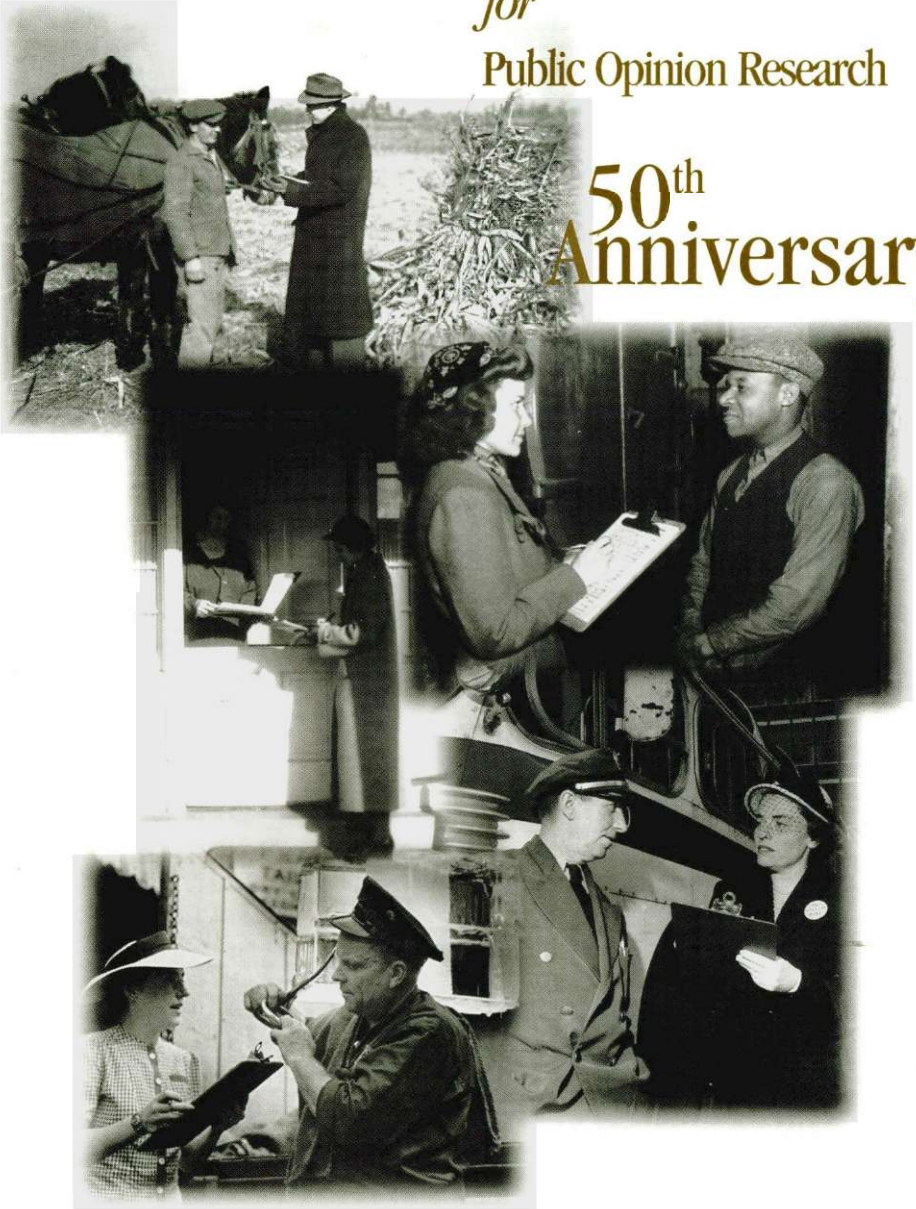


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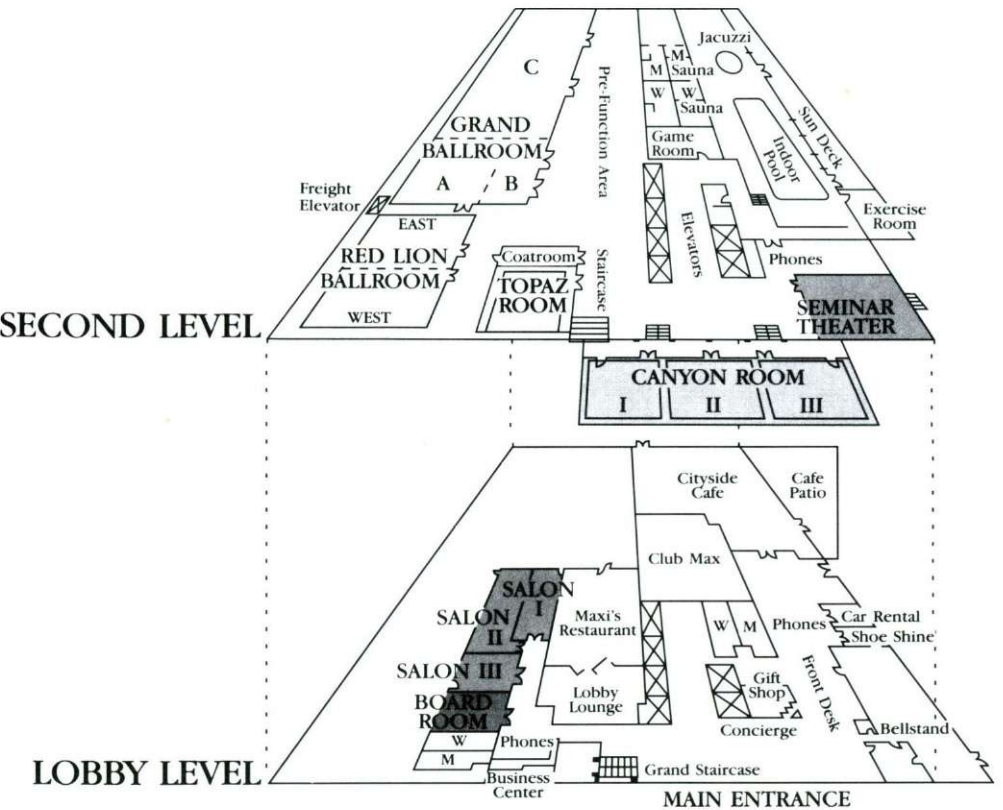
May 16-19, 1996



1996 AAPOR Conference
Guide to Paper Sessions and Panel Discussions

Room	FRIDAY May 17					SATURDAY May 18			SUNDAY May 19	
	8:30 - 10:00	10:15- 11:30	11:45- 12:30	2:00- 3:30	3:45- 5:15	8:30- 10:00	10:15- 11:45	1:30- 3:00	9:00- 10:30	10:45- 12:15
Red Lion East	Lessons from the Deliberative Polls	Discussion Panel - Issues of the 1996 Election	Trends in Cynicism & Confidence in Institutions		Accuracy of Measurement for the Recall of Events and Behaviors	Cognitive Interviewing & Questionnaire Design	Evaluating Utility of Cognitive Methods for Designing Questionnaires	The Future of Public Opinion Research		Effects of Introductions & Incentives on Response Rates
Red Lion West	Alternative Selection Procedures for Household Surveys	Evaluating Sources of Bias in RDD Surveys	Questionnaire Design and Testing		Discussion Panel - Push Polls & Truth in Polling Laws: How Shall We Respond?	ROUND-TABLE Sessions	ROUND-TABLE Sessions	Methods to Increase Response Rates	Assessing the Effects of Non-Response and Refusal Conversion	
Canyon I	Public Opinion toward Intervention in Bosnia	Interviewer Respondent Interaction & Behavior Coding	Innovative Approaches to Data Collections		Public Opinion around the World	Research Design Issues for Establishment Surveys	Race & Integration in Context	Interviewer Training & Field Support for CAPI Surveys	Public Perceptions about Health & Safety	Surveys on Special Populations
Canyon II	Journalism & Information		POSTER Sessions	Discussion Panel The AAPOR Member Survey: Implications for the Future	Attitude Formation & Change	Translation & Other Challenges of Cross-Cultural Research	Alternative Response Scales	Response Order Effects: Identifying Patterns & Correlates	Racial Attitudes	Slippery Opinions or Squishy Measurement? - Artifacts of Context & Cognition
Canyon III	New Technology Resources, the Internet & the World Wide Web		POSTER Sessions	Discussions Panel - The Future Paths of Public Opinion Research: An International Perspective	Applications of Modeling to Survey Response and Non-Response	It Matters How You Ask: Assessing Income, Race, Ethnicity & Party	Public Opinion about Public Opinion & Polling	Evaluating Validity	Politics, Elections & Voting	Public Opinion & Public Policy
Salon I		Public Knowledge & Attitudes toward Science, Technology & Environment								
Salon II	Investigating Mode Effects & Other Artifacts of Method	Political Knowledge: Explaining Variability and Consequences		The 1996 Presidential Primaries	Gender-Related Attitudes & Behaviors	Explorations of the Third Person Effect			Audio-Computer Assisted Self Interviewing	
Seminar Theatre		Introduction & Visit to the Mormon Family History Library				The General Social Survey Data Retrieval System				

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FIRST PLACE

Maria Krysan <i>Experiments, Quasi-Experiments, Surveys, and Depth Interviews: A Multi-Method Approach to Understanding White Racial Attitudes</i>	Pennsylvania State University
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HONORABLE MENTION

Daniel Dowd <i>African-American Realignment: 1937-1965</i>	Yale University
Julie Press and Eleanor Townley <i>Yet Another Gender Gap: Reporting Housework Contributions</i>	University of California, Los Angeles

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Red Lion Hotel • Salt Lake City, Utah
May 16-19, 1996

Wednesday, May 15

2:00-5:00 p.m.	WAPOR COUNCIL MEETING	Board Room
6:15-7:30 p.m.	WAPOR RECEPTION	East Plaza
7:30 p.m.	WAPOR DINERMAN AWARD BANQUET	Grand Ballroom B

Thursday, May 16

7:00-9:00 a.m.	BREAKFAST	Grand Ballroom A
9:00-9:30 a.m.	WAPOR OPENING REMARKS	Red Lion East
9:30 a.m.-4:30 p.m.	AAPOR SHORT COURSE	Canyon II
	INTRODUCTION TO SURVEY SAMPLING	
	Colm O'Muircheartaigh, London School of Economics	
9:30-10:45 a.m.	WAPOR SESSION	Canyon I

PUBLIC OPINION THEORY

Chair: Wolfgang Donsbach, Technical University Dresden, GERMANY

Continuity in Spiral of Silence Research, Elisabeth Noelle-Neumann, Institute for Demoskopie Allensbach, GERMANY

Opinion Change Theory: Basic Theoretical Building Blocks, Edouard Cloutier, University of Quebec, CANADA

The Folklore Approach to Public Opinion, Martin Brouwer, University of Amsterdam, THE NETHERLANDS

World Opinion as a Concept, Frank Rusciano, and Minmin Wang, Rider University, USA, and Roberta Fiske-Rusciano, Rutgers University, USA

Discussant: Vincent Price, University of Michigan, USA

Thursday, May 16

9:30-10:45 a.m. WAPOR SESSION

THE FUTURE OF SOCIETIES IN TRANSITION

Canyon III

Chair: Mary McIntosh, United States Information Agency and George Washington University, USA

"Russia", Elena I. Bashkirova, ROMIR Moscow, RUSSIA

"Poland", Janos Janjerchina, Krakow, POLAND

"Lithuania", Rasa Alishauskiene, BALTIC SURVEYS Vilnius, LITHUANIA

Hong Kong Issues: Public Opinion in Four Major Cities in Mainland China", Huixin Ke, Beijing Broadcasting Institute, CHINA

11:15 a.m.-12:30 p.m. WAPOR CONCURRENT SESSIONS

ELECTIONS IN AN INTERNATIONAL PERSPECTIVE

Canyon I

Chair: Nick Moon, NOP London, UK

Undecided Respondents in the New Zealand 1993 General Election: Subverters of Polling Accuracy? Janet Hoek and Philip Gendall, Massey University, Palmerston North, NEW ZEALAND

Economic Influences on British Voting Behavior, J. Andrew Brown, The Gallup Organization, London, UK

Use of the Press to Predict Public Opinion on the 1995 Sovereignty Referendum in Quebec, David P. Fan, Geoffrey Haswell, University of Minnesota, USA

Public Opinion Toward Holding a Referendum in Sweden, Donald Granberg, University of Missouri, USA and Mikael Gilljam, Goteborg University, SWEDEN

Public Opinion and the Russian Presidential Election: A Red Resurgence? Richard Dobson, United States Information Agency, USA

**THE FUTURE OF SOCIETIES IN TRANSITION II:
LATIN AMERICA**

Canyon III

Chair: Carlos Elordi, The Roper Center, USA

Political Culture in the Region, Marta Lagos, MORI Chile, Santiago, CHILE

Common Images in the Southern Cone, Maria Braun, MORI-Argentina, Cordoba, ARGENTINA

Perceptions of Economic Issues, Augustin Canzani, Equipos Consultores Asociados, Montevideo, URUGUAY

Thursday, May 16

12:30-1:45 p.m. LUNCH Grand Ballroom A

1:00-5:00 p.m. AAPOR SHORT COURSE Red Lion East & West

THINKING ABOUT ANSWERS: THE APPLICATION OF COGNITIVE PROCESS TO SURVEY METHODOLOGY

Norbert Schwarz, University of Michigan
Seymour Sudman, University of Illinois

2:00-5:00 p.m. AAPOR COUNCIL MEETING Salon III

2:00-3:30 p.m. NATIONAL NETWORK OF STATE POLLS Seminar Theatre

2:00-3:15 p.m. WAPOR CONCURRENT SESSIONS

AGENDA-SETTING IN AN INTERNATIONAL PERSPECTIVE Canyon I

Chair: Maxwell E. McCombs, University of Texas at Austin, USA

Candidate Images in Taiwan's First Presidential Election, Ven-Hwei Lo, and Pu-tung King, National Chengchi University, TAIWAN

Two Levels of Agenda Setting Effects in the 1995 Regional Elections in Spain, Juan Pablo Llamas and Frederico Rey, University of Navarra, SPAIN

Exploring the Second Level of Agenda Setting in Spain's 1996 National Election, Esteban Lopez-Escobar, University of Navarra, SPAIN

Who Sets the News Agenda? Professional Values in Spanish Election News, Maria Jose Canel, University of Navarra, SPAIN

Agenda-Setting of Public Sentiments: Bringing 'Values' into the Concept, Andreina Mandelli, Bocconi University, Milan, ITALY

THE FUTURE OF SOCIETIES IN TRANSITION III Canyon III

Chair: Brian Gosschalk, MORI London, UK

Public Opinion Research in an Evolving Democracy: The Case of Bangladesh, Q.K. Ahmad with Nilufar Banu, Bangladesh Unnayan Parishad (BUP), BANGLADESH

Perceptions of Change Across Two Generations in Egypt, Beverly A. Jensen, American University Cairo, EGYPT

The President's Performance Rating in the Philippines: Is it Issue-Driven?, Luis El. Abenir, Philippine Social Science Center, Quezon, PHILIPPINES

An Empirical Assessment of the Process of Democratisation in South Africa, Mari Harris, MARKINOR, Pinetown, SOUTH AFRICA

Thursday, May 16

**3:30-4:30 p.m. DIRECTORS OF ACADEMIC SURVEY
RESEARCH ORGANIZATIONS**

Seminar Theatre

3:45-5:15 p.m. WAPOR CONCURRENT SESSIONS

**ATTITUDE FORMATION:
INTERNATIONAL RESEARCH PERSPECTIVES**

Canyon I

Chair: Frits Spangenberg, Motivaction Amsterdam, THE NETHERLANDS

Can a Common Experience Lead to a Common Perception? Assessing Regional Public Opinion About Health Issues in Russia, Hungary, Poland and the Czech Republic, Fiona Chew, Syracuse University, USA, Zdenek Kucera, National Center for Health Promotion, Prague, CZECHIA, Vladimir Levshin, Russian Academy of Medical Sciences, Moscow, RUSSIA, Zofia Slonska, National Institute of Cardiology, Warsaw, POLAND, Peter Makara, National Institute for Public Health, Budapest, HUNGARY and Sushma Palmer, Central European Center for Health and Environment, Berlin, GERMANY

How are Central and East European Attitudes Structured? An Examination of a Hierarchical Model of Attitude Constraint in the Transitional Societies of Central and Eastern Europe, Mary McIntosh, United States Information Agency and George Washington University, USA, and Phil Riggins, United States Information Agency

Setting New Priorities in Family Values: Attitudes Towards New Roles for Women in North America and Europe, Robert M. Worcester, MORI London, UK

Who Will Talk? On the Use of Standardized and Qualitative 'Oral History' Interviews in the Study of Nazi Germany, Karl-Heinz Reuband, Technical University, Dresden, GERMANY

Political Efficacy Among East and West Germans, Holli A. Semetko, University of Amsterdam and Syracuse University, THE NETHERLANDS/USA and Patti M. Valkenburg, University of Amsterdam, THE NETHERLANDS

PUBLIC OPINION FROM AROUND THE WORLD

Salon II

Chair: Elizabeth H. Nelson, UK Eco Labeling Board, London, UK

The 1995 World Values Survey: Some Preliminary Results, Miguel Basañez, ISR University of Michigan/MORI Mexico, USA/MEXICO

Public Opinion and Parliamentary Action: Responsiveness of the German Bundestag in Comparative Perspective, Frank Brettschneider, University of Stuttgart, GERMANY

Minding One's P's and Q's and One's P's and C's: Handling Grammatical Gender Issues in International Survey Questionnaires, Janet Harkness, ZUMA Mannheim, GERMANY

Similarities and Differences in Japanese Public Opinion, Nicolaos E. Synodinos, University of Hawaii, and Shigeru Yamada, Kokushikan University, Tokyo, JAPAN

Are You Proud of the GDR? Some Answers to an Open Question, Peter Ph. Mohler and Cornelia Zull, ZUMA, Mannheim, GERMANY

3:45-5:15 p.m. WAPOR SESSION

Canyon III

PUBLIC OPINION, POLITICS, AND THE MEDIA

Chair: Maxwell E. McCombs, University of Texas, Austin, USA

Partisanship and Communication Patterns During the 1992 Campaign, Wen-Chih Wu, Texas Tech University, USA

The Almost Candidate: Media Courtship of Colin Powell, Tamara Bell, University of Texas at Austin, USA

Measuring the Emotional Component of Public Opinion, Dixie Evatt, University of Texas at Austin, USA

Need for Orientation and Intermedia Agenda Setting, Pamela McQuesten, University of Texas at Austin, USA

The National Issues Convention: Three Comparisons of Public Journalism and Traditional News Coverage of a Deliberative Poll, Rusty Graham, Amy Reynolds, and Lisa Wyatt, University of Texas at Austin, USA

6:00-8:00 p.m. AAPOR/WAPOR DINNER

Grand Ballroom

8:00-10:00 p.m. AAPOR/WAPOR PLENARY SESSION

Red Lion East & West

DELIBERATIVE POLLS: WHAT DO THEY ADD TO OUR UNDERSTANDING OF PUBLIC OPINION?

James Fishkin, University of Texas at Austin
Roger Jowell, Social and Community Planning Research
Andrew Kohut, Pew Research Center for the People & the Press
Warren Mitofsky, Mitofsky International

Organizer and Moderator: Jacob Ludwig, Princeton Survey Research Associates

Friday, May 17

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

9:00 a.m.-5:00 p.m. EXHIBITS Topaz

BOOK EXHIBIT

TECHNOLOGY EXHIBIT

8:30-10:00 a.m. AAPOR/WAPOR SESSION

PUBLIC OPINION TOWARD INTERVENTION IN BOSNIA Canyon I

Chair: Jim Norman, USA Today

U.S. Attitudes and Policy Toward Bosnia, Richard Sobel, Princeton University, USA

British Attitudes Toward the Bosnian Situation, Robert J. Wybrow, Gallup Organization, UK

How Americans View Bosnia: A Case Study of Public Support for the Use of Force Abroad, Alvin Richman, United States Information Agency, Washington, DC, USA

Discussant: Bernard Roshco, U.S. Department of State (ret.)

8:30-10:00 a.m. AAPOR CONCURRENT SESSIONS

ALTERNATIVE RESPONDENT-SELECTION PROCEDURES FOR HOUSEHOLD SURVEYS Red Lion West

Chair: Carolyn Miller, Princeton Survey Research Associates

Modeling Selection of Respondents within Household in Telephone Surveys, Charles Denk, Thomas M. Guterbock, and Dan Gold, University of Virginia

A Comparative Study of Three Respondent Selection Techniques for Telephone Survey Research, Elaine Christiansen, Rajesh Srinivasan, and Robert Tortora, The Gallup Organization

The Benefits of a "Multiple-Persons-Per-Household" Sample Design, Barbara Woods, The Arbitron Company

Respondent Selection within Household: Comparison of Alternate Methods, G. Donald Ferree, Jr., The Roper Center

Discussant: Mark Schulman, Schulman, Ronca and Bucuvalas, Inc./Hunter College

Friday, May 17

8:30-10:00 a.m. AAPOR CONCURRENT SESSIONS

JOURNALISM AND INFORMATION

Canyon II

Chair: Anke Grosskopf, University of Pittsburgh

The Growing Dominance of Opinionated Journalism in U.S. Presidential Campaign Television Coverage, Catherine Steele, and Kevin Barnhurst, Syracuse University

The New Long Journalism: Evidence and Implications, Diana Mutz, University of Wisconsin-Madison, and Kevin Barnhurst, Syracuse University

The Media, Public Knowledge, and Trust in Government, John Benson, John T. Young, and Robert J. Blendon, Harvard University, Mollyann Brodie, and Drew E. Altman, Henry J. Kaiser Family Foundation, Rich Morin, and Mario Brossard, Washington Post

What Do Citizens Know? The Focus Group Verdict, Doris Graber, University of Illinois at Chicago

Discussant: Wayne Wanta, University of Oregon

INVESTIGATING MODE EFFECTS (AND OTHER ARTIFACTS OF METHOD)

Salon II

Chair: Anne B. Ciemnecki, Mathematica Policy Research

Testing Results from Different Mediums of Collecting Data: A Methodological Analysis, Ricardo Gazel, and Keith R. Schwer, University of Nevada, Las Vegas

ACASI: A Practical Analysis, Nicole Grilley, Yin Kean, and Bronwyn Nichols, University of Chicago

Question Order Effects in Voting Surveys, Nick Moon, NOP Research

Measuring Crime in Public Housing Methodological Issues and Research Strategies, Lanny Piper, Research Triangle Institute, and Harold Holzman, HUD

Discussant: Preston Jay Waite, U.S. Bureau of the Census

LESSONS FROM THE DELIBERATIVE POLLS

Red Lion East

Organizer and Chair: Norman Bradburn, National Opinion Research Center

Information Gains and Opinion Changes: Some Results from the National Issues Convention, Robert C. Luskin, University of Texas

Social and Community Planning: Results from the British Deliberative Polls, Roger Jowell, Social and Community Planning Research

Field Challenges in Getting a National Sample to Come to Austin, Woody Carter, and Sally Murphy, National Opinion Research Center

A Field Experiment to Evaluate Viewing the National Issues Convention on TV, Kenneth A. Rasinski, National Opinion Research Center

Friday, May 17

8:30-10:00 a.m. AAPOR CONCURRENT SESSIONS

**NEW TECHNOLOGY AND RESOURCES, THE INTERNET
AND THE WORLD-WIDE WEB**

Canyon III

Chair: Jay Mattlin, NBC News Audience Research

Technology and Higher Education: Preliminary Reports from a Longitudinal Student Opinion Survey, Ananda Mitra, Michael Hazen, Allan Loudon, Randy Rogan, Jill McMillan, and Michael Hyde, Wake Forest University

Uses of the World Wide Web: How Users Frame the Web, James McQuivey, Syracuse University

Personal Computers, Mass Media and Other Uses of Time, John Robinson, and Kevin Barth, University of Maryland, and Andrew Kohut, Pew Research Center

How Many Are Really on the Electronic Superhighway? Bradford Fay, Roper Starch Worldwide

Discussant: Robert Lee, Robert S. Lee Associates

10:15-11:45 a.m. AAPOR/WAPOR SESSION

Salon I

**PUBLIC KNOWLEDGE AND ATTITUDES TOWARD
SCIENCE TECHNOLOGY AND THE ENVIRONMENT –
INTERNATIONAL PERSPECTIVES**

Chair: Peter Ph. Mohler, ZUMA

Scientific Literacy in Europe, Japan, and the U.S., Jon D. Miller, Chicago Academy of Sciences and Northern Illinois University, USA

Public Attitudes toward Science and Technology, Rafael Pardo, Public University of Navarra and BBV Foundation Center for Study of Science, Technology and Society, SPAIN, and Fujio Niwa, Saharna University, JAPAN

Scientific and Environmental Knowledge Around the World, Tom W. Smith, National Opinion Research Center, Chicago, USA

You Can't Sink a Rainbow: International Attitudes Towards Greenpeace - Taking on Shell over the Dumping of Oil Rigs in the North Sea, and the French Government over Nuclear Testing in the South Pacific, Robert Worcester, Market Opinion Research International (MORI), London, UK

Discussant: Holli A. Semetko, University of Amsterdam/Syracuse University

10:15-11:45 a.m. AAPOR CONCURRENT SESSIONS

INTERVIEWER-RESPONDENT INTERACTION AND BEHAVIOR CODING

Canyon I

Chair: Seymour Sudman, University of Illinois

A Comparison of Interviewer and Respondent Behaviors Between CATI and Paper-and-Pencil Data Collection, Sally Ann Sadosky, James M. Lepkowski, and Mick P. Couper, University of Michigan

Standardizing Interviewer Behavior Based on the Results of Behavior Coding Interviews, Jaki Stanley, National Agricultural Statistics Service

How Interviewers' Conversational Flexibility Affects the Accuracy of Survey Data, Frederick Conrad, Bureau of Labor Statistics, and Michael Schober, New School for Social Research

Occasioning Intervention: Interactional Resources for Comprehension in Standardized Survey Interviews, Nora Cate Schaeffer, University of Wisconsin-Madison, and Douglas W. Maynard, Indiana University

Discussant: Kenneth A. Rasinski, National Opinion Research Center

POLITICAL KNOWLEDGE: EXPLAINING VARIABILITY AND EXPLORING CONSEQUENCES

Salon II

Chair: Nancy Belden, Belden & Russonello

Perceptions of Minority Group Size: Searching for Predictors of Racial (In)Tolerance, Frederic Solop, and Stacey L. Acton, Northern Arizona University

The Age of Indifference Revisited: Patterns of Media Exposure, Political Interest and Knowledge among Generation X, Eric Rademacher, and Stephen Earl Bennett, University of Cincinnati

Gender Differences and Political Knowledge: The Impact of Media Information Sources, Thomas Hartley, and Ken Dautrich, University of Connecticut

Political Ignorance: Alienation by Degree, John T. Young, John Benson, and Robert J. Blendon, Harvard University, Mollyann Brodie, and Drew E. Altman, Henry J. Kaiser Family Foundation, Rich Morin, and Mario Brossard, Washington Post

Discussant: Michael Kagay, The New York Time

Friday, May 17

10:15 - 11:45 a.m. AAPOR SESSION

EVALUATING SOURCES OF BIAS IN RDD SURVEYS

Red Lion West

Chair: Kim Lesserman, The Gallup Organization

New Technology and Non-Response Bias in RDD Surveys, Peter Tuckel, Hunter College, C.U.N.Y., and Harry O'Neill, Roper Starch Worldwide

Predicting Eligibility Rates for Rare Populations in RDD Screening Surveys, Donald Camburn, Abt Associates Inc., and Robert A. Wright, National Center for Health Statistics

Estimating Bias in Telephone Samples with Current Population Survey Data, Lee Geisbrecht, U.S. Census Bureau, Amy W. Starer, and Dale W. Kulp, GENESYS Sampling Systems

An Evaluation of Sampling Techniques for Targeting Hard-to-Reach Demographics, Walter Smith, The Arbitron Company

Discussant: Patricia Gwartney, University of Oregon

10:15-11:45 a.m. AAPOR DISCUSSION PANEL

Red Lion East

ISSUES OF THE 1996 ELECTION

Chair: Michael Traugott, University of Michigan

Panel: Murray Edelman, Voter News Service
Kathleen A. Frankovic, CBS News
Sheldon R. Gawiser, Gawiser Associates, Inc.
Robert Joffe, Mason-Dixon Political Media Research, Inc.
William McInturff, Public Opinion Strategies

Many polling issues surfaced during the '96 primaries that will be with us through November. The session will include short presentations by the panel and an open discussion of: the relationship between polling and news coverage, use of polls by the candidates, difficulties in pre-election polling, the changing nature of exit polls and projections, vote-by-mail elections, the increasing number of low cost pre-election polls, and the use of push polls this year.

10:15-11:45 INTRODUCTION AND VISIT TO THE MORMON FAMILY HISTORY LIBRARY: RESEARCH RESOURCES FOR FAMILY HISTORY AND SOCIAL ANALYSIS

Seminar Theatre

Organizer: Richard Sobel, Princeton University, and Irene Johnston, FHL Staff

The Family History Library of the Mormon (LDS) Church in Salt Lake City holds one of the best collections of genealogical materials in the world. This session will provide an introduction to its genealogical resources for use in the City. The workshop will identify the various holdings (including vast resources for non-Mormons), their location in the FHL, and how best to access them in order to make the visit to the Library as part of the session most productive. The workshop will mention, too, examples of social research that can be accomplished using genealogical materials. The introduction also will explain how FHC resources can be accessed through branch libraries around the country.

11:45 a.m.-12:30 p.m. POSTER SESSIONS

Canyon II & Canyon III

Asking about Balancing the Budget: Newt's Way and Another Way, Pama Mitchell, Atlanta Journal-Constitution

A Comparison of African American and White Participation in a Survey of Older Adults, Donald Musa, Myrna Silverman, and Steven D. Manners, University of Pittsburgh/UCSUR

Census Tract Demographic Variables as Predictors of Response Rates in a Mixed-Mode Survey of Community Violence, Scott Beach, University of Pittsburgh

The Effect of an Incentive and Persuasion Technique on Rate and Timing of Response to a Mail Questionnaire Among Different Age Groups, Mary Boynton, John Tarnai, and Kent Miller, Washington State University

Training Field Interviewers to Use Computers: Past, Present and Future Trends, Mark Wojcik, and Edwin Hunt, National Opinion Research Center

A Preliminary Evaluation of an Automated Interview Monitoring and Evaluation System, Floyd Fowler, and Anthony M. Roman, University of Massachusetts, Thomas Trumble, Quantum Research Corporation, Peter Forbes, University of Massachusetts, Steve Tolecque, Quantum Research Corporation

Interviewer Training in an Epidemiologic Study: What Can Be Learned from Interviewer Behavior Coding? Sandra Edwards, University of Utah

Validity of Retrospective Reports of Everyday Physical Activity, David Mingay, Lance M. McCracken, and Margaret M. Mueller, University of Chicago

Using Commercial Databases to Locate a 5-Year-Old Sample of Transient Respondents, Karen Grigorian, Joan W. Law, and Ellen Schwarzbach, National Opinion Research Center

An Investigation of the Validity of Astrological Characteristics in Respondents of a National Area Probability Survey, Joan Law, Pamela J. Giese, and Keith R. Smith, National Opinion Research Center

Friday, May 17

11:45 a.m.-12:30 p.m. POSTER SESSIONS (cont) Canyon II & Canyon III

A Reliability Assessment of Drug Treatment Records Abstraction, Nora Fitzgerald, and Suzanne Perry, RAND, and Yih-Ing Hser, UCLA Drug Abuse Research Center

Assessing Data Quality in the 1993 National Study of Postsecondary Faculty: Issues of Validity and Reliability in Faculty Estimates, Sameer Abraham, and Lance A. Selfa, National Opinion Research Center

The Impact of Additional Contact Attempts on Survey Estimates in a Business-to-Business Customer Satisfaction Study, Shari Weber, The Gallup Organization

Variations in Seatbelt Use: An Observation Study in the State of Maine, Al Lighton, Edmund S. Muskie Institute of Public Affairs

Does Prescreening for Business Numbers By Sample Suppliers Reduce the Need for Daytime Calls? Coleen McMurray, and Rajesh Srinivasan, The Gallup Organization

Comparison of the Self-Response and Telephone Inquiry Methods of Opinion Research in Assessing Overall Performance and Consumer Preference for Alternative Fuel Vehicles in the U.S. Federal Fleet, Tim Coburn, and Peg Whalen, National Renewable Energy Lab

Single Item Measures: When are They Valid? David R. Johnson, University of Nebraska, Karen Rejda, The Gallup Organization

Toward a Systems Theory of Family Socialization, Public Opinion, and Social Movements, Cecilie Gaziano, Research Solutions, Inc.

The Use and Content of a Reactionary Talk Show: A Case of a Cable Public Access Program, William R. Davie, and Jung-Sook Lee, University of Southwestern Louisiana, Lafayette

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

CHAPTER REPRESENTATIVES LUNCH Salon III

POQ ADVISORY GROUP LUNCH Board Room

2:00-3:30 p.m. **AAPOR/WAPOR DISCUSSION PANEL**

**THE FUTURE PATHS OF PUBLIC OPINION RESEARCH:
AN INTERNATIONAL PERSPECTIVE**

Canyon III

Co-Chairs: Wolfgang Donsbach, Dresden University of Technology, GERMANY
Holli A. Semetko, University of Amsterdam/Syracuse University,
THE NETHERLANDS/USA

Panel: Philip Meyer, University of North Carolina, Chapel Hill, USA
Elisabeth Noelle-Neumann, Institut for Demoskopie, Allensbach,
GERMANY
Robert M. Worcester, MORI, London, UK
Hans L. Zetterberg, City University, Stockholm, SWEDEN

In his acceptance speech for the WAPOR Helen Dinerman Award 1995, Daniel Yankelovich painted a critical picture of the business of public opinion polls. Although the awardee hesitated to extend his account to other countries, most of his arguments are rather universal ones. His general point is that polls have grown ever more misleading, with contradictory non-valid, methodologically questionable results. As reasons he sees growing media ownership of polls and a qualitative change in the nature of public attitudes. This critical viewpoint of an insider is the starting point for a discussion about the future paths of public opinion research. All four panelists have in common that they have shaped the field for many years. They also paint a critical picture of the profession but they think about concrete measures that the profession can take in order to improve its job. Pollsters and social scientists must take the offensive to fight their increasingly negative image in society if they want to survive as a credible profession with an important societal function. The discussion of these four panelists, all of them outstanding figures and 'elder statesmen' of our craft, is dedicated to this endeavor: a critical sum-up and an optimistic look into the future.

2:00-3:30 p.m. **AAPOR CONCURRENT SESSIONS**

**TRENDS IN CYNICISM AND CONFIDENCE
IN INSTITUTIONS**

Red Lion East

Chair: Eric Uslaner, University of Maryland, College Park

Trends in Misanthropy, Tom W. Smith, National Opinion Research Center

The Effect of Critical News Coverage on Public Confidence in Institutions, James Devitt, The Annenberg School of Communication

The Influence of Political Talk Radio on Confidence in Democratic Institutions, Patricia Moy, and Michael Pfau, University of Wisconsin

Questioning Cynicism, Robert Eisinger, Lewis & Clark College, and Jim Norman, USA Today

Discussant: Richard Morin, The Washington Post

Friday, May 17

2:00-3:30 p.m. AAPOR CONCURRENT SESSIONS

INNOVATIVE APPROACHES TO DATA COLLECTION

Chair: Cheryl DeSaw, Mathematica Policy Research, Inc.

Constructing and Reconstructing Respondent Attitudes During a Telephone Survey Interview, James Flynn, Decision Research

Sentinel Approach to Data Collection, Cynthia Thomas, and Joseph Gertig, Westat

Methodology for a Community-Based Key Informant Survey, Cynthia Veldman, Sara Zuckerbraun, and Stefani Schneiderman, National Opinion Research Center

Encouraging Respondents to Use Visual Imagery to Improve Accuracy of Reporting Information in the American Housing Survey, Dawn Von Thurn, and Jeffrey C. Moore, U.S. Bureau of the Census

Discussant: Marie Crane, M. Crane & Associates, Inc.

QUESTIONNAIRE DESIGN AND TESTING

Red Lion West

Chair: Mick P. Couper, JPSM, University of Michigan

Selecting Pretesting Tools According to a Model of Questionnaire Development, with Illustrations Concerning Patient Satisfaction with Medical Care, Hans Akkerboom, Annemiek Luiten, and Frans Kerssemakers, Statistics Netherlands

Measuring Customer Satisfaction: More on Corporate Surveys as Practice, Judith Tanur, State University of NY at Stony Brook, and Brigitte Jordan, Xerox Palo Alto Research Center

Designing Questionnaires About Food Stamp Trafficking: Lessons from Focus Groups of Food Stamp Recipients, Anne Ciemnecki, Rita Stapulonis, Julita Milliner, and James C. Ohls, Mathematica Policy Research, Inc.

The Science of Constructing Respondent-Friendly Mail Questionnaires: Progress from Recent U.S. Census Bureau Research, Don Dillman, Washington State University

Discussant: Judy Lessler, Research Triangle Institute

2:00-3:30 p.m. AAPOR CONCURRENT SESSIONS (cont)

THE 1996 PRESIDENTIAL PRIMARIES

Salon II

Chair: George Bishop, University of Cincinnati

Major Media Coverage of the 1996 Presidential Election Campaign, Ted Smith, Virginia Commonwealth University, S. Robert Lichter, Center for Media & Public Affairs

Momentum and Stability: Political Attentiveness and Candidate Selection, Kelly Myers, and Clark Hubbard, University of New Hampshire

Public Opinion Dynamics in the Republican Presidential Nomination of 1996: Why Dole Won; Why the Rest Fell Short, Scott Keeter, Virginia Commonwealth University

Discussant: Cliff Zukin, Rutgers University

2:00-3:30 p.m. DISCUSSION PANEL

Canyon II

THE AAPOR MEMBER SURVEY – IMPLICATIONS FOR THE FUTURE

Organizer: Karen L. Goldenberg, Bureau of Labor Statistics

Panel: Nancy Belden, Belden & Russonello
Karen L. Goldenberg, Bureau of Labor Statistics
Robert Groves, University of Michigan
Diane O'Rourke, University of Illinois
Roger Tourangeau, National Opinion Research Center

In late 1994 AAPOR's Council began a series of discussions aimed at highlighting AAPOR's activities and the means by which those activities take place. The 1996 AAPOR member survey was an attempt to determine whether AAPOR's members think that our activities are the right ones, and whether we accomplish them in the most appropriate way. It also provides a more detailed demographic picture of AAPOR's members than has previously been available. In this session, current and former members of Council will present preliminary survey results describing our members' attachment to AAPOR, feelings about whether and how we should grow, opinions about the contents of our publications and the content and structure of our conferences, and thoughts on possible changes in the organization.

Friday, May 17

3:45-5:15 p.m. AAPOR/WAPOR SESSION

PUBLIC OPINION AROUND THE WORLD

Canyon I

Chair: Donald L. Shaw, University of North Carolina at Chapel Hill, USA

Popular Support for Free Market Reforms: Czechoslovakia, 1990-1993, Allan L. McCutcheon, University of Delaware

Public Opinion in Non-Democratic Contexts: The Case of Brazil, Christine Horak, University of Nevada, Las Vegas, Joseph Straubhaar, Brigham Young University

Understanding and Measuring Public Opinion in the Democratic People's Republic of Korea (North Korea), Young Chun, Bureau of Labor Statistics, Stephen Linton, Columbia University

Current Status of Opinion Poll in Korea, Kyu No, Research & Research, Inc.

Findings from the 1995 Latin Barometer, Marta Lagos, MORI/Chile

3:45-5:15 p.m. AAPOR CONCURRENT SESSIONS

ACCURACY OF MEASUREMENT FOR THE RECALL OF EVENTS AND BEHAVIORS

Red Lion East

Chair: Cleo Jenkins, U.S. Bureau of the Census, CSMR

Effects of Time and Expenditure Recall Accuracy in Diary Surveys, Monica Dashen, U.S. Bureau of Labor Statistics

Varying Recall Periods for Bounded Recall: The Effects on Data Quality, Nancy Mathiowetz, JPSM-University of Maryland, and Jim Lepkowski, University of Michigan

Limited Domain Diaries of Consumer Expenditures, Adriana Silberstein, Bureau of Labor Statistics

Are Proxy and Self Responses Different When Diaries are Used? R. Paul Moore, Research Triangle Institute

Estimating the Bias in Survey Reports for Religious Attendance, Stanley Presser, University of Maryland, Linda L. Stinson, Bureau of Labor Statistics

3:45-5:15 p.m. AAPOR DISCUSSION PANEL

**PUSH POLLS AND TRUTH IN POLLING LAWS:
HOW SHALL WE RESPOND?**

Red Lion West

Organizer and Chair: Thomas Guterbock, Center for Survey Research,
University of Virginia

Panel: Diane K. Bowers, Council of American Survey
Research Organizations and Council for
Marketing and Opinion Research

Sheldon R. Gawiser, National Council on Public
Polls and Gawiser Associates

Scott Keeter, Virginia Commonwealth University
and The Commonwealth Poll

The growing practice of conducting large-scale “push-polls” as part of electoral campaigns, and public outrage over this practice, pose significant ethical and policy dilemmas for survey research organizations. In push polls, respondents are given a series of characterizations of candidates and asked if their voting preference would change in light of this new information. While this technique can be used for valid research purposes, it is increasingly used as a campaign weapon for spreading misleading information. The panel will address the legitimate and illegitimate uses of persuasion in polling; report on recent responses of the survey community to the problem of unethical push polling; examine legislative developments such as proposed “truth-in-polling” bills; and evaluate regulatory and non-regulatory responses that might be effective in stopping abuses.

3:45 - 5:15 p.m. AAPOR CONCURRENT SESSIONS

ATTITUDE FORMATION AND CHANGE

Canyon II

Chair: John Zeglarski, Ronin Corporation

Advocating the Adoption of Prevention Health Behaviors: The Effectiveness of Print Versus Video Communications, Timothy Greenlee, University of Rhode Island

The Duality of Opinion: An Exploration of the Media's Influence on Public Opinion, Kimberly Downing, University of Cincinnati

Do Attitudes Toward Specific Supreme Court Decisions Matter? The Impact of the Webster and Flag-Burning Cases on Public Support for the Supreme Court, Jeffrey Mondak, and Anke Grosskopf, University of Pittsburgh

Prejudgment in High-Profile Cases: A Meta-Analysis of the Relative Importance of Print Versus Electronic Sources of Information, Robert Ross, and Edward J. Bronson, California State University

Discussant: Donald DeLuca, Price Waterhouse

Friday, May 17

3:45 - 5:15 p.m. AAPOR CONCURRENT SESSIONS

GENDER-RELATED ATTITUDES AND BEHAVIORS

Salon II

Chair: Pama Mitchell, Atlanta Journal-Constitution

June Cleaver Revisited: The Impact of Television Viewing on Gender Stereotyped Attitudes Regarding Division of Labor and Household Chores, Erica Scharrer, Syracuse University

Defining Sexual Harassment: Politics or Personal Experience? Diana Mutz, and Patricia Moy, University of Wisconsin-Madison

Housework Time and Housework Attitudes, John Robinson, and Melissa Milkie, University of Maryland

Perceptions of the Other Sex: The Gallup Poll of Men and Women, J. Andrew Brown, The Gallup Organization, London, UK

Discussant: Heather Hammer, University of Hawaii, Heather Hammer Research Consulting

APPLICATIONS OF MODELING TO SURVEY RESPONSE AND NON-RESPONSE

Canyon III

Chair: Geraldine Mooney, Mathematica Policy Research

Post-Stratification and Scale Validity: A Structural Equations Modeling Approach, Mark West, University of North Carolina-Asheville

Item Nonresponse in Attitude Scales: A Latent Variable Approach, Colm O'Muircheartaigh, and Irini Moustaki, London School of Economics - Methodology Institute

Predicting Customer Satisfaction Based on Association Models, Yves Thibaut, Gregory Gaertner, and Manass Chattopadhyay, The Gallup Organization

Item Nonresponse in Election Polls, Shari Weber, and Andy Anderson, The Gallup Organization

Discussant: Charles D. Cowan, Federal Deposit Insurance Corporation

6:00-7:00 p.m. RECEPTION WELCOMING NEWCOMERS

East Plaza

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

Grand Ballroom

Friday, May 17

8:30-10:00 p.m. PLENARY SESSION

Red Lion East & West

**THE WELLSPRINGS OF POLITICAL AND SOCIAL DISCONTENT
IN THE U.S.: AN HISTORICAL VIEW**

Robert Samuelson, Newsweek and The Washington Post
Frank Newport, The Gallup Organization
Michael Traugott, University of Michigan

Organizer and Moderator: Jacob Ludwig, Princeton Survey Research Associates

10:15 p.m.-1:00 a.m. TRADITIONAL SING-ALONG Salon III

10:15 p.m.-1:00 a.m. FIVE CARD PROBABILITY WORKSHOP Salon I

Saturday, May 18

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

7:30-8:30 a.m. FUN RUN/WALK Hotel Lobby

8:30-10:00 a.m. AAPOR SHORT COURSE Seminar Theater

**THE GENERAL SOCIAL SURVEY DATA AND INFORMATION
RETRIEVAL SYSTEM**

Tom W. Smith, National Opinion Research Center

9:00 a.m.-3:00 p.m. BOOK EXHIBIT Topaz

9:00 a.m.-5:00 p.m. TECHNOLOGY EXHIBIT Topaz

Saturday, May 18

8:30-10:00 a.m. AAPOR CONCURRENT SESSIONS

COGNITIVE INTERVIEWING AND QUESTIONNAIRE DESIGN

Red Lion East

Chair: Esther R. Miller, U.S. Bureau of the Census, CSMR

Using Cognitive Testing to Design a Business Survey Questionnaire, Karen L. Goldenberg, Bureau of Labor Statistics

Uncovering Adolescent Perceptions: Experiences Conducting Cognitive Interviews with Adolescents, Andrew Zukerberg, U.S. Dept of Commerce, Jennifer Hess, U.S. Bureau of the Census

Evaluating Subjective Health Questions: Cognitive and Methodological Investigations, Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health Statistics

Who Lives Here? The Use of Vignettes in Household Roster Research, Eleanor Gerber, Tracy Wellens, and Catherine Keeley, U.S. Bureau of the Census

Discussant: Norman Bradburn, National Opinion Research Center

IT MATTERS HOW YOU ASK: ASSESSING INCOME, RACE, ETHNICITY AND PARTY AFFILIATION

Canyon III

Chair: Joe Spaeth, University of Illinois, Urbana-Champaign, and Oregon State University

Obtaining Income Information from the Self-Employed: Methodological Developments, Jean Martin, Sarah Cheesbrough, and Tricia Dodd, Office for National Statistics (UK), Graham Farrant, and Anthony McKernan, Social and Community Planning Research (UK)

Asking Questions about Race, Ethnicity and Ancestry: Lessons Learned from the 1995 CPS Supplement on Race and Ethnicity, Ruth McKay, Bureau of Labor Statistics

A Flexible Approach to the Measurement of Race and Ethnicity, Judith Schejbal, National Opinion Research Center, Paul J. Lavrakas, Northwestern University Survey Laboratory, Tom W. Smith, National Opinion Research Center

Question Wording and Partisanship Re-Examined: A Preliminary Report, David Moore, The Gallup Organization

Discussant: Theresa DeMaio, U.S. Bureau of the Census

8:30-10:00 a.m. **AAPOR CONCURRENT SESSIONS**

RESEARCH DESIGN ISSUES FOR ESTABLISHMENT SURVEYS

Canyon I

Chair: Janice Ballou, Eagleton Institute of Politics, Rutgers University

Respondent Selection in Mail Surveys of Establishments: Personalization vs. Organizational Roles, Carl Ramirez, U.S. General Accounting Office

Increasing Response Rates in Business Surveys: A Split-Half Experiment, Young I. Chun, and Kenneth W. Robertson, Bureau of Labor Statistics

The Relationship Between Informant Role and Reporting Style, Joan Phillips, and Seymour Sudman, University of Illinois

Evaluating Respondent Performance in an Establishment Survey, David Cantor, W. Sherman Edwards, Jeffrey Kerwin, and Kerry Levin, Westat, Inc.

Which is Better: Grid Listing or Grouped Questions Design for Data Collection in Establishment Surveys? Laureen Moyer, CSMR, Bureau of the Census

EXPLORATIONS OF THE THIRD PERSON EFFECT

Salon II

Chair: Daniel Merkle, Voter News Service

A Social Categorization Model of the Third Person Effect, Mads Stenbjerre, Stanford University

An Experiment in Mass Media Appeals to Comply with the Law: Variation in the Third Person Effect, Robert Mason, Oregon State University

Public Perceptions of Television Influence and Opinions about Censorship in Singapore, Albert Gunther, University of Wisconsin, Ang Peng Hwa, Nanyang Technological University

Denying the Holocaust: Third-Person Effects and Decisions to Publish a Controversial Advertisement, Vincent Price, Li-Ning Huang, and David Tewksbury, University of Michigan

Discussant: Doris A. Graber, University of Illinois at Chicago

Saturday, May 18

8:30-10:00 a.m. AAPOR CONCURRENT SESSIONS

TRANSLATION AND OTHER CHALLENGES OF CROSS-CULTURAL RESEARCH

Canyon II

Chair: Ann Brunswick, Columbia University

A Study of Infant Mortality Among Puerto Ricans, Karl R. Landis, Institute for Survey Research, Temple University

Methodological Challenges in Measuring the Behavior and Attitudes of Hispanic Consumers in the U.S., Horst Stipp, NBC, and M. Isabel Valdes, Hispanic Market Connections

Effects of Asking Language Preference in a Radio Survey of U.S. Hispanics: Impact on Response Rates, Sample Representativeness and Reported Radio Listening, Robert Patchen, and Marla D. Cralley, The Arbitron Company

Meaning and the Eyes of the Beholders: Translating Survey Items, Janet Harkness, ZUMA, Alisu Schoua Glusberg, Research Support Services

Learning How to Ask: Some Lessons from Cross-Cultural Interview Research for Surveys in a Multicultural Society, Matt T. Salo, Bureau of the Census

8:30-10:00 a.m. ROUNDTABLES - CONCURRENT

Red Lion West

INTRODUCTORY SCRIPTS FOR SURVEYS

Organizers: Vincent Parker, University of Illinois at Chicago
Elizabeth A. Severns, University of Illinois

We would like to conduct a round table discussion that will address this issue as well as other refusal aversion techniques for telephone interviewing. Topics include, but are not limited to the following: call I.D., answering machines, placement of the number verification for RDD studies, the amount and type of information to provide in the introduction to the survey, and the role of the interviewer. We will discuss how these factors affect cooperation rates and what can be done to improve them. We encourage researchers who have experimented with these elements and others to share their strategies.

PRACTICAL CONSIDERATIONS FOR COGNITIVE INTERVIEWING

Organizers: Diane O'Rourke, University of Illinois
Timothy Johnson, University of Illinois
Rachel Caspar, Research Triangle Institute

Got a draft questionnaire? Not sure if it will work? It's amazing how helpful conducting even 4 or 5 cognitive interviews can be in pretesting. While the method and mode can vary, in general a person who could be a potential respondent is asked information in addition to the survey questions (probes) that help to determine possible problems within the cognitive process (i.e., interpretation, recall, judgment formation, response editing). In some cognitive interviewing, participants are asked to think aloud as they form an answer. In addition to the content and structure of the interview itself, several practical issues relate to the success of the process, including recruitment, facilities, directions, interview format, etc. If you've tried this approach or would like to, come to this small group discussion to trade information with your colleagues.

8:30-10:00 a.m. ROUNDTABLES (cont)

Red Lion West

THE IMPACT OF RELIGION ON PUBLIC OPINION

Organizers: Daniel A. Stout, Brigham Young University
JoAnn Valenti, Brigham Young University

Attendees are invited to discuss the phenomenon of “religiosity” as it applies to public opinion research, using Stout and Buddenbaum’s new book, Religion and Mass Media: Audiences and Adaptations as a point of departure, participants will review the latest studies on how religiosity helps orient public opinion about a number of timely issues. In particular, new research on the impact of religion on attitudes about health and the environment will be discussed. The overall goal of the roundtable is to encourage interdisciplinary study across diverse areas of research such as public opinion, sociology of religion, and mass communication.

10:15-11:45 a.m. AAPOR CONCURRENT SESSIONS

**PUBLIC OPINION ABOUT PUBLIC OPINION
AND POLLING**

Canyon III

Organizer and Chair: Al Gollin, Freedom Forum Media Studies Center

Asking Respondents to Estimate Public Opinion: Who Can Do It and How Accurate Are They? Daniel Merkle, Voter News Service, and Paul J. Lavrakas, Northwestern University

CMOR Refusal Rates and Industry Image Study, Harry O’Neill, Roper Starch Worldwide

Further Experiments on Presentation of Survey Findings in Newspaper Stories, Peter Miller, and Michael Roloff, Northwestern University

Polls On Polls: An Update, Alec M. Gallup, The Gallup Organization

ALTERNATIVE RESPONSE SCALES

Canyon II

Chair: Linda Piekarski, Survey Sampling, Inc.

Measuring the Intensity of Response Categories, Tom W. Smith, National Opinion Research Center

Rating Scales and Question Interpretation: When the Numbers and Graphics Tell You What the Words Don't, Norbert Schwarz, Carla Grayson, and Bärbel Knäuper, University of Michigan, and Michaela Wanke, University of Heidelberg

The Unfinished Business of Designing Response Scales in an Applied Research Setting, Wendy Davis, Tracy Wellens, and Theresa J. DeMaio, U.S. Bureau of the Census

Discussant: John P. Katosh, Mathew Greenwald & Associates, Inc.

Saturday, May 18

10:15-11:45 a.m.

AAPOR CONCURRENT SESSIONS

**EVALUATING THE UTILITY OF COGNITIVE
METHODS FOR DESIGNING QUESTIONNAIRES**

Red Lion East

Chair: Karen Bogen, CSMR, U.S. Bureau of the Census

How Well Do Question Evaluation Techniques Predict Test-Retest Reliability?
Jennifer Hess, Bureau of the Census, Eleanor Singer, University of Michigan

Cognitive Design - Improved Accuracy or Increased Measurement Error - A Mixed-Mode Comparison of Behavioral and Attitudinal Questions, Todd Rockwood, CORC-University of Minnesota, Rodney K. Baxter, Washington State University

Getting the Truth in Evaluation Reinterviews: Results of a Study to Compare Cognitively Designed Reinterview and Reconciled Reinterview, Rachel Caspar, and Paul Biemer, Research Triangle Institute

Discussant: Roger Tourangeau, National Opinion Research Center

RACE AND INTEGRATION IN CONTEXT

Canyon I

Chair: Charlotte Steeh, University of Michigan

Attitudes of Minority Residents of the Gold Coast, Fairfield County, Connecticut, Before the Simpson Verdict, Kurt Schlichting, Fairfield University

The Difference Between Black and Brown: Explanations of Racial Economic Inequality, Lawrence Bobo, Russell Sage Foundation, and James R. Kluegel, University of Illinois

Sociodemographic Correlates of African American Political Attitudes: Louis Farrakhan, the Nation of Islam, and the Million Man March, 1993-1995, Tyrone Forman, University of Michigan

America's Reaction to the O.J. Simpson Trial, Frank Newport, and Lydia Saad, The Gallup Organization

Discussant: Tali Mendelberg, Princeton University

10:15-11:45 a.m. ROUNDTABLES - CONCURRENT

Red Lion West

**ETHICAL SURVEY PRACTICE –
SURVEYING POLICIES AND PROCEDURES**

Organizers: John Kennedy, Indiana University
Beth Webb, University of Maryland

This roundtable will discuss the policies and procedures used by survey organizations to implement ethical practices. In particular, the initial findings of a study -- "General Policies and Procedures at Survey Organizations" -- currently being conducted by the University of Maryland Survey Research Center will be presented at the beginning of the discussion. This mail survey of both academic and private sector organizations covered such topics as the information routinely given to respondents, the steps taken to protect respondent confidentiality, the guidelines provided to interviewers, and the information provided to clients. Other topics that might be discussed include the use of stage names, and the policies used by survey organizations when illegal behavior is uncovered during an interview.

**THE 1994 REPUBLICAN TIDAL WAVE:
IMPLICATIONS FOR 1996 AND 1998**

Organizer: Alfred J. Tuchfarber, Institute for Policy Research,
University of Cincinnati

The purpose of this roundtable is to debate the implications of the 1994 Republican takeover of both houses of Congress on the 1996 and 1998 elections. Key questions are: (1) Has an enduring partisan realignment taken place? (2) Will the 1996 and/or 1998 elections confirm or disconfirm the hypothesis that a realignment began in 1994? (3) What role will Ross Perot and Ralph Nader and the "third" party movement play in the 1996 and 1998 elections?

**THE AMERICAN COMMUNITY SURVEY: THE FUTURE VEHICLE
FOR COLLECTING SMALL AREA DATA EVERY YEAR**

Organizer: Preston Jay Waite, U.S. Bureau of the Census

I will discuss the design and operational pilot testing of the American Community Survey (ACS) which will be the data collection vehicle for the Continuous Measurement System. The ACS will be a very large national survey first involving mailed questionnaires, then CATI follow-up of mail nonresponse, and then CAPI follow-up of households unreachable by CATI, with a month at each phase. When fully operational, this survey will consist of 400,000 households per month, providing annual estimates at levels consistent with the long form sample from the decennial census. This design presents some specialized statistical and field requirements which current pilot testing is helping to identify and solve. I will talk both about the design and what we have learned to date.

Saturday, May 18

10:15-11:45 a.m. ROUNDTABLES (cont)

Red Lion West

PRETESTING SURVEY QUESTIONNAIRES: NEW TECHNIQUES AND CHANGING PRACTICES

Organizer: Elizabeth Martin, CSMR, U.S. Bureau of the Census

Chair: Jennifer Rothgeb, CSMR, U.S. Bureau of the Census

In recent years, new methods for evaluating survey questionnaires are being applied in the survey design process. The new pretesting techniques draw on developments in cognitive psychology and other disciplines, and include such methods as think-aloud or cognitive interviewing, respondent debriefing, and behavior coding. This roundtable discusses several issues related to these developments. Are the new techniques more effective methods for pretesting questionnaires than past pretesting procedures? What is the pretesting practice in different organizations, and to what extent has it changed in response to the development of new methods? What should be considered the standard of practice for pretesting questionnaires?

12:00-1:30 p.m.

**LUNCHEON
AND PRESIDENTIAL ADDRESS**

Grand Ballroom

1:30-3:00 p.m.

DISCUSSION PANEL

Red Lion East

THE FUTURE OF PUBLIC OPINION RESEARCH

Organizer and Chair: Richard A. Kulka, Research Triangle Institute

Panel: Don A. Dillman, Washington State University
Kathleen A. Frankovic, CBS News
Joseph K. Garrett, Nielsen North America
Lars E. Lyberg, Statistics Sweden

As AAPOR celebrates its 50th Anniversary, it is important to contemplate the future of our profession. Changes that affect many other aspects of our lives will continue to stimulate fundamental changes in the ways in which we conceive of, organize for, and conduct surveys and public opinion polls. In this panel, participants representing AAPOR's major constituencies provide their views on how survey and public opinion research will or might be done in the future, and attempt to stimulate those in attendance to offer their thoughts on this issue as well. What changes might we anticipate in sampling, questionnaire design, data collection, technology, and even the very organization of these activities? Will the pace and nature of change be so rapid and fundamental that we will witness "the end of surveys and polls as we currently know them;" and, if so, what new forms and directions will these functions and activities take?

1:30-3:00 p.m. AAPOR CONCURRENT SESSIONS

EVALUATING VALIDITY

Canyon III

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

Can Participating in a Panel Sample Introduce Bias into Trend Estimates? Michael Battaglia, Abt Associates, Inc., Elizabeth R. Zell, and Pamela Ching, Centers for Disease Control

The Impact of Interviewer Characteristics on Cocaine Use Underreporting by Male Juvenile Arrestees, Michael Fendrich, Timothy Johnson, and Joseph Wislar, University of Illinois at Chicago

Testing the Validity of Public Assistance Surveys with Administrative Records, Wei Yen, and Harold Nelson, Office of Financial Management

Checking Up on Respondents: A Voter Turnout Validation Study of the 1992 Election, Lydia Saad, and Andy Anderson, The Gallup Organization

Discussant: William Nicholls, U.S. Bureau of the Census

**RESPONSE ORDER EFFECTS:
IDENTIFYING PATTERNS AND CORRELATES**

Canyon II

Chair: Sheldon R. Gawiser, Gawiser Associates, Inc.

When Poor Memory Makes for Good Data (and when not) -- Age and Response Effects in Attitude Measurement, Bärbel Knäuper, University of Michigan, ISR

Standing the Test of Time: Aging and Response Order Effects, Andrew E. Smith, and George Bishop, University of Cincinnati

Direction of Comparison Effects: Fact or Artifact? Michaela Wanke, Universität Heidelberg

Public Policy Questions and Response Order: Prevalence of the Recency Effect, David Moore, and Frank Newport, The Gallup Organization

Discussant: Alfred J. Tuchfarber, Institute for Policy Research, University of Cincinnati

Saturday, May 18

1:30-3:00 p.m. AAPOR CONCURRENT SESSIONS

METHODS TO INCREASE RESPONSE RATES

Red Lion West

Chair: Karin Clissold, Columbia University

The Effect of Questionnaire Length on Response Rates -- A Review of the Literature, Karen Bogen, CSMR, U.S. Bureau of the Census

Increasing Response Rates and Data Quality in Personal Interview Surveys Without Increasing Costs: An Application of CQI to the NHSDA, Tom Virag, and Brian Burke, Research Triangle Institute

The Effect of Additional Callbacks in a Telephone Survey, Robert Baumgartner and Bryan K. Ward, Hagler Bailly Consulting, Inc.

Arbitron's Methods for Improving the Survey Response of Young Males, Jennifer Novak, The Arbitron Company

Using Advance Letters in an RDD Telephone Survey, R. Paul Moore, and Kathryn L. Dowd, Research Triangle Institute

INTERVIEWER TRAINING AND FIELD SUPPORT FOR CAPI SURVEYS

Canyon I

Chair: Larry Cohen, SRI

Training Interviewers at Home on CAPI: Measuring the Effectiveness of Westat's On-line Tutorial CAPITRAIN as a Home Study Training Tool, Debbie Bittner, and Ben Gill, Westat, Inc.

The Perils and Promise of CAPI: The View from Field Support, Robert Wager and Shawn Marsh, National Opinion Research Center Affiliates

How Far is Too Far? Balancing the Technological and Human Limits of Computer-Assisted-Interviewing, Mark Wojcik, and Julie Ingels, National Opinion Research Center

An Alternate Model of Case Management for Computer-Assisted Personal Interviewing, Lisa Thalji, University of Chicago, Mark S. Wojcik, and Brian C. Young, National Opinion Research Center

Discussant: Reginald Baker, Market Strategies, Inc.

3:30-5:00 p.m. AAPOR BUSINESS MEETING

Red Lion East

6:00-7:00 p.m. PRESIDENT'S RECEPTION

East Plaza

7:00-9:00 p.m. DINNER AND AWARDS BANQUET

Grand Ballroom

9:00-midnight LIVE MUSIC AND DANCING

Grand Ballroom

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

Grand Ballroom

9:00-12:00 p.m. AAPOR Short Course

Salon I

**A PRACTICAL GUIDE TO PROJECT MANAGEMENT
FOR THE SURVEY RESEARCHER**

Michael Weeks, Research Triangle Institute

9:00-10:30 p.m. AAPOR CONCURRENT SESSIONS

RACIAL ATTITUDES

Canyon II

Chair: Murray Edelman, Voter News Service

Public Opinion about Affirmative Action, Stephen Earl Bennett, Eric Rademacher, Alfred Tuchfarber, and Andrew E. Smith, University of Cincinnati

Across the Great Divide: Examining Black-White Differences in Political Attitudes, Robert W. Oldendick, Michael W. Link, and C. Blease Graham, University of South Carolina

Experiments, Quasi-Experiments, Surveys and Depth Interviews: A Multi-Method Approach to Understanding White Racial Attitudes, Maria Krysan, Penn State University

Cohort Effects on Racial Attitudes: Does the Topic of the Question Make a Difference? Charlotte Steeh, University of Michigan

Discussant: Lawrence Bobo, Russell Sage Foundation

PUBLIC PERCEPTIONS ABOUT HEALTH AND SAFETY

Canyon I

Chair: Judith A. Schejbal, National Opinion Research Center

Trends in HIV/AIDS Related Knowledge and Testing 1987-1994: Data from the National Health Interview Survey, John Anderson, Division of STD/HIV Prevention, and Ronald W. Wilson, National Center for Health Statistics

People's Trust in Official Health Agencies as AIDS Information Sources: What People Perceive Medical Experts Say and What They Actually Believe, Nurit Guttman, UMDNJ-Robert Wood Johnson Medical School, Daria Boccher-Lattimore, UMDNJ, Charles T. Salmon, Michigan State University

IssueTrack/USA: Measuring the Impact of Events on Public Perceptions of Product Safety and Health, Barry Feinberg, Audits & Surveys Worldwide

Getting Behind the Numbers on Access to Care, Karen Donelan, Harvard School of Public Health, Craig A. Hill, National Opinion Research Center, Robert J. Blendon, Harvard School of Public Health

Discussant: Mollyann Brodie, Kaiser Family Foundation

Sunday, May 19

9:00-10:30 a.m. AAPOR CONCURRENT SESSIONS

POLITICS, ELECTIONS AND VOTING

Canyon III

Chair: Susan H. Pinkus, Los Angeles Times

The Rise of Mail Ballot Voting in California, Mark DiCamillo, The Field Institute

Defining the Religious Right: Issues of Self-Identification and Measurement of Political Groups, Cheryl Arnedt, CBS News

African American Realignment: 1937-1965, Daniel Dowd, Yale University

Neighborhood and Community Context Effects on Voter Turnout: A Case Study in Baltimore, MD and Bridgeport, CT, Kurt Schlichting, Fairfield University, Peter Tuckel, Hunter College, C.U.N.Y., and Richard Maisel, New York University

Discussant: Adam Clymer, New York Times

**ASSESSING THE EFFECTS OF NON-RESPONSE
AND REFUSAL CONVERSION**

Red Lion West

Chair: Rajesh Srinivasan, The Gallup Organization

The Effects of Coverage and Nonresponse Bias in the Measure of Past Week Newspaper Readership, Sue Greer, Behavioral Science Research Corp., and Virginia Dodge Fielder, Knight Ridder, Inc.

The Effect of Refusal Conversions on Survey Estimates, Pamela Rathbun, and Robert M. Baumgartner, Hagler Bailly Consulting, Inc.

Lies, Damn Lies, and Response Rates: The Noncooperation Effect in Telephone Survey Research, Scott Goold, University of New Mexico

Initial Cooperators vs. Converted Refusers: Are There Response Behavior Differences? Johnny Blair, Timothy Triplett, Teresa Hamilton, and Yun-Chiao Kang, University of Maryland

Discussant: Donald Cundy, Decisions Research

**TOWARD AN UNDERSTANDING
OF SURVEY RESPONSE**

Red Lion East

Chair: Charles D. Cowan, Federal Deposit Insurance Corporation

The Effects of Question Wording on Survey Responses: A Review of Recent Polling, George Pettinico, University of Connecticut

The Effect of Length of Recall on the Quality of Survey Data: A Meta-Analytic Approach, Nancy Mathiowetz, JPSM-University of Maryland, and Linda Stinson, Bureau of Labor Statistics

Ambiguity in Survey Questions, Matthew Berent, Idaho State University

Does Decomposition Improve the Accuracy of Behavioral Frequency Reports? Robert Belli, Norbert Schwarz, and Eleanor Singer, University of Michigan

Discussant: Roberta L. Sangster, Bureau of Labor Statistics

9:00-10:30 a.m. AAPOR CONCURRENT SESSIONS

AUDIO COMPUTER-ASSISTED SELF INTERVIEWING

Salon II

Organizer and Chair: Allen Duffer, Research Triangle Institute

Telephone Audio-CASI and Surveys of Sensitive Behaviors, Timothy Smith, Charles F. Turner, Heather Miller, Phillip C. Cooley, Susan M. Rogers, and Lori Von Colln, Research Triangle Institute

Interviewer-Respondent-Computer Interaction in a CAPI Survey, Allen Duffer, Jutta Thornberry, and Janice Kelly, Research Triangle Institute

Audio-CASI in Personal Interview Surveys, Susan Rogers, Barbara Forsyth, Heather Miller, Charles Turner, and Tim Smith, Research Triangle Institute

Survey Measurement of Sensitive Behaviors Using Audio-CASI, Charles Turner, Heather Miller, and Barbara Forsyth, Research Triangle Institute

10:45 a.m.-12:15 p.m. AAPOR CONCURRENT SESSIONS

SLIPPERY OPINIONS OR SQUISHY MEASUREMENT?

EXPLORING ARTIFACTS OF CONTEXT AND COGNITION

Canyon II

Chair: Jennifer Rothgeb, CSMR, U.S. Bureau of Census

Knowledge of and Attitudes Toward the Death Penalty and Rehabilitation: Artifact or Effect?, Patricia Moy, Jack M. McLeod, William P. Eveland, Jr., and Dietram A. Scheufele, University of Wisconsin-Madison

Geographic Context, Information Sources, and the Meaning of Responses to the "Number One Problem" Item, Paul Lavrakas, Northwestern University Survey Lab, and Judith A. Schejbal, National Opinion Research Center

The Effects of Recalling Consumer Experiences on Satisfaction Judgments, Barbara Bickart, Rutgers University

Question Order Effects for Ranking and Rating Questions: Comparison Between Mail and Telephone Mode of Survey Administration, Todd Rockwood, CORC-University of Minnesota

Discussant: R. Kelly Myers, University of New Hampshire

Sunday, May 18

10:45 a.m.-12:15 p.m. AAPOR CONCURRENT SESSIONS

PUBLIC OPINION AND PUBLIC POLICY

Canyon III

Chair: Sandra Bauman, Roper Starch Worldwide, Inc.

Jump-Starting School Reform: Can Public Opinion Force Change? Floyd Ciruli, Ciruli Associates, Inc.

Who Listens When America Speaks? Constituent Representation on Environmental Issues in the Senate, Amy Richardson, Princeton University

Who Asks What and How it is Reported: Polls, Sponsorship and Public Opinion on New Policy Issues, Anne Hildreth, University at Albany, SUNY

Making Major Changes in the Health Care System: Public Opinion Parallels Between Two Recent Debates, Robert Blendon, and John M. Benson, Harvard School of Public Health

Discussant: Kurt Lang, University of Washington

EFFECTS OF INTRODUCTIONS AND INCENTIVES ON RESPONSE RATES

Red Lion East

Chair: Cecilie Gaziano, Research Solutions

Exploring the Impact of Survey Introductions, Pamela Campanelli, Survey Methods Centre, SCPR, Nick Moon, NOP Research, London, and Patrick Sturgis, Survey Methods Centre, SCPR

Introductory Interactions in Telephone Surveys and Nonresponse, Mick P. Couper, and Robert M. Groves, JPSM, University of Michigan

The Effect of Incentives on Response Rates in Face-to-Face, Telephone, and Mixed-Mode Surveys, Nancy Gebler, Eleanor Singer, Trivellore E. Raghunathan and Kate McGonagle, Survey Methodology Program, University of Michigan

Incentives and Response Rates: A Classic Experiment with Physicians, Craig Hill, and Krishna L. Winfrey, National Opinion Research Center

Discussant: Robert Baumgartner, Hagler Bailly Consulting, Inc.

10:45 a.m.-12:15 p.m. AAPOR CONCURRENT SESSIONS

SURVEYS ON SPECIAL POPULATIONS

Canyon I

Organizer: Dianne Rucinski, University of Chicago

Chair: Eleanor Gerber, CSMR, U.S. Bureau of the Census

Accessing an Injecting Drug User Population, Albert Pach, III, Julia Silhan Ingels, and Ellen Kaplowitz, National Opinion Research Center

Videotaping Neighborhoods, Woody Carter, Jody Dougherty, and Karen Grigorian, National Opinion Research Center

Confronting the Challenges of Data Collection in Distressed Public Housing, Vicky Gwiasda, University of Illinois, Susan J. Popkin, Abt Associates, and Elise Martel, University of Illinois

Identifying Recipients of Housing Assistance through Survey Questions, Dianne Rucinski, and Leslie Athey, National Opinion Research Center, and Laurent Hodes, Department of HUD

Discussant: Susan C. Sprachman, Mathematica Policy Research, Inc.

10:45 a.m.-12:15 p.m. DISCUSSION PANEL

Red Lion West

DOES THE PRESS DRIVE OR MIRROR PUBLIC OPINION?

Organizer: David Fan, University of Minnesota

Panel: David Fan, University of Minnesota
Shanto Iyengar, University of California
Leo Jeffres, Cleveland State University
Vincent Price, University of Michigan
Elisabeth Noelle-Neumann, Allensbach Institute

Price will focus on conceptual issues, emphasizing modeling public opinion dynamics as a communication process, with the press as the medium through which elite and mass opinion alignments are created and maintained. Iyengar will discuss news coverage of campaigns and the degree to which reporters are captives of the candidates. Noelle-Neumann will discuss the link between media content analyses and the findings of survey research, basing her presentation on American and German media content analyses. One particular focus of her presentation will be the time sequence of changes in the media tenor and in the climate of opinion in the population. Fan will consider mathematical and statistical time series analyses of the impact of the press on public opinion. Emphasis will be given on the ability to predict time trends in public opinion percentages from press coverage analyzed by computer.

12:15-1:15 p.m.

LUNCH AND

Grand Ballroom

GOODBYE UNTIL AAPOR'S 52ND

in Virginia, at the Norfolk Waterside Marriott

ABSTRACTS

Friday, May 17

8:30-10:00 a.m.

AAPOR/WAPOR SESSION - PUBLIC OPINION TOWARD INTERVENTION IN BOSNIA

***British Attitudes Toward the Bosnian Situation*, Robert J. Wybrow, Gallup Organization, UK**

The situation in Bosnia, after five bloody years, appearing to be calming and NATO have recently replaced the UN as the peacekeeping or protection force. Hot on the heels of the Gulf War, British troops once again joined the firing line and took casualties. This article looks at the British public's view of the conflict in that part of the Balkans once known as Yugoslavia; did they want British troops employed in that far off land, once a holiday site; their attitudes towards the British Government, the American Government, and the United Nations; and the effect on international relations. At what point would the body count become unacceptable to majority of the public? The article is based on a number of questions asked by Gallup across a number of years, many of which have been repeated over time, plus the results from questions asked by the other major survey organizations in Britain. Though the Gallup database on Bosnia is not as extensive as its Gulf War counterpart, it is probably the largest in Britain on the topic. The author also attempts to look beyond the bald opinion statements, rich and interesting though they may be, to the views of the possible end-users and what impact, if any, the data may have on their decisions and actions.

***How Americans View Bosnia: A Case Study of Public Support for the Use of Force Abroad*, Alvin Richman, United States Information Agency, Washington, DC, USA**

The paper discusses American public attitudes toward U.S. intervention in Bosnia based on opinion surveys conducted between 1992 and 1996. The paper draws from over 100 national polls covering various aspects of the Bosnia conflict, which is second only to the Persian Gulf War in terms of volume of poll data. Previous research indicates that attitudes toward U.S. military involvement abroad develop within a broad hierarchical framework comprising at least four basic foreign policy values – Global Altruism, U.S. Global Interests, U.S. Domestic Issues bearing on foreign policy, and Military Security. Also part of the framework are a number of specific attitudes relating to Military Security that affect willingness to use force in different situations. These attitudes include perceptions of U.S. interests and threats to them in a particular situation, preferences regarding specific military means proposed to counter threats, and anticipated outcomes. Americans' support for participation in the multinational peacekeeping mission in Bosnia appears to spring primarily from its altruistic motives in foreign affairs and, secondarily, from its desire to protect U.S. security by preventing a wider European war. However, lukewarm readings regarding U.S. interests in Bosnia and initial widespread pessimism about successfully accomplishing the peacekeeping mission with acceptable losses have left the American public closely divided on whether to involve U.S. ground forces in Bosnia.

Friday, May 17

8:30-10:00 a.m.

ALTERNATIVE RESPONDENT-SELECTION PROCEDURES FOR HOUSEHOLD SURVEYS

Modeling Selection of Respondents within Household in Telephone Surveys

Charles Denk, Thomas M. Guterbock, and Dan Gold, University of Virginia

Implementation of an RDD telephone survey requires decisions about how to recruit a respondent from eligible household members. To guide such methodological decisions, we develop a behavioral model for response rates and related quantities (e.g., gender mix) based on method and characteristics of potential respondents. We use data from a random assignment experiment conducted within a local health behavior survey to specify parts of this model. We contrast three common selection methods: interviewing the first available adult, selection of the household member with the most recent birthday, and randomized choice of a household member after an inventory of adults. Our analysis of 1100 attempted interviews compares various types of refused and completed interviews. As expected, both the inventory-based and the last-birthday methods were effective in increasing the proportion of males in the final sample. The analysis suggests additional, counterbalancing implications. For example, women exhibit a lower rate of cooperation with specific steps of the selection process under inventory-based than birthday-based selection, and respondent distributions of marital status and household composition are affected by method.

The Benefits of a "Multiple-Persons-Per-Household" Sample Design

Barbara Woods, The Arbitron Company

Most discussions of Multiple-Persons-Per-Household (MPPH) vs. Single-Person-Per-Household (SPPH) center around the fact that MPPH sample designs are subject to a "household clustering effect" which is not present in SPPH designs. Clustering has the effect of reducing effective sample size, resulting in a loss of reliability. However, when comparing SPPH and MPPH designs, there has been little discussion beyond the issues of effective sample size and reliability. This paper will address some of the drawbacks of SPPH and the advantages of MPPH, which when taken together, argue strongly for the use of MPPH sample designs, particularly for media surveys. Some SPPH drawbacks which will be discussed include the higher probability of selection associated with persons in small households; the bias against younger persons, Blacks and Hispanics who tend to live in larger households; and the problems associated with weighting to offset household-size bias. Advantages of MPPH samples to be covered include the low levels of clustering and the high degree of "independence" in MPPH sample responses and the better distributions of in-tab persons by household size, age and ethnicity.

8:30-10:00 a.m.

JOURNALISM AND INFORMATION

The Growing Dominance of Opinionated Journalism in U.S. Presidential Campaign

Television Coverage, Catherine Steele, and Kevin G. Barnhurst, Syracuse University

This essay expands the research on sound bites in U.S. presidential campaign coverage by looking at the speech of journalists rather than sources. Using the metaphor of the election report as a political conversation among journalists and their sources, the authors apply Bales' categories to discover that journalists have become more dominant, increasing their share of air time in more tightly controlled, faster paced reports. A significant shift toward expressing opinions and judgments of campaign events confirms previous qualitative observations that newscasts have become more journalist centered. The focus on journalists and their opinions may turn anchors into celebrities and attract larger audiences but provides information less often about the election.

***The New Long Journalism: Evidence and Implications*, Diana Mutz, University of Wisconsin-Madison, and Kevin Barnhurst, Syracuse University**

Despite general agreement as to how news is defined, there is a growing consensus that contemporary reporting may have altered that definition in a direction that de-emphasizes the events themselves and bolsters the importance of the analysis of those events. While some studies identify the altered definition as a fairly recent phenomenon, others see it as part of a longer historical trend. Almost all of them locate the changes in examinations of election coverage. Nonetheless, across differences in study context, time frame, and medium, closely related terms describe the "new long journalism" as shifts from descriptive to analytic coverage, from event-centered to interpretive reporting, or from episodic to thematic coverage. Unfortunately, much of the evidence that newspapers have shifted away from events and toward analysis has been anecdotal. Our goals in this study are to outline the major components of the new long journalism, to shed light on its generalizability outside the context of election campaigns, to identify the timing of such a shift by examining media content across a full century, and to discuss the implications of this shift for studies of public opinion.

***The Media, Public Knowledge, and Trust in Government*, John Benson, John T. Young, and Robert J. Blendon, Harvard University, Mollyann Brodie, and Drew E. Altman, Henry J. Kaiser Family Foundation, Rich Morin, and Mario Brossard, Washington Post**
Analysis of data from a 1995 *Washington Post*/Henry J. Kaiser Family Foundation/ Harvard University Survey Project poll of 1,514 adults nationwide indicates that public knowledge of government and politics is affected by a variety of factors, most notably education, attentiveness to newspaper and television news on the subject, and interest in politics. Lesser, but still significant, factors include main news source and frequency of news consumption. Interest, attentiveness, and media habits have a greater impact on general political knowledge than on knowledge of past and current issues. The paper also discusses the relative importance of several key factors that may help explain Americans' lack of trust in government. Those factors include perceived government failures, lack of trust in other people, levels of political knowledge, and media habits. The paper concludes by discussing the implications of these findings and putting them into the context of the coming election campaign. The survey was conducted between November 28 and December 4, 1995, by Princeton Survey Research Associates.

What Do Citizens Know? The Focus Group Verdict

Doris Graber, University of Illinois at Chicago

Do average Americans have sufficient political savvy to carry out their civic responsibilities? The prevailing negative judgments, based predominantly on survey research, show citizens scoring poorly when answering factual political questions selected by investigators. Is the story different when citizens are rated on the political sophistication they exhibit during focus group discussions where they frame the issues themselves? The assumption behind this question is that people learn to meet their needs as they perceive them, rather than learning what social scientists deem to be the knowledge needs of 'ideal' citizens. To test what citizens actually know about politics requires open-ended discussions. Focus groups provide ideal settings. Accordingly, I analyzed protocols from 21 focus groups whose discussions ranged widely over multiple political domains. The data were coded to indicate (1) how much factual political information focus group members incorporated into their discussions and (2) to assess the degree of sophistication of reasoning about various political issues. Although the focus groups predominantly represented citizens from low socio-economic levels, group members chose to discuss a broad range of civic issues of current concern. Their level of political sophistication was unexpectedly high, suggesting that average citizens can handle civic duties competently.

Friday, May 17
8:30-10:00 a.m.

INVESTIGATING MODE EFFECTS (AND OTHER ARTIFACTS OF METHOD)

ACASI: A Practical Analysis

Nicole Grilley, Yin Kean, and Bronwyn Nichols, University of Chicago

ACASI is an innovative survey research technique enabling respondents to work one-on-one with a computer to answer survey questions. The intention of ACASI is to maximize the accuracy of self-reported behaviors and opinions on sensitive research issues by providing a private and confidential atmosphere. Maximizing privacy and confidentiality to yield accurate responses was of utmost importance on the Prospective Longitudinal Study of Adolescent Health (Add Health) conducted by NORC. The first wave of data collection on the Add Health Study was conducted from April 1995 through December 1995. In the course of these months, over 20,000 CAPI interviews were conducted by 500 interviewers across the nation. It was in this CAPI interview that the ACASI instrument was administered to all respondents. This paper will offer a practical analysis of ACASI in progress on the first wave of the Add Health Study as well as review preliminary data on the frequency of ACASI use on the second wave of the study. By discussing Add Health's experience with ACASI, focusing on the experiences in the field as well as hardware and software implementation issues, the paper intends to assist a survey researcher or survey manager in evaluating ACASI technology for their research purposes.

Question Order Effects in Voting Surveys, Nick Moon, NOP Research

Whether the order in which questions are placed in the questionnaire can have any effect on the answers received is a much discussed topic. This paper concentrates on one particular, heavily used question - voting intention - and its susceptibility to order effects. One series of experiments was designed to measure the difference between cold start - where the voting question appears at the start of the interview - and warm start, where the voting question is preceded by a number of other questions, typically satisfaction with party leaders and with the government. A variant of this experiment was suggested by a poll in the British general election of 1992. One of the few to get the result correct, it had the voting question at the very end of a long political interview. In a series of lengthy political polls over the next few years, split sample techniques were used to test the impact of placing the voting question at the start or at the end. The final experiment was set up to measure the consistency between current and past voting, dependent on which was asked first.

Measuring Crime in Public Housing: Methodological Issues and Research Strategies, Lanny Piper, Research Triangle Institute, and Harold Holzman, HUD

Although levels of crime are commonly thought to be higher in public housing than in other types of housing, relatively few attempts have been made to systematically gauge the incidence of specific offenses in public housing. As a result the U.S. Department of Housing and Urban Development (HUD) has little information to assess the impact of monies provided to public housing for crime deterrent initiatives. To improve the HUD information base on this issue, HUD funded a survey methodology project to develop a survey questionnaire and sound survey protocol that could be implemented by public housing authorities (PHAs). Abbreviated versions of the National Crime Victimization Survey (NCVS) instruments were prepared and tested for this survey. Due to the expense of the NCVS panel survey design, the design for this data collection was limited to cross-sectional surveys. HUD's desire was to develop a survey design that would include one survey before an intervention program and one following the intervention to estimate changes in the victimization rates. An integral part of this research was to conduct several methodological tests to determine which alternative methodology could be used successfully in this context. We tested telephone and in-person modes of interviewing and designed this test to determine if a bias could result from a sampling frame of only telephone households. We also tested the use of a single respondent in a household serving as a proxy for all eligible household members verses self-reporting by each household eligible.

Friday, May 17

8:30-10:00 a.m.

LESSONS FROM THE DELIBERATIVE POLLS

Field Challenges in Getting a National Sample to Come to Austin

Woody Carter, and Sally Murphy, National Opinion Research Center

NORC selected the delegates to the National Issues Convention and persuaded them to travel to Austin to participate. Assembling a national area probability sample in one room for the first time in history stretched the organization's skills in the areas of planning, logistical support, liaison with clients, and problem solving. This paper discusses how we did it by adopting a "total design method" which took us well outside the parameters of a typical survey. The paper covers planning and budgeting, client liaison, sample selection, materials and questionnaire development, the approach to the household, recruiting convention participation, the innovative role of "delegate liaison" and how it increased participation, problem-solving during the convention, post-convention problems, and recommendations for the planning, management, and logistics of future deliberative polls.

8:30-10:00 a.m.

NEW TECHNOLOGY AND RESOURCES, THE INTERNET AND THE WORLD-WIDE WEB

Uses of the World Wide Web: How Users Frame the Web

James McQuivey, Syracuse University

This research attempts to expand the current mostly demographic understanding of web users by examining how users mentally construct the web in order to use it. It is suggested that web users will try to apply their knowledge of some other concept to their use of the web. For example, the web could be conceived of as a library, a highway, a newspaper, or a magazine. It is hypothesized that users will be likely to draw these mental constructions, or "frames," from other mass media. Through in-depth interviews, support is found for this hypothesis along with the fact that users are able to shift their frames from media to non-media frames without confusion. This indicates that users may not conceive of the web as one consistent entity, but frame each site differently based on their own needs and the content provided there. Furthermore, it is found that novice users of the web are more likely to employ mass media frames than non-media frames. The significance of this result for web advertisers is explored. Suggestions are made for testing these findings through survey research.

Personal Computers, Mass Media and Other Uses of Time, John Robinson, and Kevin Barth, University of Maryland, and Andrew Kohut, Pew Research Center

The arrival of personal computers has raised issues of how they are affecting usage of more traditional forms of communication and other aspects of daily time use. Does the arrival of computers and internet use mean that Americans will watch less TV, spend less time with print media or decrease social participation? In the present study, 1993-95 national samples of the American public with home computers have been asked about the purposes and types of use made of the home computer and how it has affected their other activities. In general, their responses suggest that the home computer is being used for a wide variety of purposes and has resulted in at least as much displacement of time as television, but that neither print or other media use has been affected significantly as a result. The implications of these findings for future uses of the media and time are discussed.

Friday, May 17

8:30-10:00 a.m.

NEW TECHNOLOGY AND RESOURCES, THE INTERNET AND THE WORLD-WIDE WEB (cont.)

How Many Are Really on the Electronic Superhighway?

Bradford Fay, Roper Starch Worldwide

Estimates of Internet and on-line usage, and even home computer ownership, differ widely. A Nielsen telephone survey of 4,200 North Americans estimated 24 million Internet users, but an advisor to the project says the right answer is less than half that. Quoted figures for home computer ownership range from as low as 25% of homes to almost 50%. What are the real answers—and why do estimates vary so much? An important factor may be the impact of interviewing method on the sample. Many of the highest incidence estimates are based on telephone surveys, which tend to have an upscale skew, in part because they fail to represent households with no telephone and RDD methods over-represent affluent households with multiple phone lines. Furthermore, telephone samples may also may have skew toward respondents being “technologically receptive.” This paper will provide new PC ownership, Internet, and on-line usage data based on door-to-door interviewing. The same study included questions on presence of telephone line(s) and attitudes toward granting interviews on the phone, to see how these are related to technology ownership/use.

10:15-11:45 a.m.

AAPOR/WAPOR SESSION: PUBLIC KNOWLEDGE AND ATTITUDES TOWARD SCIENCE TECHNOLOGY AND THE ENVIRONMENT – INTERNATIONAL PERSPECTIVES

***Scientific Literacy in Europe, Japan, and the U.S.,* Jon D. Miller, Chicago Academy of Sciences and Northern Illinois University, USA**

Using data from the Eurobarometer (1992) and national surveys of Japan (1991) and the United States (1995), a conceptualization and definition of scientific literacy is provided. Confirmatory factor analyses were used to construct comparable measures across the three areas. A set of structural equation models were used to identify the relationships of age, gender, and education with scientific literacy. The paper concludes with a discussion of the origins and consequences of scientific literacy for modern democratic political systems in the 21st century.

***Public Attitudes toward Science and Technology,* Rafael Pardo, Public University of Navarra and BBV Foundation Center for Study of Science, Technology and Society, SPAIN and Fujio Niwa, Saharma University, JAPAN**

Using the same data sets described in the Miller paper (see above), this analysis incorporates the core demographic and scientific literacy components and extends the model to examine the formation of two general schema concerning science and technology. One schema reflects each individual's belief in the promise of science, and the other schema reflects each individual's reservations about the impact of science and technology. This set of analyses will focus on both the factors associated with the relative strength of these schema and the role of these general schema in the formulation of more specific attitudes toward government spending for basic scientific research.

Friday, May 17
10:15-11:45 a.m.

**AAPOR/WAPOR SESSION: PUBLIC KNOWLEDGE AND
ATTITUDES TOWARD SCIENCE TECHNOLOGY AND THE
ENVIRONMENT – INTERNATIONAL PERSPECTIVES (cont.)**

Environmental and Scientific Knowledge Around the World

Tom W. Smith, National Opinion Research Center, Chicago, USA

In 1993/94 20 countries administered a 12-item test of scientific and environmental knowledge to probability samples of each country's adult population. The total sample size was over 25,000. This report examines 1) the level of knowledge for both the summary scales and individual items across nations and 2) the correlates of knowledge. Preliminary analysis indicates that knowledge is consistent greater across nations among those a) the better educated, b) younger adults, c) men, and d) those in technical and scientific occupations. Some differences were also related to religious beliefs with the fundamentalists in the US much less informed on facts regarding evolution than non-fundamentalists.

10:15-11:45 a.m. **INTERVIEWER-RESPONDENT INTERACTION AND BEHAVIOR
CODING**

***A Comparison of Interviewer and Respondent Behaviors Between CATI and Paper-and-Pencil Data Collection*, Sally Ann Sadosky, James M. Lepkowski, and Mick P. Couper, University of Michigan**

Formal comparisons of computer assisted data collection to paper-and-pencil are essential for a complete understanding of the effect of mode on data quality. This study compares interviewer and respondent behavior using two modes and its effects on data quality. While much has been written on interviewer and respondent behaviors, very limited research explicitly compares such behavior in different modes of data collection in an experimental setting. There may be many differences between paper-and-pencil interviewing and computer-assisted interviewing that affect the respondent-interviewer interaction, and ultimately data quality. For example, some differences in probing behavior have been observed which might impact the accuracy of the response. Computer assisted interviewing ought to reduce the number of question reading errors through proper display of fills for person, date, or other references and proper skip sequencing. Respondents might be more reluctant to seek clarification during a computer assisted interview when they are uncertain about a question. Findings indicate that interviewer behaviors differ between modes, but most respondent behaviors do not. This study was done using the Panel Study of Income Dynamics (PSID) where three groups were randomly assigned to the paper-and pencil data collection mode, and three to CATI. A total of 200 tapes were coded for interviewer and respondent behaviors.

Friday, May 17
10:15-11:45 a.m.

INTERVIEWER-RESPONDENT INTERACTION AND BEHAVIOR CODING (cont.)

Standardizing Interviewer Behavior Based on the Results of Behavior Coding Interviews, **Jaki Stanley, National Agricultural Statistics Service**

Interviewer and respondent behaviors were coded for a set of telephone interviews from the National Agricultural Statistics Service (NASS) Quarterly Agricultural Survey. The behaviors coded showed deficiencies in both the design of the survey instrument and its administration. Interviewers were often not administering questions uniformly and as they appeared in the instrument. Some of the nonstandard interviewer behavior could clearly have adverse effects on the quality of the data collected. However, much of the nonstandard behavior was the result of the questionnaire's failure to take conversational norms (Grice, 1975) into account. Nonstandard behaviors included both interviewers' attempts to compensate for violations of conversational norms and inappropriate answers from respondents. Explicit consideration of conversational norms in questionnaire design will enable interviewers to adhere to the survey instrument more closely and administer questions more uniformly. Techniques such as behavior coding will then be more effective in showing where interviewers may be affecting data quality and need additional training. Several general conversational principles that should be considered in questionnaire design are proposed.

How Interviewers' Conversational Flexibility Affects the Accuracy of Survey Data, **Frederick Conrad, Bureau of Labor Statistics, and Michael Schober, New School for Social Research**

Standardized survey interviewing is widely advocated in order to reduce interviewer-related error (e.g. Fowler & Mangione, 1990). But Suchman and Jordan (1990, 1991) argue that standardized wording may decrease response accuracy because it prevents the conversational flexibility that respondents need in order to understand what the survey designers have intended. We evaluated these competing positions – standardized versus flexible interviewing approaches – in a laboratory experiment. Professional interviewers asked the respondents questions from three large government surveys, using either standardized or flexible interviewing techniques. The respondents provided answers on the basis of fictional descriptions enabling the experimenters to measure response accuracy. Accuracy and certain characteristics of the interaction were compared under standardized and flexible interviewing conditions. The two interviewing techniques led to virtually perfect accuracy when the concepts in the questions clearly mapped onto the fictional situations. When the mapping was less clear, flexible interviewing increased accuracy substantially, from 27% to 87%. We discuss theoretical and practical implications and propose which circumstances justify the use of either interviewing technique.

Friday, May 17

10:15-11:45 a.m.

POLITICAL KNOWLEDGE: EXPLAINING VARIABILITY AND EXPLORING CONSEQUENCES

***Perceptions of Minority Group Size: Searching for Predictors of Racial (In)Tolerance,* Frederic Solop, and Stacey L. Acton, Northern Arizona University**

A recent national study pointed to the misperceptions Americans hold about the size of minority group populations in the United States. When asked to estimate the size of minority groups relative to the whole population, people of all races and ethnicities provide grossly overestimates of the size of minority populations and gross underestimates of the size of the white population. The study reported in this paper replicates questions asked in this national study with a random sample of adult Arizona residents. The Arizona study further examines relationships between respondents' perceptions of the relative size of minority group populations and respondent attitudes regarding racially sensitive national and state public policy issues. This study hypothesizes that people with the most exaggerated perceptions of minority group size in Arizona express the least tolerant views on racially sensitive issues. Conversely, the authors believe that people with the most accurate perceptions of minority group size will hold more tolerant positions on racially sensitive matters. The data reported in this paper was collected during a February, 1996 statewide telephone survey of 410 randomly selected Arizona residents.

***Political Ignorance: Alienation by Degree,* John T. Young, John Benson, and Robert J. Blendon, Harvard University, Mollyann Brodie, and Drew E. Altman, Henry J. Kaiser Family Foundation, Rich Morin, and Mario Brassard, Washington Post**

This paper analyzes data from a 1995 national survey of 1514 adults designed by The Washington Post, Kaiser Family Foundation, and the Harvard University Survey Project. The survey measures Americans' feelings of trust toward the federal government and their perceptions of federal government policy successes and failures. The authors use a series of fact based questions to investigate differences among respondents who offered inverse incorrect responses, for example saying a condition got worse when it got better, those who said don't know, those who gave simple incorrect responses, and those who gave correct responses. The four groups will be compared by their degree of attention to news sources, political interests, levels of fundamental political knowledge, and education. The authors' hypothesis is that these gradations of ignorance have differential effects on trust in government. For example, those who think that conditions have gotten worse when they have gotten better are less likely to think of the government as "doing the right thing," on that issue. As this kind of ignorance cumulates, individuals are less likely to give the government much credit across a wider array of issues. Nor are they likely to think that the federal government can effectively deal with a large range of issues. Therefore, political ignorance and not just of political knowledge is important political construct.

Friday, May 17

10:15-11:45 a.m. **EVALUATING SOURCES OF BIAS IN RDD SURVEYS**

New Technology and Non-Response Bias in RDD Surveys, Peter Tuckel, Hunter College, C.U.N.Y., and Harry O'Neill, Roper Starch Worldwide

Caller ID and the telephone answering machine, while conferring a number of clear-cut benefits upon consumers, at the same time pose potential problems to telephone survey researchers. Both of these new technologies may make it more difficult for telephone surveyors to establish contact with potential respondents and thus imperil the representativeness of the sample selected for interviewing. This paper profiles both subscribers to caller ID and owners of answering machines and examines the patterns of usage of these two telephone technologies. The paper's findings rest upon survey data gathered from a nationwide sample of 1,980 respondents who were interviewed face-to-face in their homes. The paper has four major objectives: (1) to identify the socio-demographic characteristics of caller ID subscribers and answering machine owners, (2) to understand the motivational basis for subscribing to caller ID, (3) to examine the frequency with which caller ID subscribers and answering machine owners screen their calls, and (4) to learn about the attitudes of users of both of these technologies towards participation in telephone surveys.

Predicting Eligibility Rates for Rare Populations in RDD Screening Surveys, Donald Camburn, Abt Associates Inc., and Robert A. Wright, National Center for Health Statistics

Accurately predicting eligibility rates is critical in designing random-digit-dial (RDD) surveys that screen for rare populations. If the observed eligibility rate varies substantially from design assumptions, survey costs may increase with no gain in the precision of the estimates. Recent data from the National Immunization Survey (NIS) and other sources suggest that fewer telephone lines are found in households with young children and telephones than in the general population of households with telephones. Because the NIS screens for households that contain children 19 through 35 months of age (in order to measure vaccination levels at the state and local area level), even modest differences in the number of telephone lines between telephone-households with, and without, children can have a large effect on the observed eligibility rate. This paper discusses the impact of the lower number of telephone lines in households with children on the observed NIS eligibility rates. Data at the national level and for specific subregions of the country are used to examine this issue. The results show that using household-level data to predict eligibility rates in the design of the NIS sample resulted in an overestimation of the predicted eligibility rate.

Estimating Bias in Telephone Samples with Current Population Survey Data, Lee Geisbrecht, U.S. Census Bureau, Amy W. Starer, and Dale W. Kulp, GENESYS Sampling Systems

We examine the nature of the coverage bias introduced by using various "List-Assisted" Random Digit Dialing (RDD) sample designs, and investigate the use of various techniques and adjustment factors based upon our study data to help reduce the bias in future RDD surveys. The study design enables us to examine the coverage bias introduced by leaving out the non-telephone population, using a truncated, list-assisted RDD design which leaves out the zero-listed 100-banks, and using truncated, list-assisted designs that leave out 100-banks with only 1 listed number, only 2 listed numbers, etc. We examine Current Population Survey (CPS) data appended with information about the respondent-reported telephone number by GENESYS Sampling Systems for this study. Each month's CPS is a nationally representative address-based sample of households. In conjunction with GENESYS, information was appended in order to categorize the household telephone numbers into zero-listed, 1+ listed, 2+ listed, etc. 100-banks of telephone numbers. The paper examines the effect on estimates of demographic and labor force characteristics of including or excluding these various categories of telephone numbers from the sampling frame. It also evaluates the effect of possible weighting adjustments for the omitted categories.

Friday, May 17

10:15-11:45 a.m. **EVALUATING SOURCES OF BIAS IN RDD SURVEYS (cont.)**

An Evaluation of Sampling Techniques for Targeting Hard-to-Reach Demographics

Walter Smith, The Arbitron Company

In this paper, we discuss two techniques designed to improve the representation of young males age 18 to 24 and 25 to 34 in our syndicated radio diary surveys. We conducted the first, supplemental sample, by selecting an additional random sample from the same sample frame used to select our main sample. Households in the supplemental sample were screened near the beginning of the telephone call to determine if any young males 18 to 24 or 25 to 34 are present. In households with young males, we continued with our standard recruitment script. If the demographic was determined not present, we ended the call. Contrary to our hypotheses, we discovered that the presence of each demographic group *did differ* at the placement (recruitment) call and at the returned, usable diary stage of our survey. With the second technique, sample enrichment, we added nearly 360,000 telephone numbers to our sample frame in 47 markets with high group-quarters populations. We looked at several sample performance variables to determine the effect of sample enrichment. We also compared the demographics of returned usable diaries from the enriched sample with our standard sample.

11:45 a.m.-12:30 p.m. **POSTER SESSIONS**

Asking about Balancing the Budget: Newt's Way and Another Way

Pama Mitchell, Atlanta Journal-Constitution

Last fall, House Speaker Gingrich alleged that a CBS/New York Times poll asked biased questions about Republican proposals for balancing the federal budget. Instead of asking about "cutting" spending on Medicare and Medicaid to balance the budget, Gingrich claimed, the poll should have asked about "slowing the growth" of spending on those programs. This research tests the effects of wording a question on balancing the budget Newt's way or what may be called the Democrats' way. Results are based on a split sample experiment by The Atlanta Journal-Constitution in a poll of 945 Georgia voters. As might be expected, the wording made a significant difference in the results. When asked the question the Speaker's way, a majority (53%) of respondents favored balancing the budget. But when we asked about "cutting" programs, a majority (56%) opposed balancing it. Question wording made the greatest difference among swing voters, since in both versions, wide majorities of Democrats opposed balancing the budget and similar proportions of Republicans favored it. This experiment again raises larger questions about how we as pollsters construct the social reality we call "public opinion."

A Comparison of African American and White Participation in a Survey of Older Adults,

Donald Musa, Myrna Silverman, and Steven D. Manners, University of

Pittsburgh/UCSUR

The recruitment results of a survey of 384 African American and 385 White adults age 65 and over residing in Allegheny County, Pennsylvania are reported. Funded by the National Institute on Aging, the study compares patterns of formal and informal health care of Black and White older adults who have relatively severe levels of one of four chronic illnesses. A random sample of approximately 20,000 was drawn from the Medicare enrollment files (estimated 97% coverage of the older population), oversampling for African Americans. Potential participants were contacted first by letter and then by telephone in a screening interview to determine eligibility and willingness to participate in the study. If a respondent was eligible and willing, an in-person interview was arranged. The refusal rate during screening was high, and more difficulty was experienced in obtaining the final sample than anticipated. African Americans, while harder to locate and contact, were more likely to be eligible and were more willing to participate than Whites. The analysis explores race, age and sex as well as community characteristics (at zip code and/or census tract levels) as predictors of the contactability, cooperation, eligibility and willingness to participate of potential respondents.

Friday, May 17

11:45 a.m.-12:30 p.m. **POSTER SESSIONS (cont.)**

Census Tract Demographic Variables as Predictors of Response Rates in a Mixed-Mode Survey of Community Violence, Scott Beach, University of Pittsburgh

Research examining the relationship between demographic variables and survey response rates is somewhat inconsistent. This research has been limited by tendencies to examine single variables in the context of single modes of data collection. This study examined multivariate relationships between census tract-level response rates and four census-tract level demographic variables: (1) population density, (2) percentage of African American residents, (3) percentage of residents 25 years or older with a Bachelor's degree or higher, and (4) median household income. The sample was recruited to serve as a comparison group in a study of violent behavior among formerly institutionalized psychiatric patients, and was drawn from the same neighborhoods in which the former patients resided. Telephone interviews were attempted with households with listed phone numbers, while those with non-published numbers were sent surveys by mail. A \$30 incentive was offered for participation. Results revealed higher telephone response rates in census tracts with higher percentages of African Americans, higher percentages of residents with Bachelor's degrees, and lower median household incomes. Higher mail response rates occurred in tracts with greater educational attainment and lower incomes, but ethnic composition did not predict mail survey response. Practical and theoretical implications of these results are discussed.

The Effect of an Incentive and Persuasion Technique on Rate and Timing of Response to a Mail Questionnaire Among Different Age Groups

Mary Boynton, John Tarnai, and Kent Miller, Washington State University

Research has shown that incentives and persuasion messages can improve mail survey response rates. This study tested the effects of an incentive (a pen in a padded envelope) and a postscript (PS) on the cover letter asking the R to return the blank questionnaire if they were unable or preferred not to complete it. Telephone follow-up was done and reasons for nonresponse were probed. Tables present the response by date as well as by incentive, PS, and age status. Significant findings were:

(1) The incentive yielded a 7-point higher response than no incentive, with most of the effect in Weeks 1 and 2; (2) The PS yielded a slightly lower (3-point) response than no PS, but 7% of those with the PS were returned blank (recorded as nonresponse); (3) Persons 55 and over responded at a 77% rate (compared to 48% for 18-27 year-olds); (4) Age was nonlinearly related to incentive, with greatest effect in the 28-35 group; (5) PS as minimally related to age overall; however, within the 46+ group who did receive the incentive, those who received the PS responded at a 9-point higher level. The incentive effect timing and age interaction are noteworthy for survey planning purposes. The effect of the PS (and the differential age effects) may provide potential for describing nonresponders and reluctant responders. Finally, the strength of the combined PS and incentive in the older group seems to provide support for a stronger norm of reciprocity with this population.

A Preliminary Evaluation of an Automated Interview Monitoring and Evaluation System, Floyd Fowler, and Anthony M. Roman, University of Massachusetts, Thomas Trumble, Quantum Research Corporation, Peter Forbes, University of Massachusetts, and Steve Tolecque, Quantum Research Corporation

A new computer-based monitoring system, called TIMES, permits on-line question-by-question entry of either interviewer monitoring data or behavior coding data. The TIMES system will be demonstrated. TIMES may be operated in either Windows 95 or Windows NT and runs as an adjunct to the Computer-Assisted Survey Execution System (CASES), developed by U.C. Berkeley. TIMES allows monitors to easily replay interviewer and respondent interactions for any monitored question. Interview-by-interview replays of a question of interest are also possible with TIMES. The replay capability makes more complex behavior coding tasks possible. TIMES monitoring screens can be developed by the user to produce a behavior coding scheme that serves either the question evaluation or the interviewer evaluation purpose. In either case, coded results can be quickly summarized in a variety of useful ways. TIMES makes it possible for the researchers to keep track and report the amount and kinds of difficulties that respondents had in dealing with questions, such as, reading errors and interruptions, the need for probing, and respondent requests for clarification. In this way, researchers and users of survey data can have more complete information about survey questions.

Interviewer Training in an Epidemiologic Study: What Can Be Learned from Interviewer Behavior Coding? Sandra Edwards, University of Utah

In this paper, the author uses results from behavior coding of audio-taped interviews to compare interviewers trained centrally versus those trained at individual centers for a large, multicenter case-control study designed to evaluate the etiology of colon cancer. Initial interviewer training was conducted at a central location. Interviewers who were hired after the initial central training were trained at individual centers. Study interviews were audio-taped, and a random sample of interviews was coded according to interviewer behaviors. A report was provided to each interviewer and the center supervisor after coding the audio tape. The report summarized acceptable and unacceptable interviewer behavior for question asking, probing, and other interviewer behaviors not directly associated with either question asking or probing. Using these data, this paper compares interviewers trained at the initial central training session with those trained at the individual centers for question asking and probing. Additional analysis by age of respondent, case-control status, study center, and length of time since training is presented by training type. Implications of this data for interviewer training and supervision are discussed.

Validity of Retrospective Reports of Everyday Physical Activity, David Mingay, Lance M. McCracken, and Margaret M. Mueller, University of Chicago

Accurate reports of everyday physical activity are important not only in health surveys but also in the clinical evaluation and treatment of chronic pain. In this study, we investigated the accuracy of chronic pain patients' physical activity reports. Patients completed a time-use diary, recording the frequency, duration, and intensity of their physical activity for each 30-minute period over a seven-day duration. They also recorded pain severity and pain-related behavior such as the use of medications and relaxation techniques. On completion of the diary, patients reported on their physical activity and pain severity during the study period. The accuracy of these reports will be presented as well as the role of information retrieval and of estimation and reporting strategies in the errors observed. Finally, the problems patients presented with using daily diaries to validate retrospective reports will be discussed.

Friday, May 17

11:45 a.m.-12:30 p.m. **POSTER SESSIONS (cont.)**

Using Commercial Databases to Locate a 5-Year-Old Sample of Transient Respondents,
Karen Grigorian, Joan W. Law, and Ellen Schwarzbach, National Opinion Research Center

In general, locating a pre-determined sample has always been a research problem. Traditional locating methods require using a savvy combination of searching telephone books, contacting the respondents' affiliations and calling relatives, friends and neighbors. This locating work is typically done in the field after the cases had been assigned to interviewers. Using these traditional locating methods is time consuming, imprecise and very expensive. In addition to all of the typical difficulties of locating, our effort for this study was further compounded because our sample was five years old and consisted largely of transient respondents. To reduce cost and increase field productivity, we devised and executed a locating effort that made use of electronic database sources prior to fielding the cases. We utilized four different sources in a systematic process. These sources were Equifax, Trans Union, Department of Motor Vehicles, and directory assistance. A commercially available CD-ROM telephone directory was also used to aid in locating during the field period. All of these sources are commercial databases, except for directory assistance. Our pre-field commercial database locating effort was a success. For 82% of our sample, we either received more recent information or we determined that the respondent was deceased. This poster session will illustrate the protocol, time frame, cost, and find rate associated with each locating step.

An Investigation of the Validity of Astrological Characteristics in Respondents of a National Area Probability Survey,
Joan Law, Pamela J. Giese, and Keith R. Smith, National Opinion Research Center

While much debate has gone on about both the validity of horoscopes and the validity of area probability sampling, little research has been done using the two methodologies to validate one another. This poster will examine the General Social Survey (GSS) is view of responses to questions based upon astrological sun sign. Our poster session will consist of twelve posters, one for each of the twelve signs of the zodiac. Each poster will contain a brief description of the personality traits of persons born under that zodiac sign followed by summary statistics from the GSS on questions such as attitudes about drug use, free will, and self esteem to see if an area probability survey will validate or dispute the expected findings for that astrological sign. This poster session is intentionally a bit whimsical. One could say we are proposing AAPOR'S first "planetary session".

A Reliability Assessment of Drug Treatment Records Abstraction,
Nora Fitzgeralds and Suzanne Perry, RAND, and Yih-Ing Hser, UCLA Drug Abuse Research Center

Using medical and counseling records data to survey the quantity and quality of treatment comes with several limiting factors. One is that the variant complexity and ambiguous ways in which information is recorded in these types of records makes them inherently susceptible to unreliability. Another is that the data abstraction process is subject to intercoder unreliability as a result of limitations imposed by the instrument and the degree of the quality of field procedures such as training, validation and monitoring. We report on data abstracted from 7,200 drug treatment patient records from 40 programs across five distinct modalities (i.e., outpatient, residential, intensive day treatment, inpatient detoxification, and methadone maintenance) of drug treatment in Los Angeles County. For the assessment we randomly selected 30 cases from 10 programs (n=300; choosing two programs from each of the five modalities) and had data abstractors independently recode them. Using analyses of variance and post hoc tests we examine differences in reliability as a function of differing levels of abstraction complexity and ambiguity by item type and by modality. Further, we explore the effects of low, moderate and high levels of field procedures quality on reliability.

Friday, May 17

11:45 a.m.-12:30 p.m. **POSTER SESSIONS (cont.)**

The Impact of Additional Contact Attempts on Survey Estimates in a Business-to-Business Customer Satisfaction Study, Shari Weber, The Gallup Organization

Often in commercial telephone research, the need for relatively short field periods due to time constraints prevent organizations from making several contact attempts on each sample telephone number. The resulting low response rates can mean the potential for high nonresponse bias, if there are any difference in the values of the survey variables between those respondents who were easily contacted and those requiring additional contact attempts. Given time constraints, the question remains to what extent commercial organizations can increase a study's representativeness by making even one or two additional contact attempts. Data examined in this paper explores this question. This paper looks at customer satisfaction data collected by The Gallup Organization in the UK for a telecommunications company's business customers. Comparisons of survey variable values are made between 3 groups of respondents: customers completing an interview on the first contact; customers completing after two contact attempts; and customers completing an interview after 3 or more contact attempts. Differences are found among the three groups of respondents in customer satisfaction scores, as well as select customer "demographics."

Variations in Seatbelt Use: An Observation Study in the State of Maine

Al Leighton, Edmund S. Muskie Institute of Public Affairs

In 1995, Maine was one of only two states not requiring seatbelt use for all occupants of motor vehicles. In anticipation of the November 1995 referendum to implement mandatory seatbelts, the Maine Bureau of Highway Safety contracted with the Muskie Institute of Public Affairs (MIPA) to conduct an observational study of current seatbelt use. This presentation examines current results and compares 1995 usage rates with a similar study done by MIPA in 1991. MIPA developed a sampling strategy that provided a significant number of observations, distributed to reflect the overall population. Observers conducted 150 hours of observations, at 100 different intersections throughout the state. Half were done in the five counties with half of the state's population, half were done in the eleven other counties. Observers recorded data for 10,710 vehicles and a total of 17,674 occupants. Results showed variation of usage based primarily on sex, age and seating position within the vehicle. The usage rates have improved considerably since 1991. At that time, only one third of all vehicle occupants were properly restrained; by 1995, usage had increased to one half. This presentation will examine these and other results in greater detail. It will also include referendum results (which passed with 50.4% of the vote) as they relate to seatbelt use.

Does Prescreening for Business Numbers By Sample Suppliers Reduce the Need for Daytime Calls? Coleen McMurray, and Rajesh Srinivasan, The Gallup Organization

Conventional wisdom is that prescreened samples provided by commercial sample suppliers are quite efficient in terms of eliminating business and other non-residential numbers. Survey organizations that don't insist on a daytime call to identify numbers that would be considered out of scope are likely to report a lower calculated response rate. Specifically, small businesses without answering machines are unlikely to be identified as such when call designs do not include a daytime call. A surprisingly large proportion of unresolved telephone numbers in carefully fielded samples can be identified as 'out of scope' when put through a daytime call. Results of two large newspaper readership surveys conducted in the New York and Los Angeles markets will illustrate the impact on calculated response rates of identifying business numbers by incorporating daytime calls into the calling design.

Friday, May 17

11:45 a.m.-12:30 p.m. **POSTER SESSIONS (cont.)**

***Single Item Measures: When are They Valid?* David R. Johnson, University of Nebraska, and Karen Rejda, The Gallup Organization**

It is common to find constructs measured on surveys and polls with single items, in part reflecting the limited space on the survey instrument. With the greater use of survey archives, these single-item measures are more often being used as central variables by researchers for substantive problems with different focuses than those guiding the original study. Psychometricians have raised serious concerns about the validity and reliability of findings based on analysis of single-item measures. While recent statistical techniques has removed some of the statistical concerns about single-item measures with limited response categories, there has been little information in the literature to help the user of single-item measures identify the situations where valid substantive inferences are possible. This paper closes this gap in three ways. First, we examine the methodological and statistical arguments about the validity and reliability single-item measures. Secondly, we report on published comparisons of single-item versus multiple-item measures. Finally, we report on several empirical studies we conducted comparing these measurement strategies. We concludes by making recommendations about situations in which single-item measures are likely to yield valid substantive inferences. Suggestions for further research and simulations studies on single-item measures are made.

***Toward a Systems Theory of Family Socialization, Public Opinion, and Social Movements,* Cecillie Gaziano, Research Solutions, Inc.**

Few studies have inspired more research on the role of families in creating political attitudes than the classic, *The Authoritarian Personality*. Its primary thesis is that the first authorities children know, their parents or other caregivers, form the basis for children's attitudes toward all authorities. Authoritarians are rigid, repressed, conformist, dogmatic, submissive to higher authorities, lack empathy for others, and displace aggressive attitudes onto weaker social groups. Family systems and attachment theories demonstrate how authoritarians' families help to form extreme political attitudes. Future work on the theory will connect key concepts to social movements. Two concepts are especially useful, family "dysfunction" and "multigenerational transmission process." Dysfunction refers to maladaptive mechanisms which some families develop to cope with increased stress. If stress is too great or prolonged, or if the family system reserves are too depleted, maladaptive mechanisms and symptoms can develop. Multigenerational transmission process describes families' incorporation of dysfunctional and functional responses from generation to generation. Children from families with a legacy of pain may be at greater risk for abuse and neglect, while passing these behavior patterns to their descendants. These ideas are particularly relevant today with the appearance of right-wing citizen militias, survivalists, and extremist Christian groups.

***The Use and Content of a Reactionary Talk Show: A Case of a Cable Public Access Program,* William R. Davie, and Jung-Sook Lee, University of Southwestern Louisiana, Lafayette**

Public access television has produced a variety of talk shows since the cable boom of the 1980s, but one of its most controversial products has been the extremist talk show with race-based rhetoric, and anti-government opinions that provoke a reaction from the audience. This particular study combines the methodological tools of content analysis and survey interviews to examine the controversy surrounding one particular public access television program hosted by the Ku Klux Klan in a southern college community. The study's significance is underscored by legal efforts on the part of community leaders to remove the talk show, "The Klan in Akadiana" (sic) from the cable access channel. The research will examine past programs of this nature, and the different approaches that have been used to analyze talk shows, as well as the content and public opinion concerning this cable program.

Friday, May 17

2:00-3:30 p.m.

TRENDS IN CYNICISM AND CONFIDENCE IN INSTITUTIONS

***Trends in Misanthropy*, Tom W. Smith, National Opinion Research Center**

Recently Robert Putnam in the *Journal of Democracy* and Francis Fukuyama in *Trust: The Social Virtues and the Creation of Prosperity* have contended that social trust has fallen dramatically over the last three decades. In particular, they argue that trust in ones fellow man has dropped to such a low point that society may not be able to effectively function. Using a Rosenberg's three-item measure of misanthropy (i.e. do you think most people can be trusted, are helpful, are fair?) and data from three time series a) the National Election Studies, b) Monitoring the Future, and c) NORC and the General Social Survey, this paper challenges their assertions and shows that evidence of ANY decline is uncertain and that changes in wording and context have probably contributed to the mistaken impression that trust has drastically declined.

The Effect of Critical News Coverage on Public Confidence in Institutions

James Devitt, The Annenberg School of Communication

This paper examines the role the mass media play in lowering public confidence in American institutions. A review of polling data and relevant literature suggests that mass media criticism of institutional leaders has led to a decline in public confidence in American institutions as a whole, particularly in the political arena. This has occurred despite high, though temporary, public approval ratings for individual leaders, such as Reagan and Bush. This paper suggests that the news media may contribute to the decline in public confidence in American leaders and institutions in the following ways: by demystifying new generations of leaders over time, by creating unrealistic expectations for performance in the public's mind, and by trumpeting the accomplishments of past or departing leaders at the expense of present leaders.

The Influence of Political Talk Radio on Confidence in Democratic Institutions

Patricia Moy, and Michael Pfau, University of Wisconsin

Public opinion polls have documented a persistent and pervasive problem of low levels of confidence in democratic institutions. A number of explanations have been suggested for declining confidence, one of which is the negative tone of mass media news reports. Research has focused primarily on newspapers and television content; our study examines the influence of political talk radio. Having grown in scope and clout over the past decade, political talk radio is believed by some to be a significant force in creating and molding public opinion; others, however, dispute the link between political talk radio and deepening alienation. Nonetheless, because of the pervasive negativity of political talk radio toward established institutions, this study assesses the impact of talk radio on confidence in six institutions: the Presidency, Congress, public schools, the news media, the police, and the criminal court system. We seek to determine the extent to which listening to political talk radio impacts attitudes toward and confidence in each of these institutions, above and beyond demographic influences and political variables, and controlling for consumption of other media.

Friday, May 17

2:00-3:30 p.m. **QUESTIONNAIRE DESIGN AND TESTING**

Selecting Pretesting Tools According to a Model of Questionnaire Development, with Illustrations Concerning Patient Satisfaction with Medical Care, Hans Akkerboom, Annemiek Luiten, and Frans Kerssemakers, Statistics Netherlands

Desk research, focus groups, cognitive interviews, and pilot studies are tools that can be selected according to a five-step model of questionnaire development. We define Step 1: 'definition and feasibility study', Step 2: 'qualitative questionnaire test', Step 3: 'qualitative operational test', Step 4: 'quantitative pilot study', and Step 5: 'implementation'. In Steps 1 and 2 it is checked how volunteer respondents view the topic of the survey: "What is relevant and measurable from their viewpoint?" In Steps 2 and 3 'meta-information' is obtained on measurement quality and process efficiency: "What conflicts of interpretation can arise? Under what circumstances is the respondent willing and able to provide data, against reasonable effort and cost?" In Steps 3 and 4 another issue is: "Can information exchange be organized in an easier and cheaper way, with higher quality?" An illustration concerns the design of a continuous survey of patient satisfaction with medical care. Salient issues were (a) whether the reference set for opinions about the quality of medical care should be shaped by introductions and examples, (b) whether answer formats should be qualitative rather than quantitative, and (c) whether detailed questions could be dealt with in a self-administered format. The projected order and content of pretesting steps is partly adapted to intermediate findings.

Measuring Customer Satisfaction: More on Corporate Surveys as Practice, Judith Tanur, State University of NY at Stony Brook, Brigitte Jordan, Xerox Palo Alto Research Center

A team from the Institute for Research on Learning and Xerox Palo Alto Research Center carried out a holistic, system-wide study of one of the business divisions of a Fortune 500 company. The interdisciplinary team, including a single survey researcher, was particularly interested in how information flows through the Division, especially given its hierarchically organized, geographically dispersed structure. Because the corporation's priorities include motivation and satisfaction of its employees and satisfaction of its customers, the team took as part of its mission an investigation of the functioning of the major surveys the corporation uses to measure employee and customer satisfaction. In our investigation, which included ethnographic fieldwork, we found several interesting issues relating to customer satisfaction: e.g., definitions of "satisfaction" between the corporation and the customer and of "customer" in a service business, the relation between satisfaction and "the bottom line," and the effects of measuring customer satisfaction on employee behavior. This paper lays out an agenda of research for addressing those issues and includes a preliminary literature review.

Friday, May 17

2:00-3:30 p.m. **QUESTIONNAIRE DESIGN AND TESTING (cont.)**

Designing Questionnaires About Food Stamp Trafficking: Lessons from Focus Groups of Food Stamp Recipients, Anne Ciemnecki, Rita Stapulonis, Julita Milliner, and James C. Ohls, Mathematica Policy Research, Inc.

MPR questionnaire designers conducted focus groups with food stamp recipients to learn about food stamp trafficking before designing a questionnaire. This presentation describes lessons MPR learned and discusses how we incorporated the findings into the questionnaire design. The presentation also discusses how we handled an inconsistency between the group discussion and responses to an audio-taped, self-administered questionnaire that asked respondents about their personal involvement in food stamp trafficking. While most participants in the groups freely shared experiences with trafficking and believed that the taped interview offered anonymity and privacy, few admitted buying or selling food stamps. To resolve these inconsistencies, we reconvened the focus groups and asked participants to explain the apparent discrepancies. They told us that sales of food benefits will be under reported if the question wording does not acknowledge an acceptable reason for selling the benefits. This presentation offers recommendations to researchers planning to conduct similar focus groups to aid in developing questionnaires about topics with which they have little direct experience.

The Science of Constructing Respondent-Friendly Mail Questionnaires: Progress from Recent U.S. Census Bureau Research, Don Dillman, Washington State University

The construction of mail questionnaires has been influenced more by tradition than by science. People who construct such questionnaires have typically looked to the past and to other questionnaires for guidance on how to lay-out questions. Frequently, the development of self-administered questionnaires has been viewed more as an administrative issue, or at best an artform. For the most part a "science" of questionnaire layout and design has not been developed. This paper reviews both empirical and theoretical research done since 1991 at the U.S. Bureau of the Census on several projects, for which an objective has been to develop and test scientific principles for designing self-administered questionnaires. The paper attempts to assess where the discipline of survey research is on development of a science of self-administered questionnaire design, and articulates the need for new research in other contexts with similar objectives.

2:00-3:30 p.m. **INNOVATIVE APPROACHES TO DATA COLLECTION**

Constructing and Reconstructing Respondent Attitudes During a Telephone Survey Interview, James Flynn, Decision Research

The use of survey data to understand potential public responses to complex programs and projects presents problems for survey designers. Respondents will present a range of attitude development from well-defined to vague and labile positions. Many questions addressed by policy makers are complex, involving scientific uncertainty, and unresolved social, economic, and political issues. The policy options may be unfamiliar to the public. Faced with providing answers under such conditions, respondents often revert to simplifying strategies or heuristics to produce survey responses, in some cases using contextual cues and other constructive strategies to create values or opinions that apply to complex or unfamiliar judgments. This paper presents an experimental design and data collection effort, which attempted to address this set of problems. The design was based upon behavioral decision theory and recognized the constructive nature of forming multidimensional attitudes. The experiment asked a series of interrelated and linked questions, each of which had several answers. The choice of answers creates a single "decision path" for each respondent. The questions introduced social, cultural, and ethical values along with descriptions of practical problems to be solved. The respondent answered a clearly defined set of considerations, in an iterative process, to construct and reconstruct a final position.

Friday, May 17

2:00-3:30 p.m. **INNOVATIVE APPROACHES TO DATA COLLECTION (cont.)**

Sentinel Approach to Data Collection, Cynthia Thomas, and Joseph Gertig, Westat, Inc.

The sentinel approach to data collection is the use of paid or unpaid persons, usually professionals, to collect and record data prospectively during the course of their regular jobs. Sentinels offer an alternative to the use of field staff and field supervisors. This approach is particularly useful in collecting data on rare events that are hidden from public view. In this presentation we will talk about Westat's experience in using sentinels in national studies of child abuse and neglect and for a current national study of elder abuse, The National Elder Abuse Incidence Study (NEAIS). The current study will be used to illustrate advantages and disadvantages of the sentinel approach. Some of the issues are: recruiting agencies and then sentinels to participate in the study, encouraging sentinels to complete and forward data forms, monitoring the quality of the data, and identifying duplicate cases while maintaining the confidentiality of the reported information. Sentinel training alternatives will be discussed, and we will demonstrate the use of video tape training for sentinels developed by Westat for the NEAIS study.

Methodology for a Community-Based Key Informant Survey, Cynthia Veldman, Sara Zuckerbraun, and Stefani Schneiderman, National Opinion Research Center

This paper describes a methodology for constructing a sample of community-based, key-informants based upon the authors' experiences with the Neighborhood Expert Survey. The survey queried 2800 community leaders about the institutional resources available to, and elite social networks operating within, their communities. The methodology needed to be replicable and reflect each community's unique power structures and institutional constructs. Respondents were identified as key informants based upon who they were, what they did, and where they were located. The "who" prescribed that they held positions of authority in community institutions (Positional informants), or had reputations of impacting the community (Reputational informants). The "what" demanded that they operate within, or be knowledgeable about, one of six professional Domains: education, politics, religion, law enforcement, business, and community organization. The "where" required that they be associated with one of eighty Neighborhood Clusters in the project's geographical sample. Positional informants were from a list sample constructed from current, publicly-available lists; Reputational informants were from a snowball sample, derived from Positional informants' responses to specific questions in the instrument. The survey design objectives were to achieve even distribution among Neighborhood Clusters, Domains, and Respondent-types (Positional/Reputational). The paper compares final results against these distribution goals, and discusses the level of effort required to successfully implement such methodologies.

Friday, May 17

2:00-3:30 p.m. **INNOVATIVE APPROACHES TO DATA COLLECTION (cont.)**

Encouraging Respondents to Use Visual Imagery to Improve Accuracy of Reporting Information in the American Housing Survey, Dawn Von Thurn, and Jeffrey C. Moore, U.S. Bureau of the Census

This paper describes a research project exploring respondents' use of visual imagery in the American Housing Survey (AHS) to report the rooms in their homes. Previous qualitative research has demonstrated that the current AHS strategy results in errors – both omissions and double reporting. In addition, formal reinterview studies have shown moderate levels of inconsistency with the current rooms inventory. We find these results surprising, given the non-sensitive, familiar, and well-learned nature of the information to be retrieved. The current AHS approach relies on a category-by-category tally, with an "all other rooms" catchall follow-up. We suspect that, rather than guiding respondents to an easy and accurate response, this approach actually inhibits a full accounting of rooms, because it fails to exploit information that is easily accessible in memory, forces a retrieval structure that does not correspond to cognitive organization, and fails to follow a spatially logical sequence. Our proposed solution encourages respondents to engage in a floor-by-floor "visual tour" of their homes. We offer evidence from exploratory cognitive research which suggests that the approach has promise for improved reporting of rooms in the AHS. We also describe a field experiment, still in progress, to test the revised approach against the standard AHS questions.

2:00-3:30 p.m. **THE 1996 PRESIDENTIAL PRIMARIES**

Major Media Coverage of the 1996 Presidential Election Campaign, Ted Smith, Virginia Commonwealth University, S. Robert Lichter, Center for Media & Public Affairs

This paper reports the findings of the first two phases of a large-scale study of the 1996 presidential campaign. Specifically, it will report the amount, valence and content of all candidate coverage and the amount and quality of all issue coverage on network television early evening newscasts during calendar year 1995 and on the three commercial networks, PBS, Rush Limbaugh, the New York Times and the Wall Street Journal for the period of January 1 through March 31, 1996.

Public Opinion Dynamics in the Republican Presidential Nomination of 1996: Why Dole Won; Why the Rest Fell Short, Scott Keeter, Virginia Commonwealth University

Kansas Sen. Robert J. Dole won a majority of delegates for the Republican presidential nomination by appealing to pragmatic moderates and conservatives in the GOP electorate. He benefited from the absence of credible opponents who could rally dissident segments of the party while also being acceptable to pragmatists. Much of Dole's success can be attributed to the fact that the two candidates best able to tap dissatisfaction with Dole among important factions of the Republican electorate—Forbes and Buchanan—proved to be cracked or otherwise inappropriate vessels into which these constituencies could flow. In most states, Dole ran even with or ahead of Forbes among voters who favored the flat tax, and did similarly well versus Buchanan among voters who identified with the religious right and those who favored the GOP platform plank calling for a constitutional amendment to ban all abortions. This paper examines the public opinion context in which Dole captured the nomination, and briefly discusses the likely shape of the national race. Although national polls taken when Dole clinched the nomination indicated that he will have a difficult time defeating President Clinton, a number of features in the public opinion and political environment suggest that the race will be close.

Friday, May 17

3:45-5:15 p.m. AAPOR/WAPOR SESSION:
PUBLIC OPINION AROUND THE WORLD

Understanding and Measuring Public Opinion in the Democratic People's Republic of Korea (North Korea), Young Chun, Bureau of Labor Statistics, and Stephen Linton, Columbia University

The purpose of this paper is to conceptualize the notion of public opinion in North Korea, a nation that its outsiders describe as a "most isolated hermit kingdom," identify and assess measures of North Korean public opinion, and explain the role of public opinion in North Korea. The concept of public opinion in North Korea is unraveled by relating to its cultural, societal, and educational values in North Korea. We discuss how North Koreans understand the public in the realm of the collective, and how they view opinions at the individual level, and integrate both collective and individual components. Indicators of public opinion in North Korea are identified, and prioritized in terms of their applicability fitting the North Korean context. Indicators are sample surveys, content analyses of media, individual in-depth interviews, and focus groups. Each approach's inherent constraints and strengths are analyzed as measures of North Korean public opinion. Studies employing some of these techniques are discussed, and principles of how to conduct sample surveys are laid out for this isolated country. We conclude the paper by discussing the recent incidents related to North Korea (e.g. the problem of leadership succession to Kim Jung Il - the son of the late Leader, the flood, and nuclear negotiation with the United States) to explain how public opinion has taken a role in North Korea.

Current Status of Opinion Polling in Korea, Kyu No, Research & Research, Inc.

The dramatic democratization of 1987 started new era for poll business in Korea. The democratization made the pavement for the direct presidential election, political freedom and free press. In the presidential election in 1987, the incumbent party has introduced political polls in election. Since the 1987's presidential election, poll became essential for the political parties and mass media in the election. The research business in Korea has grown rapidly in recent days. It is known that the revenue of 12 big research companies in 1989 reached 13 million dollars, recording over 20% growth rate annually. There are some continuing arguments related to poll business in public. The first one is whether the response items include neutral alternatives. The question is closely related to the presidential popularity. The second question is about the way to interpret DK responses in election survey. The third one is how to publish opinion poll results in media in a balanced way. The fourth is related to the moratorium for the release of political poll to influence the election during campaign period.

Friday, May 17

3:45-5:15 p.m. **ACCURACY OF MEASUREMENT FOR THE RECALL OF EVENTS AND BEHAVIORS**

Effects of Time and Expenditure Recall Accuracy in Diary Surveys, Monica Dashen, U.S. Bureau of Labor Statistics

Diary surveys often ask respondents to record events on a daily basis. For example, the Consumer Expenditure Survey (CE) administered by the Bureau of Labor Statistics ask respondents to recall frequent and inexpensive purchases over a two-week period. The data collected from these diary surveys are used to derive a picture of the current living conditions and therefore, understanding how the responses are formulated is valuable. Researchers have assumed that recall errors typically associated with interviews are not found in diary surveys. However, under-reporting observed in diary surveys suggests that forgetting maybe a contributing factor to measurement error in diaries. The present work examined the effects of time on reporting performance for frequent and inexpensive expenditures collected in the CE diary. This time related effect was examined by asking forty-eight respondents to recall their diary entries in a given time lapse of 1-, 2-, 4-weeks. The reported items were scored against the recorded items. Effects of time and expenditure salience on reporting performance was observed. Increased intrusions were observed after 1 week. These results underscore the importance of memory as a contributing factor to measurement error in diaries.

Varying Recall Periods for Bounded Recall: The Effects on Data Quality, Nancy Mathiowetz, JPSM-University of Maryland, and Jim Lepkowski, University of Michigan

The task of reporting the frequency of an event or a behavior is a difficult one for survey respondents and one, as is evident from the literature, fraught with errors. While extremely long recall or reference periods tend to suffer from errors of omission, telescoping errors have generally been found to dominate reporting for shorter recall periods. As a solution to the problem of forward telescoping, Neter and Waksberg (1964) proposed bounded recall procedures. The major drawback of the bounded interview design is the need for multiple interviews. To address this drawback, Sudman, et al., (1984) experimented with the use of bounded recall techniques within a single interview. Their findings suggested that the use of bounding within a single interview could reduce the amount of forward telescoping. The present research focuses on an experiment contrasting the effects of two bounding periods, six months and twelve months, on the quality of frequency estimates for reports of two week and four week periods prior to the date of the interview. Validation data provide a means of assessing the quality of frequency estimates for the various reference periods.

Limited Domain Diaries of Consumer Expenditures, Adriana Silberstein, Bureau of Labor Statistics

The Consumer Expenditure (CE) Diary is one of two ongoing surveys that collect household expenditures, the other being the CE Interview. The Diary is completed by respondents for two consecutive weeks, reporting on all expenditures with great detail for small and frequent items. The Interview is a panel survey with five quarterly interviews using a three month recall. Both surveys are burdensome to respondents, and there is a need to redesign the instruments to make them more effective. In November 1994 through April 1995, BLS and the Census Bureau conducted a pilot study to assess the feasibility of splitting the diary domain in two separate portions and to include a telephone follow-up in one of the two diaries. Diary 1 collected expenditures for food and beverages at home and away from home, personal care items, and housekeeping supplies. This diary was kept for two one week periods as the current diary. Diary 2 collected expenditures for apparel, home furnishings, sport and recreation equipment and entertainment, and was kept for two consecutive two week periods. This paper presents the results of the test.

Friday, May 17

3:45-5:15 p.m. **ACCURACY OF MEASUREMENT FOR THE RECALL
OF EVENTS AND BEHAVIORS (cont.)**

Are Proxy and Self Responses Different When Diaries are Used?

R. Paul Moore, Research Triangle Institute

This paper continues the study of proxy respondents in the Nationwide Personal Transportation Survey (NPTS). Self and proxy responses obtained from a methodological pretest are compared within each of three sample groups: 1) persons who completed the telephone interview after keeping a one-day trip or activity diary, 2) persons completing the telephone interviews who were asked to keep the diary but did not, and 3) persons who were not asked to keep a diary (recall sample). The proxy and self respondents within each of the three sample groups are described demographically; the comparisons include age, sex, race, ethnicity, household income, worker status, driver status and vehicle availability. Key travel data (daily trips per person, daily miles per person, and average trip length) are compared for self and proxy respondents across the three sample groups. Statistically significant differences between proxy and self respondents are noted for selected NPTS variables.

Estimating the Bias in Survey Reports for Religious Attendance

**Stanley Presser, University of Maryland, and Linda L. Stinson, Bureau of Labor
Statistics**

As is true for self-reports of other socially approved behaviors (e.g. voting), attendance at religious services is apt to be over-reported in surveys. Two recent experiments found that an aided recall approach had no effect on the likelihood of reporting such attendance. Thus to the extent there is measurement error, its source is probably not misremembering but social desirability bias. A time-use approach (in which respondents are asked to report everything they did yesterday) should counter this bias, as respondents have no idea the researcher is interested in religious attendance. This paper draws on data from a time-use study sponsored by the Environmental Protection Agency that was administered to a large random digit dial sample of Americans between 1992 and 1994. Approximately 1,000 of the adult respondents were interviewed on Monday about their Sunday activities. We compare these data to those collected during the same time period by Gallup surveys that asked "Did you yourself happen to attend church or synagogue in the last seven days or not?" In addition to estimating the magnitude of the self-report bias, we also examine its nature by comparing the correlates of attendance using the two different approaches.

Friday, May 17

3:45-5:15 p.m. **ATTITUDE FORMATION AND CHANGE**

Advocating the Adoption of Prevention Health Behaviors: The Effectiveness of Print Versus Video Communications, Timothy Greenlee, University of Rhode Island

Social policy programs can include three types of interventions; regulation, incentivization, and information and persuasion (Andreasen 1991). This research focuses on the use of information and persuasive communication as a means of providing a social policy intervention program designed to change high risk behaviors that may lead to the contraction and spread of HIV/AIDS. Specifically, a comparison is made between the effectiveness of print and video communications on initiating attitude and behavior intention change concerning the adoption of a prevention health behavior, such as the adoption of safer sexual practices. Participants were assigned to a one-factor, type of medium, two-level, print versus video, between-group factorial design and received an experimental communication targeting sexually transmitted diseases, HIV/AIDS, and the adoption of safer sexual practices. The print communication was presented as an informational brochure while the video message was presented as a scrolled text with an accompanying voice-over. Analysis of covariation (ANCOVA) provided directional support for the hypothesis that a video communication is more persuasive than a print communication in encouraging the adoption of a prevention health behavior. Such information provides social marketers with insight as to which medium, print or video, is more effective when advocating the adoption of a prevention health behavior.

The Duality of Opinion: An Exploration of the Media's Influence on Public Opinion Kimberly Downing, University of Cincinnati

This paper investigates the "duality of opinion" of those who abstained from viewing the 1992 presidential debates and those who were directly exposed to the debates. Noelle-Neumann describes the problem as the "dual climate of opinion—the climate the population perceives directly, in contrast to the climate as portrayed by the media . . ." (1993, 167). This research explores the connection between mediated events and the public's assessment of candidates and issues. National public opinion polls conducted by CBS News/NYT and Gallup during October 1992 are used to explore this issue. Further, an overview of an analysis of the presidential debates and the news media's coverage of the debates is discussed to provide background evidence of the difference in the portrayal of the debates by the news media. This research examines the public's response to the 1992 presidential debates and the difference in opinion between viewers and abstainers. Further, the research explores possible explanations for differences in opinion (e.g., non-attitudes, level of respondent interest to the campaign, and attention to campaign information).

Friday, May 17

3:45-5:15 p.m. **ATTITUDE FORMATION AND CHANGE (cont.)**

Do Attitudes Toward Specific Supreme Court Decisions Matter? The Impact of the Webster and Flag-Burning Cases on Public Support for the Supreme Court, Jeffrey Mondak, and Anke Grosskopf, University of Pittsburgh

Supreme Courts depend heavily on public support in order to facilitate compliance with their decisions, especially if they are controversial. The fact that the Supreme Court is able to confer legitimacy upon decisions is fairly well-established. However, an understanding of whether this legitimization process in turn influences public support for the Court is still lacking. Some scholars claim that the Court is supported by a "reservoir of goodwill" which cannot run dry. Choper (1980), on the other hand, has advanced the political capital hypothesis, suggesting that support for the Court is *expendable* political capital which can be used to legitimize controversial decisions. Despite some experimental evidence, this effect has not yet been demonstrated with survey data. This paper tests the political capital hypothesis with pooled data from a series of three Harris surveys conducted directly before and after the Supreme Court handed down its flag burning and Webster decisions in 1989. The results of this quasi-experiment support the political capital hypothesis. Attitudes towards specific decisions do matter for the Court's public support. Further findings suggest a strong negativity bias in evaluations of the Court. In addition, education increases support for the Court, while simultaneously magnifying the impact of specific decisions.

Prejudgment in High-Profile Cases: A Meta-Analysis of the Relative Importance of Print Versus Electronic Sources of Information, Robert Ross, and Edward J. Bronson, California State University

This paper explores the impact of the media in generating prejudicial attitudes toward defendants in high-profile cases. Specifically, we address the differences between print and electronic media in providing respondents with prejudicial information. Rather than a consistent pattern of the source of prejudicial information concerning defendants, we have found differences: in some cases print media are the most important, in others it is the electronic media, and in some the two are about equal. In some cases factors unique to specific counties account our results. But for the more generalizable situations, we develop a salience model to explain the differences. Analysis is based on an original data base over 50 high-profile cases in 24 counties in California and 4 counties in Illinois which allows for comparisons across several counties at one point in time, longitudinal analysis from a variety of studies in a single county, to inter-county comparisons over a ten-year period. A meta analysis is appropriate since the survey instrument is almost identical in all studies. Even the specific information relating to the case at hand is asked in the same format in each study. The sample size for each study in each county is also about the same.

Friday, May 17

3:45-5:15 p.m. **GENDER-RELATED ATTITUDES AND BEHAVIORS**

June Cleaver Revisited: The Impact of Television Viewing on Gender Stereotyped Attitudes Regarding Division of Labor and Household Chores, Erica Scharrer, Syracuse University

Content analyses of television programming reveal a disturbingly consistent portrayal of men and women along rigidly traditional gender lines. From television programs to commercials, women are mainly shown in the home, often preoccupied by traditionally "feminine" concerns, including doing chores around the house like cooking and cleaning. Men are shown more often in the workplace, but presented at home, male characters are generally performing "masculine" tasks, such as making repairs and taking out the trash. Based on cultivation theory, one would anticipate that the consistently present images of men and women in their respective gender-stereotyped scenarios may contribute to attitudinal effects on television viewers concerning gender roles and the division of labor in household chores. This study measures the television exposure of 403 residents of a mid-sized northeastern city and their opinions about who should perform household tasks, as well as whether or not that distribution of household responsibility is gender-stereotyped. Results indicate that demographic variables, including sex, education, and income, are more reliable indicators of level of attitudinal stereotyping concerning gender roles and housework than media exposure. However, the author argues that television messages be changed to more accurately reflect the "real world" advancement of males and females beyond traditionally assigned roles.

Defining Sexual Harassment: Politics or Personal Experience?

Diana Mutz, and Patricia Moy, University of Wisconsin-Madison

Our study focuses on how Americans define sexual harassment. Americans' perceptions of the boundaries of acceptable behavior are important for two reasons. First, legal considerations make people's perceptions of sexual harassment an issue of concern. Legal statutes notwithstanding, it is important to understand what kinds of behavior the public considers to constitute harassing behavior because in order to create a more hospitable work environment, people from all walks of life must come to some kind of consensus as to what kinds of behavior will or will not be tolerated. Given vastly different backgrounds, cultures, and personal experiences, this consensus may be very difficult to achieve. Our goal is to examine to what degree a consensus currently exists as to what kinds of behaviors constitute harassment, and to what extent substantial gaps exist between various groups' definitions of sexually harassing behaviors. When such differences exist, we are interested in the extent to which they are a function of long-term socialization differences, personal experiences with potentially harassing behaviors, or more broadly symbolic political attitudes. We examine the primary determinants of where people draw the line on behavior in the workplace, and what kinds of consequences this has for their attitudes toward current controversies such as those involving Clarence Thomas and Bob Packwood.

Friday, May 17

3:45-5:15 p.m. **GENDER-RELATED ATTITUDES AND BEHAVIORS (cont.)**

***Housework Time and Housework Attitudes*, John Robinson and Melissa Milkie, University of Maryland**

Time-diary studies in the U.S. and other countries invariably have shown women reporting declining amounts of time doing housework. Hypothesized reasons behind this decrease include their higher participation in the paid labor market, the attractiveness of alternative activities, the dislike of housework activities and the arrival of new household technology, like dishwashers and microwave ovens (although no direct link of home technology and housework time has been established. In order to examine possible causes and consequences of the decline in housework time, a 1995-96 national survey repeated several 1975 questions on women's attitudes and household circumstances about housework. In general, the changes in women's attitudes were surpassingly small and in some social groups have become more positive across time. Similar conclusions emerged from questions about use of paid household help and desire for more housework participation by husbands. Patterns of response by age, education and employment status also remained generally similar, although generations-Xers tended to give more pro-housework responses than younger adults in 1975. At the same time as respondents rated the satisfaction with the cleanliness of their own homes as higher than in 1975, they rated the cleanliness of other people's homes as significantly lower across time.

Perceptions of the Other Sex: The Gallup Poll of Men and Women

J. Andrew Brown, The Gallup Organization, London, UK

A wealth of academic literature has been developed over the past twenty years in hypothesizing about and assessing the perception of one sex by the other. Men's views on women and women's views on men are of interest to both the casual poll "observer" and the serious gender studies analyst alike. In particular, attitudes on the perceived traits of the opposite sex (such as aggressiveness, intelligence, creativity, patience etc.) have been a growing part of gender studies as part of the sociological sphere. In addition, attitudes to the opposite sex in the workplace, in the home and in political circles have been increasingly focused upon as traditional male roles and stereotypes have been broken down through the feminist and post-feminist eras and as female participation has grown in the labor force. This paper uses data collected across the globe as part of a worldwide survey by The Gallup Organization amongst both men and women. It uses multivariate techniques including regression and loglinear analysis to assess the mid-1990's attitudes of each of the sexes to each other and also to themselves in terms of perceived behavioral traits, family and workplace orientation.

Friday, May 17

3:45-5:15 p.m. **APPLICATIONS OF MODELING TO SURVEY
RESPONSE/NONRESPONSE**

Item Nonresponse in Attitude Scales: A Latent Variable Approach
Colm O'Muircheartaigh, and Irini Moustaki, Methodology Institute

For attitude scales based either on a set of binary responses or on a mixture of binary and metric responses, this paper discusses the problem of missing values (item nonresponse) and how they may be handled in the context of a latent trait model. The approach proposed incorporates the nonresponses directly into the estimation procedure and produces an estimate of each individual's position on the underlying latent dimension using the full pattern of responses/nonresponses for the individual. We use data from the 1990 British Social Attitudes survey as well as artificial data sets based on Guttman and Likert scales to illustrate the model and, more particularly, the use of the metric observed variables in the analysis. The presentation will be non-technical and will concentrate on the interpretation of assumptions and the results. We look at (i) how position on the attitude dimension is related to response propensity, (ii) how to use this relationship to infer attitude from non-response, and (iii) how to rank individuals on the latent attitude factor space using their full response/nonresponse pattern.

Item Nonresponse in Election Polls, Shari Weber, and Andy Anderson, The Gallup Organization

Accuracy in election forecasting is crucial to a polling organization's image and reputation. To achieve the highest degree of accuracy, organizations go to great lengths to ensure that their methods and procedures produce high quality data. However, in attempting to predict the outcome of any general election, pollsters are inevitably faced with deciding how to handle data for respondents who either refuse or are unsure who they will vote for at the time of the interview. Many times, the treatment of this category of responses can mean the difference between a correct and incorrect forecast. There are several methods that can be used to handle undecided responses, including simply ignoring those who indicate "don't know" or "refuse", and using the distribution of given responses to estimate the actual population distribution. This implicitly assumes that the undecided respondents are distributed in the same proportions as those who have decided – an assumption that may or may not be true. Alternatively, refusals and "don't knows" can be treated as instances of item nonresponse, in which case the use of an appropriate method of imputation could reduce biases in the vote estimate and lead to more accurate election forecasting. This paper evaluates the application of a variety of imputation methods on two separate sets of pre-election polling data collected by The Gallup Organization: (1) pre-election polling for the April 1992 General Election in the UK, and (2) pre-election polling for the November 1992 General Election in the US. Within each country, different imputation methods are evaluated and their effectiveness is determined by comparison to actual election results. Additionally, the relative effectiveness of particular imputation methods is compared and contrasted across the two countries in an attempt to discern whether cross-cultural differences impact a method's effectiveness.

Using Cognitive Testing to Design a Business Survey Questionnaire

Karen L. Goldenberg, Bureau of Labor Statistics

Bureau of Labor Statistics' (BLS) staff used cognitive testing to evaluate and refine the questionnaire for the Current Employment Statistics (CES) Business Births Pilot Study. The CES survey is the source of current monthly U.S. payroll employment data. At present, it does not directly measure employment from newly-created businesses, or "business births." The means of selection into the CES sample is through an employer's Unemployment Insurance (UI) account number, and there is a lag of as much as 8 months between the time an employer obtains the account and the time it appears in the sampling frame. To collect data from business births near the time of their inception, BLS developed a procedure to sample businesses shortly after they obtain new UI accounts. The Business Births Pilot Study, getting underway in 1996, is a telephone survey designed to test the feasibility of differentiating new businesses from ongoing businesses that are undergoing changes such as new ownership, incorporation, or merger. The telephone interview will determine whether a business is a birth, and if so, will obtain employment data and an industry description for it. The paper reports on the types of questionnaire problems identified through cognitive interviews, and on serendipitous findings about respondents' understanding of basic survey concepts.

Uncovering Adolescent Perceptions: Experiences Conducting Cognitive Interviews with Adolescents, Andrew Zukerberg, U.S. Dept of Commerce, and Jennifer Hess, U.S.

Bureau of the Census

The Census Bureau proposed extending one of the panels of the Survey of Income and Program Participation to ten years in order to examine the impact of welfare reform on program participation, recipients, and their families. One component of this omnibus survey is to measure children's perceptions of their life chances and how (or whether) welfare reform affects these. These questions are included in a self-administered questionnaire for adolescents ages 12-17. Owing to concerns of question sensitivity, task difficulty, and the age appropriateness of selected questions, we conducted 20 cognitive thinkaloud interviews with adolescents. Adolescents provide new challenges for cognitive interviewing both in terms of their cognitive abilities and the quality of data they provide. Respondents were asked to answer a series of "life chances" questions using two different scales (percent chance ranging from 0 to 100, and a nine point scale ranging from "no chance" to "it will happen"); and a series of questions measuring parent-child conflict using two different scales—one using vague quantifiers and the other with more definitive labels. This paper will review the literature on conducting cognitive interviews with adolescents, describe our experience, and present results from these two experimental components.

Saturday, May 18

8:30-10:00 a.m.

**COGNITIVE INTERVIEWING AND QUESTIONNAIRE DESIGN
(cont.)**

Evaluating Subjective Health Questions: Cognitive and Methodological Investigations,
**Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health
Statistics**

Subjective survey questions seeking to measure overall health status and quality of life are simple to administer and analytically powerful, yet some researchers are unsure what judgments are made when respondents formulate their answers. This paper discusses a cognitive interviewing project designed to shed light on the meaning of these responses. Results from approximately 40 cognitive interviews suggested that many subjects were unable to provide codeable responses, even though the questions had been successfully fielded in a prior RDD survey. We explore whether laboratory subjects are less inclined to give specific answers within the question format due to methods of cognitive interviewing (which encourage discussion and tolerate departure from standard survey interviewing). Our procedure included analysis from transcriptions of two sets of interviews— one with intensive cognitive probing and the other with only typical survey probing designed to obtain a codeable response. Finally, we explored how answers differed in terms of adherence to the intended response format, and how different types of probing may have influenced these responses.

Who Lives Here? The Use of Vignettes in Household Roster Research

Eleanor Gerber, Tracy Wellens, and Catherine Keeley, U.S. Bureau of the Census

Standard procedures for conducting household-based surveys require obtaining a list of household residents. In self-administered census questionnaires, rosters have been used to convey information about who should be listed. However, residency rules do not necessarily follow respondents' intuitions about who should be considered a household member. The value of rosters rests, in part, on their effectiveness in conveying specific rules which the survey requires respondents to follow. The current paper reports on research designed to test the efficacy of five roster forms, containing different amounts and kinds of information, in conveying specific decennial Census rostering rules. Cognitive interviews (N=64) were conducted to determine how respondents completed a rostering task. To evaluate respondents' understanding of Census residency rules, 13 short vignettes, describing different residency situations, were employed. Respondents provided verbal explanations for each vignette response. Vignette responses are analyzed to evaluate respondents' conformity with Census residency rules. Content analysis of respondents' explanations is used to determine the extent to which information provided on rosters is utilized in making residency decisions. This paper demonstrates the usefulness of vignettes in assessing the effectiveness of various rostering techniques. It also discusses the utility of providing specific information as part of the rostering task.

Saturday, May 18

8:30-10:00 a.m.

IT MATTERS HOW YOU ASK: ASSESSING INCOME, RACE, ETHNICITY AND PARTY AFFILIATION (cont.)

Obtaining Income Information from the Self-Employed: Methodological Developments, Jean Martin, Sarah Cheesbrough, and Tricia Dodd, Office for National Statistics (UK), Graham Farrant, and Anthony McKernan, Social and Community Planning Research (UK)

Asking the self-employed about their incomes poses particular problems: many are unwilling to answer and others find it difficult to answer in the terms required. Although a rough estimate may be adequate for surveys which use income in broad bands as a classificatory variable, surveys of financial behavior have much greater demands for detail and accuracy. A study was undertaken to improve questions about self-employment income on two major national surveys, both of which collect detailed income information for a range of government uses. Households whose main source of income is from self-employment are a growing proportion of low income families and there was concern this might be as a result of problems with the questions used to elicit income information rather than being an accurate reflection of British society. Work took place in several stages: cognitive interviews to determine the nature of the problem with the existing survey questions; further small scale work to test possible alternative approaches; qualitative evaluation leading to the design of new questions; a larger-scale pilot of new questions. Following this work, the new questions have been included on both surveys from April 1996. The paper focuses on the use of a variety of methods in combination to deal with a particular intractable questionnaire design problem.

Asking Questions about Race, Ethnicity and Ancestry: Lessons Learned from the 1995 CPS Supplement on Race and Ethnicity, Ruth McKay, Bureau of Labor Statistics

This paper will draw on the results of the 1995 CPS Supplement on Race and Ethnicity, as well as findings of cognitive research activities carried out in connection with the Supplement, to discuss factors which appear to affect response patterns to questions about race, ethnicity, and ancestry. The Supplement on Race and Ethnicity was carried out as part of the May, 1995 CPS interview, and provides data on a 60,000 household sample representing the civilian, non-institutionalized population in the U.S. The cognitive research included: 83 cognitive interviews conducted with respondents drawn from White, Black, American Indian and Alaskan Native, Hispanic, Asian and Pacific Islander, and Multiracial populations; monitoring and behavior coding of taped CPS Supplement interviews; content analysis of responses to open-ended questions on race and ancestry; field observation of CPS Supplement CAPI interviews; and debriefing CATI interviewers about the CPS Supplement. Taken together, the data shed light on several important aspects of asking questions about race, ethnicity, and ancestry within a survey context. These include: (1) the semantic properties of "race," "ethnicity/ethnic group," and "ancestry" for the major racial and ethnic groups within the U. S.; (2) the relevance of race, ethnicity, and ancestry for self-identification within the major racial and ethnic groups (3) preferred racial and ethnic terms; (4) question order effects on response patterns; (5) costs and benefits of alternative question wording.

Saturday, May 18

8:30-10:00 a.m.

**IT MATTERS HOW YOU ASK: ASSESSING INCOME, RACE,
ETHNICITY AND PARTY AFFILIATION (cont.)**

***A Flexible Approach to the Measurement of Race and Ethnicity*, Judith Schejbal,
National Opinion Research Center, Paul J. Lavrakas, Northwestern University Survey
Laboratory, and Tom W. Smith, National Opinion Research Center**

Race is used regularly by researchers as an independent variable in analyses aimed at understanding substantive topic areas. The accurate measurement of race is dependent upon researchers' inclusion of racial categories that are not only appropriate, but also generally accepted. Therefore, it is important that survey researchers pay attention to changes in racial label preferences and adapt their measurements accordingly. This paper presents local area survey data that indicate the racial and ethnic labels chosen by Blacks when asked to identify their own ethnicity and race. That is, race and ethnicity were asked as open-end survey items rather than closed-end items. This paper will discuss the results of multivariate analyses aimed at understanding the demographic characteristics of individuals identifying themselves as "African-American" or "Black" for their ethnicity and/or race. Related national data will be included where appropriate. Finally, a brief historical review of the evolution of racial labels that have been used to refer to Blacks in the United States and the role that the news media play in the acceptance and use of these evolving racial labels will be discussed.

***Question Wording and Partisanship Re-Examined: A Preliminary Report*
David Moore, The Gallup Organization**

This paper reports on an extensive set of experiments designed to test whether two forms of measuring respondents' party identification produce essentially the same, or significantly different, results. In a recent article in POQ, Paul Abramson and Charles Ostrom argue that the Gallup measure of party identification is more variable over time than the measure used by the University of Michigan. The Gallup question asks respondents their partisan orientation "as of today" rather than "generally speaking," as is done at Michigan, and the authors hypothesize that as a consequence the Gallup question measures a more transient attachment to party. Their own study of Michigan voters in 1992 led them to conclude that the two forms of the party identification questions do not necessarily lead to identical results. This project includes data from 14 separate national surveys, each with representative samples of 1,000 adults, conducted from February 1995 through March 1996. Each survey includes a split-half experiment, with Form A presenting the Gallup wording on party identification, and Form B the Michigan wording. In addition, presidential approval is included in all the surveys, while several surveys include other political policy questions as well. The paper examines three hypothetical effects of the Gallup question wording: 1) that the distribution of party identification is different based on question wording, 2) that the variability in party identification using the Gallup wording is greater over time than the Michigan measure, and 3) that the correlations between party identification and several political variables are greater when party is measured with the Gallup wording than with the Michigan wording.

Respondent Selection in Mail Surveys of Establishments: Personalization vs. Organizational Roles, Carl Ramirez, U.S. General Accounting Office

Choosing the proper respondent is a critical step in any establishment survey. In the absence of pre-screening of likely respondents or perfect knowledge of how information is processed in an organization, a number of strategies are possible. Two approaches are tested here: 1) addressing mailings by name to a specific officer with a specific title who represents the most likely respondent, given the auxiliary information available, and 2) mailing questionnaires generically to the organization's chief executive in order to lower survey costs and to gain effective access to the corporate information hierarchy at a high level. Experimental data from a mail questionnaire survey of U.S. banks is examined to determine the effects of respondent selection strategies on response characteristics – response rates, speed, and quality. Personalization in respondent selection was found to yield higher response rates than generic targeting of high authority informants, but no difference in response speed or quality resulted from the different treatments. Also, actual respondents often differed from those selected in both approaches, and a wide variety of respondent titles resulted. Data from other surveys of financial institutions are also reviewed for information about the respondent selection process.

Increasing Response Rates in Business Surveys: A Split-Half Experiment
Young Chun, and Kenneth W. Robertson, Bureau of Labor Statistics

A large scale randomized experiment (n = 6,000) conducted in 1995 by the Bureau of Labor Statistics showed that the combined use of advance letters and reminder/thank you letters has significantly increased the response rate in a typical establishment survey where the unit of analysis is a nonagricultural business. This finding confirms the results in the previous small experiment (n = 400) presented in the 1995 AAPOR conference, and fully complements the findings based on household surveys which have been accumulated by the Dillman school since the mid-1970s. We also learned that both early additional contacts helped us identify nonviable business units or refusals so that we can allocate resources upfront in a more knowledgeable manner. The split-half experiment was embedded in the Hours at Work Survey primarily collecting employees' hours paid and hours at work with the mailed form. The sample was stratified by two major industrial divisions by three employment size classes. The statistically significant results from this study allowed the Bureau to redesign the data collection process accordingly. Our study lays a ground of how to improve response rates in establishment surveys in general.

Saturday, May 18

8:30-10:00 a.m.

**RESEARCH DESIGN ISSUES FOR ESTABLISHMENT SURVEYS
(cont.)**

The Relationship Between Informant Role and Reporting Style

Joan Phillips, and Seymour Sudman, University of Illinois

This paper examines the relationship between an informant's role within an organization and the cognitive processes and data sources used by the informant when reporting about their organization in a survey of industrial manufacturers. Specifically, this study will identify the cognitive processes (e.g., retrieval from memory, anchoring, extrapolation, counting, estimation) and data sources (e.g., documents, physical cues, internal and external communication, self/job cues, observation) used by informants in three different roles: sales, marketing, and customer service. This study will also report on the similarity and differences in reporting styles of informants with different roles. The data used for this paper are taken from a survey of 35 industrial manufacturing firms in Illinois conducted between July 1995 and January 1996. Three informants within each manufacturing firm were interviewed and asked to respond to a series of questions about their firms' relationship with two of its independent distributors. The informants were asked to "think aloud" as they responded to the questions and the interviews were audio recorded. The cognitive processes and the data sources used by the informants when answering were coded from transcripts of the recorded interviews. Both analysis of variance and log-linear models are used.

Evaluating Respondent Performance in an Establishment Survey, David Cantor, W.

Sherman Edwards, Jeffrey Kerwin, and Kerry Levin, Westat, Inc.

Selection of an appropriate respondent is a critical design parameter for an establishment survey. Finding the most knowledgeable respondent should increase the quality of the data collected for the establishment. However, efforts to find the best respondent may increase survey costs and/or reduce unit response rates. The purpose of this paper is to examine respondent characteristics that are related to the quality of information provided by a respondent to an establishment survey used to evaluate the federal Family and Medical Leave Act (FMLA). Of particular interest for the analysis will be how several variables are related to data quality: 1) the respondent's position within the organization, 2) his/her motivation to respond to the survey, and 3) the use of records in answering survey questions. The analysis will relate characteristics of the respondent and establishment to measures of data quality and, by extension, to different aspects of organizational information systems. These measures of quality will be related to several key characteristics of the respondent and the establishment, including: 1) the job title of the respondent, 2) self-reported use of records to answer the questions and 3) respondent motivation (number of contacts required to complete the interview).

Saturday, May 18

8:30-10:00 a.m.

RESEARCH DESIGN ISSUES FOR ESTABLISHMENT SURVEYS

(cont.)

Which is Better: Grid Listing or Grouped Questions Design for Data Collection in Establishment Surveys? Laureen Moyer, Bureau of the Census

In designing self-administered paper questionnaires to obtain information about persons, two designs are frequently used: 1) A grid design with the questions along one axis and the person names along the opposite axis, and 2) a design with questions grouped together for each person (grouped questions design). The Census Bureau recently had an opportunity to test these two design options as part of a cognitive interviewing project on the Census of Juvenile Detention, Correctional, and Shelter Facilities. This census is conducted biennially at facilities (establishments) that house youth who are placed, committed or detained through legal or social service jurisdiction. Through cognitive interviews with 18 establishments, the Census Bureau investigated the use of the grid and grouped questions designs for collection of individual data on the children housed at these facilities. This paper describes outcomes of these interviews. Covered is a discussion of the perceived advantages and disadvantages of each design, and under what conditions one design is preferred over the other, e.g., number of children to be reported, use of paper vs. computer records, and whether the reporter provided the information for one or several facilities. Implications of these findings for data collection of person data for establishments will also be discussed.

8:30-10:00 a.m.

EXPLORATIONS OF THE THIRD PERSON EFFECT

An Experiment in Mass Media Appeals to Comply with the Law: Variations in the Third Person Effect, Robert Mason, Oregon State University

Experimental sanction fear and moral suasion news stories about taxpaying honesty were shown to two random and independent samples: adults who were subject of an audit by tax authorities and a comparison group of adults who were not under audit but who had similar income sources and levels as those under audit examination. The Third Person Effect specifies that the news stories would influence others more than self in future taxpaying. Results support the Effect for all four groups; however, the moral suasion treatment for those under audit was smaller than for those in the three other groups. Moreover, Third Person Effects differed for those in the audit sample who had a deficiency and for those in the comparison group who had experienced a tax audit in the past. Results are discussed in relation to the impact of media messages on compliance with tax laws and considers alternative explanations, such as false consensus, to account for the results.

Public Perceptions of Television Influence and Opinions about Censorship in Singapore, Albert Gunther, University of Wisconsin, and Ang Peng Hwa, Nanyang Technological University

It is a common assumption that in many countries mass media censorship is imposed by an authoritarian government on an unwilling public. This study examines public opinion about television censorship in the island nation of Singapore. More specifically, we tested the third-person effect hypothesis, which suggests that people expect media content to have more negative influence on others than on themselves, and that some support for censorship is based on that perceptual bias. Data for the study came from face-to-face interviews with 506 randomly selected Singaporeans who evaluated ten categories of "sensitive" television content. Results revealed (1) a substantial perceptual bias in all content categories, (2) generally strong opinion favoring censorship of television content, and (3) a significant relationship between these two factors, suggesting that people may support censorship of media in part because of a tendency to overestimate its negative influence.

Saturday, May 18

8:30-10:00 a.m. **EXPLORATIONS OF THE THIRD PERSON EFFECT (cont.)**

***Denying the Holocaust: Third-Person Effects and Decisions to Publish a Controversial Advertisement*, Vincent Price, Li-Ning Huang, and David Tewksbury, University of Michigan**

This paper examines the potential of third-person effects to influence editorial behavior. Two studies investigated college students' judgments concerning a controversial advertisement and its suitability for publication in their college newspaper. The advertisement in question, printed in many college newspapers in the early 1990s, claimed that the Nazi campaign against the Jews in the second world war was an exaggeration. Results of study 1 confirmed a connection between students' third-person perceptions and opposition to publishing the advertisement. Jewish students, as expected, produced larger third-person effects and were significantly less willing to print the advertisement, controlling for other factors such as knowledge of World War II, political conservatism, and support for media rights to free expression. Such results appear to suggest that those with interests at stake perceived the message as especially likely to influence others, and thus dangerous, and consequently moved proactively to limit its circulation. However, a closer inspection of the data, followed up experimentally in study 2, indicated that both third-person effects and publication decisions were primarily a function of variance in subjects' perceived impact of the message on *themselves*, not on others as prior research on the "hostile media" phenomenon and third-person effects would lead us to expect. Implications of these findings for future research in the area are discussed.

8:30-10:00 a.m. **TRANSLATION AND OTHER CHALLENGES OF CROSS-CULTURAL RESEARCH**

A Study of Infant Mortality Among Puerto Ricans

Karl R. Landis, Institute for Survey Research, Temple University

This presentation will review ISR's experience to date in conducting development work on a CAPI study of infant mortality issues among Puerto Ricans. We have been in development for over a year, conducting focus groups, cognitive interviews, pretest interviews, and a 200 case pilot study in Puerto Rico, Pennsylvania, and New Jersey in the fall of 1995. I will discuss the following topics and how fieldwork in Puerto Rico differs from our experience in the continental U.S.: (1) Translation of questionnaire and field materials into Spanish, difficulties we faced in finding qualified translators, mistakes made in back translation, the limitations of a back translation; (2) Tracing from vital records, tracing strategies and data on success rates, much higher incidence of POBoxes and rural carrier route boxes for mail delivery; (3) Interviewing—response rates, interviewer training, higher response rates in Puerto Rico, interviewing staff new to CAPI, conflicting advice about fieldwork strategies in Puerto Rico; (4) Cultural factors and cultural differences, low telephone coverage, high incidence of face-to-face interviewing intensively, political population, competition from elections and holidays, love/hate political relationship with United States, high rates of crime, but also strong communities, struggling tourist sector of economy, high incidence of reliance on welfare.

Saturday, May 18

8:30-10:00 a.m.

TRANSLATION AND OTHER CHALLENGES OF CROSS-CULTURAL RESEARCH (cont.)

Methodological Challenges in Measuring the Behavior and Attitudes of Hispanic Consumers in the U.S., Horst Stipp, NBC, and M. Isabel Valdes, Hispanic Market Connections

During the last two decades, Hispanics have been the fastest growing ethnic minority in the U.S., and most predictions agree that they will soon be the largest minority group. As they grew in number, marketers began to recognize the purchase power of Hispanics (currently estimated at over \$200 billion) and that has created a growing desire to understand and target this market. For researchers, from Census statisticians to poll takers and TV ratings analysts, Hispanics (just as many other minority populations) represent considerable methodological challenges: There is a great diversity in this group – including different origins, different levels of acculturation, and differences in language proficiency and preference – which impacts media and consumer behavior. Further, uneven geographic distribution, lower phone penetration, and suspicion of "outsiders" often affect the researcher's ability to sample and measure accurately. Given the importance of this and of other minority groups, one might assume that most of the research challenges have been met and that there are well thought-out and widely agreed methods for analyzing minority markets. This paper will demonstrate that this is not the case. Using one particular measurement issue as an example, namely, the question of how to measure Hispanics' television viewing, the authors will show that there is a lack of good data and an abundance of poorly executed inadequate methods. We will present an analysis of the Hispanic market and propose a measurement system which takes the complexity of this market into account. We hope that our contribution will stimulate a debate among our colleagues and encourage new research efforts in this field.

Effects of Asking Language Preference in a Radio Survey of U.S. Hispanics: Impact on Response Rates, Sample Representativeness and Reported Radio Listening
Robert Patchen, and Marla D. Cralley, The Arbitron Company

Over the past decade, the rapid growth of the Hispanic population has led to interest by the general media surveys in going beyond Hispanic origin or ethnicity, to understanding more about the primary language used or preferred by Hispanic survey respondents and how this correlates with media usage. This paper describes a controlled methodological experiment which compared survey results for a 7-day radio listening diary survey conducted with and without questions on language preference. For the test group, each household agreeing to accept the radio diaries was first enumerated by age, sex and language for all members during the advance telephone call. This same language question was later completed by each respondent in their radio listening diary. The asking of language preference questions had a mixed effect on survey results. The paper will discuss response rate and sample composition impacts, as well as some interesting changes in reported listening patterns.

Saturday, May 18

8:30-10:00 a.m.

TRANSLATION AND OTHER CHALLENGES OF CROSS-CULTURAL RESEARCH (cont.)

***Learning How to Ask: Some Lessons from Cross-Cultural Interview Research for Surveys in a Multicultural Society*, Matt T. Salo, Bureau of the Census**

At least since the 1950s cross-cultural researchers have realized that generalizations about human nature based on western research may not hold in other cultures. This also appears to be true for surveys, developed for the typical American respondent, when applied to culturally different populations in our society, although problems are not always obvious or easily detectable. In order to obtain maximum cultural contrasts we conducted interviews with a group of international student trainees, which revealed significant areas of conflict between the culture-bound western-style survey approaches and native norms about communication and social interaction. Subsequent observations made of interviews and focus groups among several minority populations within the United States produced similar results. Preliminary recommendations of alternate survey strategies, that take cultural differences into account, are made in areas of nonresponse due to not locating or gaining access to respondents; enlisting their cooperation by making the survey intelligible and worthwhile in terms of their culture; maintaining rapport and asking questions according to their conceptual categories and communicative norms, and finally by taking special care in translating native concepts into categories that are useful to researchers without distorting the respondents' perception of the subject matter.

10:15-11:45 a.m.

PUBLIC OPINION ABOUT PUBLIC OPINION AND THE POLLING INDUSTRY

***Asking Respondents to Estimate Public Opinion: Who Can Do It and How Accurate Are They?* Daniel Merkle, Voter News Service, and Paul J. Lavrakas, Northwestern University**

This paper explores the ability of survey respondents to make estimates of public opinion by examining two issues: 1) What factors influence the ability of respondents to make public opinion estimates? and 2) For those respondents who do make public opinion estimates, how accurate are they, and what factors predict accuracy? We answer these questions using data from two RDD surveys of Chicago area residents conducted by the Northwestern University Survey Laboratory. In each of the surveys, respondents were asked to estimate the percentage of the public that supports and opposes abortion rights. To answer the first research question, a dichotomous dependent variable was created which indicates whether or not the respondent gave an estimate of public opinion. Regression analyses were conducted using these independent variables: whether or not the respondent expressed an opinion on an abortion opinion question, various media exposure measures, education, age, gender and race. For the second research question a similar set of regression analyses were conducted predicting the relative accuracy of the opinion perceptions.

***CMOR Refusal Rates and Industry Image Study*, Harry O'Neill, Roper Starch Worldwide**

In April of 1995 the Council for Marketing and Opinion Research (CMOR) designed and conducted a national telephone survey with a two-fold purpose: (1) to measure the effect of disclosing interview length and offering an incentive on the public's willingness to participate in surveys and (2) to assess the public image of the survey research industry. While refusal rates are discouragingly high and on the rise, there does not seem to be a large hard core of refusers. On the positive side, the survey research industry enjoys a decidedly positive image among survey participants.

Saturday, May 18

10:15-11:45 a.m.

PUBLIC OPINION ABOUT PUBLIC OPINION AND THE POLLING INDUSTRY (cont.)

Further Experiments on Presentation of Survey Findings in Newspaper Stories

Peter Miller, and Michael Roloff, Northwestern University

This paper reports the findings of experiments examining the effect of different modes of presentation on readers' inferences from newspaper stories about survey findings. Extending a line of research discussed at last year's AAPOR meeting, we report the results of studies that seek to replicate the finding that "boxed" presentation of methodological information led readers to give more credence to survey findings reported in a newspaper article than did inclusion of methodological information in the article itself. In addition, we also seek to shed some light on the mechanism for the original finding by gathering readers' reports of processing of the newspaper articles.

Polls On Polls: An Update, Alec M. Gallup, The Gallup Organization

This paper updates and expands trend data on the public's perceptions of polls and publicly released survey research findings. The primary focus is on the results of an updated series of questions about polls first reported in the Public Opinion Quarterly in 1944, and updated in the same publication in 1986. These questions were replicated in a national survey of adults in April, 1996. The paper also examines additional survey evidence which addresses the issues of the public's perception of polls, including in more detail Americans' opinions about the degree to which public officials should use poll results as the basis for their policy making and votes, and Americans' interest in polling results when included as a part of newspaper and television news coverage.

10:15-11:45 a.m. **ALTERNATIVE RESPONSE SCALES**

Measuring the Intensity of Response Categories, Tom W. Smith, National Opinion Research Center

Since the 1940s a number of studies have rated the intensity of words commonly used in response scales. More recently this literature has focused specifically on the evaluation of response scales per se. In particular, the rating of words has been used to test whether existing scales met the equal interval criteria of interval measurement and to development new response scales that did have equal intervals. This paper takes this research a step further by using rating studies in the United States and Germany to help test the equivalence of scales used in cross-national survey research. Pilot studies were carried out in the US (N=117) and Germany (N=200) in which a number of terms used in International Social Survey Program questions were rated on standardized numerical scales. The US and German ratings were compared to see if the scales were successful at cutting the underlying continuums as equivalent points. In addition, several experiments were carried that tested the reliability and robustness of the rating procedures employed.

Rating Scales and Question Interpretation: When the Numbers and Graphics Tell You What the Words Don't, Norbert Schwarz, Carla Grayson, and Bärbel Knäuper, University of Michigan, and Michaela Wanke, University of Heidelberg

We report three experiments that explored what respondents infer from formal features of rating scales, such as the numeric values of the scale's graphic lay-out. Our findings confirm that respondents draw on these features to disambiguate the meaning of verbal endpoint labels, resulting in different question interpretations and different ratings. Theoretical and applied implications are discussed.

Saturday, May 18

10:15-11:45 a.m. **ALTERNATIVE RESPONSE SCALES (cont.)**

The Unfinished Business of Designing Response Scales in an Applied Research Setting,

Wendy Davis, Tracy Wellens, and Theresa J. DeMaio, U.S. Bureau of the Census

The majority of subjective data collected by survey researchers uses closed-ended questions with rating scales. Questions assess how much one agrees or disagrees with some statement, how important something is, or how frequently one engages in some behavior. The success of measuring this type of subjective phenomena depends on the characteristics of the scale used. However, the literature addressing the appropriateness of various types of rating scales is not always consistent in its conclusions or recommendations for use in applied settings. Using a U.S. Department of Agriculture diet and health survey instrument, we designed a study to investigate some of the inconsistencies reported in the literature. We conducted 300 telephone interviews with adults recruited from the D.C. metropolitan area. Three scale characteristics were manipulated: 1) the length of the scale; 2) the extent of verbal labeling, and; 3) whether to use an unfolding scale. This paper reviews some of the literature on rating scales, and presents preliminary results from the study.

10:15-11:45 a.m. **EVALUATING THE UTILITY OF COGNITIVE METHODS FOR DESIGNING QUESTIONNAIRES**

How Well Do Question Evaluation Techniques Predict Test-Retest Reliability?

Jennifer Hess, Bureau of the Census, and Eleanor Singer, University of Michigan

Techniques such as behavior coding, respondent debriefing, interviewer debriefing, cognitive interviewing, and nonresponse analysis all provide information to help the questionnaire designer assess whether respondents understand questions as intended and whether they are able to provide adequate answers to them. However, with the possible exception of some types of respondent debriefing questions, these techniques do not actually measure question reliability. How well do question evaluation techniques in fact predict reliability and validity? Data reported by Belli and Lepkowski suggest that interviewer behaviors have little predictive value for response accuracy, though the evidence is somewhat more suggestive for respondent behaviors. Recently, the U.S. Department of Agriculture's Food and Consumer Service fielded a new survey designed to measure the subjective experience of hunger in the United States. The Census Bureau helped develop the questionnaire using some of the evaluation methods listed above. In addition, we conducted a reinterview with a sample of households following the survey. In this paper, we compare the results of the questionnaire evaluation data to those of the reinterview data to assess how well two question evaluation techniques—behavior coding and respondent debriefing—predict test-retest reliability.

Saturday, May 18

10:15-11:45 a.m.

EVALUATING THE UTILITY OF COGNITIVE METHODS FOR DESIGNING QUESTIONNAIRES (cont.)

***Cognitive Design - Improved Accuracy or Increased Measurement Error - A Mixed-Mode Comparison of Behavioral and Attitudinal Questions*, Todd Rockwood, CORC-University of Minnesota, and Rodney K. Baxter, Washington State University**

Two of the fundamental issues that confronts survey research is how to improve accuracy in the recall of past events and to improve the reliability and validity in the measurement of attitudes. Recently, cognitive design has emerged as another attempt to accomplish this goal. Cognitive design through directed questioning takes the respondent through a series of questions that are intended to activate cognitions relevant to response formation and thus bring into active processing the knowledge needed to answer the target question(s). It is argued, that by activating these memories the respondent's answer will be more informed and thoughtful and thus, more accurate. An alternative interpretation of the influence that cognitive design has upon measurement draws from a sociological rather than a psychological paradigm. The sociological model argues that the directed questions that precede the target question(s) identify and specify in the mind of the respondent the social context and the normative expectations regarding the target question(s). This results in the respondent answering the question based upon normative expectations, or what is socially expected or desirable for the target question(s). Data from two different split-ballot experiments are used to investigate the impact of cognitive design upon behavioral and attitudinal questions. The difference in response between the quick recall and cognitive design ballots while not overwhelming tend to support the sociological model in both the telephone and mail modes of survey administration.

***Getting the "Truth" in Evaluation Reinterviews: Results of a Study to Compare Cognitively Designed Reinterview and Reconciled Reinterview*, Rachel Caspar, and Paul Biemer, Research Triangle Institute**

Perhaps the greatest potential for reinterview survey data to aid our understanding of the interview process is realized when the reinterview data can be regarded as the truth or very nearly the truth. Such a reinterview might be referred to as a "true-value" reinterview. A methodology that could be used to conduct such a "true-value" reinterview could then be compared with the results of the original interview to indicate which items in the survey are most prone to error. This paper will describe the work that RTI researchers completed to test such a methodology. Our research builds on work completed by researchers in the Census Bureau's Center for Survey Methods Research. Their work was directed at making improvements to the Survey of Income and Program Participation (SIPP) in an effort to reduce measurement error. Their revised SIPP questionnaire and field procedures incorporated principles of cognitive psychology to create a less structured interview methodology. Using a methodology similar to that developed by Census Bureau researchers, our cognitively-designed SIPP reinterview places special emphasis on the use of personal income records, collects income data "to the penny", and collects individual income payments at whatever interval is appropriate within the 4-month reference period.

Saturday, May 18

10:15-11:45 a.m. **RACE AND INTEGRATION IN CONTEXT**

Attitudes of Minority Residents of the "Gold Coast", Fairfield County, Connecticut, Before the Simpson Verdict, Kurt Schlichting, Fairfield University

A poll of 457 minority residents (black and Hispanic) was conducted in Fairfield County, Connecticut in April of 1995. Fairfield County, one of the wealthiest counties in the country, has a substantial minority population (14.9%) and includes affluent minority residents as well as a sizable poverty population. The poll measured minority attitudes toward the basic institutions of government— elected officials, police, courts, and judges as well as the state and federal government. A great deal of distrust was expressed by minority residents, both upper income and poverty respondents. This sense of distrust and suspicion was found long before the Simpson verdict. A majority of minority respondents felt that they had been discriminated against in the past year, were dissatisfied with the "quality of life" in the County, and would move if they had the opportunity. The poll also explored a number of explanations for the plight of minorities, especially those living in inner-city poverty.

The Difference Between Black and Brown: Explanations of Racial Economic Inequality, Lawrence Bobo, Russell Sage Foundation, James R. Kluegel, University of Illinois

Beginning with Schuman's (1971) observation that how racial inequality is perceived and explained powerfully shapes racial attitudes there has been a growing interest in assessing the nature and effects of such perceptions. Our purpose in this research is to examine how one widely used procedure for gauging whites' explanations of black-white economic inequality behave if generalized to gauge explanations of Hispanic-white economic inequality. In addition, we examine the views of both white and black respondents. We draw on data from the 1993 Los Angeles County Social Survey (N=986) and the 1993/1994 Los Angeles Survey of Urban Inequality (N=4025). Both surveys included split-ballot experiments that varied the race (black versus Hispanic) of the target group of the explanations of racial inequality questions. We find that both white and black respondents are more likely to see black disadvantage as caused by discrimination than is true of perceptions of Hispanic disadvantage. Both blacks and whites are more likely to see poor English speaking ability as a factor disadvantaging Hispanics as compared to blacks. Among whites there is no difference by race in the extent to which underlying ability, educational opportunities, or motivation and effort are seen as causes of black and Hispanic disadvantage. Among blacks lesser ability is more often seen as a cause of Hispanic disadvantage than of black disadvantage but there is no difference in the perception of educational opportunity or motivation and effort as important factors. We examine the social underpinnings and effects on other measures of racial attitudes (i.e., perceptions of racial group competition and symbolic racism) of these patterns of belief. We discuss the larger theoretical and political implications of the important similarities and differences in how black and Hispanic economic disadvantage are understood.

Saturday, May 18

10:15-11:45 a.m. **RACE AND INTEGRATION IN CONTEXT (cont.)**

America's Reaction to the O.J. Simpson Trial, Frank Newport, and Lydia Saad, The Gallup Organization

The analysis of the public's opinion of the extraordinary chain of events which followed the arrest of O. J. Simpson on June 16, 1994, culminating in the former football star's acquittal on murder charges on October 3, 1995, sharply brings into focus two important issues. First, the overwhelming divergence between the public's opinion of Simpson's guilt and the official verdict delivered by the trial jury suggests a perception of the trial process as a "game" to be won by the best-equipped and best-prepared players, but one whose outcome bears no necessary relationship to the "real-world" guilt or innocence of an accused defendant. Americans generally appeared to have made up their minds that Simpson was guilty shortly after his arrest, and all of the events of the highly publicized trial, up to and including the jury's verdict itself, didn't appear to have a great deal of impact on the public's perceptions and opinions. Second, the case generated persistently different attitudes between black and white Americans. A majority of black Americans consistently felt that the charges against Simpson were not true, while a majority of white Americans just as consistently said that the charges were true. These racial differences in attitude tended to cut across subgroup within the population of black Americans, and extended to perceptions not only of Simpson's guilt or innocence, but also to views of the criminal justice system in general. This paper examines the course of public opinion on these and other issues relating to the Simpson arrest and trial based on questions included in 17 different national surveys conducted by Gallup from June 1994 to October 1995.

1:30-3:00 p.m. **EVALUATING VALIDITY**

Can Participating in a Panel Sample Introduce Bias into Trend Estimates? Michael Battaglia, Abt Associates, Inc., Elizabeth R. Zell, Centers for Disease Control, and Pamela Ching, Centers for Disease Control

Studies that monitor trends over time use independent samples or panel sample designs. If the population is located in a small percentage of households, a panel sample design would be less costly because each independent sample incurs a substantial screening cost. The National Immunization Survey uses independent RDD samples to survey households containing children age 19-35 months and collects information on vaccinations received. An alternative design would select an RDD sample of children 19-35 months in the first quarterly survey. The second and subsequent quarterly surveys would reinterview children who are still in the eligible age range, and add an RDD sample of newly age-eligible children. The immunization interview may, however, influence the subsequent behavior of the parent, because having a child who is up-to-date on recommended immunizations is viewed as medically desirable. The NIS also contacts providers to validate the household's report on the child's vaccinations. Shots occurring within a month of the interview date but not in the usual vaccination time interval are likely to reflect the influence of the household interview.

Saturday, May 18

1:30-3:00 p.m. **EVALUATING VALIDITY (cont.)**

The Impact of Interviewer Characteristics on Cocaine Use Underreporting by Male Juvenile Arrestees, Michael Fendrich, Timothy Johnson, and Joseph Wislar, University of Illinois at Chicago

We evaluated the importance of subject and interviewer effects on cocaine disclosure in data generated from interviews occurring in 1992 with over 3,000 male juvenile arrestees from twelve different U.S. cities. Analyses investigated reporting in the subset of 333 youth who were positive on a urine test administered after the interview, as well as in the entire sample of respondents. Bivariate and multivariate analyses evaluated associations between subject characteristics (race/ethnicity, age, arrest charge), interviewer characteristics (age, race, sex, interviewer/subject similarity) and cocaine use disclosure. Additional analyses controlled for the potential clustering of responses by interview site and by interviewer. In both bivariate and multivariate models, among youth testing positive for cocaine, subject race was the most powerful correlate of cocaine use disclosure; black respondents significantly underreported cocaine use. In the subsample, there was no significant clustering of observations by site or by interviewer. In the full sample, subject and interviewer characteristics were associated with disclosure in bivariate and multivariate models. Subject and interviewer race were important correlates of disclosure in the full sample as main and interaction effects. Full sample models suggested some clustering of responses by interviewer but not by site. In both subset and full sample analyses, bivariate curvilinear associations between interviewer similarity and disclosure diminished in multivariate models. Implications for the contextual nature of interviewer effects are discussed.

Testing the Validity of Public Assistance Surveys with Administrative Records
Wei Yen and Harold Nelson, Office of Financial Management

This study examines the validity of public assistance surveys. Specifically, it examines the validity of the Family Income Study, a five-year (1988-1992) longitudinal panel study of AFDC recipients in Washington State. The survey responses for AFDC utilization are merged and matched with the state administrative records of individuals eligible for public assistance. Three analyses are conducted on the merged data. The first analysis examines the accuracy of self-reported AFDC use by the respondents. The second analysis explores the impact of survey dropouts on the estimates of AFDC usage. Finally, the third analysis investigates the impact of non-respondents on the estimates of AFDC use.

Checking Up on Respondents: A Voter Turnout Validation Study of the 1992 Election,
Lydia Saad, and Andy Anderson, The Gallup Organization

In 1993, the Gallup Organization conducted a validation study of respondents who participated in the final 1992 CNN/USA Today/Gallup Poll pre-election telephone survey. Residence information obtained from respondents during these interviews was later used to contact local registrars of voters around the country, and to determine whether respondents' were in fact registered and whether or not they voted on November 3, 1992. This paper is based on data obtained from that validation effort. It will examine three separate issues: 1) the validity of respondents' self-reported voter registration status, 2) the validity of seven questions used by Gallup to determine the likelihood of respondents' to actually vote, and 3) the actual turnout of the random sample of national adults originally screened for the final pre-election poll. The paper will present the findings on each of these issues. Particular emphasis will be placed on the validity of each one of Gallup's seven voter turnout questions as well as the scaling procedure used to define likely voters. The paper will describe the overall predictive power of each question as well as the special problems in devising a model which maximizes accuracy in estimating turnout for supporters of each candidate.

Saturday, May 18

1:30-3:00 p.m. **RESPONSE ORDER EFFECTS: IDENTIFYING PATTERNS AND CORRELATES**

When Poor Memory Makes for Good Data (and when not) – Age and Response Effects in Attitude Measurement, Bärbel Knäuper, University of Michigan, ISR

The impact of age on the emergence of response order and question order effects is addressed. Psychological research into age-related changes in cognitive functioning has found that working memory resources are reduced in older age. This suggests that older respondents may show increased as well as decreased response effects, depending on the cognitive process that underlies a specific response effect. Reanalyses of attitude measurement experiments originally conducted by Schuman and Presser (1981) bear on this issue. The findings demonstrate that (1) response order effects, such as primacy and recency effects, increase with age, whereas (2) question order effects decrease with age. Both of these findings presumably reflect reduced working memory resources, leading respondents to forget previous cognitive content (i.e., previous response alternatives or questions, respectively). The findings demonstrate that the impact of response order and question context may differ for older and younger respondents. As a result, theoretical conclusions about attitude change over the lifespan – as well as the representation of the opinions of the elderly in public discourse – may be misleading.

Standing the Test of Time: Aging and Response Order Effects

Andrew E. Smith, and George Bishop, University of Cincinnati

In a recent paper, Knäuper has identified an interesting relationship between response order effects and the age of the respondent. This research indicates that older respondents are more likely to exhibit response order effects than are younger respondents. She speculates that the reason for this, based on other cognitive psychological research, lies in the decreased ability of older people to keep several response categories "in their head." This apparently makes them more likely to select the first answer given (a primacy effect) or the last answer read to them (a recency effect) than younger people, whose cognitive abilities have not been reduced to the effects of aging. This paper examines more fully the effects of the age of the respondent by making use of the extensive Gallup Poll archives. These data contain more than 200 response order experiments allowing the researcher to test whether the apparent mediating effect of age identified by Knäuper is limited to a few select experiments, or if it is indeed a more general phenomenon. A preliminary analysis of these data do not support Knäuper's findings. Older people are not significantly more likely to exhibit primacy or recency effects than younger people.

Public Policy Questions and Response Order: Prevalence of the Recency Effect

David Moore, and Frank Newport, The Gallup Organization

This paper explores the effect that response order can have on the public's pattern of response to policy questions, based on more than 50 split-half experiments conducted in the past three years. Most of the questions included in this study begin by asking "Which of the following comes closer to your point of view?" Then, two options are offered – with Form A presenting them in one order, Form B in the reverse order. Preliminary findings suggest that whenever an order effect occurs, it is always a "recency" effect. There is, however, much variation in this pattern: in many cases there is no effect, and when there is an effect, the size of the effect varies considerably – sometimes showing a solid majority in favor of whichever alternative is mentioned second. This paper explores the factors that are associated with these different results and suggests the conditions under which the effects will occur. It specifically looks at education, attention to news, partisan orientation, age and gender, plus other independent variables that pertain to the specific questions.

Saturday, May 18

1:30-3:00 p.m. **METHODS TO INCREASE RESPONSE RATES**

The Effect of Questionnaire Length on Response Rates – A Review of the Literature

Karen Bogen, Center for Survey Methods Research

In a 1973 article about questionnaire length and response rate, it was argued that "common sense suggests that the shorter the questionnaire, the more likely a high response rate, and persons studying questionnaire efficiency have tended to accept this belief in spite of little empirical evidence to support it... Surprisingly few studies actually have examined correlations between length of questionnaires and rate of response, and those studies that have done so generally have yielded confusing results." Not much has changed since then. Most of the research reviewed in the 1973 article concerns mail surveys. Since then, there has been some additional work on in-person interviews; however, the results are still confusing, the conclusions are still not clear, and questionnaire designers still aim for shorter questionnaires under only the logical assumption that longer interviews will result in higher nonresponse. The purpose of this paper is to present a thorough review of the literature on this topic, covering different modes of administration as well as one-time and panel-study findings.

Increasing Response Rates and Data Quality in Personal Interview Surveys Without Increasing Costs: An Application of CQI to the NHSDA, Tom Virag, and Brian Burke, Research Triangle Institute

In recent years, many national personal visit surveys have required increased data collection efforts to maintain acceptable response rates. As part of RTI's continuing effort to reverse this trend, we have developed a program of Continuous Quality Improvement (CQI) for our field staff. This paper will present the history, design, implementation, and results of the first year of this CQI program entitled—Together Everyone Achieves More (TEAM)—as it was implemented for the 1995 National Household Survey on Drug Abuse (NHSDA). The NHSDA is a nationwide survey on tobacco, alcohol, and other drug usage and health-related issues in the United States. With the implementation of a continuous quarterly data collection beginning in 1992, screening and interview response rates began to decline in comparison to previous NHSDAs. In the summer of 1994, the NHSDA management staff planned a system of performance measurement, communication, and improvement that emphasized teamwork, numerical goals, and data-driven decision making. An important feature of this approach was a program of recognition and reward that is commensurate with team performance on the key, critical success factors that define field interviewing quality. Through the first year of the TEAM program, we have experienced increased response rates, decreased costs, and improved data quality.

The Effect of Additional Callbacks in a Telephone Survey

Robert Baumgartner and Brian K. Ward, Hagler Bailly Consulting, Inc.

This paper assesses the effects of using additional callbacks to noncontacted respondents in a national RDD telephone survey. The survey procedures required a minimum of 12 call attempts per RDD number before classifying it as a noncontacted household. This paper compares the characteristics of those respondents who are eventually contacted after 7 or more callbacks with those who can be reached in 6 or fewer callbacks (our standard survey procedures). Not surprisingly, respondents who were contacted after 7 or more attempts were more likely to be employed full-time, less likely to be retired, had fewer household members, live in apartments, and rent their current residence. The additional callbacks also affected some variables of substantive interest in the survey. The survey was designed to measure current vehicle ownership and potential demand for alternative-fuel vehicles. Respondents contacted after 7 or more callbacks were more likely to: (1) live in a household that did not own a vehicle; (2) not have a licensed driver in the household; and (3) indicate that, if an alternative-fuel vehicle was to be added to their household, they would buy an additional vehicle, rather than replace an existing one. The survey responses for each of these key variables were examined to determine if the final results would have been different if the survey procedures had called for 6 or fewer callbacks, rather than 12 attempts.

Saturday, May 18

1:30-3:00 p.m. **METHODS TO INCREASE RESPONSE RATES (cont.)**

Arbitron's Methods for Improving the Survey Response of Young Males

Jennifer Novak, The Arbitron Company

Since 1964, Arbitron has measured local radio audiences. Sample proportions for certain demographic groups, however, have systematically fallen below population proportions for reasons relating to insufficient sample frame coverage and/or reduced cooperation levels. One such underrepresented group is men age 18-24. Arbitron made a significant commitment to improve the representation of young males in its surveys in 1995. This paper will describe the new Arbitron survey treatments for young men, which include: (1) Sending higher premiums; (2) Mailing survey materials in boxes; (3) Making three follow-up calls; and (4) Mailing a post-survey follow-up postcard. In 1995, the new treatments resulted in the best sample performance for men 18-24 Arbitron has ever achieved – an 89 index, an increase of 11 points. These types of treatments provide a powerful method for increasing the representation of a difficult-to-survey demographic group like Males 18-24 and offer opportunities for addressing other groups with less than desirable survey performance. This paper will address the special sampling challenges of surveying young males, the unique demographic and lifestyle factors which make this group difficult to measure, and the survey methods Arbitron employs to improve young male representation in its radio surveys.

Using Advance Letters in an RDD Telephone Survey

R. Paul Moore, and Kathryn L. Dowd, Research Triangle Institute

The paper reports on the results of a pretest for the 1995 Nationwide Personal Transportation Survey (NPTS). Sample telephone numbers were processed against a computerized directory service, and advance letters were mailed to those with directory addresses (probable listed numbers) prior to telephone interviewing. Sample numbers are divided into two groups, those that matched with the telephone directory (advance letter mailed) and those that didn't (no advance letter). The two subsamples are compared in terms of response rates for telephone number screening, household interviewing, and person interviewing within the households. Next, household variables for the two groups are contrasted, including income, census region, race/ethnicity, metropolitan area size, household size, number of adults, number of drivers, number of workers, and vehicle availability. Third, person-level variables for the two groups are compared, including the age and sex distributions of survey eligibles and survey respondents. Fourth, key travel data (daily trips per person, daily miles per person, and average trip length) for the two groups are compared.

Saturday, May 18

1:30-3:00 p.m. **INTERVIEWER TRAINING AND FIELD SUPPORT FOR CAPI SURVEYS**

Training Interviewers at Home on CAPI: Measuring the Effectiveness of Westat's On-line Tutorial CAPITRAIN as a Home Study Training Tool, Debbie Bittner, and Ben Gill, Westat, Inc.

The Medical Expenditure Panel Survey (MEPS) is a multi-round household survey involving approximately 10,500 families selected from the 1995 National Health Interview Survey. The MEPS interview collects extensive information about a family's health use and expenditures. Respondents are interviewed four times over a period of 15 months with the Round 1 interview beginning in March, 1996. Prior to the start of the Round 1 data collection, 350 interviewers will be trained through 3 days of home study and 8 days of in-person training. As part of the home study package, Westat is shipping laptop computers to the interviewers approximately 10 days prior to the start of the in-person training. These laptops will contain Westat's CAPITRAIN program, a 4 hour on-line tutorial that instructs interviewers in the basic conventions of Westat's CAPI applications. CAPITRAIN has been used to train interviewers at in-person training, but never as a home study tutorial. The goal of using CAPITRAIN at home is to reduce the number of hours spent at in-person training; improve computer keyboard skills and familiarization with basic CAPI conventions; and, provide a better prepared group of trainees for the start of in-person training.

The Perils and Promise of CAPI: The View from Field Support, Robert Wagers, National Opinion Research Center Affiliate, and Shawn Marsh, National Opinion Research Center Affiliate

The use of computer-assisted personal interviewing (CAPI) in survey research has grown considerably in the past several years. This is primarily due to advances in technology, the desire to decrease the cost of data collection, and the pursuit of improved data quality. Conventional wisdom holds that the use of CAPI has been successful in these areas. However, the use, and examination, of CAPI has predominately focused on training and questionnaire construction, with little discussion of field support concerns and how they effect data collection and quality. We argue that field support issues have a direct impact on the overall value of using CAPI versus other data collection modes. This paper discusses the use of CAPI from the perspective of field support, and proposes a model of implementation.

How Far is Too Far? Balancing the Technological and Human Limits of Computer-Assisted-Interviewing, Mark Wojcik, and Julie Ingels, National Opinion Research Center

Computer assisted interviewing (CAI) is now a widely accepted methodology for the collection of data in the field. However, in recent years, the survey industry has been pushing the limits of CAI by producing more complex survey instruments and procedures. While there has been some discussion of "pushing the limits of CAP", these discussions have concentrated on the limits of either the hardware or software involved. Our paper focuses on another type of limit that must also be considered; the human limit. CAI is requiring interviewers to complete more and more complex computer tasks before, during and after the interview. Furthermore, with the advent of Computer-Assisted-Self-Interviewing (CASI), some of this burden is shifted to the respondents themselves. We argue that these limits are just as important as the "system" limits and we, as an industry, must begin to consider them when planning all studies that will use CAI.

Sunday, May 19

9:00-10:30 a.m.

RACIAL ATTITUDES

Across the Great Divide: Examining Black-White Differences in Political Attitudes

Bob Oldendick, Michael W. Link, and C. Blease Graham, University of South Carolina

Underlying many of the important controversies in contemporary American politics is the sharp division in opinion between black and white respondents. Differences in attitudes of blacks and whites have long been reported; what is lacking, however, is a satisfactory explanation as to why such differences persist. This research examines the hypothesis that differences in racial attitudes arise from differences on four key dimensions: civil rights, social welfare, economic liberalism, and moral conservatism. In addition, the effects of distinctions in cultural norms between blacks and whites and regional variations in attitudes are explored. Using data from the American National Election Studies, these hypotheses are examined by contrasting the dimensionality of black and white attitudes across a range of policy areas, including civil rights, equal opportunity, budget spending, abortion, sexual harassment, and foreign policy. In attempting to account for these differences, variations in more fundamental concepts that can influence these attitudes, such as core values, trust in government, political culture and religious beliefs are examined. The results indicate that blacks and whites differ significantly in terms of their political ethos and religious practices. Moreover, there are important regional differences in these influences for both blacks and whites.

Experiments, Quasi-Experiments, Surveys and Depth Interviews: A Multi-Method

Approach to Understanding White Racial Attitudes, Maria Krysan, Penn State University

The benefits of "triangulating" methods in the social sciences are often heralded in courses and textbooks on research methods, but seldom put into practice. In this paper, I report on a multi-method project growing out of and building on the findings of standard survey research on white racial attitudes. While the project was designed to test hypotheses about whether white respondents would express less liberal racial attitudes as survey conditions increased in privacy (due to changes in social desirability pressures), the focus of this paper is more limited: to illustrate the utility of a multi-method approach in solving concrete research problems. The data come from four sources: three of these--standard face-to-face interviews, face-to-face interviews with a self-administered component, and a mail survey--were based on a multi-stage area probability sample drawn to represent Detroit-area whites. Depth interviews constitute a fourth source of data. In this paper, I highlight several different combinations of experiments, quasi-experiments, surveys, and depth interviews. First, experiments and quasi-experiments are combined with surveys in a comparison of responses to three different modes of survey administration. Second, depth interviews are used to help interpret the mode comparisons. Finally, the results of a question wording experiment are used in conjunction with the depth interviews to investigate an interpretation of one of the results of the mode experiment. Through the use of concrete examples, the different methods are shown to sometimes corroborate, other times contradict, but always enrich, our understanding of white racial attitudes.

Sunday, May 19

9:00-10:30 a.m.

RACIAL ATTITUDES (cont.)

Cohort Effects on Racial Attitudes: Does the Topic of the Question Make a Difference?
Charlotte Steeh, University of Michigan

During the last ten years, sociological interest in the effects of cohort membership on attitudes and behavior has been stimulated by new studies that demonstrate the power of the concept to explain social change. Among the reasons for cohort's popularity as an explanatory variable in the field of racial attitudes is its capacity to account for an apparent conservative shift among adults socialized in the years after 1980. Yet, evidence of this shift is ambiguous. Although some scholars have observed conservative changes within this group, others maintain that young adults continue to be liberal pace-setters once relevant background factors are taken into account. Using data for twenty-nine questions from national surveys, this analysis seeks: 1) to reveal whether and how much four broad cohort groups differ in their racial attitudes over the years from the 1960s to the present and 2) to determine if the same pattern of differences appears for various types of racial attitudes. The results from the multivariate regressions of racial attitudes on cohort with year of survey, gender, education, region, and income controlled indicate that cohort differences are an important source of change for most racial attitudes and that substantial differences in cohort patterns exist depending on the topic of the question.

9:00-10:30 a.m.

PUBLIC PERCEPTIONS ABOUT HEALTH AND SAFETY

People's Trust in Official Health Agencies as AIDS Information Sources: What People Perceive Medical Experts Say and What They Actually Believe

Nurit Guttman, UMDNJ-Robert Wood Johnson Medical School, Daria Boccher-Lattimore, UMDNJ, and Charles T. Salmon, Michigan State University

Although HIV/AIDS has held a prominent position in the public consciousness for only a brief period of years, large numbers of persons can give correct answers to closed-ended survey questions about the ways in which HIV/AIDS is transmitted. But are respondents merely parroting back information that they recall having heard from expert sources of health information, or do they actually believe what they are saying in interviews? Is there a credibility gap which may be impeding public acceptance of information which is widely disseminated, widely available, and thought to be widely known? This study investigates these questions through a secondary analysis of data from a national CATI survey of 1,622 respondents aged 18-65 residing in the 48 contiguous states in the Fall of 1991. Respondents were asked a series of questions about what medical experts say are the modes of transmission of HIV/AIDS, with follow-up questions about their personal beliefs and their perceptions of the reliability of three different sources of health information: the U.S. Centers for Disease Control and Prevention; the U.S. Surgeon General; and State Departments of Health. Findings indicate consistent discrepancies between respondents' knowledge of what medical experts say to be correct and their personal beliefs, and widespread belief that information is being withheld from the public.

Sunday, May 19

9:00-10:30 a.m.

PUBLIC PERCEPTIONS ABOUT HEALTH AND SAFETY (cont.)

***Getting Behind the Numbers on Access to Care*, Karen Donelan, Harvard School of Public Health, Craig A. Hill, National Opinion Research Center, and Robert J. Blendon, Harvard School of Public Health**

This survey probes the experiences of people who are uninsured, who report problems getting access to health care services or paying medical bills. **Methods:** 3,993 interviews were conducted by NORC by telephone February-April, 1995. All respondents answered core screening questions about access, insurance and medical bills and other health and demographic questions. 1,234 people (31%) who reported having experienced at least one of the three problems were administered additional questionnaire modules. Respondents provided extensive verbatim information. **Results:** 16% of Americans had multiple problems; 5% have all three. 70% rated the consequences of their problem as very or somewhat serious. 18% reported a problem with access to needed care, 16% with medical bills and 19% (at time of survey or in year before) were uninsured. People with higher burden of illness are especially at risk. Verbatim descriptions of problems and consequences will be presented. Capturing lengthy verbatim responses by telephone required special monitoring adaptations to ensure quality. **Conclusion:** The political debate about health reform may be over, but a crisis in health care continues for millions of Americans.

9:00-10:30 a.m.

POLITICS, ELECTIONS AND VOTING

***Defining the Religious Right: Issues of Self-Identification and Measurement of Political Groups*, Cheryl Arnedt, CBS News**

Before the term "religious right" was commonly used, many public opinion researchers measured Christians conservatives -- in a political context -- as self-identified born-again Christians, evangelicals and fundamentalists. As the Christian conservative movement has become more prominent, researchers are trying to determine who comprises the "religious right." This paper will focus on three issues surrounding the measurement of the religious right political movement. First is self-identification -- what it means to be "a member" or "a part" of a political movement and how survey researchers can interpret those who self-identify themselves as part of this movement. Second is question wording and how wording includes or excludes people from identifying themselves as members of the religious right. Third is the dilemma of analyzing the measurement of a self-identified group to determine whether or not people really are who they say they are. Some have criticized using self-identification for the religious right based on respondents' "conflicting" responses to questions on abortion, school prayer, and party affiliation. But this assumes that we already know who members of this movement are when, in fact, we are still grappling with the best way of measuring this group.

Sunday, May 19

9:00-10:30 a.m.

POLITICS, ELECTIONS AND VOTING (cont.)

Neighborhood and Community Context Effects on Voter Turnout: A Case Study in Baltimore, MD and Bridgeport, CT, Kurt Schlichting, Fairfield University, Peter Tuckel, Hunter College, C.U.N.Y., and Richard Maisel, New York University

This paper reports the results of both neighborhood and community effects on political participation for Bridgeport, Connecticut in 1992 and for Baltimore, Maryland, for the period of 1988-92. A geographical information system (GIS) is used to geocode individual voter records to their census block group. The individual level geocoded records are then aggregated up to the block group level and merged with 1990 Census data. A factor analysis is used with a variety of census variables to create a set of factor scores for each block group which is a measure of a number of contextual effects at the immediate neighborhood level. A special program is then used to create a geographical radius around each block group and to determine the factor scores for the radius area which measures the contextual effects at the surrounding community level. A hierarchical regression analysis is performed with voter turnout at the block group as the dependent variable. The independent variables are the factor scores for the neighborhood (block group), the surrounding community (radius), and the interaction between the two.

9:00-10:30 a.m.

ASSESSING THE EFFECTS OF NON-RESPONSE AND REFUSAL CONVERSION

The Effects of Coverage and Nonresponse Bias in the Measure of Past Week Newspaper Readership, Sue Greer, Behavioral Science Research Corp., and Virginia Dodge Fielder, Knight Ridder, Inc.

Despite its strengths in generalizability, survey research is subject to systematic error from incomplete coverage and nonresponse. Interpretation of survey results is especially problematic when population characteristics associated with these types of error are also linked with dependent measures. Sample weighting provides a partial adjustment for such error, but assumes that people who do not respond resemble their counterparts who do. This study examined 100 telephone surveys – four each from 25 markets, all with similar methodologies – in order to assess the impact of coverage and nonresponse errors on population-weighted estimates of newspaper readership. While the general characteristics of those without phones and those who refuse telephone surveys might be evident from the literature (e.g., low SES, older), the corresponding relationships of those characteristics with newspaper readership suggest mixed – perhaps offsetting – results. More problematic is the assessment of the impact of “no answers” on survey outcomes, since researchers know very little about the classification of telephones that are not answered. Regression analysis demonstrated the effect of sample weighting on newspaper readership: Boosting representation of the less well-educated lowered readership rates. A hierarchical analysis suggested that refusals and “no answers” may suppress estimates of readership.

Sunday, May 19

9:00-10:30 a.m.

ASSESSING THE EFFECTS OF NON-RESPONSE AND REFUSAL CONVERSION (cont.)

The Effect of Refusal Conversions on Survey Estimates

Pamela Rathbun, and Robert M. Baumgartner, Hagler Bailly Consulting, Inc.

The decline in response rates for general population telephone surveys has been well-documented. An important component of the lower response rates is the refusal rate. A recent study conducted by the Council for Marketing and Opinion Research (CMOR) showed that refusal rates can be as high as 66% for a general population RDD sample. With such high refusal rates, the potential for nonresponse bias is a concern. Refusal conversion is one technique being used by many survey organizations to address high refusal rates. We will present data on the effectiveness of refusal conversion techniques for two RDD studies, a national sample and a sample of North Carolina households. In each study, more than 20 percent of initial refusals were converted to survey responses. This paper examines the differences between respondents who agreed to participate at the start versus those who initially refused but were eventually converted. We will also examine several key variables to determine if refusal conversions actually affect the data produced by the survey.

Lies, Damn Lies, and Response Rates: The Noncooperation Effect in Telephone Survey Research, Scott Goold, University of New Mexico

This paper describes research efforts to administratively reduce, and correct for, nonresponse associated with RDD telephone-based sampling. In 1988, Groves and Lyberg challenged opinion researchers to utilize the advantages of centralized telephone interviewing to improve the quality of collected data. Nonresponse, and particularly, refusal rates have been shown to be increasing. Four components of nonresponse have been re-classified under a heading of noncooperation. This includes the individuals who refuse their participation; those who only partially complete interviews (preliminary investigation of general population studies has suggested that the percent of individuals who drop out of interviews may exceed 15% of the total sample); a new category of "annoyed reluctant"; and, those individuals who involuntarily, or passively, resist research requests. This paper highlights the steps taken to construct a profile of these individuals. The objective of this work is to develop a foundation that will serve future investigators who pursue this line of inquiry, and also, to acknowledge some of the pitfalls associated with noncooperation in information-age survey research.

Initial Cooperators vs. Converted Refusers: Are There Response Behavior Differences?

Johnny Blair, Timothy Triplett, Teresa Hamilton, and Yun-Chiao Kang, University of Maryland

Survey organizations routinely persuade some initial refusers to be interviewed. Typically, there is little consideration of whether the response behaviors of these reluctant respondents differ from that of initial cooperators in ways that may affect data quality or results. In this paper, building on earlier work (Blair and Chun 1992) we use the results from a large national RDD survey to compare the response behaviors of initial cooperators and converted refusers. The survey, conducted for EPA, collected self and proxy data in telephone interviews with nearly 10,000 households. The main methodological hypotheses are based on the notion of "satisficing" (Krosnick 1991) i.e. that in some situations respondents will choose response strategies that reduce the amount of cognitive effort they have to expend to provide "acceptable" answers. Such strategies may for example increase primacy/recency effects, increase the frequency of "don't knows", and reduce the length of open-end answers. We contend that reluctant respondents (converted refusers) will show higher levels of satisficing behaviors than will initial cooperators. The results generally support those expectations. We address what these results may imply for understanding the potential impact on data of converted refusers. There may be implications as well for interviewer training to reduce possible satisficing response behaviors.

The Effects of Question Wording on Survey Responses: A Review of Recent Polling
George Pettinico, University of Connecticut

As most practitioners of public opinion research are aware, subtle discrepancies in the wording of a survey question can radically alter responses. This paper will examine questionnaire items from a selection of national surveys conducted over the past few years. Controlling for other factors (such as dates of interviewing, sample composition and size), the effects of wording variations will be analyzed. The central assertion of this paper is that slight variations in wording - whether in preceding questionnaire items, in the body of a question, or in the response categories offered - have a significant impact on the results generated, even when the basic meaning of a question is not fundamentally altered. This review of recent polling will serve to update research in this area. Leading theories regarding wording effects, proposed by researchers over the last several decades, will be applied to topics which are currently being examined by a significant portion of the survey research community. Hopefully, this research will serve to caution practitioners regarding the impact of subtle variations in phraseology when dealing with these current, complex topics.

The Effect of Length of Recall on the Quality of Survey Data: A Meta-Analytic Approach,
Nancy Mathiowetz, JPSM-University of Maryland, and Linda Stinson, Bureau of Labor Statistics

One of the tenants among survey researchers is the belief that, for reports of factual information, an increase in the length of the recall period (e.g., a four month recall period compared to a three month recall period) will result in poorer quality data (e.g., Sudman and Bradburn, 1973). While it appears from many studies that longer recall periods have a negative impact on the quality of the data, the literature is not consistent nor easily summarized. One of the major difficulties in examining the literature is the diversity with respect to survey topic and essential survey conditions under which these data have been collected. In an attempt to offer guidance to the questionnaire designer with respect to optimal recall periods, this paper reexamines the literature on length of recall and using a meta-analytic procedure attempts to integrate the results. In using a meta-analytic approach, we examine whether differences in the impact of length of recall across various studies is moderated by the nature of the dependent variables of interest or the heterogeneity of the essential survey design characteristics.

Ambiguity in Survey Questions, **Matthew Berent, Idaho State University**

Longitudinal survey data frequently indicates over-time instability in the political opinions expressed by American citizens. One interpretation of these findings is that citizens do not have stable opinions and the opinions they do report are simply constructed from information that happens to come easily to mind. However, an equally plausible alternative interpretation is that instability is due to measurement error. Many surveys employ ambiguous opinion questions in which respondents are required to integrate multiple opinions into single responses. For example, one National Election Survey (NES) question requires respondents to integrate opinions about restricting imports, protecting jobs, lowering prices, and helping exports into a single response. Requiring integration may introduce measurement error that increases instability. To test this, a sample of respondents completed two surveys separated by three weeks. Some respondents answered ambiguous questions taken from NES questionnaires. Others answered disambiguated questions that were modified from NES questions, but in which only one opinion was assessed. The results indicated that responses to disambiguated questions were more stable than responses to ambiguous questions. Thus, some instability in opinion reports seems to be produced by structural features of questions and not real opinion shifts.

Sunday, May 19

9:00-10:30 a.m. **TOWARD AN UNDERSTANDING OF SURVEY RESPONSE (cont.)**

Does Decomposition Improve the Accuracy of Behavioral Frequency Reports?

Robert Belli, Norbert Schwarz, and Eleanor Singer, University of Michigan

Decomposition is a questionnaire design strategy in which behavioral frequency reports for a category are broken down by asking about the behavioral frequencies for subcategories. Decomposition is often believed to improve the accuracy of reports largely because respondents are cued with examples that otherwise would be overlooked. Consistent with this view, decomposition does usually increase the number of reported behaviors. However, validation studies have been equivocal in finding benefits to decomposition, with some studies showing increased inaccuracy and a tendency for overreporting. A frequency estimation regression model based on category-split effects predicts that decomposition will lead to overreporting through judgment processes in which the frequencies of small categories are overestimated. To test the frequency estimation regression model, we surveyed employees of a survey research firm about the number of their long-distance and local telephone calls. Experimental conditions were varied for reference period, degree of decomposition, and the potential recall utility of cues. Consistent with the model, decomposition generally led to increases in reported frequency of telephone use, independent of the utility of cues. Results suggest that the increased reporting found with decomposition is largely due to judgment processes rather than to an improvement in memory.

9:00-10:30 a.m. **AUDIO COMPUTER-ASSISTED SELF INTERVIEWING**

Telephone Audio-CASI and Surveys of Sensitive Behaviors, Timothy Smith, Charles F. Turner, Heather Miller, Phillip C. Cooley, Susan M. Rogers, and Lori Von Colln, Research Triangle Institute

In this presentation, we will discuss the reactions of respondents and interviewers to using Telephone Computer-Assisted Self-Interviewing (T-ACASI), which Research Triangle Institute recently used to collect data on sensitive behaviors. Using this methodology, an interviewer telephones the sample member and recruits him or her as a participant. At some point during the interview, the respondent is transferred to a computer-administered interview. Once the computer-administered questions are completed, the system automatically transfers the respondent back to the interviewer and the call is completed. Our presentation will include a summary of the technological requirements to implement T-ACASI, a discussion of respondent reactions to the method, and a discussion of the interviewer reactions to the method. Preliminary results suggest that T-ACASI requires only minimal adaptations to the typical telephone survey facility and can be easily added to an interviewer training regimen. In addition, the methodology holds promise of improving the quality of survey data on AIDS-related and other sensitive behaviors.

Sunday, May 19

9:00-10:30 a.m.

AUDIO COMPUTER-ASSISTED SELF INTERVIEWING (cont.)

Interviewer-Respondent-Computer Interaction in a CAPI Survey

Allen Duffer, Jutta Thornberry, and Janice Kelly, Research Triangle Institute

The general consensus among survey researchers is that matching on interviewer and respondent characteristics, particularly race/ethnicity, will result in higher response rates. However, much of the evidence on the effect of interviewer-respondent matching is unclear for items other than those that are race-sensitive. For this paper, we propose to look at the effect of interviewer-respondent matching on the reporting of sensitive behaviors in Cycle V of the National Survey of Family Growth (NSFG), which was conducted from January to July, 1995. The NSFG is a periodic survey designed to provide national statistics on issues related to childbearing, family planning, and maternal and infant health. We will examine the impact of matching on four unique characteristics - race/ethnicity, age, education, and income - on the reporting of such sensitive items as abortions and number of sexual partners (in the past 12 months, past five years, and lifetime). We will then examine the effect of the audio computer-assisted self interview portion of the NSFG questionnaire on the reporting of these behaviors. We plan to include several non-sensitive items (e.g., number of children born to respondents natural mother) in the analysis as a control.

Audio-CASI in Personal Interview Surveys, Susan Rogers, Barbara Forsyth, Heather Miller, Charles Turner, and Tim Smith, Research Triangle Institute

In our presentation we will report the results of a study examining the ways in which key details of Audio-CASI implementation affect the quality of Audio-CASI measurements and the types of sensitive measurements that are most likely to be affected. Results are derived from a methodological survey (N = 198) of a sample of households in Baltimore County, Maryland. Ratings of the sensitivity of questions included in this survey were derived for each subject from their responses to paired-question comparisons and item rating tasks. The survey varied two aspects of Audio-CASI implementation: the presentation of questions in video in addition to audio (versus audio only) and the gender of the spoken voice. We will assess the impact of these variations and the rated sensitivity of the questions upon the quality of data obtained during the field interviews. Indicators of data quality will include: (1) the internal consistency of survey responses; and (2) the timing of responses relative to the reading of the survey questions and response categories. (One can assume, for example, that in an audio-only CASI interview, responses that occur prior to the full reading of the question invite reporting errors.)

Sunday, May 19

9:00-10:30 a.m.

AUDIO COMPUTER-ASSISTED SELF INTERVIEWING (cont.)

***Survey Measurement of Sensitive Behaviors Using Audio-CASI*, Charles Turner, Heather Miller, and Barbara Forsyth, Research Triangle Institute**

A recent advance in survey technology (audio, computer-assisted, self-interviewing: Audio-CASI) provides a potentially important tool for improving the validity and reliability of survey measurements used in research on sexual, contraceptive, and related behaviors. Since survey measurements provide important information on behaviors related to pregnancy, contraceptive practices, and transmission of STDs, improvements in the accuracy of these measurements could have important benefits for both research and for policy making. Researchers at the Research Triangle Institute and other cooperating institutions are conducting a four-year program of laboratory and field experiments to explore the measurement characteristics of this new technology. Among the aims of this research program are assessments of: (1) The extent, if any, to which this new technology may increase the validity and reliability of survey measurements of sexual, contraceptive and other related behaviors; (2) The types of measurements and research contexts, if any, for which this technology is best suited; (3) The costs and barriers to adoption of this technology (assuming that the technology is found to yield improved measurements). An overview and preliminary results from this and a related research program will be presented, including the updating of early reports a methodological experiment embedded in the 1995 National Survey of Adolescent Males.

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

**SLIPPERY OPINIONS OR SQUISHY MEASUREMENT?
EXPLORING ARTIFACTS OF CONTEXT AND COGNITION**

***Knowledge of and Attitudes Toward the Death Penalty and Rehabilitation: Artifact or Effect?* Patricia Moy, Jack M. McLeod, William P. Eveland, Jr., and Dietram A. Scheufele, University of Wisconsin-Madison**

Response effects research has shown that survey questions shape and channel public opinion by the manner in which they frame issues, order alternatives, and set the context of the question. In light of this research, our study examines the degree to which the variance in people's knowledge of and attitudes toward the death penalty and rehabilitation of prisoners is a methodological artifact (for the sample as well as for particular subgroups) and the degree to which it represents "true" effects. Analyses are based on data collected from 393 telephone interviews conducted in Dane County, Wisconsin in November 1995. Four different forms of a survey were used to manipulate issue (death penalty vs. rehabilitation) and criterion (knowledge vs. attitude). Results showed that neither experimental manipulation impacted knowledge or attitudes toward the two crime policy proposals. Moreover, these effects were consistent across relevant subgroups. However, findings revealed that, after controlling for structural variables and ideology, exposure and attention to specific media content impacted knowledge and attitudes differentially.

Sunday, May 19

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

**SLIPPERY OPINIONS OR SQUISHY MEASUREMENT?
EXPLORING ARTIFACTS OF CONTEXT AND COGNITION
(cont.)**

Geographic Context, Information Sources, and the Meaning of Responses to the "Number One Problem" Item, Paul Lavrakas, Northwestern University Survey Lab, and Judith A. Schejbal, National Opinion Research Center

Pollsters have queried the public about the most serious problem facing the nation for more than half a century. These public perceptions have played an important public policy agenda-setting function, as well serving the basis of news and the rhetoric of many politicians. However, little has been reported about what citizens actually mean when they give a response to this item. In this paper, we report findings from a 1995 RDD survey of 1,700+ Chicagoans. As hypothesized, our findings indicate that the geographic context which is used in the item wording makes a significant and meaningful difference in the answers given. Furthermore, mass media were more likely to be identified as the primary sources of information about a large geopolitical area's (e.g., entire city) most serious problem, whereas direct human sources (e.g., self, neighbors, relatives, etc.) were more likely to be primary information sources about the most serious problem in a smaller local area (e.g., one's neighborhood). To the extent that problems in smaller, more proximate geographic areas have greater impacts on people's lives, then our observed variance across item-wording may have important practical implications for public policy makers and important news implications for journalists using "Number One Problem" data.

The Effects of Recalling Consumer Experiences on Satisfaction Judgments

Barbara Bickart, Rutgers University

This paper examines whether the way in which people think about an earlier consumer experience, as prompted by different survey questions, can affect their overall evaluation of the service provider. Specifically, people reported higher satisfaction with a service provider when asked to describe *how* an earlier positive experience occurred, versus providing reasons as to *why* the positive experience occurred. The opposite pattern was observed for negative experiences. These effects are moderated by people's ability and motivation to use the thoughts generated in describing the specific experience to construct the subsequent overall evaluation. The implications of these findings for measuring and managing customer satisfaction are discussed.

Question Order Effects for Ranking and Rating Questions: Comparison Between Mail and Telephone Mode of Survey Administration, Todd Rockwood, CORC-University of Minnesota

This paper adds to the previous research on question order through the analysis of a spit-ballot experiment on the ordering of comparative ranking and individual rating questions within and between the telephone and mail modes of survey administration. Controlling for mode of administration, the data presents evidence that when the comparative rating questions are asked first they will have an influence on the individual rating questions. When presented first, the comparative ranking task has an assimilation effect in the response formulation to the rating questions. Based upon another literature this finding could also be interpreted as a diagnostic effect upon response to the individual rating questions. Consistent with previous research novices demonstrated a greater effect due to question order than experts. Focusing upon mode of administration effects, the comparative rating questions did not demonstrate a significant difference between the mail and telephone mode of survey administration. Alternatively, two of four individual rating questions did demonstrate a significant difference between the mail and telephone mode. In general it appears that for each mode of administration the ordering of ranking and rating tasks can introduce error into measurement. With error occurring when the individual rating task follows the comparative ranking task.

Sunday, May 19

10:45 a.m.-12:15 p.m. **PUBLIC OPINION AND PUBLIC POLICY**

***Jump-Starting School Reform: Can Public Opinion Force Change?*, Floyd Ciruli, Ciruli Associates, Inc.**

Public education is controlled by education professionals in most American cities, and resistance to systemic reform is strong within the education establishment. Denver Public Schools' 1995 revenue election presents a case study of the intersection of a skeptical public, a school district's need for additional funds and the system's unwillingness to reform. After several years of budget cutting, the Denver Public School proposed a \$30 million property tax increase in the November 1995 election. The timing appeared auspicious. Denver's schools had just been released from a two-decade long busing court order, a new activist superintendent had taken the helm, and the media, business and community interest groups had all endorsed. In fact, there was no organized opposition. But Denver voters a liberal lot with a recent history of supporting taxes for civic projects pronounced a resounding, "No." An examination of polling and election data and a review of news stories and interviews with opinion leaders after the election indicates the election result was the product of: (1) A dramatic increase in the salience of K-12 school issues; (2) A sharp decline in the public's trust of school officials; (3) A collapse in the consensus of what should be done to improve schools and increased polarization between supporters of improved productivity and increased funding. This paper examines the changes in issue salience, polarization and trust, and the implications for school finances and systemic reform.

***Who Listens When America Speaks? Constituent Representation on Environmental Issues in the Senate*, Amy Richardson, Princeton University**

That public opinion influences policy is of little doubt. Few, if any, scholars have studied the political process and not found that perceptions of constituent preferences shape, at least in part, the decisions that elected officials make. Yet we know comparatively little about *when* public opinion matters to representatives. This paper addresses this gap by evaluating how constituent influence varies depending on the issue, the scope of the problem addressed, the timing of the vote, the type of constituent, and the political and personal characteristics of US Senators when voting on environmental legislation from 1985 to 1994. These variations are evaluated by examining the relationship of constituent preferences by state (developed from survey data) and senate roll call votes. It then considers how political parties affect responsiveness by analyzing votes cast by senators who face conflicting pressures from constituency and party and by senators from mixed delegations (where a state is represented by senators of different parties). Finally, it examines how both pro-environment and pro-industry PACs affect constituent representation across a range of environmental issues.

***Who Asks What and How it is Reported: Polls, Sponsorship and Public Opinion on New Policy Issues*, Anne Hildreth, University at Albany, SUNY**

In 1992, President Clinton put the spotlight on the health care issue and a rush to capture public opinion ensued. In this research I explore the relationship between public opinion and the media in the policy process. Using the Roper archive as a data base and health care reform as a case, I track the progression of polls across the first year of the Clinton presidency in order to discern patterns in the types of questions asked by different types of sponsors and the subsequent attention polls received in the press. I argue that polls can be an especially effective political resource on new issues, when predispositions are generally weak and people are likely to look to both opinion leaders and what "most Americans said" for cues. Examining the interplay between media, polls and policy when opinion is just beginning to crystalize can advance our ability to address questions about the role of polls and media in issue framing and agenda setting.

Sunday, May 19

10:45 a.m.-12:15 p.m. **PUBLIC OPINION AND PUBLIC POLICY (cont.)**

Making Major Changes in the Health Care System: Public Opinion Parallels Between Two Recent Debates, Robert Blendon, and John M. Benson, Harvard School of Public Health

An analysis of polling data indicates significant parallels in Americans' attitudes about President Clinton's unsuccessful health care reform plan of 1993-94 and the 1995 Republican effort to reduce future spending on Medicare: 1) In both cases, a large proportion of Americans believed that a serious problem existed and was initially willing in principle to "do something;" 2) Both reform proposals faced serious public resistance once the debate was joined; 3) The public followed both debates closely, but professed only a modest level of knowledge about the proposals; 4) At the height of the two debates, the public seems to have concluded that the major changes being proposed would not help them in terms of quality, choice, or cost. These parallels highlight the difficulties of trying to bring about change in an area of public policy that affects the lives of many Americans. Although initially Americans are often receptive to major changes, as the debate goes on, they become more cautious and concerned about their own arrangements. The professed desire to "do something" about a problem does not necessarily translate into public support for specific proposals.

10:45 a.m.-12:15 p.m. **EFFECTS OF INTRODUCTIONS AND INCENTIVES ON RESPONSE RATES**

Exploring the Impact of Survey Introductions, Pamela Campanelli, Survey Methods Centre, SCPR, Nick Moon, NOP Research, London, and Patrick Sturgis, Survey Methods Centre, SCPR

In July of 1995, Social and Community Planning Research (SCPR) began a program of research funded by a grant from the UK Economic and Social Research Council to take an in-depth look at the role of interviewers in the survey nonresponse process. This 18 month long program is divided into 3 sub-projects and is in cooperation with the ESRC Centre on Micro-Social Change at the University of Essex and NOP Social and Political. This paper describes some initial work conducted for the third sub-project which focused on the initial doorstep interaction between interviewers and address residents. Although typically lasting less than a minute, it is this interaction which is crucial in determining whether or not the prospective respondent will agree to cooperate. This paper describes the overall design of the experiment and some preliminary analysis. The main focus is looking at the impact of the survey introductions on interview data quality.

Introductory Interactions in Telephone Surveys and Nonresponse

Mick Couper, and Robert M. Groves, University of Michigan & JPSM

In this paper we examine the interactions between interviewer and householder during the brief moments in which the survey is introduced and the potential respondent makes a decision about participation. Our work on face-to-face surveys has led to the development of the concept of tailoring. This posits that interviewers are effective readers of cues presented by the householder and his/her immediate surroundings during the initial introduction, and adapt the script of the introduction to maximize the likelihood of gaining cooperation. We believe the same concept holds for telephone surveys, although the length of the interactions and the number of cues available to the interviewer are reduced. We use data from a telephone survey to address two questions: (a) Can we reliably measure tailoring in a telephone survey introduction? (b) Is interviewer tailoring predictive of eventual cooperation with the survey request? The analyses are based on a set of 101 tape-recorded interactions from the monthly Survey of Consumer Attitudes conducted by the Michigan Survey Research Center. These were subsequently transcribed and coded. While our results can only be suggestive given the small number of cases, we examine these questions, and discuss their implications for nonresponse in telephone surveys.

Sunday, May 19

10:45 a.m.-12:15 p.m. **EFFECTS OF INTRODUCTIONS AND INCENTIVES ON RESPONSE RATES (cont.)**

The Effect of Incentives on Response Rates in Face-to-Face, Telephone, and Mixed-Mode Surveys, Nancy Gebler, Eleanor Singer, Kate McGonagle, and Trivellore E. Raghunathan, University of Michigan

The use of incentives is known to increase response rates in mail surveys, and prepaid incentives elicit better results than incentives contingent on completion of the questionnaire. Although there is less evidence concerning their effect on response quality, there is no evidence that incentives result in poorer data quality in mail surveys. Incentives are increasingly being used in face-to-face and telephone surveys, but there is much less information about their effects in those surveys. In this paper, we report on all the studies we have been able to locate that have experimented with the use of incentives in surveys done in person, by telephone, or with "mixed-mode" designs in which respondents are recruited either in person or by telephone and return questionnaires by mail. The number of studies is small, and we report answers to four questions: Do incentives improve response rates in telephone and face-to-face surveys? Are prepaid incentives more effective than contingent incentives? Is money more effective than a gift? What is the effect of incentives on response quality and response bias?

10:45 a.m.-12:15 p.m. **SURVEYS ON SPECIAL POPULATIONS**

Accessing an Injecting Drug User Population, Albert Pach, III, Julia Silhan Ingels, and Ellen Kaplowitz, National Opinion Research Center

The Drug Injector Risk Networks and HIV Transmission Study, conducted by NORC under contract to NIDA, examined sexual and injection behaviors associated with the risk of HIV transmission in the context of a number of drug injector networks in two large American cities. The Networks study combined both in-depth ethnographic and epidemiologic data collection on the risk behavior of the injection and sexual practices of Injection Drug User (IDU) network members. This paper examines the intensive nature of ethnographic data collection procedures of participant observation, open-ended interviewing and the development of key informant relationships, in contrast to more conventional survey recruitment and research techniques, to provide needed recruitment and on-going research relationships with respondents. The contribution of ethnographic techniques are noted in identifying and gaining access to IDU communities in specific locales, establishing and legitimating the project presence in the community, and providing support in collecting epidemiologic data.

Sunday, May 19

10:45 a.m.-12:15 p.m. **SURVEYS ON SPECIAL POPULATIONS (cont.)**

***Videotaping Neighborhoods*, Woody Carter, Jody Dougherty, and Karen Grigorian, National Opinion Research Center**

The Project on Human Development in Chicago Neighborhoods (PHDCN) tracks a cohort of youth to identify factors contributing to prosocial and antisocial behaviors. One innovative component of PHDCN is systematic social observation of the neighborhoods in which the panel is growing up. In support of this, last summer NORC videotaped 27,000 block faces in Chicago. A sample of these was coded to provide PHDCN with observable physical, social, and social psychological variables regarding each neighborhood. Furthermore, the tapes that resulted from this effort form a permanent reference source for pursuit analysis, recoding, and visual illustration of findings. This paper discusses the logistical, organizational, training, and methodological issues raised by the pioneering large-scale use of this videotape methodology. Included are treatments of planning, budgeting, staffing, equipment purchase, ID structure, neighborhood scouting and routing, configuration of the vehicle from which the taping was done, security and confidentiality concerns, problem solving during the videotaping, subsampling of videotaped block faces, coding, and quality control. Although the data has just been delivered and has not been fully analyzed, the videotaping method has proven to be a feasible, cost-effective, and valuable addition to the data collection strategies for neighborhood-based research efforts.

***Confronting the Challenges of Data Collection in Distressed Public Housing*, Vicky Gwiasda, University of Illinois, Susan J. Popkin, Abt Associates, and Elise Martel, University of Illinois**

Project staff from the University of Illinois and Abt Associates, Inc. have been conducting an evaluation of the Chicago Housing Authority's Anti-Drug Initiative (ADI), funded by the National Institute of Justice. The ADI is a comprehensive crime prevention program that consists of law enforcement interventions, drug prevention and intervention programs, and community crime prevention programs. Our assessment of the ADI involves four research components; 1) a door-to-door resident survey on crime, safety and maintenance administered in nine public housing buildings at six-month intervals beginning in May 1994; 2) in-depth qualitative interviews with residents and staff at 3-6 month intervals beginning in May 1994; 3) ethnographic observations of the study sites beginning in May 1995, and 4) an analysis of official crime and vacancy statistics from 1988-1995. Conducting surveys in public housing created methodological challenges such as guaranteeing interviewer safety, gaining access to sites, and obtaining respondent cooperation. We hired and trained CHA residents to work as interviewers in order to ameliorate these problems. Further, the data collection presented cognitive problems including how to develop meaningful survey questions to obtain potentially sensitive information about crime and disorder. We developed data collection procedures that utilize qualitative interviews and ethnographic observations to help develop and refine our survey instrument. This paper provides an overview of our research methodology including problems we encountered, solutions we employed, and suggestions for improving future data collection in public housing.

***Identifying Recipients of Housing Assistance through Survey Questions*, Dianne Rucinski, and Leslie Athey, National Opinion Research Center, and Laurent Hodes, Dept. of HUD**

The current version of American Housing Survey uses five questions to categorize respondents according to housing assistance program participation. While there are many housing programs, the major programs include public housing, project-based Section 8 and tenant-based Section 8. Several analyses have suggested that these items do not allow accurate categorization of assisted households, resulting in misclassification rates ranging from 9% to 50% of assisted households. This paper discusses possible sources of response error to housing assistance items, attempts by NORC and DHUD to improve upon current items, and assessments of the newly developed items. The paper concludes with a review of the assumptions underlying the investigations and presents recommendations for developing housing assistance survey questions.

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