50th
Anniversary
Conference

American Association for Public Opinion Research

50 Years Together

The Bonaventure Resort and Spa
Fort Lauderdale, Florida
May 18-21, 1995

American Association *for* Public Opinion Research

50th Annual Conference

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ABOUT THE COVER DESIGN

A playful postmodern pastiche of the ephemera that graced American anniversary cards at the time of AAPOR's founding. Selected symbolism (top to bottom):

Seashell: Fort Lauderdale, Florida - site of AAPOR's 50th Anniversary Conference.

Gold on Black: Gold for our Golden Anniversary, shining through the darkness of ignorance and misperception about public opinion that would prevail throughout the world today without our continuing efforts.

50 Years Together: Typical of anniversary cards of the 1940s; no professional conference would dare adopt a slogan this corny, proof enough that AAPOR is not just a professional association, but a true community bound up in countless friendships and much mutual respect.

Kudzu Vines: The rapid growth of local and regional AAPOR chapters across the United States, most recently in the Midwest and the South.

Corinthian Columns: AAPOR's institutional base of academia, business, government, other nonprofit organizations, and the Fourth Estate; Manhattan and Washington, early and more recent centers of AAPOR membership.

Radiant Earth: The World Association for Public Opinion Research, with which AAPOR might also be seen as having been "50 years together".

Dense Undergrowth: The fruits of the many who have so willingly volunteered their time and energies to AAPOR over the past 50 years, the base on which we stand and build today.

Lacework: The fruits of the many who have to willingly volunteered their time and energies to AAPOR over the past 50 years, the base on which we stand and build today.

Human Feet: That unfortunate 1974 incident at the Sagamore, where AAPOR has not since returned; a reminder that, despite a half-century of advances in technology, methodology and statistics, AAPOR remains devoted to the humane study of human activity, and also that, beneath all else, we remain ourselves only human.

Four Toes: Because we are human, we are not perfect, although nearly so; we might at least dream of response rates of 80 percent.

Cover Typeface: Hewlett Packard LaserJet 4L Coronet, a scalable typeface applied in various overlaid point sizes; "50 Years Together" embellished by hand with the Waterman fountain pen used by FDR at the time of his death in 1945, graciously loaned by the Franklin Delano Roosevelt estate, Hyde Park, New York (a postmodern apprpriation).

Cover Design and Art: James R. Beniger, University of Southern California

1995 AAPOR Conference
Guide to Paper Sessions and Panel Discussions

	Global Ballroom A	**Global Ballroom B**	**Global Ballroom C**	**Global Ballroom D**	**Bonaventure Ballroom A**	**Amphitheater**
Friday, May 19						
8:30 - 10:00 a.m.	Customer Satisfaction	New Developments in Survey Sampling	1994 Elections: What have we learned?	Evaluating New Technologies	Race and Ethnicity, Prejudice and Segregation	How Americans View History and Public Opinion
10:15 - 11:45 a.m.	Satisfaction: Does the Concept Generalize?	Reducing Nonresponse in RDD Surveys	Panel on 1994 Elections: View from the States	Survey and Market Research Meet the Internet	Trend Analysis: Exploiting Change to Infer Causation	AAPOR's History I
2:00 - 3:30 p.m.	Panel on CAPI: What works, what does not?	DK Responses	Exit Polling	Public Attitudes on Government, State of Nation	AAPOR's History II	
3:45 - 5:15 p.m.	Evaluating CAPI, CASI, Audio-CASI	Attacking Nonresponse and Attrition	Graphic Design and Layout	Mass Media and Politics	Violence, Crime, and Punishment	Panel: AAPOR and the Early State Polls
Saturday, May 20						
8:30 - 10:00 a.m.	Constructing Items and Response Categories	Sampling and Reaching Special Populations I	Pre-Election Polls I	Public Opinion Research Industry	Gender Differences I	New Approaches to Venerable Theories
10:15 - 11:45 a.m.	New Cognitive Approaches to Survey Research	Sampling and Reaching Special Populations II	Pre-Election Polls II	Media Reporting, Public Consumption of Polls	Gender Differences II	Systematic Historical Studies of Culture and Values
2:15 - 3:45 p.m.	Panel on Growing Cynicism About Politics	Methods in Focus	Health: Opinion and Policy	Phenomenology of Survey Research		
Sunday, May 21					**Grand Ballroom D**	
9:00 - 10:30 a.m.	Cognitive Approaches to Item Response	New Computer Technologies	Panel on Public Journalism	Role of Knowledge	History of Public Opinion Research	
10:45 - 12:15 p.m.	Experiments: Methods Development	Telephone as Method	Cognitive Approaches to Public Knowledge	International Perspectives	TV's Role in Public Opinion Formation and Change	

Poster Sessions: Friday, May 19, Saturday May 20, 11:45 a.m. - 12:30 p.m., Bonaventure Ballroom B/C.

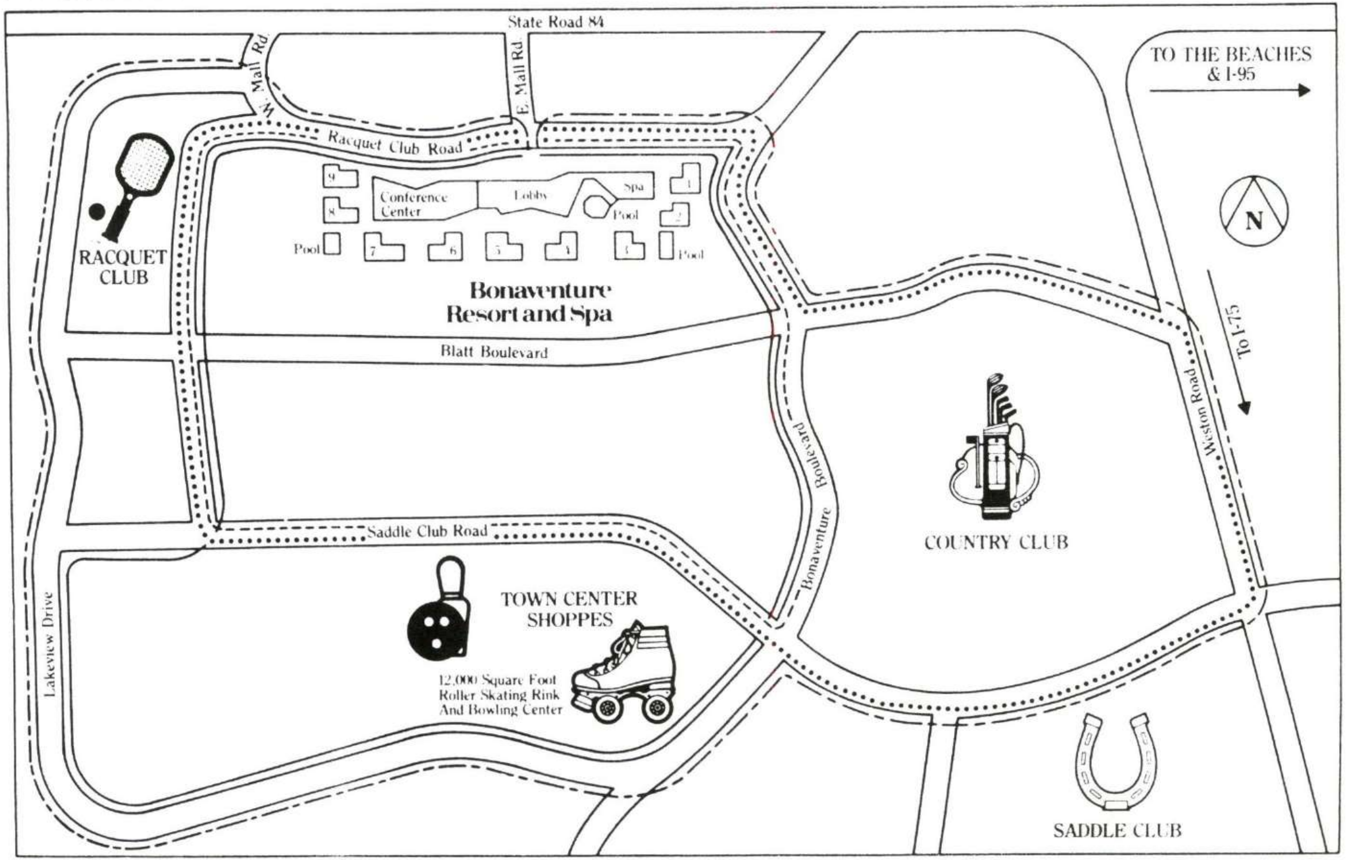
MAP OF BONAVENTURE

Jog—Walk—Bike Routes

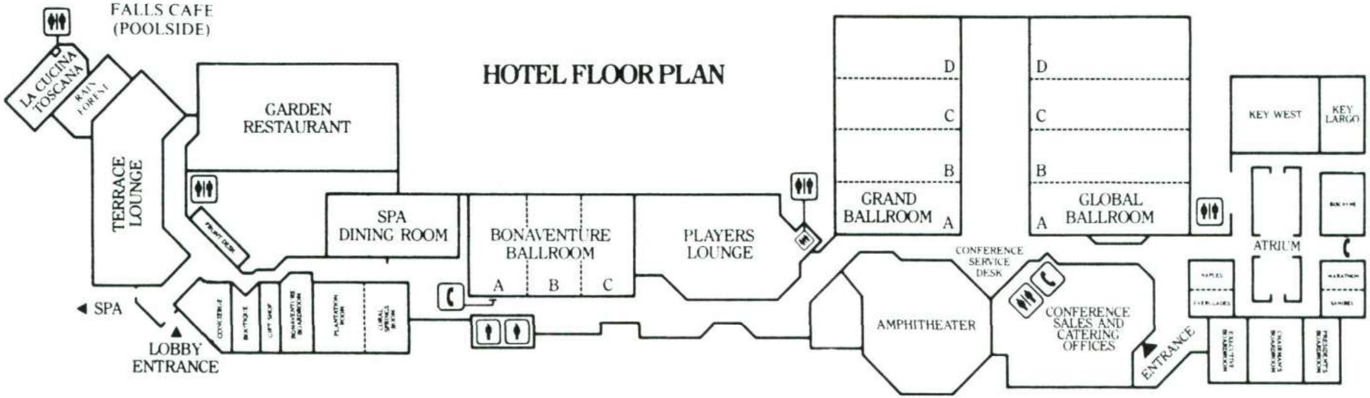
MILEAGE CHART

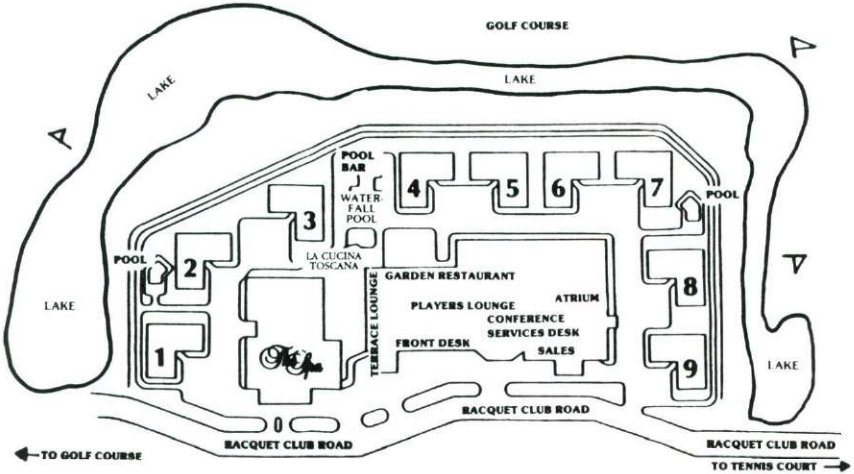
———————	3.3 MILES
- - - - - - -	2.6 MILES
•••••••••	3.9 MILES
— — — —	5.0 MILES

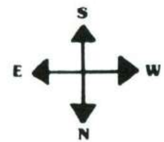
MARKHAM PARK



HOTEL FLOOR PLAN







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First Place

Mollyann Brodie — Harvard School of Public Health
Sensitization Effects in a Study
of the Impact of a Nationally Broadcast Special on Health Care Reform

and,

Damarys Canache — University of Pittsburgh
Looking Out My Back Door:
The Neighborhood Context and Perceptions of Relative Deprivation

SITE SELECTION AND ARRANGEMENTS

Karen L. Goldenberg — Bureau of Labor Statistics

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

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Sharon Warden	The Washington Post
Michael Weeks	Research Triangle Park

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Marlene Bednarz — University of Michigan

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Ann Arbor, Michigan 48106-1248

We gratefully acknowledge the following people for assisting AAPOR in bringing together this 50th Conference

Apple Computer, Inc., which supported the Internet Didactic Session, contributing a PowerBook 540 for instructional use

Robert Eisinger, who helped organize the Saturday Night Dance with the Gene Krupa Band

Tom Smith, who supported the conference through many roles

Sandy Tse, University of South Australia, who created a World Wide Web site for a conference home page

AAPOR OWES MUCH TO THE AGENCIES WHICH HAVED HELPED TO ENSURE ITS FINANCIAL HEALTH BY GIVING CONTRIBUTIONS OF MORE THAN $95 DURING THE PAST YEAR

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We extend our thanks to all who gave of their time and talents, and who are not listed in the program due to printing schedules.

PROGRAM
AAPOR 50TH ANNIVERSARY CONFERENCE

Bonaventure Resort and Spa
Fort Lauderdale, Florida
May 18-21, 1995

Thursday May 18, 1995

2:00 - 5:00 P.M.	**AAPOR COUNCIL MEETING**	**Coral Springs/Plantation**
2:00 - 3:30 P.M.	**NATIONAL NETWORK OF STATE POLLS**	**Marathon/Sanibel**
4:00 - 5:00 P.M.	**DIRECTORS OF ACADEMIC SURVEY RESEARCH ORGANIZATIONS**	**Marathon/Sanibel**
2:00 - 5:00 P.M.	**DIDACTIC SESSIONS**	

Organizers: Scott Althaus, Northwestern University; John M. Kennedy, Center for Survey Research, Indiana University; and Tom W. Smith, National Opinion Research Center, University of Chicago

THE CURRENT ART OF QUESTIONNAIRE DESIGN — **Global Ballroom A**

Nancy A. Mathiowetz, Agency for Health Care Policy and Research

PUBLIC OPINION RESOURCES ON THE INTERNET — **Amphitheater**

Tom W. Smith, National Opinion Research Center, University of Chicago; and Scott Althaus, Northwestern University

6:30 - 8:30 P.M.	**DINNER**	**Grand Ballroom**
8:30 - 10:30 P.M.	**PLENARY SESSION**	**Global Ballroom A/B/C**

SURVEYS AND SEX: SCIENCE, POLITICS, AND RESPONSE TO THE NATIONAL HEALTH AND SOCIAL LIFE SURVEY

Organizer: Tom W. Smith, National Opinion Research Center, University of Chicago

Speakers:
Edward O. Laumann, Department of Sociology, University of Chicago
Stuart Michaels, National Opinion Research Center, University of Chicago

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

Friday, May 19, 1995

7:00 - 8:30 A.M. **CONTINENTAL BREAKFAST** **Grand Ballroom**

9:00 - 5:00 P.M. **BOOK EXHIBIT** **Key West**
Organizer: Phyllis M. Endreny, Social Researcher

TECHNOLOGY EXHIBIT **Key West**
Organizer: Robert S. Lee, Pace University

50TH ANNIVERSARY EXHIBIT **Key West**
Organizers: Albert E. Gollin, Gollin Research
Tom W. Smith, National Opinion Research Center

8:30 - 10:00 A.M. **CONCURRENT SESSIONS**

CUSTOMER SATISFACTION **Global Ballroom A**

Organizers: Norbert Schwarz, ISR, University of Michigan, and Tracy Wellens, U.S. Bureau of the Census

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

Customer Satisfaction Measurement Issues in the Federal Government, Tracy Wellens and Elizabeth Martin, U.S. Bureau of the Census

How Do Respondents Answer Satisfaction Questions?, Norbert Schwarz, ISR, University of Michigan

Customer Satisfaction Measurement Issues in the Private Sector, Jacob Ludwig, Princeton Survey Research Associates

Discussant: Seymour Sudman, University of Illinois

(Topic of Satisfaction continues in a 10:15 a.m. session)

NEW DEVELOPMENTS IN SURVEY SAMPLING **Global Ballroom B**

Chair: Robert G. Mason, Oregon State University

The Relative Magnitude of Interviewer Effects and Sample Design Effects on Survey Precision, Colm O'Muircheartaigh, London School of Economics, and Pamela Campanelli, Survey Methods Centre at SCPR, London

Pre-Identification of Nonworking and Business Telephone Numbers in List-Assisted Random-Digit-Dialing Samples, Michael P. Battaglia, Abt Associates Inc., Amy Starer and Jerry Oberkofler, GENESYS Sampling Systems, and Elizabeth R. Zell, Centers for Disease Control and Prevention

Substitution in Telephone Surveys: An Empirical Study, Gösta Forsman, MAI, Linköping University, Linköping, Sweden

Now You See It, Now You Don't: The Impact of Sampling Frame on Sample Estimates, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc., and Carla Jackson, Tennessee Valley Authority

Discussant: Robert M. Groves, University of Michigan

THE 1994 ELECTIONS: WHAT HAVE WE LEARNED? **Global Ballroom C**

Chair: Robert Eisinger, University of Chicago

The Public Opinion Basis of the 1994 Election, Scott Keeter, Virginia Commonwealth University

The "Angry White Male" in the American South: Testing Assumptions About Politics and Ideology in the 1994 Elections, Mark Stephen Jendrysik and Jose Miguel Sandoval, Institute for Research in Social Science, University of North Carolina

Florida's Undecided Voters in the 1994 Elections: Turning to the New Right or to Middle American Individualism?, Hugh Gladwin and Douglas McLaughen, Florida International University

Interpreting the 1994 Election Results: A Direct Test of Competing Explanations, Alfred J. Tuchfarber, Stephen E. Bennett, Andrew E. Smith, and Eric W. Rademacher, Institute for Policy Research, University of Cincinnati

A Public Opinion Model to Predict Changes in Congressional Elections, David W. Moore, The Gallup Organization

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

(Topic of the 1994 Elections continues in a 10:15 a.m. session)

REPORTING RACE AND ETHNICITY **Bonaventure Ballroom A**
UNDERSTANDING PREJUDICE AND SEGREGATION

The Reporting of Race and Hispanic Origin in Government Surveys and Censuses: Research Issues for the 1990s and Beyond, Manuel de la Puente, Center for Survey Methods Research, U.S. Bureau of the Census

The Societal Context of the Current Population Survey Supplement on Race and Ethnicity, Ruth B. McKay, Bureau of Labor Statistics

Whites' Racial Attitudes by Mouth and by Mail, Maria Krysan, University of Michigan

Toward a Typology of Education Effects, Charlotte Steeh, University of Michigan

Segregation and Turnout in Urban America, Kurt C. Schlichting, Fairfield University; Peter S. Tuckel, Hunter College, CUNY; and Richard Maisel, New York University

Discussant: Lawrence D. Bobo, University of California, Los Angeles

EVALUATING NEW TECHNOLOGIES: **Global Ballroom D**
ON-RAMPS TO THE COMING INFORMATION SUPERHIGHWAY?

Chair: Young I. Chun, Bureau of Labor Statistics

Pathfinder: A Benchmark Consumer Study for New Media, Carol P. Stowell, The Arbitron Company

Popular Interest in Interactive Media, Mark Gallops, Time Inc.

How and Why People Watch TV: Implications for the Future of Interactive Television, Barbara Lee, Barbara Lee Research, and Robert S. Lee, Lubin School of Business, Pace University

Multi-Media in Teaching: Student Opinions, Ananda Mitra, Wake Forest University
Using Survey Research Data for Concept Testing in High-Tech Markets: A Structural Modeling Approach, Ruby Roy Dholakia and David Fortin, University of Rhode Island

HOW AMERICANS VIEW HISTORY AND PUBLIC OPINION: HISTORICAL TREATMENTS **Amphitheater**

Exploring the Past Using Survey Research: Procedures and Problems, Christopher Botsko and John M. Kennedy, Center for Survey Research, Indiana University

Popular Opinion About Public Opinion: What We Know and Why We Should Care, Ellen M. Dran, Northern Illinois University, and Anne Hildreth, SUNY-Albany

Media as Opinion Resources: Are the 1990 a New Ball Game?, Doris A. Graber, Department of Political Science, University of Illinois, Chicago

Discussant: Peter V. Miller, Northwestern University

10:15 - 11:45 A.M. CONCURRENT SESSIONS

STRATEGIES FOR REDUCING UNIT NONRESPONSE IN LARGE-SCALE RDD SURVEYS **Global Ballroom B**

Organizers: Paul J. Lavrakas, Northwestern University, and Michael P. Battaglia, Abt Associates Inc.

Chair: Paul J. Lavrakas, Northwestern University

Using Advance Respondent Letters in Random-Digit-Dialing Telephone Surveys, Donald P. Camburn, Abt Associates Inc.; Paul J. Lavrakas, Northwestern University; Michael P. Battaglia, Abt Associates Inc.; and James T. Massey and Robert A. Wright, National Center for Health Statistics

Answering Machine Messages as Tools for an RDD Telephone Survey, Kymn M. Kochanek, Donald P. Camburn, Ann-Sofi Rodén and Marilyn Sawyer, Abt Associates Inc.; Chuck D. Wolters, KLEMM Analysis Group; James T. Massey, National Center for Health Statistics; and Elizabeth R. Zell and Pamela L.Y.H. Ching, Centers for Disease Control and Prevention

The Use of Real-Time Language Translation Services in RDD Telephone Surveys, Kymn M. Kochanek, Abt Associates Inc., and Elizabeth R. Zell, Centers for Disease Control and Prevention

Calling Local Telephone Company Business Offices to Determine the Residential Status of a Wide Class of Unresolved Telephone Numbers in a Random-Digit-Dialing Sample, Michael P. Battaglia, Gary Shapiro and Donald P. Camburn, Abt Associates Inc., and James T. Massey and Linda I. Tompkins, National Center for Health Statistics

Discussant: Johnny Blair, Survey Research Center, University of Maryland

TREND ANALYSIS: EXPLOITING CHANGE TO INFER CAUSATION **Bonaventure Ballroom A**

The Political Values of the American Public, Cliff Zukin, Margery Brown and Cynthia Smith, Eagleton Institute of Politics, Rutgers University

Measuring Social Capital in America: Individual and Aggregate Time-Series Models of Interpersonal Trust, John Brehm, Duke University, and Wendy Rahn, University of Wisconsin and Duke University

Forecasting the 1996 Election: Democrats Hold White House, Helmut Norpoth, State University of New York at Stony Brook

The Dynamics of Public Opinion Regarding Clean Fuel Vehicles: Analysis of Trends in Survey Data and Media Content from 1993-1995, Jane G. Torous and Thomas F. Golob, University of California, Irvine

The Transduction Paradigm for Public Opinion Formation: A Natural Science Perspective, David P. Fan, University of Minnesota

Discussant: John M. Kennedy, Center for Survey Research, Indiana University

PANEL ON THE 1994 ELECTIONS: A VIEW FROM THE STATES **Global Ballroom C**

(Topic of the 1994 Elections continues from an 8:30 a.m. session)

Organizer and Chair: Fred Solop, Department of Political Science, Northern Arizona University, for the National Network of State Polls

A View from Virginia and the Commonwealth Poll, Scott Keeter, Department of Political Science and Public Administration, Virginia Commonwealth University, and Director, the Commonwealth Poll

A View from Ohio and The Ohio Poll, Alfred Tuchfarber, Institute for Policy Research, University of Cincinnati, and Director, The Ohio Poll

Elections '94: A View from Arizona, Fred I. Solop, Northern Arizona University
A View from South Carolina and South Carolina State Survey, Robert Oldendick, Institute of Public Affairs, University of South Carolina, and Director, South Carolina State Survey

Discussant: Michael R. Kagay, The New York Times

SATISFACTION: DOES THE CONCEPT GENERALIZE ACROSS STUDIES? **Global Ballroom A**

Chair: Sherry Marcy, DataStat, Inc. Ann Arbor, Michigan

(Topic of Satisfaction continues from an 8:30 a.m. session)

Customer Satisfaction by Industry Among Demographic and Socioeconomic Groups, Barbara Everitt Bryant, School of Business Administration, University of Michigan

A Corporate Employee Satisfaction Survey: View from a Systemic Assessment, Judith M. Tanur, State University of New York at Stony Brook, and Brigitte Jordan, Xerox Palo Alto Research Center Palo Alto

Threats to Effective Customer Satisfaction Surveys, Mary Jane Heavener and Carla P. Jackson, Tennessee Valley Authority

Discussant: Arthur Sterngold, Institute for Management Studies, Lycoming College

SURVEY AND MARKET RESEARCH MEET THE INTERNET — **Global Ballroom D**

Chair: Robert S. Lee, Lubin School of Business, Pace University

Using E-Mail to Measure Presidential and Congressional Approval, Jan Werner, Jan Werner Data Processing; Richard Maisel, New York University; and Katherine Robinson, Prodigy Services Inc.

A Study of Civic Life on the Internet, Bonnie Fisher, Michael Margolis and David Resnick, Center for the Study of Democratic Citizenship, University of Cincinnati

Internet Signatures Collection: An Approach to Conducting "Research", Sandy Tse, The University of South Australia; and Philip Tsang and Noel Witney, Charles Sturt University

Archiving of Private Sector Public Opinion Databases: The Role of the Centre for the Study of Public Opinion, Robert Burge, Centre for the Study of Public Opinion, Queen's University, Kingston, Ontario, Canada

Discussant: Tom W. Smith, National Opinion Research Center, University of Chicago

AAPOR'S HISTORY I: ***A MEETING PLACE,*** **HOW IT ALL BEGAN, AAPOR AND THE WORLD** — **Amphitheater**

Organizer: Herbert I. Abelson, Survey Research Center, Princeton University

Chair: Burns W. Roper, Pelham, New York

Reflections On "A Meeting Place", Warren Mitofsky, Mitofsky International

Common Sense, Theory, Technology and the Social Environment, Jack Elinson, Columbia University

AAPOR and the Polls, Kathleen A. Frankovic, CBS News

Government Relations, Herbert I. Abelson, Princeton University

AAPOR and the Media, Albert E. Gollin, New York, New York

Discussant: Eleanor Singer, Survey Research Center, ISR, University of Michigan

(Session on AAPOR's History continues in a 2:00 p.m. session)

11:45 - 12:30 P.M. POSTER SESSION I Bonaventure Ballroom B/C

Assessing Data Quality: Reliability and Validity of Responses in a Survey of Eighth, Tenth, and Twelfth Grade Students and Their Parents, Sameer Y. Abraham, Lance A. Selfa, and Hiroaki Minato, National Opinion Research Center

Accuracy of Recall in a Panel Survey of Criminal Victimization: Effects of Question Domain and Recurrence of Victimization, Scott R. Beach and Martin S. Greenberg, University of Pittsburgh

A Comparison of Computer-Assisted Personal Interviewing and Paper-and-Pencil Interviewing on Responses to Open-ended Questions, Judy Berkowitz, Michigan State University

An Experiment Testing Question Order Effects--Particularly Primacy Effects--In a Population of Older Volunteers, Rachelle L. Cummins, American Association of Retired Persons

Working With Institutional Review Boards In Order to Conduct a Survey in the Hospital Setting, J. Michael Dennis and Mary C. Burich, Abt Associates Inc.

Presidential Polling in the Eisenhower White House, Robert M. Eisinger, University of Chicago

Political Activists Among the Older Population--Are Their Views Different?, Edward L. Evans and Robert H. Prisuta, American Association of Retired Persons

Two Methods for Measuring the Dimensions of Public Opinion, Salma Ghanem and Dixie Evatt, University of Texas, Austin

The Strong, Largely-Unknown Support of the American People for the United Nations: Do Politicians and Pollsters Fail to Ask Important Questions?, Alan F. Kay, Americans Talk Issues Foundation

Managing Complex Samples Using Computer-Aided Sample Management, Sherry Marcy, DataStat, Inc., and Jack Ludwig, Princeton Survey Research Associates

Differences in Respondents: A Study of Refusals Converted Using Letters, Janet I. McConeghy, Northern Illinois University, and Linda K. Pifer, The International Center for the Advancement of Scientific Literacy, Chicago Academy of Science

On the Relationship between Mortality Statistics and Death Certificate Format, David J. Mingay, University of Chicago; Albert F. Smith, Cleveland State University; and Jared B. Jobe and James A. Weed, National Center for Health Statistics

Survey Research, Strategic Planning and Change: A Case Study of the Accounting Profession, Gary Siegel, School of Accountancy, DePaul University

Trends in Survey Non-Response Around the World, Tom W. Smith, National Opinion Research Center, University of Chicago

Survey Introductions: Use of the Advance Organizer in Survey Research, Deborah Stone, Bureau of Labor Statistics

FRIDAY, May 19, 1995

12:30 - 2:00 P.M. **LUNCH** **Grand Ballroom**

12:30 - 2:00 P.M. **CHAPTER REPRESENTATIVES LUNCH** **Marathon/Sanibel**

2:00 - 3:30 P.M. **CONCURRENT SESSIONS**

PANEL: CAPI– WHAT WORKS AND WHAT DOES NOT? **Global Ballroom A**

Organizer and Chair: Karol Krotki, Institute for Social Research, Temple University

Panel Members: Karl R. Landis, Institute for Social Research, Temple University
William Nicholls, U.S. Bureau of the Census
Robert L. Santos, Survey Research Center, University of Michigan
Sandra Sperry, Westat Inc.
Michael F. Weeks, Research Triangle Institute
Mark S. Wojcik, National Opinion Research Center

(Topic of CAPI continues in a 3:45 p.m. session)

DK RESPONSES: WHAT DO WE KNOW ABOUT "DON'T KNOW"? **Global Ballroom B**

A Framework for Evaluating "Don't Know" Responses in Surveys, Paul Beatty and Douglas Herrmann, National Center for Health Statistics

The Quality of Survey Data As Affected by Question Difficulty and Respondents' Cognitive Capacity, Bärbel Knäuper, Robert F. Belli, A. Regula Herzog, and Daniel H. Hill, University of Michigan

I Don't Feel Like Answering That One: The Role of Affective Orientation in Item Nonresponse, Daniel G. McDonald, Cornell University

General Attitudes Versus Informed Opinions: DK Filters Revisited, Arthur H. Sterngold, Lycoming College, and Robert O. Herrmann and Rex H. Warland, Pennsylvania State University

Discussant: McKee J. McClendon, University of Akron

EXIT POLLING: FOUR CRITIQUES **Global Ballroom C**

The Impact of the Interviewer on Exit Poll Data Quality, Murray Edelman and Daniel M. Merkle, Voter News Service

Issue Voting in Exit Poll Reports: How Much of It Is Artifact?, George Bishop and Bonnie Fisher, University of Cincinnati

Who Votes... Early?, Kenneth M. Goldstein, University of Michigan

The Pressure to Answer Survey Questions Revisited: Reports of Fictitious Votes in a 1994 Exit Poll, Eric W. Rademacher, Timothy J. Holp, Bonnie Fisher and George Bishop, University of Cincinnati

Discussant: Warren J. Mitofsky, Mitofsky International

PUBLIC ATTITUDES TOWARD GOVERNMENT AND THE STATE OF THE NATION — **Global Ballroom D**

Public Attitudes Toward Data Sharing by Federal Agencies, Eleanor Singer, Survey Research Center, University of Michigan, and Nora Cate Schaeffer, University of Wisconsin

Direct and Indirect Sources of Public Perceptions About the Economy, Carolyn L. Funk and Patricia A. Garcia, Rice University

What Does the Public Know About Entitlements?, Karen Donelan and Robert J. Blendon, School of Public Health, Harvard University, and Craig A. Hill, National Opinion Research Center

The Impact of Self-Interest on Public Opinion Toward Health Care Reform, Sophia Chan, University of Wisconsin

Discussant: Barbara Everitt Bryant, School of Business Administration, University of Michigan

AAPOR'S HISTORY II: PUBLICATIONS, MEMBERSHIP,CONFERENCE,CULTURE, GOVERNANCE AND FINANCES — **Bonaventure Ballroom A**

(Session continues from a 10:15 a.m. session)

Organizer: Herbert I. Abelson, Survey Research Center, Princeton University

Chair: Leo Bogart, New York, New York

Looking Back on AAPOR Publications: Some Conclusions Based on Personal Experiences, W. Phillips Davison, Princeton, New Jersey

Membership, Helen M. Crossley, Princeton, New Jersey

Annual Conference Program, Harold Mendelsohn, University of Denver

Change and Diversity in AAPOR Culture, Gladys Engel and Kurt Lang, University of Washington

Governance and Finances, Laure M. Sharp, Westat Inc.

Discussant: Herbert E. Krugman, Stamford, Connecticut

3:45 - 5:15 P.M.

CONCURRENT SESSIONS
EVALUATING COMPUTER ASSISTANCE: CAPI, CASI AND AUDIO-CASI **Global Ballroom A**

Chair: Kristen Conrad, Chilton Research Services

(Topic of CAPI continues from a 2:00 p.m. session)

The Effects of Interviewer Experience on Response Rates in a Longitudinal CAPI Survey, Richard L. Apodaca, Andrew N. Williams, and Ruth T. Malloy, Westat Inc.

Evaluation of a Computer-Assisted Self-Interview (CASI) Component of a CAPI Survey, Mick P. Couper and Benjamin Rowe, Survey Research Center, ISR, University of Michigan

Respondent Preferences Toward Audio-CASI and How That Affects Data Quality, Susan H. Kinsey, Jutta S. Thornberry, Chris P. Carson, and Allen P. Duffer, Research Triangle Institute

A Comparison of Three Methods of Data Collection: CAPI, CASI, and Audio-CASI,

Roger Tourangeau and Tom W. Smith, National Opinion Research Corporation

Discussant: Karol Krotki, Institute for Social Research, Temple University

ATTACKING NON-RESPONSE AND ATTRITION **Global Ballroom B**

Chair: Janet I. McConeghy, Public Opinion Laboratory, Northern Illinois University

Once Reluctant, Always Reluctant? Effects of Differential Incentives on Later Survey Participation in a Longitudinal Study, Jennie E. Lengacher, Colleen M. Sullivan, Mick P. Couper, and Robert M. Groves, University of Michigan

Who Are We Losing? Panel Attrition in a Dual-Frame Local Area Telephone Survey, Judith A. Schejbal and Paul J. Lavrakas, Northwestern University Survey Laboratory

Response Rate Effects of a Shorter Time Period for Pre-Survey Treatments, Sharon J. Riley and J. Scott Willoth, The Arbitron Company

Respondent Motivation, Response Burden, and Data Quality in the Survey of Employer-Provided Training, James Kennedy and Polly Phipps, Bureau of Labor Statistics

Results From the Spanish Forms Availability Test, Peter Wobus and Manuel de la Puente, Center for Survey Methods Research, U.S. Bureau of the Census

Discussant: Sameer Y. Abraham, NORC, University of Chicago

GRAPHIC DESIGN AND LAYOUT: PUTTING THE BEST FACE ON SURVEY RESEARCH — **Global Ballroom C**

Chair: Sandy Tse, Charles Sturt University, Australia

Little Things Matter: A Sampler of How Difference in Questionnaire Format Can Affect Survey Response, Tom W. Smith, NORC, University of Chicago

Diary Design Issues and Challenges, Diane S. Woodard and Wendy Welles, The Arbitron Company

How Pre-Notice Letters Influence Response to Mail Surveys Under Varied Conditions of Salience, Don A. Dillman, Joye J. Dillman, Rodney C. Baxter, Renee Petrie, Kent Miller, and Lisa Carley, Social and Economic Sciences Research Center, Washington State University

The Effect of Questionnaire Cover Design in Mail Surveys, Philip Gendall, Massey University, Palmerston North, New Zealand

Outside-the-Box Thinking About Survey Mailing Packages, Robert Patchen, Diane S. Woodard, and Marla D. Cralley, The Arbitron Company

Discussant: Albert D. Biderman, American University

PANEL ON AAPOR AND THE EARLY STATE POLLS: REFLECTIONS ON HISTORY — **Amphitheater**

Organizer: Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune

The Texas Poll, The Nation's First State Poll, Nancy Belden, Belden & Russonello

The Minnesota Poll, Robert P. Daves, The Minnesota Poll and The Star Tribune

The Field Poll, Mervin Field, The Field Institute

The Iowa Poll, Glenn Roberts, Glenn Roberts Research

MASS MEDIA AND POLITICS: FOUR CASE STUDIES — **Global Ballroom D**

News Media Use and the Informed Public: A View From the 90s, Mark Levy and John P. Robinson, University of Maryland

Media Thrust in the German Bundestag Election 1994: Content and Effects of the German News Media, Wolfgang Donsbach and Bettina Klett, Dresden University of Technology, Dresden, Germany

Mass Media and Political Acculturation: Media Behaviors and Political Value Orientations Among Chinese Immigrants, Seth Geiger, Frank Magid Associates, Teri Jory, University of California at Santa Barbara, and Zixia Han

The "New" Media and the Politics of Generation X, Larry Hugick and Susan Kannel, Princeton Survey Research Associates

Discussant: Gladys Engel Lang, University of Washington

UNDERSTANDING VIOLENCE, CRIME AND PUNISHMENT, MACRO TO MICRO — **Bonaventure Ballroom A**

Chair: Scott Richard Beach, University of Pittsburgh

The Ecology of Violence in the United States, Robert S. Lee, Lubin School of Business, Pace University

The Impacts of Suburban Crime Fears on Geographic Mobility and Policy Preferences, Cheryl Katz and Mark Baldassare, School of Social Ecology, University of California, Irvine

My Hair's-Breadth Escape From a Singapore Flogging: The Michael Peter Fay Incident As a Case Study in American Media Coverage of Foreign News, G. Ray Funkhouser, Fort Washington, Pennsylvania

Impact of Interviewer's Gender on Survey Responses About Domestic Violence, Stephen Miller, Lieberman Research Inc.

Toleration for Slapping a Spouse: The Influence of Question Order, David W. Moore, The Gallup Organization, and Murray Straus, Family Research Laboratory, University of New Hampshire

6:00 - 7:00 P.M.	**RECEPTION WELCOMING NEWCOMERS**	**Main Pool**
7:00 - 9:30 P.M.	**50TH ANNUAL AAPOR AWARDS BANQUET**	**Grand Ballroom**
9:30 - whenever	**SEMINAR ON MOTIVATED PROBABILITY**	**Coral Springs/Plantation**
	TRADITIONAL SING	**President's Board Room**
	ALL-CHAPTER PARTY	**Players Lounge**

Saturday, May 20, 1995

7:00 - 8:30 A.M.	**CONTINENTAL BREAKFAST**	**Grand Ballroom**
7:00 - varies	**FUN RUN**	**To be announced**
9:00 - 5:00 P.M.	**BOOK EXHIBIT** **Organizer**: Phyllis Endreny, Social Researcher	**Key West**
	TECHNOLOGY EXHIBIT **Organizer**: Robert S. Lee, Pace University	**Key West**
	50TH ANNIVERSARY EXHIBIT **Organizers**: Albert E. Gollin, Gollin Research Tom W. Smith, National Opinion Research Center	**Key West**
8:30 - 10:00 A.M.	**CONCURRENT SESSIONS**	

CONSTRUCTING ITEMS AND RESPONSE CATEGORIES: EXPERIMENTAL EVIDENCE — **Global Ballroom A**

Chair: David J. Mingay, National Opinion Research Center, University of Chicago

Issues in Using Bipolar Response Categories: Numeric Labels and the Middle Category, Nora Cate Schaeffer, University of Wisconsin, and Kristin Barker, Linfield College

Presented Item Order in Ranking Tasks: What Does It Tell Respondents?, Michaela Wänke, Universität Heidelberg, and Sabine Einwiller, Universität Mannheim

Seeking the Truth Through Negativity, Mort David, David & Associates, Inc., and Patty McGrath, Audits & Surveys, Inc.

SAMPLING AND REACHING SPECIAL POPULATIONS I — **Global Ballroom B**

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

A Strategy for Recruiting a Probability Sample of Rare and Hard-to-Reach Populations: Surveying New York City Residents Living with HIV/AIDS, Peter Messeri, Angela Aidala, David Abramson and Cheryl Healton, School of Public Health, Columbia University; Dorothy Jones-Jessop, Medical and Health Research Assoc. of New York City; and Deisha Jetter, New York City Department of Health

Strategies For Designing Samples For Telephone Surveys of Hispanic Households, John W. Hall, Jr., Mathematica Policy Research, Inc.

An Evaluation of Targeted Oversamples of Black Households: More Black Respondents--But Does Data Quality Suffer?, Mark Jendrysik and Beverly Wiggins, Institute for Research in Social Science, University of North Carolina

Childhood Immunization Coverage in a National Survey of Mothers of Two-Year-Olds, Joan W. Law and Keith R. Smith, National Opinion Research Center

Discussant: Colm O'Muircheartaigh, London School of Economics

(Topic of Special Populations continues in a 10:15 a.m. session)

PRE-ELECTION POLLS I — **Global Ballroom C**

Chair: Harry W. O'Neill, Roper Starch Worldwide, Inc.

Building an Understanding of Identification and Segmentation of Voters in Pre-Election Polls: A Continuation, Janice Ballou, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University

Measuring the Strength of Candidate Preferences, Patrick R. Cotter and James G. Stovall, Southern Opinion Research and the University of Alabama

Pre-Election Polls and the Framing of News Coverage of the 1994 Illinois Gubernatorial Campaign, Paul J. Lavrakas, Trevor N. Tompson, Sarah L. Eck, Jon W. Bay, and Rakesh Agrawal, Northwestern University

Mail Surveys Win Again: Some Explanations for the Superior Accuracy of the Columbus Dispatch Poll, Penny S. Visser, Jon A. Krosnick and Jesse F. Marquette, Ohio State University

Discussant: Murray Edelman, Voter News Service

(Topic of Pre-Election Polls continues in a 10:15 a.m. session)

PUBLIC OPINION RESEARCH: THE CHANGING SHAPE OF AN INDUSTRY — **Global Ballroom D**

Organizer and Chair: Norman M. Bradburn, National Opinion Research Center

Technological Innovation and the Future of Public Opinion Research, Anna Greenberg and Barbara A. Rudolph, National Opinion Research Center

The Changing Technology of Public Opinion Research, Reginald Baker, Market Strategies Inc.

Discussants: Robert Groves, University of Michigan
Edward A. Schillmoeller, A.C. Nielsen Company
Kathleen A. Frankovic, CBS News

GENDER DIFFERENCES I — **Bonaventure Ballroom A**

Chair: Cecilie Gaziano, Research Solutions, Inc.

Cultural and Gender Differences in the Response Editing of Health Survey Questions, Diane O'Rourke, Timothy Johnson, Noel Chavez, Seymour Sudman, Richard Warnecke, and Loretta Lacey, University of Illinois, and John Horm, National Center for Health Statistics

Gender Differences in Survey Responses to Sensitive Questions, Heather Hammer, Heather Hammer Research Consulting

Gender Differences in Reporting Drug Use and Perceived Risk of Drug Use, Rashna Ghadialy and Mary Foote, National Opinion Research Center

Willingness to Go Public With Opinion: Psychological Factors and the Gender Gap, Lewis R. Horner and Joan L. Conners, University of Minnesota, and Robert P. Daves, Minneapolis Star Tribune

Discussant: Dianne Rucinski, National Opinion Research Center

(Topic of Gender Differences continues in a 10:15 p.m. session)

NEW APPROACHES TO VENERABLE THEORIES OF COMMUNICATION AND POLITICS — **Amphitheater**

Chair: Peter Ph. Mohler, ZUMA, Mannheim, Germany

Field Theory, Operant Conditioning, and the Explanation of Political Behavior, Clyde Tucker, Bureau of Labor Statistics, and Keith Billingsley, University of Georgia

Opinion Thresholds, Social Weighting and Social Groupings: A Modification of the Spiral of Silence, Carroll J. Glynn and Eunkyung Park, Cornell University.

The Third-Person Effect Hypothesis and Issues in Media Messages: Influence of Personal Relevance, Joan L. Conners, University of Minnesota

Measuring the Third-Person Effect of News: The Impact of Question Order, Contrast and Knowledge, Vincent Price and David Tewksbury, University of Michigan

Toward a Unified Theory of Human Communication, W. Russell Neuman, Edward R. Murrow Center, Fletcher School, Tufts University

Discussant: Kurt Lang, University of Washington

10:15 - 11:45 A.M. CONCURRENT SESSIONS

NEW COGNITIVE APPROACHES TO SURVEY RESEARCH — Global Ballroom A

Chair: Joye J. Dillman, Washington State University

The Role of Debriefing Questions in Questionnaire Development, Jennifer C. Hess, U.S. Bureau of the Census, and Eleanor Singer, Survey Research Center, University of Michigan

Can Cognitive Information Be Collected Through the Mail? Comparing Cognitive Data Collected in Written Versus Verbal Format, Wendy Davis, Theresa DeMaio and Andrew Zukerberg, U.S. Bureau of the Census

Literacy and the Self-Administered Form in Special Populations: A Primer, Eleanor R. Gerber and Tracy R. Wellens, Center for Survey Methods Research, U.S. Bureau of the Census

The Misremembering of Important Past Events, Robert F. Belli, Howard Schuman, Steven Blixt and Benita Jackson, Survey Research Center, University of Michigan

Events, Instruments, and Reporting Errors: Accuracy in Reporting About Child Support, Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin

Discussant: Norbert Schwarz, Institute for Social Research, University of Michigan

SAMPLING AND REACHING SPECIAL POPULATIONS II — Global Ballroom B

(Topic of Special Populations continues from an 8:30 a.m. session)

Effective Techniques for Tracking High Risk Families: Heroin Addicts and Their Children, Lindsay S. Dobrzynski, Marilyn J. Hoppe, Richard F. Catalano and Kevin P. Haggerty, Social Development Research Group, University of Washington

Telephone Interviews of Adolescents: Problems and Prospects in a Substance Abuse Prevalence Survey, John Tarnai, Rosie Pavlov and Chris Frigon, Social and Economic Sciences Research Center, Washington State University

Collective Data on Illegal Drug Use from a Rural Prenatal Population, Susan Sprachman, Mathematica Policy Research, Inc.

How Do I Find Out If I Have Anyone with a Disability Working for Me?, Rachel A. Hickson, New Jersey Developmental Disabilities Council, and Paul K. O'Leary, Bureau of Economic Research, Rutgers University

Discussant: R. Paul Moore, Research Triangle Park

PRE-ELECTION POLLS II — Global Ballroom C

(Topic of Pre-Election Polls continues from an 8:30 a.m. session)

Improving Pre-Election Poll Measurement Accuracy: Treatment of Third-Party Candidates In a Split-Ballot Experiment, Robert P. Daves, Minneapolis Star Tribune, and Steven E. Schier, Carleton College

Question Wording in Pre-Election Vote Intention Questions: Does Wording Affect Support for Third-Party Candidates?, David G. Wegge and Ramona M. Montoya, Survey Center, St. Norbert College

Dealing With Undecided Respondents: A Comparison of Different Methods, Janet Hoek and Philip Gendall, Massey University, Palmerston North, New Zealand

Discussant: John W. Brennan, Jr., Los Angeles Times

GENDER DIFFERENCES II **Bonaventure Ballroom A**

(Topic of Gender Differences continues from an 8:30 a.m. session)

Chair: Diane Mobley, Arizona State University

Gender Differences in Attitudes Toward Domestic Violence, Stephen Miller, Lieberman Research Inc.

New Household Technologies and Consumers' Use of Time, John P. Robinson, University of Maryland, and W. Russell Neuman, Tufts University

Gender Differences in Environmental Attitudes: Equity, Information, and the Survey Response, Robert E. O'Connor and Richard J. Bord, Pennsylvania State University

MEDIA REPORTING AND PUBLIC CONSUMPTION OF POLLS **Global Ballroom D**

What's In a Poll? Components of Poll Reports and Their Effect on Perceived Credibility, Stephen E. Everett, Center for Mass Media Research, University of Colorado

Numbers From Nowhere? Media Reporting and the Disclosure of Public Opinion Polls, Kimberly Downing and Karen Fougnies, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University

Experiments on Journalistic Treatment of Survey Findings, Peter V. Miller and Michael Roloff, Northwestern University

How Poll Consumers Evaluate Opinion Poll Accuracy: Prior Attitudes and Attitude Accessibility, Daniel M. Merkle, Voter News Service

What the Sex Survey Said, Dianne Rucinski, National Opinion Research Center, and Peter V. Miller and Diane Hotinski, Northwestern University

Discussant: Philip Meyer, University of North Carolina

SYSTEMATIC HISTORICAL STUDIES OF CULTURE AND VALUES **Amphitheater**

Chair: Damarys Canache, University of Pittsburgh

Radio, Generation Replacement, and the Increased Audience for Classical Music, Nicholas Zill, Westat Inc., and John P. Robinson, University of Maryland

Change in Political Values Between 1917 and 1974 in Germany: Empirical Evidence From Examination Essays Written in a Frankfurt School, Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Holocaust Ignorance and Denial, Tom W. Smith, NORC, University of Chicago

Discussant: Charles R. Wright, University of Pennsylvania

SATURDAY, May 20, 1995

11:45 - 12:30 P.M. POSTER SESSION II Bonaventure Ballroom

Responses to Mail Surveys By Local Government Officials, Mark Baldassare and Abby Kanarek, University of California, Irvine

Willingness to Borrow for College As Influenced By Future Income and Risk, James Richard Caplan, Organizational Consultants

Access to Hidden Populations Through Community-Based Organizations: The Case of HIV Prevention, Mary K. Casey, Michigan State University

Interpersonal Style and Focus Group Participation: A Conceptual Model, Donna L. Eisenhower and Cheryl L. DeSaw, Mathematica Policy Research, Inc.

Kids and Callbacks: A Guide to Developing Self-Administered Questionnaires for High School Students, Edward P. Freeland and Anne B. Ciemnecki, Mathematica Policy Research, Inc.

Improving Respondent Selection in RDD Telephone Surveys: Predesignated Gender Selection and the Last Birthday Method, Dan E. Hagen and Kristen L. Conrad, Chilton Research Services

Thought- and Information-Induced Polarization: The Mediating Role of Involvement in Making Attitudes Extreme, Helen C. Harton and Bibb Latane, Florida Atlantic University

Disability and Use of Marijuana or Cocaine Among 19 to 44 Year-Olds: United States, 1991, David W. Keer, National Center for Health Statistics

The Relation Between the Syntactic and Semantic Complexity of Survey Questions and Answer Quality, Leslie A. Miller, Bureau of Labor Statistics, and Douglas J. Herrmann, National Center for Health Statistics

Response Rates to Mail and Telephone Surveys: Differences Among U.S. Practicing Physicians, Albert C.E. Parker and Scott McGuire, The MayaTech Corporation

Damned Lies, Lies and Time Estimates, John P. Robinson, University of Maryland

Does a "Public" Exist for World Opinion?, Frank Louis Rusciano, Department of Political Science, Rider College, and John Crothers Pollock, Trenton State College

Using Triangulated Research Methods for Measuring Cross Perceptions, Gary Siegel, School of Accountancy, DePaul University

Survey Research As a Public Relations Tool, Nicholas J. Tortorello, Roper Starch Worldwide

Use of a Videotaped Message for Pre-Survey Notification: Preliminary Results of an Experiment in Survey Promotion, Diane K. Willimack and Jack Rutz, National Agricultural Statistics Service, U.S. Department of Agriculture

12:30 - 2:00 P.M. **LUNCHEON AND PRESIDENTIAL ADDRESS** **Grand Ballroom**

2:15 - 3:45 P.M. **CONCURRENT SESSIONS**

PANEL ON THE GROWING CYNICISM ABOUT POLITICS IN AMERICAN LIFE **Global Ballroom D**

Organizers: Robert Eisinger, University of Chicago, and Susan Herbst, Northwestern University

Chair: Robert Eisinger, University of Chicago

Panel Members: Lawrence D. Bobo, University of California, Los Angeles
Kathleen A. Frankovic, CBS News
Jeffrey Goldfarb, The New School for Social Research
Derek McGinty, talk radio, *The Derek McGinty Show*, WAMU-FM, Washington, DC

METHODS IN FOCUS: MULTI-METHOD APPROACHES, PROXY-REPORTING AND CODING **Global Ballroom B**

Chair: Rachelle Cummins, American Associaton of Retired People

A Multi-Method Approach to Evaluating a New Payment Procedure, Dwayne Norris, Kerry Levin, and David Cantor, Westat Inc., Deborah Stone, Bureau of Labor Statistics, and Karen O'Conor, Internal Revenue Service

The Quality of Proxy Reports on the Current Population Survey (CPS), Brian A. Kojetin, U.S. Bureau of Labor Statistics, and Paul Mullin, Institute of Government and Public Policy, University of Illinois

Using Proxy Respondents in a Nationwide Travel Survey, R. Paul Moore, Research Triangle Institute

Practical Considerations in Sample Size Selection for Behavior Coding, Andrew L. Zukerberg, Dawn R. Von Thurn and Jeffrey C. Moore, Center for Survey Methods Research, U.S. Bureau of the Census

A Comparison of Interviewer and Office Coding of Occupations, Jean Martin and Diane Bushnell, Office of Population Censuses and Surveys, London, and Roger Thomas and Pamela Campanelli, Survey Methods Centre at Social and Community Planning Research, London

Discussant: Don A. Dillman, Washington State University

RESEARCH ON HEALTH: OPINION AND POLICY **Global Ballroom C**

Chair: Mollyann Brodie, School of Public Health, Harvard University

Consumers Rate Their Health Care: A Three-Nation Survey, Robert J. Blendon, Karen Donelan and John M. Benson, School of Public Health, Harvard University, and Robert Leitman and Humphrey Taylor, Louis Harris and Associates

Demographic Characteristics and Health-Related Risk Perception, Leandro L. Batista and Dulcie M. Straughan, University of North Carolina

Measuring Public Sensibilities in End-of-Life Medical Decision Making: A Factorial Vignette Survey, Charles E. Denk, Center for Survey Research, University of Virginia; John M. Benson, Program in Public Opinion and Health Care, School of Public Health, Harvard University; and John C. Fletcher, Center for Biomedical Ethics, University of Virginia

Dimensions of Early Support for the Clinton Health Care Plan Among Older Persons, Robert H. Prisuta, American Association of Retired Persons

Health Care and Deficit Reduction: Attitudes of Key Groups in the 1994 Election, Robert J. Blendon and John M. Benson, School of Public Health, Harvard University

Discussant: Diane Colasanto, Princeton Survey Research Associates

PHENOMENOLOGY OF SURVEY RESEARCH: LANGUAGE, DISCOURSE, ETHNOMETHODOLOGY **Global Ballroom D**

Getting a Word In Edgeways: Questionnaires As Texts and Discourse, Janet A. Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Effecting Clarification In Telephone Surveys, Mary V. Coit, Department of Linguistics, Georgetown University

Truth or Useful Fiction: The Moral Barrier to Understanding Public Opinion, Richard D. Heyman, Discourse Analysis Research Group, University of Calgary, Alberta, Canada

Discussant: Edward P. Freeland, Mathematica Policy Research, Inc.

4:00 - 5:30 P.M.	**AAPOR BUSINESS MEETING**	**Global Ballroom A**
6:30 - 7:30 P.M.	**PRESIDENT'S RECEPTION (Cash Bar)**	**Main Pool**
7:30 - Midnight	**DINNER DANCE (Featuring The Gene Krupa Band and the Sights and Sounds of 1945)**	**Grand Ballroom**

Sunday, May 21, 1995

7:30 - 9:00 A.M. **CONTINENTAL BREAKFAST** **Grand Ballroom A/B/C**

9:00 - 10:30 A.M. **CONCURRENT SESSIONS**

COGNITIVE APPROACHES TO ITEM RESPONSE **Global Ballroom A**

Education Moderates Response Effects in Surveys, Sowmya Narayan and Jon A. Krosnick, Ohio State University

The Lingering Prime: Testing the Effects of Early Primes on Subsequent Attitudes, Andrea Chronister, Rutgers University

Asking for Family Income: Evidence of Response Effects, Maria Elena Sanchez, Agency for Health Care Policy and Research

NEW COMPUTER TECHNOLOGIES FOR SURVEY RESEARCH **Global Ballroom B**

Implementation of a National Area Probability Sample Application of Innovative Computer Techniques, Karol P. Krotki and Lorraine Porcellini, Institute for Social Research, Temple University

Survey Research in Cyperspace: Breaking Ground on the Virtual Frontier, Bonnie Fisher, Michael Margolis and David Resnick, University of Cincinnati

Using Facsimile Letters to Minimize Data Collection Costs and Increase Response Rates in an Establishment Survey, Geraldine M. Mooney, Patricia Nemeth and Robbi Rubin, Mathematica Policy Research, Inc., and Steve Rioux, University of Washington

Physicians' Participation in a Disk-By-Mail Survey, Lorayn Olson and Mindy Schneiderman, American Medical Association

Building an Automated Question Bank, Stuart A. Davis, Institute for Water Resources, U.S. Army Corps of Engineers, Ali M. Ghassemzadeh and Mansoureh B. Farahmand, George Mason University, Allan S. Mills, Virginia Commonwealth University, and Jonathan W. Brown, U.S. Army Corps of Engineers, Buffalo District

Discussant: Karen L. Goldenberg, Bureau of Labor Statistics

PANEL ON PUBLIC JOURNALISM AND THE POLLS: RETHINKING OUR ROLES **Global Ballroom C**

Organizer and Chair: Philip Meyer, University of North Carolina

Replacing Conflict With Connection: Toward a New Theory of News, Carol Reese Dykers, Salem College

Public Journalism and Public Life: Why Telling the News is Not Enough, W. Davis "Buzz" Merritt, The Wichita Eagle

The Impact of Public Journalism on Traditional Newsroom Beliefs, John Bare, University of North Carolina

Media Fads and Fashion: The Case for Traditional Journalism, Mike Finney, Omaha World-Herald

Discussant: Leo Bogart, New York, New York

THE ROLE OF KNOWLEDGE IN OPINION DYNAMICS AND POLITICAL BEHAVIOR — **Global Ballroom D**

Looking Out My Back Door: The Neighborhood Context and Perceptions of Relative Deprivation, Damarys Canache, University of Pittsburgh

Risk Beliefs: Distinguishing Community Matters, Leandro L. Batista and Dulcie M. Straughan, University of North Carolina

Double Jeopardy Patterns for Political Parties, Hans S. Solgaard, Marketing Institute, Copenhagen Business School, Denmark, and Marcus Schmidt, Southern Denmark School of Business, Sonderborg, Denmark

The Most Important Problem: Problems, Problems, and More Problems, Kathleen Carr, Herbert F. Weisberg and Barry Burden, Ohio State University

Can Collective Opinion Redeem an Ill-Informed Public?, Scott Althaus, Northwestern

CHAPTERS IN THE HISTORY OF PUBLIC OPINION RESEARCH — **Grand Ballroom D**

The Growth of Academic and Not-For-Profit Survey Research Organizations, Diane O'Rourke, Seymour Sudman, and Marya Ryan, Survey Research Laboratory, University of Illinois

A Twenty-Five-Year Review of Knowledge Gap Research, Cecilie Gaziano, Research Solutions, Inc.

Presidential Debates Polling in General Elections, 1960-1992, Sidney Kraus and Melanie Ross, Cleveland State University

Recent Trends in Japanese Public Opinion Surveys, Nicolaos E. Synodinos, University of Hawaii, and Shigeru Yamada, Kokushikan University

10:45 - 12:15 P.M. CONCURRENT SESSIONS

EXPERIMENTS FOR METHODS DEVELOPMENT, MODELLING,AND INCREASING RESPONSE — **Global Ballroom A**

Incorporating Experiments into Surveys: Recent Developments, Thomas Piazza, University of California, Berkeley, and Paul M. Sniderman, Stanford University

Attitude Chaining, Robert Mason and Virginia M. Lesser, Oregon State University

A Decision-Theory-Based Model of Survey Reporting of Sensitive Behaviors, Kenneth Rasinski, Keith Smith, Alison K. Baldwin, and Karen Olseth, National Opinion Research Center, and Gordon B. Willis and Jared B. Jobe, National Center for Health Statistics

Using Alternative Treatments to Raise Response Rates, Or Everything You Always Wanted to Try But Were Afraid to Test, Marla D. Cralley and Diane S. Woodard, The Arbitron Company

The Effect of Prenotice Letters and Reminder/Thank You Letters On Reducing Nonresponse In an Establishment Survey: An Experimental Study, Young I. Chun, Bureau of Labor Statistics and University of Maryland, and Kenneth W. Robertson, Bureau of Labor Statistics

TELEPHONE AS METHOD: TOOLS, OBSTACLES, REWARDS — **Global Ballroom B**

Call Scheduling for Household Telephone Interviews, Janet I. McConeghy and Gary L. McConeghy, Northern Illinois University

A Profile of Answering Machine Owners and Screeners: Results From a Nationwide Survey of Face-to-Face Interviews, Peter S. Tuckel, Hunter College, CUNY, and Harry W. O'Neill, Roper Starch Worldwide

The Effects of Toll-Free 800-Lines On a Survey of High School Students, Anne B. Ciemnecki and Rita A. Stapulonis, Mathematica Policy Research, Inc.

Evaluating Telephone Debit Cards As a Premium Alternative, Jennifer Novak and James T. Alvey, The Arbitron Company

Using Data Imputation for Controlling Non-Telephone Bias In a Household Travel Survey, Johanna P. Zmud and Carlos Arce, NuStats International

COGNITIVE APPROACHES TO PUBLIC KNOWLEDGE AND OPINION AND POLITICAL BEHAVIOR — **Global Ballroom C**

How Do You Measure "Awareness"? Experiences With the Lead-Based Paint Survey, Susan Ciochetto, U.S. Bureau of the Census, and Barbara A. Haley, Department of Housing and Urban Development

Toward a Cognitive Model of Political Communication: How Individual Cognitive Abilities Impact Information Recall for Politics, Teri Jory, University of California, Santa Barbara, and Seth Geiger, Frank Magid Associates

Exposure to Diverse Views and Communal Activity, Mira Sotirovic, Univ.of Wisconsin

The Implications of Context Effects for Elite Leadership of Public Opinion, Diana C. Mutz and Mira Sotirovic, University of Wisconsin

INTERNATIONAL PERSPECTIVES ON PUBLIC OPINION, CULTURAL VALUES AND POLITICS — **Global Ballroom D**

German Democracy Under Revision II, Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Interview With a Transylvanian: Tolerance, Ethnicity, and the Democratic Transition in Romania, Jeffery J. Mondak, University of Pittsburgh

Mass Communication Via Social Networks: Public Opinion In an Islamic Mode, Beverly Jensen, The American University in Cairo, Egypt

Elite Views of the United States-Japan Relationship: Japanese and American Fulbrighters and Colleagues, Eugene S. Uyeki and Tracy L. Fedirko, Case Western Reserve University

Perceptions of Stress and Time Pressure in the United States, Russia and Japan, John P. Robinson and Stephen McHale, University of Maryland, and Vladimir Andreenkov and Anna Andreenkova, Russian Academy of Sciences, Moscow

Measuring Support for Free Expression Across Cultures: A Comparison of Five U.S. and Israeli Publics, Robert O. Wyatt and Julie L. Andsager, College of Mass Communication, Middle Tennessee State University

Discussant: Janet Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA)

TELEVISION'S ROLE IN PUBLIC OPINION FORMATION AND CHANGE — **Grand Ballroom D**

Television Exposure and Social Beliefs About the Material World, Thomas C. O'Guinn, University of Illinois, and L.J. Shrum, Rutgers University

Green Or Brown? Television and the Cultivation of Environmental Concern, James Shanahan, Cornell University, Michael Morgan, University of Massachusetts, Amherst, and Mads Norgaard Madsen, Cornell University

Sensitization Effects in a Study of the Impact of a Nationally-Broadcast Special on Health Care Reform, Mollyann Brodie, Harvard University

Comparing Newspapers and Television: Differential Cross-Medium and Cross-Content Effects, Zhongshi Guo and Patricia Moy, Mass Communications Research Center, University of Wisconsin

Discussant: Michael Traugott, University of Michigan

12:30 - 2:00 P.M. — **LUNCH-- AND GOODBYE TO ALL UNTIL AAPOR'S 51ST** — **Grand Ballroom A/B/C**

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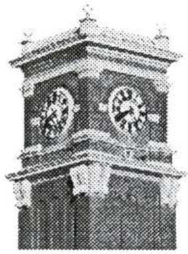

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ABSTRACTS

Friday, May 19, 1995

8:30 - 10:00 A.M.

CUSTOMER SATISFACTION

Customer Satisfaction Measurement Issues in the Federal Government,
Tracy Wellens and Elizabeth Martin, U.S. Bureau of the Census

Since the issuance of Executive Order 12862 "Setting Customer Service Standards," customer satisfaction measurement has become prominent in the Federal Government. The thrust of this initiative is to have the Federal Government function more like private industry. This paper examines an approach to customer satisfaction measurement currently being used in the Federal Government. Issues related to customer definition, sampling frames, response rates, confidentiality and whether satisfaction measurements can be comparable and meaningful across different agencies and over time are also discussed. These issues are very important given the track record for customer surveys in the literature thus far. These surveys have suffered from poorly-designed questionnaires and low response rates. Moreover, the few behavioral indicators used in the private sector (e.g., intention to repurchase and insensitivity to increases in price) to evaluate the relationship between customer satisfaction and customer loyalty may not always be relevant to the types of interactions government agencies have with their customers. Given the costs involved in designing and conducting these surveys and the importance of the decisions which may be based on them (e.g., budget allocations and employee performance), it is essential to understand the uses and limitations of this type of measurement.

Customer Satisfaction Measurement Issues in the Private Sector,
Jacob Ludwig, Princeton Survey Research Associates

Surveys designed to measure customer satisfaction in the public and private sectors share basic organizational improvement goals, measurement challenges and analytic complexities, and are generally much more similar than they are divergent. But in addition to the fact that the private sector led the public sector in the widespread use of surveys for these purposes, private sector customer satisfaction surveys have typically been designed and implemented in a context that is more competitive (in the sense that there are numerous eager alternative suppliers of the same goods or services), and the private sector has been more amenable to the idea of a direct link between employee compensation and customer satisfaction scores. These circumstances, together with substantial survey costs for companies that desire precise individual estimates for each of a large number of service locations (often on a continuous basis), focus a bright light on issues of "actionability," comparability of satisfaction estimates across locations, and the relationship of customer satisfaction scores to harder measures of customer retention and profitability. The presentation will be a discursive one on these and related issues.

(Topic of Satisfaction continues in a 10:15 a.m. session)

NEW DEVELOPMENTS IN SURVEY SAMPLING

The Relative Magnitude of Interviewer Effect and Sample Design Effects on Survey Precision,
Colm O'Muircheartaigh, London School of Economics, and Pamela Campanelli, Survey Methods Centre at SCPR, London

The interviewer is seen as one of the principal sources of error in data collected from structured face-to-face interviews. Another major determinant of imprecision in survey estimates is the clustering of the sample elements. It is rare to find studies in which both sampling variance and interviewer variance are computed. It is now possible, using recently developed software, to estimate interviewer and sample design effects simultaneously while incorporating these effects directly into a substantive model of interest. This paper compares the relative contributions of interviewer and sampling variance to survey imprecision by making use of cross-classified multilevel models on an interpenetrated sample design experiment which was implemented in Wave 2 of the British Household Panel Study (BHPS). Analyses focus on a selection of variables from the survey covering all of its major topic areas: household organization, income and wealth, labor market experience, housing costs and conditions, health issues, consumption behavior, education and training, and socioeconomic values. An added advantage of multilevel modelling in general, as recently demonstrated (Hox, de Leeuw & Kreft 1991; Wiggins, Longford & O'Muircheartaigh 1992), is the facility to incorporate covariates directly into the analysis. We will be able to examine such factors as interviewer age, gender, length of service and status, as well as various respondent and area-level characteristics.

***Pre-Identification of Nonworking and Business Telephone Numbers in List-Assisted Random-Digit-Dialing Samples*, Michael P. Battaglia, Abt Associates Inc., Amy Starer and Jerry Oberkofler, GENESYS Sampling Systems, and Elizabeth R. Zell, Centers for Disease Control and Prevention**

Procedures for increasing working number rates and therefore the cost-efficiency of list-assisted RDD samples are examined. The results presented in this paper are based on the State and Local Area Immunization Coverage and Health Surveys, a continuing large-scale RDD survey on early childhood immunization covering 78 Immunization Action Plan areas. Using the estimated number of telephone households in each IAP area divided by the total number of potential 10-digit telephone numbers in the retained banks, it is possible to derive an expected approximate residential working number rate for each of the 78 areas. The paper discusses a procedure for pre-screening RDD samples to identify and remove a portion of the business and nonworking numbers before the sample numbers are dialed. For each of the 78 areas, the percent of the total sample identified as business numbers and nonworking numbers is presented. Using the results of the pre-screening process, it is possible to derive the expected residential working number rate after the pre-screening process for each area. The pre-screening procedure is shown to increase substantially working number rates. If this can be accomplished without falsely identifying residential numbers as business or nonworking numbers, the procedure should not introduce any coverage bias.

Substitution in Telephone Surveys: An Empirical Study
Gösta Forsman, MAI, Linköping University, Linköping, Sweden

The research reported here was conducted as a joint project by the Department of Statistics, University of Linköping, and a private opinion research company, the Svenska Institutet För Opinionsundersökningar (SIFO) in Sweden. SIFO is a principal marketing and polling company. The institute conducts every week an omnibus telephone survey on a sample of 1000 individuals (250 per day, Monday through Thursday) from its telephone interview facility in Ronneby (southern Sweden). The omnibus surveys consist of a two-stage sample of individuals. In the first stage, a proportionally-allocated stratified sample of telephone numbers is drawn from telephone directories. In the second sampling stage, one individual is chosen from each household. Nonrandom substitution is used in both sampling stages. No callbacks are conducted. In the study, the effects on survey estimates of substitution in both sampling stages are evaluated. Whenever a first chosen number was replaced by another number, the first chosen number was followed up in the study. In the second stage, originally-selected persons within households were followed up if they had been replaced by a substitute. Household and respondent characteristics of the original sample and the substitutes are compared, both on the unit level (matched data) and aggregated level.

***Now You See It, Now You Don't: The Impact of Sampling Frame on Sample Estimates*, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc., and Carla Jackson, Tennessee Valley Authority**

The projectability of sample estimates from social surveys to the population is a function, in part, of the adequacy of the sampling frame. Relatively little attention has been given, however, to the potential magnitude of the bias associated with different types of frames. A series of household surveys conducted by the TVA between 1991 and 1994 of new home buyers and home owners who had retrofitted their homes with new heating equipment provides an empirical assessment of the differences in sample estimates of household characteristics between several different sampling frames. A review of the four surveys reveals very substantial differences in the estimates of primary heating fuel between the RDD sample of new home owners (N=300) and the list sample of new home owners (N=1000), despite high participation rates in both surveys. This comparison reemphasizes the potential differences in household characteristics between RDD samples and list samples. In addition to the impact of mobility biases associated with list samples, a telephone survey also introduces non-listing biases for the list sample. On the other hand, this study finds that the biggest differences existed among the list samples, not between list and RDD samples. These sampling frame differences provide an important caution about the use of list samples for population projections.

THE 1994 ELECTIONS: WHAT HAVE WE LEARNED?

The Public Opinion Basis of the 1994 Election **Scott Keeter, Virginia Commonwealth University**

The extraordinary U.S. elections of November 1994 brought dramatic gains in the proportion of conservative Republican officeholders at all levels of government. This paper examines why the election turned out as it did, with a focus on the role of public opinion. Drawing on polling data from the Times Mirror Center and other sources, it argues that a modest shift to the right in public opinion, combined with an extraordinary mobilization of the conservative vote, account for much of the outcome. Polls comparing 1994 with the late 1980s and early 1990s showed a relatively small but significant shift to the right in public attitudes on several issues relevant to the vote. This shift to the right was accompanied by an intensification of conservative opinion. The most conservative citizens were far more likely than others to vote, thus amplifying the consequences of the shift. For example, a turnout of 70% was forecast for the ardently conservative group called the "enterprisers" in the Times Mirror Center's typology (and 96% of this group said they would vote Republican). No other group in the electorate had a forecast turnout rate above 51%, and most Democratic- leaning groups turned out at a rate equal to or below the sample as a whole.

The "Angry White Male" in the American South: Testing Assumptions About Politics and Ideology in the 1994 Elections, **Mark Stephen Jendrysik and Jose Miguel Sandoval, Institute for Research in Social Science, University of North Carolina at Chapel Hill**

Many analysts of the 1994 elections placed the source of the Republican landslide in the so-called `Angry White Male' (AWM) vote. Nowhere was the effect of the AWM vote assumed to be more pronounced than in the American South. `AWMs' are assumed to be concerned with a decline in their social and economic position, opposed to federal intervention in state and local affairs, particularly on matters of racial and gender equality, and generally more conservative than the general population. We examine a number of issues, such as opinions about government and politics, views of social position, and race and gender issues, to determine the extent to which Southern white males form a homogeneous block. Based on survey data,we suggest that while an ideological shift played an important role in the election of 1994, the assumption of an AWM bloc as a distinct opinion center and as the determining factor in the election should be used with care. The ideological shift, toward strongly conservative self-identification, occurs in all demographic groups. We suggest that a more multi-variate explanation of the 1994 election, concentrating on a wider range of groups and issue might be more useful than recourse to the AWM explanation.

Florida's Undecided Voters in the 1994 Elections: Turning to the New Right or to Middle American Individualism? **Hugh Gladwin and Douglas McLaughen, Florida International University**

Do the 1994 elections signal a dramatic shift in the electorate or are they the result of an ongoing process of change? Two theories about change among middle Americans both predict electoral preferences for large groups of Florida voters. One theory (Bellah et al. 1985) says that the decline of community and family values in the context of increasing secularization makes people long for policies which support traditional moral values. The other (Gans 1988) argues that middle and lower middle class Americans are motivated by defending the security, autonomy/independence and standard of living of their home and family. Gans calls this set of values "middle American individualism." What happened in the 1994 election was a large group of voters remained undecided until the last moment. One third of 1208 Floridians interviewed before the 1994 elections were undecided in the governor's race two weeks before the election. Analysis of responses from this group indicates that, rather than representing a new body of opinion, they are more like voters holding the middle American individualism view. While voters holding this view tended to have strong negative feelings about immigration, immigration was not a major factor in the Florida gubernatorial race.

Interpreting the 1994 Election Results: A Direct Test of Competing Explanations, **Alfred J. Tuchfarber, Stephen E. Bennett, Andrew E. Smith, and Eric W. Rademacher, Institute for Policy Research, University of Cincinnati**

Prior to the 1994 elections, political commentators offered a number of explanations for the anticipated results. Though some predicted that the Democratic party would continue its success in congressional races, others predicted the elections would represent a reaction against President Clinton, the Democratic party, and liberalism. After the elections, many of these explanations and others were used to explain what had happened. In order to test these explanations, a panel survey of likely and actual voters in Ohio was conducted by the IPR. The pre-election survey focused on how Ohioans planned to vote while the post- election survey asked a series of questions designed to test the explanations for the elections. Preliminary analysis support the hypothesis that the elections represented a referendum on President Clinton and that votes were cast against Clinton, liberals and the Democratic party. These results, as well as other national polling trends, suggest that the dealignment of the New Deal coalition is complete and that a realignment toward the Republicans is underway, but not complete.

***A Public Opinion Model to Predict Changes in Congressional Elections*, David W. Moore, The Gallup Organization**

This paper examines several methods for predicting turnover in the United States House and Senate and their success in the 1994 Congressional elections. While most polling organizations accurately foresaw a major change in the composition of Congress, there were no dynamic public opinion models to predict the actual seat change. Most predictive models may include some element of public opinion, but usually include other (usually economic) factors as well. Furthermore, the models are not dynamic: a one-time calculation is made, either several months before the election, or in some cases not until the last poll before the election. One dynamic public opinion model that may be useful for predictive purposes is based on the "generic ballot" question used by most polling organizations to gauge voting intentions. For the 1994 House election, Gallup related the generic ballot results for the past twenty years to the actual results, yielding its last pre-election prediction for Democrats to lose 48 seats, four short of the actual total, but well within respectable limits-- suggesting the model may be useful for future House elections as well. While that generic ballot question is routinely asked for the House, it has not been widely asked for the Senate, since only 2/3 of the states have a Senate election in any given election year. This paper examines how a generic ballot model, similar to the one developed for the House, might be developed for the Senate.

(Topic of the 1994 Elections continues in a 10:15 a.m. session)

REPORTING RACE AND ETHNICITY, UNDERSTANDING PREJUDICE AND SEGREGATION

***The Reporting of Race and Hispanic Origin in Government Surveys and Censuses: Research Issues for the 1990s and Beyond*, Manuel de la Puente, Statistical Research Division, Center for Survey Methods Research, U.S. Bureau of the Census**

The paper examines and outlines major research issues inherent in the evaluation of the current federal standard for the reporting of race and Hispanic origin. These issues include making available a separate racial category for persons who do not identify with a single race, combining the race and Hispanic origin items and modifying the terminology used in the current race and Hispanic origin census questions (e.g., "Black" and "African-American"). The examination of these and other related issues will include a review of Census Bureau evaluations of the 1980 and 1990 Decennial Censuses of Population and Housing. This research shows that, for selected population groups, use of the current federal standard for reporting race and Hispanic origin can lead to inconsistencies in reporting and item nonresponse in the race and Hispanic origin census questions. The paper concludes by outlining what research the Census Bureau plans to conduct in order to address reporting issues associated with the growing ethnic and racial diversity of the U.S. population.

***The Societal Context of the Current Population Survey Supplement on Race and Ethnicity*, Ruth B. McKay, Bureau of Labor Statistics**

This paper describes the organizational framework for a long-term interagency effort to improve Federal standards for racial and ethnic classification. It describes the first research project undertaken under interagency auspices: The Current Population Survey (CPS) Supplement on Race and Ethnicity. The CPS, a monthly survey of 60,000 households, routinely collects information on race and ethnicity of household members, using the current racial and ethnic categories, during the first month's interview. The opportunity to try out new versions of race and ethnicity questions in the CPS sample will provide comparative data on how these questions are answered under current and modified wording conditions. Among the issues addressed in the May 1995 CPS Supplement on Race and Ethnicity are the addition of a "multi-racial" race category, the inclusion of Hispanic as a response option on the race question, and the acceptability of alternative terms for current racial categories, e.g., African American for Black. This paper describes the cognitive research findings on the race and ethnicity questions with respondents drawn from the following groups: Whites; Blacks; Latinos/as; Asians and Pacific Islanders; American Indians; Multiracial individuals. We also describe the difficulties of conducting the research in the current social climate of heightened sensitivity to race and racism issues.

***Whites' Racial Attitudes by Mouth and by Mail*, Maria Krysan, University of Michigan**

Survey data on whites' racial attitudes are sometimes called into question because the conditions under which they are generally collected–the personal interview–are subject to social desirability biases. This paper investigates the effects of altering the social desirability pressures of the data collection process on measures of traditional prejudice, symbolic racism, and racial policy attitudes. The study uses a multi-stage area probability sample of housing units in the predominantly white segments of the Detroit area. Households were randomly assigned to one of three modes of administration: a standard face-to-face interview (FTF), a FTF interview with a self-administered component, and a mail survey. Results for sixteen racial attitude items show few differences between the FTF interviews. The mail survey respondents differed from the FTF respondents on several, though not all, of the racial questions. Where differences occurred, with one exception, mail respondents indicated more racial prejudice and more opposition to racial policies. For racial policy questions in particular, a mode by education interaction effect was observed such that respondents with a college degree were more affected by mode changes. A possible explanation, suggested by in-depth interviews with a small sample of the mail survey respondents, is empirically tested.

***Toward a Typology of Education Effects*, Charlotte Steeh, University of Michigan**

Education is a "classic" explanatory variable in sociological research. In analyses of values and opinions, increased education has usually been linked to increased social and political liberalism. Nevertheless, a growing number of studies have questioned the validity of this traditional interpretation. Within the field of racial attitudes, for example, a controversy has raged for more than ten years over whether or not formal education promotes tolerance. This paper presents the first results from the 1994 Detroit Area Study that experimentally altered elements of the survey procedure to test hypotheses that might explain why education effects assessed through self-reports vary. The first part of the analysis explores the hypothesis that differences in the topics of survey questions coincide with observed variations. A preliminary typology of education effects is then developed from measures of many different types of individual attitudes, and its bearing on the theoretical discussion of the process by which education affects attitudes is assessed. The second part of the paper explores the hypothesis that the positive education-liberalism relationship, where it exists, is spurious because the greater knowledge of social norms possessed by the educated make them particularly susceptible to social desirability pressures.

***Segregation and Turnout in Urban America*, Kurt C. Schlichting, Fairfield University; Peter S. Tuckel, Hunter College, CUNY; and Richard Maisel, New York University**

The most prominent characteristic of urban American is its division into racially homogeneous sub-units. There are essentially three arguments made about the consequences of urban segregation on political participation. The demobilization hypothesis, posits a negative effect of segregation on political participation in ghetto areas, especially in areas characterized as "hypersegregated" by Massey and Denton. The mobilization hypothesis suggests a positive contextual effect of segregation on participation. Huckfeldt and others see political participation maximized in racially homogeneous areas. The third possibility is that segregation itself has no contextual effect on political participation. This paper tests these three hypotheses by examining the 1992 election in Bridgeport, Connecticut, and Baltimore, Maryland, using a multiple regression analysis with merged census and voting data at the block and block group level. The results demonstrate that after controlling for socioeconomic status the more homogeneous the racial composition of an area--be it black, white, or Hispanic--the higher the turnout in 1992. The lowest turnout occur in areas where no one racial group constitutes over 60% of the electorate. The results also indicate that turnout in homogeneous black areas is as high or higher then turnout in homogenous white areas after controlling for socioeconomic status.

EVALUATING NEW TECHNOLOGIES: ON-RAMPS TO THE COMING SUPERHIGHWAY?

Pathfinder: A Benchmark Consumer Study for New Media, **Carol P. Stowell, The Arbitron Company**

Competition and technology have forced computer, cable, telephone and satellite companies to look for ways to offer an expanded range of video and telephone communication services to people. Tests of these various new media services often are aimed at young upscale people with good salaries, education and technical skills. However, heavy TV users who are not in this group are at the heart of most successful TV ventures. The Pathfinder objective is to better understand who would most likely use the new media in the near future and what are the perceived value/benefits of interactive services to different consumer groups. Four major areas were covered: current behavior regarding media communication and information, the consumer mindset (values, lifestyle), demographics (lifecycle, socioeconomic and geo-demographics), and preferences among proposed new media possibilities. A two-phase study was fielded in the fall of 1994. Phase I was a twenty-minute telephone survey with over 4,000 respondents between the ages of 16 and 74. This was a nationwide probability sample, projectable to the U.S. population. Phase II followed up with a self- administered questionnaire, covering attitudes and preferences in depth. The findings reveal interesting consumer profiles and various insights about the information highway.

How and Why People Watch TV: Implications for the Future of Interactive Television, **Barbara Lee, Barbara Lee Research, and Robert S. Lee, Lubin School of Business, Pace University**

The purpose of this research is to look at how and why people watch television--our aim is to provide a realistic basis for thinking about the future of the projected multi-channel interactive television environment. Interviews were conducted with a national sample of 1,872 television viewers who provided information on 10,773 viewings of programs during the previous 24 hours. The study results show that intensively focused viewing is only one way of watching--most people had different intensity levels of viewing which varied with the content of what they were watching, what else they were doing, the time of day, their motivation for viewing, who else was watching, etc. These findings are in contradistinction to the image of the highly interactive viewer intently engaged with the television set that is often summoned up in talking about new possibilities. An analysis of viewing motivations shows that one of the factors highly important to viewers is "mood elevation," a desire to relieve stress, relax and escape from everyday worries and cares--TV as a kind of valium. This desire would not go well with activities that require intentness, alertness, or heavy demands. These and other findings suggest the new television environment will not necessarily mean the death of TV as we know it.

Multi-Media in Teaching: Student Opinions, **Ananda Mitra, Wake Forest University**

This paper reports on a study that was aimed at determining the attitudes and opinions of students enrolled in a history of architecture course at a large state university where they were offered the option of using an interactive multi-media tutorial to supplement the class room demonstrations and lectures. A self-response questionnaire developed on the basis of a series of focus group discussions was distributed in class and a response rate of 78% was obtained. Overall, the findings suggest that there are specific reasons why students in courses such as these are reluctant to use computers. These reasons are often associated with the perception of the tool in terms of its pragmatic functionality with respect to test taking, course requirement and other issues. The reasons for use and non-use are thus not necessarily related to the technology being used, any preconceived phobia or liking of computers or demographic composition. If teachers would like to make these tools more attractive then attention needs to be paid to the way in which the students think about the tool and not necessarily only on the technological sophistication of the tool.

Using Survey Research Data for Concept Testing in High-Tech Markets: A Structural Modeling Approach, **Ruby Roy Dholakia and David R. Fortin, University of Rhode Island**

New concept screening is a particular area of interest for marketing researchers investigating avenues for new product/service development. This process generally involves qualitative group sessions where prototypes are displayed or experimental settings where actual usage can be simulated. However, demand artifacts generated by the prototype itself often distort the true interest for the innovation at the conceptual level. This paper argues that the use of survey research in the initial stages can provide a good assessment of concept interest if analyzed with an understanding of the underlying factor structure. Using structural modeling, an hypothetical model is proposed to identify underlying direct and indirect construct effects on consumer interest for a technological innovation termed "Movie-on-Demand" (MOD). Results suggest that interest for MOD appears to be mediated by a number of demographic, behavioral and attitudinal variables. Perceived MOD benefits are the most immediate predictors of MOD interest. The structural model reveals that individuals most interested by the new technology appear to be younger, better educated with higher incomes and movie-watchers, especially of video-rentals at home. Bentler's CFI of 0.933 and an AASR of 0.036 indicate very good model fit to the actual sample of 505 New England households. These findings may have significant repercussions for firms engaged in the development and commercialization of this new technology.

HOW AMERICANS VIEW HISTORY AND PUBLIC OPINION: HISTORICAL TREATMENTS

Exploring the Past Using Survey Research: Procedures and Problems, **Christopher Botsko and John M. Kennedy, Center for Survey Research, Indiana University**

This paper examines two issues--qualitative interviewing and sampling minority populations. In the paper we describe some procedures used in a national telephone survey that focused on how Americans understand and use the past in their everyday lives. The survey topics required open questions and extensive probing to help the respondents provide in-depth explanations of their connections to the past. To provide the qualitative data needed to answer the research questions, interviewers were trained in nonstandardized (ethnographic) interviewing techniques. The responses from the interviews are providing historians and other humanities researchers with a comprehensive understanding of how Americans think about history and the past. The survey also examined some cultural differences in the United States in interpretations of the meaning of the past. Targeted subsamples of African-Americans, Mexican-Americans, and Native Americans were interviewed. Demographic information available in a list-assisted sample frame was used to target the African-American and Mexican-American samples. In particular, telephone exchanges were stratified by the estimated proportion of minority populations in each exchange and differential sampling rates were used in each strata. The targeted minority samples appear to be an efficient method of generating random samples based on list-assisted information.

Popular Opinion About Public Opinion: What We Know and Why We Should Care, **Ellen M. Dran, Northern Illinois University, and Anne Hildreth, SUNY-Albany**

Over the past 50 years, public opinion scholars and practitioners have amassed a great deal of empirical knowledge and theoretical insights about public opinion and its role in the democratic polity. We know much about the substance of popular opinion on various issues of political and policy import and have theorized about such topics as the formation, dissemination, and influence of mass opinion. Woefully understudied, however, is the topic of what the public thinks about how we know what it is thinking. An understanding of what the public itself thinks about public opinion and its measurement are important for an assessment of the public role of the polling profession, now and during the past half century. This paper presents a historical overview and synthesis of the empirical evidence and theoretical issues about public opinion on polls and polling, as well as our own findings from direct and indirect questions on surveys and in focus groups.

10:15 - 11:45 A.M.

STRATEGIES FOR REDUCING UNIT NONRESPONSE IN LARGE-SCALE RDD SURVEYS

Using Advance Respondent Letters in Random-Digit-Dialing Telephone Surveys, **Donald P. Camburn, Abt Associates Inc.; Paul J. Lavrakas, Northwestern University; Michael P. Battaglia, Abt Associates Inc.; and James T. Massey and Robert A. Wright, National Center for Health Statistics**

The first household contact for telephone surveys using random digit dialing (RDD) sampling may be with someone who does not expect the call, has not heard of the survey sponsor, or is suspicious about the legitimacy of the survey. RDD surveys achieve lower response rates than face-to-face surveys, in part, due to this lack of familiarity. Mailing advance letters to respondents has been shown to increase response rates in household telephone surveys. List-assisted sample designs enable sending advance letters to a substantial portion of the sample numbers in an RDD survey by matching sample telephone numbers against a commercial data base of listed telephone numbers, names, and addresses. Thus, advance letters can be sent to 40 percent of the households in an RDD sample. Only limited data exist on the use of advance letters in RDD surveys screening for rare populations. This paper presents data from the State and Local Area Immunization Coverage and Health Survey (SLICHS), an RDD survey of early childhood immunization, and discusses an experimental manipulation of the content of an advance respondent letter on response rates, eligibility rates, and the use of shot records during interviews. The implications of advance letters on the development of survey estimators (i.e., weights) are discussed.

***Answering Machine Messages as Tools for an RDD Telephone Survey*, Kymn M. Kochanek, Donald P. Camburn, Ann-Sofi Rodén and Marilyn Sawyer, Abt Associates Inc.; Chuck D. Wolters, KLEMM Analysis Group; James T. Massey, National Center for Health Statistics; and Elizabeth R. Zell and Pamela L.Y.H. Ching, Centers for Disease Control and Prevention**

Our industry faces the challenge of reaching respondents who use answering machines or voice mail as means of receiving information and remaining accessible while shielding themselves from unwanted interactions. Often calling patterns and algorithms are established to circumvent the answering machine. This paper discusses the use of various wordings and sequences of messages in aiding, screening, and gaining cooperation. The SLICHS provides the opportunity to analyze the effects of the answering machine message as a tool as approximately 400,000 telephone numbers, spread across 78 different geographic sampling areas, are dialed each quarter. Approximately one-quarter of the numbers have had an answering machine associated with them on at least one attempt, providing a rich basis for review and experimentation. The key issues this paper discusses are: (1) the influence of geographic area on the effectiveness of the message; (2) the impact of the number of--and interval between--messages; (3) the impact of the wording used in the message; (4) the differential effect on businesses and households responding to the message; and (5) the influence of the gender of the interviewer leaving the message.

***The Use of Real-Time Language Translation Services in RDD Telephone Surveys*, Kymn M. Kochanek, Abt Associates Inc., and Elizabeth R. Zell, Centers for Disease Control and Prevention**

Nearly three million households were determined in the 1990 census to be linguistically isolated. The percentage of these households varies by area of the country. For example, 13 percent of the households in Los Angeles County were determined to be linguistically isolated. Of these households, 92 percent were found to have a telephone. One-third (33.7 percent) spoke a language other than English or Spanish. The SLICHS study is an ongoing large-scale RDD survey on early childhood immunization that is designed to produce reliable immunization coverage estimates for 78 areas in the United States. In an attempt to reduce possible bias that may result from not including non-English, non-Spanish speaking households, interviews for the SLICHS have been conducted using the AT&T language line for real-time translation of the interview into many of the 150 languages available. Results of the SLICHS effort using this service will be presented, including the frequency of use, languages encountered, location of other-language households, interview completion rates by language and a cost/benefit analysis.

***Calling Local Telephone Company Business Offices to Determine the Residential Status of a Wide Class of Unresolved Telephone Numbers in a Random-Digit-Dialing Sample*, Michael P. Battaglia, Gary Shapiro and Donald P. Camburn, Abt Associates Inc., and James T. Massey and Linda I. Tompkins, National Center for Health Statistics**

Even after large numbers of dialings of sampled numbers in an RDD sample, a significant percentage of the numbers can end up with an unresolved residential status. These unresolved numbers make it difficult to compute accurately response rates for RDD samples. The two best-known categories of unresolved numbers are "ring, no answer to all attempts" and "busy to all attempts." There are, however, other categories of numbers that are often assumed to be residential, even though no contact is ever made with a person to establish this. These include "hung up during the introduction," "refusal during the introduction," fax/modem tones, and certain answering-machine messages. As part of the State and Local Area Immunization Coverage and Health Survey, stratified samples of telephone numbers in the various categories of unresolved numbers are drawn, and local telephone company business offices are called to determine the residential status of the subsampled numbers. Procedures for stratifying the sample and contacting local telephone company business offices are discussed. The results of the local phone company office calling are presented for the different categories of unresolved numbers; results are cross-classified by whether the sampled phone number is directory listed. Finally, an assessment is made of the accuracy of the information provided by local phone company business offices.

TREND ANALYSIS: EXPLOITING CHANGE TO INFER CAUSATION

***The Political Values of the American Public*, Cliff Zukin, Margery Brown and Cynthia Smith, Eagleton Institute of Politics, Rutgers University**

This paper documents and explores a number of basic political and social values, such as social welfarism, racial attitudes, social tolerance and religiosity. The paper draws upon national sample survey data collected over time by the Times Mirror Center for the People and the Press to: (1) Describe the American public as of 1994 in terms of the distribution of the citizenry on basic values; (2) Documents how these values have changed (or remained stable) over time; and (3) Explores how these values are related to each other as constrained belief systems for different segments of the public.

***Measuring Social Capital in America: Individual and Aggregate Time-Series Models of Interpersonal Trust*, John Brehm, Duke University, and Wendy Rahn, University of Wisconsin and Duke University**

A society's level of interpersonal trust is one important dimension of its political culture. Generalized trust in others facilitates social cooperation and is, therefore, one form of "social capital." Social trust appears critical to the development and maintenance of democratic institutions and stable economies, because social trust enables individuals to solve collective action problems without relying on coercive third-party enforcement. Trust breeds cooperation, and cooperation breeds trust, resulting in what political scientist Robert Putnam calls "virtuous circles." The General Social Survey regularly, and the National Elections Studies occasionally, have included questions that measure social trust. Using these data, we develop at the individual level a structural equation model of the relationships among generalized trust, confidence in institutions, individual resources, and civic participation. We examine whether the structure of this model has changed over time. We then turn our attention to the aggregate level of analysis, attempting to test various explanations for the decline of social trust in the GSS time-series, including cohort replacement, violent crime rates, income inequality, and changes in the American family structure. We discuss the implications of our findings for theories of social capital.

***Forecasting the 1996 Election: Democrats Hold White House*, Helmut Norpoth, State University of New York at Stony Brook**

The paper makes the forecast that Bill Clinton will win the 1996 presidential election (assuming he is the Democratic nominee). The forecast is based on a model of presidential elections that has two simple, but compelling advantages: (1) it is long-range, permitting a forecast four years ahead of time; and (2) it is cheap, requiring no information on variables influencing electoral choices. No, this is not an exercise in astrology, although it falls short of the precision of astronomy. What is the magic formula? It is derived from the way the "law" of party competition has worked in presidential elections for nearly a century and a half: A party capturing the White House from the other one has almost invariably retained control after one term, but faced increasing prospects of losing it after two terms. The forecasting model formalizes this dynamic through a second-order autoregressive process. The model's forecast for 1992 was a defeat of the Republican ticket all along, no matter how invincible George Bush looked barely a year before that election. Whatever short-term circumstances may affect Bill Clinton's bid for reelection, history is on his side in 1996. But then, that was true for a president named Jimmy Carter, too.

***The Dynamics of Public Opinion Regarding Clean Fuel Vehicles: Analysis of Trends in Survey Data and Media Content from 1993-1995*, Jane G. Torous and Thomas F. Golob, University of California, Irvine**

This research uses structural equations to examine how public opinion develops and changes towards a low threshold issue, and relates this change to media content. There is a paucity of information about clean-fuel mandates, despite legislation, passed in 1990, which requires the sale by 1998 of electric vehicles, in California and elsewhere. The research is based upon a longitudinal survey of 2700 California households. It is being repeated with a national sample. Since the topic of clean-fuels is a low involvement issue with little opportunity for direct testing, we expect the mass media to play a major role in the development of public opinion. The research begins with an examination of longitudinal trends in issue-coverage among major news magazines, newspapers, and television from 1990 onward. Based on the frequency of coverage and the emphasis in different media, we test models that link media use over time, with factual knowledge of the legislation, and opinions and beliefs. We also examine the role of interpersonal communications, and test causal associations between media exposure, interest level, and discussion of the topic."

The Transduction Paradigm for Public Opinion Formation: A Natural Science Perspective, **David P. Fan, University of Minnesota**

The natural science roots are given for the ideodynamic time series model which has been used for over a dozen examples to show that the press is the dominant influence on public opinion formation. In the engineering tradition, ideodynamics treats the public as a "black box" transducer system which converts the input of persuasive information into the output of public opinion percentages. It is argued that the appropriate way to analyze public opinion formation is to ignore real world cues like political events because the public only sees them after transduction by the press. Instead, the only important input is press messages. This approach of ignoring real world cues is parallel to analyses of radios where the output sound is predicted only from the direct input radio waves, consciously omitting sounds which are spoken into microphones and then transduced into radio waves. This transduction outlook is broadly applicable to social science systems and reasons are given for the infrequency of its use, reasons which may be fading in importance with the advent of new technologies.

PANEL ON THE 1994 ELECTIONS: A VIEW FROM THE STATES

(Topic of the 1994 Elections continues from an 8:30 a.m. session)

Elections '94: A View from Arizona, **Fred I. Solop, Northern Arizona University**

The 1994 elections witnessed a Republican sweep in Arizona. The Arizona delegation to Congress went from a split Congressional delegation (4 Republicans/4 Democrats--House and Senate combined) to a lop-sided Congressional delegation (7 Republican Representatives and Senators/1 Democratic Representative). Republicans also maintained control of the Governor's seat and both houses of the state government. This paper examines two factors: micro-level conditions that led to the Republican sweep in Arizona and macro-level conditions that locate Arizona within broader political debates now taking place at the national level. Regarding the first point, micro-level factors affected the quality of candidates Democrats were able to field in the 1994 election. Specific conditions further weakened Democrats' ability to run strong campaigns in the state. The second focus of this paper involves macro-level conditions. Arizona is a politically conservative state. It is the home of former Senator Barry Goldwater. Arizona holds the record for the longest unbroken string of Republican support in presidential elections (1948 through 1992). While Arizona has traditionally stood outside of the political center in American politics, perhaps the country is now moving toward Arizona. Arizona politics may well be a model for the post-1994 election political debate taking place in American today.

SATISFACTION: DOES THE CONCEPT GENERALIZE ACROSS STUDIES?

(Topic of Satisfaction continues from an 8:30 a.m. session)

Customer Satisfaction by Industry Among Demographic and Socioeconomic Groups, **Barbara Everitt Bryant, School of Business Administration, University of Michigan**

American customers are more satisfied with manufactured products than with services; more pleased with services from the private than from the public sector. While these patterns may not surprise (it is clearly easier to maintain quality control for products than for services), what is surprising is the consistency of patterns of differences in customer satisfaction shown by the new American Customer Satisfaction Index (ACSI) across socioeconomic and demographic groups, irrespective of the industry about which customers report. There is a negative relationship between customer satisfaction and socioeconomic status. Consumers more able to pay for quality are more critical of the quality--or quality/value tradeoffs--of their purchases than consumers who from economic necessity buy lower-price products. Four other statistically significant demographic patterns of customer satisfaction hold across 40 measured industries. Women are consistently more satisfied than men; satisfaction rises with age; Blacks are the most satisfied and Asians the least satisfied among racial/ethnic groups; persons in one- or two-person households are more satisfied than those in larger households. Education and income are underlying correlates of these differences. [The ACSI is co-sponsored by the American Society for Quality Control and the University of Michigan School of Business. It was released for the first time in October 1994 as a new economic indicator and is being updated quarterly.]

A Corporate Employee Satisfaction Survey: View from a Systemic Assessment, **Judith M. Tanur, State University of New York at Stony Brook, and Brigitte Jordan, Xerox Palo Alto Research Center Palo Alto**

As part of a systemic assessment of a business division of a Fortune 500 company, an interdisciplinary team from the Institute for Research on Learning and Xerox Palo Alto Research Center investigated the employee satisfaction survey. Evidence came from: (1) examining questionnaire forms and reports; (2) ethnographic fieldwork; (3) interviewing personnel key to survey development and administration; (4) focus groups; and (5) think-aloud protocols. Although carefully, professionally constructed, the questionnaire can be improved. Most importantly, it conflates two dimensions: "job satisfaction" (attitudes towards daily workplace activities) versus "employment satisfaction" (attitudes towards broader company policies such as pay and benefits). The former are within the sphere of influence of local management, the latter not. Supervisors receive tabulations of responses of their direct reports and must hold meetings with them to discuss questions showing high percents "dissatisfied" and develop action plans. The following year's survey questions how the plan was implemented. Because "employment satisfaction" issues often engender dissatisfaction, many employees consider the satisfaction measurement process and its aftermath futile, repeatedly discussing issues about which local action is impossible. We recommend surveying the dimensions separately, so benefits employees realize by communicating feelings about "job satisfaction" are not undermined by questions about issues outside local control.

Threats to Effective Customer Satisfaction Surveys, **Mary Jane Heavener and Carla P. Jackson, Tennessee Valley Authority**

This paper explores resistance as a threat to effective customer satisfaction measurement, based on experience with both external and internal customer satisfaction surveys at the Tennessee Valley Authority. Resistance is viewed as direct or indirect actions to oppose customer satisfaction surveys and their results. The paper begins by examining the causes of resistance, then describes some of the symptoms of resistance. Approaches to dealing successfully with resistance are described in detail. Finally, the costs of ignoring resistance are described, including ineffective action planning to improve customer satisfaction and decreased customer satisfaction resulting from the absence of improvements.

SURVEY AND MARKET RESEARCH MEET THE INTERNET

Using E-Mail to Measure Presidential and Congressional Approval, **Jan Werner, Jan Werner Data Processing; Richard Maisel, New York University; and Katherine Robinson, Prodigy Services Inc.**

This paper reports on the results of an experiment in measuring public opinion by using E-Mail to subscribers of the Prodigy on-line service. Surveys were conducted bi-weekly, then weekly, from January, 1993 to February, 1995. At least 1,000 responses per week were collected from stratified samples of subscribers and results were weighted to national estimates for age, gender, region and political party affiliation. Variations over time in subscriber's presidential performance ratings are shown to closely parallel variations in Gallup approval ratings among the general population, with the advantage of finer longitudinal detail and greater regularity. These trend data show low congressional esteem to be a more plausible factor than presidential unpopularity in explaining the results of the 1994 mid-term election, while a dramatic rise in congressional ratings long after the election demonstrates how public opinion may be driven by political reporting and commentary, rather than the other way around. Related experiments matching E-mail results to surveys commissioned from standard sources and to exit polls are also briefly described. The paper concludes with a discussion of methodological considerations in conducting E-mail surveys, cost efficiencies, and non-response issues.

A Study of Civic Life on the Internet, **Bonnie Fisher, Michael Margolis and David Resnick, Center for the Study of Democratic Citizenship, University of Cincinnati**

Citizen interaction in cyberspace has the potential to affect both the formation of public opinion and the conduct of democratic politics. The Internet provides new ways for citizens to connect with each other. It has fostered "virtual communities," groups whose members meet only in cyberspace; yet some of these communities carry on a lively political life. Indeed, the Internet provides a new public space--an electronic agora if you will-- that facilitates democratic participation in politics adapted to advanced post-industrial societies. The purposes of this paper are fourfold: first, to describe some models of electronic democracy that rely on the power of the Internet to enhance citizens' participation in politics; second, to describe how we developed and applied an instrument to collect data on how people use the Internet to participate in civic life; third, to analyze and report the results of our data collection; and fourth to evaluate the implications of our results for the validity of the models with which we began and to explore some of their implications for democratic theory.

Internet Signatures Collection: An Approach to Conducting "Research", **Sandy Tse, The University of South Australia; and Philip Tsang and Noel Witney, Charles Sturt University**

Network users often attach "signatures" to the end of their email messages. The signature styles they use vary significantly, ranging from no signature at all, to sophisticated animated signatures, to the most recent hypermedia "homepage signature." There are diverse reasons and arguments for including or not including a signature. This paper provides a brief description of the Internet Signatures Project (ISP) and the process of carrying out the collaborative research. The project is part of a university and high school enrichment program. Some of the preliminary research findings of the project may be of interest to users who wish to conduct research and advertise on the Internet. This article also announces the upcoming ISP report and illustrates many innovative e-mail signatures users may utilize to develop their own Internet signature designs. The ISP report is tentatively scheduled for completion in late July 1995. It will help interested parties in designing electronic signatures, assessing graphic designs, quotations, humor, mottoes, disclaimers, copyright issues and learning about network etiquette. Internet activities such as the ISP project, which involves active participation of students, are excellent ways to uncover and utilize the enthusiastic ability of "whiz-kids" at school, and to provide insight into how we will educate our children in the future.

Archiving of Private Sector Public Opinion Databases: The Role of the Centre for the Study of Public Opinion, **Robert Burge, Centre for the Study of Public Opinion, Queen's University, Kingston, Ontario, Canada**

The Centre for the Study of Public Opinion (CSPO), located at Queen's University at Kingston, Ontario, Canada, was recently established as part of a broad program of teaching and research on the use of public opinion research by government, interest groups, political parties and the news media and on public attitudes toward political issues, political values, and the process of government in liberal-democratic states. A central component in the development of the CSPO is the establishment of a national archive of text and survey databases from opinion research--by government, by polling firms for their periodical reports, and by the news media. To date the CSPO has received donations of opinion data from two major Canadian polling companies, Decima Research and Environics Research. One of the primary objectives in the creation of the archive has been to provide academic researchers with a cost and time effective method of accessing the various databases using the latest technology; namely, Internet-based information search and retrieval mechanisms (WAIS, gopher, WWW). This paper will present a detailed overview of the activities of the CSPO, information on the Decima Quarterly and Focus Canada databases, and the technical aspects associated with creating (and maintaining) both a database of the text of the questions asked in the survey questionnaires and an on-line database of survey frequency distributions.

AAPOR'S HISTORY I: *A MEETING PLACE*, HOW IT ALL BEGAN, AAPOR AND THE WORLD

Reflections On "A Meeting Place", **Warren Mitofsky, Mitofsky International**

One small part of the legacy of the past 50 years of public opinion research has been preserved for those who follow. That legacy contains the vision of our founders about the fundamental issues that exist today, and I am sure will exist 50 years from now. We still have not resolved the debates of the first AAPOR meeting at Williamstown from standards to methods to professionalism. Are we a profession or a "chowder and marching society," as Ira Cissin dubbed us? Paul Sheatsley, the authors of the various chapters and others in AAPOR worked for many years to preserve our past. "Every history has a history." It too will be explored by many of the participants.

Common Sense, Theory, Technology and the Social Environment,
Jack Elinson, Columbia University

In the olden days of public opinion research, a half-century ago, common sense and pragmatism were the leading ideas. Common sense showed that by miniaturizing the population, representativeness was achieved and election results could be predicted. The economic depression of the thirties and World War II in the forties scared the Federal Government into taking risks on theory and theoreticians. In

Central City, probability theory clashed with proven sampling methods. Commonsense notions of validity, via pragmatic checking of respondents' answers with known facts, and their empirical correlation with future events, were supplemented by theoretical notions of hypothesis testing for dimensionality of conceptualized variables. Since Central City, technological developments modified yesteryear's approach to data collection and methods of analysis. Modern computers have made possible less costly interviewing, and have supplemented, if not replaced, the clumsiness of cross-tabulation procedures in the testing of causal models. Public opinion survey researchers continue to depend on a tolerant social environment--the trusting public--for the continuing, successful practice of their craft, an increasing part of which, but not all of it, is revealed to the public.

Government Relations, **Herbert I. Abelson, Princeton University**

AAPOR members have been concerned principally with two types of government activities: regulations that limit or interfere with options for data collection; and government activities that facilitate the practice of survey research. Over the years there has been relatively little interference in survey research at any level of government. Starting with the Green River ordinances of the 1930's, and up to the present time, the targets of government regulation have nearly always been some other activities than survey research. Regulation by localities and later by states, has been primarily to protect the privacy and personal security of individuals and households. The federal government, because of its enormous support and use of survey research data, has had a relationship with the profession that has both positive and negative aspects. The declining response rates observed starting in the mid-1960's have been interpreted both as (1) a trend which is a consequence of increasing difficulty of access, and (2) a myth, perpetrated by companies who are suppliers of interviewer labor. Overall, ordinances and legislation have at times been inconvenient but have not been deterrents to the satisfactory conduct of studies that depend on interviews.

AAPOR and the Media, **Albert E. Gollin, New York, New York**

The history of AAPOR is entwined with the reporting and use (sponsorship and establishment) of polls by the media. Central City had a session on state polls sponsored by newspapers. The key issue for the emerging profession was reporting standards, whose evolution within AAPOR's own standard-setting activities is the focus of this paper. Another crucial linkage is between media polling professionals and the leadership of AAPOR, which has become steadily more prominent. Finally, the future of polling as an institution will be shaped by "public polls" (especially media polls) as a central element of a "social information feedback system" that has steadily grown in importance.

11:45 - 12:30 P.M. POSTER SESSION I

Accuracy of Recall in a Panel Survey of Criminal Victimization: Effects of Question Domain and Recurrence of Victimization, **Scott R. Beach and Martin S. Greenberg, University of Pittsburgh**

Data from a two-wave panel survey of property crime victims (n=321) were used to examine the accuracy (consistency/reliability) of responses to retrospective questions about the Wave 1 crime. Drawing on previous theory on the effects of generic knowledge structures (e.g., schema/scripts) on responses to retrospective survey questions, two variables were examined for their effects on recall: (1) question domain (factual/ cognitive appraisal/affective response/reasons for behavior), and (2) recurrence of criminal victimization (prior to Wave 1 crime/since Wave 1 crime/both prior and since/or none). Percentages of subjects giving the same response at Waves 1 and 2 (concordance rates) were computed for various questions. Results indicate that concordance was highest for factual questions, with lower rates for cognitive, affective, and reason for behavior items. In addition, recurrence of criminal victimization was related to lower concordance (less accuracy) for facts and reasons for behavior, but, unexpectedly, to higher concordance (more accuracy) for cognitive appraisals and affective responses. We conclude that caution should be used when interpreting responses to retrospective questions concerning psychological states. In addition, theoretical models of the process of remembering factual details may need to be revised to account for recall of psychological states.

A Comparison of Computer-Assisted Personal Interviewing and Paper-and-Pencil Interviewing on Responses to Open-ended Questions, **Judy Berkowitz, Michigan State University**

As the use of computers grows in the business sector, the personal computer offers several advantages to research organizations relative to other data collection procedures. If computerized data collection procedures may ultimately replace traditional paper-and-pencil data collection methods, then systematic investigations of the quality of data produced using the new method is warranted. This paper compares computer-assisted personal interviewing and paper-and-pencil interviewing on responses to open-ended questions during a face- to-face personal interview. In the present investigation, three split-ballot tests were conducted with a total of 1,972 respondents. Participants were assigned to either the computer interviewing condition or the paper- and-pencil interviewing condition. For one of the three split-ballot tests, responses to the open-ended questions were recorded on paper first, then entered into the computer. Three-way Analysis of Variance was run separately for each of the three split-ballot tests to determine if the number of thought units varied by mode. Although a significant main effect was found for mode for one of the tests, the effect size was small, suggesting the difference was due to the large sample size. Results indicate that the number of thought units was not dependent upon condition.

An Experiment Testing Question Order Effects–Particularly Primacy Effects–In a Population of Older Volunteers, **Rachelle L. Cummins, American Association of Retired Persons**

The American Association of Retired Persons (AARP) assesses the support and satisfaction of its volunteers every two years. The 1994 Volunteer Support and Satisfaction Survey, a self-administered questionnaire mailed to 11,443 AARP volunteers, includes a methodological experiment to test question order effects, in particular primacy effects in a population of older volunteers. A split-ballot approach divides the sample such that half receive a questionnaire with the satisfaction item placed early (seventh question) and half receive a questionnaire with the item late (fourteenth question). Prior research shows that placement of general satisfaction questions affects the level of satisfaction expressed: When asked first or early, reported levels of satisfaction are higher than when the question follows other questions concerning a program's operation. Findings from this experiment are consistent and suggest that older volunteers when asked early are slightly more satisfied (mean = 3.62) than when asked later (mean = 3.58) about their overall satisfaction with their volunteer position (4 = Very Satisfied and 1 = Very Dissatisfied).

Working With Institutional Review Boards In Order to Conduct a Survey in the Hospital Setting, **J. Michael Dennis and Mary C. Burich, Abt Associates Inc.**

This paper explores the process of working with institutional review boards in the hospital setting in order to obtain permission to conduct personal interviews with patients and to obtain medical records and billing data. The National Institute on Alcohol Abuse and Alcoholism has recently conducted a survey of alcohol abuse and dependence in patients in short-term general hospitals. In the course of conducting this study, Abt Associates Inc. recruited 90 hospitals to the study and obtained IRB approval within each hospital in order to interview patients. IRBs varied in the materials required to obtain approval, in their requests for modifications of informed consent forms, in requirements for physician permission prior to interviewing patients, in access to wards, and in their willingness to allow follow-up post discharge. Some hospitals allowed Abt staff to make presentations at the IRB's meeting while others required an internal sponsor who presented the study to the IRB. These variations in access to the IRB itself and the consequent requests for modifications to study procedures affected response rates at the patient level.

Presidential Polling in the Eisenhower White House, **Robert Eisinger, University of Chicago**

Since the Franklin Delano Roosevelt administration, every president except Truman has employed private polls. There is a dearth of literature about the Eisenhower White House's gauging of public opinion. Employing archival data from the Eisenhower library, this paper documents various sources and instruments used by the Eisenhower administration to assess citizens' attitudes. Eisenhower's advisors routinely receive Gallup poll data from advertising executive Sig Larmon, who supplements the data with public relations advice. Additionally, the advisors write poll questions for an elected official and a newspaper. A survey conducted by Alfred Politz, Inc. indicates that the State Department is not the only institution sending the White House poll data about foreign policy issues. Finally, the State Department's polling increases tensions between the legislative and executive branches, and signifies the continuation of a trend initiated by FDR, namely, the use of poll data to assess opinions about public policies and policy options not borne into fruition.

Managing Complex Samples Using Computer-Aided Sample Management, **Sherry Marcy, DataStat, Inc., and Jack Ludwig, Princeton Survey Research Associates**

For a survey of parents of very young children, funded by The Commonwealth Fund, we are talking to 2000 telephone households with children between the ages of 0 and 3 years nationally. In order to be able to analyze African-American and Hispanic subsets of the population, we are planning to overssample these groups. To do this efficiently, we will use a complex sample design based on

Census Bureau data on the geographic density of these groups as associated to telephone exchanges. The sample can be visualized as nine blocks of numbers, drawn from three sets of densities of African-Americans crossed by three sets of densities of Hispanics. The final interviews will be weighted back to reflect general population distribution for final analysis of the general population. There are complexities in managing the sample while in the field in order to complete the number of interviews desired within each of the nine blocks, and in maintaining the weighting information. We use computerized sample management to do this, and will attempt to show how this is done, via computer screens.

***Differences in Respondents: A Study of Refusals Converted Using Letters*, Janet L McConeghy, Northern Illinois University, and Linda K. Pifer, The International Center for the Advancement of Scientific Literacy, Chicago Academy of Science**

This paper presents information from a multi-faceted project that involved interviewing a nationwide random sample of adults. The first part interviewed 2,000 people about their attitudes toward, and knowledge about science and technology. A second part interviewed over 1,200 adults about their attitudes and knowledge about health and health care issues. In the third part over 40,000 people were screened and 2,000 Black and Hispanic adults were interviewed about their attitudes toward and knowledge about health and health care issues. As part of the effort to achieve the required response rate, letters were sent to those people who had first refused to complete the interviews. Included in the analysis is information about the demographic characteristics of those who eventually did complete the surveys following the receipt of a letter as well as information about the number of calls made, the length of the interview, and the time span involved from the first attempt to the completed interview. This group is then compared to those who completed the surveys without a letter. Also included in the analysis is information about the substantive information gathered by the questions in the surveys and whether this information is significantly different for those who completed the interview with or without a letter.

***On the Relationship between Mortality Statistics and Death Certificate Format*, David J. Mingay, University of Chicago; Albert F. Smith, Cleveland State University; and Jared B. Jobe and James A. Weed, National Center for Health Statistics**

In the cause-of-death section of the death certificate, the physician is to list a sequence of diseases that culminated in death. Ordinarily, the last-listed condition is selected as the underlying cause. Premature termination of sequences obviously affects mortality statistics. We investigated whether certificate format affects reports of underlying cause. Physicians (613 responses) read one of four vignettes and completed a standard certificate or one of three experimental versions. Two emphasized the underlying cause: On the shaded-line version, the bottom line of the certification area was shaded and an instruction was added; on the underlying-cause-box version, a box for the underlying cause was added to the certificate. On the mode- checkbox version, checkboxes for modes of dying preceded the lines for listing causes; because certifiers often include a mode in the sequence, this manipulation provides more space for medical conditions. Although, overall, the formats differed little in eliciting the correct underlying cause, for one vignette the formats differed significantly ($p < .005$): Formats emphasizing underlying cause (shaded-line and underlying-cause- box) outperformed the standard and mode-checkbox versions. Additional instructions, with a specific place for the underlying cause, may improve the quality of mortality statistics. [We appreciate the assistance of Mireille Doat.]

***Damned Lies, Lies and Time Estimates*, John P. Robinson, University of Maryland**

Many social indicators are built around the variable of time; many are based on survey responses in which respondents estimate the time they spend on various activities. One way of verifying these time estimates is to compare them with information gathered from time diaries, in which respondents give daily accounts of all the activities they engage in on a particular day. The diaries have the advantages of being understandable, complete, and adding to exactly 24 hours per day. Analyses indicate a consistent pattern of distorted responses to hours-at-work questions in relation to diaries, particularly for respondents who report long work hours. These patterns are remarkably robust across eight other Western countries. Similar patterns of overestimation have been found for estimates of hours spent doing housework, except that the magnitude of overestimation is closer to 2 to 1, rather than the 1.5 to 1 ratios found for work. Similar to the case for work and housework, respondent estimates of free time are also exaggerated, except that here free time is not over- but underestimated. Respondents in national surveys estimate that they have about 18 hours of free time a week, compared to closer to 40 hours in diaries. That 18-hour-a-week estimate for all free time is lower than the implicit 21-hour-a-week figure respondents give when asked independently about the single free-time activity of television. At the same time, the 3-hour-a-day viewing figure is rather close to the viewing hours reported in time diaries and by ratings services. Survey researchers may have overly optimistic expectations about respondent abilities to answer "simple" factual questions. More manageable (but expensive) micro- behavioral procedures--like the time diary--have much to recommend them.

Survey Research, Strategic Planning and Change: A Case Study of the Accounting Profession, **Gary Siegel, School of Accountancy, DePaul University**

This paper demonstrates how survey research was used to answer critical policy-related questions and to help develop a strategic plan for two professional associations, and how these associations plan to use survey research in the future to create change in accounting curricula. The impetus for this research developed from two questions facing the leadership of the Institute of Management Accountants (IMA) and the Financial Executives Institute (FEI), the two major associations representing the interests of accounting and financial executives who work in corporations. The first question concerns the appropriate academic preparation in accounting for entry-level corporate accountants; the second question concerns the appropriate IMA-FEI response to a mandated 150-hour educational requirement for licensure as a CPA (CPAs work in *public accounting*). Should *corporate accountants* also be required to complete a 150-hour educational program? These questions were so crucial to the future of the profession that IMA and FEI commissioned the research project, "What Corporate America Wants in Entry-Level Accountants." Completed in August 1994, this research revealed that corporate executives believe that entry-level accountants need accounting knowledge and skills different from that which is taught in most U.S. universities. Consequently, IMA and FEI issued an unprecedented joint statement on accounting education. IMA also launched an ambitious multi-phased action plan to encourage change in college-level accounting curricula.

Trends in Survey Non-Response Around the World, **Tom W. Smith, National Opinion Research Center, University of Chicago**

In light of frequently expressed concerns that response rates are and have been falling 65 time series on non-response from more than a dozen countries are examined. Evidence of a widespread, long-term, and continuing decline in response rates receives only mixed support. About 40% of the trends show declines, 10% increases, 20% no change, and 30% swings up and down with no net trend. Moreover, because of changes in procedures, it is difficult to separate temporal change from alterations in methods. Both reasons for the declines and reasons for thinking the situation has been worse than it actually has been are considered.

Survey Introductions: Use of the Advance Organizer in Survey Research, **Deborah Stone, Bureau of Labor Statistics**

Introductions in the survey process consist of (1) a social interaction, and (2) an information-imparting process. The social interaction is separated from the information-imparting process by the respondent's agreement to participate in the survey. An introduction that contains an organizing principle may (1) encourage people to participate in the survey, and (2) increase respondents' comprehension of the survey's purpose. The use of an organizing principle may lead to a greater understanding of the overall organization of the survey and define the boundaries of the content of the questions. Using an organizing principle may decrease error associated with (1) respondent confusion, (2) anticipation of questions of a sensitive nature, and (3) respondents' inability to readily abstract information needed to answer certain questions. The organizing principle proposed is called "the advance organizer." An advance organizer is an abstract, general and inclusive statement which can be used to describe an over-arching organizing concept in the survey introduction to better inform respondents of (1) the purpose of the survey, (2) its overall organization, and (3) the content of the questions to be asked. This tool has been used in the field of education to increase text comprehension, motivation, interest and understanding of prose material. Use of the advance organizer in survey research may help poor readers extract the gist of the questions in a survey. More importantly, the advance organizer is a way to tell all respondents how the survey is organized, what types of questions will be asked, and where the boundaries of the survey exist.

2:00 - 3:30 P.M.

PANEL: CAPI--WHAT WORKS AND WHAT DOES NOT?

CAPI--What Works and What Does Not?, **Karol Krotki, Institute for Social Research, Temple University**

Several national survey research organizations have recently undertaken large-scale CAPI surveys. This panel session will bring together representatives from these organizations to discuss which techniques, strategies, and approaches work and which ones do not. The first aim is to provide a forum in which these survey organizations can learn from each others' successes and failures. The second aim is to give other survey organizations, especially those which have not yet used CAPI, ideas as to how best to take advantage of this new technology. The discussion will be organized around three general areas: (1) hardware, software, and costs, including hardware (PCs, modems), software (questionnaire programming, case management), budgeting, handling the initial capital investment, and how CAPI budgets differ from paper/pencil and CATI budgets; (2) impacts on fieldwork and data quality, including interviewer training, case management and the monitoring of field processes, and the impact on data quality; (3) overall conclusions and recommendations, including when to use paper/pencil, when to use CAPI, guidelines for decision-making, important lessons learned, unanticipated problems and resolutions, and final recommendations and advice. The panel includes members of six different research organizations: Institute for Social Research, Temple University; National Opinion Research Center; Research Triangle Institute; Survey Research Center, ISR, University of Michigan; U.S. Bureau of the Census; and Westat Inc.

(Topic of CAPI continues in a 3:45 p.m. session)

DK RESPONSES: WHAT DO WE KNOW ABOUT "DON'T KNOW"?

A Framework for Evaluating "Don't Know" Responses in Surveys, **Paul Beatty and Douglas Herrmann, National Center for Health Statistics**

The issue of whether to accept or discourage DK responses in surveys has been debated for decades. Some argue that DKs are legitimate claims of ignorance; others counter that substantive responses may underlie initial DKs. Researchers have shown the effects of different DK strategies on response distributions and proposed some strategies for specific question types, survey modes, and so on. From the varied literature on DKs and new ideas, we propose an analytic framework to guide researchers' DK strategies, based on the knowledge and attitudes that respondents possess. We discuss four "cognitive states": *available* (response known to respondent), *accessible* (response known with effort), *generatable* (response not known but estimable), and *ignorant* (response neither known nor estimable); we show how each state can lead to either substantive responses of DKs. These states, along with motivational and social factors, explain when respondents do or do not use DKs. We conclude by showing how researchers can use the framework to better interpret DKs and to formulate survey designs appropriate to the cognitive states of respondents.

The Quality of Survey Data As Affected by Question Difficulty and Respondents' Cognitive Capacity, **Bärbel Knäuper, Robert F. Belli, A. Regula Herzog, and Daniel H. Hill, Institute for Social Research, University of Michigan**

Aging is characterized by decreasing cognitive capacities, particularly working memory. Research has shown that respondents' ages can negatively impact data quality. It is also well known that report accuracy and completeness decline with increasing question difficulty. However, the *interaction* of question difficulty with individual differences in cognitive capacity has rarely been investigated. We assume that difficult questions are particularly overtaxing for respondents low in cognitive capacity. Such respondents should be more likely to answer "Don't Know" (DK). Data from a U.S. representative sample of individuals over 70 years of age generated by the AHEAD survey were used to test this assumption. The 1,162 questions were coded with regard to several difficulty indicators. Working memory and attention tasks conducted during the interview served to measure cognitive capacity. The results show the expected interaction between cognitive capacity and question difficulty: For several of the difficulty indicators the difference in the number of DKs between low and high difficulty questions was twice as high for lower cognitive capacity respondents than for those higher in cognitive capacity. It can be concluded that data from "difficult" questions can be biased because of this selective data loss due to DKs. Implications for redesigning and simplifying questions are discussed.

I Don't Feel Like Answering That One: The Role of Affective Orientation in Item Nonresponse, **Daniel G. McDonald, Cornell University**

Item nonresponse continues to be a vexing problem for survey researchers. The present research investigates the role of affective orientation (the degree to which individuals are aware of and use affect cues to guide communication) and hedonic tone (positive or negative affect) in providing an opinion on particular issues. As part of a larger study on perceptions of environmental issues, data were collected concerning local residents' perceptions of environmental problems affecting six national parks in Canada. Eight hundred eighty-two people living in or near one of the six Canadian national parks were asked their opinions on current environmental issues affecting that park, as well as affective orientation, a set of specific emotions they associate with environmental issues, and demographic items. Respondents were asked to complete a modification of Booth-Butterfield and Booth-Butterfield's Affective Orientation Scale and a modified mood adjective checklist designed to assess affective responses to particular environmental issues. Analyses describe the manner and extent to which affective orientation is related to response or nonresponse, as well as the type of nonresponse, when asking for the respondent's opinion on the issue.

General Attitudes Versus Informed Opinions: DK Filters Revisited, **Arthur H. Sterngold, Lycoming College, and Robert O. Herrmann and Rex H. Warland, Pennsylvania State University**

Recent studies suggest DK filters often may be unnecessary because they screen out respondents who could express valid opinions based on their general attitudes, even when these respondents are unfamiliar with the specific issues in question. However, using DK filters may be beneficial when survey questions ask about technical or obscure issues whose meanings cannot be easily inferred from the wording of the questions themselves. In these cases, respondents who are unfamiliar with the issues must speculate or guess about the issues' meanings to express opinions based on their general attitudes. Using DK filters can also help balance questions worded in ways which seem to presuppose respondents have--or should have--opinions on the issues. In a 1994 national RDD survey, we used a split-sample experiment to study the effects of using DK filters with questions satisfying both of these criteria. Respondents were asked how concerned they were about several food risks, including Listeria bacteria in milk (a serious but obscure food hazard), milk from cows that were given BST (a well publicized but poorly understood issue) and IMS in seafood (a totally fictitious issue). One group of respondents received unfiltered concern questions, while the other group first received DK filters asking if they had heard about each issue. Using the DK filters tripled the numbers of respondents who said they had not heard about the issues (an average increase of 42 percentage points in the numbers of DK responses), and using the filters reduced by half the numbers of respondents who indicated positive levels of concerns about the issues (an average decrease of 32 percentage points in the numbers of concerned responses). These findings suggest using DK filters can help distinguish between informed opinions on the one hand, and responses based on speculation, guessing and so-called general predispositions on the other.

EXIT POLLING: FOUR CRITIQUES

The Impact of the Interviewer on Exit Poll Data Quality, **Murray Edelman and Daniel M. Merkle, Voter News Service**

Although exit polls are reported extensively in the media at election time and then later in political and academic analyses, relatively little is known about this methodology and especially about how the interviewer affects the quality of exit poll data. In both 1992 and 1994, Voter News Service hired exit poll interviewers at more than 1000 precincts. After completing assignments on election day, each interviewer was asked to fill out a questionnaire to be mailed back to VNS along with other materials. This interviewer questionnaire included questions such as basic demographics, prior interviewing experience, interest in politics, attitudes toward the election day experience, and a number of other related questions. These data were matched with the interviewer's actual performance on election day. The information included the response rate at each interviewer's precinct and a measure of the accuracy of his or her work, i.e., the difference between the actual election results in that precinct and the estimate from the exit poll. The analysis uses the information from the interviewer questionnaire, as well as other information about the interviewers from the recruitment process, to predict how well the interviewers performed in terms of response rates and the accuracy of the exit poll estimate.

Issue Voting in Exit Poll Reports: How Much of It Is Artifact?, **George Bishop and Bonnie Fisher, University of Cincinnati**

Exit polling has become the major technique not only for predicting electoral outcomes, but also for determining the issues that made the difference in the final results. In the midterm elections of 1994, we were told that the major issue on the minds of voters was the overgrown "tax and spend" government in Washington; crime and "family values" were other major issue themes in exit polls. But can exit polls really tell us what issues, if any, made a difference in how voters voted? The typical way to determine this in exit polls is to ask respondents a closed-ended question, such as "Which one or two issues mattered most in deciding how you voted?" A list of 7-9 issues is shown on the questionnaire, and respondents check a box next to their choices of issues that "mattered most." The literature on open versus closed questions, however, leads us to expect that responses to questions on the issues that mattered most might vary substantially depending on the form of the question. We designed a split-ballot experiment to test this proposition as part of an exit poll conducted with 580 voters on November 9, 1994, in Cincinnati, Ohio. The results of this experiment indicate, as expected, that the form of the question (open versus closed) has a substantial influence not only on which issues are reported by voters as having mattered in their vote decision, but also on whether any issues mattered at all. The closed-ended form of the question typically used in exit polls may thus greatly exaggerate the role of issues in vote decisions. Our analysis suggests that the concept of "issue voting" is, in significant part, an artificial construction from the way in which pollsters frame questions for respondents. In this way, exit pollsters construct the social reality of issues in elections.

The Pressure to Answer Survey Questions Revisited: Reports of Fictitious Votes in a 1994 Exit Poll, **Eric W. Rademacher, Timothy J. Holp, Bonnie Fisher and George Bishop, University of Cincinnati**

Several studies have demonstrated the willingness of respondents to express opinions on fictitious issues, objects, and events. Bishop and his colleagues (1986) theorize that the willingness to offer opinions on fictitious issues results "in large part, because of the pressure to answer which is created by the form in which the questions are asked and the manner in which the "don't know" responses are handled by the interviewer." Another setting for testing the "pressure to answer" hypothesis was an election day exit poll,conducted November 8, 1994 in Hamilton County, Ohio. Two split-ballot experiments were conducted. The first presented a question about Judge of the Court of Appeals. Instead of presenting the actual candidates on the ballot, the exit poll question offered respondents a fictitious pair of candidates. The second posed a question about an actual issue ("Issue 3") on the ballot. However, the question posed replaced the ballot issue wording with fictitious wording: "the constitutional amendment to control state spending." The analysis indicates that a significant number of respondents reported votes on both the Judge race and Issue 3 despite their fictitious content. These results suggest that there is a pervasive tendency for many respondents to misreport their opinions and behaviors in a wide variety of surveys, including exit polls, a phenomena that is yet to be fully explained theoretically.

PUBLIC ATTITUDES TOWARD GOVERNMENT AND THE STATE OF THE NATION

Public Attitudes Toward Data Sharing by Federal Agencies, **Eleanor Singer, Survey Research Center, University of Michigan, and Nora Cate Schaeffer, University of Wisconsin**

Mail response rates to the 1990 Census fell about 10 percentage points below the expected return of 75%, necessitating the most costly follow-up effort in history. As a result of both the cost and the continuing undercoverage of minority populations, the National Research Council of the Academy of Sciences convened two panels to study Census procedures and make recommendations for the year 2000 and beyond. Using administrative records to supplement or replace conventional Census-taking activities is a proposal examined by both committees. Both panels stress that public acceptance of data sharing among federal and state statistical agencies is necessary for effective implementation of any proposal to supplement or replace conventional collection of Census information with data obtained from existing records. Very little information exists concerning public attitudes on this topic. The most extensive information to date comes from questions on several Internal Revenue Service surveys of taxpayers. In late 1993, an opportunity arose to add a few questions about data sharing to national telephone surveys conducted by the Wisconsin Survey Research Center, a facility which collects a small number of interviews every day. This paper examines the relationship of attitudes toward the sharing of data to general attitudes toward government and the polity, the confidence in confidentiality assurances, and the relationship of all these attitudes to respondents' demographic characteristics.

Direct and Indirect Sources of Public Perceptions About the Economy, **Carolyn L. Funk and Patricia A. Garcia, Rice University**

The economic voting literature has long heralded the importance of economic conditions for an individual's political judgments. Given the large body of evidence which supports the importance of public assessments of national economic conditions, it is critical to understand fully the sources and origins of those judgments. Using data from the NES 1990 and 1992 surveys, this paper examines the extent to which retrospective economic perceptions are determined by exposure to political and economic information through media use, discussion with others, and personal experiences. Findings suggest different influences on perceptions of economic conditions for 1990 compared to 1992. Results are discussed in light of potential politicizing effects of the presidential campaign context.

What Does the Public Know About Entitlements?, **Karen Donelan and Robert J. Blendon, School of Public Health, Harvard University, and Craig A. Hill, National Opinion Research Center**

This paper looks at Americans' need for, knowledge about and experience with entitlement programs and examines views of individual responsibility versus government assistance in meeting basic needs. Data and methods: National household survey conducted by NORC during February-June 1992; interviews with randomly-selected adults in 1,897 households, including a cross-section and low-income (<$20,000) oversample. Results: Roughly equal portions of people with and without basic needs problems have not heard of Medicaid, Medicare, AFDC, Foodstamps and WIC. The disabled and people with problems paying medical bills each make up about 15% of those who have not heard of these programs. Beneficiaries of public programs are more likely to say that the government should be responsible for meeting basic needs for food, clothing, shelter and medical care, with the exception of Medicare recipients, who are less likely to favor a government role in these matters. Conclusions: Divisions over the role of government and the responsibility of the individual in alleviating problems of access to basic needs are observed across income lines. Many Americans who have problems paying for food, shelter and medical care have no knowledge of programs that might assist them and do not try to get assistance.

The Impact of Self-Interest on Public Opinion Toward Health Care Reform, **Sophia Chan, University of Wisconsin**

This paper examines the role of self-interest in Americans' attitudes toward health care reform. In particular, I look at whether the impacts of self-interest vary according to the levels of issue knowledge. Hypotheses: (1) Self-interest significantly influences policy preferences; (2) the effects of self-interest are stronger among the better-informed than among the less-informed. Methods: Two probit analyses of a survey of public opinion on health care reform are conducted. The construct of "self-interest" is operationalized by three indicators tapping the anticipatory aspects of self-interest and three indicators tapping personal experience with the health care system. Public opinion on health care reform is operationalized by two dependent variables: whether one favors complete overhaul of the health care system, and whether one is willing to pay higher taxes for universal coverage. Results: Anticipatory self-interest indicators have strong and positive effects on people's attitudes toward complete overhaul of the health care system. None of the personal experience indicators shows up as significant. Anticipatory concern about health care quality among the better-informed group is more predictive of policy preferences than it is among the less-informed group. Self-interest is non-significant in predicting people's willingness to pay more for universal coverage.

AAPOR'S HISTORY II: WHAT IS AAPOR? PUBLICATIONS, MEMBERSHIP, CONFERENCE, CULTURE, GOVERNANCE AND FINANCES

(Session continues from a 10:15 a.m. session)

Looking Back on AAPOR Publications: Some Conclusions Based on Personal Experiences, **W. Phillips Davison, Princeton, New Jersey**

AAPOR publications should resist tendencies to ape the practices of academic journals. The "peer review" system, for example, used by most professional organs, has grave disadvantages: It stifles originality and encourages obscurantism. Similarly, private languages affected by various academic and professional specialties should be discouraged. AAPOR's unique character as a coalition of researchers and practitioners with backgrounds in many fields should be preserved and reflected in its communications.

Membership, **Helen M. Crossley, Princeton, New Jersey**

AAPOR members represent a broad range of occupations and interests. Practitioners, professors, public and private users are brought together by a common interest in the methods and applications of survey research. From 194 founding members at Williamstown in 1947, the rolls have grown more than sixfold, to 1,261 in 1986 and 1,420 in 1994, including some 60 Honorary Life Members. Membership surveys and other tabulations show a consistent plurality through 1990 of commercial members over academic, government and other occupations. However, the academic portion is now about even, and there is a lot of crossover. Most members have college degrees. The major academic fields represented are sociology, social psychology, communications media and political science. AAPOR membership rolls have been and remain male- dominated, but female membership doubled from 1947 to 1986 (from 15 to 30 per cent). For its first 30 years AAPOR offered members little contact beyond the annual conference. A local group began meeting in Washington in the early 1950s, and a formal Pacific Coast chapter was formed in 1959. After the publication of an expanded Directory in 1974 showing work addresses by city, several new chapters were formed. Five were active by 1986: Washington-Baltimore, Pacific Coast, Midwest (MAPOR), New Jersey and New York. Southern and New England have been added since. All hold meetings for professional and social activities.

Annual Conference Program, **Harold Mendelsohn, University of Denver**

From Central City on, AAPOR Conferences have been addressing the Association's diverse membership. From the beginning, AAPOR Conferences have been serving up a "balanced" bill-of-fare to Clyde Hart's "theorists, technologists and practitioners." Over the years, the Annual Conferences have served as unique venues for academics and practitioners to communicate with each other and to learn from each other. Typically Annual Conference programs have been organized around one or several major subjects, issues and interests: (1) research design, methods and techniques of measuring attitudes, values, beliefs and opinions--their formation and change; (2) mass communications--structures, functions and effects; (3) the "profession"--the practice of public opinion research; standards, ethics, responsibilities; training and education; the utilization of findings and data; (4) Politics USA--the electorate, polling, mass communications and politics, foreign policies and international relations; (5) public issues (e.g., health, crime, race and ethnicity); (6) advertising and marketing; and (7) attitude, belief, opinion theory; sociopsychological theory; political theory; behavioral science theory. All in all there appears to be an elegant logic in the broad subject areas that AAPOR Conference participants have been addressing throughout the past half-century: Without theory seminal hypotheses for testing cannot be forthcoming. In order to test hypotheses with accuracy, reliability and validity appropriate measurements must be developed, refined and adopted. And because the media are so instrumental in the formation and modification of public opinions--particularly those opinions regarding politics and the public issues that political activity (or its absence) generates--it comes as no surprise that the media, politics and critical issues of the day have been the prime foci of AAPOR's Annual Conferences from the beginning. No doubt they will continue to be so over the half-century ahead.

Change and Diversity in AAPOR Culture, **Gladys Engel and Kurt Lang, University of Washington**

AAPOR may have a distinct culture but, like all cultures, it keeps on changing and its real content may be hard to pin down. The authors take a serious look at the cultural heritage of AAPOR, highlight its particular ambience, and advance some sweeping generalizations about how and why it has evolved with the passing of the frontier and maturation of the membership of this organization. None of their observations are even remotely based on public opinion research.

Governance and Finances, **Laure M. Sharp, Westat Inc.**

AAPOR has retained with some modifications the mode of governance formulated in the 1947 constitution. The organization is run by an elected, unpaid executive council. In 1963, AAPOR was incorporated, primarily to avoid personal liability problems in connection with standards committee actions. By-laws were formally adopted, of which the Code of Ethics and Professional Practices was made a part. Further revisions adopted in 1976 and 1986 were mostly designed to streamline the year-by-year functioning of the executive council made up of a changing cast of officials operating a growing organization. AAPOR'S financial health was not a great concern of the founders, who anticipated that most secretarial and meeting expenses would be absorbed by the council members or their employers. The original dues of $10 per year were considered ample to meet the cost of POQ subscriptions and the annual conference. As the organization grew, the need for year-round secretarial support and the growth of other expenses led the Council to consider new sources of revenue and, reluctantly, dues increases. During the early 1970s, the organization was barely solvent. A new dues structure with differential dues based on members' income did not result in the feared loss of members and, together with the judicious investment of AAPOR's growing fund balance, greatly improved AAPOR'S financial stability.

3:45 - 5:15 P.M.

EVALUATING COMPUTER ASSISTANCE: CAPI, CASI AND AUDIO-CASI

(Topic of CAPI continues from a 2:00 p.m. session)

***The Effects of Interviewer Experience on Response Rates in a Longitudinal CAPI Survey*, Richard L. Apodaca, Andrew N. Williams, and Ruth T. Malloy, Westat Inc.**

Field directors consider many factors when selecting interviewers, including previous interviewing experience, location, and availability. While there is a prevalent belief in survey operations that experienced interviewers yield higher response rates, little empirical evidence exists. This paper investigates the effects of interviewer experience on response rates achieved during the Medicare Current Beneficiary Survey (MCBS), a national, longitudinal CAPI study of 12,000 Medicare beneficiaries. Data on survey experience and other interviewer characteristics were obtained from a self-administered questionnaire completed by more than 350 interviewers who have conducted over 140,000 interviews since the study's inception. MCBS provides a unique opportunity to examine the effects of experience on response rates at two levels: (1) The effects of interviewing experience acquired before beginning MCBS; does prior experience affect the interviewer's response rates? (2) The effects of experience acquired while working on the MCBS. How does project-specific experience affect response rates over several years? Interviewers were categorized by pre- study experience. Then their initial response rates achieved after four months on MCBS were compared. Additionally, the response rate history of MCBS interviewers were examined for longitudinal trends. These data allow exploration of the effect of interviewer experience, demographic characteristics, and geographic area on response rates in a longitudinal CAPI survey.

***Evaluation of a Computer-Assisted Self-Interview (CASI) Component of a CAPI Survey*, Mick P. Couper and Benjamin Rowe, Survey Research Center, ISR, University of Michigan**

We examine respondent reactions to and performance on a CASI component of a CAPI survey on self-image, conducted in the Detroit area in 1992. Although respondents were encouraged to complete the CASI items themselves, only 79% actually did so, while for 14% the interviewer completed the items, and for 7% the interviewer read the questions while the respondent entered the responses. In this paper we explore factors that affect the respondents' choice of who did CASI. We find that factors associated with both literacy and computer experience appear to impact on this decision. We also examine the data quality implications of self versus interviewer completion, both for the CASI items and the remaining items in the questionnaire. Initial results suggest that the distributions of the key CASI variables are not affected much by this decision. We explore a variety of indicators of measurement error (missing data, response sets, etc.) to examine the impact of the completion decision on data quality. These data suggest it is important to address the question of who completes self-administered items in surveys, and whether the desired reductions in social desirability effects are achieved.

***Respondent Preferences Toward Audio-CASI and How That Affects Data Quality*, Susan H. Kinsey, Jutta S. Thornberry, Chris P. Carson, and Allen P. Duffer, Research Triangle Institute**

Preliminary evidence suggests that response bias in the reporting of sensitive behaviors can be reduced through audio, computer-assisted, self-interviewing (Audio-CASI). With Audio-CASI, the respondent listens to a voice-digitized recording of the questions and answer choices over headphones and keys the answers into a microcomputer. The computer controls the sequence of questions asked based on previous entries. Benefits of Audio-CASI include: (1) greater sense of privacy and confidentiality by the respondent; (2) elimination of the need for respondent literacy and ability to follow complex skip patterns; and (3) standardized questionnaire administration. Cycle V of the National Survey of Family Growth (NSFG), sponsored by the National Center for Health Statistics, is the first survey to use Audio-CASI on a large-scale data collection effort. Currently conducted by Research Triangle Institute, the NSFG is a periodic study about women's health and childbearing. The questionnaire focuses on the many factors that affect women's chances of becoming pregnant and the likelihood that pregnancy will result in live births. Approximately 260 field interviewers are conducting 10,500 CAPI/Audio-CASI interviews with women ages 15 to 44. Results presented here reflect responses from nearly 5000 respondents. Based on their assessment of Audio-CASI, we have identified a cohort of the NSFG respondents who indicate that the Audio-CASI environment is more conducive for reporting sensitive behavior than telling an interviewer. Our analysis includes a demographic profile of this cohort and an assessment of whether this cohort actually reports more sensitive behavior in Audio-CASI than to interviewers, and more than does the rest of the NSFG respondents.

ATTACKING NON-RESPONSE AND ATTRITION

Once Reluctant, Always Reluctant? Effects of Differential Incentives on Later Survey Participation in a Longitudinal Study, **Jennie E. Lengacher, Colleen M. Sullivan, Mick P. Couper, and Robert M. Groves, University of Michigan**

Nonparticipation is one of the most important threats to inference from sample surveys, and much attention of the survey designer is directed toward efforts to increase response rates. One tool increasingly used is monetary incentives. This paper will describe and report on the use of differential incentives for a select group of hard-to-convert respondents from one wave of interviews to the next in a longitudinal survey. Near the completion of Wave I data collection, a probability subsample of reluctant persons was offered a substantially higher monetary incentive than the other sampled cases. In Wave II, all respondents from Wave I were offered exactly the same monetary incentive, which was substantially lower than the highest incentive offered in Wave I. The purposes of this paper are to: (1) review the effects of an unusually large incentive on Wave I response; (2) report on the Wave II participation of the Wave I high incentive cases relative to others; (3) identify subclasses of respondents who seem to vary in the Wave II effects of the large incentive offer; and (4) examine cost and effort indicators for gaining the participation of Wave II respondents.

Who Are We Losing? Panel Attrition in a Dual-Frame Local Area Telephone Survey, **Judith A. Schejbal and Paul J. Lavrakas, Northwestern University Survey Laboratory**

The magnitude and nature of respondent attrition in panel surveys are of particular interest since they relate to generalizability of survey findings. However, little has been reported about attrition in telephone panels. This paper presents findings from a dual-frame telephone panel survey of respondents in nine City of Chicago communities. At Wave 1, one-half of each community (n=1,292) was reached via reverse directory sampling (REV), and one-half of each community (n=1,278) via random-digit dialing (RDD). This design provided the unique opportunity to compare respondents lost to attrition with respondents successfully re-interviewed by sample type. A significant difference was found for completion rate by sample type ($p<.0023$), with 58% of RDD respondents and 65% of REV respondents completing interviews at Wave 2. Those Wave 2 respondents sampled via RDD were more likely to be female, homeowners, married, have fewer adults living in their household, to live in their neighborhood longer. Wave 2 respondents sampled via REV were more likely to be homeowners, White, married. Attrition effects related to community area, demographic variables, and substantive measures are presented. In addition, a Total Survey Error perspective of the findings and implications for researchers conducting telephone panel studies are discussed.

Response Rate Effects of a Shorter Time Period for Pre-Survey Treatments, **Sharon J. Riley and J. Scott Willoth, The Arbitron Company**

Accepted survey methodology shows that respondent pre-alerts to a survey provide higher response rates. We designed this study to measure the importance of timing between pre-alerts and the survey, and found that a shorter time frame also contributes to higher response rates. Arbitron's syndicated seven-day radio diary survey is conducted year-round with carefully-structured procedures, treatments and materials. The "Closer Placement Test" was fielded over a four-week survey period, with test and control group samples of 6000 households each. Pre-survey contacts for control-group households began 28 days before the start-date of each survey week. Test group pre-survey contacts started 14 days before the survey. In addition, within the test group, we looked at the effect of 11 versus 13 phone call attempts during the shortened time span. We found significant diary survey response rates gains for the test sample, driven by a significant survey consent rate gain. Furthermore, when the test sample received the full complement of 13 placement call attempts, both consent gains and response gains over the control group sample were even greater.

Respondent Motivation, Response Burden, and Data Quality in the Survey of Employer-Provided Training, **James Kennedy and Polly Phipps, Bureau of Labor Statistics**

The Bureau of Labor Statistics (BLS) conducted an experimental test of a training log, gathering cognitive and motivational data as well as varying the collection procedure. Sixty employers were asked to keep a record of training activities that occurred in their establishment each day for two weeks. Respondents received either a visit or a telephone call from the field economist after seven days. BLS field economists administered questionnaires at each step of the procedure, and also reported their own observations of the respondents' motivation. Respondents who reported that participation in the survey was "interesting" provided more good wage data [$r(52)=.361$, $p=.007$]. Observed attitudes on the last day also predicted the quality of wage data. Reported amounts of time spent and effort correlated inversely, $p<.10$, with data quality. Respondents who reported working harder on the log gave poorer quality data. Large establishments were more likely than others to provide low-quality data. Though wage data quality was equal for respondents receiving personal visits and telephone calls, personal visits resulted in more averaged wages, while telephone calls were twice as likely to result in missing wage data.

Results From the Spanish Forms Availability Test, **Peter Wobus and Manuel de la Puente, Center for Survey Methods Research, U.S. Bureau of the Census**

This paper reports some results from a telephone debriefing of respondents to the Spanish Forms Availability Test (SFAT). The SFAT was part of a Census Bureau research and development program designed to assist in the formulation of design options for the 2000 census. Its purpose was to determine the effect of mailing Spanish and English language census forms to targeted areas with high concentrations of persons who speak Spanish and who do not speak English well or at all. A telephone debriefing was conducted on a subsample of SFAT respondents. The purpose of the debriefing was to obtain a measure of respondents' reaction to receiving a Spanish language and English language census form and their motivation to return these forms. The analysis includes a discussion of the differences in the opinions and reactions of respondents to receiving a Spanish language form by their Hispanic, non-Hispanic origin. Also, we discuss the implications of our findings and make recommendations.

GRAPHIC DESIGN AND LAYOUT: PUTTING THE BEST FACE ON SURVEY RESEARCH

Little Things Matter: A Sampler of How Difference in Questionnaire Format Can Affect Survey Response, **Tom W. Smith, NORC, University of Chicago**

In survey research there are no small potatoes. We have long known that wording, response options, order, and other questionnaire features affect how questions are understood and answered. It is becoming increasingly clear that the physical layout and organization of questionnaires can also notably influence responses. In both self-administered questionnaires and interviewer-administered surveys, format can notably shape and distort responses. Five examples from NORC are examined, including The Case of the Dutch Ladder, Parkinson's Codicil, and The Misaligned Boxes Problem.

Diary Design Issues and Challenges, **Diane S. Woodard and Wendy Welles, The Arbitron Company**

The Arbitron Company has surveyed radio and television audiences at a local market level using seven-day diaries for more than 40 years. Recently we began a new consumer profile and television audience data service for small media markets called LocalMotion. A major component of the LocalMotion service is a personal television diary. In this presentation, we will share how earlier research efforts contributed to the final design of the new diary instrument. The cover design, graphics and instructional text, the use of preprinted television station rosters, and the expansion of demographic and consumer information collected within the diary resulted from previously-researched data collection and design issues. Our goal was to make a complex survey instrument as simple to use as possible, to ensure its completion, and to provide acceptable response rates. Our challenges were to collect: (1) information previously collected at a household level on a personal level; (2) increased demographic and consumer behavior data on respondents; and (3) both in-home and away-from-home television viewing information.

How Pre-Notice Letters Influence Response to Mail Surveys Under Varied Conditions of Salience, **Don A. Dillman, Joye J. Dillman, Rodney C. Baxter, Renee Petrie, Kent Miller, and Lisa Carley, Social and Economic Sciences Research Center, Washington State University**

The effectiveness of a pre-letter for improving response to mail surveys is tested in conjunction with efforts to increase the salience of the questionnaire mailing to respondents. Factors manipulated to improve that salience included a text vs. color graphic questionnaire cover design and $2 prepaid vs. no financial incentive. These variables were tested in a series of two experiments conducted on general public populations in Washington State. The availability of gender, age, and urban vs. rural location information on all sampled individuals make it possible to examine the effectiveness of these variables in reducing response selectivity or nonresponse error. Results show that cover design makes little or no difference in either response rates or how other factors influence response. A trend exists in the direction of suggesting a pre-letter is superior to a follow-up letter and that its effectiveness may be increased by use of the financial incentive. The financial incentive is found to be especially effective in reducing nonresponse error.

The Effect of Questionnaire Cover Design in Mail Surveys, **Philip Gendall, Massey University, Palmerston North, New Zealand**

It has been suggested that the response rate for a self administered questionnaire will be enhanced if the cover of the questionnaire contains a picture, and, furthermore, that the more distinctive and complex the cover design created, the stronger this effect is likely to be. This paper reports the results of a study designed to test these hypotheses by comparing responses to six different questionnaire cover designs, varying in terms of complexity of graphic design and the presence or absence of images. These results suggest that, while the use of pictures or photos may marginally increase response rates, there is little evidence that a more complex design is better than a simple one.

Outside-the-Box Thinking About Survey Mailing Packages, **Robert Patchen, Diane S. Woodard, and Marla D. Cralley, The Arbitron Company**

The 1994 Arbitron's Radio Diary Survey response rates rose dramatically due to several carefully researched innovations. One successful new treatment replaced large white envelopes with brightly-colored boxes for outgoing diary-package mailings. Within the boxes, each eligible diarykeeper received a diary, a cash premium, and an informational brochure packaged in a "sleeve." This packaging was designed as a differential survey treatment for households with four or more eligible diarykeepers. Historically, diary return rates are lower from households with four or more diarykeepers. We hypothesized that: (1) Mail in a box would get opened, not lost among other mail; (2) the "sleeved" diary packages would have a stronger impact when distributed to each diarykeeper; and (3) the overall impact would increase awareness of the survey, as well as of completion and mailing instructions. Our test was fielded during Summer 1993 in eight market areas. Only consenting households with four or more eligible diarykeepers (age 12 or older) received the test treatment. The only variable was the out-going packaging. Results show a statistically-significantly higher diary return rate from the test sample compared to a control group of the corresponding syndicated sample in the test markets. We also saw a statistically-significant drop in the percent of unusable diaries returned.

PANEL ON AAPOR AND THE EARLY STATE POLLS: REFLECTIONS ON HISTORY

AAPOR and the Early State Polls: Reflections on History, **Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune**

This panel examines the climate and competition of state polling that has evolved during the last 50 years from a handful of polls (mostly newspaper sponsored) in the 1940s and 1950s to one--and often more--polls in nearly all 50 states today. It explores the history, trends and idiosyncracies in four of the earlier state polls: The Texas Poll, The Iowa Poll, The Minnesota Poll, and the Field (California) Poll. Belden shares her perspective on the Texas Poll, begun in 1940 and a prototype for the statewide newspaper poll--each survey generating copy for several columns during a period of days. Glenn Roberts, former director of the Iowa Poll, traces trends in opinion unique to Iowa and discusses in the effect on the poll that professional researchers observed when they began to share polling decisions with editors and reporters in 1970s. Rob Daves documents trends specific to Minnesota by decade, and talks about the pitfalls of yielding to budget considerations in pre-election polling. Mervin Field discusses how the Field (California) Poll survived after electing Thomas E. Dewey president in 1948.

MASS MEDIA AND POLITICS: FOUR CASE STUDIES

***News Media Use and the Informed Public: A View From the 90s*, Mark Levy and John P. Robinson, University of Maryland**

In the Main Source (1986), we provided convergent evidence from 15 separate studies of the power of the print media to convey political information more effectively than TV news. Several questions arise about the relevance of these findings in the 1990s, given continuing declines in reading of daily newspapers and new generations with less reliance on print media, among other factors. These concerns were addressed in a 1994 national survey which combined new information measures with a large sample size (n=3700). In addition, the survey provided data on the detailed usage of new news media, including viewing CNN, CSPAN, and MacNeil-Lehrer and listening to All Things Considered. After multivariate analyses to control for the other media predictors and important background factors (like education and gender), newspaper and magazine differences are roughly double those of TV news. Much the same picture emerges for the more detailed aspects of news use, but regular viewers of MacNeil-Lehrer had scores that were well above average. While CSPAN also emerges as significant predictors as newspaper use, CSPAN and MacNeil-Lehrer viewers are much less numerous than newspaper readers. Despite their dwindling audiences, then, newspapers remain America's main information source, along with news magazines. TV and radio are less important news information sources, except for specialized formats like MacNeil-Lehrer or CSPAN. Part of TV news' improved showing may be due to more serious news fans staying with them since the 1980s.

***Media Thrust in the German Bundestag Election 1994: Content and Effects of the German News Media*, Wolfgang Donsbach and Bettina Klett, Dresden University of Technology, Dresden, Germany**

The so-called "Super-Wahljahr" with a total of 20 elections on all legislative levels in Germany culminated in the campaign for the Bundestag, the federal parliament in the fall of 1994. Our paper addresses the question how the German news media portrayed the campaign. The data is based on the German "Medien Monitor," a continuous quantitative content analysis of some 15 German print and television news media of national significance. Our findings can be summarized in the following points: (1) The question of whether the Liberal party would make it into parliament became the dominant issue before election day. The different political camps either tried to encourage or discourage potential voters from casting their vote for the Liberals in order to increase or decrease the chances for a continuation of the Kohl government. (2) Most of the German news media covered the campaign in a way that can be labeled as following a model of "external plurality," i.e., endorsing more or less strongly one of the candidates. (3) News on the candidates was rather "bad news," as has increasingly been the case in U.S. campaigns. (4) The majority of campaign news focuses on personal images rather than issue positions of the candidates. Some of these media trends have been reflected in the public's perception of the campaign and of the leading candidates.

***Mass Media and Political Acculturation: Media Behaviors and Political Value Orientations Among Chinese Immigrants*, Seth Geiger, Frank Magid Associates, Teri Jory, University of California at Santa Barbara, and Zixia Han**

Our study empirically examined media effects on the political acculturation and socialization of Chinese immigrants. The population studied was the Chinese immigrants living in the San Francisco Bay area. The study found increased exposure to American media and decreased use of Chinese language media among younger and better educated immigrants with stronger English skills. Although this group of immigrants paid more attention to the general content of American media, they also continued to use Chinese language media. Negative relationships were found between American media use and values on fate, caring, social cohesion, and Americanization. Traditional values on morality, respect for tradition, collectivism, and spiritualism were positively related to both American and Chinese media use. Values on fate, stability, social cohesion, gender roles, and independence were negatively related to news media use. Overall, the mainstream American media and the ethnic Chinese media, especially news media of both languages, were found to be powerful agents of socialization for Chinese immigrants.

UNDERSTANDING VIOLENCE, CRIME AND PUNISHMENT, MACRO TO MICRO

***The Ecology of Violence in the United States*, Robert S. Lee, Lubin School of Business, Pace University**

This research is an attempt to reveal sociocultural factors that account for the unusually high rates of violence in American society. In a previous study, we identified a pattern of machismo values, found in the classical American West, that is closely associated with high rates of homicide and other forms of lawlessness and violence. This, as well as Nisbett's recent findings on the relationship of violence to a rural Southern "culture of honor," is predominantly a white phenomenon. To look more closely at conditions that foster lack violence, we conducted a separate analysis of the 3,141 counties of the United States. A factor analysis which included FBI and census variables produced a violence-connected Urban Social Disorganization factor that is independent of county socioeconomic level. This factor does, however, show a loading of .58 for an income disparity index. By far the highest loading (.85) on the factor, however, is percentage of households headed by a female with no spouse present. Within metropolitan counties, this indicator of the erosion of the family life is a strong and independent predictor of the FBI violence rate regardless of percentage of blacks. Family disintegration, which creates overburdened single mothers, rootless men, and fatherless boys, appears to be the dynamic variable, not race. However, as such breakdown of family life is greater in high percent black metropolitan counties, the violence rate is correspondingly higher in such areas.

***The Impacts of Suburban Crime Fears on Geographic Mobility and Policy Preferences*, Cheryl Katz and Mark Baldassare, School of Social Ecology, University of California, Irvine**

Many Americans moved to the suburbs with the hopes of escaping urban crime. However, suburban regions have grown in size and diversity and residents are now expressing concerns about their safety from crime. In the Orange County (California) Annual Surveys, we find that residents are more fearful about crime than they were a decade earlier, are more likely today to mention that crime rather than any other issue is the biggest policy issue facing the country, and overwhelmingly perceive that crime is a significant local problem. In terms of restricting suburban mobility, many say that they are avoiding public parks and beaches (39%), shopping malls and stores (31%), and entertainment facilities (25%) because of their fear of crime. As for policies, many support "Three Strikes" criminal sentencing (84%) and stricter gun controls (66%). Multivariate analyses indicate that crime fears and confidence in the police and courts, along with attention to crime news, are related to restricted mobility and anti-crime policy preferences. The reasons for growing crime fears in the suburbs, and its policy implications, are discussed.

***My Hair's-Breadth Escape From a Singapore Flogging: The Michael Peter Fay Incident As a Case Study in American Media Coverage of Foreign News*, G. Ray Funkhouser, Fort Washington, Pennsylvania**

In 1994 Michael Peter Fay, an 18-year-old American residing in Singapore, pleaded guilty to five counts of vandalism, mischief and possession of stolen property. In fact, he was a leader of a teenaged vandalism gang and had originally been indicted on 53 counts. His sentence included six swats of a bamboo cane on the bare buttocks, later cut to four by the pleas of President Clinton. Fay's four-month jail sentence was reduced to 83 days for good behavior. Singapore press coverage (matter-of-fact) differed sharply from that of the American press, which generally suppressed facts in favor of lies and hysterical editorializing. Yet selected items surfacing in U.S. coverage proved the facts were available. Attempts by Singapore at fact correction were routinely ignored. A survey of American public opinion pollsters, conducted to estimate the accuracy of public knowledge of this event, suggests that even this group knew few facts. However, despite media distortions, polls showed American majorities siding with the Singapore government. This case raises disturbing questions about the functional meaning of "freedom of the press" in America. Our large media organizations may be free to say whatever they wish, but this incident suggests a serious lack of freedom of the American public to receive accurate information about overseas events.

Impact of Interviewer's Gender on Survey Responses About Domestic Violence, Stephen Miller, Lieberman Research Inc.

The purpose of this paper is to assess the impact of the *interviewer's* gender on responses to survey questions about domestic violence. This research was part of an ongoing study of domestic violence which involved conducting 735 telephone interviews with adult men and women residing in approximately 80 major markets nationally. The study shows that both men and women express greater intolerance for domestic violence when talking to a female interviewer than when talking to a male interviewer. Key findings include: (1) women are more likely to support outside intervention in situations of domestic violence and to advocate arresting/jailing domestic abusers when talking to a female interviewer; (2) men are more likely to acknowledge the extensiveness of domestic violence and to advocate jail sentences for abusers when talking to a female interviewer; they also report a greater propensity to speak to an abused woman about her abuse when being interviewed by a woman. These findings are discussed as supporting a body of literature indicating that interviewer characteristics can influence survey responses.

***Toleration for Slapping a Spouse: The Influence of Question Order*, David W. Moore, The Gallup Organization, and Murray Straus, Family Research Laboratory, University of New Hampshire**

This paper examines the pattern of question order effects that are found when respondents are asked whether they can imagine a situation where it would be permissible for (A) a wife to slap her husband, and (B) a husband to slap his wife. In Form A, the questions are asked in the above order; in Form B, the questions are asked in reverse order. A Gallup poll in January, 1994, found that the question order had a significant impact on the responses. The number of people who expressed toleration for slapping was approximately twice as high in Form A as it was in Form B for both questions. This paper reports on these findings and analyzes the groups of people who are most likely to be influenced by question order. It also shows that not only the marginals, but the underlying correlations--between the questions and other attitudinal and demographic variables--are affected by the form. The significance of this finding is that it calls into question a trend in toleration for slapping that has been reported in the sociology literature since 1968. Until 1994, the questions had always been asked according to Form B (the husband slapping his wife question first), and the trend indicated declining violence. The 1994 experiment suggests, however, that toleration for marital violence is "really" much higher than previously reported (potentially twice as high), and that the reported decrease may be a methodological artifact.

Saturday, May 20, 1995

8:30 - 10:00 A.M.

CONSTRUCTING ITEMS AND RESPONSE CATEGORIES: EXPERIMENTAL EVIDENCE

***Issues in Using Bipolar Response Categories: Numeric Labels and the Middle Category*, Nora Cate Schaeffer, University of Wisconsin, and Kristin Barker, Linfield College**

In addition to communicating the meaning of the evaluative dimensions and the scale's polarity, the numeric labels used for a bipolar response scale may implicitly define the location and meaning of the response scale's midpoint. The first experiment examines the impact of varying two factors: (a) numeric labels for the response categories and (b) a verbal instruction about the location of a neutral midpoint. The second experiment partially replicates the first by varying the numeric labels of the categories, and it compares two different ways of labeling the midpoint (neutral vs ambivalent). Preliminary results suggest that the two sets of numeric labels provide similar, though not identical results, when the midpoint is labeled neutral. When the midpoint is unlabeled or (sometimes) when it is labeled ambivalent, the intermediate categories above the midpoint are used relatively more frequently with the labels -3 to +3. The effects seem to result less from respondent's avoiding categories labeled with negative numbers than from differential use of the midpoint and higher categories. Data were collected by CATI interviews with a national RDD sample.

***Presented Item Order in Ranking Tasks: What Does It Tell Respondents?*, Michaela Wänke, Universität Heidelberg, and Sabine Einwiller, Universität Mannheim**

In order to assess the importance of various factors for a given topic, respondents are often asked to choose the most important option among several alternatives, or to attribute weights to each presented factor, or simply to rank listed alternatives. We present evidence that the order in which the items are presented to the respondents influences their ranking. In two studies using self-administered questionnaires, respondents were asked to rank order items or attribute weights to them. Items were ranked higher or given more weight when presented first in a list rather than last. This effect was eliminated when the instructions explicitly stated that the items were listed in random order, e.g., alphabetical order. Without such an instruction, respondents apparently assumed that the given order reflected a pre-ranking.

Seeking the Truth Through Negativity, **Mort David and Patty McGrath, David & Assoc., Inc.**

The historical dilemma of measuring consumer reactions to an extensive battery of statements, particularly when a scalar response is being obtained for each of the statements, has been whether respondents discriminate in their judgments about each of the statements. To disagree with a negatively-phrased statement, the need for a respondent to use the negative side of the scale to disagree with the negativity of the statement seems unduly confusing; thus positively-phrased statements prevail in survey measurement. In prior studies, more people used the extreme "disagree" ratings for negatively-phrased statements than used the extreme "agree" ratings for comparable positively-phrased statements. Is it the negative nature of the statement which causes these differences? What would happen if positively-phrased statements were asked in their complimentary negative form? Such questions gave rise to a series of experiments in which matched groups of respondents were asked to assess a battery of statements using the exact same balanced verbal scale--one group rating a set of negatively-phrased statements and the other rating the same set of statements, but positively phrased. Each replication of the experiment demonstrated that positively- and negatively-worded statements measure differently; which provides a truer representation of how people feel? A comparison with separate ratings obtained from a third group of respondents using semantic differential scales suggests that negatively-phrased statements generate a truer representation of people's feelings.

SAMPLING AND REACHING SPECIAL POPULATIONS I

Strategies For Designing Samples For Telephone Surveys of Hispanic Households, **John W. Hall, Jr., Mathematica Policy Research, Inc.**

This paper presents experiences with four telephone surveys, one national and three of individual states to illustrate the problems confronting the sampler in designing telephone samples of Hispanic households. Four basic methods to oversample Hispanic households in a telephone survey include: screening households for the presence of Hispanic members; use of lists of households with "Hispanic" surnames; oversampling geographic areas where Hispanics are more prevalent and oversampling telephone exchanges where Hispanic households are more prevalent. All of these methods have their merits and drawbacks: Screening is expensive, and may lead to increased non-response; lists based on "Hispanic" surnames have a high yield of Hispanic households but omit Hispanic households with atypical names as well as those with unpublished telephone numbers; oversampling geographic areas with higher prevalence of Hispanics may lead to a higher yield than stratification of telephone exchanges, but is more cumbersome and misses unpublished numbers; stratifying exchanges has the lowest yield of Hispanic households, but provides the best coverage and is the least complicated to implement.

An Evaluation of Targeted Oversamples of Black Households: More Black Respondents--But Does Data Quality Suffer?, **Mark Jendrysik and Beverly Wiggins, Institute for Research in Social Science, University of North Carolina**

The small number of black respondents obtained in standard RDD samples often makes black-white comparisons difficult. One strategy for remedying this is to supplement the standard sample with a targeted oversample of black households. Such oversamples are drawn from listed or RDD samples of exchanges with known and higher than average densities of black households. Targeted black oversamples produce more black respondents per interviewer hour than standard samples, but are not geographically representative. Their representativeness in terms of other characteristics is unknown. In this paper, we compare the demographic characteristics and attitudes of blacks in standard RDD samples to those of blacks in RDD oversamples and evaluate differences in terms of the representativeness of study results. Our analyses of two datasets reveal very few differences between black respondents from standard RDD samples and those from targeted oversamples in the univariate and bivariate distributions of responses on attitudinal and demographic measures. Our samples were drawn from the population of black adults in 13 Southern states. High density black areas in other regions may be less geographically and attitudinally representative. Our oversampling strategy was very conservative--utilizing a density criterion of 35 percent. Targeting a higher density would result in a higher hit rate (and greater efficiency in producing black respondents), but may also produce more biased estimates of other survey responses. This is because the higher hit rate comes at the cost of coverage, with a smaller percentage of the black population being covered by the targeted areas. We plan to examine the bias associated with narrower targets in future studies.

(Topic of Special Populations continues in a 10:15 a.m. session)

PRE-ELECTION POLLS I

Building an Understanding of Identification and Segmentation of Voters in Pre-Election Polls: A Continuation, **Janice Ballou, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University**

Following the 1993 New Jersey gubernatorial election a post-election panel study suggested some new approaches for assessing voters in pre-election polls. This approach was replicated in the 1994 New Jersey senatorial election. A comparison between these two studies will focus on identifying the similarities and differences in the voter behavior identified and continue to explore whether there are any dimensions to voting behavior that are more or less "stable" from one election to another. The research will compare the voting behavior reported in both post-election studies to develop a better understanding of the indicators of potential change from pre-election vote choice reports to actual vote. The 1993 analysis suggested that voters can be described in four ways: (1) "supporters" (picked a candidate and stayed with him or her); (2) "switchers" (moved from one candidate to another); (3) "undecided voters" (did not pick either candidate in the pre- election polls but voted for one); and (4) "non-voters" (did not vote on election day).

Pre-Election Polls and the Framing of News Coverage of the 1994 Illinois Gubernatorial Campaign, **Paul J. Lavrakas, Trevor N. Tompson, Sarah L. Eck, Jon W. Bay, and Rakesh Agrawal, Northwestern University**

An October, 1994, RDD telephone survey of Chicago area residents gathered information about their reactions to the poll-related news coverage that local media were reporting on the Illinois gubernatorial campaign. Overall, the public reported mixed and somewhat inconsistent reactions to the polling news. The survey also measured which political issues might/should have been included in news coverage of this campaign. A content analyses also was conducted of all gubernatorial campaign-related news stories in the Chicago Tribune between July, 1994, and the election. Findings showed the Tribune's coverage to be highly related to poll findings that were consistently projecting the incumbent as the winner by a very wide margin. Comparing the Tribune's coverage with findings from the survey suggested several important issue-related news stories that were missed by the paper. Our presentation will provide a critical analysis of the way polls were used in this election campaign and suggest other ways in which we believe they should have been used to enhance coverage. We also will discuss the likely impacts that election campaign coverage has on democratic political processes.

Mail Surveys Win Again: Some Explanations for the Superior Accuracy of the Columbus Dispatch Poll, **Penny S. Visser, Jon A. Krosnick and Jesse F. Marquette, Ohio State University**

At last year's AAPOR Conference, we reported evidence that mail surveys conducted by the *Columbus Dispatch* during the past 15 years have been much more accurate at forecasting Ohio election outcomes than were simultaneous telephone polls done to the highest industry standards. In this paper, we update that research in two ways. First, we report findings from the 1994 Ohio elections, in which the *Dispatch* Poll's accuracy was again notably higher than comparable telephone polls (even one done by The Gallup Organization). Second, we report new evidence suggesting several explanations for the superiority of the mail surveys. It is tied partly to the use of larger samples, because results from randomly-selected subsamples of 800 respondents each are much less accurate than results for the entire mail survey samples of approximately 1,600. Also, experiments we conducted just prior to the 1994 elections showed that the *Dispatch* Poll's accuracy is partly due to the fact that its questionnaire design violates conventional wisdom in ways that improve precision.

(Topic of Pre-Election Polls continues in a 10:15 a.m. session)

PUBLIC OPINION RESEARCH: THE CHANGING SHAPE OF AN INDUSTRY

Technological Innovation and the Future of Public Opinion Research, **Anna Greenberg and Barbara A. Rudolph, National Opinion Research Center**

Technological developments over the past 30 years (i.e. near universal telephone usage and availability of personal computers) have substantially lowered the costs for firms entering the survey research industry. It is now possible for firms to conduct research for a broad spectrum of clients, with neither substantial staff nor the ability to collect data in-house. As a result, particularly since the 1980s, there has been a proliferation of survey research firms and an explosion of opinion data in the public domain. Now survey research can be conducted more efficiently than ever, with considerable opportunities for innovation. Yet, as this paper will argue, the expansion of the industry has wide ranging implications for the quality of public opinion data. First, in part, due to the sheer volume of data in the public domain, it is increasingly difficult to distinguish between methodologically rigorous research and more biased studies. Second, sample representativeness is declining as survey researchers encounter obstacles to achieving adequate response rates, due to rising levels of refusals, saturation and call screening. Finally, newer firms entering the industry have fewer professional credentials than older firms. These trends undermine control over data quality, as well as make data collection for survey researchers a more difficult task in the 1990s.

GENDER DIFFERENCES I

***Cultural and Gender Differences in the Response Editing of Health Survey Questions*, Diane O'Rourke, Timothy Johnson, Noel Chavez, Seymour Sudman, Richard Warnecke, and Loretta Lacey, University of Illinois, and John Horm, National Center for Health Statistics**

The cognitive process of responding to survey questions can be divided into four stages: interpretation, memory retrieval, judgment formation, and response editing. Response editing is the stage at which the respondent decides whether or not the answer he/she has formulated mentally is the one the interviewer will hear (or the one entered onto the questionnaire). The decision is based on the sensitivity of the question, the social desirability of the issue, the need for acquiescence and, if one is present, the characteristics of the interviewer. The effects of these factors on the level of response editing is affected by the culture and gender of the respondent. This paper will present findings on response editing from a larger study of social cognition and responses to health survey questions by culturally-diverse respondents. The data are based on 423 laboratory think-aloud interviews. Approximately equal numbers of interviews were obtained with men and women from four racial/ethnic backgrounds (African American, Mexican American, Puerto Rican, and non-Hispanic white) further stratified by age and education. Results indicate that, while there were many examples of equivalent reponse editing across groups, there were also cross-cultural differences. In particular, Mexican Americans and African Americans provided answers most consistent with the response editing process. In some cases, differences were related to gender, sometimes in an interactive fashion.

***Gender Differences in Survey Responses to Sensitive Questions*, Heather Hammer, Heather Hammer Research Consulting**

The purpose of this paper is to use the self-reports of divorced individuals and couples to test the reliability of post-divorce survey responses to two sensitive questions. These questions ask about the division of income and the division of household work and child care in the former marital household. The findings indicate that substantial gender bias can occur when sensitive data about a marital relationship are collected from one spouse only post-divorce. Evidence of gender bias was found in (1) significant disagreement on the gender division of income or household work and child care, as measured by percentage differences and by Kappa; and (2) a reliability problem with the unmatched women's division of income reports. Among unmatched respondents, 100% of men's and 68% of women's division of income reports were consistent with court documents, compared to 93% and 86% for men and women formerly married to each other. Overall, only 33% of men reported that their former wives did most or all of the household work and child care, compared to 92% of women. With respect to the division of marital income, 19% of women respondents reported that they and their former husbands earned equal incomes, compared to only 3% of men.

***Gender Differences in Reporting Drug Use and Perceived Risk of Drug Use*, Rashna Ghadialy and Mary Foote, National Opinion Research Center**

In recent years drug prevention programs have focused on educating people about the risks involved with drug use. Females generally report lower drug use than males, but less information is available regarding gender differences in perceived risks associated with drug use. Based on data collected since 1990 from the National Household Survey of Drug Abuse (NHSDA) this paper first examines the differences between males and females in reported use of illicit drugs, alcohol and cigarettes. The NHSDA instrument also asks respondents to assess the extent to which people risk harming themselves physically or in other ways when they use various drugs. Findings will be reported on gender differences in perceived risks in using illicit drugs, alcohol, and cigarettes. At the first level of analysis gender differences are examined at an aggregate level, and then while controlling for age, race, and socioeconomic variables. The results indicate an overall lower drug use among females than males. Females tend to perceive greater risks in using drugs than males, although the difference varies by drug, and the difference is more pronounced as age increases.

Willingness to Go Public With Opinion: Psychological Factors and the Gender Gap, **Lewis R. Horner and Joan L. Conners, University of Minnesota, and Robert P. Daves, Minneapolis Star Tribune**

Respondents to media polls often publicly express their opinions in on-the-record-interviews. Doing so means accepting the risks of public exposure. Previous research found most respondents are not willing to publicly express their opinions after a survey, and women are generally less willing than men. Our goal is to suggest a model predicting public expression that will also account for gender differences in expression. We propose a model of public opinion expression as a function of extremity of opinion. Our model is based on the Krosnick and Milburn model in which cognitive ability, objective competence, and subjective competence affect opinionation. We also examine those variables' additional contribution to public expression. Rapoport's research suggests that gender differences in public expression result from differences in objective and subjective competence. As predicted, extremity of opinion is a significant predictor of public expression. Subjective competence contributes to public expression as well to opinion extremity. Objective competence and cognitive ability contribute to opinion extremity, but not additionally to public expression. After controlling for these variables, gender remained a strong predictor of public expression. Various social and psychological factors are discussed as possible reasons for the gender differences.

(Topic of Gender Differences continues in a 10:15 p.m. session)

NEW APPROACHES TO VENERABLE THEORIES OF COMMUNICATION AND POLITICS

Field Theory, Operant Conditioning, and the Explanation of Political Behavior, **Clyde Tucker, Bureau of Labor Statistics, and Keith Billingsley, University of Georgia**

In the past, the study of political behavior has failed to provide an adequate explanation of how political behavior is learned. Scholars in the area of socialization research often have pointed to this shortcoming. This failure is due, in large part, to the conceptual models used. Perhaps, the most important of these has been psychological field theory, the cognitively-based approach developed by Kurt Lewin. Lewin's theories have influenced the direction of the National Election Studies over the past forty years. This paper challenges Lewin's theory and offers, instead, a behavioristic model derived from operant conditioning. This approach considers political behavior to be a function of both past experience and the circumstances in which the behavior takes place. In the process, a new interpretation of the application of field theory in social science is provided. Adopting this new interpretation would require changing the way surveys are done by the scientific community.

Opinion Thresholds, Social Weighting and Social Groupings: A Modification of the Spiral of Silence, **Carroll J. Glynn and Eunkyung Park, Cornell University**

Noelle-Neumann's work on the spiral of silence (1974, 1977, 1984) has been one of the most significant theoretical developments in public opinion research of the past quarter-century. The theory is well known among public opinion researchers and a number of research efforts have been directed toward examining specific parts of the theory. However, the theory is on too grand a scale to test in its entirety, as it incorporates psychological, social-psychological and sociological variables, moving from an individual's "fear of isolation" to sweeping changes in the social climate of opinion (cf., Noelle-Neumann, 1984). This study investigated the role of opinion thresholds, social groups and weighting of others' opinions in opinion expression. Using Krassa's (1988) computer simulation as a base, we test several modifications to the spiral of silence model using data gathered from six different communities (people living in or near six national parks in Canada). Primary interest is centered on the ability of opinion thresholds, social groups and weighting of others' opinions to predict the expression of opinion on issues specific to each of the six communities. Results are discussed in relation to Noelle-Neumann's (1974) original formulation and Krassa's (1988) computer simulation.

The Third-Person Effect Hypothesis and Issues in Media Messages: Influence of Personal Relevance, **Joan L. Conners, University of Minnesota**

This paper explores how the third-person effect may differ when personal relevance of issues differs. Issue importance and involvement may influence the frequency of third-person effects. Involvement may also influence the magnitude of the difference reported between media influence on oneself and others. People who read a message regarding an issue of greater personal relevance may report a larger third-person effect than those who see the issue as less relevant to them personally. Opinion position and extremity may also influence the third-person effect. If people have fixed and extreme positions on an issue, they may report greater differences between effect on themselves and effect on others. Differences may be smaller for issues on which people have less committed positions. Students read persuasive messages on the issues of the environment, gun control and euthanasia. These issues differed in personal relevance and opinion strength. Results suggest those who see an issue of greater personal relevance will perceive larger third-person effects. Opinion extremity on issues was also related to differences in third-person effects. Two approaches to measuring the third-person effect (regarding effect on others) are discussed and assessed for these issues.

***Measuring the Third-Person Effect of News: The Impact of Question Order, Contrast and Knowledge*, Vincent Price and David Tewksbury, University of Michigan**

This study investigated the extent to which the third-person effect--the tendency of people to estimate greater impact of media messages on "other people" than on themselves--might depend upon question-contrast effects (i.e., self-serving comparisons triggered by back-to-back questions dealing with effect on others and oneself), the order of questions, and respondents' levels of background political knowledge. Two hundred and eighty- seven subjects participated in two experimental studies involving questions about media coverage of President Clinton's possible role in the "Whitewater Affair," his alleged frequent policy reversals, the O.J. Simpson murder trail, and child molestation charges against Michael Jackson. Both experiments resulted in significant third-person effects that did not dependent upon having the same respondents answer both questions; means for single-question (no contrast) conditions did not differ significantly from comparable means in two-question (contrast) conditions. No significant main effects of question order were observed. In Experiment 1 a significant interaction between political knowledge and question order was found, such that a negative relationship between knowledge and perceived impact on oneself emerged when the "self" question followed a question about perceived effects on others. Experiment 2 replicated the interaction for two of three news stimuli, and indicated that it was not a product of differences in the personal importance of issues. Implications of these results for understanding the third-person effect are discussed.

10:15 - 11:45 A.M.

NEW COGNITIVE APPROACHES TO SURVEY RESEARCH

***The Role of Debriefing Questions in Questionnaire Development*, Jennifer C. Hess, U.S. Bureau of the Census, and Eleanor Singer, Survey Research Center, University of Michigan**

Cognitive interviewing techniques are increasingly being used in questionnaire development to assess respondents' comprehension, their ability to retrieve information, and the processes they use in doing so. The results are then applied to construct new questions or to revise existing ones. Cognitive techniques have thus been used primarily at the "front end" of questionnaire development, prior to the pre- or field test. Because of the time needed to conduct and analyze such interviews, typically only a very small number of purposively- chosen respondents is interviewed at the questionnaire development phase. Recently researchers have begun to use "debriefing questions" following a standardized interview to assess respondents' reactions to the interview and, sometimes, to evaluate comprehension as well. This paper argues that debriefing questions can be used as a cognitive tool to assess the quality of the interview, and that because they can be administered to a large, representative sample, they are an important "back-end" supplement to the one-to-one interviews used in the early phases of questionnaire development. The paper (1) reviews the literature to see how respondent debriefing questions have been used in other surveys; (2) presents results of a respondent debriefing conducted in conjunction with the pretest of the Food Security Supplement to the Current Population Survey, and (3) recommends that such debriefings be made a routine part of questionnaire development and evaluation, along with such techniques as behavior coding.

***Can Cognitive Information Be Collected Through the Mail? Comparing Cognitive Data Collected in Written Versus Verbal Format*, Wendy Davis, Theresa DeMaio and Andrew Zukerberg, U.S. Bureau of the Census**

Over the last decade, cognitive interviewing has become a primary tool in developing and pretesting questionnaires, even self-administered instruments. The presence of a cognitive interviewer may affect the respondent's strategy for completing a self-administered instrument. For example, the cognitive interview method requires that the form be completed in a contained period of time. This is especially relevant in the case of establishment surveys because the forms may be very time-intensive to complete and the respondent often does not have the answers for all items and must consult colleagues or records. This paper presents the results of a study comparing two different techniques for collecting cognitive information about the processes used by respondents to complete the Survey of Industrial Research and Development, an establishment survey sponsored by the National Science Foundation. One method was a concurrent think-aloud cognitive interview with probing. The second method was a mailout/mailback self-administered form with "cognitively-oriented debriefing" questions included directly on the form. The results compare the content of the cognitive information collected and the type of problems uncovered by each of the two methods.

***Literacy and the Self-Administered Form in Special Populations: A Primer*, Eleanor R. Gerber and Tracy R. Wellens, Center for Survey Methods Research, U.S. Bureau of the Census**

The choice of a self-administered mode of administration presupposes that respondents are able to read the questionnaire sufficiently well to respond as intended. The current paper describes the nature of reading problems found in respondents among whom reading problems may be expected. The identification of reading problems and the effects of various kinds of misreadings are discussed. When respondents alter substantive nouns, meanings may or may not be substantially altered. Changes in "grammatical functors" (like negatives, plural markers or prepositions) often create large differences in meaning, since they carry logical connections between substantive elements. Respondents in these special populations may be unfamiliar with conventions governing form completion, like marking answers only within the provided blocks. Respondents may also be unfamiliar with conventions governing the relevance of particular information to the question asked or to the survey in general. This may make it difficult for them to correct their own misreadings or misunderstandings. We suggest that such phenomena be termed "forms literacy," and should be further investigated. Further research should address conditions under which highly literate individuals exhibit problems associated with forms literacy.

***The Misremembering of Important Past Events*, Robert F. Belli, Howard Schuman, Steven Blixt and Benita Jackson, Survey Research Center, University of Michigan**

The misremembering of past events is a crucial issue to researchers who are concerned with the quality of survey report. This study examined the collective memories of Americans. Adult respondents (minimum age 18 years) were interviewed either face-to-face or by telephone. They were asked to remember 11 important and distinct persons or events: WPA, Holocaust, Marshall Plan, Joe McCarthy, Rosa Parks, Tet Offensive, Village of Mylai, Woodstock, John Dean, Watergate, and Christa McAuliffe. Although incorrect reports were infrequent (range 1.3% to 12.9%), there were many different types. Some errors were wrong only on the basis of referring to a non-target response (9% of all errors), such as "New York Yankees manager." Other errors inverted the subject and object of the event (7%), for example, that Rosa Parks gave up her seat on the bus. Other instances involved conceptually related events (26%) that occurred either earlier or later in time, loose associations (28%), and vague (20%) or uninterpretable (9%) responses. Analyses also revealed age-trends, such as the significant tendency of older respondents (60 years and older) to refer to the Tet Offensive as an event associated with WWII or the Korean conflict. These data provide insights regarding autobiographical memory and the response errors associated with retrospective report.

***Events, Instruments, and Reporting Errors: Accuracy in Reporting About Child Support*, Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin**

Designing instruments to improve the accuracy of self-reports requires understanding the complex interrelationships between the structure of events in respondents' lives and resulting errors. Although research has begun this task, we still lack a general framework for systematically analyzing what features of experience influence a respondent's choice of estimation strategies or resulting reporting errors. This paper presents a model for estimating errors in reports about child support payments that demonstrates that the salience of the event is more predictive of accuracy than other classes of factors, such as memory decay and respondent motivation. The analysis also examines errors in reports about child support payments from two surveys that used different approaches. Court records provide the criterion to estimate reporting errors. The first requested an annual total which is less vulnerable to temporary fluctuations than the previous month. The second interview obtained reports about child support on a month-by-month basis. This approach may stimulate recall, and it allows us to examine whether respondents can report accurately about the variability in payments over the reference period. By comparing how features of events contribute to errors and accuracy, we assess the influence of the two instruments on reporting accuracy.

SAMPLING AND REACHING SPECIAL POPULATIONS II

(Topic of Special Populations continues from an 8:30 a.m. session)

Effective Techniques for Tracking High Risk Families: Heroin Addicts and Their Children, **Lindsay S. Dobrzynski, Marilyn J. Hoppe, Richard F. Catalano and Kevin P. Haggerty, Social Development Research Group, University of Washington**

This paper will discuss tracking procedures used to achieve high response rates in conducting in-person interviews with heroin addicts and their children. The data collection effort for this study includes in-person follow-up surveys at 6, 12 and 24 months. Typically, one can expect to run into difficulties when attempting to track members of an addicted population. In this particular study, however, the true difficulty was not so much in locating parents as it was in locating the children. Over time, nearly 30% of the children in this sample had experienced changes in their living situation and were no longer living with the parent participating in the project. As a result, the response rates for the child survey (90% at 12-month follow-up) were slightly lower than those for the parent survey (92% at 12-month follow-up). The reasons for this increased mobility among the child sample will be presented along with a system of procedures which was implemented to successfully locate children of high risk parents. Topics to be discussed include: (1) obtaining complete and accurate locating information from children; (2) working with the foster care system; (3) jumping through the hoops of the juvenile justice system; and (4) encounters with uncooperative relatives.

Telephone Interviews of Adolescents: Problems and Prospects in a Substance Abuse Prevalence Survey, **John Tarnai, Rosie Pavlov and Chris Frigon, Social and Economic Sciences Research Center, Washington State University**

This paper presents one specific aspect of a year-long household survey of the Washington State population to establish baseline measures of prevalence of substance use and abuse for adults and adolescents. The inclusion of adolescents and oversampling of minority populations in this study provided a unique opportunity to examine the effectiveness of recruiting adolescents by telephone and of obtaining interviews with adolescents on the fairly sensitive topic of substance use and abuse. The research issues addressed by this paper include the following: (1) To determine how well a procedure of asking parents during a telephone interview for permission to conduct a telephone interview of an adolescent child on the topic of alcohol and drug use worked at obtaining a representative sample of adolescents. Response rate information is presented for the household survey and cooperation rates for the request for permission to interview an adolescent. (2) To examine whether there are differences in the participation rate for households giving permission to interview an adolescent by the stratification groups (Asian, Black, Hispanic, Native American, White, Male, Female, Rural, Urban, Above Poverty, Below Poverty). (3) To compare households that do give permission to interview an adolescent with those that don't give this permission, to identify differences among these households and perhaps to provide answers to why some households refuse such a request.

Collective Data on Illegal Drug Use from a Rural Prenatal Population, **Susan Sprachman, Mathematica Policy Research, Inc.**

This paper presents the methodology used in this study to collect data about illegal drug use. The data is being collected in rural prenatal clinics in two states, Washington and South Carolina. The first challenge of the study was to enlist the cooperation of the comparison clinics. Extensive negotiations were held with the clinics to enlist their cooperation as they were not going to receive additional funding or any other inducements for participating. The second challenge of the study was to hire interviewers who would be called upon to establish almost immediate rapport with the clients, rapport sufficient so that the clients would be willing to divulge information about the use of illegal drugs within 20 minutes of the initiation of the interview. We had to develop a questionnaire that would slowly build toward the illegal drug questions. The techniques used to collect this information are based on the philosophy that you work from the least threatening to the most threatening questions. The drug section of the questionnaire is self-administered. Collecting data on illegal drug use from pregnant women poses a challenge to the standard procedures for maintaining confidentiality, especially since one of the states in the study has been prosecuting women who have positive toxicologies under child abuse statutes. Incidence data on drug use are also presented.

***How Do I Find Out If I Have Anyone with a Disability Working for Me?*, Rachel A. Hickson, New Jersey Developmental Disabilities Council, and Paul K. O'Leary, Bureau of Economic Research, Rutgers University**

The Americans with Disabilities Act is a far-ranging piece of civil rights legislation which took effect in 1992. It has implications for many facets of American life. One area heavily affected by this legislation is employment, and having employers know how they're doing in hiring and promoting disabled workers is important for many reasons. The current climate of opinion surrounding disability has not yet caught up with the spirit of the legislation, however, as most employers have simply ignored disability employment issues. Even for those employers who have sought to promote inclusive practices, a host of problems of disclosure surface when they attempt to assess the composition of their disabled work force. Similar problems arise when researchers try to enter companies to determine how many disabled workers are on the payroll. This paper summarizes what is known about the difficulties of conducting such research in corporations, about related pitfalls of disability research, and about the attitude shifts needed to make it possible to measure improvements in affirmative action for disabled workers.

PRE-ELECTION POLLS II

(Topic of Pre-Election Polls continues from an 8:30 a.m. session)

***Improving Pre-Election Poll Measurement Accuracy: Treatment of Third-Party Candidates In a Split-Ballot Experiment*, Robert P. Daves, Minneapolis Star Tribune, and Steven E. Schier, Carleton College**

Researchers who measure candidate support often face the minor-party candidate issue: Is it more accurate to name or not name third-party candidates in trial-heat questions? To test the differences, the Minnesota Poll conducted a split-ballot experiment in an October, 1994 pre-election poll of 906 randomly-selected likely voters in Minnesota. About half the respondents were randomly chosen to hear a trial-heat question that named major-party candidates and "someone else"; others heard a question that named all candidates running for two statewide offices. MDNM Support for three of the four major candidates was higher when minor party candidate names were read than when they were not. In one race, reading the names increased the percentage of undecideds; in another, undecideds were at a similar level in both question versions. Reading minor party names yields a more accurate measure if one compares the October poll results to the November election outcome. Using the "someone else" convention as a surrogate for listing minor party candidates did not work well in this experiment. Allowing respondents the nebulous "someone else" choice appears to be inferior to listing all candidates in these trial-heat measures.

***Question Wording in Pre-Election Vote Intention Questions: Does Wording Affect Support for Third-Party Candidates?*, David G. Wegge and Ramona M. Montoya, Survey Center, St. Norbert College**

The research question addressed in this paper is, "Does the wording of the head-to-head vote intention question used in pre-election polling produce results that are statistically different for third party vs. major party candidates?" In The Wisconsin Survey, a statewide survey of likely voters (n=461), conducted October 22-27, 1994, respondents were read the names (rotated) and respective party affiliation of only the two major party candidates for 3 statewide races: U.S. Senate, Governor, and Attorney General (Two-Party Version). Respondents supporting a third party candidate needed to volunteer that information to the interviewer. Results from the "Two-party Version" question wording were compared with two experimental groups (each n=100) interviewed November 1-6 using (1) the "Other Version" in which respondents were asked whether they supported "some other candidate"; and (2) the "Read-All Version" in which respondents were read the names and respective party affiliations of all candidates on the ballot. Results suggest that when there is only one third-party or independent candidate, results are not affected by the question wording. However, in situations in which there may be several third party or independent candidates the "read-all" version increased the proportion of those saying they were undecided.

Dealing With Undecided Respondents: A Comparison of Different Methods, **Janet Hoek and Philip Gendall, Massey University, Palmerston North, New Zealand**

Pollsters around the world have had to deal with increasing numbers of undecided respondents in pre-election surveys. As the size of this group increases, so too does its potential to bias the poll results obtained. At least two approaches to dealing with the problem caused by undecided respondents exist: reducing or eliminating the size of the group, and using other known characteristics to allocate individuals to specific response categories. We examined the first approach by exploring how variations in both the questions asked and the contexts in which those questions appeared affected the proportion of undecided responses given. Our findings suggest that relative probability scales and use of a secret ballot will greatly reduce or eliminate the undecided group. Since a decrease in undecided respondents is only of value if it leads to an increase in the accuracy of the estimates obtained, we also examine this question. These results are then compared to the predictions obtained using a variety of allocation procedures. We conclude by comparing the two approaches and offering suggestions about how these might best be combined.

GENDER DIFFERENCES II

(Topic of Gender Differences continues from an 8:30 a.m. session)

Gender Differences in Attitudes Toward Domestic Violence, **Stephen Miller, Lieberman Research Inc.**

The purpose of this paper is to determine what differences, if any, exist between women and men in their attitudes toward domestic violence. This research was part of an ongoing study of domestic violence which involved conducting 735 telephone interviews with adult women and men residing in approximately 80 major markets nationally. The results indicate that while both women and men consider domestic violence to be an important issue, women take the problem more seriously than do men. Key gender differences include: (1) women are more likely than men to believe that domestic violence is an extremely important problem; (2) women overwhelmingly believe that abusers should be arrested, while men are more equally divided in their opinions as to the appropriate response (arrest him versus talk to him in his home); (3) women are less likely to accept various rationalizations of domestic violence; (4) men are more likely to believe that an argument in another couple's home is "none of my business"; and (5) men are more likely to believe that this issue has been exaggerated by the media. These findings are discussed as supporting a body of literature indicating that the social and political opinions of women and men differ.

New Household Technologies and Consumers' Use of Time, **John P. Robinson, University of Maryland, and W. Russell Neuman, Tufts University**

As much as is known about home technology in America, surprisingly little is known about what happens to daily life when technology enters the home. Market researchers' interest in technology seems to stop once the appliance is in the home. Time diary studies provide a unique glimpse into how having technology changes the way we live. The growth of home technology has been taken as an indicator of the more "advanced" state of the American economy and our quality of life. It has also been hailed as a provider of greater freedom, particularly for American women. These assumptions had been challenged as time data became available in the 1960s. We have repeated these analyses with 1985 and 1993-4 data on microwave oven ownership, which has moved past 50%. Although the public has had time to become familiar with its time-saving features, expectations of time saving have not materialized. This may mean that, as we suspect occurred with other productive home technology, potential time savings were turned into increased output or improved quality (what seems to have happened with the automobile and dishwashers). At the same time, we have witnessed significantly reduced times for meal preparation and housework in general during 1965-85. Where technology appears to have influenced the use of time more directly is in the area of communication technologies. For example, the arrival of TV meant that 10 hours a week had to be found; preliminary data indicate that time displacements of the same magnitude may be found for the home computer.

Gender Differences in Environmental Attitudes: Equity, Information, and the Survey Response, **Robert E. O'Connor and Richard J. Bord, Pennsylvania State University**

Survey research in a number of substantive areas--including health, abortion, military policy and defense spending, the environment, and confidence in science--demonstrates somewhat consistent differences between men and women. Using data from two simultaneous, independent, national telephone surveys of 500 completed interviews each, we conclude that women are more environmentally concerned than are men on some, but not all, dimensions of environmental attitudes. Environmental problems connoting personal threats, especially if mediated by societal institutions, elicit fear--and that fear is linked to perceived vulnerability. Implicit equity considerations underlie much of the variation noted in polls on environmental concern. Perceived vulnerability is partially a function of a collective history of victimization. Women are likely to assume that experiences with victimization in one or more areas of life generalize to other areas. Environmental thinking has a second face that looks toward the preservation of open spaces and the outdoors both as nurturing environments for humans and as valuable in their own right. This dimension of environmentalism does not seem to evince the gender gap found in the risk dimension. Once we proceed beyond questions that implicitly ask people whether they are afraid of something, men's responses more closely resemble women's.

MEDIA REPORTING AND PUBLIC CONSUMPTION OF POLLS

What's In a Poll? Components of Poll Reports and Their Effect on Perceived Credibility, **Stephen E. Everett, Center for Mass Media Research, University of Colorado**

The ability of an untrained lay audience to make informed use of some of the technical components of poll stories in the mass media is unclear. Do they have substantive or heuristic value as readers attempt to derive meaning from poll stories? In an exploratory study using undergraduate students, three components of a newspaper story reporting poll results were manipulated experimentally in a 3 X 2 X 2 factorial design: a technical paragraph including sample size, random sampling information, margin of error, etc., presence or absence of poll sponsor identification and the proportion of respondents taking the reported position in the story's lead. Measures of perceived credibility, importance and technical rigor served as the dependent variables. Results of univariate ANOVAs suggest that presence or absence of the tested poll components does not influence perceived credibility when operationalized traditionally (trustworthiness, believability or expertise), though significant technical information and sponsor ID main effects emerge for these under MANOVA. Instead, perceived professionalism, clarity and interest in the poll are affected. Most of all, perception of the poll as scientific is influenced. The implications of these findings for media as they report polls are discussed.

Numbers From Nowhere? Media Reporting and the Disclosure of Public Opinion Polls, **Kimberly Downing and Karen Fougnies, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University**

One of the outcomes of public opinion polls is the public dissemination of the research results. For public poll organizations one of the only avenues to give voice to the research findings is through the mass media. Public poll organizations rely on reporters and news organizations accurately to report these poll results to the public. This proposed research will examine the following questions: How much information do print journalists report about poll results? What information about the poll itself is presented? And how accurate are these reports? This study uses a content analysis of print news stories based on Eagleton Poll surveys for the past five years (1989-1994). To investigate the accuracy and disclosure of poll information by the press to the public, we use AAPOR's Standard for Minimal Disclosure. Each news story which includes Eagleton Poll results was coded according to whether it provides AAPOR's suggested disclosure information. In summary, this study sets out to investigate how well the press in New Jersey is covering public opinion polls. This study also attempts to further understand how well public opinion is getting heard, by investigating the reporting of public opinion polls in the press.

Experiments on Journalistic Treatment of Survey Findings, **Peter V. Miller and Michael Roloff, Northwestern University**

This paper reports findings of experiments on presentation of survey information in newspaper stories. The experiments examined here focus on methods of communicating the "technical details" of surveys--e.g., sampling error, response rate, question wording, and so forth. Reporting of such information is encouraged in AAPOR's disclosure standards, but there is little information on how readers integrate the material, if presented, in making inferences about survey findings. The experiment varies the nature and placement of methodological information in newspaper stories about survey findings. One treatment gives reports methodological information without explicit linkage to the findings of the survey being reported. Another treatment links methodological information directly to survey findings. These presentations are integrated in the newspaper story in one condition, presented at the end of the story in another condition, and presented separately from the story (in a "sidebar") in another condition. The presentations are made as part of a realistic newspaper page, and are based on actual survey data. The dependent variables include recall and recognition of methodological caveats and integration of the caveats in inferences about the survey findings. The study represents an early step in a program of research on the communication of complex information in newspaper stories, and its effect on reader inferences.

How Poll Consumers Evaluate Opinion Poll Accuracy: Prior Attitudes and Attitude Accessibility, **Daniel M. Merkle, Voter News Service**

It has been suggested that one way to counteract egocentric bias in opinion perception is to expose individuals to the results of public opinion polls. This assumes, of course, that people's judgments of poll accuracy are not influenced by their prior attitudes. This study looks at the impact of prior attitudes and attitude accessibility on poll consumers' judgments of opinion poll accuracy. The data used are from the Chicago Area Survey Project, an omnibus telephone survey conducted annually by the Northwestern University Survey Laboratory. The population represented by this RDD survey is English-speaking adults in the Chicago area (n=1,046). Results showed that respondents judged poll results on the death penalty to be more accurate if the results were consistent with their prior attitudes on the issue. There was mixed support for the accessibility hypothesis. On the one hand, the impact of prior attitudes was more pronounced for those with strongly-held attitudes, thus providing indirect support for the accessibility hypothesis. On the other hand, when attitude accessibility was manipulated as part of a split-ballot experiment, the accessibility hypothesis was not supported.

What the Sex Survey Said, **Dianne Rucinski, National Opinion Research Center, and Peter V. Miller and Diane Hotinski, Northwestern University**

There are uncanny similarities between the "major findings" and issues raised by the media concerning the widely publicized National Health and Social Life Survey (NHSLS). The extent of these similarities testifies to the strength of a well-executed public relations effort by the University of Chicago, the unremarkable efforts of journalists as they assimilated large chunks of press releases into stories, or both. Survey research practitioners should attend to the way findings such as NHSLS's are examined and discussed in the popular press, because the issues raised differ from those which animate our journals, conferences and conversations. This analysis focuses on three major questions: Where does coverage that deviates from the "major findings" occur? What questions and issues about the practice of survey research dominate press stories that conform to the "conventional treatment" of the study, and what questions and issues dominate the stories that deviate from conventional treatment? What sources or tools do journalists use to explore the validity and reliability of NHSLS? To answer these questions, this study examines press coverage of the study's findings by national and regional media outlets in the months following the release of the NHSLS.

SYSTEMATIC HISTORICAL STUDIES OF CULTURE AND VALUES

Radio, Generation Replacement, and the Increased Audience for Classical Music, **Nicholas Zill, Westat Inc., and John P. Robinson, University of Maryland**

The 1982 and 1992 Surveys of Public Participation in the Arts (SPPA) documented a significant increase in the proportions of the public liking several forms of more "serious" music. This included a 7-point increase in liking classical music and a 9-point increase in liking jazz, among the largest increases across the decade. While some increase in liking could be expected on the basis of generation replacement, detailed cohort analyses indicate that such replacement provides only a limited explanation for the increases. Indeed, the increase in liking both types of music was remarkably robust across cohort groups. Over this decade, we also find 8-12 point increases in SPPA respondents who said they listened to classical music and jazz on the radio. Multivariate analyses indicate that radio listening is a more powerful predictor of liking these types of music than is listening to such music via television or recordings--and, surprisingly, attending live performances. These results suggest an important role that the "obsolete" medium of radio can play in this era of "high-tech" visual and auditory media. Similar pivotal roles that radio may have played in mobilizing political causes and in reaching fragmented audiences deserve closer study by public opinion scholars.

***Change in Political Values Between 1917 and 1974 in Germany: Empirical Evidence From Examination Essays Written in a Frankfurt School*, Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim**

The paper addresses the special topic of assessing public opinion in Nazi Germany many years after the fact. The task of such an enterprise is twofold: (1) to identify material representing public opinion, and (2) to provide evidence for the how representative the data and results are. The materials chosen, Examination Essays (Abituraufsaetze), were part of the final exams in a Frankfurt School (Gymnasium). The data base covered the years 1917 to 1971. The students (about 18 years old) could select from a choice of three topics, of which at least one referred to political or societal issues. One can show that the communication between students and teacher were in fact public, because of the supervision by the state ministry of the whole examination process. The conclusion from this and other evidence is that the observation of a single school and the concentration on the semipublic discussion as provided by students in examination essays is a fair proxy for the study of mainstream (elite) value orientations in Germany from 1917 to 1971.

***Holocaust Ignorance and Denial*, Tom W. Smith, NORC, University of Chicago**

Examines results from about eight surveys on knowledge about and denial of the Holocaust. Shows that the original AJC/Roper report of about 22% denying the Holocaust was based on a faulty question wording and that consistent deniers really make up less than 2%. Examines knowledge of the Holocaust in comparison to general knowledge about World War II and finds nothing special nor distinctive about understanding of the Holocaust. Also considers the implications of denial and ignorance of the Holocaust for the present and future.

11:45 - 12:30 P.M. POSTER SESSION II

***Responses to Mail Surveys By Local Government Officials*, Mark Baldassare and Abby Kanarek, University of California, Irvine**

There is limited research on conducting mail surveys of local government officials, despite the need to evaluate systematically local reactions to existing and new policies. In this study, we test the methods used to increase responses to mail surveys of the general population in a mail survey of local government officials in California. As predicted, mayors were significantly less likely to respond to the survey than were city planning directors (40% to 65%), and chairs of the county board of supervisors were also significantly less likely to return their surveys than were county planning directors (38% to 81%). Further, the sample of local planning directors was more representative, in terms of reflecting the demographics of the cities and counties. Also, local elected officials who responded were more likely to describe themselves as conservatives who were opposed to reforming the state's tax and spending limits. Because the elected officials responding to our survey held different political views, we caution against relying solely on the responses of appointed officials in evaluating local reactions to policies. Further research is thus needed to find ways to improve responses to mail surveys by local elected officials.

***Willingness to Borrow for College As Influenced By Future Income and Risk*, James Richard Caplan, Organizational Consultants**

Two studies, looking at prospective college students in major state university systems, found that the negative prospects of repaying loans had greater influence on willingness to borrow money for college than positive anticipation of greater earning potential. Previous studies indicated a positive correlation between the perceived economic benefits of higher education and decision to enroll, but also that economic considerations alone could not account for actual enrollment patterns. Random surveys measured motivation to obtain higher education, perceived costs of college, expectations of income after college, and amount respondents were willing to borrow. Most variance in willingness to borrow was accounted for by total family wealth and ability to repay. Urban minority prospects were willing to borrow up to 40% of annual family income, while rural, mostly White prospects were only willing to borrow up to 25%. Colleges should institute changes in recruiting practices to emphasize ease of repayment rather than ease of obtaining loans. A new kind of student aid instrument that back-loaded interest according to number of years completed might reduce apprehension felt by new applicants. In trying to explain these findings, one explanation is that downside risk is almost immediate, while possible salary gains are at least four years away.

***Access to Hidden Populations Through Community-Based Organizations: The Case of HIV Prevention*, Mary K. Casey, Michigan State University**

Modern public opinion research ignores hidden population groups in the United States. This conceptual and methodological oversight by public opinion researchers contributes to our pluralistic ignorance about vexing social problems. Public opinion researchers, policy decision makers, and the mass public have generally overlooked the opinions of people who have the most personal experience with such issues: the poor, the disenfranchised, the recent immigrant, the discriminated against. These populations are large and growing, yet they are "hidden" from survey researchers. We conduct many surveys about them, but not of them. The key methodological problem in gathering data from hidden population group members is access. This paper considers public opinion research methods for gathering data about hidden populations from the staff of community-based organizations. An access strategy is proposed, supported by lessons learned from a two- year study of 49 organizations that serve people at high risk of HIV infection in San Francisco. Community- based organizational staff can, when motivated, provide the survey researcher with a means of gathering information from and about hidden population group members. Without help from community-based organizations, public opinion researchers cannot obtain data from these important segments of the public.

***Interpersonal Style and Focus Group Participation: A Conceptual Model*, Donna L. Eisenhower and Cheryl L. DeSaw, Mathematica Policy Research, Inc.**

This paper presents a conceptual model for understanding how the interpersonal style of an individual affects focus group participation. The model is based on Karen Horney's interpersonal theory of psychiatry. Horney presented three interpersonal styles: aggressive, compliant, and detached. She further posited a major movement or interactional pattern with people based on this style. She said that aggressive types will move "against" people; compliant types move "toward" people; and detached types move "away" from people. This paper presents the implications of the theory for predicting focus group participation. Specific hypotheses are developed to predict individual differences in regard to the following: willingness to participate in a group, position at the table in relation to the leader, interaction with the focus group leader, interaction with other participants the nature of responses by type, and the frequency of responses by type. A scale which has been developed to measure interpersonal style as conceptualized by Horney will be available at the poster session and a video tape of a focus group session will be shown. The application of the scale to focus group research will be discussed. Preliminary empirical results of the use of the scale in a focus group research project will be presented.

***Kids and Callbacks: A Guide to Developing Self-Administered Questionnaires for High School Students*, Edward P. Freeland and Anne B. Ciemnecki, Mathematica Policy Research.**

In this paper, we examine the pattern of callbacks made in a recent survey to learn about the types of respondents and the types of questions for which callbacks were needed. The results are drawn from a baseline survey in a longitudinal study of 3,004 low-income high school students applying for enrollment in one of 68 Upward Bound projects selected for a study sponsored by the U.S. Department of Education (contract no. LC92001001). Each student completed a 20 minute self-administered questionnaire that contained 206 items plus a page of locating information to facilitate follow-up. The locator page and 18 other items were considered "critical fields." If any critical fields were missing, illegible, or inconsistent with other responses, quality review staff called the respondent to retrieve or clarify the information. Callbacks were completed for 60 percent of the respondents. The results show that boys and younger students were more likely to require a callback than girls and older students, respectively. Hispanic students were also more likely than non-Hispanics to require a callback, even among those students whose native language is English. The results are used to draw implications for designing survey instruments and estimating the costs of using telephone callbacks in surveys of this population.

Improving Respondent Selection in RDD Telephone Surveys: Predesignated Gender Selection and the Last Birthday Method, **Dan E. Hagen and Kristen L. Conrad, Chilton Research Services**

This study examined the effectiveness of incorporating predetermined gender selection to the last birthday method in order to reduce incorrect self-selection within a household during a random digit dialing (RDD) survey. Exploring the effects of predesignating "last birthday" gender on self-selection during a survey builds upon a recent study by Romauld and Haggard (1994), which revealed that there is a tendency for respondents to self-select despite using the last birthday method. Using a national probability sample, the study screened for respondents using the last birthday method after predesignating the gender of the respondent. This technique was believed to reduce the amount of self-selection found in the Romauld and Haggard study where gender selection was not involved. Comparing the results of this study to expected probabilities based on the number of males and females in the household and the prior observations of Romauld and Haggard, the study identified the extent of the relation between predetermining gender and self-selection. An additional analysis explored whether respondent demographics, such as age, gender and household size, also yielded any effect in reducing incorrect self-selection bias.

Thought- and Information-Induced Polarization: The Mediating Role of Involvement in Making Attitudes Extreme, **Helen C. Harton and Bibb Latane, Florida Atlantic University**

A new catastrophe theory of attitudes (Latane & Nowak 1994) states that attitudes are a joint function of issue importance and the positivity of information on the topic. This theory provides a mechanism for integrating and explaining the processes of thought- and information-induced polarization (attitude extremification caused by thinking or reading mixed information about an issue) by suggesting that attitude extremity can result simply from increased issue involvement. College students' social attitudes became more extreme after reading mixed information (which increased involvement) but not after mere thought (which in this experiment had no effect on involvement). As predicted, information-induced polarization was greatest for those people initially least involved in the issues, and increases in extremity were associated with increases in involvement, especially in the information conditions. These results show strong support for the idea that involvement mediates attitude polarization caused by thinking or reading information about an issue. The theory may help explain why disagreement and discord seem to increase with public discussion of social issues and suggests that education may not promote consensus.

Disability and Use of Marijuana or Cocaine Among 19 to 44 Year-Olds: United States, 1991, **David W. Keer, National Center for Health Statistics**

In 1991, the National Center for Health Statistics fielded a drug-and-alcohol-use survey (DAU) as part of the National Health Interview Survey (NHIS). The DAU questionnaire was administered to adults 18 to 44 years of age. Though the questions covered use of a range of illicit drugs and licit drugs subject to abuse, the greatest number of items pertained to marijuana and cocaine. For marijuana and cocaine, the questions covered the recency and frequency of use and included items related to problems and drug-related behaviors associated with abuse and dependence. In conjunction with other parts of the NHIS questionnaire, the NHIS- DAU allows one to assess associations between use of marijuana and cocaine, problems related to use of the drugs, and various health status indicators. This paper presents data showing associations between disability, as measured in the NHIS by limitation of activity, and cocaine and marijuana abuse or dependence. Previously, national data to evaluate associations between disability and drug abuse or dependence has been scant. Analysis of the 1991 NHIS data suggests that people with disabilities are somewhat more likely than people without disabilities to experience abuse or dependence of marijuana or cocaine.

The Relation Between the Syntactic and Semantic Complexity of Survey Questions and Answer Quality, **Leslie A. Miller, Bureau of Labor Statistics, and Douglas J. Herrmann, National Center for Health Statistics**

A question's quality refers to its effectiveness in communicating the informational request that it is intended to communicate. Fundamentally, this effectiveness is a linguistic matter. In order to successfully communicate, a question must combine words effectively according to the rules of language (syntax) and must use proper terminology (semantics). Specifically, if a question is syntactically or semantically simple, then it should be comprehended properly and memory retrieval will be directed appropriately. If a question is syntactically or semantically more complex, comprehension may fail because such questions foster an inappropriate meaning. Memory retrieval will thus be misguided and answer quality will suffer. The current research investigated the relation between syntactic and semantic complexity of questions and the quality of answers. This relation was examined in two separate investigations: one based on the correlations of observations of field interviews, and one based on an experiment involving a laboratory interview. The results revealed that syntactic and semantic complexity have an additive effect on answer quality. In addition, a secondary analysis revealed that the linguistic complexity of questions is also related to the likelihood that interviewers will present questions as intended which in turn affects answer quality. These results have implications for understanding effective communication in general and for applied research.

Response Rates to Mail and Telephone Surveys: Differences Among U.S. Practicing Physicians, **Albert C.E. Parker and Scott McGuire, The MayaTech Corporation**

In 1991-93, The MayaTech Corporation conducted telephone and mail surveys of practicing U.S. physicians concerning knowledge, attitudes, and practices in their specialties. The sampling frame provided information on age, location, and year of graduation from medical school for all physicians. This paper reports on differences among physicians in several response status categories. For telephone surveys (N = 5,776): Not in practice; Not eligible (two categories); Refused (by physician in person, by physician as reported by staff, by staff on physician's behalf); Break-off; Completion. For mail surveys (N = 6,649): Non-participatory (refusal, not in practice); Partial completion; Full completion; No response. A separate tabulation of mail surveys will be made for: Responded after first, second, third, and fourth mailings. All data will be tabulated for the entire telephone or mail sample and by specialty in several categories. For telephone: Primary care physicians (family practitioners, general practitioners, internists); Cardiologists. For mail: Primary care physicians; Anesthesiologists; General surgeons; Cardiovascular surgeons; Orthopedic surgeons; Obstetricians and gynecologists; Neonatologists. Tabulations will be presented at the poster session.

Does a "Public" Exist for World Opinion?, **Frank Louis Rusciano, Department of Political Science, Rider College, and John Crothers Pollock, Trenton State College**

The concept of "world opinion" has enjoyed considerable use among journalists, scholars, and political elites. However, an unanswered question is whether a definable "public" exists for world opinion. This paper searches for this "public" via a two-step analysis. The first step performs content analyses of news stories and editorials which reference world opinion in a quality international newspaper and quality national newspapers. The second step compares the papers' readership demographics to describe the market towards which the newspaper is directed. The study analyzes whether the audience for the newspaper is reflected in the manner in which it references world opinion, comparing audience content and: (1) the frequency of references to world opinion; (2) the agenda for world opinion; (3) the division of references between news stories and editorials; (4) the use of references to international isolation; (5) the sources cited when referencing world opinion; and other topics. It is hypothesized that: (1) the readership for various newspapers defines a likely audience for world opinion, and (2) this audience is similar across quality newspapers with a national orientation from different countries. The paper concludes by describing a model of the public for world opinion, and suggests how this model may be applied to survey data for further analysis.

Using Triangulated Research Methods for Measuring Cross Perceptions, **Gary Siegel, School of Accountancy, DePaul University**

In discussing the future of data collection systems, Dillman (1978) points out the dangers of relying on a single "best" method for collecting information. He proposes using two or three methods to collect portions of the data. Each method would complement--and compensate for the inadequacies in--the other methods. Dillman describes two kinds of multi-method systems: (1) collecting different information from the same people, and (2) collecting the same information from different people. This paper describes research that used a third kind of multi-method system: collecting different information from different people. This system of data collection, called triangulation in the sociological literature, would be applicable to situations where different groups of respondents have different experiences with--and vested interests toward--the same topic or issue. The study that we describe focused on attitudes, opinions and behaviors toward olive oil. To obtain a complete picture of the olive oil market, we wanted to determine the perspectives of all key groups in this market: producers, importers, consultants, association executives, distributors, wholesalers, food brokers, supermarket buyers and managers, food processors, institutional consumers (chefs, hospital dietitians, food service managers) and consumers who either use or do not use olive oil.

2:15 - 3:45 P.M.

METHODS IN FOCUS: MULTI-METHOD APPROACHES, PROXY-REPORTING AND CODING

***A Multi-Method Approach to Evaluating a New Payment Procedure*, Dwayne Norris, Kerry Levin, and David Cantor, Westat Inc., Deborah Stone, Bureau of Labor Statistics, and Karen O'Conor, Internal Revenue Service**

This paper describes a multi-method evaluation of newly proposed tax payment procedures. This research was conducted by the Internal Revenue Service (IRS), Bureau of Labor Statistics (BLS), and Westat, Inc. Taxpayers, tax preparers, state tax officials, and experts in forms design participated under a mixture of quantitative (e.g., survey) and qualitative (e.g., focus groups) research designs. Results demonstrate that a multi-method approach provided the most comprehensive assessment of respondent understanding and willingness to utilize new payment procedures. Comparisons of results from the different methodologies highlight strengths and deficiencies that might have occurred with adherence to any single methodology. For example, survey results provided taxpayer usage rate information but were less useful for pinpointing mechanisms for improving understanding and correct usage of the mailing procedures. Synthesizing findings across methodologies resulted in greater understanding of the research questions, more information to base conclusions on, and less chance of making erroneous recommendations. For example, quantitative results revealed low usage rates among those utilizing tax preparers; whereas, qualitative results revealed that tax preparers often use automated procedures precluding the use of the new mailing procedures. Results are discussed as they pertain to conceptual frameworks for understanding multi-method research.

***The Quality of Proxy Reports on the Current Population Survey (CPS)*, Brian A. Kojetin, U.S. Bureau of Labor Statistics, and Paul Mullin, Institute of Government and Public Policy, University of Illinois**

The purpose of the present study was to compare self and proxy reports for labor force information and to examine the factors that predict convergence of the two reports. We selected a sample of 97 households of varying sizes and characteristics and obtained the participation of all members of the household who would have been eligible to participate in the CPS. All participants completed a computerized self-administered version of the CPS questionnaire as well as measures of their communication, interaction and relationship with other household members. Self and proxy reporters agreed on major labor force status in 84% of the cases. There were significant differences between self and proxy reports in the average number of hours usually worked, but there were no significant differences for actual hours or usual earnings. Self and proxy reports correlated well for both hours and earnings, $r = .69$ to $.80$, $ps < .01$. Furthermore, self-proxy agreement was related to the type of communication between self and proxy, the amount of interaction they had, the relationship between the self and proxy, and the proxy's self-rated knowledge about the target person. Implications of the findings for respondent rules will be discussed.

***Using Proxy Respondents in a Nationwide Travel Survey*,
R. Paul Moore, Research Triangle Institute**

This paper analyzes the use of proxy respondents in the Nationwide Personal Transportation Survey (NPTS), a project conducted for the U.S. Department of Transportation. Proxy rules used in the 1990 NPTS are described, and proxy rates are compared across subgroups defined by age, sex, race and ethnicity. Average values reported by self and proxy respondents, for key NPTS variables, are compared and significant differences noted. Data from the 1995 NPTS pretest are examined, by tabulating who served as proxy respondents, and why those interviews were taken from proxy respondents.

***Practical Considerations in Sample Size Selection for Behavior Coding*, Andrew L. Zukerberg, Dawn R. Von Thurn and Jeffrey C. Moore, Center for Survey Methods Research, U.S. Bureau of the Census**

Despite some initial work (e.g. Presser and Blair, Cannell et al.), few objective guidelines currently exist to suggest how many cases are needed when using behavior coding as a pretest technique. In practice, time and budget factors often coalesce to reduce the number of cases which are finally behavior coded. This paper attempts to establish a practical number of cases to maximize knowledge gained from behavior coding while holding dollar and time cost to a minimum. It also examines these issues for questionnaire items categorized by expected level of respondent and interviewer difficulty. Results of the research may be useful to survey organizations wishing to conduct efficient behavior coding pretests to identify questionnaire design problems before fielding a survey on a large scale. The paper first describes the impetus for the research and briefly reviews the relevant literature. Second, we discuss our methods and analytic procedures. Next, we present our findings, which suggest that a relatively small number of cases may typically provide questionnaire designers with the same information - leading to identical conclusions - that they would have obtained with a much larger sample at much greater cost and effort. Finally, we discuss the implications of these findings and suggest next steps.

A Comparison of Interviewer and Office Coding of Occupations, **Jean Martin and Diane Bushnell, Office of Population Censuses and Surveys, London, and Roger Thomas and Pamela Campanelli, Survey Methods Centre at Social and Community Planning Research, London**

Previous studies suggest that interviewers code occupations with lower inter-coder consistency than trained and supervised office coders. However, the smaller workload size of interviewers means that correlated coder variance has less impact on survey precision. Fieldwork for a major household survey is split equally between two survey organizations (OPCS and SCPR). Although both collect occupation information during the interview, OPCS interviewers code occupation at home after the interview, whereas SCPR uses office-based coders. This provides an opportunity to compare the effects of different coding strategies across the two organizations. Net distributions based on 3400 cases in each organization were compared for occupation codes, two socioeconomic classifications, and other employment questions. Differences were found which could be due to either to the information collected by the interviewers or to the way in which it was coded. An experiment was carried out to compare coding reliability of office-based coders with interviewers, providing the same occupation details for each coder. Consistency was measured between the two coding methods, among interviewers and among office coders. Conclusions are drawn concerning the effect of office- and field-based coding of occupation on the variance of survey estimates.

RESEARCH ON HEALTH: OPINION AND POLICY

Consumers Rate Their Health Care: A Three-Nation Survey, **Robert J. Blendon, Karen Donelan and John M. Benson, School of Public Health, Harvard University, and Robert Leitman and Humphrey Taylor, Louis Harris and Associates**

This study uses health care report cards to measure differences in consumer ratings of health care in the United States, Canada and Germany. Data and methods: Surveys of randomly-selected adults in the United States (n=1,214), Canada (n=1,472) and Germany (n=1,210). Telephone interviews were conducted from July 1 to September 1, 1994, by Louis Harris and Associates. Eight scores (0-100 scale) reflect responses in overall access to care, the ease of using health plans, and the quality of--and ease of using--primary and specialist physician and hospital services. Results: All scores in each country equalled 70 or greater. Canadians and Germans report fewer problems in obtaining access to care than do Americans. Germans are more likely to report waiting for primary care services and encountering problems getting up-to-date tests. Canadians and Germans report significantly more problems accessing specialty services, but not in the quality of those services. No significant differences were found in access to or quality of hospital care. Conclusions: This instrumentation was useful for measuring differences in perceptions of access to and quality of care in an international survey. The organization of the health system matters less to individual patient satisfaction than the impact of cost-containment programs, whether administered by government agencies or private insurance companies.

Demographic Characteristics and Health-Related Risk Perception, **Leandro L. Batista and Dulcie M. Straughan, University of North Carolina**

This paper focuses on two important aspects of risk communication: effects of demographic characteristics and evaluation of risk perception. Two samples of individuals, one with a high-sensitivity profile and one with a low-sensitivity profile to risk issues, were compared using two different formats of risk perception evaluation: psychometric measurement and a direct measurement. The results obtained suggest that these two formats are not measuring the same aspect of risk perception and, moreover, that the relationship between the dimensions involved in risk perception can be modified by individual traits, like sex, race and income, which contradicts previous findings in this literature. The comparison within each dimension, i.e., simple main effects of group at each individual dimension of measurement format, revealed some interesting results. Group membership did not unveil any differences under the psychometric measurements, although under the direct mode the high sensitivity group scored higher in both dimensions. Combining the present results with previous findings on the risk perception literature leads us to the conclusion that individuals' responses to the direct mode do not incorporate risk benefits. This finding, we believe, if confirmed by future research, may be of great value for communication managers.

Measuring Public Sensibilities in End-of-Life Medical Decision Making: A Factorial Vignette Survey, **Charles E. Denk, Center for Survey Research, University of Virginia; John M. Benson, Program in Public Opinion and Health Care, School of Public Health, Harvard University; and John C. Fletcher, Center for Biomedical Ethics, University of Virginia**

Public attitudes and values regarding medical decision making in cases of terminal illness are notoriously hard to measure. This past summer, at the height of the national debate on health care reform, we interviewed a representative sample of Virginians. Ten vignettes presented randomly-assembled but plausible cases of terminal and catastrophic illness, varying along medical and social dimensions. Each vignette solicited the respondent's recommendation to continue or terminate expensive care with limited medical value. This randomized multivariate design minimizes maturation and question order effects, efficiently samples the universe of potential vignettes, and allows analysis by vignette and respondent characteristics simultaneously. Major findings: Respondents exhibited a carefully-graded sensitivity to what constituted appropriate and inappropriate medical treatments. Recommendations varied considerably according to the expected length and quality of life of the hypothetical patients. Respondents were quite respectful of advance directives for health care: Their presence in a vignette increased the chance of a recommendation to terminate by an average of 39%. This differential was nearly constant across major religious groupings and self-reported abortion attitude. Regarding social attributes of vignettes, respondents considered a patient's age, but were disinclined to punish those with risky health behaviors, or discriminate according to health insurance status.

Health Care and Deficit Reduction: Attitudes of Key Groups in the 1994 Election, **Robert J. Blendon and John M. Benson, School of Public Health, Harvard University**

A Kaiser Family Foundation/Harvard School of Public Health/KRC Communications Research survey, conducted by telephone on election night, 1994, with 1,203 adults nationwide who said they had voted, found that while health care continued to be a key concern, voters rejected a major overhaul of the system. Asked what Congress should do about the deficit, two-thirds of voters preferred to cut major spending programs, but majorities supported only four of 25 selected policies to reduce the budget. The survey found significant differences in health reform preferences between those who voted for Republican and for Democratic candidates for the U.S. House of Representatives. Uninsured voters responded more like young people (which they predominantly were) than like people with a conscious concern about their insurance status. Among age groups, voters 65 and over were the least likely to oppose Social Security or income tax increases or taxing a greater share of Social Security income. Voters ages 18-29 favored more ways of cutting the deficit than did their elders. African American voters were less supportive than whites of virtually every spending cut and more supportive of a government-run health insurance system.

PHENOMENOLOGY OF SURVEY RESEARCH: LANGUAGE, DISCOURSE, ETHNOMETHODOLOGY

Getting a Word In Edgeways: Questionnaires As Texts and Discourse, **Janet A. Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim**

The paper approaches questionnaires from (a) text linguistical and (b) text analytical perspectives. The discussion focuses on self-completion format questionnaires and highlights issues relevant in considering the discourse between researchers/questionnaire designers and readers/respondents via the questionnaire. (a) Text theorists have dismantled if not deconstructed the notion of texts as fixed, finite entities with fixed meanings. They have highlighted the part played by text/reader interaction in determining given meanings and significances of a text. But questionnaires belong to a type of text which is destined to become another, different text. The reader of questionnaires who qualifies as a respondent alters the original text--creates a new text--by adding responses of various kinds. This occurs through a process of discourse--albeit a most unusual discourse. After all, one participant is rarely allowed to use her/his own words, getting at best a word in edgeways. (b) Analytical procedures and distinctions once reserved for literary analysis but now recognized as fruitful for other text types (narratology, distinctions between authors and narrators, reader and implied readers) prove relevant for understanding the discourse impact of questionnaires.

Truth or Useful Fiction: The Moral Barrier to Understanding Public Opinion, **Richard D. Heyman, Discourse Analysis Research Group, University of Calgary, Alberta, Canada**

In his Harvard doctoral dissertation, the eminent sociologist Harold Garfinkel wrote: "The big question is not whether actors understand each other or not. The fact is that they do understand each other, that they will understand each other, but the catch is that they will understand each other regardless of how they would be understood." Public opinion researchers want to understand what people like, want, desire, or why they have acted, or will act in a certain way. What prevents clear understanding? This paper looks at the roots of misunderstanding in public opinion research and its relationship to an ethnomethodological understanding of how language makes sense. The problem can be specified as this: how people who want to understand others find that both the social/moral and structural constraints on talk, embodied in the trust people place in us to fill in all the unspoken background assumptions needed to understand their talk, present serious obstacles to understanding. We can use in ordinary talk to breach normal expectations of talk in a seen but
unnoticed way and thereby to find out what people understand by the questions they get asked in public opinion research and how we should understand their answers.

Sunday, May 21, 1995

9:00 - 10:30 A.M. CONCURRENT SESSIONS

COGNITIVE APPROACHES TO ITEM RESPONSE

Education Moderates Response Effects in Surveys, **Sowmya Narayan and Jon A. Krosnick, Ohio State University**

Based on analyses of more than 100 survey-based experiments, Schuman and Presser (1981) concluded that there is no reliable relationship between respondents' levels of educational attainment and their susceptibility to response effects. Via a meta-analysis of these same data, we found that lower education was indeed associated with greater strength of six response effects: response-order effects, acquiescence, status quo option effects, no-opinion filter effects, tone-of-wording effects, and question-order effects based on the norm of reciprocity. The specific patterns of relations obtained are consistent with the notion that these response effects result from satisficing.

The Lingering Prime: Testing the Effects of Early Primes on Subsequent Attitudes, **Andrea Chronister, Rutgers University**

This paper examines findings about the effects of "question priming" from a 1990 panel of respondents from the 1989 General Social Survey. In this study, the results of which have yet to be examined in the literature, respondents were exposed to differing "primes" on four issues: race, gender issues, foreign policy, and abortion. The most startling findings occur in the attitudes toward abortion: Those who were primed with pro-choice cues were less supportive of abortion. This is the opposite of what would be expected according to the logic of priming. The key to understanding this paradox lies in the survey design; those who were given conservative cues on abortion had been given liberal cues on women's issues earlier in the questionnaire. Thus the earlier prime "lingered" in the minds of respondents despite dozens of unrelated intervening questions. Furthermore, the data provide the opportunity to assess the effects of priming over time; in another section I compare the non-primed responses from the comprehensive 1989 GSS with the primed responses from the 1990 panel. The findings shed a new and interesting light on current survey research, particularly on the vulnerability of the survey response to manipulation.

NEW COMPUTER TECHNOLOGIES FOR SURVEY RESEARCH

Implementation of a National Area Probability Sample Application of Innovative Computer Techniques, **Karol P. Krotki and Lorraine Porcellini, Institute for Social Research, Temple University**

At the Institute for Survey Research we recently finished implementing our National Sample based on the 1990 Census. Whereas the process was complex and time-consuming, the advantages offered by modern computer technology made the entire operation much more manageable than in 1980. The reduced need for clerical-level human resources greatly lessened the occurrence of errors and, even though quality control procedures remained necessary, the probability of errors creeping into the process was significantly lowered. The ready availability of Census data in computer format all the way down to the block level proved to be a tremendous advantage over the hardcopy and microfiche versions that were used for the 1980 Census. Another significant advance was in using computer-generated maps for the listers. Not only were they easier to produce than hand-made maps but they were also more accurate. These maps considerably facilitated the listing process and will be used by interviewers for surveys to be implemented over the next several years. Finally, it was decided to computerize addresses of all listed households. Whereas this requires considerable resources to be invested up front, the benefits are enormous in that selecting of samples becomes a very simple computer operation.

***Survey Research in Cyberspace: Breaking Ground on the Virtual Frontier*, Bonnie Fisher, Michael Margolis and David Resnick, University of Cincinnati**

Cyberspace provides a new frontier for survey researchers to expand access to information, knowledge of public opinion and behavior, and understanding of social trends and lifestyles. The communication powers of the Internet present opportunities for advancing the scope of populations reached and the quality of data collected. They also allow for researchers to carry out surveys with great speed and for relatively low cost. Even though researchers can move beyond traditional modes of survey data collection, such as conducting interviews in person or by telephone, or by sending questionnaires through the mails, they still must consider issues of sampling, questionnaire design, survey distribution, database creation, and psychological aspects. This paper examines each of these issues by contrasting and comparing the advantages and disadvantages of traditional modes with Internet-mediated surveys. Internet-mediated surveys include those posted on LISTSERVE mailing lists, USENET newsgroups, and the World-Wide Web. The paper concludes with suggestions for realizing the potential benefits of Internet-mediated surveys, based on our own and others' experience.

***Using Facsimile Letters to Minimize Data Collection Costs and Increase Response Rates in an Establishment Survey*, Geraldine M. Mooney, Patricia Nemeth and Robbi Rubin, Mathematica Policy Research, Inc., and Steve Rioux, University of Washington**

Motivating respondents to complete mail questionnaires always presents a challenge. We find placing an initial call shortly after mailing the questionnaires very productive. Those who did not receive their questionnaire are identified and the personal contact allows interviewers to address respondent questions while stressing the importance of the survey and that person's participation. This procedure, however, can be costly. Therefore we imbedded a "fax" experiment in a mail survey of education programs. Programs were randomly selected either to receive the initial call or a "verification fax." The fax asked whether the questionnaire was received and requested that the response be faxed back. All those who did not complete a questionnaire received one or more reminder calls, beginning three weeks after the mailing. If using the fax reduces the average number of reminder calls per completed questionnaire, significant savings could be realized. However, if the mean number of reminder calls is not reduced, the fax procedure becomes the more costly option. The final response rate for both groups was identical--94 percent--but completed questionnaires among the "fax group" averaged 2.6 calls, as compared to 4.1 calls in the "initial call" group.

***Physicians' Participation in a Disk-By-Mail Survey*, Lorayn Olson and Mindy Schneiderman, American Medical Association**

Surveys using disk-by-mail have been increasing in numbers. The reported benefits of this methodology include increased response rates, quicker return of surveys, improved data quality, and lengthier and more embellished open-ended responses. It is believed that the novelty of disk-by-mail surveys help "break through the clutter" and create curiosity among oversampled respondents. Since physicians are one of the most oversampled populations, we tested the effectiveness of the disk-by-mail approach on a physician survey. For a survey of physicians' opinions of on-line services, the sample was split into two groups. The first group was sent a paper questionnaire and the second was sent both a paper questionnaire and a questionnaire on diskette. We examine: (1) the profile of those physicians who returned the diskette, and (2) the opinions of those physicians of the disk-by-mail methodology. We compare the physicians who returned the paper questionnaire with the physicians who returned the diskette questionnaire on these variables: (1) response rate; (2) amount of time to return questionnaire; (3) completeness of data; and (4) length and depth of open-ended responses.

Building an Automated Question Bank, **Stuart A. Davis, Institute for Water Resources, U.S. Army Corps of Engineers, Ali M. Ghassemzadeh and Mansoureh B. Farahmand, George Mason University, Allan S. Mills, Virginia Commonwealth University, and Jonathan W. Brown, U.S. Army Corps of Engineers, Buffalo District**

This paper describes the use of application development software to construct the prototype of an automated question bank for U.S. Army Corps of Engineer planning surveys. The question bank will simplify questionnaire construction by facilitating immediate assembly, organization, and revision of all relevant questions. The question bank's fundamental attributes include: a menu-driven interface; metadata, with information on the purpose--and practical suggestions on the application--of each group of questions; retrieval, sorting, and editing capabilities; and runtime capability so that the program can be used without software licensing concerns. The user is presented with various options by the user-interface system, based on the available information in the query processing system. The user can then make a selection from any number of domain categories. Queries associated with that selection are then processed by the database management system, which retrieves the questions and presents them to the end-user through the dialog-generation management system. Use of the question bank will lead to a greater standardization of questionnaires and, therefore, to a more reliable comparison of survey results and greater sharing of information among researchers.

PANEL ON PUBLIC JOURNALISM AND THE POLLS: RETHINKING OUR ROLES

Replacing Conflict With Connection: Toward a New Theory of News,
Carol Reese Dykers, Salem College

Examining one journalist's project to invent "public journalism" at *The Wichita Eagle* in Wichita, Kansas, focuses attention on economic, political and social pressures facing all news media at a time of rapidly developing technology--including opinion-polling techniques. A key insight needed for resolving these pressures so as to improve the health of American democracy is that the American press/politics connection has a difficult, perhaps even dangerous, taken-for-granted quality. Many journalists take for granted that traditional political information about conflicts and controversy sufficiently serves the American polity. *Eagle* Editor Buzz Merritt has questioned those assumptions, and incorporated into his project the ideas of a public-opinion expert, Daniel Yankelovich. Yankelovich (1991) describes the need for and possibility of creating greater public deliberation. The marriage of a pollster's ideas with a new practice of journalism suggests the possibility of creating both transformed news stories and fruitful future partnerships between journalists and polling researchers to create what Yankelovich calls "public judgment." Such an outcome pushes American democracy away from flawed 18th century Enlightenment ideas about who has standing to participate in the "public sphere" and what constitutes participation.

Public Journalism and Public Life: Why Telling the News is Not Enough,
W. Davis "Buzz" Merritt, The Wichita Eagle

Public journalism contends that unless public life is viable, journalism cannot be valuable; that if people are not involved in public life, they have no need for journalists. So public life and journalism are inextricably bound, and both are in trouble. Some journalists are re-examining our culture, particularly the driving axiom of detachment. We believe that many ingrained journalistic reflexes work against public life and thus against the profession itself. We seek to define a role for journalism beyond merely telling the news. This causes concern among traditionalists who insist that journalism's credibility is dependent upon detachment. Public journalists believe that we must re-think the notion of detachment in order to regain the credibility we have largely lost. We believe that we must seek to re-engage people in public life and public life go well or neither public life not journalism will be revitalized. Adopting that aim requires re-examining many of the reflexes that drive our work and developing additional ones. This is, of necessity, generational cultural change in newsrooms, but we believe it can be accomplished without damage to the essential third-party role of journalism.

The Impact of Public Journalism on Traditional Newsroom Beliefs, **John Bare, University of North Carolina**

Past measures of journalism attitudes have uncovered three primary belief systems concerning the functions of the press: investigative/interpretive, information dissemination and adversarial. But a survey of staff members of daily newspapers in Wichita, Raleigh, NC, and Omaha reveals evidence of a new belief system: a public journalism belief system. Grounded in the notion that the newspaper must play an activist role in solving community problems and building links between citizens and the community, public journalism represents a break from the detached, objective traditional journalism beliefs. Based on Converse's theory of ideological constraint, the public journalism attitudes form a distinct belief system. At the Wichita Eagle, where public journalism has been embraced, it has become the new dominant belief system among news staff members. There is also evidence of constraint between public journalism beliefs and certain traditional journalism beliefs, as Eagle staff members also scored lowest on cynicism and non-consequentialism values.

THE ROLE OF KNOWLEDGE IN OPINION DYNAMICS AND POLITICAL BEHAVIOR

Looking Out My Back Door: The Neighborhood Context and Perceptions of Relative Deprivation, Damarys Canache, University of Pittsburgh

Students of political violence have often suggested that socioeconomic conditions play a significant role in explaining the individual-level predisposition toward violence. Relative deprivation theories propose that a person's socioeconomic situation is related to political violence, but only if the individual's situation is seen relative to other individuals and groups in society. Unfortunately, most tests of this premise have been inconclusive. To a large extent the problem centers on the lack of appropriate data; relative deprivation theories posit a relationship between the individual and the context, requiring that we merge individual-level and collective-level data. This study examines individuals' socioeconomic positions within the context of their neighborhoods. Two contextual effects are identified. First, consistent with theories of relative deprivation, support for violence is partly determined by the relationship between individual-level and neighborhood-level economic conditions. For instance, poor persons who reside in relatively well-off neighborhoods are highly supportive of violence. Second, the level of economic heterogeneity within a neighborhood moderates a person's perceptions of deprivation, and consequently this person's support for political violence. This finding suggests that perceptions of deprivation originate through a complex process centering on the social transmission of information.

Risk Beliefs: Distinguishing Community Matters, Leandro L. Batista and Dulcie M. Straughan, University of North Carolina

The goals of the study were: (1) to compare how individuals perceived two community matters that are likely to lie at opposite ends of the personal-societal continuum of risk perception: a low-level radioactive waste dump (environmental matter) and whether to sign an organ donor card (health matter); and (2) to compare these two social matters taking into consideration the factors posited by the theory of reasoned action. We have found that these two community matters may lie on different ends of a continuum anchored by a personal dimension in one end and a societal dimension in the other. Not only do they lie in different ends, but they also are not exclusively one or the other, which reinforces the idea of a continuum. Not only are primary beliefs (positive and negative factors that should influence attitude) different for the two matters under observation, but relevant people (who will directly influence subjective norms) are from different spheres of subjects' relationships. Perhaps because a waste dump is a more technical issue, individuals seem to rely more on scientific information, whereas organ donation, possibly because of its intimate aspect, may call for personal information from organ donors or recipients. Overall, these preliminary findings indicate that communicators will be better off if they communicate about these two issues through different channels.

Double Jeopardy Patterns for Political Parties, Hans S. Solgaard, Marketing Institute, Copenhagen Business School, Denmark, and Marcus Schmidt, Southern Denmark School of Business, Sonderborg, Denmark

Double Jeopardy is defined as the tendency for less popular items to suffer in two ways, thus compared to more popular items, the less popular ones have far fewer people choosing them in the first place, and those few do not even like them that much. In this paper we show that distinct double jeopardy patterns emerge in data from a Danish voting intentions panel, describing the intentions of voters to vote over time for political parties. Thus small parties not only have far fewer voters, also the average frequency of voting for the small parties is far less, than for the larger parties. We show how deviations from this trend can be used to provide insight into the stability of voter support for the various parties.

The Most Important Problem: Problems, Problems, and More Problems, **Kathleen Carr, Herbert F. Weisberg and Barry Burden, Ohio State University**

For more than half a century, Americans have been asked for their perceptions of the nation's "most important problem." Responses to this open-ended question have traditionally been interpreted as the "public agenda," those issues which are on the minds of most Americans if not in the hands of most office holders. Further, the public agenda usually parallels media coverage, though distinguishing cause from effect has proven difficult. With this operationalization in place, a number of researchers have utilized data produced by the "most important problem" (MIP) item. Despite the dependency of many studies of public opinion and voting behavior on the MIP data, relatively little investigation has been done of the individual-level forces behind it. Aggregate data have been analyzed extensively; unfortunately, they may mask some of the important variation in respondents' answers. This paper is an early report on some methodological experimentation on the MIP question. First, we compare responses for national and state MIP. Second, a question-order experiment rotating national and state MIP is conducted to determine if there is a relationship between responses depending on which is asked first. We also examine such questions as differences between sociodemographic groups in their responses to the question and differences between the MIPs across media markets for both national and state MIP. Our results prove to be quite tentative, showing that there is much left to discover about why people choose what they choose as the most important problem facing the nation.

Can Collective Opinion Redeem an Ill-Informed Public?, **Scott Althaus, Northwestern University**

This paper explores what Philip Converse (1990) calls the "hidden power," the "magic" and the "miracle" of aggregation. A common hypothesis in the macro opinion literature is that the process of aggregating large numbers of preferences together--in surveys, for instance, or in election returns--should reveal the preferences of the informed public even when the opinions expressed by most individuals are unstable, impulsive or randomly determined. Although this hypothesis is widely accepted, little is known for certain about how well measures of collective opinion reflect the preferences of the informed public. This study, the first to systematically test the information-pooling properties of collective opinion, explores several critical questions: What does a signal look like through aggregate parameters? Under what conditions can collective opinion accurately reveal the distribution of informed opinion? Are means, modal categories or marginal percentages the best all-around estimators of the direction and intensity of informed opinion? Using a computer-generated data set of nearly 28,000 unique distributions of collective opinion, this study finds that marginal percentages and the relative location of means and modes provide unreliable estimates of informed opinion when the size and shape of the noise distribution are unknown. Despite the poor performance of these widely-used parameters, this study finds that majority and supermajority choices can perfectly reveal the modal preferences of the knowledgeable public when as few as a quarter of respondents are well informed.

CHAPTERS IN THE HISTORY OF PUBLIC OPINION RESEARCH

The Growth of Academic and Not-For-Profit Survey Research Organizations, **Diane O'Rourke, Seymour Sudman, and Marya Ryan, Survey Research Lab, University of Illinois**

Academic and not-for-profit survey organizations were not the originators of survey research, but rather developed in parallel as the field developed in the commercial and governmental areas. In this paper, we discuss the rapid growth in the numbers of such organizations, especially since 1960; describe the kinds of work they do; and speculate about the reasons for their growth and development. The major source of quantitative data for this paper is *Survey Research*, the newsletter of academic and non-profit survey organizations that has been published by us at the University of Illinois for the past 25 years. The number of such organizations is based on counts from the annual listings of these organizations. The discussion of their activities is based on a content analysis of the "Current Research" section of *Survey Research*, which in each issue describes the ongoing work of these organizations.

A Twenty-Five-Year Review of Knowledge Gap Research, **Cecilie Gaziano, Research Solutions**

Twenty-five years ago Tichenor, Donohue, and Olien (1970) introduced the landmark knowledge gap hypothesis in the pages of *Public Opinion Quarterly*, stimulating much debate and research. The hypothesis predicts that increased media publicity will exacerbate knowledge differentials between the "haves" and the "have-nots" over time. This paper assesses the body of findings this hypothesis has inspired and emphasizes that interest in the knowledge gap area is accelerating. The work of the Tichenor-Donohue-Olien team and ensuing critiques and controversy helped to spur the rapid development of knowledge gap studies. This paper adds 33 new research reports to 58 studies with knowledge gap data examined in a 1983 article. The best test of the knowledge gap hypothesis occurs when media publicity of issues fluctuates, yet few studies have met this condition. Other key issues relevant to knowledge inequality include: differentials among media; levels of analysis; research designs; completion rates and generalizability; the role of motivation and interest; involvement or participation as behavioral measures; and inaccurate knowledge. The old and new evidence together underscore knowledge inequalities as an enduring phenomenon. Yet, conditions under which changes in gaps occur are still not well documented.

***Recent Trends in Japanese Public Opinion Surveys*, Nicolaos E. Synodinos, University of Hawaii, and Shigeru Yamada, Kokushikan University**

Public opinion surveys play a very important role in post-war Japan and have steadily grown in popularity. A recent article in the *International Journal of Public Opinion Research* (Yamada & Synodinos, 1994) summarized Japanese public opinion surveys for the period of 1975-1990 according to various characteristics. This paper compares data from the early 1990's with earlier years. Specifically, it discusses similarities and differences regarding the number of surveys conducted yearly, the variations in the number of surveys per month, the typical topics covered in surveys, questionnaire administration methods, and sampling methods--including types of lists used, sample sizes, and areas surveyed. Overall response rates for the most recent years are compared with those of earlier periods and similar response rate comparisons are made by questionnaire administration method. Also, response rates are presented as a function of size of city, gender and age of respondents. Some of the reasons for non-response are discussed.

10:45 - 12:15 P.M.

EXPERIMENTS FOR METHODS DEVELOPMENT, MODELLING, AND INCREASING RESPONSE

***Incorporating Experiments into Surveys: Recent Developments*, Thomas Piazza, University of California, Berkeley, and Paul M. Sniderman, Stanford University**

One of the benefits of computer-assisted interviewing is that it facilitates the incorporation of randomized experiments into surveys. This combination of experimental and survey design can greatly strengthen the ability of researchers to draw valid and reliable conclusions from their data. In spite of the benefits of incorporating experiments into surveys, the survey research community has been slow to adopt this enhanced methodology. Part of the problem is that the major social science surveys used by researchers (the GSS and the NES) are conducted face-to-face without the benefit of computer-assisted methodology. Another part of the problem is that most past experiments in surveys were done for purely methodological reasons--for instance, to see whether small changes in question wording affected results. Consequently, models for the substantive use of experiments are only now becoming available to the survey designer and to the analyst. This paper intends to help along this process of diffusion by summarizing briefly and illustrating the different ways in which substantive experiments have been incorporated into computer-assisted surveys in the past few years. We also offer some suggestions for the analysis of such data.

***Attitude Chaining*, Robert Mason and Virginia M. Lesser, Oregon State University**

Attitude chaining is a statistical model developed to estimate opinion responses in longitudinal analyses that adjust responses to differences in question wording about the same topic. The paper summarizes and justifies the model and reports results of two split-ballot experiments in which old and new question wordings are compared for six topics in each study at two points in time. A proportional adjustment of data from the most recent study is employed to estimate opinion responses in an earlier study. Constant differences as well as differences in regression slopes are considered in the analysis. The model employs comparisons of the standard errors of marginal net differences in actual and estimated item responses, net effects of the two versions of the question in a demographic model, and the predictive value of the model for adjusting opinion responses of the new question on an earlier data set that has only the old opinion question.

A Decision-Theory-Based Model of Survey Reporting of Sensitive Behaviors, **Kenneth A. Rasinski, Keith Smith, Alison K. Baldwin, and Karen Olseth, National Opinion Research Center, and Gordon B. Willis and Jared B. Jobe, National Center for Health Statistics**

Survey respondents' propensity for giving truthful answers to sensitive questions may be viewed as decisions made under uncertainty, where the uncertainty concerns the risk that an event associated with some loss (or benefit) to the respondent will occur. We present the results of an experiment in which subjects were asked to make assessments of the potential risks and losses of a hypothetical survey respondent as the respondent was interviewed about the sensitive topics under different circumstances. Subjects viewed a videotape of an interview under one of eight different levels of interviewer age (20s vs. 50s), privacy (family present vs. family absent), and mode (in-person interview vs. self-administered questionnaire). At certain points during the segment, subjects answered questions about how likely the respondent would be to answer the sensitive question truthfully. Subjects were also asked to make judgments about of the likelihood and severity of disclosure related risks. Results indicate that risks and losses, but particularly losses, mediate the effect of mode and privacy on respondents' judged propensity of truthful disclosure.

Using Alternative Treatments to Raise Response Rates, Or Everything You Always Wanted to Try But Were Afraid to Test, **Marla D. Cralley and Diane S. Woodard, The Arbitron Company**

Arbitron's syndicated radio ratings are based on a seven-day diary survey. We measure listening behavior 12 to 48 weeks per year in more than 200 markets. This presentation discusses findings from a variety of test treatments designed to increase diary returns. It is vital to the quality of our ratings products to achieve the highest return rates possible. We continuously search for ways to improve survey sample performance. Over the years ideas floated through the company, usually beginning with "If we could only..." and ending with "...more people would send back diaries." We've had the opportunity to test our many "what ifs" because of Arbitron's continued emphasis on improving response rates. Results from these tests are always enlightening and sometimes surprising. Treatments and results we will share will include: (1) color-and-logo-coordinated survey materials from pre-alert to follow-up letters; (2) use of priority mail and/or Federal Express vs. first class mail; (3) sweepstakes entry for completed diary return; (4) personalized individual mailings to all eligible household members; (5) survey results from the study the respondent participated in; and (6) rewards--such as a cash premium--for return of a completed diary.

The Effect of Prenotice Letters and Reminder/Thank You Letters On Reducing Nonresponse In an Establishment Survey: An Experimental Study, **Young I. Chun, Bureau of Labor Statistics and University of Maryland, and Kenneth W. Robertson, Bureau of Labor Statistics**

The randomized block design experiment conducted by the Bureau of Labor Statistics evaluated the separate and combined effects of prenotice letters, and reminder letters on reducing nonresponse in an establishment mail survey where the unit of observation is a nonagricultural establishment. A strong statistically significant result was found for the combined use of prenotice letters and reminder/thank you letters, increasing the response rate by about 19 (plus or minus 10) percentage points when compared to the control group. The findings here in the establishment survey complement those based on the household survey. The study is rooted in theory of compliance where repeated contacts should enhance an establishment representatives likelihood to participate. Prenotice letters and reminder/thank you letters are used to help the firm identify a correct respondent and prepare the contact for the upcoming records-based establishment survey, and to remind the contact about the survey or to thank him/her for participating. The experiment (n=400) was embedded in the Hours at Work Survey (n=6000) which primarily collected employees hours paid and hours at work for 1993. Three treatment groups were tested against a control group which received neither advance letters nor reminder/thank you letters: (1) a survey with prenotice letters and no reminder letters; (2) a survey with reminder/thank your letters and no prenotice letters; and (3) a survey with prenotice letters and reminder/thank you letters. Treatment and control groups all received an initial and two replacement survey packets.

TELEPHONE AS METHOD: TOOLS, OBSTACLES, REWARDS

Call Scheduling for Household Telephone Interviews, **Janet L. McConeghy and Gary L. McConeghy, Northern Illinois University**

As both telephone rates and wages for interviewers continue to escalate, the scheduling of times for telephone interviewing becomes an increasingly important factor in maintaining a cost-effective telephone survey operation. Only studies involving one specific project have been located in the literature, and none of them involved projects using a computer-assisted, telephone-interviewing system. Included in the data analyzed for this paper is information from all random population survey projects conducted by Northern Illinois University's Public Opinion Laboratory from 1989 to the present. These projects included national probability samples as well as local community random samples. All interviews included in the analysis were done on the Computer-Assisted-Telephone-Interviewing System at the NIU-POL facility in DeKalb, Illinois. This analysis focuses on demographic characteristics of the respondents in relation to the day and time of day at which the interview was completed to see if it is possible to identify optimal times when the probabilities of reaching some of the usually "hard-to-reach" demographic groups would be increased. This information is then used as surveys in progress are monitored for completions to schedule more interviewers at the identified times.

A Profile of Answering Machine Owners and Screeners: Results From a Nationwide Survey of Face-to-Face Interviews, **Peter S. Tuckel, Hunter College, CUNY, and Harry W. O'Neill, Roper Starch Worldwide**

The results of this paper, based upon a nationwide sample of 1,997 face-to-face interviews, show that the profile of answering machine owners differs considerably from that of non-owners. The most important factor which differentiates the two groups is level of household income which is positively associated with ownership. The results also reveal that the overwhelming majority of owners leave their machines on to receive messages when they are not at home. With respect to screening behavior, two-fifths of owners say they routinely screen their calls. Those who are most likely to engage in the practice of screening are residents of both large cities and their surrounding suburbs and white collar workers. Conversely, older respondents and individuals who are more politically active are least likely to screen their calls on a frequent basis. The paper also includes data (based upon call dispositions) showing that the incidence of "non-contacts" owing to the presence of the answering machine today is higher than the level reported in past research. One major conclusion of this paper is that while the answering machine at present does not pose a major problem for telephone survey researchers, the widespread and growing practice of call screening does not provide grounds for optimism.

The Effects of Toll-Free 800-Lines On a Survey of High School Students, **Anne B. Ciemnecki and Rita A. Stapulonis, Mathematica Policy Research, Inc.**

The use of 800 numbers provided to survey respondents has become an increasingly popular technique in both telephone and in-person surveys. It is felt that providing respondents with an 800 number allows them to complete the survey at a time, and from a place, that is convenient for them. In this exploratory analysis, we examine the effects of providing an 800 telephone number in a survey of high school students. Specifically, we examine the demographic characteristics of the respondents whose interviews were initiated from a call to the 800 line and we examine the budgetary and operational implications of offering an 800 line. The results are drawn from the First Follow-Up Survey of the National Evaluation of the Upward Bound Program, a study sponsored by the U.S. Department of Education. The survey was conducted by CATI with in-person follow-up and yielded 2,927 interviews for a response rate of 97 percent. Of the 2,752 interviews that were completed by telephone, 176 had been initiated through the 800 line. This figure becomes highly significant when it is compared to the 175 costly in-person interviews that were completed.

Evaluating Telephone Debit Cards As a Premium Alternative, **Jennifer Novak and James T. Alvey, The Arbitron Company**

With the decline of survey response rates industry-wide, Arbitron continues to explore new ways to encourage respondents to participate in its radio surveys. Telephone debit cards (or "phone cards") have been popular in Europe for the past several years, but the U.S. market for phone cards emerged only recently. Arbitron believed a phone card would improve diary return rates in its syndicated radio service because the phone card had a higher perceived value than the current cash premium. Previous Arbitron research on premium amounts has shown that higher premiums raise diary return rates. In this paper, we discuss the results of an alternative premium test designed to improve diary return rates. The test variable was a phone card, used in place of a three-dollar cash premium. The phone card entitled survey respondents to six-dollars (about ten minutes) worth of free long-distance service. Test and control group matching samples of approximately 6500 households in seven markets were fielded in Fall 1994. This paper will explore how the phone cards affected overall return rates versus cash premiums, as well as how the phone card influenced other survey quality indicators like returned-diary usability and radio audience estimates.

Using Data Imputation for Controlling Non-Telephone Bias In a Household Travel Survey, **Johanna P. Zmud and Carlos Arce, NuStats International**

The purpose of the paper is to demonstrate the use of the data imputation method for controlling coverage bias or sampling error due to exclusion of members of the survey population in a telephone survey. Although percentages of non-telephone households in a study's population are relatively small, the characteristics and travel behavior exhibited by these households are distinctive and can differ substantially. The data imputation technique can be applied to minimize the exclusion of non-telephone households in a travel study's sampling frame. Items added to a questionnaire serve to demonstrate that telephone ownership is a dynamic condition. These items also flag those households which are homogeneous to non-telephone households with respect to certain characteristics and travel behavior. These households form a subset, which can be analyzed and compared to existing data sources. Those households which are comparable serve as "proxies" for non-telephone owning households, and weights are established and assigned to form a representative sampling frame, eliminating the coverage bias.

COGNITIVE APPROACHES TO PUBLIC KNOWLEDGE AND OPINION AND POLITICAL BEHAVIOR

How Do You Measure "Awareness"? Experiences With the Lead-Based Paint Survey, Susan Ciochetto, U.S. Bureau of the Census, and Barbara A. Haley, Department of Housing and Urban Development

How do you measure the public's awareness of an environmental hazard that has been known to be dangerous for a long time? This was one of the goals of the survey on lead-based paint which the Census Bureau was asked to design by the Department of Housing and Urban Development. This paper reports on the measurement strategies and pretesting methods we used to design such a questionnaire. One difficulty with collecting "awareness" information is that respondents may give socially desirable answers to appear well- informed. Unless the questions regarding knowledge are structured to make them feel comfortable with saying "I don't know about that," some unknown portion will affirm knowledge they do not have. Through cognitive interviews, we tested two methods of asking the same questions--one which asked if respondents agreed/disagreed/had no opinion about a topic and another which asked if they thought the topic was a problem or if they hadn't heard about it. A revised set of questions was then tested in a large-scale field test. The results of the field test suggested that our strategy for collecting the information was acceptable. This seemed to be reiterated when the survey was conducted in December 1994 as a supplement to the Current Population Survey.

***Toward a Cognitive Model of Political Communication: How Individual Cognitive Abilities Impact Information Recall for Politics*, Teri Jory, University of California, Santa Barbara, and Seth Geiger, Frank Magid Associates**

This empirical study examined the relative differences in four political domains (general, civics, ideology, recognition) of individual cognitive abilities (novice, intermediate, expert) in the information recalled for political candidates after viewing political advertisements. Our experiment in political psychology and communication found that, in general, experts recalled more information than nonexperts from television political advertisements. In both the general and ideology domain, novices and intermediates recalled more information from issue than image advertisements; and experts recalled more information from image advertisements. However, in the domains of civics and recognition, there was greater information recalled for issue advertisements only from novices; both intermediates and experts recalled more information from image compared to issue advertisements. Additionally, while experts recalled more information overall, novices gained the most information from the interaction of negative/issue advertisements and experts recalled the least information from them. Finally, there was one surprising result; positive advertisements led to more information recalled than negative advertisements, overall.

Exposure to Diverse Views and Communal Activity, **Mira Sotirovic, University of Wisconsin**

This paper investigates how exposure to diverse viewpoints in media content influences citizens' communal activity. Diversity may motivate citizens by making them aware of more creative alternatives for dealing with their problems or, conversely, diversity may demobilize them by overloading their cognitive abilities to make adequate sense of the world. Data are from 439 telephone interviews with randomly sampled adult residents of Dane County, Wisconsin. Hierarchical regression analyses estimate the influence of media diversity perception when interacting with social context and cognition. Results show that both low and high media diversity perceptions relate positively to communal activity, but under different conditions. High media diversity is likely to increase passivity among people who do not invest a lot of mental effort in making sense of the world, or who lack any systematic way to deal with media content. The study also confirms the importance of contextual factors. People who are exposed to diverse views in real life, and who often discuss controversial issues with the people who have different views, are more critical towards media and also are more politically active in the community.

***The Implications of Context Effects for Elite Leadership of Public Opinion*, Diana C. Mutz and Mira Sotirovic, University of Wisconsin**

It is well known that references to authority in survey questions can alter the responses people give. For example, including references to the President or the Supreme Court can alter levels of agreement or disagreement with various policies. Likewise, these context effects have real world analogues. Under some conditions, the endorsement of the Supreme Court, Congress, the President and even the mass public each has been found to exert significant influence on political preferences. In this study we use an experimental design embedded within a national survey to consider the substantive meaning of context effects for mass and elite leadership of public opinion. We go beyond documenting these effects to examine the psychological bases of opinion formation and change. We consider and empirically evaluate three classes of explanations for why people's reported opinions may be different after hearing that a given viewpoint has been endorsed by the President, the Supreme Court, Congress, or mass public. These include the institutional legitimacy conveyed by the referent, the power of consensus heuristics, and the cognitive response explanation.

INTERNATIONAL PERSPECTIVES ON PUBLIC OPINION, CULTURAL VALUES AND POLITICS

***German Democracy Under Revision II*, Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim**

Since 1989 German political sociologists and political scientists discuss whether there are any real cleavages East and West in the New Germany. While some cleavages, say, the differences in religious beliefs, are undisputed, others are disputed, like cleavages in political attitudes and orientations. In contrast to the massive religious cleavage those differences seem to be smaller and thus less important. Many of the rather small differences seem to indicate that there are no major cleavages in this area. However, looking at distributions rather than means or point percentages one can identify differences crucial for the performance and support of the political system, as for instance in the area of affective support of the system. Results from the ALLBUS (German GSS) and the 1994 post election study indicate that about 50 to 60 percent of West Germans support the political system effectively, while about 30 to 40 percent of East Germans are more output oriented, i.e., support for the system depends on the performance of other systems, like the welfare state or the economic system.

***Interview With a Transylvanian: Tolerance, Ethnicity, and the Democratic Transition in Romania*, Jeffery J. Mondak, University of Pittsburgh**

Ethnic tension stands as an obstacle to democratic transition in many areas of Eastern Europe. In Romania, for example, considerable tension exists regarding the large Hungarian minority in Romania's Transylvania region. Because tolerance toward such ethnic minorities is a vital prerequisite for the successful democratic transition, it is important that we understand both the nature of political tolerance and how political tolerance can be best measured. This study analyzes data from a survey of 950 residents of Cluj-Napoca, a large city in central Transylvania, with a population that is 22% Hungarian. Historically, Cluj-Napoca has been recognized as Romania's most important Hungarian city. The survey was conducted in November, 1994. A split-ballot design was used in measuring tolerance, so that tolerance of actions (e.g., tolerance of the right to organize a protest) could be separated from tolerance related to ethnicity. Methodologically, results reveal the importance of establishing baseline effects, as can be accomplished through use of a split-ballot design. On a theoretical level, results reveal that ethnocentrism and learning exert interacting influence on tolerance: tolerance reaches its maximum where ethnocentrism is low and learning is high.

Mass Communication Via Social Networks: Public Opinion In an Islamic Mode, **Beverly Jensen, The American University in Cairo, Egypt**

Studies of the communication process during the Iranian revolution in 1978-80 and of the Iranian immigrant community in the U.S. proved to be, under empirical study, a highly systematic and organized form of mass communication occurring on an overlay of social structure. This communication system operates with the Islamic rules of *isnad*, the transmission of knowledge through a chain of authoritative sources. During the past two years students of public opinion at the American University in Cairo have "captured" news they heard from interpersonal, organizational, or mass media sources and passed it on to friends and family to test the rules of oral transmission of news in this Islamic nation. Specifically, they sought to observe: habits of source verification by the receiver; patterns in news interest according to gender, age, socio-economic class; criteria of credibility of the source(s)/sender and credibility of the information itself, and the cultural definition of what is "rumor." This communication form, oral public communication, is the truest indicator of public opinion in a nation with an authoritarian government and censorship of media. Public opinion as defined and prescribed by the Qur'an and as practiced by the early Islamic leaders will be discussed. The potential of harnessing public opinion and employing it for the collective resolution to neighborhood, as well as national, problems will be proposed.

Elite Views of the United States-Japan Relationship: Japanese and American Fulbrighters and Colleagues, **Eugene S. Uyeki and Tracy L. Fedirko, Case Western Reserve University**

This paper presents the views of four groups of highly educated persons about Japan, the United States, and bi-lateral relationships. Two of these groups spent time in each other's country--Japanese Fulbrighters (n=789), and American Fulbrighters (n=338). The other two groups were their colleagues without experience in Japan or the United States, American (n=142) and Japanese (n=361). Data were gathered via a mail survey in May 1991, with the questions translated for the Japanese respondents. The respondents were asked to indicate their agreement with statements about Japan and the United States in terms of a 4-point Likert scale, from strongly agree to strongly disagree. There are broad areas of agreement among the four groups of Japanese and Americans about aspects of historic events between Japan and the United States, of current social patterns and trends in Japan and the United States, and assessment of level of social and cultural activities in both countries. There is sensitivity to issues that have been troublesome--particularly trade issues and the investment by the Japanese in the United States. Both country groups agree less with statements critical of their own country and tend to see non-economic factors as looming large in the views of the other group about their own country.

Perceptions of Stress and Time Pressure in the United States, Russia and Japan, **John P. Robinson and Stephen McHale, University of Maryland, and Vladimir Andreenkov and Anna Andreenkova, Russian Academy of Sciences, Moscow**

Observers of social life in various countries have noted the pivotal role of time and time attitudes as distinguishing factors. In the present study, data on time and time attitudes from the U.S. national samples are compared to parallel data from one country with presumably more time structure and less free time (Japan) and one with less time structure and more free time (Russia). Considerable care was taken to ensure that the sampling procedures and measurement procedures in each country were as comparable as possible, using back-translation procedures. Response rates in all three countries were higher than 70%, with respondents in the 18-60 age range. Data from time-diary studies indicate that U.S. respondents had more free time than citizens of both Japan and Russia. At the same time, American respondents generally reported higher levels of time pressure and stress than either Japanese or Russian respondents. Exceptions to and explanations of these conclusions are discussed.

Measuring Support for Free Expression Across Cultures: A Comparison of Five U.S. and Israeli Publics, **Robert O. Wyatt and Julie L. Andsager, College of Mass Communication, Middle Tennessee State University**

In research on public opinion of free expression, survey items often ask about specific incidents, but a broader attitude toward free expression is presumed to inform responses. This study developed a general measure of the construct underlying opinion of free expression, suggesting that support for such expression can be inferred by measuring specifics rather than generalities about democratic ideals. A survey containing two detailed batteries of questions about support for legal forms of expression was conducted among seven populations in 1990-92: U.S. adults, Israeli Arabs, Israeli Jews, and four U.S. media-related organizations. The survey contained 24 items measuring support for individual rights and 26 items on media rights, including rights in entertainment, advertising and journalism.

Respondents were asked whether expression should be protected always, sometimes, or not at all. The focus was on the content of expression, not on the source. Additive scales formed from the individual-rights and media-rights items proved highly reliable. Inter-item correlations and factor analysis supported the scales' unity. The scales can be combined with 50, 28 or 12 items and still maintain reliability across populations and time. The American public's scale means were significantly higher than the Israeli public's scale means, and media professionals were far more protective than any public.

TELEVISION'S ROLE IN PUBLIC OPINION FORMATION AND CHANGE

Television Exposure and Social Beliefs About the Material World, **Thomas C. O'Guinn, University of Illinois, and L.J. Shrum, Rutgers University**

We report the results of two studies of the relationships between television viewing and normative economic social beliefs. By "normative" beliefs we refer to mental representations of what is normal or typical of the social world or domains of it. Using a general population probability sample, Study 1 indicates that the amount of total television viewing is significantly related to perceptions of the prevalence of products and activities associated with an affluent lifestyle. The results of Study 2, using a quasi-experiment and reaction times, indicate that heavy viewers of soap operas give higher estimates of products and consumption-related behaviors of the more affluent, which are often shown on soap operas, compared to light viewers. In addition, heavy viewers made these judgments faster than did light viewers, suggesting that the information used to make the judgments is more accessible in memory for heavy viewers. Our data demonstrate that watching varying amounts of television affects consumers' mental representations of the material world of the more affluent, and suggests how this process occurs, in terms of accessibility from memory. Consumers may begin to believe that the material and consuming world, or at least part of it, exists as it is constituted on television. This effect may be subtle, and go largely unnoticed, because so few are left untouched by the consensus of television reality.

Green Or Brown? Television and the Cultivation of Environmental Concern, **James Shanahan, Cornell University, Michael Morgan, University of Massachusetts, Amherst, and Mads Norgaard Madsen, Cornell University**

This study examines relationships between television viewing and environmental concern. Using data from the 1993 General Social Survey, we examine the associations between exposure to television's messages and espondents' willingness to make sacrifices for the environment, perceptions of threat from pollution, and perceptions of the impact of science and technology on the environment. The results show that television viewing is associated with a general apprehension about the state of the environment, but is not consistently related to viewers' perception of threats from specific sources. Heavy television viewers are less willing to make sacrifices for environmental reasons. The discussion considers possible explanations for the findings that illuminate the role of the historical context and social role of the media in general. An institutional perspective on the mass media is offered as a contribution to understanding their environmental effects.

Comparing Newspapers and Television: Differential Cross-Medium and Cross-Content Effects, **Zhongshi Guo and Patricia Moy, Mass Communications Research Center, University of Wisconsin**

Popular beliefs about the superiority of newspaper news over television news in terms of political cognition and behavior are examined empirically in this study across five dependent variables: political knowledge, political participation, and salience ratings of the issues of economy, education, and environment. Our main research questions distinguish between both cross-medium and cross-content effects: Do newspaper news and television news contribute differentially to audience members' political cognition and behaviors and their perceptions of issue importance? What is the impact of different content types on these dependent variables? For our analyses, we used comparable variables in a pooled data set from telephone surveys conducted in Dane County, Wisconsin, in 1991, 1992, and 1993. Findings suggest that despite the lack of a clear difference in demographic antecedents, exposure and attention to newspaper news surpasses viewing of television news both in magnitude of effects and in variance accounted for in predicting political cognition and behavior. Content-specific effects are largely in favor of national or international rather than local news. These differences, however, are not prominent across salience ratings of the three "hot" issues.

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