened. These nuances in the relationship between the Supreme Court and the broader socio-political environment indicate that the Court does follow changes in the dominant political alliance more readily in some issue areas than it does in others.

INDEX

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