American Association *for* Public Opinion Research

52nd Annual Conference

PROGRAM

Norfolk, Virginia
May 15-18, 1997

American Association *for* Public Opinion Research

52nd Annual Conference

Norfolk Waterside Marriott
Norfolk, Virginia

May 15-18, 1997

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AAPOR STUDENT PAPER AWARD WINNERS

FIRST PLACE

Paul Goren — University of Pittsburgh

Political Expertise and Issue Voting in Presidential Elections

HONORABLE MENTION

Robert D. Woodberry — University of North Carolina

How Then Shall We Measure: Adjusting Survey Methodology to Remove the Gap between Head-Counts and Survey Estimates of Church Attendance

SITE SELECTION AND HOTEL COORDINATION

Paul J. Lavrakas, Chair	The Ohio State University
Jenna Powell, Audio Visual Equipment Coordinator	Indiana University
Dawn R. Von Thurn, Associate Chair	U.S. Bureau of the Census

SPECIAL ACTIVITIES

Jennifer Dykema, Fun Run, T-shirt & Slogan Coordinator	University of Wisconsin

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AAPOR **Administrative Office**

426 Thompson Street
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AAPOR@umich.edu
http://www.aapor.org
fax 313/764.3341
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Day and Time	Hampton 1	Hampton 2	Hampton 3	Hampton 6	Hampton 7	Hampton 8
Friday						
8:30-10:00	Interviewer Effects	Cognitive Issues in Frequency Reporting	Panel: Computer Content Analysis	Panel: On-Line Research and the Internet	Voter Turnout	Our Country, Other Countries
10:15-11:45	Subjective Assess-ments of Income	Methods Issues in Election Polling	Panel: Measuring Prejudice and its Impact on the Jury	Conversa-tional Interviewing	Opinion Research across Countries	Children and Parents
2:00-3:30		Media Views of the Polls	Race Reporting	Response Burden	Mode Effects	"Social Capital" and Community
3:45-5:15	Question-naire Design	Telephone Sampling	Opinions about Polls and the Media		Non-response and Incentives	Panel: A Study of Two Communi-ties
Saturday						
8:30-10:00	Non-response: Effects of Follow-up	Mathe-matics and Measure-ment Error	Panel: Do Americans Still Care about the News	Audio Computer-Assisted Self-Interviewing	Explaining the '96 Vote	Opinion in Formerly Communist Countries
10:15-11:45		Response and Non-response in Establish-ments	Reporting Error and Record Checks	Reporting Religion and Church Attendance	Civic Journalism	Elite Opinion/ Opinions on Elites
2:15-3:45	Round Tables	Sex and Drugs and Reporting	Ideology and Opinions	Developing CAI Applications	Non-response in Panel Surveys	
Sunday						
9:00-10:30	Reaching Special Populations	Panel: Collecting and Dissemi-nating on the Internet	Question Wording and Order	Drugs Policy and the Polls	Contact and Non-response	
10:45-12:15		Panel: CASIC-- Brave New World or Death Knell ?	Panel: Polls about Televised Debates	Training and Field Management	Cognitive Methods for Pretesting	

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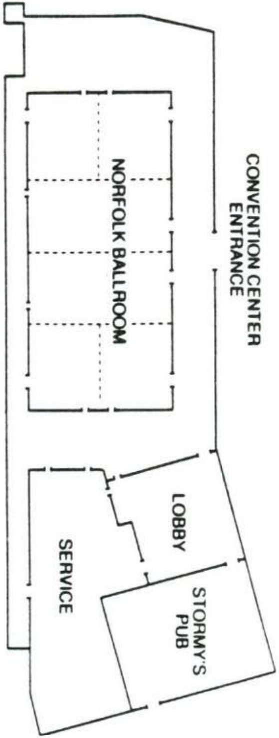
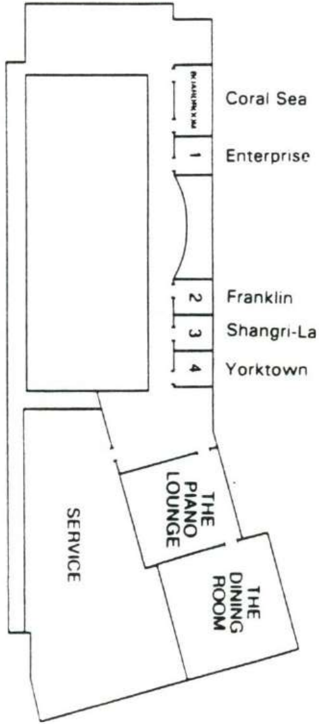
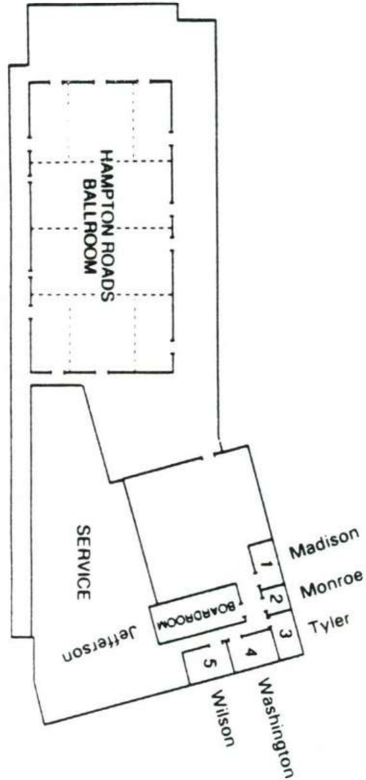


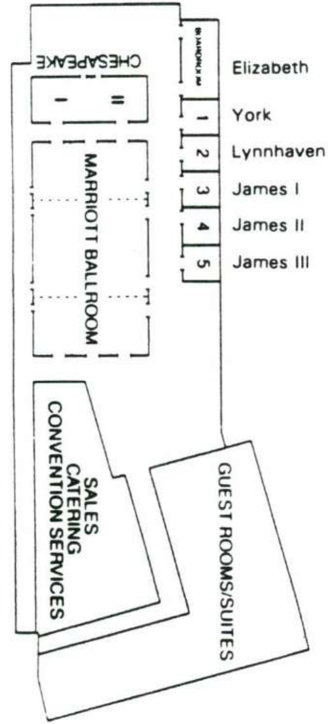
First Floor Plan



Second Floor Plan



Third Floor Plan



Fourth Floor Plan

PROGRAM
52nd ANNUAL AAPOR CONFERENCE

Norfolk, Virginia
May 15-18, 1997

Thursday, May 15

10:00 a.m.-6:00 p.m.	**AAPOR SHORT COURSE** ***Analyzing Complex Data Sets: Visualization and Modeling*** William S. Cleveland, Bell Laboratories	**Norfolk 2**
2:00 p.m.-5:00 p.m.	**AAPOR SHORT COURSE** ***Cognitive Laboratory Methods for Survey Research*** Judith T. Lessler, Research Triangle Institute	**Norfolk 1**
2:00-5:00 p.m.	**AAPOR COUNCIL MEETING**	**Marriott 5-6**
2:00-3:30 p.m.	**DIRECTORS OF ACADEMIC SURVEY RESEARCH ORGANIZATIONS**	**Marriott 2-3**
3:30-4:40 p.m.	**NATIONAL NETWORK OF STATE POLLS**	**Marriott 2-3**
6:30-8:00 p.m.	**DINNER**	**Hampton 4-5**
8:00-10:00 p.m.	**PLENARY SESSION** ***Controversies in Pre-Election Polling*** Kathleen A. Frankovic, CBS News Everett C. Ladd, The Roper Center Frank M. Newport, The Gallup Organization John Zogby, John Zogby Group International	**Marriott 1-4**

Friday, May 16

7:00-9:00 a.m.	**BREAKFAST**	**Hampton 4-5**
9:00 a.m.-5:00 p.m.	**EXHIBITS** **BOOKS**	**Chesapeake 1-2**

Friday, May 16

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

COGNITIVE ISSUES IN FREQUENCY REPORTING **Hampton 2**

Chair: Norman Bradburn, NORC

How Do People Answer Income Questions? Laureen H. Moyer, Naomi Elaine Fansler, and Meredith A. Lee, U.S. Census Bureau

Last Time You Had 78, How Many Do You Have Now? The Effect of Providing Previous Reports on Current Reports of Cattle Inventories, Jaki S. Stanley, National Agricultural Statistics Services; Martin A. Safer, Catholic University of America

The Effects of Level of Discussion and Question Wording on Proxy Response Processes and Reporting Accuracy, Barbara Bickart, Rutgers University-Camden; Geeta Menon, New York University; Joan Phillips, Michigan State University; Seymour Sudman, University of Illinois at Urbana-Champaign; Johnny Blair, University of Maryland

Discussant: Fred Conrad, Bureau of Labor Statistics

COMPUTER CONTENT ANALYSIS AND PUBLIC OPINION **Hampton 3 (PANEL DISCUSSION)**

Organizer: Mark D. West, University of North Carolina at Asheville

Chair: McKee McClendon, University of Akron

Computer Content Analysis and Public Opinion: The State of An Art, Mark D. West, University of North Carolina at Asheville

Predictions of the 1984 to 1996 Presidential Election from News Stories Analyzed by Computer, Mark Watts, Dhavan Shah, Michael Fibison, David Fan, and David Domke, University of Minnesota

Are Theory and Technology Incompatible? Harnessing Computers to Link Media Content and Public Opinion, William Evans, Georgia State University

Frame Mapping: A Quantitative Method for Investigating Issues in the Public Sphere, M. Mark Miller and Bonnie Parnell Riechert, University of Tennessee, Knoxville

Pre-Assessment of Scale Reliability: A Computer Content Analysis Approach, Donald G. McTavish, University of Minnesota

8:30-10:00 a.m.

VOTER TURNOUT: PAST AND PRESENT **Hampton 7**

Chair: Susan Buxbaum, Voter News Service

Neighborhood and Community Contextual Effects on Individual-Level Voter Turnout: A Case Study of Philadelphia, Pennsylvania, Kurt C. Schlichting, Fairfield University; Peter S. Tuckel, Hunter College, C.U.N.Y.; Richard Maisel, New York University

A Constant-Sum Method for Determining Voting Probabilities, Janet Hoek and Philip Gendall, Massey University, New Zealand

Turnout Predictions: A Comparison of Methodologies, Janet Hoek, Massey University, New Zealand; Rob Daves, Minnesota Star-Tribune

Historical Patterns in Presidential Vote Choice Depending on Survey Respondents' Likelihood to Turn Out, Lydia Saad, The Gallup Organization

Synthetic Surveys: A Case Study of Voter Turnout in the 1920 Presidential Election, Peter Tuckel, Hunter College, C.U.N.Y.; Richard Maisel, New York University

INTERVIEWER EFFECTS AND PERFORMANCE **Hampton 1**

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

Race-of-Interviewer Effects on Racial and Political Attitudes: Are They a Concern in Telephone Surveys? Maria Krysan, The Pennsylvania State University

An Assessment of Interviewer Effects Models in an RDD Telephone Survey of Substance Use, Timothy P. Johnson, Michael Fendrich and Chitra Shaligram, University of Illinois at Chicago

Interviewer Effects: Re-thinking the Collection and Interpretation of Survey Data, David Rose, Bianca Belmonte, Colleen Dugle Brainard, Anna Marie Brown, Carol L. Silva, and Hank Jenkins-Smith, University of New Mexico

Striking a Balance Between Interviewer Quality and Interviewer Productivity, Brian K. Ward, Bridget O'Leary, and Pamela Rathbun, Hagler Bailly Consulting

The Interviewer and Statistical Quality Control Charts, Stephanie Reed, University of North Carolina

Friday, May 16

8:30-10:00 a.m.

ADVANTAGES AND DISADVANTAGES OF ON-LINE RESEARCH AND THE INTERNET (PANEL DISCUSSION) **Hampton 6**

Organizer: Nicholas J. Tortorello, Roper Starch Worldwide, Inc.

Chair: Harry O'Neill, Roper Starch Worldwide

Advantages and Disadvantages of On-Line Research and the Internet, Jan Werner, Jan Werner Data Processing

Net Gain or Loss? Some Preliminary Findings on the Use of Internet and Intranet Surveying, Francis A. Fullman, University of Chicago Hospitals

Cheryl Harris, Northstar Interactive

OUR COUNTRY, OTHER COUNTRIES: ATTITUDES ON NATIONAL IDENTITY AND FOREIGN AID **Hampton 8**

Chair: Patricia Moy, University of Wisconsin

Public Relations and Public Opinion: Manipulating Public Opinion for Foreign Aid, Linda J. Penaloza, Wisconsin Survey Research Laboratory

Testing the Structure of European Foreign Policy Opinion: Attitudes Toward NATO, Engagement in Bosnia and European Integration, Mary McIntosh, Princeton Survey Research Associates

Gender, History, and National Identity: Some Empirical Observations on Pre- and Post-Unification Germany, Roberta Fiske-Rusciano, Rutgers University

National Consciousness, International Image, and the Construction of Identity: The Case of German Reunification, Frank Louis Rusciano and Bosah Ebo, Rider University

Collective Memories of Germans and Japanese about the Past Half Century, Howard Schuman and Hiroko S. Akiyama, University of Michigan; Barbel Knauper, Freie Universitas Berlin

10:15-11:30 a.m. **CONCURRENT SESSIONS**

SUBJECTIVE ASSESSMENTS OF INCOME AND EXPENSES **Hampton 1**

Organizer: Linda L. Stinson, Bureau of Labor Statistics

Chair: Roberta Sangster, Bureau of Labor Statistics

Measuring Subjective Economic Well-Being: A Cognitive Look, Thesia I. Garner and Stephanie S. Shipp, Bureau of Labor Statistics

Subjective Assessments of Economic Well-Being: Understanding the Minimum Income Question, Darby Miller Steiger and Tina Mainieri, University of Michigan; Linda L. Stinson, Bureau of Labor Statistics

Psychological and Measurement Issues Associated with the Income Evaluation Question (IEQ), Sylvia Fisher, Bureau of Labor Statistics

Using the "Delighted/Terrible" Scale to Measure Feelings about Income, Linda L. Stinson, Bureau of Labor Statistics

Discussant: Seymour Sudman, University of Illinois

THE CHANGE OF VENUE IN HIGH PROFILE CASES: MEASURING PREJUDICE AND ITS IMPACT ON THE JURY **Hampton 3**

Organizer: Edward J. Bronson, California State University, Chico

Chair: Robert S. Ross, California State University, Chico

Do Individual Difference Variables Moderate the Effects of Response Order on Judgments of Guilt in Venue Surveys? Ronald C. Dillehay and Paula J. Barry, University of Nevada, Reno

Jury Selection in High Profile Cases: The Perverse Effects and Limitations of Voir Dire, Edward J. Bronson and Robert S. Ross, California State University, Chico

The Polly Klass Trial Voir Dire: Reasonable Presumption of Prejudice, Actual Prejudice, and the Change of Venue in a Maximum Publicity Trial, G. Moran and R. A. Berg, Florida International University

Pre-Trial Publicity: Can Jurors "Put Bias Aside"? Kent Tedin, University of Houston

Discussant: R.A. Berg, Florida International University

Friday, May 16

10:15-11:30 a.m.

METHODOLOGICAL ISSUES IN ELECTION POLLING **Hampton 2**

Chair: Micheline Blum, Blum and Weprin, Inc.

Now You See It, Now You Don't: Volatility and Other Insights into the 1996 Presidential Race Provided by the CNN/USA Today/Gallup Tracking Poll, David W. Moore, The Gallup Organization

Stability of Party Identification and Vote Choice During 1996 Presidential Campaign, Jennifer Necci Dineen and Ken Dautrich, The Roper Center, University of Connecticut

A Review of the 1996 Voter News Service Exit Polls, Murray Edelman and Daniel M. Merkle, Voter News Service

A Comparison of Early Voters and Election Day Voters, Daniel M. Merkle and Murray Edelman, Voter News Service

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

CONVERSATIONAL INTERVIEWING **Hampton 6**

Chair: Nancy Belden, Belden and Russonello

Does Conversational Interviewing Improve Survey Data Quality Beyond the Laboratory? Michael F. Schober, New School for Social Research; and Frederick G. Conrad, Bureau of Labor Statistics

Evaluating Conversational Interviewing: Statistical Quality Control Incorporating Deming's Methods with Interviewer/Respondent Interaction Coding, Catherine C. Haggerty and Lucian Chuchro, National Opinion Research Center

The Digression of Survey Actors in a Face-to-Face Health Interview, Robert F. Belli and Stephanie A. Chardoul, University of Michigan

Is There Tailoring in Telephone Surveys? Evidence from an Experimental Study, Michaela Thoma, University of Mannheim, Germany

A Discourse Analysis of How and Why Interviewers Deviate from the Script. With a Suggested Technique for Minimizing Such Divergences, Mary V. Coit

10:15-11:30 a.m.

OPINION RESEARCH AROUND THE WORLD **Hampton 7**

Chair: Janet Streicher, IBM

Differences in Survey Methodology Across 17 Countries, Humphrey Taylor, Louis Harris and Associates, Inc.

Survey Methodology Cues in North Korea, Young Chun, University of Maryland

Testing the Utility of Geodemographic Models in Opinion Research, Edward Evans, Robert Vorek, and Robert Prisuta, AARP

The Impact of Local Context on White Americans' Views about Immigration, Immigrants, and Multiculturalism, Marylee C. Taylor, Pennsylvania State University

Discussant: G. Ray Funkhouser

CHILDREN AND THEIR PARENTS **Hampton 8**

Chair: Jack Ludwig, The Gallup Organization

Predicting School Success: Comparing the Institutional, Behavioral, and Attitudinal Models, Michael W. Link, University of South Carolina; Tina R. Link, Airport High School, West Columbia, South Carolina

The Influences of Political Socialization in the United States and The Netherlands: A Cross-Cultural Comparison, Antonio Brown, University of Michigan

Teenage and Parental Attitudes: A Generational and Gender Gap Among U.S. Jews? Ariela Keysar, CUNY Graduate Center; Barry A. Kosmin, Institute for Jewish Policy Research, London, UK

Socialization and Attitudes of Children, Tracy Smith and Eugene S. Vyeki, Case Western Reserve University

Discussant: Josephine Holz, Children's Television Workshop

Friday, May 16

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

POSTER SESSION I **Marriott 1-3**

Racial Differences in Perceptions Among Managers and Employees of the Communications Climate in a State Mental Health Agency, Lowndes F. Stephens, University of South Carolina

Can a "Dream Team" Make a Difference? The Influence of Political Consultants on the 1996 U.S. House Elections, Mark J. Guerrieri, University of Michigan-Dearborn

Categories of Computer Use Among Faculty, Ananda Mitra, Wake Forest University

Contextual Cues and Printed News: The Impact of Narrative and Photographs on Public Opinion, E. Caeden Powers and Kylo-Patrick R. Hart, University of Michigan

Knowledge Gaps Among Women Regarding Cervical Cancer and Colorectal Cancer, Alice Horowitz, National Institute of Dental Research; Cecilie Gaziano, Research Solutions, Inc.; and Parivash Nourjah

Assessing the Psychological Effects of Debt: A Consumer Debt Stress Index, Paul J. Lavrakas and Lucia Dunn, Ohio State University

An Evaluation of the Linkage of the National Survey of Family Growth to the National Health Interview Survey, Vincent G. Iannacchione, Robert E. Mason, Research Triangle Institute; William D. Mosher, National Center for Health Statistics; and Allen P. Duffer, Research Triangle Institute

The Impact of the Extension of Data Collection on the National Survey of Family Growth, Allen Duffer and Vincent G. Iannacchione, Research Triangle Institute

Usability Testing of a Web Site and a Web User Survey, Barbara Foley Wilson and Margot Palmer, The National Center for Health Statistics

An Empirical Comparison of World Wide Web and Telephone Surveys, Jerry J. Vaske, Diane B. Gaede, and Glenn Haas, Colorado State University

Improving the Quality of Survey Data in the USPS Residential Customer Satisfaction Research Program, Sid Groeneman, Alan Roshwalb, and Leigh Seaver, Market Facts

CATI Dietary Data Collection -- A Case Study, Lynn Hamilton, Vince Parker, and Jennifer Banas, University of Illinois at Chicago

Using Survey Research to Drive Strategic Change, Gary Siegel, DePaul University and Gary Siegel Organization

11:45 a.m.-12:30 p.m. **POSTER SESSION I** **Marriott 1-3**

A Penny for Your Thoughts: An Experiment in Rotating Order of Asking Two Questions About the Penny, Kenneth E. John, Stuart Kaufman, and Michael Koury, General Accounting Office

Interest Groups and Media Coverage, A. Trevor Thrall, Univerity of Michigan

How Advertising Works, Steven Miller, Lieberman Research, Inc.

Interviewing on the Internet, Leif Gjestland, Computers for Marketing Corporation

12:30-2:00 p.m. **LUNCH** **Hampton 4-5**

CHAPTER REPRESENTATIVES LUNCH **James 1-3**

POQ ADVISORY GROUP LUNCH **York**

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

RACE REPORTING **Hampton 3**

Chair: Rob Santos, NORC

Reliability and Consistency of Self-Reports of Race Among Young Multiracial Mothers, David Cantor and Jeffrey Kerwin, Westat, Inc.; Susan Schechter, National Center for Health Statistics

The Multiracial Category as "Wild Card" in Racial Questionnaire Design, Ruth B. McKay, Bureau of Labor Statistics

An Analysis of Measures of Ethnicity and Race, Tom W. Smith, National Opinion Research Center

Third-person Reporting of Hispanic Origin and Race in a Group Quarters/Establishment Census, Laurie Schwede, Bureau of the Census

Discussant: Elizabeth Martin, U.S. Bureau of the Census

Friday, May 16

2:00-3:30 p.m.

ROUND TABLE DISCUSSIONS **Marriott 2-3**

Behavioral Accounting: A New Application of Survey Research, Gary Siegel, DePaul University and Gary Siegel Organization

Community Collaboration to Develop Service Standards and Evaluation Strategies Through Consensus Meetings, Gloria Chapa-Resendez, Risé D. Jones and Richard Warnecke, University of Illinois Survey Research Laboratory

Meaning of Election Outcomes, Irving Crespi, Crespi Associates; Kurt Lang and Gladys Engel Lang, University of Washington

Using Research to Shape Public Perceptions -- The Good the Bad and the Ugly, Barry M. Feinberg, Audits and Surveys Worldwide; Walter Lindenmann, Ketchum Public Relations; Mary Mattis, Catalyst; Geri Mazur, Porter-Novelli; Nicholas Tortorello, Roper-Starch Worldwide

POLLING AND THE MEDIA: MEDIA INTERPRETATIONS AND EFFECTS **Hampton 2**

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

Media Effects on Complexity and Strength of Attitudes Toward the Death Penalty and Prisoners' Rehabilitation, Mira Sotirovic, University of Illinois at Urbana-Champaign

The Gun as Symbol of Evil: Exaggerated Perceptions of Gun Violence as a Media Artifact, Brian Anse Patrick and Kylo-Patrick R. Hart, University of Michigan

Literary Journalism Meets Professional Journalism: An Oil and Water Situation? Gerald M. Kosicki and Paul J. Lavrakas, Ohio State University

Causal Attribution in Election News Stories: How Journalists Explain Public Opinion Polls, Sandra L. Bauman, Wirthlin Worldwide

Discussant: Warren J. Mitofsky, Mitofsky International

2:00-3:30 p.m.

UNDERSTANDING RESPONSE BURDEN **Hampton 6**

Chair: Fran Featherston, General Accounting Office

Development and Preliminary Validation of a Theoretical Model of "Response Burden", Leda Kydoniefs and Sylvia Kay Fisher, Bureau of Labor Statistics

How Often are Americans Surveyed? Constructing a Survey-Based Answer, Barbara Bickart, Rutgers University, School of Business-Camden; David Schmittlein, The Wharton School, University of Pennsylvania

Why Respondents Fail to Respond to Surveys, Scott Goold, University of New Mexico

Obtaining Cooperation: Tips from the Lung Cancer and Smoking, Nutrition and Radon Studies, Lisa V. John and Patricia Henderson, Battelle Institute, Center for Public Health Research and Evaluation

Does Taping Interviews of Sensitive Behaviors affect Respondents' Reporting of Sensitive Behavior? Sandra Smith, Australian National University and University of Maryland

DATA COLLECTION MODE EFFECTS **Hampton 7**

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

Maximum Mail vs. Maximum Telephone Data Collection, Paul D. Biemer, Research Triangle Institute

The Effect of Mode of Data Collection on Consumer Assessments of Health Plans, Floyd Jackson Fowler Jr. and Patricia Gallagher, University of Massachusetts-Boston

Locating and Interviewing Medicaid--AFDC Beneficiaries: A Report of the CAHPS Field Test Experience, Julie A. Brown and Shirley E. Nederend, Survey Research Group, RAND

Some Considerations for Conducting an Electronic Mail Study with University Students, Andrew N. Williams and Christopher C. Morphew, Iowa State University

Discussant: Donald Camburn, RTI

Friday, May 16

2:00-3:30 p.m.

"SOCIAL CAPITAL" AND COMMUNITY INVOLVEMENT **Hampton 8**

Chair: Patricia A. Gwartney, University of Oregon

Practicing What We Preach? The Influence of a Societal Interest Value on Volunteerism, Carolyn L. Funk, Rice University

Social Capital is Alive and Well: New Data from the AARP Survey of Community Involvement, Thomas G. Guterbock, University of Virginia; Rachelle Cummins, American Association of Retired Persons; and John C. Fries, University of Virginia

Community "Visioning" and Survey Research: How Public Opinion Research is Helping Communities Take Control of the Futures, Frederic I. Solop, Northern Arizona University

Are We Truly Running Out of Time? A Longitudinal Examination of Daily Time Pressures, 1992-1997, Keith Neuman, Corporate Research Associates, Inc.

Discussant: Robert O. Simmons, Defense Manpower Data Center

QUESTIONNAIRE DESIGN **Hampton 1**

Chair: Jennifer Rothgeb, U.S. Census Bureau

Questionnaire Designers vs. Instrument Authors: Bottlenecks in the Development of Computer-Administered Questionnaires, Irvin R. Katz, Educational Testing Service; Linda L. Stinson and Frederick G. Conrad, Bureau of Labor Statistics

Survey Instrument Translation: A Test Comparing the Committee Approach and Back-Translation, Alicia Schoua-Glusberg, Research Support Services

Better Formatting for Lower Response Burden, Meredith Lee and Andrew Zukerberg, Bureau of the Census

Improving the Navigational Qualities of the Decennial Census Short Forms, Cleo R. Jenkins, Bureau of the Census

A Framework for Questionnaire Design: Labaw Revisited, Philip Gendall, Massey University, New Zealand

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

RICH COMMUNITY, POOR COMMUNITY: A TALE OF TWO COMMUNITIES (PANEL DISCUSSION) **Hampton 8**

Organizer and Chair: Jack Elinson, Columbia University

Why and How the Harlem Household Survey: Methodological and Operational Challenges to Survey Research in an Urban Minority Community, Angela A. Aidala, Columbia University School of Public Health and the Harlem Center for Health Protection and Disease Prevention; The Harlem Household Survey Team

The Health of Harlem and the Harlem Household Survey, Robert E. Fullilove and the Harlem Household Survey Team, Columbia University School of Public Health

Community Health Assessment Challenges and Opportunities Presented in Large Suburban County, Mark A. Guarino and Donna Szot, Bergen County Department of Health Services

Community Health Assessment Methodological Approach, Janice Ballou and Patrick Murray, Eagleton Poll, Rutgers University

Discussant: Jack Fowler, University of Massachusetts

OPINIONS ABOUT POLLS AND THE MEDIA **Hampton 3**

Chair: Kimberly Downing, University of Cincinnati

Voter Evaluations of News Media Coverage of the 1996 Presidential Campaign, Thomas Hartley and Kenneth Dautrich, University of Connecticut

The People Talk Back: Public Attitudes about the News Media, Ted J. Smith III, Virginia Commonwealth University; S. Robert Lichter, Center for Media and Public Affairs

Studying Public Opinion about Public Opinion: To Poll or Not to Poll, Ellen M. Dran, Northern Illinois University, and Anne Hildreth, S.U.N.Y. at Albany

Polling about Polls in the Phillippines, Linda Luz B. Guerrero and Mahar Mangahas, Social Weather Stations, Philippines

Discussant: Michael Kagay, New York Times

Friday, May 16

3:45-5:15 p.m.

NONRESPONSE ISSUES - INCENTIVES **Hampton 7**

Chair: Michael J. O'Neil, O'Neil Associates, Inc.

Multivariate Studies of Survey Participation Using Laboratory Experiments: Incentives, Burden, Initial Refusals, Disclosure of Rationale for Differential Incentives, Robert Groves, University of Michigan and Joint Program in Survey Methodology; Eleanor Singer and Amy Corning, University of Michigan; Ashley Bowers, Joint Program in Survey Methodology

When $10 Does Not Equal $10 -- The Effect of Framing on the Impact of Incentives, Eleanor Singer, Nancy Gebler, and John Van Hoewyk, University of Michigan; Jan Brown, Market Strategies, Inc.

Prepaid Monetary Incentives and Mail Survey Response Rates, Robert M. Baumgartner and Pamela Rathbun, Hagler Bailly Consulting, Inc.

Incentives in Population Based Health Surveys, Richard Strouse and John Hall, Mathematica Policy Research, Inc.

Discussant: Richard Warnecke, University of Illinois at Chicago

TELEPHONE SAMPLING ISSUES **Hampton 2**

Chair: Katy Dowd, RTI

Targeting Respondents in Small Defined Geographic Areas: Experiences from a Large Scale Telephone Survey, Andrew A. Beveridge, C.U.N.Y.; Michael Bucuvalas, Schulman, Ronca, and Bucuvalas, Inc.; Charles Kadushin, Kenneth Trippel and David Livert, C.U.N.Y.

Can Plus Digit Sampling of Phone Numbers Generate a Probability Sample? Gösta Forsman and Stig Danielsson, University of Linkoping, Sweden

A Comparison of "Last Birthday" and "Youngest Male/Oldest Female" Respondent Selection Procedures, Scott Keeter and Kevin Fisher, Virginia Commonwealth University

Accuracy of the Most Recent Birthday Method for Random Selection of Household Respondents, Katherine Lind, Timothy Johnson and Victoria Gwiasda, University of Illinois at Chicago

Coverage Bias in Various List-Assisted RDD Sample Designs. Lee Giesbrecht, Joint Program in Survey Methodology

5:00-6:30 p.m.	**COMMITTEE ON RESPONSE RATES**	**James 1-2**
6:00-7:00 p.m.	**RECEPTION WELCOMING NEWCOMERS**	**Marriott 4**
7:00-8:30 p.m.	**DINNER**	**Hampton 4-5**
7:15--	**NORFOLK TIDES BASEBALL GAME** **HARBOR PARK STADIUM**	
9:15-11:30 p.m.	**AMERICAN ROVER SCHOONER CRUISE** **WATERSIDE PARK**	

Saturday, May 17

7:00-9:00 a.m.	**BREAKFAST**	**Hampton 4-5**
7:30-8:30 a.m.	**FUN RUN/WALK**	**Riverside Park**
9:00 a.m.-5:00 p.m.	**EXHIBITS** **BOOKS**	**Chesapeake 1-2**

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

MATHEMATICS AND MEASUREMENT ERROR **Hampton 2**

Chair: Paul Biemer, RTI

An Empirical Test of a Bayesian Recall Model, S. James Press, University of California at Riverside; JudithTanur, State University of New York at Stony Brook

Assessing Utility in the Population of Potential Patients: Comparing the Standard Reference Gamble and Linear Scaling Formats in a Telephone Survey, Kenneth Wilson, Claudia Williams, Michelle Sachariat, Charles Brown, and Kathleen Dunn, East Carolina University

Item Non-Response and Measurement Error: A Latent Class Analysis of Respondent Resistance and Comprehension, Allan L. McCutcheon, Gallup Research Center, University of Nebraska-Lincoln

Context Domains and Correlated Error in Survey Research, Daniel McDonald, Carroll J. Glynn, Eunkyung Park, and Annie Webber, Cornell University

Recall Decay and Telescoping in Self-Reports of Alcohol, Tobacco, and Marijuana Use: Results from the National Household Survey of Drug Abuse (NHSDA), Robert A. Johnson and Kenneth A. Rasinski, National Opinion Research Center

Saturday, May 17

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

DO AMERICANS STILL CARE ABOUT THE NEWS (PANEL DISCUSSION) **Hampton 3**

Chair: Mark Schulman, Schulman, Ronca, and Bucuvalas, Inc.

Yes, American Still Do Care about the News, but Not the Way They Used To: Behavioral Evidence from Television, Newspapers, and Magazines, Jay Mattlin, NBC

Public Attentiveness to the News, 1989-1997, Kimberly Parker and Claudia Deane, Pew Research Center

Profile of the American News Consumer, Cliff Zukin, Eagleton Institute of Politics and Princeton Survey Research Associates, and Larry Hugick, Princeton Survey Research Associates

Discussant: Larry McGill, Freedom Forum Media Studies Center

EXPLAINING THE '96 VOTE **Hampton 7**

Chair: Kenneth Winneg, Chilton Research Services

Soccer Moms and the 1996 Presidential Election, Jennifer Airey, Voter News Service/ Wirthlin Worldwide

Messages from the Voters: Comparing the Partisan, Ideological and Programmatic Messages of the 1994 and 1996 National Elections, Alfred J. Tuchfarber, Eric Rademacher and Kim Downing, University of Cincinnati

Gender, Cultural Issues, and the 1996 Presidential Election, Debra L. Dodson, Rutgers University

"Litmus-Test" Issues, Voting Intentions, and Election Polling, Trevor Tompson, Northwestern University, and Paul J. Lavrakas, Ohio State University

Driving the Vote: Self-Reported Explanations for the 1996 Presidential Vote, Frank M. Newport, The Gallup Organization

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

NONRESPONSE ISSUES: THE EFFECTS OF FOLLOW-UP **Hampton 1**

Chair: Kristen Conrad, Consumer/Industrial Research Service

When Enough is Enough: Calls to Complete, Telephone Survey Response Rates, and Bias, James B. Greenless and Michael J. Wilson, Westat, Inc.

Optimal Times to Contact and Interview Respondents, Nancy Mathiowetz, Joint Program in Survey Methodology

Response Time to Various Mail Surveys, Vincent A. Scardino, Abt Associates, Inc.

Discussant: Sherry Marcy, DataStat

AUDIO COMPUTER-ASSISTED SELF-INTERVIEWING RESEARCH **Hampton 6**

Chair: David Cantor, Westat

Initial Results from the Conversion of the National Household Survey on Drug Abuse to Computer-Assisted Interviewing, Rachel Caspar, Research Triangle Institute

A Comparison of Computer-Assisted and Paper-and-Pencil Self-Administered Questionnaires in a Drug Use Survey, Debra Wright, William Aquilino and Andrew Supple, University of Wisconsin

Impact of Attitudes Toward Computers and Beliefs about Confidentiality on Responses to a Computer-Assisted Self-Administered Survey on Drug Use, Andrew Supple, Debra Wright and William Aquilino, University of Wisconsin

Discussant: Reg Baker, Market Strategies

Saturday, May 17

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

OPINION IN FORMERLY COMMUNIST COUNTRIES **Hampton 8**

Chair: Richard Sobel, Harvard University

Post-Communism, Opinion Continuity and Change, Hubert Tworzecki, Emory University

Troubled Transitions: Public Opinion in Russia and Ukraine Five Years After the Dissolution of the Soviet Union, Richard B. Dobson, U.S. Information Agency

Civic Engagement and Sociotropic Behavior in a Postcommunist State, Adam F. Gearing and Jeffery J. Mondak, University of Pittsburgh

Micro-consequences of Macro-changes: Sources of Regime Support in Russia, Boris Sergeyev, University of California-Santa Barbara and University of Connecticut

Discussant: Patricia Moy, University of Wisconsin

REPORTING ERROR AND RECORD CHECKS **Hampton 3**

Chair: Joy Sharp, U.S. Census Bureau

An Investigation of Methods for Matching RDD Respondents with Contact Information for Validation Studies, Michael Traugott, Jim Lepkowski and Paul Weiss, University of Michigan

Recall Error in Health Surveys Among Teen and Adult Respondents -- Influences on Accuracy and the Nature of Error, Nancy Mathiowetz, Joint Program in Survey Methodology, and Sarah Dipko, Westat, Inc.

Respondent Characteristics Associated with Misreporting of Vaccinations in a Telephone Survey, Michael P. Battaglia, Abt Associates, Inc.; Trena Ezzati-Rice, National Center for Health Statistics; Elizabeth R. Zell, Centers for Disease Control and Prevention

Over-Editing: An Examination of the Potential Harmful Effects of Survey Data Editing, Ward Rakestraw Kay, Joint Program in Survey Methodology

Discussant: Karen Bogen, U.S. Census Bureau

10:15-11:30 a.m. **CONCURRENT SESSIONS**

CIVIC JOURNALISM AND DELIBERATIVE POLLING **Hampton 7**

Chair: Kimberly Downing, University of Cincinnati

Effects of Media on Support for Proposition 209, the California Civil Rights Initiative, Kenneth A. Rasinski, National Opinion Research Center

Does Civic Journalism Work? Cliff Zukin, Rutgers University; David Blomquist, The Record

Adapting Deliberative Polling to Public Journalism, Robert P. Daves, Minnesota Star-Tribune

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

RESPONSE AND NONRESPONSE IN ESTABLISHMENT SURVEYS **Hampton 2**

Chair: John Tarnai, Washington State University

Surveys of Establishments: How Mode Sequence Effects Response Rate and Quality of Results, Renee Shatos Petrie and Danna Moore, Washington State University

Nonresponse Follow-up in Establishment Surveys: A Split-Half Experiment, Young I. Chun, Bureau of Labor Statistics

Procedures for Reducing Measurement Error in Establishment Surveys, Karen L. Goldenberg, Bureau of Labor Statistics; Kerry Levin, Tracey Hagerty, Ted Shen and David Cantor, Westat, Inc.

Redesigning Economic Surveys of Establishments, Eileen M. O'Brien, National Agricultural Statistics Service

Effects of Precontacting Procedures on Response and Cost in Self-Administered Establishment Surveys, Carl Ramirez, U.S. General Accounting Office

Saturday, May 17

10:15-11:30 a.m. **CONCURRENT SESSIONS**

REPORTING RELIGION AND CHURCH ATTENDANCE **Hampton 6**

Chair: Geraldine Mooney, Mathematica

Who Do I Say That I Am? Using Religious Identification to Understand Religious Beliefs, J. Tobin Grant, Stephen T. Mockabee, and Quin Monson, Ohio State University

How Then Shall We Measure? Adjusting Survey Methodology to Remove theGap Between Head-Counts and Survey Estimates of Church Attendance, Robert D. Woodberry, University of North Carolina, Chapel Hill

Do People Lie about Going to Church? Tom W. Smith, NORC

Discussant: Robert Belli, University of Michigan

OPINIONS OF ELITES, OPINIONS ABOUT ELITES **Hampton 8**

Chair: Andrew J. Cober, University of Virginia

Capitalists and the Cold War: Foreign Policy Attitudes of the Business Elite in the Vietnam Era, Allen H. Barton, University of Florida

Bridging the Gap between Public and Expert Views of the Economy, John M. Benson, Robert J. Blendon, and Daniel Gitterman, Harvard University; Mollyann Brodie, Drew E. Altman, and Matt James, Henry J. Kaiser Family Foundation; Rich Morin and Mario Brossard, Washington Post

The Relevance of Trust to the Evaluation of Political Elites, Glenn R. Parker and Suzanne L. Parker, Florida State University

"Presidential Popularity" in a Non-American Context, Thomas Hartley and Carlos Elordi, University of Connecticut

Discussant: Dale A. Neuman, University of Missouri-Kansas City

11:45 a.m.-12:30 p.m. **POSTER SESSION II** **Marriott 1-3**

An Examination of Item Nonresponse in the 1996 Health Care Survey of DOD Beneficiaries, Tanya J. Guthrie, Dept. of Defense

The Legibility of Text on Paper and Laptop Computer, Deborah Stone and Sylvia Kay Fisher, Bureau of Labor Statistics

Why Colin Powell "Almost" Ran, Barry M. Feinberg, Audits & Surveys Worldwide

Political Attitudes of HMO Physicians, Allen A. Russell and Donald K. Freeborn, Kaiser Center for Health Research

A Cross-Cultural Comparison of Attitudes Related to International Human Rights, G. Ray Funkhouser

Question Wording and Partisanship Re-Examined, Part II: A Follow-up and Final Report, David W. Moore, The Gallup Organization

What Do We Really Gain from Using Replacement Questionnaires to Increase Response to Mail Surveys? Theresa F. Leslie, Bureau of the Census

Applying Technology to Aggregate Review in a New BLS Wage Survey, James Kennedy and Frances Faltz-Harris, Bureau of Labor Statistics

How Inaccurate is Measurement of Size Reporting? Judith Perlman and Suzanne Perry, RAND

The Telephone Respondent's Perspective, Terry Gromala

Fear of Crime and Community Policing in Public Housing, Harry L. Wilson and John G. Keyser, Roanoke College

Time Inequalities and Irrelevancies, John P. Robinson, University of Maryland, and Geoffrey Godbey, Penn State University

The (More) Complete Pretest: Augmenting Traditional Pretest Procedures with Some Cognitive Techniques for a Mail Survey on Work and Well-Being, Betty Bower Simon, Survey Research Laboratory, University of Illinois

Comparing Test-Retest Reliability and Social Desirability Biases in CATI, CASI, and CAPI Interviews, David J. Mingay and R. Kim, University of Chicago; J.D. Summerell, University-Community Healthcare, Inc.; M.F. Rozien, University of Chicago; and C. Hodder-Malloy, and R. Goldbloom, IWK-Grace Health Center

Saturday, May 17

11:45 a.m.-12:30 p.m. **POSTER SESSION II** **Marriott 1-3**

The Collective Memory of Russians about Events from the Former Soviet Union, Amy D. Corning and Howard Schuman, University of Michigan

The Effects of Wording, Response Categories and Question Ordering on Sensitive Issue Survey Questions, Kurt David Johnson, University of Nebraska

Improving Respondent Reporting for the Last Birthday Method of Respondent Selection, Berwood Yost, Millersville University

Analysis of Male Underrepresentation in an RDD Survey Using the Most Recent Birthday Method of Respondent Selection, Scott Beach and Donald Musa, University of Pittsburgh

Change in Death Penalty Attitudes in the U.S., 1972-1994: The Effects of Age, Race, and Crime Rates, Michael Hughes and Danny Axsom, Virginia Polytechnic Institute and State University

12:30-2:00 p.m. **LUNCHEON AND PRESIDENTIAL ADDRESS** **Hampton 4-5**

2:15-3:45 p.m. **CONCURRENT SESSIONS**

ROUND TABLE DISCUSSIONS **Hampton 1**

Sampling Vulnerable Populations, Dretha M. Phillips, Louis N. Gray, and Rodney K. Baxter, Washington State University

Client Participation in Questionnaire Pretesting, Diane K. Willimack and Kristin Stettler, National Agricultural Statistics Service

A Discussion of Teaching Survey Methods, John M. Kennedy, Indiana University

2:15-3:45 p.m. **CONCURRENT SESSIONS**

SEX AND DRUGS **Hampton 2**

Chair: Roger Tourangeau, NORC

SAQs and Sex: A Re-analysis of the National Health and Social Life Survey, Mick P. Couper, University of Michigan and the Joint Program in Survey Methodology; Linda L. Stinson, Bureau of Labor Statistics and the Joint Program in Survey Methodology

Discrepant Sexual Partner Reports, Norman Brown and Robert Sinclair, University of Alberta, Canada

Question, Interviewer and Respondent Effects on Self-Reported Sexual Behavior for Whites and African Americans, Joseph A. Catania, Diane Binson, Jesse Canchola, and Nancy Adler, University of California-San Francisco

Retest Artifact in Cross-Sectional Student Drug Use Surveys, Michael Fendrich and Mary Ellen Mackesy-Amiti, University of Illinois at Chicago

Racial Differences in Surveys of Drug Prevalence: More than Measurement Error? Ann F. Brunswick, Columbia University

IDEOLOGY AND OPINIONS **Hampton 3**

Chair: Quin Monson, Survey Research Unit, Ohio State University

Political Expertise and Issue Voting in Presidential Elections, Paul Goren, University of Pittsburgh

Describing and Explaining Support for Social Welfare Programs Over Time, Fay Lomax Cook and Jason Barabas, Institute for Policy Research, Northwestern University

Education's Effect on Public Opinion, Charlotte Steeh, University of Wisconsin-Milwaukee

Measuring How the Public Feels about Abortion, Cheryl Arnedt, CBS News

Discussant: Evans Witt, Voter News Service

2:15-3:45 p.m. **CONCURRENT SESSIONS**

NONRESPONSE IN PANEL SURVEYS AND REFUSAL CONVERSION **Hampton 7**

Chair: Colleen Sullivan, The Gallup Organization

Panel Attrition Among Women with High School or Less Education, Jennifer A. Parsons, Sally A. Freels, and Richard B. Warnecke, University of Illinois at Chicago

Gender Differences in Nonresponse to the National Longitudinal Surveys of Youth, Dianne Rucinski, Edwin Hunt and Hee-Choon Shin, National Opinion Research Center

Evaluation of Nonresponse in the Belgian Election Panel Study '91-'95, Geert Loosveldt and Ann Carton, University of Leuven

Weighting Converted Refusals in RDD Sample Surveys, Robert Mason and Virginia Lesser, Oregon State University; Michael Traugott, University of Michigan

Refusal Conversions: Do We Improve Sample Representativeness or Data Quality? Cheryl J. Wiese, University of Nebraska-Lincoln

DEVELOPING CAI APPLICATIONS: THE USER'S PERSPECTIVE **Hampton 6**

Chair: Brad Edwards

CAI Instrument Usability Testing, Sue Ellen Hansen, Marek Fuchs, and Mick P. Couper, University of Michigan

Questionnaire Designer: A Software Tool for Specification of Computer-Administered Questionnaires, Irvin R. Katz, Educational Testing Service; Frederick G. Conrad, Bureau of Labor Statistics

A Study of Survey Interviewers' Text Comprehension and Preference for Pop-Up Screen Formats, Deborah Stone and Sylvia Kay Fisher, Bureau of Labor Statistics

Interviewer Behavior on CAPI Grids and Lists, D.E.B. Potter, Agency for Health Care Policy and Research; Brad Edwards, Sandra Sperry and Richard Dulaney, Westat, Inc.

Discussant: William Nicholls, II, U.S. Census Bureau

4:00-5:30 **AAPOR BUSINESS MEETING** **Hampton 7**

6:30-7:30 **PRESIDENT'S RECEPTION** **Hampton 1-3/Foyer**

7:30-9:30 **DINNER AND AWARDS BANQUET** **Hampton 4-8**

10:00-11:59 p.m. **SEMINAR ON MOTIVATED PROBABILITY** **James 1-2**

NON-TRADITIONAL SING **2nd Floor Piano Lounge**

ALL-AAPOR PARTY

Sunday, May 18

7:00-9:00 a.m. **BREAKFAST** **Hampton 4-5**

9:00 a.m.-3:00 p.m. **AAPOR SHORT COURSE** **Marriott 4**
List-Assisted Telephone Surveys: Design, Estimation and Administration

Robert J. Casady, Bureau of Labor Statistics, James M. Lepkowski, University of Michigan, and Clyde Tucker, Bureau of Labor Statistics

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

QUESTION WORDING AND ORDER **Hampton 3**

Chair: Barbara O'Hare, Arbitron

The Republican Who Did Not Want to Become President: Colin Powell's Impact on Evaluations of the Republican Party and Bob Dole, Norbert Schwarz, University of Michigan, and Diederik Stapel, University of Amsterdam, The Netherlands

Response-Order Effects in Public Opinion Surveys: The Plausibility of Rival Hypotheses, George Bishop, University of Cincinnati; Andrew Smith , University of Wisconsin, Milwaukee

The Last Shall Be First: Effects of Question Order and Wording. Taking Stock of 50 Years of Split-Ballot Experiments, Thomas Petersen, Institut für Demoskopie Allensbach, Germany

(Non)Threatening (Un)Balanced Questions, Marijan Manoilov, University of Ljubljana, Slovenia

Discussant: Jennifer Dykema, University of Wisconsin

9:00-10:30 a.m.

COLLECTING AND DISSEMINATING RESEARCH DATA: USING THE INTERNET (PANEL DISCUSSION) **Hampton 2**
Jointly Sponsored by The International Field Directors And Field Technologies Conference

Chair: Theo A. Downes LeGuin, Intel

Trials and Tribulations: Using E-mail for Conducting Surveys, Timothy Triplett, Elena Tracy, Univerity of Maryland; and Mick Couper, Joint Program in Survey Methodology, University of Michigan

Making Intranets Work for Market Research Dissemination, Bill Shelton, Gallup

The Web as a Tool for Sharing and Disseminating Academic Research Information, Bill Connett, University of Michigan

Discussant: John Kennedy, Indiana University

DRUGS: POLITICS AND POLLING **Hampton 6**

Chair: Stephen T. Mockabee, Ohio State University

"Teen Drug Abuse on the Rise" Survey Methodology, Presidential Politics and the Media, Peter V. Miller, Northwestern University

Talking about Drugs: Intrinsic and Extrinsic Factors Influencing Responsiveness to Surveys during the 1996 Election, Jack M. McLeod, Patricia Moy, Dietram A. Scheufele, and Edward M. Horowitz, University of Wisconsin-Madison

Neighborhood and Individual Bases of Drug Attitudes: For Whom is Drug Use a National Problem? David Livert, Charles Kadushin, and Leonard Saxe, Graduate Center, City University of New York

Public Perceptions and Misperceptions of the Teen Alcohol and Drug Use Problem, Michael W. Link, Robert W. Oldendick, and Todd R. Anderson, University of South Carolina

Discussant: Kenneth A. Rasinski, NORC

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

CONTACT AND NONRESPONSE **Hampton 7**

Chair: Barbara Nash, Market Decisions

The Threat of Telephone Answering Machines: A Recent Assessment, Charlotte Steeh, Swarnjit S. Arora, and Andrew Smith, University of Wisconsin-Milwaukee

The Effect of Different Introductions and Answering Machine Messages on Response Rates, Peter Tuckel, Hunter College, C.U.N.Y.; Trish Shukers, Quality Controlled Services

Telephone Answering Machine Messages and Completion Rates, Robert M. Baumgartner, Pamela R. Rathbun and Kristina Grebener, Hagler Bailly Consulting, Inc.

A Response Rate Experiment in RDD Surveys, J. Michael Brick and Mary A. Collins, Westat, Inc.

Improving Pre-notification Letters for Major Government Surveys, Jean Martin, Nikki Bennett, Stephanie Freeth and Amanda White, Office for National Statistics, London, UK

REACHING POPULATIONS OF SPECIAL INTEREST **Hampton 1**

Chair: Michael Weeks, RTI

Improving Survey Response Rates in Resistant Groups, Galen E. Switzer, Jean M. Goycoola and Mary Amanda Dew, University of Pittsburgh Medical Center

Telephone Ownership and Health Risk Indicators: Data from the NHIS, John E. Anderson, Centers for Disease Control and Prevention

The Trials and Tribulations of Random Digit Dial Sampling and Minority Populations, Katherine Lind, Ann Hatalsky, Richard Warnecke, and Risé Jones, University of Illinois at Chicago

Applying Rigorous Sampling Strategies for Studying Hard to Reach Populations: Are the Results Worth the Effort? Peter Messeri and Angela Aidala, Columbia University; Dorothy Jones Jessop and Katherine A. Nelson, Medical Health & Research Association; Deisha Jetter, NYC Department of Health; Kim Fox, NYC HIV Care Services Program

Scheduling CAPI Interviews in the National Survey of Family Growth Cycle V -- Main Study, Janice Kelly and Susan Kinsey, Research Triangle Institute

Sunday, May 18

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

COGNITIVE METHODS FOR PRETESTING QUESTIONNAIRES **Hampton 7**

Chair: Stephanie Brown, U.S. Census Bureau

Development of a CAHPS Medicare HMO Health Care Assessment Questionnaire: Some Lessons from Cognitive Testing, Jenny A. Schnaier, Research Triangle Institute

Development of CAHPS Adult Privately Insured Health Care Assessment Questionnaire: Some Lessons from Cognitive Testing, Lauren Burnbauer, Research Triangle Institute

The Use of Vignettes in Evaluating Household Roster Information: Does Anybody Read the Rules? Catherine Keeley, Eleanor R. Gerber, and Tracy R. Wellens, U.S. Bureau of the Census

The Norm of Reciprocity: A Study Using Cognitive Interviews, Roberta Sangster and Monica Dashen, Bureau of Labor Statistics

Variation in Cognitive Interviewer Behavior -- Extent and Consequences, Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health Statistics

THE USE OF POLLS: BEFORE, DURING AND AFTER TELEVISED PRESIDENTIAL DEBATES (PANEL DISCUSSION) **Hampton 3**

Organizer: Sidney Kraus, Cleveland State University

Expectations, Performance, and Instant Analysis, Michael Traugott, University of Michigan

In Defense of Horse Race Journalism, Warren Mitofsky, Mitofsky International

Open Debates to Qualified Candidates--Eliminate Horse Race and Instant Polling, Russell J. Verney, Reform Party

Some Not So Radical Ideas for Polling, Sidney Kraus, Cleveland State University

10:45-12:15 a.m.

TRAINING AND FIELD MANAGEMENT **Hampton 6**

Chair: Ward Kay, University of Maryland

Communication and Support Needs of CATI-CAPI Interviewers: The WIC Infant Feeding Practices Study, Lisa V. John, Patricia Henderson and Joan Huber, Battelle Centers for Public Health Research and Evaluation

A Survey Budgeting System, Brian L. James, Consultant; Karol P. Krotki, and Amy H. Rathbun, Education Statistics Services Institute

CAI and the Cost of Field Support, Robert Wagers and Lynn Marie Malinowski, National Opinion Research Center

Practical, Ethical and Legal Considerations in the Involvement of Underage Youth as Partners in Survey Research, Jaana Myllyluoma, Battelle/Survey Research Associates; Donald Sharp, Centers for Disease Control and Prevention

CASIC: BRAVE NEW WORLD OR DEATH KNELL FOR SURVEY RESEARCH: A DEBATE (PANEL DISCUSSION) –JOINTLY SPONSORED BY THE INTERNATIONAL FIELD DIRECTORS AND FIELD TECHNOLOGIES CONFERENCE **Hampton 2**

Chair and Organizer: William L. Nicholls II, Census Bureau

Reginald P. Baker, Market Strategies, Inc.
James R. Beniger, University of Southern California
Mick P. Couper, Joint Program in Survey Methodology

11:30-1:30 p.m. **LUNCH AND GOODBYE** **Hampton 4-5**

ABSTRACTS

Friday, May 16
8:30-10:00 a.m.

COGNITIVE ISSUES IN FREQUENCY REPORTING

How do people answer income questions? **Laureen H. Moyer, Naomi Elaine Fansler and Meredith A. Lee, US Census Bureau**
People do not always answer questions regarding their household's income the way the question designer expected them to. During 39 cognitive interviews conducted in the laboratory over the telephone, income and other household and demographic data were obtained from respondents. From observation of both verbal and non-verbal behaviors during interviews and from debriefings of respondents immediately post-interview, the researchers have collected a body of information on how people interpret and answer questions on many income sources. They found respondents used heuristics that make the task easier for themselves. Respondents can be inconsistent in the interpretation of "in the past 12 months." Respondents answer with more assurance for some people in the household than for others. They are more confident of their answers for certain types of income than for others. Asking income on the telephone can pose problems if accurate amounts are the goal. These and other findings will be discussed. In addition to a discussion of the research, this paper will include a review of the literature, recommendations for wording of income questions for telephone interviewing and recommendations for future research.

Last Time You Had 78, How Many Do You Have Now? The Effect of Providing Previous Reports on Current Reports of Cattle Inventories. **Jaki S. Stanley, National Agricultural Statistics Service, USDA; Martin A. Safer, Catholic University of America**
In surveys where respondents are contacted repeatedly, information from prior interviews may be used for following interviews. An experiment examined the effects of providing ranchers with their previous quarter's reported cattle inventories on current reports of those inventories. Knowledge of prior reports had no overall effect on the reported size of current inventories, but it did affect how individuals answered. Respondents explicitly provided with their previous quarter's data were more likely to re-report that number as their current inventory. However, they were also less likely to change their answers during the interview, less likely to have their answers edited by statisticians after the interview, and more likely to report inventories where the numbers balanced over quarters. A decision to include prior reports in survey interviews must consider the tradeoff between respondents using cognitively easy (but potentially inaccurate) reporting strategies on the one hand and decreased respondent burden and increased data consistency on the other.

The Effects of Level of Discussion and Question Wording on Proxy Response Processes and Reporting Accuracy **Barbara Bickart, Rutgers University-Camden; Geeta Menon, New York University; Joan Phillips, Michigan State University; Seymour Sudman, University of Illinois; and Johnny Blair, University of Maryland**
In this paper, we examine how two factors, (a) prior discussion between a couple and (b) question wording, affect peoples' ability to provide accurate reports about their partners' behavior (e.g., proxy reports). We examine these issues in a laboratory experiment, in which couples in long-term relationships made decisions about a vacation they could later win in a drawing. We show that when a couples' discussion of a behavior is limited, proxy-reporters are more likely to under-report their partner's behavior, presumably because knowledge of relevant episodes of the behavior is not available. In addition, proxy-reporters are more likely to under-report their partner's behavior when they are asked to *count specific occurrences* of the behavior, compared to when they are asked to *estimate* their partner's behavior. In the later case, episodic information is supplemented with general knowledge about the partner, including knowledge about their preferences and traits. Using retrospective protocols, we describe how discussion and question wording affect the types of inputs and strategies used by proxy-reporters to answer questions. Finally, we discuss the theoretical and practical implications of these findings.

COMPUTER CONTENT ANALYSIS AND PUBLIC OPINION(PANEL)

Organizer: Mark D. West, University of North Carolina at Asheville

Predictions of the 1984 to 1996 Presidential Election from News Stories Analyzed by Computer, **Mark Watts, Dhavan Shah, Michael Fibison, David Fan, and David Domke, University of Minnesota**
The InfoTrend computer program will be used to analyze the contents of newspaper stories and television transcripts for the 1984, 1988, 1992 and 1996 presidential elections during the half year to year prior to the election. This program uses words and word relationship rules customized by the analyst. The news items will be scored for pro and con for the two major party candidates. Ross Perot's stories were also scored for the 1992 election. The scores will then be entered into the ideodynamic model to predict the time trends of candidate preference polls prior to the election. The content analysis and the predictions have already been performed for the 1988, 1992 and 1996 elections and will be updated by including more stories (6,000-12,000 per election) and by relying on recently developed statistics. The 1984 election will be added because it is like the 1996 election in having a strong incumbent and no third candidates in the race. Our paper will compare the results for the four elections both methodologically to explore the appropriate content analysis conditions and substantively to determine the relative effectiveness of news coverage of the different candidates for the different elections.

Are Theory and Technology Incompatible? Harnessing Computers to Link Media Content and Public Opinion, **William Evans, Georgia State University**
Critics contend that computerized content analysis encourages theoretically slight accounts of the relationship between media content and public opinion. In contrast, this paper argues that several limitations of reigning theories can be overcome by researchers who harness computers to model the relationship between media content and public opinion. However, these advances would seem to require that researchers reconceptualize the role of computers in theory building and theory assessment. Recent advances in artificial intelligence techniques suggest that computers can support--and perhaps even automate, at least in part--the process of developing theories regarding the relationship between media content and public opinion. To illustrate these arguments, this paper considers the actual and potential use of computers in agenda-setting research and theory-building. In addition, this paper looks toward the day when autonomous computer systems will monitor media content and track public opinion data, automatically identifying opportunities for theory development and hypothesis testing.

Frame Mapping: A Quantitative Method for Investigating Issues in the Public Sphere, **M. Mark Miller and Bonnie Parnell Riechert, University of Tennessee, Knoxville**
Frame Mapping is an innovative method for objective analysis of public discourse via content analysis using the VBPro family of computer programs. It provides a means for ascertaining how contentious stakeholders frame their arguments in hopes of winning support for their positions. This is accomplished by analyzing texts that can be assigned unambiguously to competing points of view. These texts come from such sources as news releases and articles from trade or interest group publications and are readily available in computer data bases or off the internet. Frame Mapping is an application of Concept Mapping and employs cluster analysis and multidimensional scaling (MDS) techniques to derive visual configurations of the data structure of term co-occurrence patterns. These configurations provide an objective and readily interpretable understanding of competing interest group frames. Once the frames are derived, their constituent terms can be used to investigate their manifestation in texts that purport to be neutral such as news accounts or government reports. The ability to investigate frames quantitatively and objectively opens numerous avenues for investigating propositions concerning such questions as: (1) how interest groups manipulated news, (2) how news content changes across time, (3) how news relates to public opinion processes, and (4) how frames are involved in policy formation. Studies by the authors on news media coverage of presidential primaries, pesticides, wetlands, and timber salvage provide examples. The methods draw on the scholarly studies of framing by Entman, Gamson, Tankard, Beniger, and others. The computer programs on which the methods rely were developed by Miller. The application of Frame Mapping was introduced by Riechert.

***Neighborhood and Community Contextual Effects on Individual-Level Voter Turnout: A Case Study of Philadelphia, Pennsylvania*, Kurt C. Schlichting, Fairfield University; Peter S. Tuckel, Hunter College, C.U.N.Y.; Richard Maisel, New York University**

Some social scientists who have studied " hypersegregation" (the spatial isolation of minorities in urban American) argue that it leads to the withdrawal of minority members from the social and economic life of the larger society. If this thesis is correct, one would expect minority members in spatially isolated urban areas to also participate less in the political process. This paper provides an empirical test of this thesis. To study the "contextual" efforts on individual-level turnout, we employ a GIS system to geocode the 937,000 registered voters in the City of Philadelphia to their census block group. We then match census data at the block group level - including socio-economic status and race - to the individual voter record (which includes race, sex, age and voter history). The block group census characteristics are used to indicate the "neighborhood" contextual effects on individual voting behavior. Then we use a specially designed computer program to draw a radius around each block group and aggregate up the corresponding census variables to this wider geographic area. The census characteristics of this created area are used to indicate the "community" contextual effects. A multivariate statistical analysis is then conducted to measure the effects of both "neighborhood" and "community" contexts and individual characteristics on voter turnout. The paper isolates the effect of both the neighborhood and community racial composition on the individual-level turnout of voters of different races. At the same time the analysis controls for the socio-economic status of both the neighborhood and community contexts.

***A Constant-Sum Method for Determining Voting Probabilities*, Janet Hoek, Philip Gendall, Massey University, New Zealand**

Undecided respondents can represent a large source of error in pre-election polls. One school of thought has suggested that the absolute choice questions typically used in polls contributes to the level of undecided responses recorded. This research reports on a poll which used the Juster Scale to elicit respondents' probability of voting for the different parties and candidates in the 1996 New Zealand General Election. The questionnaire which incorporated this approach was administered to 250 respondents in a split sample of 500 registered voters. Respondents were given a grid together with ten stickers which they allocated amongst the parties or candidates to indicate the chances that they would vote for that party or candidate. The remaining respondents answered a traditional voting intention question. The results from both questionnaires were compared and were found to be similar (and very accurate) for the candidate vote. However, they differed markedly for the party vote and the Juster Scale question elicited more accurate predictions. This paper discusses these results and suggests how the Juster Scale might be incorporated in pre-election polling generally.

***Turnout Prediction: A Comparison of Methodologies*, Janet Hoek, Massey University, New Zealand; Rob Daves, Minnesota Star-Tribune**

Because some people interviewed in pre-election polls do not cast a vote, pollsters need to measure respondents' likely turnout to ensure their estimates are based on a 'probable' electorate. However, the improvements offered by turnout scales have not been startling. Research using the Juster Scale has obtained accurate turnout estimates and the scale offers some advantages over current practices. However, this work has been conducted in New Zealand, a country characterised by high turnout. A more rigorous test would explore the scale's accuracy in an election characterised by lower turnout. This research was based on polls conducted prior to the 1996 US Presidential election by the Minnesota Star-Tribune. Half the respondents were administered questions which explored their intention to vote, and which enabled the construction of various voting likelihood indices. The remaining respondents used the Juster Scale to indicate their probability of voting. This paper compares the results obtained using a simple four-point voting intention question; a voting intention index, and the Juster Scale. It also explores the relative accuracy of these turnout mechanisms and compares their effect on the accuracy of candidate trial-heat measures.

Synthetic Surveys: A Case Study of Voter Turnout in the 1920 Presidential Election, **Peter Tuckel, Hunter College, C.U.N.Y.; Richard Maisel, New York University**
Researchers who wish to undertake historical studies of public opinion generally cannot expect to find an existing survey but, under some circumstances, can synthesize one from existing data bases. In this paper, we present a case study of voter turnout in the 1920 presidential election in Hartford, Connecticut using a synthetic survey. To carry out this survey, we selected an area probability sample of citizens from the 1920 U.S. census and matched this sample against the 1920 Hartford Voting Lists. We also added to our sample information from the 1920 Grand List of Hartford about the assessed value of the property at which sampled members were residing. One major finding of this study, which runs counter to most previous research findings based upon aggregate level data, is that foreign born male voters participated at the polls at higher rates than white native born male voters. The paper concludes with some general thoughts about the potential for the historical study of public opinion through synthetic surveys and some of the problems which are associated with this approach.

INTERVIEWER EFFECTS AND PERFORMANCE

Race-of-Interviewer Effects on Racial and Political Attitudes: Are They a Concern in Telephone Surveys?, **Maria Krysan, The Pennsylvania State University**
Survey researchers are routinely advised to match the race of the interviewer with the race of the respondent, particularly when asking questions pertaining to race. This advice is based on several decades of experimental and non-experimental evidence that both black and white respondents answer some questions differently depending upon whether the interviewer on their doorstep is black or white (Anderson et al. 1988; Campbell 1981; Schaeffer 1980; Hatchett and Schuman 1975; Schuman and Converse 1971; Hyman et al. 1954). These studies, however, are all based on face-to-face interviews. This paper considers the question of race-of-interviewer effects in telephone surveys where, because of centralized telephone facilities, the rates of de-facto race-matching are likely to be lower than is the case for face-to-face surveys. Indeed, recent CBS/NYT monthly polls had relatively low levels of race-matching--about 26% of whites had a black interviewer and 67% of blacks had a white interviewer. Despite the fact that interviewer and respondent never see each other in a telephone survey, there is evidence suggesting that respondents use verbal cues to make judgments about their interviewer's race, thus raising the possibility of race-of-interviewer effects. Drawing on eight CBS/NYT national monthly telephone polls conducted between 1992-1995, this paper explores race-of-interviewer effects on a broad range of political and racial attitudes.

An Assessment of Interviewer Effects Models in an RDD Telephone Survey of Substance Use, **Timothy P. Johnson, Michael Fendrich and Chitra Shaligram, University of Illinois at Chicago**
Several alternative models are currently available for understanding the nature of interviewer effects in social surveys. These include social attribution, social distance, and nonlinear processes. Although a small number of studies are available that evaluate interviewer effects in substance use surveys conducted in-person, none have done so using information collected during telephone interviews. We address this issue by examining the utility of each model for detecting the presence of interviewer effects in a large (n=4400) statewide telephone survey concerned with drug and alcohol use. Our analyses of these data included the construction and application of a social distance scale for testing several interviewer effects models and the Quantitative effects regression models to control for respondent clustering by interviewer. No evidence of social attribution processes were detected in the reporting of lifetime and recent use of drugs and alcohol. Findings consistent with both linear and nonlinear social distance models, however, were observed across a variety of the substances examined. Both theoretical and practical implications of this research will be discussed.

Interviewer Effects: Re-thinking the Collection and Interpretation of Survey Data, **Bianca Belmonte, Colleen Dugle Brainard, Anna Marie Brown, David Rose, Carol L. Silva and Hank Jenkins-Smith**
Traditional survey design and analysis relies on a stimulus/response model from which to test hypotheses. An interviewer provides a stimulus in the form of a question and a respondent is expected to provide a response based on that stimulus. To minimize potential interviewer bias which could influence the responses, traditional survey design methods utilize procedures that emphasize standardized wording and standardized interviewer answers to respondent's frequently asked questions. While this is a well known technique, relatively little is known about the interaction among interviewer and respondent demographics, especially the effect of an interviewer's gender and ethnicity on respondent's answers. Using data from New Mexico RDD telephone surveys conducted in February, May, August, and November of 1996, we show that perceptions of an interviewer's ethnicity and gender can influence responses to a range of kinds of survey questions. Our findings suggest that the social context within which we conduct opinion survey research complicates efforts toward standardization, and researchers might consider diversifying their interviewer pool to address these problems. In addition our findings suggest that, much like sampling error, potential interviewer effects should be taken into account when interpreting survey results.

Striking a Balance Between Interview Quality and Interviewer Productivity, **Bryan K. Ward, Bridget O'Leary, Pamela R. Rathbun, Hagler Bailly Consulting, Inc.**
Hagler Bailly has improved both data quality and interviewer productivity by developing an interviewer "performance index." This index (comprised of productivity, monitoring, and attendance/deportment scores) is used for interviewer evaluations and to identify and improve interviewer training procedures. The first element, an Interviewer Productivity Score, uses data from two sources: (1) electronic timesheet system, and (2) a case handling report generated by our CATI system. For each interviewer, data from these two sources are combined to generate a report on the number of cases touched, completions per hour, and refusal-to-completion ratio. The second element is an Interview Monitoring Score. This also uses data from two sources: (1) electronic timesheet system, and (2) a monitor session score (composed of question by question and overall performance scores). This score is also used to prioritize interviewers for monitoring. The third element, an Attendance/Deportment Score, is used only if there is a problem with interviewer attendance/deportment (excessive breaks, disruptive in lab, failure to follow basic office procedures, etc.). By tracking performance index scores over time and establishing acceptable ranges, we are able to provide timely, objective information on interviewer performance and identify areas to better focus our training efforts.

The Interviewer and Statistical Quality Control Charts, **Stephanie Reed, University of North Carolina**
High quality interviewing is of utmost importance in the field of survey research. However, the productivity of the interviewer associated with this quality is often overlooked. An interviewer may produce a high quality interview, but how long did it take to perform this task? Was there both quality and productivity? For years, the manufacturing industry has utilized the concept of Shewhart's statistical process control charts. In fact, this is one of the very concepts that helped the Japanese become the world leader in manufacturing quality in the late 70's early 80's. These charts are based upon quality as defined by "conformance to specifications". Before a product can conform to its specifications, the production process must be "in control". In other words, the units resulting from the process must contain measurements within the bounds of reasonable variation. This can be related to interviewers. Before interviewers can be expected to conform to certain standards, their interviewing process must be under control. Once "in control", improvements can more effectively be made to the system. The concept of control charts is applied to the measurement of interviewer performance. This presentation will provide an overview of Shewhart's control charts. Examples of how the charts can be applied to monitoring the interviewing process for quality will be reviewed. Through the use of these charts, interviewer productivity measures can be stabilized. Thus, more effective improvement of interviewing techniques will result.

Friday, May 16
8:30-10:00 a.m.

ADVANTAGES AND DISADVANTAGES OF ON-LINE RESEARCH AND THE INTERNET (PANEL)

Organizer: Nicholas J. Tontorello, Roper Starch Worldwide, Inc.

Jan Werner, Jan Werner Data Processing
Francis Fullam, University of Chicago Hospitals
Cheryl Harris, Northstar Interactive

Advantages and Disadvantages of On-line Research and the Internet, **Jan Werner, Werner Data Processing**
In theory, on-line interviewing presents both enormous advantages and disadvantages when compared with traditional data collection methods, but the very newness of the on-line medium as a potential survey vehicle means that there has been little opportunity to date for practical evaluations. For over three years, the Prodigy on-line service conducted an experiment in tracking public opinion using e-mail interviewing. While some of the central findings of this test have been previously reported to AAPOR and elsewhere, this process also generated an abundance of practical information about the particular problems of on-line data collection. Some of this will be presented, along with a discussion of how and under which conditions the Internet can be used as a credible medium for surveys.

Net Gain or Loss? - Some Preliminary Findings on the Use of Internet and Intranet Surveying, **Francis A. Fullam, University of Chicago Hospitals**
Conducting surveys by internet and intranet offer tremendous possibilities but we must better understand their relative performance compared to traditional methods of data collection to determine when it is most appropriate to use these new methods. Two examples will be discussed: an in-house survey of administrators at a large urban hospital (intranet) and an international survey of alumni of an MBA program (internet). The presentation will touch on issues of: sample frames, response rates, timeliness of responses, response effects, costs, and the technical limitations of electronic surveying.

OUR COUNTRY, OTHER COUNTRIES: ATTITUDES ON NATIONAL IDENTITY AND FOREIGN AID

Public Relations and Public Opinion: Manipulating Public Opinion for Foreign Aid, **Linda J. Penaloza, Wisconsin Survey Research Laboratory**
This paper focuses on ways the media are used to shape public discussion of global issues, specifically U.S. foreign policy. It examines how foreign governments, adopting a U.S. public relations style, lobby policy makers and manipulate the U.S. media through careful control of information to shape perceptions and opinions, and ultimately U.S. foreign policy towards that government. Public relations experts working for foreign governments use several tactics to explain governmental behavior, promote trade and tourism, and solicit political support. These tactics include influencing public opinion through control of media information, and lobbying policy makers through control of communication between the government and important policy makers. Burma (a.k.a. Myanmar) is an example of such manipulation of public opinion. The paper reports on Burmese leaders and the attempts by Burma's military junta (SLORC, or the State Law and Order Restoration Council) have made to influence American and Western public opinion to limit trade sanctions and increase foreign aid and tourism. Rather than improve their actual human rights record, they have spent their efforts attempting to manipulate public opinion through a campaign of public relations and lobbying. Ultimately, such efforts are destructive to U.S. interests and human dignity.

Gender, History, and National Identity: Some Empirical Observations on Pre- and Post-Unification Germany **Roberta Fiske-Rusciano, Rutgers University**
This paper discusses the linkages between gender and national identity in the German Federal Republic. It argues that the traditional private sphere which women have occupied has affected communication patterns between the generations, so that women have a different view of national identity from men in German society. This thesis is supported by six findings regarding the role of women in German society and male and female views of national identity: (1) communication patterns in the family were strongest between mothers and daughters, and weakest between fathers and daughters, creating a strong maternal and gender bias in intergenerational communications; (2) women are more likely to be isolated in the public sphere, even though they are more likely than men to describe themselves as outgoing; (3) German women were less happy in their marriages and relationships with the opposite sex than men were; (4) German women were more likely than men to support the Conservative party between 1949 and 1972, in large part because of the Conservatives' protection of women's private sphere of "Kinder, Kirche, and Kueche"; (5) German women are more interested in history than men, and are more likely to insist that their history is what holds their nation together; and (6) national symbols are less important to women than men, and national pride is weaker, even while women feel that national consciousness is important. The paper argues that women's separate sphere has enabled them to construct a sense of national identity which is separate from that of men, and which deals more easily with German history. It concludes by suggesting the need to give the historical continuity preserved by women a public voice, in order which might help legitimate the society's economic and political authority that have traditionally been male realms.

National Consciousness, International Image, and the Construction of Identity: The Case of German Reunification, Frank Louis Rusciano and Bosah Ebo, Rider University
This paper studies the construction of national identity in the post-Cold War era, considered as a negotiation between a country's national consciousness (or the image they have of themselves) and their international image (or the image that other nations have of them in world opinion). Using the reunification of Germany as a case study, we hypothesize that the collapse of the Soviet Union and the Eastern bloc created status anxieties, particularly in the former Eastern sector of Germany, that could be expressed in a resurgent nationalism. Our analysis discovers four main points: (1) status anxiety did appear to result from the collapse of Communism, and this anxiety affected both sectors of the formerly divided nation; (2) this sentiment was reflected in a feelings of nationalism associated with anomie and national identity; (3) a clear relationship was found to exist between citizens' national consciousness and their perception of Germany's international image in world opinion; and (4) these individual-level negotiations of national identity were paralleled by macro-level negotiations by political elites and citizens who directed their messages towards a national and international audience. The paper concludes by discussing the relationship between the macro-level political communication involved in the negotiation of national identity, and the micro-level psychic and material needs of citizens served and affected by this negotiation.

Collective Memories of Germans and Japanese About the Past Half Century, **Howard Schuman and Hiroko Akiyama, University of Michigan and Barbel Knauper, Freie Universitas Berlin**
The collective memories of two samples in 1991, one from the former West Germany and one from Yokohama, Japan, were investigated. In the early 1990s such samples include a great many members of World War II cohorts and also cohorts born long after that war had ended. We consider the relation of age, conceptualized as cohort, to the national and world events mentioned as important in response to a quite general open-ended question. The relations are strong and similar across the two countries insofar as external events might have looked the same, though each country also is distinctive with regard to events that especially impinged on it. In addition, we consider other types of memories, such as the extent to which Germans mention the annihilation of Jews during World War II and Japanese mention the atomic bombing of Hiroshima. Neither event appears often in collective memories of the war, but instead personal suffering as a result of the war's impact on one's own life is especially prominent in the memories of the World War II cohorts. With regard to hypotheses about the importance of adolescence and early adulthood to the imprinting of memories, several pieces of evidence suggest the need to distinguish between recent events that are the focus of media attention and earlier events that depend more fully on memory as such.

10:15-11:30 a.m.

SUBJECTIVE ASSESSMENTS OF INCOME AND EXPENSES
Organizer: Linda L. Stinson, Bureau of Labor Statistics

Measuring Subjective Economic Well-being: A Cognitive Look, **Thesia I. Garner and Stephanie S. Shipp, Bureau of Labor Statistics**
During the past twenty years subjective questions have been used to assess the economic well-being of individuals and households. Data from such questions are important in economic analyses and are used to produce equivalence scales and subjective poverty thresholds, and derive utility functions. In 1979, the U.S. government became involved in the collection of subjective income data with the Census' Research Panel of the Income and Survey Development Program. In 1982, a minimum income question was asked in the Consumer Expenditure Interview Survey. However, before approving further data collection, Office of Management and Budget staff recommended that laboratory and field testing be done in order for us to better understand the thought processes of respondents when faced with such questions. Up to the present time, there have been only a few studies which have focused on this issue. The purposes of this paper are: to provide a brief overview of how data from such questions are used or can be used by social scientists, particularly economists; to review previous studies which have been conducted related to question interpretation; and to outline a study, begun in the spring of 1996 by the Bureau of Labor Statistics, to examine these questions using cognitive methods.

Subjective Assessments of Economic Well-Being: Understanding the Minimum Income Question, **Darby Miller Steiger and Tina Mainieri, University of Michigan, Linda L. Stinson, Bureau of Labor Statistics**
Several U.S. Surveys, such as the Survey of Income Participation and Programs (SIPP) and the General Social Survey (GSS), as well as the Survey of Consumer Finances from Statistics Canada, have used either a "minimum income" question (MIQ) or a "minimum spend" question (MSQ) to assess people's perceptions of the delicate balance between the money they earn and the money they spend. Examples of these questions include: 1) What is the smallest income you and your family would need to make ends meet? (MIQ); 2) In your opinion, how much would you have to spend each month in order to provide the basic necessities for your family? (MSQ). Based on 48 cognitive interviews and 9 focus groups conducted for the Bureau of Labor Statistics, this paper will assess the methodological and conceptual issues at play when answering the MIQ and MSQ, particularly in the context of the actual survey experience. We will: summarize the variety of 'necessary expenses' that respondents mentioned when constructing their answers; examine various interpretations of individual components of the questions; review respondents' assessments of the difficulty of the task; provide strategies for improving measurement of respondents' subjective views of income.

***Psychological and Measurement Issues Associated with the Income Evaluation Question (IEQ)*, Sylvia Fisher, Bureau of Labor Statistics**

The Bureau of Labor Statistics (BLS) recently tested four subjective questions assessing income and expenses. The Income Evaluation Question (IEQ), "Which after-tax monthly income would you, in your circumstances consider to be very bad? Bad? Good? Very good?", requires respondents to estimate the income level respondents they assign to these qualitative response categories. Respondents also generated income level estimates using a dichotomous scale comprised of two response categories, "sufficient" and "insufficient." Psychological and measurement issues associated with responding to the IEQ include identifying: how respondents interpret IEQ response categories and generate income intervals; psychological dimensions tapped by each category descriptor, including how respondents distinguish one response category from another; and implications these response patterns have for the measurement of minimum income as assessed by the IEQ? Both focus groups and individual cognitive interviews were conducted for which subjects identified point estimates they associated with each of these response category levels. The results indicate IEQ response categories may not be equal interval; although respondents generated psychological distinctions between both ôbadö categories when compared to both ôgoodö categories, they had difficulty distinguishing degrees of "bad" and "good." The results have implications for how the IEQ assesses minimum income.

***Using the "Delighted/Terrible" Scale to Measure Feelings about Income*, Linda L. Stinson, Bureau of Labor Statistics**

The "Delighted/Terrible" (D/T) scale, developed by Frank Andrews and Stephen Withey at the University of Michigan, has been used in many quality of life surveys. Based upon their tests, Andrews and Withey suggested that the scale may be effective for measuring respondents' feelings about their income. This scale has since been used by the Bureau of the Census in the Survey of Income and Program Participation (SIPP) and Statistics Canada in the Income Satisfaction Survey. The Bureau of Labor Statistics (BLS) recently tested the scale on questions about income and expenses to determine: 1) How respondents interpret the words used in the scale to assess economic situations and, 2) Whether evaluations of income using the D/T scale are altered by prior evaluations of expenses. Using cognitive interviews and focus groups, we looked at the ways respondents interpreted the seven response choices in the scale. In the interviews, we also conducted a split-sample test locating the assessment of income either before or after the assessment of expenses. Our results reveal some (1) redundancy among response categories, (2) difficulties endorsing the extreme categories, and (3) indications of susceptibility to order effects.

THE CHANGE OF VENUE IN HIGH PROFILE CASES: MEASURING PREJUDICE AND ITS IMPACT ON THE JURY (PANEL)

Organizer: Edward J. Bronson, California State University, Chico

***Do Individual Difference Variables Moderate the Effects of Response Order on Judgments of Guilt in Venue Surveys?*, Ronald C. Dillehay and Paula J. Barry, University of Nevada, Reno**

In high profile cases, such as those involving the death penalty, community surveys are often conducted to determine whether there is a reasonable likelihood of prejudice against the defendant(s). Prejudice is typically assessed by means of Likert-type items asking the extent to which the respondent believes the defendant is guilty or not guilty. Because it is important in such instances to obtain an unbiased estimate of the attribution of guilt in the population of jury-eligible residents of the community, venue surveys sometimes include questions with counterbalanced orders of response alternatives. In the surveys reported here, counterbalanced orders of response alternatives were used to determine whether differences in response alternative order produced response effects. Using these survey experiments we examined the possible moderator effects of several individual difference variables: extremity of prejudgment; amount of knowledge of the case; and extremity of attitude on criminal justice items. The results are discussed in terms of venue hearings, which require unbiased estimates of the extent of prejudgment in the community, and are also evaluated by way of the literature on response effects generally.

THE CHANGE OF VENUE IN HIGH PROFILE CASES:MEASURING PREJUDICE AND ITS IMPACT ON THE JURY (PANEL)

Jury Selection in High-Profile Cases: The Perverse Effects and Limitations of Voir Dire, **Edward J. Bronson and Robert S. Ross, California State University, Chico**
Based on data from venue surveys in several cases, we explore two problems arising from widespread prejudicial media coverage of major cases. The first problem is that both the quality and respresentativeness of the jury pool will be diminished as the result of widespread media coverage of a notorious case. Quality is reduced, as measured by education, group activity, and other qualitative criteria because jurors with these qualities are the most likely to have been exposed to the prejudicial coverage. At the extreme, juries in such cases tend to consist of those least involved in their communities, least exposed to the media, least meeting our concept of the good-citizen qualities which a good juror should possess. Representativeness is also reduced, as measured by various demographic characteristics and views about the criminal justice system, because various demographic groups are differentially exposed to media coverage. The second problem is that some jurors are particularly adept at concealing their knowledge and bias from both the court and from themselves. These are likely to be the most sophisticated. Thus the "best" jurors are likely to be disproportionately excluded because of their high media exposure, but also those more educated jurors who do serve are likely to be the most dangerous to the defendant's fair trial rights.

The Polly Klaas Trial Voir Dire: Reasonable Presumption of Prejudice, Actual Prejudice, and the Change of Venue in a Maximum Publicity Trial, **Moran, G., & Berg, R.A., Florida International University**
The change of venue as a remedy for prejudicial pretrial publicity dates from the 1960 ties. Change of venue can be based upon so called "actual" prejudice, i.e., a showing that the trial jurors are prejudiced against the defendant. Venue change can also be granted upon a showing of "reasonable likelihood" of prejudice, i.e., that the community from which the jurors are to be drawn is prejudiced. This is usually established by survey. Bronson (1989) has shown that substantially fewer venue changes are granted when appellate courts review voir dire transcripts from actual post-conviction prejudice hearings. This may be due to jurors' tendencies to minimize what they claim to know about pretrial publicity. The current study of a maximum publicity case compares survey respondents' knowledge of prejudicial information to jurors' admissions of knowledge in the voir dire. Evidence is presented for Bronson's minimization effect.

Pre-Trial Publicity: Can Jurors "Put Bias Aside"?, **Kent Tedin, University of Houston**
In high visibility cases it is quite common that all or most potential jurors have heard or know something about the case, and have formed opinions relevant to the trial verdict. During voir dire, judges or attorneys will often ask potential jurors if they can "put aside" any information or bias and decide the case solely on the merits of arguments and evidence presented in court. A very substantial number of potential jurors will answer "yes." But can they really put bias aside, or are they simply giving a response driven by social desirability? Based on a review of literature relevant to the social desirability issue, and the results of survey in a high visibility criminal case, it is argued that potential jurors who say they can put aside bias are mostly responding as they think they ought to as "good citizens" versus a considered judgment of the question.

METHODOLOGICAL ISSUES IN ELECTION POLLING

Now You See It, Now You Don't: Volatility and Other Insights into the 1996 Presidential Race Provided by the CNN/USA Today/Gallup Tracking Poll, **David W. Moore, The Gallup Organization**

This paper examines the results of the CNN/USA Today/Gallup tracking poll, conducted from just after Labor Day until the last day before the election, to identify the points at which there were significant changes in the presidential lead. The trend based on these tracking results is compared with the trend based on aggregating the data over discrete 3-day and 4-day periods, showing that typical 3-day and 4-day polls would have missed some of the significant changes in the presidential lead that were measured by the tracking poll. These statistical changes in the lead are related to the relevant campaign events that seemed to have influenced the changes. The paper also examines the day-of-interview effect, showing that contrary to some speculation, there was no "weekend" effect that favored Clinton or any other day-of-interviewer effect.

Stability of Party Identification and Vote Choice During 1996 Presidential Campaign, **Jennifer Necci Dineen and Ken Dautrich, The Roper Center, University of Connecticut**

Party Identification has been a central concept in studies of American voting behavior. It's relative stability over time and demonstrated influenced on the vote make it an important variable for political scientists who study electoral behavior, and political pollsters who measure and track vote intentions through a campaign. There is much disagreement within the academic and polling communities over the stability of party identification in the current political environment, how it has changed, and how it should be utilized. One debate is whether the concept is stable enough to be used to statistically "weight" voter samples in pre-election polls done by the Zogby Group for Reuters were "weighted" by party identification. While some hailed the Zogby/Reuters polls for coming the closest (see Richard Morin's piece in the November 11-17, 1996 ***Washington Post National Weekly***), others argue that their methodology is risky (see David Moore's piece in the December 9, 1996 ***Polling Report***). We have a four wave panel study that tracks potential voters from the beginning of the presidential primary season through election day. At all four time points we asked a number of party identification measures, including the traditional Michigan measure, the measure employed by Jack Dennis (1988), and a measure of vote intention. Our paper will look at the stability of party identification and vote choice over time, and assess the efficacy of using prior exit poll and other party identification estimates in weighting voter pre-election samples.

A Review of the 1996 Voter News Service Exit Polls, **Murray Edelman and Daniel M. Merkle, Voter News Service**

Voter News Service (VNS), a research pool of ABC, CBS, CNN, FOX, NBC and the Associated Press, was the main source of exit poll data for the 1996 elections. For the general election VNS conducted 52 exit polls, interviewing approximately 150,000 voters at 1,500 precincts across the country. This paper reviews the methodology used to conduct these polls, including a discussion of the changes in the questionnaire design since 1994, a new way of making last minute changes to exit poll questionnaires, two split-half experiments on question form, and an evaluation of the precinct level exit poll estimates and response rates. The paper also discusses how the exit poll data were used and misused, including examples of some of the mistakes analysts made in interpreting the data (e.g., the widely publicized claims that turnout among union members and black men increased dramatically in 1996).

***A Comparison of Early Voters and Election Day Voters*, Daniel M. Merkle and Murray Edelman, Voter News Service**
The trend toward early voting has been increasing in recent years as more voters are discovering its ease and convenience. For example, in the 1996 general elections, approximately half of all voters in Oregon voted early by mailing in their ballots, and approximately one-third of voters in Texas voted at specially designated polling locations before elections day. Exit polls do a good job of representing voters who vote at their polling places on election day, but they miss those who vote earlier by other means. To account for this in the 1996 exit polls, Voter News Service conducted telephone surveys in the four states with the highest proportion of early voters (California, Oregon, Texas and Washington). This study uses data from these telephone surveys and the VNS exit polls to explore the differences between early voters and election day voters. The paper concludes with a discussion of how the trend toward increased early voting may impact the electoral process.

CONVERSATIONAL INTERVIEWING

***Does Conversational Interviewing Improve Survey Data Quality Beyond the Laboratory?*, Michael F. Schober, New School for Social Research; and Frederick G. Conrad, Bureau of Labor Statistics**
At the 1996 AAPOR conference, we reported the results of a laboratory study which assessed response accuracy for standardized versus conversational (flexible) interviewing. Respondents answered questions on the basis of fictional scenarios for which we knew the correct answers. When the concepts in the questions mapped in a straightforward way onto the content of the scenarios (the purchase of an end table should certainly be considered a furniture purchase), both interviewing techniques led to nearly perfect accuracy; when this mapping was more complicated (should a floor lamp purchase be considered a furniture purchase?), respondents' accuracy was poor in standardized interviews but quite good in flexible interviews. The question is: Are complicated mappings frequent enough in practice for flexible interviewing to be valuable? In the current study, conducted as a household telephone survey, respondents contacted from a national probability sample were interviewed twice. The first interview was standardized; the second was standardized for half the respondents and flexible for the other half. In each interview, respondents were asked the same ten questions from large government surveys, five about their housing and five about their recent purchases. Because respondents answered questions about non-verified aspects of their own lives, accuracy was measured via (1) the response change between first and second interviews and (2) the percentage of respondent-listed purchases that matched official definitions. The logic for (1) was that if flexible interviewers clarify respondents' misinterpretations of questions, more responses should change when the second interview is flexible than when it is standardized. Both measures suggest improved response accuracy for flexible interviews. (1) When the second interview was flexible, respondents changed 22% of their answers, compared with 11% for standardized second interviews. (2) Substantially more respondent-listed purchases conformed to official definitions in flexible interviews. We discuss theoretical and practical implications.

***Statistical Quality Control Incorporating Deming's Methods with Interviewer/Respondent Interaction Coding*, Catherine C. Haggerty and Lucian Chuchro, National Opinion Research Center**

A recent series of studies conducted by NORC for the National Center for Education Statistics (NCES) utilized conversational interviewing, a relatively new concept in academic survey data collection. Prior rounds of data collection for two of the studies used self-administered forms; for the most recent rounds of data collection, the mode was changed to CATI in order to utilize current technology. NORC had to address concerns about using CATI for the more recent rounds of these surveys, including concerns about data comparability between the rounds using different modalities. To deal with these concerns, NCES and NORC developed and implemented a conversational style of interviewing. This radical departure from standard survey procedures warranted careful monitoring. In order to monitor conversational mode interviewing and to ensure quality in other aspects of the data collection, NORC and NCES designed a statistical quality monitoring system that incorporated Deming's principles with monitoring techniques developed at the University of Michigan. This hybrid system involved the random selection of interviewer stations and time periods during each shift for monitoring; monitors did real-time on-line coding of interviewer/respondent interactions. Shewart charts were used to examine the data collection process. The monitoring data capture system design permitted analysis of onitoring data by interviewer, monitor, question number, error type, and interviewer/respondent interaction categories.

***The Digressions of Survey Actors in a Face-to-Face Health Interview*, Robert F. Belli and Stephanie A. Chardoul, University of Michigan**

Behavior coders documented the occurrence of digressions introduced by either interviewers or respondents in a face-to-face health survey. A digression was defined as a comment not directly tied to achieving question objectives. We discovered several different digression types and an asymmetry in the kinds of digressions that interviewers and respondents introduced. Since in the survey interview respondents are required to reveal aspects of themselves, their relationship building digressions largely consisted of self-elaborations beyond the requirements of the survey such as telling stories about past events or mentioning their attitudes or orientations to present concerns. Since interviewers are focused on ensuring that the respondent maintains motivation, their relationship building digressions are geared toward offering praise or making comments about respondents' characteristics or traits, or encouraging respondents to reveal more about themselves through directive probes or light-hearted comments about responses. Other digressions focused on the survey task such as respondents providing added information that confirms response adequacy or interviewers teaching respondents about the survey process. Digressions have implications toward data quality; they are not generally acknowledged as a facet of interviewer-respondent discourse and their understanding can be capitalized upon to improve interviewer training.

***Is there Tailoring in Telephone Surveys? Evidence from an Experimental Study*, Michaela Thoma, University of Mannheim**

The paper describes experiments that were undertaken to shed light on the interaction between interviewer and respondent. Some of the mechanisms that guide the different results in the individual response rate of each interviewer will be studied more closely. The theoretical hypotheses to explain the persuasion process stem from the Elaboration Likelihood Model of Persuasion by Petty and Cacioppo (1986) and from the Concept of Tailoring and Maintaining Interaction by Groves, Cialdini & Couper (1992). Adapted to the telephone interview situation, assumptions were made concerning more or less persuasive communications provided by the interviewers. The population under study was the interviewers of an on-going survey of 1.000 respondents on political topics for a German TV-Channel. To test the hypotheses, tape-recordings of mock contact interactions between 48 interviewers and 4 confederate respondents were recorded. These interactions were used to evaluate how well the interviewers performed their task in convincing the sample persons to participate. 153 tape-recordings of interactions were yielded. To analyse the tape-recordings a coding system was developed. The actual performance of each interviewer in the on-going survey was computed using their individual response rate during the survey and was combined with their competence and credibility in persuading potential respondents as measured by the coding scheme.

***A Discourse Analysis of How and Why Interviewers Deviate from the Script. With a Suggested Technique for Minimizing Such Divergences*, Mary V. Coit**

In this paper I demonstrate that the techniques of discourse analysis can reveal not only how but also why the Interviewer deviates from the written script. I also suggest how a technique based on the principles of the interactional sociolinguistic approach to discourse might minimize Interviewer divergence. In my data base of fourteen interviews from a statewide telephone opinion survey conducted in the spring of 1991, I found that there were three major ways the Interviewer can diverge from the written script. The first two - by improvising guides to subjects or alternatives in items with different subjects but which share the same alternatives, and by introducing phatic comments - occur in approximately 40% of the questions asked. The third way, by omitting, replacing or adding a single word to the question which has the potential for changing the frame of reference, occurs in 3% of the questions. Through examples of these changes, I focus on the linguistic choices the Interviewers make when deviating from the script. I relate these choices to the norms of the survey interview as a speech event.

OPINION RESEARCH AROUND THE WORLD

***Differences in Survey Methodology across 17 Countries*, Humphrey Taylor, Louis Harris and Associates, Inc.**

Based on: Data from two surveys of survey research firms, one published, one (as yet) unpublished. The first survey (results published in Public Perspective and Market Research Society Journal in 1995) was of 35 leading public opinion polling firms in 13 countries (copy attached). The second survey, on which most of this paper will be based, is of 83 firms in 17 countries conducted in 1996. The focus of the first survey was on the methods used in public opinion surveys, particularly by firms which routinely attempt to forecast elections. The second (and new) survey was of the largest custom (ad hoc) research firms in USA, Canada, Australia, Japan, Taiwan and twelve European countries that do telephone surveys of the public . In all of these 17 countries, these 83 firms conduct regular nationwide surveys of the adult population using telephone interviewing. The focus of this new survey was on all aspects of methodology used in telephone surveys of the adult population -- whether for marketing research or public opinion research. Separate sections of the survey focus on the sampling frame, the sampling methods, how individual telephone numbers are selected, the use (or non-use) of RDD, how individuals in the household are selected, the use of controls and quotas while the surveys are in the field, the use of different factors in weighting the data, refusal rates, telephone penetration rates, perceived biases and sources of error (before and after weighting). It is believed that this is a unique study in the sense that no previous multinational review of current practice has been published. Preliminary results of this study were presented to a (and well received by a) WAPOR symposium in Italy earlier this year. The results of this survey are many and varied. Some of the highlights are: No two firms (except in the USA) use identical methods. In that sense, every one of the 83 firms has its own unique methodology. Many firms display an apparent lack of interest in some of the basics of good methodology and a lack of knowledge of important information. The differences in methodologies between countries are many and large. There are also many important differences within countries. Only half (51%) of the 83 firms normally use RDD sampling (in eight of the countries most firms do not).The number of telephone numbers called, and the normal response rates, to achieve vary wildly from country and from firm to firm. Ten of the 83 firms usually make no call-backs. Twelve of the 83 firms usually do not weight their data at all, while the numbers and types of weighting factors vary enormously. In spite of the apparent shortcomings of many of the techniques used, a plurality of the firms believe their telephone surveys produce more representative data than their in-person surveys. Only 16% believe their in-person surveys are better. The proposed paper will describe the universe and document the main inter-country and intra-country differences.

Survey Methodology Cues in Communist North Korea, **Young Chun, University of Maryland**

North Korea, a last Communist hermit kingdom, was devastated in 1995 by the worst flood in 100 years: a quarter of its 23-million population was seriously affected, and at least 500,000 individuals became homeless. As a result, North Korean leaders appealed for help from outside for the first time in its history, and allowed foreigners to have unprecedented access to flood areas, to randomly sample soils and crops, and to interview flood victims. The purpose of this paper is twin-fold to capture this breakthrough of survey opportunity in North Korea. First, it is to analyze quantitative and qualitative approaches that have been employed to assess agricultural status after the flood, and to learn about the opinions of North Koreans. Second, it is to identify, at both the collective and individual level, survey related features of North Korea, a state where a census was done for the first time in 1993 in the state's 50-year history, and only a couple of health surveys have been on record. At the collective level, it is to examine the extent to which collective concepts like mass and public have bearings on field interviews with flood victims. At the individual level, an emphasis will be laid on analyzing the extent to which "temporary social interaction" takes place between a field researcher and a North Korean flood victim respondent in various settings where "face saving" is considered East Asian virtue, and would also be a source of survey response error.

Testing the Utility of Geodemographic Models in Opinion Research, **Ed Evans, Robert Vorek and Robert Prisuta, AARP**

Exploratory research suggested that a factor model developed from a broad set of Census-based data might perform fairly well as a tool for inferring national survey results to small geographic entities. A field validation of the model has been conducted. A subset of the survey items used in earlier studies were selected for inclusion in a telephone survey of the 50+ population that was fielded across a sample selected on the basis of zip code and county sampling units. Findings suggest that geodemographic models developed on the basis of typical national survey data are generalizable on the basis of zip code attributes. This appears to be particularly true in so far as items relating to political activity and political attitudes are concerned. Generally, the county-level findings are consistent with the zip code results, but they do not exhibit the same degree of statistical power. Sampling issues may, at least in part, explain this difference.

The Impact of Local Context on White Americans' Views about Immigration, Immigrants, and Multiculturalism, **Marylee C. Taylor, Pennsylvania State University**

Poll data indicate that opposition to immigration among the American public has been rising since the late 1970s. This project asks how white Americans' views about immigration, immigrants, and multiculturalism are affected by such aspects of the local context as: the proportions of Latinos, Asian Americans, and African Americans in the locality; the economic and educational status of local minorities relative to the dominant group; levels of residential segregation; recent change in population proportions, status, and segregation; and the estimated number of undocumented immigrants in the state. The research relies on an unusual micro/macro data file that links survey responses with Census-based information about the respondents' localities. The measures of white Americans' opinions come from the Multiculturalism module of the 1994 General Social Survey. Locality information comes primarily from the 1980 and 1990 U.S. Census, aggregated to the metropolitan area or nonmetropolitan county. Analysis is performed with the HLM/2L program for multi-level modeling. The project is suggested by recent political events and gains value from its relevance to policy questions.

***Predicting School Success: Comparing the Institutional, Behavioral, and Attitudinal Models*, Michael W. Link, University of South Carolina; Tina R. Link, Airport High School, West Columbia, South Carolina**

Why do some students succeed in public schools while others fail? We examine this deceptively simple question by comparing several popular and scholarly theories which purport to explain academic success. In their seminal work on school choice, Politics, Markets, and America's Schools, Chubb and Moe (1990) present an "institutional" model of success predicated on factors such as per pupil expenditures, student-teacher ratios, and the quality of instruction. Although illuminating, they fail in their work to adequately test alternative hypotheses, particularly the effects of behavioral factors (such as how students spend their free time) and attitudinal variables (such as a student's views of school and their perceptions of right and wrong). Using data from an extensive study of the attitudes and behaviors of over 5,000 high school students in South Carolina, we provide a more rigorous comparison of these three models. The findings indicate that success is largely a product of attitudinal and behavioral factors rather than institutional properties of the district or school.

***The Influences of Political Socialization in the United States and The Netherlands: A Cross-Cultural Comparison*, Antonio Brown, University of Michigan**

Noted for liberal social policies, The Netherlands has garnered a reputation as one of the most progressive and tolerant nations in western society. While abortion is legal in both the U.S. and The Netherlands, among the Dutch abortion generally is not a politically contentious issue. In as much as public policies reflect public opinion, it appears that the Dutch have formed a society which exhibits greater tolerance of a number of potentially divisive social issues which remain the subjects of great debate within the United States of America. Attitudes toward social issues are influenced by the institutions of political socialization which develop within the broader political culture. These institutions include the family, education system, workplace, religion and others. Based on the data provided by the World Values Survey, the relationship between the level of one's association with the institutions and support for the social issues outlined is analyzed in comparative measures across the U.S. and The Netherlands. The relative affects of the "socializers" is determined. That is, are the institutions considered equally influential in the process of political socialization in both countries? And, what is the role of the institutions of socialization in the divergent attitudes across the two cultures? In order to examine that question, heteroscedastic and linear regression models are employed. In the case of the comparative influence of the institutions of political socialization in the U.S. and The Netherlands, it is hypothesized that low levels of heteroscedasticity suggest the consistency of the effects of the institutions outlined on the process of political socialization across the two cultures. Although the actual attitudes within the two cultures vary, the influence of the independent variables associated with political socialization have a fairly constant effect on the relevant opinions. Substantive interpretations and statistical findings affirm the varying role of political socialization and cultural effects in the divergent attitudes related to the complex social and political issues which are prevalent in the U.S. and The Netherlands.

Teenage and Parental Attitudes: A Generational and Gender Gap Among U.S. Jews?, **Ariela Keysar, CUNY Graduate Center; Barry A. Kosmin, Institute for Jewish Policy Research, London, UK**

The Bar/Bat Mitzvah ceremony marks a transformation of 13-year-olds from youth to adulthood. It occurs at a sensitive age when adolescents are developing their religious group identity. We hypothesize that gaps in religious attitudes between parents and children are associated with the religious practices of the household, family composition, gender, and other socio-demographics. We propose examining the religious attitudes of the following pairs: father-son; mother-daughter; father-daughter; and mother-son. The data are based on a 1995 telephone survey of Conservative Jews. It consisted of two interviews per household, one with a child and the other with a parent. In total 1,412 child-parent pairs across the U.S. and Canada participated. First, a sample of Conservative synagogues was drawn by size. Second, Bar/Bat Mitzvah children of the 1994-95 class and their parents were contacted. Parental permission to speak with the child was sought first. The child was interviewed prior to the parent, in order to minimize bias. The Bar/Bat Mitzvah study has a panel design, in which participants will be interviewed again in their high school years and once again in college. In the aggregate, we find similarities between teenagers and parents on religious issues, although the youths are less fearful of anti-Semitism and more accepting of intermarriage. The research question is the degree of similarity within particular families.

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

Racial Differences in Perceptions Among Managers and Employees of the Communications Climate in a State Mental Health Agency, **Lowndes F. Stephens, University of South Carolina**

This 1997 AAPOR poster summarizes the results of a 1995 study of the communications climate in one of South Carolina's oldest (founded in 1821) and largest (about 6,000) government agencies. Clinicians, physicians, nurses and mental health specialists, supported by system analysts, CPAs, public affairs officers, maintenance/repair personnel and housekeepers attend to clients in community clinics, hospitals/ in-patient facilities, and community health centers around the state. The study, sponsored by the agency, is based on focus groups and mail survey questionnaires completed by probability samples of 559 supervisors and 502 employees. Among supervisors, response rates are 51% for females, 62% for males, 57% for whites and 39% for nonwhites. Among supervisors, sampling errors are 4.60% for female, 5.20% for males, 4.00% for whites and 7.00% for nonwhites. Among employees, response rates are 49% for females, 37% for males, 74% for whites and 27% for nonwhites. Among employees, sampling errors are 4.75% for females, 8.80% for males, 5.00% for whites and 7.50% for nonwhites. Nonwhites comprise 35% of the supervisors and 59% of the employees at the agency. Key Findings: Significantly fewer nonwhites receive and read the agency's newsletter, Images. ((= -.09, Race and Readership). Only 37% of non-white supervisors and 26% of non-white employees say they "always" receive Images. On the other hand, nonwhites identify significantly more articles in Images that they find useful ((t = -4.26, df = 604.21, p = .000). They are also more likely than whites to say they depend on DMH publications for information about the agency (t = -2.28, df = 573.15, p = .023). Nonwhites were more inclined than whites to say "management where I work [does not] share both good and bad news in a forthright manner"((2 = 13.72, p = .033).

Contextual Cues and Printed News: The Impact of Narrative and Photographs on Public Opinion, **E. Caeden Powers and Kylo-Patrick R. Hart, University of Michigan**

The way that journalists package events and issues can systematically affect how consumers of the news respond to those accounts. This phenomenon is generally referred to as the framing effect, and it is usually studied by examining variations in narrative. Such an approach has obvious drawbacks – it presumes that the reader processes the written portion of the news material largely independent of other contextual elements. Yet newspaper articles are not individual textual units but rather packages of information, packages that increasingly include graphical elements. This exploratory study examined the role that photographs play in overall impression of a public official featured in a news article and whether specific contextual cues could be identified that contribute to readers' evaluations. Two issues were of particular interest in this study. First, to what extent textual features of familiar topics -- those about which study participants are likely to have well developed existing schemas – drive evaluations of political actors in the news, and how, if at all, the valenced expression of the mug shot accompanying an article affects the evaluation of the political actor presented. Findings from this experimental study suggest that the schemas individuals hold about public officials are dominant forces in processing and override both textual and contextual elements.

Interviewing on the Internet, **Leif Gjestland, Computers for Marketing Corporation**
About 20 years ago when computers became affordable to research companies, CfMC introduced CATI. And for the past 20 years more and more powerful features have been added to improve the efficiency of CATI interviewing. But even as researchers complete whole projects in a single day, there continue to be demands for faster and cheaper technologies. The Internet now offers ways to field "blank questionnaires" for anyone with a web-browser, and collect thousands of surveys in a day without the cost of interviewers and their computers. But how can you control the sample, quotas etc. so that you can meet the requirements of a valid sample? Fortunately it will not be necessary to give up any of the features of CATI even when using the Internet. All the capabilities that have been so carefully developed for CATI have been retained in some Internet systems. Rather than inventing a new product for Internet surveying, the existing CATI capabilities have been extended to include the Internet. There is still some bias towards young, affluent males but as Internet users become more representative of the population, more and more interviews will be conducted on this new cost-effective medium.

Assessing the Psychological Effects of Debt: A Consumer Debt Stress Index
Paul J. Lavrakas and Lucia Dunn, Ohio State University
Economic indicators gathered via survey research are extremely important sources of data in contemporary society and monthly are awaited with great anticipation/apprehension by the financial community and investing public. In this paper we present a new financial index we have devised as part of OSU's new monthly RDD surveying of approximately 1,000 Ohioans, The Buckeye State Poll. This Consumer Debt Stress Index (CDSI). is comprised of three items that measure the amount of "stress" people experience from their total financial debt. Each item is measured on a 5-point continuum; one measures how often people worry about their debts; another taps how much stress their debts causes them; and the third item asks how concerned they are they will never eliminate their debts. After four monthly surveys (combined n=4,081), we found the debt stress items to have very strong internal consistency. A factor analysis identified one factor solution accounting for 79% of the common variance, with factor loadings of .908, .913., and .847. The additive index formed by the items has a Cronbach's Alpha of .87. In addition, using the index as the dependent variable in a multiple regression analysis shows a highly significant set of demographic predictors of total debt stress, providing further evidence of the statistical utility of the index.

Knowledge Gaps Among Women Regarding Cervical And Colorectal Cancer, **Alice M. Horowitz, National Institute of Dental Research; Cecilie Gaziano, Research Solutions, Minneapolis, MN; and Parivash A. Nourjah, Gaithersburg, MD.**
A fast-growing literature on increasing knowledge gaps between "haves" and "have-nots" as media publicity increases reveals gaps in many domains and underscores the seriousness of knowledge differentials on health and public affairs topics. This study tested the knowledge gap hypothesis with respect to cervical and colon-rectal cancers among women aged 40 or older, a secondary analysis of 1992 data from the National Health Interview Survey, conducted by the National Center for Health Statistics of the Centers for Disease Control and Prevention (response rate 86%). Cancers are especially relevant to knowledge gap research because of higher incidence among lower SES groups who are often minority group members. Larger gaps were expected for cervical cancer, the more publicized cancer (and also between women aged 65 or older and women under 65). The hypothesis (larger predicted cervical than colorectal knowledge differentials between high and low education segments) was supported by results for (1) survival chances if detected early, (2) two of six risk factor items, and (3) gaps between medium and low education groups (but not between high and medium education groups), suggesting a need to devise more effective strategies to disseminate relevant information to the least educated sectors.

An Evaluation of the Linkage of the National Survey of Family Growth to the National Health Interview Survey, **Vincent G. Iannacchione, Robert E. Mason, Research Triangle Institute; William D. Mosher, National Center for Health Statistics; Allen P. Duffer, Research Triangle Institute**
The sample for the 1995 National Survey of Family Growth (NSFG) consisted of a subsample of women from households that participated in the 1993 National Health Interview Survey (NHIS). The objectives of linking the two surveys were to reduce the cost of the NSFG while maintaining the statistical accuracy of the survey estimates, and to expand analytic opportunities by linking data from the NHIS to the NSFG. Tracing activities were successful in locating 13,243 (94.6%) of the NSFG sample of 14,000 women. When available, NHIS information about the sample woman was used for tracing as were contact data for the NHIS reference person (typically a spouse) and the NHIS contact person (usually a relative, neighbor, or friend). About 38% of women had one or more pieces of tracing information missing: 31% had missing SSNs, 25% had no contact person listed, and 2% completed the NHIS interview but refused to give their names. A statistical model found that the presence of the sample woman's name and telephone number were the most important items affecting the location rate. Next in importance were date of birth and SSN, followed by race, education, and urban/rural residence. Knowledge of the NHIS reference and/or contact persons also were significant factors.

The Impact of the Extension of Data Collection on the National Survey of Family Growth
Allen Duffer and Vince Iannacchione, Research Triangle Institute
The National Survey of Family Growth (NSFG) is a periodic survey designed to provide national statistics on issues related to childbearing, family planning, and maternal and infant health. Cycle 5 of the survey was designed to collect data from a national probability sample of 14,000 women ages 15 to 44 who were selected from households that responded to the 1993 National Health Interview Survey (NHIS). The Cycle 5 data collection effort was scheduled to be conducted from January to July, 1995. At the scheduled end of the data collection period, a response rate of 75 percent had been achieved. In order to increase the response rate, the data collection period was extended through October, 1995. During this extension, additional tracing activities were implemented on the remaining hard-to-locate cases and additional efforts were made to convert the nonresponse cases. The final data collection effort yielded 10,847 completed interviews. This paper will analyze the impact of the extension of data collection on the response rate, the reporting of key variables, and on costs. We will look at the similarities and differences between early (January - July) and late (August - October) respondents and their reporting and discuss the importance of these respondents relative to the increased costs incurred.

Usability Testing of a Web Site and a Web User Survey, **Barbara Foley Wilson and Margot Palmer, National Center for Health Statistics**
The National Center for Health Statistics (NCHS), which is newly releasing statistics via the World Wide Web, will conduct a survey of its Web users. In an effort to evaluate the site's success in disseminating health data, the survey questionnaire will explore how users access the site, their purpose in visiting, and their satisfaction with the outcome. Before the survey is posted on the Web, it is being tested in the Questionnaire Design Research Laboratory. The first round of testing was done in February 1997. Lab subjects were asked to use the Web site for a half hour to find answers to specific questions that were typical of those phoned in by help-desk callers. In the second half hour subjects responded to the Web user satisfaction survey based on their experience with the site. The study provided feedback to improve both the site and the survey. The improvements will be tested in the next round of cognitive interviews.

An Empirical Comparison of World Wide Web and Telephone Surveys, **Jerry J. Vaske, Diane B. Gaede, and Glenn Haas; Colorado State University**
Use of the World Wide Web for survey data collection is relatively new, but gaining in popularity and acceptance as more households acquire personal computers and connect to the "Internet." Although web-based surveys offer several advantages (e.g., reduced data collection costs, use of open-ended items) compared to traditional telephone interviews, several methodological questions remain unanswered. For example, to what extent do the findings from a web survey approximate those from a phone survey? Are the demographic characteristics of web respondents statistically similar to a random sample of phone survey respondents? How do the two data collection tools compare in terms of basic methodological concerns (e.g., response rates, item nonresponse)? To address these questions, this paper compares the findings from two surveys (a web-based survey and a telephone survey) containing identical items. Both surveys were conducted in collaboration with the National Parks and Conservation Association (NPCA). Data from the telephone interviews were obtained from a national survey during the spring of 1996. The sample (n = 809) was randomly selected and was proportional to the population of each state. A web-based version of the survey was developed and made available to potential respondents through NPCA's home page. Data collection for this phase of the project was completed in December, 1996 (n = 1123). Results indicate that the respondents to the web survey were more likely to be male, younger, and better educated when compared to the telephone respondents. Although both types of respondents were favorable toward national parks, the web respondents were consistently more pro-park oriented than the telephone respondents. The implications of conducting surveys via the Internet are discussed.

Improving the Quality of Survey Data in the USPS' Residential Customer Satisfaction Research Program
Sid Groeneman, Alan Roshwalb, and Leigh Seaver, Market Facts, Inc.
Each quarter, the U.S. Postal Service mails approximately 900,000 4-page customer satisfaction questionnaires to randomly selected samples of residential customers in 169 geographically defined postal districts in the U.S., Puerto Rico, and the Virgin Islands. Historically, response rates have been modest, averaging in the low 20%s, though probably not far out-of-line with other, similar mail surveys of general populations in which extensive follow-up procedures are not feasible. As the contractor administering these surveys for the U.S. Postal Service, Market Facts initiated two methodological studies in the Spring of 1996 to (1) check for possible non-response bias and (2) test various design alternatives which might improve response rate. The research developed to check for non-response bias involved mailing a follow-up questionnaire to randomly selected samples of 270 households *that did not respond to the standard mailing* in each of the 169 postal districts. (Because relevant issues and satisfaction levels vary considerably by district, analysis had to be performed within districts.) In an effort to maximize response among these samples of initial non-responders, the follow-up questionnaire was sent via the Postal Service's Priority Mail (2-day delivery time). With respect to the non-response bias research, analysis shows only that 7 of the 169 districts (4%) have significantly different satisfaction scores at the 95% confidence level – an outcome that would be expected by chance. This finding supports a conclusion of no (or minimal) non-response bias. Interestingly, the non-responder survey response rate exceeded the initial survey response rate. With respect to the response rate experiment, the greatest effect (increase in response level) was achieved with a reminder card; the pre-notification card came in second. Further analysis will be performed to better quantify the results and substantiate these conclusions.

Cati Dietary Data Collection-a Case Study, **Lynn Hamilton, Vince Parker, and Jennifer Banas, University of Illinois at Chicago**
Until recently, the use of telephone data collection methods for dietary studies has been generally unaccepted by nutritionists and public health researchers because of the cost and the time to adequately train interviewers. However, the need for large scale effective measures of food intake have increased and encouraged further development of electronic data collection instruments. In the summer of 1996, the Survey Research Laboratory in consultation with the University of Minnesota, Nutrition Coordinating Center, developed and implemented an interviewer training protocol and CATI instrument for the AMC Cancer Research Center's "5 A Day for Better Health" project. The results of this study indicated that telephone data collection of dietary data is viable. This poster session will summarize the training protocol and data collection methods used in both the pilot and main study data collection efforts.

Using Survey Research to Drive Strategic Change, **Gary Siegel, DePaul University and Gary Siegel Organization**
In a 1995 Poster Session we demonstrated how professional associations used survey research to answer key policy-related questions and guide the development of a profession-wide strategic change initiative. This Poster Session describes how survey research was used since 1995 to guide the profession's action plan and provide necessary information to the people on the front lines of the change effort. Posters will highlight the concerns of the leadership, the issues that had to be addressed, and the big questions that needed answers. The session will show the design of the research, key results, and demonstrate how survey research can be used for an organization's development of policy and strategy. The purpose of the poster session is help visitors get a peek into the future and to draw implications about the future of survey research. Background: In the early 1990s, the leadership of the organized accounting profession had to answer two major questions critical to the profession's future. The first concerned the appropriate academic preparation in accounting for entry-level management accountants. Executives at many companies were of the opinion that university education of entry-level management accountants had fallen out of step with the times, and were dissatisfied with the accounting preparation of typical baccalaureate graduates. The question facing the profession's leadership then became, what is it that Corporate America wants in entry-level accountants? The second question concerned the appropriate professional response to a mandated 150-hour educational requirement for licensure as a CPA. Should accountants who aspired to work in corporate accounting and did not plan to work as a CPA also be required to complete a 150-hour educational program? In 1994 the organized profession united to participate in a major survey research project to answer these questions. What resulted was an unprecedented joint statement on accounting education and the development of an aggressive agenda for change. All of this was described in the 1995 AAPOR Poster Session. This Poster Session describes how survey research was used since 1995 to guide the profession's action plan, provide necessary information to curriculum designers, and obtain feedback on the success of the change effort. Significance: This poster session will describe the highlights of the research and demonstrate how survey research can be used for an organization's development of policy and strategy. This is significant in light of AAPOR's expressed interest in proposals that look to the future of survey research.

Interest Groups and Media Coverage, **A. Trevor Thrall, University of Michigan**
Two of the most important trends in American politics of the last thirty years--the rising power of the press and the explosion of interest groups working in Washington--have collided and now shape the modern political process in profound ways. This paper seeks to begin to unravel this relationship by asking two very straightforward questions: Which groups make the news and why? To answer these questions this paper investigates the number of news stories in which 250 interest groups active at the national level have appeared across fourteen major newspapers, two newsmagazines, and the three major television networks over a time frame ranging from five to fifteen years. This paper argues that the most potent factors determining patterns in coverage are an organization's resources as measured by its budget and other factors. These findings have important implications both for the political process generally and in particular for the press/public opinion connection. The vastly unequal distribution of media attention strengthens claims that a relatively small group of elites, including not just presidents and congressmen but a few powerful groups, holds great power to shape the political agenda and to influence public opinion.

Reliability and Consistency of Self-Reports of Race Among Young Multiracial Mothers
David Cantor and Jeffrey Kerwin, Westat, Inc.; Susan Schechter, National Center for Health Statistics
Self reports of race to standard questionnaire items are highly reliable for the general population. However, for those that do not identify with a single race, standard questionnaire items which require responses representing a single race category are not psychologically compatible with the respondent's self image. This paper analyzes the effects of this incompatibility on the measurement of race. The results are part of a study being conducted for the National Center for Health Statistics (NCHS) to examine the implications of revising OMB's *Directive 15* to include multiracial options for new mothers on the birth record. The analysis presented in this paper compares and contrasts several measures of race taken at different points in time for a group of women who have multiple and single race backgrounds (as defined by the race of her parents). It is based on two measures: 1) the mother's race recorded on the birth record at the time she gave birth to her children and 2) self-reports of race to a mail survey. The consistency between these two measures are related to demographic, psychological and survey design variables, including: 1) age, 2) education level, 3) income, 4) the strength the respondent identifies with one or more than one race, 4) the format of the race question included on the mail questionnaire.

***The Multiracial Category as "Wild Card" in Racial Questionnaire Design*, Ruth B. McKay, Bureau of Labor Statistics**
Previous analysis of data from the May, 1995 Current Population Survey CPS) Supplement on Race and Ethnicity had indicated that over 50% of the respondents who chose the multiracial category were "uncertain multiracials," i.e., did not identify multiple races, and that Hispanics tended to use the multiracial category as a substitute for "Hispanic" if that category was not available. In addition, the presence of the multiracial category led to a significant decline in population estimates for American Indians and Alaska Natives. Further analysis of the CPS Supplement data has added to the list of unanticipated outcomes of including a multiracial category. Although there is a decline in numbers of American Indians and Alaska Natives, very little of the shift is to the multiracial category itself. Rather, in the presence of the multiracial category, there is a greater tendency of members of this group to identify as another race, e.g., white. In addition, only 25% of children of interracial married couples were reported as "multiracial." Finally, the likelihood of multiracial reporting by non-Hispanics who were "uncertain multiracials" appears to be context-dependent. The largest category of non-Hispanic "uncertain multiracials" consisted of respondents who reported ethnicities as races. When the race question was preceded by a question on Hispanic origin, the rate of "uncertain multiracial" reporting by non-Hispanics was 48.12%. When the race question was not preceded by a question on Hispanic origin, the "uncertain multiracial" rate declined to 18.90%.

***An Analysis of Measures of Ethnicity and Race,* Tom W. Smith, NORC/University of Chicago**
Ethnicity and race are complex variables to measure in surveys. This paper examines a series of issues including: 1) changing terms to define or label groups, 2) separating race from ethnicity, 3) mixed backgrounds and multiple identifications, 4) changes over time, and 5) special problems with Hispanics.

***Third-person Reporting of Hispanic Origin and Race in a Group Quarters/Establishment Census*, Laurie Schwede, U.S. Bureau of the Census**
Hispanic origin and race are problematic data elements in censuses and surveys. Most research to improve the quality of these data elements has been done in household surveys where a householder reports origin and race data on a few well-known coresidents. Very little research has been done in group quarters/establishment surveys where a third-person reporter may report origin and race data on many persons not personally known to him/her. The mix of factors affecting the accuracy and completeness of origin and race data in establishment and household surveys differs. This paper presents qualitative research results on third-person reporting of Hispanic origin and race for residents in juvenile facilities, using data from 33 cognitive interviews in 11 states. The paper summarizes the literature. It describes the successive results of testing, revising, and retesting experimental Hispanic origin and race questions in a multi-stage project to redesign the Children in Custody Census for the Department of Justice. Definitional, methodological, legal, and other factors affecting the quality and completeness of origin and race data provided by third-person respondents are discussed.

ROUND TABLE DISCUSSIONS

Behavioral Accounting: A New Application of Survey Research
Gary Siegel, DePaul University and Gary Siegel Organization
Behavioral Accounting, the innovative synthesis of behavioral science and accounting, has been incubating in academia for the past 40 years, and is beginning to be applied in business. The purpose of this paper is to introduce behavioral accounting to the AAPOR community and to discuss implications for the future of survey research. Behavioral Accounting, a breakthrough in business information, enables organizations to make better decisions and improve performance. Traditional accounting reports are limited to the financial factors that affect business decisions and their outcomes. Behavioral accounting completes the information picture by including the human factors that affect decisions and their outcomes. At the simplest level, we can say that like political polling, which applies opinion research to political questions, behavioral accounting applies opinion research to business and financial questions. But at a deeper level, behavioral accounting is the fusion of accounting and social science. It provides a framework and set of techniques for: 1) Understanding the impact of business processes and financial reporting on people and company performance, as well as the impact of people on business processes and financial reporting; 2) Measuring the opinions and behaviors relevant to strategic planning and day-to-day operations; 3) Influencing opinions and behavior or changing organizational processes to ensure the successful implementation of policy or change initiatives.

Using Research to Shape Public Perceptions – The Good the Bad and the Ugly
Barry M. Feinberg, Audits and Surveys Worldwide; Walter Lindenmann, Ketchum Public Relations; Mary Mattis, Catalyst; Geri Mazur, Porter-Novelli; Nicholas Tortorello, Roper-Starch Worldwide
Public opinion researchers are often called upon by clients to conduct research on controversial public issues. Sometimes, whether for use in the court of public opinion or law, clients are seeking surveys to discover or measure only "positive thruth" or "negative truth" in support of their strategic goals. This panel, consisting of public opinion researchers at commercial research firms, public relations agencies and advocacy groups will discuss, with case studies, some of the special challenges of conducting objective and methodologically sound research in this situation.

Community Collaboration to Develop Service Standards and Evaluation Strategies Through Consensus Meetings, **Gloria Chapa-Resendez, Risé D. Jones and Richard Warnecke, University of Illinois Survey Research Laboratory**
The Survey Research Laboratory and the Midwest AIDS Training and Education Center (MATEC) of the University of Illinois at Chicago are working together under contract with the HIV/AIDS program of the Chicago Department of Public Health to develop service standards for 14 areas of service funded by Title I of the Ryan White Care Act. Initially we focused on defining quality care across the service categories. From these discussions, standards, indicators and evidence for each of these were developed. In order to make this a collaborative effort between providers and consumers, we used consensus group meetings to define quality standards, indicators and evidence. Thus, in order to achieve "buy in", we invited both providers and consumers to participate in these meetings. Prior to the consensus meetings, we convened a general "kick-off" meeting to which all potential participants were invited. We then divided those attending into small working groups to elicit concerns and comments about the process. In addition to the content and structure of the consensus meetings themselves, many practical issues relate to the success of the process. We propose to hold a small group discussion on these issues. The following are areas of interest that we would like to cover: 1. Instruction and direction: Does the kind of research being done require some type of collaborative or consensus building process? How do you determine who is important to have at the collaborative table? How is the research agenda set in a collaborative relationship? What kinds of things facilitate the process? 2. Incentives: What are the incentives for each stakeholder to participate? How is what is valued by each participant determined? How can the incentives facilitate the process? How do you maintain the stakeholders a priority? 3. Lessons learned: What are the key lessons?

POLLING AND THE MEDIA: MEDIA INTERPRETATIONS AND EFFECTS

Causal Attribution in Election News Stories: How Journalists Explain Public Opinion Polls, **Sandra L. Bauman, Wirthlin Worldwide**
Much of media-sponsored polling today centers around elections, but there has been little systematic study of how polls are explained or interpreted in the media. This study examines journalists' use of causal explanation or attribution, where public opinion functions as either the antecedent to or the consequence of some event or condition. These causal attributions are typically answers to the journalists' "why" questions. For example, why is the candidate doing well or doing poorly in the polls (public opinion as consequence), or what strategy is a candidate undertaking in response to his poll standing (public opinion as antecedent)? This study explores two key questions: (a) What factors are related to the presence and number of causal attributions about public opinion in election poll stories? and (b) How do these causal attributions about public opinion differ by attribution source within various election campaign contexts? Data from a content analysis of five major U.S. daily newspapers from 1988 and 1992 were used to document the use of causal attribution, and in-depth interviews with polling experts at each of these five newspapers were also conducted. This study shows that journalists frequently explain and interpret public opinion by offering causal explanations even though most surveys can only provide evidence of association not causality. Thus, journalists are likely misreporting some correlational relationships as causal relationships. In addition, this study further illustrates the over-emphasis of campaign news on the horse race and strategy and tactics coverage.

Media Effects on Complexity and Strength of Attitudes Toward the Death Penalty and Prisoners' Rehabilitation, Mira Sotirovic, University of Illinois at Urbana-Champaign
This study examined the influence of different patterns of media use on complexity and strength of attitudes toward two policy proposals: reinstatement of the death penalty and mandatory rehabilitation for prisoners. Data were gathered in the fall of 1995 via telephone interviews with a probability sample of 395 adult residents in Madison (Wisconsin) and its contiguous cities, towns, and villages. Results show that television crime, local and hard news use increases support for reinstatement of the death penalty. Television hard news users, conservatives and less educated people are the most extreme supporters of reinstatement of death penalty, while newspaper hard news readers are the most extreme supporters of mandatory rehabilitation for prisoners. Reading newspaper hard news increases complexity of thinking about mandatory rehabilitation. People who think about both policy proposals in more complex ways tend to be more educated, liberals, and to have some personal experience with crime. Contrary to expectation, complexity of thinking does not predict strength and extremity of attitudes after controlling for demographics and social ideology.

The Gun as Symbol of Evil: Exaggerated Perceptions of Gun Violence as a Media Artifact, **Brian Anse Patrick and Kylo-Patrick R. Hart, University of Michigan**
Research in the areas of firearms violence, aggression caused by firearms, and attitudes on firearms and/or gun control has often been conducted without taking into account experimental subjects' or survey respondents' prior knowledge of firearms and firearms violence, and the source(s) of this knowledge. This paper reports results obtained from survey research of three groups of subjects selected for their distinct demographics, their varying levels of familiarity and experience with firearms, and their media use habits. Subjects are (1) undergraduate college students; (2) senior citizens; and (3) adults who are members of National Rifle Association-affiliated target shooting clubs. The study focuses on the relationship between media-acquired knowledge and subjects' perceptions of firearm crime and violence. Our findings suggest that respondents who rely on mass media accounts for their knowledge--as opposed to formal training or family socialization--consistently and grossly overestimate frequencies of types of violent gun crime directed against police officers (using FBI statistics as a baseline). Media-reliant respondents also tend to hold highly inaccurate perceptions of the availability of legal and illegal firearms, and of legal restrictions regarding firearm use. These findings point toward the influence of mass media in conditioning subject perceptions: those groups and subjects relying primarily upon media representations for their knowledge of firearms and firearms use are most prone to exaggerated perceptual distortions.

UNDERSTANDING RESPONSE BURDEN

Development and Preliminary Validation of A Theoretical Model of "Response Burden", **Leda Kydoneifs and Sylvia Kay Fisher, Bureau of Labor Statistics**
Government agencies have generally operationalized respondent burden as the average amount of time required of respondents to compile information and complete a survey instrument. This paper describes the development of a model operationalizing the construct of response burden (RB), delineating a larger number of factors hypothesized to increase or decrease the respondent's overall perception of burden. RB is conceptualized to be a function of three major components: respondent burden, design burden, and their interaction. Each component is comprised of two primary indicators, further composed of several second-order variables that either increase, or decrease RB. The RB model underwent review in two stages by survey design experts whose ratings, and suggestions were used to make appropriate modifications. Two small scale research studies investigating the validity and internal consistency of the RB model are currently underway. The first focuses on whether the model's tripartite division has meaningful distinctions to potential model users, while the second examines the model's reliability by correlating ratings of different user groups after applying the model to their survey. It is hoped the model will provide survey researchers with guidelines to make survey instruments less burdensome for respondents, and identify strategies to improve survey return rates.

How Often are Americans Surveyed? Constructing a Survey-Based Answer, **Barbara Bickart, Rutgers University, School of Business-Camden; David Schmittlein, University of Pennsylvania, The Wharton School**
In this paper we show how survey responses to the question "How often have you participated in a survey in the past [specified time period]?" can be used to construct a meaningful estimate of average survey contact and response rates in the population at large, and of the distribution of survey responses in the population. That is, we show how the nonresponse bias associated with asking people about their past survey participation can be removed. First, we propose a simple yet powerful statistical model of survey contact across the U.S. population, and of survey response among those contacted. Then, we validate this model using empirical survey results collected by The Council for Marketing and Opinion Research and by Walker Research, Inc.. Specifically, we calculate how often Americans are contacted to participate in a survey, how responsive they tend to be to those surveys, and how heavily survey research results are based on the answers of professional respondents. We find that the unadjusted estimates of these quantities from survey responses themselves - i.e. the figures most often cited in industry reports and the popular press - are severely biased and do not even support comparative inferences through time (e.g. How have participation rates changed between 1984 and 1995?).

Why Respondents Fail to Respond to Surveys, **Scott Goold, University of New Mexico**
It is a well-documented fact that refusals and nonresponse are increasing in telephone survey research. Understanding why people refuse is, therefore, an important means of combating this growing trend. Brehm (1993) compiled important information on reasons for nonparticipation, but his work was generally confined to face-to-face interviewing. This paper expands on the efforts of Brehm by applying his model of survey participation to the telephone research environment. Brehm's original model was organized into three components: contact, eligibility, and compliance. In telephone research, this model must be refined. The compliance stage frequently preceeds the determination of the eligibility of the participant or the household. In fact, it is the early moments of the contact in telephone projects that are the most critical to a model of participation model (Dillman, 1978). Dillman illustrated that although some respondents are eager to run up the researcher's phone bill, many others are nervous and continue only with the utmost encouragement and coaxing. He states that the phrasing and content of the first few questions are of critical importance. Additionally, one cannot overestimate the importance of what prospective respondents hear when they answer the telephone. The introduction must contain a statement of who is calling, what is requested, and why it is worth the interviewer's time to respond. Prior research suggested that variations in the wording in the introduction had negligible effects on response rates. This paper illustrates that this assertion is premature. The content of the introduction does play a significant role in respondent participation.

Obtaining Cooperation: Tips from the Lung Cancer and Smoking, Nutrition, and Radon Studies, **Lisa V. John, Patricia Henderson, Battelle Centers for Public Health Research and Evaluation**
Surveying is by definition dependent on the cooperation of the parties whose permission is required to identify and locate respondents, obtain consent, and collect various forms of data. The case-control studies of lung cancer and smoking/nutrition/radon (1986-1997) were especially complex in this regard. Case (N=1,300) ascertainment required working closely with a state-wide cancer registry, obtaining physician permission, and locating and interviewing patients or suitable proxies. Control (N=2,031) recruitment required obtaining and working with HCFA and Department of Motor Vehicle tapes, locating selected respondents, screening for eligibility, and obtaining telephone and in-person interviews. In order to place radon detectors (N= 12,140) in the homes of all study subjects and monitor the detectors for one year, permission had to be obtained from respondents and landlords. Collecting pathology slides (N=6,166) involved convincing hospitals to cooperate and coordinating pathology review sessions. Gaining cooperation at all levels required creativity and persistence. This paper offers practical tips for obtaining the cooperation of multiple parties, resulting in high response rates for each component of a multi-faceted study.

***Maximum Mail vs. Maximum Telephone Data Collection: Results from the Childhood Immunization Birth Certificate Followback Survey*, Paul P. Biemer, Research Triangle Institute**
The purpose of the *Childhood Immunization Birth Certificate Followback Pilot Study* project was to the develop, test, and evaluate a set of guidelines to describe a standard protocol for conducting birth certificate followback surveys for the assessment of immunization coverage rates of children 24 through 35 months old. An important goal of the study was the comparison of a self-administered/mail data collection protocol with a telephone/interviewer-assisted protocol. These protocols were compared for: tracing and location rates; interview response rates; the frequency at which immunization information was taken directly from shot records; the number of missing items on the questionnaire; the frequency at which respondents gave their consent to contact the child's provider in order to verify the immunization information; the rate of agreement between the household questionnaire data and the provider data; and the relative costs of the protocols. This presentation summarizes these results.

***The Effect of Mode of Data Collection on Consumer Assessments of Health Plans*, Floyd Jackson Fowler, Jr. and Patricia M. Gallagher**
The goal of the Consumer Assessment of Health Plans (CAHPS) project is to develop instruments and procedures for collecting data about consumers' experiences with their health care plans. Costs, availability of interviewers, response rate concerns, and the available sampling frames will lead some organizations to prefer collecting data by mail, while others will prefer to use telephone interviews. In order to compare or combine results collected by different modes, it is essential to know the extent to which data collected by mail and telephone are the same or different. 300 adults enrolled in a health plan in Washington State were randomly assigned to one of two data collection treatments: a mail survey protocol (initial mailing, postcard, second mailing, plus telephone reminders) or a telephone interview. The survey questions ask for reports of experiences, using several different response tasks, and ratings that use both adjectival and numerical (0 to 10) scales. The main focus of the analysis will be the extent to which questions on different topics and in different forms (reports versus ratings; types of scales; those involving skips) are more or less susceptible to the effects of mode of data collection.

***Locating and Interviewing Medicaid–AFDC Beneficiaries: A report of CAHPS field test experience*, Julie A. Brown, and Shirley E. Nederend, RAND**
The Consumer Assessment of Health Plan Satisfaction (or CAHPS) Study is funded by the Agency for Health Care Policy Research, and the project goal is to produce a "tool kit" of survey questions and report formats that health insurance plans and employers can use to assess and report consumer satisfaction across a broad range of populations. As a member of the CAHPS consortium, RAND is charged with the development and testing of survey items (and reports) targeted toward Medicaid and AFDC beneficiaries. The Medicaid-targeted items were developed from a review of the published literature, previously used consumer satisfaction surveys, and the results of 3 focus groups and over 50 cognitive interviews conducted with Medicaid beneficiaries (in both English and Spanish) for CAHPS. RAND is currently concluding a field test of Spanish- and English-language versions of select core and Medicaid-AFDC targeted items. This paper summarizes the steps RAND took to track and locate two separate field test samples (a telephone interview sample and a mail survey with phone follow-up sample), reports the success of each mode of data collection, and provides a status report on a special sub-study to determine how effective address verification and phone vendor number searches are for a Medicaid/AFDC population. A summary of the success rate across 3 different phone number look-up services is included.

***Some Considerations For Conducting an Electronic Mail Study with University Students*, Andrew N. Williams and Christopher C. Morphew, Iowa State University**
This study examines operational issues associated with conducting an electronic mail survey at a large university. We conducted an experiment which investigated operational issues and mode effects associated with the administration of an electronic mail survey.

Practicing What We Preach? The Influence of a Societal Interest Value on Volunteerism, **Carolyn L. Funk, Rice University**

Recently, much attention has focused on declining levels of civic engagement as a symptom of a wide range of social ills. Some claim that Americans' tendency to endorse individualistic beliefs to the exclusion of a collective or societal interest value accounts for declining levels of civic engagement. The present study asks whether a value commitment to benefit the collective, called "societal interest", helps explain civic engagement. Data from the 1990-1992 NES Panel study is used to evaluate whether a societal interest value helps explain participation in community affairs and efforts to solve collective problems. The findings support the hypothesis that social interest influences the likelihood of engaging in behavior to benefit the collective. These findings support the view that human behavior is influenced by multiple motives, including a desire to benefit the collective. Expressions of commitment to societal interest, then, are more than mere lip service to noble ideals; they have real consequences for behavior.

Social Capital Is Alive and Well: New Data from the AARP Survey of Community Involvement, **Thomas M. Guterbock and John C. Fries, University of Virginia; Rachelle Cummins, American Association of Retired Persons**

The developing debate on whether or not "social capital" is declining in the United States calls for more accurate and comprehensive data. Toward this end, the AARP Survey of Community Involvement (an RDD telephone survey completed in December 1996) asked 1,500 adults about their social involvements, organizational memberships, community attachment, volunteer activities, social and political trust, interest in politics, and local political participation. As Robert Putnam defines it, social capital encompasses both trust and civic engagement. The AARP Survey shows that, while social trust continues to be lower than in the past, civic engagement remains widespread and strong. Membership in organizations is far more common today than previous national surveys have suggested. The AARP Survey improves the traditional measurement of group memberships and finds that the average American has 4.2 memberships. In addition, about 40% of Americans serve as volunteers for charitable, civic, or helping organizations. Adults age 25 and under score low on measures of social capital, especially on social trust. But those in middle adulthood score much higher, and older Americans maintain high levels of community attachment, volunteering, political involvement and organizational membership well past age 70. Overall, the results suggest that some observers have seriously exaggerated the degree to which social capital has declined by failing to distinguish trust items from measures of actual civic engagement.

Community "Visioning" And Survey Research: How Public Opinion Research Is Helping Communities Take Control Of The Futures, **Frederic I. Solop, Northern Arizona University**

Many Western and Southwestern communities are experiencing rapid growth that is leading to changes in the quality of life for their residents. These communities are often grappling with how to take control of their futures rather than allow growth to remain unfettered and lead to unknown consequences. Some of these communities are turning toward a "community visioning" process that enables residents to assess where their communities are today demographically, attitudinally, and economically (Phase I), deliberate upon what they would like their communities to look like at some fixed time in the future (Phase II), and develop an action plan for strategically moving their communities from today to tomorrow (Phase III). Survey researchers have a significant role to play in this process. This paper examines the movement of communities undertaking community visioning processes and considers the contributions that survey researchers can add to this process. Using one community's experience (Flagstaff, Arizona), this paper describes the community visioning process and the two-tiered contributions of survey research. One tier involves surveying community attitudes and values in the first phase of the project: assessing where communities are today. The second tier involves using survey methodology to validate the vision developed in phase two of the process: understanding where residents would like their communities to be in the future. After describing the role of survey researchers in the visioning process, this paper concludes with a discussion of the merits of community visioning and an understanding of the most important role survey researchers can play in the community visioning process.

Are We Truly Running Out of Time? A Longitudinal Examination of Daily Time Pressures, 1992-1997, **Keith Neuman and Peter MacIntosh; Corporate Research Associates Inc., Halifax, Nova Scotia, Canada**

One of the ubiquitous aspects of North American lifestyles today is an increasing sense of time pressure that many people experience in their daily lives. Studies and personal experiences have amply documented how stressed people often feel in fulfilling their various roles. But more intriguing is the widespread collective feeling that time continues to "speed up" on a continual basis, and that each year is more time pressured than the last. In considering this phenomenon, the question becomes whether the pace of life is truly accelerating, or whether it is more a result of collective "conditioning", based on social or cultural cues. This phenomenon is examined through a time series study conducted in Atlantic Canada, including four waves of data collected as part of general population surveys conducted between 1992 and 1997. The use of a consistent measure of daily time pressures on the same population over a five year period provides insight into how perceptions of daily time pressures are changing over time. The paper also examines the extent to which perceptions of time pressures are influenced by demographic factors (e.g. age, gender, community size) and the different roles people play (e.g. in the workforce, as parents).

3:45 - 5:15 p.m. QUESTIONNAIRE DESIGN

Questionnaire Designers versus Instrument Authors: Bottlenecks in the Development of Computer-Administered Questionnaires, **Irvin R. Katz, Educational Testing Service; Linda L. Stinson, Frederick G. Conrad, US Bureau of Labor Statistics**

We will describe our investigations into the process of designing and developing computer-administered questionnaires. Our goal in these investigations is to understand the bottlenecks that occur in developing computer-administered questionnaires in order to guide the design of software tools to aid the development process. The investigations included (a) interviews with programming staff and questionnaire design staff at the Bureau of Labor Statistics and the Bureau of the Census and (b) a questionnaire, distributed to these staff, concerning the questionnaire development process. The interviews suggest that bottlenecks in the development of computer-administered survey instruments center on the formal "communication channel" between questionnaire designers and programmers and the instrument specifications. Miscommunications via these specifications reportedly lead to time-consuming iterations between the questionnaire designers' review of the proposed instrument and the programmers' generation of another version of the instrument. Results of the survey indicated a general consensus between programmers and designers on the sources of iteration during instrument development. However, the designers and programmers evidenced differences in their perceptions of what goes on during the development process, which may be a source of communication difficulties between these two groups.

Survey Instrument Translation: A Test Comparing the Committee Approach and Back-Translation, **Alicia S. Schoua-Glusberg, Research Support Services**

Works presented or published in the topic of survey instrument translation tend to focus either on the theoretical side (e.g. Brislin on back-translation; Werner & Campbell on decentering; Schoua-Glusberg on the committee approach with focus groups, Harkness on the use of think-aloud protocols with translators) or they consist of reports of translation procedures followed in specific studies (McKay et al. 1996; Landis 1996; Gabbard and Nakamoto 1994; Schoua-Glusberg 1989). This paper reports on a test conducted to compare two translated versions of a questionnaire, one done through the committee approach and one done using back-translation, in the framework of a study about women's health currently underway at the University of Illinois at Chicago. The study focuses on women age 45-60, specifically focusing on menopause and acculturation. The respondents are recent emigrJs from the former Soviet Union living in the Chicago metropolitan area.

Better Formatting for Lower Response Burden, **Andrew Zukerberg and Meredith Lee, U.S. Bureau of the Census**

Completing a survey is often a novel experience for respondents. Instructions are placed to help respondents navigate through this task. Respondents however, don't always attend to the instructions, and in many cases ignore them completely (e.g., Gower and Dibbs, 1989), potentially increasing measurement error. Some theories have been developed to help guide researchers in questionnaire design (Jenkins and Dillman, 1995), but few specific recommendations exist on formatting instructions. The Teacher Listing Form (TLF) is the first in a sequence of ten questionnaires which comprise the Schools and Staffing Survey. The TLF contains a lengthy set of instructions detailing which teachers should be included and excluded from the form. In a previous round of cognitive interviews, Jenkins (1995) reported that some respondents read the instructions thoroughly, while other respondents skimmed them. In either case, respondents had to refer back to the instructions several times. This paper will present a modest qualitative effort to look at the implications of varying the instruction design. Specifically, by varying the instruction format and presenting respondents with either an attached set of instructions or a loose instruction card, we examined the influence the format had on respondents' tendency to read the instructions in a cognitive interview.

Improving the Navigational Qualities of the Decennial Census Short Forms, **Cleo R. Jenkins, U.S. Bureau of the Census**

This research is part of the U.S. Bureau of the Census' continuing effort to design decennial short forms that are respondent friendly, machine imageable, and cost efficient. In 1995, Two Twelve Associates, a graphic design firm, was commissioned to independently develop two newly designed forms. These forms, along with the latest in-house form, were subjected to both an in-depth pretest using cognitive interviewing methods and a national mailout/mailback test, designated the 1996 National Content Survey (NCS). Based on the results of the cognitive interviews, and whatever NCS results that were available at the time, and technical and cost considerations, Two Twelve was again commissioned to develop two forms. This time, however, the forms were developed in a collaborative effort with the Census Bureau (rather than independently, as above). One of the greatest achievements with the second set of forms was the success with which respondents were able to navigate through them in cognitive interviews. This paper will describe the changes that went into making the second set of forms a navigational success.

A Framework for Questionnaire Design: Labaw Revisited, **Philip Gendall, Department of Marketing, Massey University, New Zealand**

In 1980, Labaw argued that the greatest weakness of questionnaire design was lack of theory. Since then many books and articles have been written on the subject, and much research conducted into elements of the process. Despite this, a coherent theory of questionnaire design has remained elusive. This paper revisits the foundation for a systematic theory of questionnaire design proposed by Labaw, and constructs a framework that combines Labaw's theoretic principles with the subsequent work of Dillman; Sudman, Bradburn and Schwarz; Harkness; Fowler; Belson; and others. This framework does not constitute a theory of questionnaire design, but provides a conceptual model of the questionnaire design process, which combines a general philosophy of questionnaire design with specific, empirically-supported principles.

RICH COMMUNITY, POOR COMMUNITY: A TALE OF TWO COMMUNITIES (PANEL)

***Why and How the Harlem Household Survey: Methodological and Operational Challenges to Survey Research in an Urban Minority Community*, Angela A. Aidala, Columbia University School of Public Health; the Harlem Household Survey Team, the Harlem Center for Health Promotion and Disease Prevention.**

The special need for health research in African American communities is beyond question. Black babies are more than twice as likely as White babies to die within their first year of life. Two-thirds of boys who reach age 15 in Harlem can expect to die before they reach the age of 65. Yet there is also acute awareness of the special difficulties of obtaining reliable and valid data on the health status and behaviors of Black Americans, especially those in impoverished environments. Conventional surveys and epidemiological studies are designed and budgeted presuming individuals live in definable households, lead reasonably ordered lives (routine times for work, meals, sleep) and regard researchers perhaps with annoyance but not as an immediate threat to life or well-being. Research among inner city, minority populations confronts a different reality: a well-founded pervasive fear of strangers, transient living arrangements and irregular schedules, participation in activities condemned or defined as illegal by the broader society (e.g., drug use or sales), and a willingness to cooperate with research constrained by more pressing daily concerns of being robbed, shot, beaten or made destitute. The paper presents an analysis of the methodological and operational challenges faced by a health and risk factor prevalence survey conducted in Central Harlem. Lessons learned can provide guidance to research among other urban minority populations.

***The Health of Harlem and The Harlem Household Survey*, Robert E. Fullilove, Columbia University School of Public Health; the Harlem Household Survey Team**

The Harlem Household Survey is a multistage, random probability sample of 1,000 domiciled adults residing in Central Harlem. Respondents participated in a 45-minute face-to-face interview in which questions about current health status, past and current health risk behaviors, and indicators of psychological stress were posed. Women were more likely than men to be overweight (48% vs 25%) and to report both a history of hypertension (25% vs 7%) and a history of diabetes (9% vs 4%). Women were also likely to report seeing a particular health professional (81% vs 67%) and to have had their cholesterol checked (70% vs 58%). Men, however, were more likely to report a history of illicit substance use (60% vs 36%) and were more likely to have reported a drink at least once weekly in the past year. Rates of psychological trauma were particularly pronounced: 62% of all respondents reported having suffered at least once violent trauma with men being more likely than women to have been the victim of a life threatening mugging (30% vs 10%) or to have witnessed someone being physically assaulted (55% vs 37%) or to have witnessed someone being killed (47% vs 20%). While there is some evidence that sample respondents are engaged in some disease preventive behaviors, our results demonstrate significant levels of substance abuse and equally significant levels of psychological stress. Future health promotion interventions, therefore, may have to pay particular attention to the impact that substance use and psychological trauma have on health.

***Community Health Assessment Methodological Approach*, Janice Ballou and Patrick Murray; Eagleton Poll. Eagleton Institute of Politics, Rutgers the State University**

The main objective of this research was to assist the Bergen County Department of Health in the development of measures to assess health issues from a unique perspective: "quality of life" perspectives. A multi-phased approach was used for the research. First, sessions were held with key decision makers in a range of different fields from health care to education. Next, there were focus group disucssions with community residents. Finally, a comprehensive telephone survey was adminstered to assess both traditional health issues and to begin to develop an understanding about the impact of community and quality of life issues on individual health. Since Bergen County is primarily an affluent area, comparing and contrasting the issues in this health care assessment with those in a less affluent area such as Harlem provides an opportunity to identify both methodological and substantive issues related to health research. The research was used to test several hypothesis related to health issues in Bergen County. For example, there is a comparison of perceived health and actual health (as measured by an index of health behaviors), and it also provided an understanding of how "connectedness" and quality of life influences health.

The People Talk Back: Public Attitudes about the News Media, **Ted J. Smith III, Virginia Commonwealth University; S. Robert Lichter, Center for Media and Public Affairs**
Since 1983, there has been widespread discussion of a growing "crisis of confidence" in the press. To develop a more accurate understanding of this "crisis," the Center for Media and Public Affairs commissioned Louis Harris and Associates to conduct a large-scale survey of public attitudes about journalism. The survey was based on a 113-item questionnaire designed by the authors to determine the usage and credibility of 13 news sources, plus attitudes about journalists, news coverage, reporting innovations, press functions and possible improvements. Interviews of 3,004 adult Americans were conducted November 8-30, 1996, and results for the full sample were released at a Washington press conference on December 13. This paper will report more detailed findings of the study, focusing in particular on the views of selected subgroups such as women and minorities. More specifically, the paper will be divided into four sections: a review of earlier research, a brief summary of the full results of this survey, an extended discussion of key subgroup differences, and an evaluation of certain innovations in question wording.

Studying Public Opinion about Public Opinion: To Poll or Not to Poll, **Ellen M. Dran, Northern Illinois University and Anne Hildreth, University at Albany**
There has been renewed interest in recent years in studying the public's attitudes toward public opinion, including how to do research on the topic of public opinion about public opinion and polling. Some have argued that polling is the natural and obvious way, while others maintain that there are inherent difficulties in using a measurement tool to measure reactions to the tool itself. In this paper, we draw on our own work in assessing public opinion about public opinion, using survey research * both secondary analysis and original * and focus groups. We examine the assumptions that different methodologies make about what we can find, especially in relation to research questions whose object is one of the methodologies. We look at different basic questions that are asked about public opinion on public opinion, such as: Do people have attitudes about polls? What opinions do they have? Are attitudes/opinions positive, negative, or neutral? Are attitudes about polling a function of policy issues, political environment, or other indirect factors? How do people consume polls? Then we analyze various dimensions of each question, such as whether it seeks to tap attitudes, opinions, or what people can think versus what they do think. Finally, we look at the strengths and weaknesses of each methodology for the identified dimensions.

Polling about Polls in the Philippines, **Linda Luz B. Guerrero and Mahar Mangahas, Social Weather Stations**
As opinion polling in the Philippines expanded rapidly, after the restoration of democracy in 1986, some journalists have complained that the polls have become too influential. To see whether such criticisms are shared by the general public, Social Weather Stations included some 'polling about polls' questionnaire items in its 1996 third quarter national survey. The survey found that attitudes of Filipinos towards opinion polls are generally favorable, not too unlike the attitudes of Americans, as shown in recent US research. Nearly one of every ten adult Filipinos has experienced being polled. A majority follow reports about opinion polls in the print media at least occasionally. Regarding prediction of election results, 41% say the polls are mostly right, 18% say they are mostly wrong, and the rest don't know. Regarding non-election issues, 49% say the polls are mostly right, 12% say they are mostly wrong, and the rest don't know. As in the US, the majority do not believe that samples of 1,200 - 2,000 are enough to represent national opinion. A split ballot experiment found that the statements 'leaders should follow the views of the people' and 'leaders should follow what public opinion polls say' elicited very similar (favorable) rates of agreement. Four out of every five say that opinion polls are good for the country and serve the best interest of the general public. With 25% saying that there are not enough polls, 30% saying that there are about the right number of them, only 14% saying there are too many polls, and the rest having no opinion, pollsters in the Philippines have adequate reason to feel gratified that their work is appreciated by the general public.

Multivariate Studies of Survey Participation Using Laboratory Experiments: Incentives, Burden, Initial Refusals, Disclosure of Rationale for Differential Incentives, **Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Eleanor Singer and Amy Corning, University of Michigan, Ashley Bowers, Joint Program in Survey Methodology**
This paper has two goals: a) to describe a laboratory-based experimental methodology to study influences on survey participation, and b) to test specific hypotheses concerning combined effects of person-level attributes and survey design features on cooperation with a survey request. The laboratory-based design was chosen in order to investigate how different people react to different survey design features. This within-subject design is typically too expensive or problematic to mount in real field settings. The laboratory protocol presented subjects with videotaped scenarios involving wurvey interviewer persuasion attempts and elicited their reactions to them. Of special interest were reactions to the use of differential incentives to persuade reluctant respondents to be interviewed, and also to more traditional persuasion attempts involving repeated callbacks by one or more interviewers. The vignettes were administered individually to 96 subjects, with each subject viewing 6 vignettes. A week or two before viewing the vignettes, they responded to a telephone interview focused on civic participation, demographics, and attitudes toward surveys. Following the viewing of each vignette, they were asked a series of questions about the episode they had just seen. This paper presents a description of the methodology as well as analyses testing the effects of the experimental factors.

When \$10 Does Not Equal \$10–The Effect of Framing on the Impact of Incentives, **Eleanor Singer, Nancy Gebler, and John VanHoewyk, Survey Research Center, University of Michigan; Jan Brown, Market Strategies, Inc.**
The question we address in this study is whether the effectiveness of an incentive depends on the way it is framed. We hypothesize that an appeal to reciprocity renders a monetary incentive less effective and that a reference to payment renders a gift less effective. In other words, we hypothesize that certain types of appeals are congruent only with certain types of incentives, and that they are less effective when this natural congruity is violated. In order to test this hypothesis, we designed an experiment in which two types of incentives (a pen, and a check for \$10) were crossed with two types of appeals, one describing the incentive as a "token of our appreciation," the other as "payment for your time." Since most monetary incentives in face-to-face or telephone surveys are framed as promised rather than prepaid incentives, we also included a condition in which the \$10 check was framed as a payment but promised to the respondent rather than sent ahead of time. The predictionis supported for monetary incentives but not gifts. The experiment allows us to evaluate the mediating effect of interviewers and to compare "willing" and "reluctant" respondents, thus shedding additional light on the more general problem of survey nonresponse.

Prepaid Monetary Incentives and Mail Survey Response Rates, **Robert M. Baumgartner and Pamela R. Rathbun, Hagler Bailly Consulting, Inc.**
When examining past research on mail survey procedures, it has not always been clear whether incentives produced an increase in response that could have been obtained by using other established response enhancement techniques. This paper describes five experiments that tested the additional impact of a prepaid monetary incentive on response rates to mail surveys that used established response enhancement techniques. These surveys were conducted with samples of residential utility customers. In all five studies, households were randomly assigned to an incentive treatment. Incentives ranged from \$0 to \$2 in three studies and from \$0 to \$5 in the fourth study. In the last study, the incentive was a \$2 bill or two \$1 bills. In the first four studies, the prepaid monetary incentive resulted in statistically significant increases in the final response rate of 10-12 percentage points over the no-incentive condition. Further, one of these studies provided evidence that prepaid monetary incentives are effective in stimulating responses from respondents for whom the survey is less salient (program nonparticipants). The final study examined the effect of a \$2 bill vs. the use of two \$1 bills. While increasing handling costs, the two \$1 bill treatment had a statistically higher response.

Incentives in Population Based Health Surveys, **Richard Strouse and John Hall, Mathematica Policy Reserach, Inc.**
When are respondent incentives a cost effective method for increasing cooperation rates for population based telephone surveys? We present the results of two monetary incentive experiments, one for a 1993-1994 ten state health reform survey and the second for a 1996-1997 nationally representative survey on the impact of health system change. Both surveys used list assisted RDD methods, included advanced mailings for households with published telephone numbers, and standardized survey introductions. Offered incentives were randomized at 0, $10, and $15 for the first survey and 0, $15, $25, and $35 for the second. Refusal conversion incentives were standardized. Sponsorship and study purpose varied, with the 1993-1994 health reform surveys obtaining state endorsements and presenting a more salient statement of purpose. Results showed that incentives did not affect cooperation rates for the health reform surveys, but increased cooperation for the less salient health system change surveys. The importance of study message in evaluting incentives is reinforced by the results of a natural experiment, comparing cooperation rates for one state included in both the 1996-1997 health system change survey and a contemporaneous state health reform resurvey.

TELEPHONE SAMPLING ISSUES

Targeting Respondents in Small Defined Geographic Areas: Experiences from a Large Scale Telephone Survey, **Andrew A. Beveridge, Queens College and Graduate Center, CUNY; Michael Bucuvalas, Schulman, Ronca, and Bucavalas, Inc; Charles Kadushin, Graduate Center, CUNY; Kenneth Trippel, Queens College, CUNY; David Livert, Graduate Center, CUNY**
Most surveys are designed to get information from a sample that applies to a large geographic area, such as a nation, a state, a city or a metropolitan area. Results then generalize to the large aggregate. How findings might vary from place to place remains largely unknown. To evaluate programs that apply to specific areas, to conduct election surveys for small precincts, or to understand attitudes within specific neighborhoods one must target respondents geographically. To conduct surveys for large areas one can follow generally accepted methods of random digit dialing sampling. To get similar information from a small area, such as a few zip codes, a specific catchment area, a specific neighborhood or some other equally defined geographic area by means of a telephone survey presents a greater challenge. This paper will report the experience of conducting a large scale evaluation survey of roughly 13,800 respondents specifically targeted to 42 defined geographic areas in 11 states and the District of Columbia, which included school districts, small cities and some of their surrounding territory, and specific areas within cities. A Geographic Information System (GIS) was used to define each area. The overlap of telephone exchanges with each geographic area- was computed. Exchanges with reasonably high overlap were chosen, random digit numbers were created and where listed were prescreened to check for geographic overlap. The respondent supplied his or her zip code, some other simple location information in some cases, and cross streets to identify the approximate location of his or her residence. Consistency of listed and reported geographic location for the respondent, variation in telephone exchange overlap with specific target area within the United States, and general response characteristics compared with known demographic characteristics were assessed. In most cases, combining GIS based screening and targeting methods made it possible to gather reliable information from the chosen site. In some cases, however, targeting proved to be impossible in part due to the configuration of telephone exchanges. Furthermore, most respondents were willing to report cross street information, and geographic information provided by the respondent proved to be generally consistent with known information. In some cases, however, no information was provided or that information was inconsistent. The implications of this experience for geographically targeting telephone surveys is discussed.

Can plus Digit Sampling of Phone Numbers Generate a Probability Sample?, **Gösta Forsman and Stig Danielsson, University of Linkoping, Sweden**
In plus digit sampling of telephone numbers, an integer (e.g., the number one) is added to the last digit of each of the phone numbers sampled from a directory, thus constituting a new sample which generally includes both listed and unlisted numbers. A theoretical problem with the resulting sample is, however, that all numbers not preceded by a listed number have inclusion probability zero. This paper deals with the following view of the sampling situation: If we assume that the unlisted numbers are randomly mixed among the listed numbers, we may regard the phone number population of study (including both listed and unlisted numbers) as a randomly chosen permutation of all possible permutations of the population. Under this model, all numbers have nonzero inclusion probabilities. In the paper we analyze a sequence of 20 000 phone numbers from the city of Linkoping, including information of the status of each number (listed household, unlisted household, business, not activated). Tests of randomness indicate that the assumption of randomly mixed listed and unlisted numbers is realistic for the sequence of numbers studied. We argue that a plus digit sample, based on a simple random sample from the listed household numbers, might be viewed of as an approximate simple random sample of all household numbers.

A Comparison of "Last Birthday" and "Youngest Male/Oldest Female" Respondent Selection Procedures, **Scott Keeter and Kevin Fisher, Survey Research Laboratory, Virginia Commonwealth University.**
Two respondent selection schemes are compared in experiments involving two statewide telephone surveys of the Virginia public. In each experiment, telephone numbers from a list-assisted commercial random digit dial sample were divided randomly into two groups, one of which used the "last birthday" (LB) method of respondent selection, and the other used the "youngest male/oldest female" method (YMOF). The resulting samples were compared in terms of response rate and survey efficiency, demographic composition, and responses on substantive variables in the studies. The YMOF method yielded a higher response rate in one of the two surveys and a higher percentage of males than the LB method. In the November 1996 survey (N=803) the YMOF response rate (CASRO method) was 63.6%; the LB rate was 58.4%. The YMOF percentage male was 49%; in the LB sample it was 37%. In addition, the male respondents in the YMOF group were significantly younger than in the LB group. Differences were smaller (and non-significant) in the other survey (July 1996; N=801). The percentage male in the LB group was 45%, compared with 49% in YMOF. No other significant demographic differences were observed. In terms of substantive variables in the studies, statistically significant differences ($p < .05$) between experimental groups appeared in only two of 60 comparisons in the July survey, but were observed in three of 20 comparisons in the November survey.

Accuracy of the Most Recent Birthday Method for Random Selection of Household Respondents, **Katherine Lind, Timothy Johnson, and Victoria Gwiasda, The University of Illinois at Chicago**
The "most recent birthday" method is one of the more popular techniques for random selection of respondents within a household. This method is preferred by many researchers because of its unintrusive nature and the ease of its use. But, despite its wide spread use, there has been very little research done to test the accuracy of this sampling technique. We will assess the accuracy of the birthday method by examining information collected as part of a statewide RDD study completed in November of 1996 (n=1200). Using data regarding the birthdates of all adults in each household, we examine and compare households in which the adult with the most recent birthdate nominated another respondent, households in which the adult with the most recent birthdate was not nominated, and households in which the adult with the most recent birthdate was correctly nominated. Using logistic regression models, we also examine several respondent and household characteristics to assess the degree to which misapplications of the most recent birthday selection method influence the final composition of the sample obtained. Implications and recommendations for the use of the most recent birthday procedure in RDD studies will by presented and discussed.

Coverage Bias in Various List-Assisted RDD Sample Designs, **Lee Giesbrecht, Joint Program in Survey Methodology**

The objective of this research is to examine the nature of the coverage bias introduced by using various "List-Assisted" Random Digit Dialing (RDD) sample designs. The study design enables us to examine the coverage bias introduced by leaving out the non-telephone population, using a list-assisted RDD design which truncates the zero-listed 100-banks, and list-assisted designs with higher truncation levels. We also examine the effect of excluding selected Bellcore types from the sampling frame. We appended data records from over two years worth of the Current Population Survey (CPS) with information about the household's telephone number for our study. The paper examines the effects on estimates of demographic and labor force characteristics of excluding these various categories of telephone numbers from the sampling frame. While bias from leaving out the zero-listed 100-banks exists for some of the same household characteristics that are biased by leaving out non-telephone households, this additional bias is small. At the national level, higher truncation thresholds may be used with little cost in bias for some gain in efficiency. Leaving out ineligible Bellcore types contributes negligible bias.

Saturday, May 17 — MATHEMATICS AND MEASUREMENT ERROR
8:30-10:00 a.m.

An Empirical Test of a Bayesian Recall Model, **S. James Press and Judith M. Tanur**

The accuracy of much survey data depends on respondents' ability to remember facts accurately. This study is a preliminary test of the efficacy of the procedure proposed in Press (1996) for improving estimation. In this study we ignore the myriad issues about respondents' willingness to respond correctly to questions involving recall and assume they attempt to recall some "usage quantity" accurately. Press (1996) proposed using respondents' uncertainty to deduce their subjective probability distributions for the usage quantity. He then used Bayesian hierarchical modeling to combine these subjective distributions with the response data to derive a posterior distribution of the usage quantity useable for estimation, hypothesis testing, and decision making. The current study asks usage questions appropriate for its campus research sites. We have collected verifiable data to compare estimated with true values of usage quantities and the proposed estimation procedure with unweighted sample means. We ask respondents questions about credits earned, SAT scores, meal plan expenditures, fees paid at the beginning of the semester, library fines, parking tickets, GPA, etc. For each recall question, in a counterbalanced design, we also ask one of the questions proposed by Press (1996): e.g. "I would be surprised if I had earned more than ______ credits by the beginning of this semester." Or "There is almost no chance that the number of credits I had earned by the beginning of the semester was less than _________ and almost no chance that it was more than ________." We asked demographic questions to allow for separate analyses by salience of the issues, length of implicit reference period, etc. The registrar and other campus offices are verifying the data for us. Analysis will address issues of accuracy of estimation as well as those of the feasibility of the new technique. The literature on the relationship between confidence and accuracy is equivocal. But we believe these techniques for Bayesian elicitation of uncertainty have not been used before in this context.

***Assessing Utility in the Population of Potential Patients: Comparing the Standard Reference Gamble and Linear Scaling Formats in a Telephone Survey*, Kenneth Wilson, Claudia Williams, Michelle Sachariat, Charles Brown and Kathleen Dunn, East Carolina University**

Patient preference is integral to medical decision making. A variety of techniques help physicians assess patients' preferences in a precise, accurate manner. These techniques have proven very effective in the face-to-face interaction between the patient and physician. The expected utilities for populations of potential patients need to be established to allow patient preferences to be taken into account when planning future services. The techniques used by physicians have been replicated in face-to-face interviews but they are expensive. This study applied two of the most frequently used techniques, Standard Reference Gamble and Linear Scaling, in a telephone survey. The telephone interview began with the linear scaling section. Interviewers read a long description of a car accident and asked respondents to imagine that they had been driving. Nine outcomes were described in random order. Respondents rated each from 0 to 100. Almost all of the respondents understood the task and rated each outcome. However, the data showed that people used very different scales to make their judgments. The data were examined for outliers and other signs that some respondents were not following the complex instructions. The Standard Reference Gamble described two diagnostic tests used to assess injuries after car accidents. One test was designated the standard and respondents were told its accuracy rate from the medical literature. The accuracy rate of the alternative test was systematically varied. At each level of accuracy, the respondents were asked to state their preference for the standard or alternative test. The point at which respondents change from one test to the other is the "indifference probability," the probability at which the preferences for the standard and alternative tests are completely balanced. All respondents were able to complete the standard gamble questions, but the shape of the distribution raises some concern about possible misunderstandings. Overall, of the 628 eligible households contacted, 470 agreed to do the survey (74.8%). Fifteen (3.2%) started the survey but quit before it was finished. The results indicate these techniques can be employed in telephone surveys.

***Item Non-Response and Measurement Error: A Latent Class Analysis of Respondent Resistance and Comprehension*, Allan L. McCutcheon, Gallup Research Center, University of Nebraska-Lincoln**

Item non-response and measurement error remain two of the more problematic areas for survey research. Both introduce sources of doubt into the analysis and interpretation of survey results. Item non-response is problematic in as much as it may either dramatically reduce the effective sample size for statistical models with even a modest number of variables, or require assumptions about the "ignorability" of the missing data. Measurement error, on the other hand, reduces confidence in our ability to actually measure phenomena of interest; this, in turn, undermines confidence in the analysis of the causes and effects of poorly measured factors. This paper examines two potential sources of measurement error and item non-response in survey data: lack of respondent comprehension and respondent resistance in the survey interview. Using a latent class analysis of data from the 1982 GSS, three classes of respondents can be characterized: those with low resistance and high comprehension ("ideal" respondents); those low resistance and low comprehension ("believers"); and those with high resistance and mixed levels of comprehension ("skeptics"). Data on respondent and interviewer characteristics are examined as potential sources for differential levels of comprehension and resistance, and are included as independent sources of variation in models examining levels of item non-response and measurement error.

Context Domains and Correlated Error in Survey Research, **Daniel G. McDonald, Carroll J. Glynn, Eunkyung Park, Annie Weber, Cornell University**

Following from earlier work by Andrews (1984), Bost (1993), O'Brien (1994) and Reddy (1992), this paper investigates correlated error attributable to the questionnaire context - covariance which is unrelated to that which is being measured. Traditional questionnaire design guidelines suggest the need to ask questions in groups within conceptual domains (e.g., a group of questions on information sources followed by a group of questions on current social issues, a group of questions on political activities and a final group on socioeconomic and demographic factors). Although several studies have investigated correlated error associated with measurement techniques, such as the number of response alternatives, question length, position of item in the questionnaire and other factors, this paper addresses a more general issue in the role of the method itself in generating correlated error. We assess the role of correlated error in context domains through the examination of two example national datasets obtained from ICPSR: *The Diet and Health Knowledge Survey* (USDA, 1989), and *Freedom and Tolerance in the United States* (Gibson, 1987). The question is important for public opinion researchers to consider because it involves a cautionary logic which is nearly the opposite of that traditionally employed. We expect that such correlated error is a fairly small proportion of the explained variance, and is inconsequential in the analysis of surveys involving relatively small sample sizes. However, as sample sizes increase, this type of error, which is systematic, rather than random, should remain roughly the same proportion of the explained variance, and so may play an increasingly important role in determining the statistical significance of correlations between measures. Thus, while increasing the sample size will minimize the effect of random measurement error, it increases the probability that systematic error will result in statistically significant correlations. Results are discussed in relation to public opinion research and theory.

Recall Decay and Telescoping in Retrospective Self-Reports of Alcohol, Tobacco, and Marijuana Use: Results from the National Household Survey on Drug Abuse (NHSDA), **Robert A. Johnson and Kenneth A. Rasinski, National Opinion Research Center**

Research on survey measurement of substance use has shown that underreporting increases in reinterviews of the same subjects. Using data on first use of alcohol, cigarettes, and marijuana from ten different National Household Surveys on Drug Abuse (NHSDA) conducted between 1979 and 1995, this paper analyzes the decay of substance use reporting with increases in the duration of time separating the "reference period," the year when the respondent reported first using a substance, and the "reporting period," the year when the data were collected. We present a series of independent estimates, based on NHSDAs conducted in different years, of the incidence (initiation) rates of alcohol, cigarettes, and marijuana at ages 10-14, 15-19, 20-24, and 25-29 for historical periods between 1961-65 and 1986-90. By using surveys conducted in different years to estimate age-specific incidence rates during the same historical periods, we vary the number of years separating the reference and reporting periods and thus can discern how underreporting is affected both by age at first drug use and by time elapsed since first drug use. The final section presents regression calibration models for adjusting NHSDA-estimated incidence rates for recall decay and telescoping and suggests how similar adjustment techniques might be applied to lifetime prevalence measures.

Yes, Americans Still Do Care about the News–but Not the WayThey Used To: Behavioral Evidence from Television, Newspapers, and Magazines, **Jay Mattlin, NBC**
Lately, sounds of alarming have been ringing about waning interest in news. Daily newspapers are continually closing; the number of all-news radio stations has slipped; audiences for the three network evening newscasts have been eroding; and participation in the most recent presidential election fell to its lowest level in more than 50 years. These developments certainly seem ominous from a number of perspectives. Declining interest in news poses particular problems for survey researchers because news events are often the subject of opinion polls and poll results often constitute items of news. This paper will explore how many Americans are getting news now, the way they are getting it, and what kinds of news they are interested in getting through an analysis of the audiences of news programs on television and the circulations of daily newspapers, weekly newspapers, and newsmagazines. The social and economic forces and changes in the news environment which have affected Americans' consumption of news will also be discussed. My primary contention is that while Americans' interests in different kinds of news may have changed and the ways they obtain news have changed, their appetite for news has not disappeared.

Public Attentiveness to the News, 1989-1997, **Kimberly Parker and Claudia Deane, Pew Research Center**
This paper will explore how closely Americans follow the news, what types of news receive the most attention from the public, and how gender and generation are related to news interest. The Pew Research Center conducts regular surveys about public attentiveness to the news. We have been doing so since 1989 (formerly under the auspices of The Times Mirror Center) and have compiled a database containing roughly 500 news stories. What has become apparent from this cumulative research is that the public is fixated on stories dealing with natural and man-made disasters, as well as US military actions. Beyond these types of stories, the public pays relatively little attention to many of the serious news stories of the day. In addition, to reporting the different levels of attentiveness, the paper will address the gender and generation gaps which underlie news interest and news consumption. The paper will also include an analysis of how much Americans know about current events, based on a database of information questions asked by the Pew Research Center over the last 6 years. This data indicates that, while the public proclaims to care little about celebrities and scandal, it more often answers questions about such stories correctly than it does questions about more substantive issues involving domestic or foreign policy.

Profile of the American News Consumer, **Cliff Zukin, Eagleton Institute, Rutgers University/PSRA, Larry Hugick, Princeton Survey Research Associates**
"Profile of the American News Consumer" is a study conducted for the Radio and Television News Directors Foundation's News in the Next Century project. The report examines the motivation for following the news; measures of exposure to 20+ discrete news sources culminate in a news consumption typology. The study also examines the use of computers and the Internet for various types of news. Among the important findings are the sharp divisions in news interest, news consumption and on-line us by both gender and age. The study was conducted by telephone during the summer of 1996. The main data base comes from an RDD sample of the general public, with over samplings of both young adults (18 to 29) and on-line users. A small supplemental sample of AOL members was also interviewed.

Soccer Moms and the 1996 Presidential Election, **Jennifer Airey, Voter News Service/ Wirthlin Worldwide**

For years the issue of a gender gap in presidential elections has been of special interest. Exit polls show that there continues to be a gender gap in 1996, widening from the 1992 presidential election, but in line with other recent past presidential elections. The gender gap has become a phenomenon which most, if not all, political pollsters monitor. Political pollsters also turn their attention to various sub-groups – sometimes touted as "swing voters." In the 1994 mid-term elections, 'angry white males' were the "swing" voters who received much attention; this past election season, the much ballyhooed group was 'soccer moms.' While operational definitions of soccer moms vary among pollsters, they have traditionally been considered Republican women. Interestingly, pre-election polling indicated that they would support Bill Clinton. In fact, exit poll data reveal that soccer moms showed a dramatic increase in support for Bill Clinton from 1992 to 1996. Using exit poll data from Voter News Service (VNS), an association of ABC News, CNN, CBS News, Fox News, NBC News and the Associated Press, this paper examines what key factors may or may not have influenced soccer moms' support for Clinton. Was it suburbia, motherhood or gender? Did these women vote differently from women in general? What was their overall impact? Is this group a stable segment of the voting population, or just another media fad?

Messages from the Voters: Comparing the Partisan, Ideological, and Programmatic Messages of the 1994 and 1996 National Elections, **Alfred J. Tuchfarber, Eric W. Rademacher, and Kim Downing, Institute for Policy Research, University of Cincinnati**

This paper investigates two intellectual threads. The first is an evaluation of the political messages sent by the voters in the 1994 and 1996 elections. These messages are starkly different with 1994 having a high degree of partisan and ideological intensity and 1996 having relatively little. This topic is investigated using both the extensive pre and post election surveys done by the University of Cincinnati Ohio Poll as well as selected national polls. The second topic focuses on the consequences of the 1996 national election and the controversy over whether a political "realignment" is underway. Our basic assertion is that because party control of the Congress changed hands in 1994 and because 1996 was clearly a "maintaining" or "status quo" election there is evidence supporting the realignment hypothesis. Using actual election results from 1880 through 1996 this hypothesis will be tested for the country as a whole and for the south.

"Litmus-Test" Issues, Voting Intentions, and Election Polling, **Trevor Tompson, Northwestern University; Paul J. Lavrakas, The Ohio State University**

We define "litmus-test" issues as issues where voters feel so strongly that they are unwilling to support a candidate who disagrees with their position on that issue, regardless of all other issues or factors. This study explores the existence of "litmus-test" issues in three races in three different geographic settings. In four RDD surveys we used the same question sequence in which respondents were first asked if they had a "litmus-test" issue or issues. If they indicated in the affirmative they were asked an open-ended question to identify the issue or issues. We found that a high percentage of respondents in each survey reported the existence of such an issue. Abortion was the most commonly mentioned issue, followed by the deficit, taxes, and crime. Significant differences were observed across gender and race as to which issues were mentioned, especially with abortion being far more prevalent an issue for women than for men. We use these data to inform a broader analysis of the impact of litmus-test issues on voting behavior. We also suggest ways that media polls could use similar analyses to promote a more meaningful discourse on issues in election campaigns.

Driving The Vote: Self-Reported Explanations For The 1996 Presidential Vote, **Frank Newport, The Gallup Organization**

This paper analyzes the patterns of responses to a unique set of open-ended questions which asked voters throughout the 1996 U.S. Presidential campaign to explain, in their own words, why they were voting for the presidential candidate they favored in a trial heat ballot. The data include the responses to over 11,000 interviews based on eleven independent national probability samples conducted by Gallup from January through October of 1996. In addition to the trial heat and the open-ended "reasons" question, voters were asked about their sources of information about national politics and the level of attention they were giving to the campaign proceedings. The data provide the opportunity to investigate American presidential politics at several different levels. Aggregated across all candidates, the categorized responses provide an important measure of the ways in which the American voter approaches the presidential choice, and what the voters themselves perceive are the key factors in deciding among presidential candidates. When analyzed by candidate choice, the responses help explain – from the voters' perspective – the different ways in which the three major candidates in 1996 appealed to their respective electorates. And, when analyzed by demographic sub-group, the data help understand different motivations behind the vote of key segments of American society, including in particular the differences in the vote choice of women and men. The data also provide an analysis of the impact of campaign events and campaign strategies as reflected by changes in voter responses as these occurrences unfolded.

NONRESPONSE ISSUES: THE EFFECTS OF FOLLOW-UP

When Enough Is Enough: Calls to Complete, Telephone Survey Response Rates, and Bias, **James B. Greenlees, Michael J Wilson, Westat, Inc.**

This paper considers the relationships between the amount of effort expended in attempting to complete telephone interviews, response rates, and potential bias in survey findings. The basic question addressed by this paper is: "Is there a point at which additional efforts to contact respondents cease to materially improve data quality?" The answer to this question is, of course, unique to each telephone survey and is highly dependent upon factors such as target (person or firm) and subject (medical histories or occupations employed). Regardless, the question of when survey administration may be ended must address the potential bias that could be introduced should operations end prematurely. In this paper, we focus upon the characteristics of easy-to-complete and hard-to-complete cases (as defined by the number of contact attempts required to complete a case) and the data each case type provides. The data presented in this paper is based on an annual CATI survey of youth. This survey uses a list-assisted random digit dialing (RDD) sample design which included a main sample and reserve samples. The reserve samples were designed to be released if sample yields proved lower than expected. In 1995 yields did prove lower than expected and reserve samples were released rather late in the data collection period. The authors conducted a series of analyses to determine whether the unequal administrative effort associated with the main and reserve samples resulted in differences in data gathered. The authors also investigated differences between easy- and hard-to-complete interviews. Analyses revealed no systematic bias associated with sample type (main or reserve) or the difficulty of a case to complete. Analyses also showed revealed a point of diminishing returns with regard to the effort expended in attempting to complete interviews.

NONRESPONSE ISSUES: THE EFFECTS OF FOLLOW-UP

Optimal Times to Contact and Interview Respondents: Findings from Face to Face Data Collection Efforts, **Nancy A. Mathiowetz, Joint Program in Survey Methodology**
Designers of face to face data collection efforts are, for the most part, interested in efficient strategies for the collection of personal interviews--maximizing response rates and data quality while minimizing the number of call attempts per completed interview. With the exception of a smattering of literature related to the optimal times to contact households, we are ill-informed about interviewer's approaches to households (with respect to both initial contacts and the completion of interviews) as well as respondent's preferences for days and times to be interviewed. Using call-record information from a face to face data collection effort, this paper examines probabilities of contact and completed interviews for various days of the week and times of the day. Similar to findings from other studies we find higher probabilities of contact for weekday evening hours; however, weekday evenings may not be the optimal time for obtaining a completed interview. In addition to understanding interviewer patterns for contacts, we attempt to model respondent's preferences for times to be interviewed.

Response Time to Various Mail Surveys, **Vincent A. Scardino, Abt Associates Inc.**
Survey researchers are sometimes uncertain about the amount of time that should be allowed for the returns of mail questionnaires sent to various kinds of respondents. This paper will present the results of 10 different survey efforts – with varying respondent populations, including physicians, bank customers, consumers, participants in various programs – and show the number of questionnaires returned by day for a period of about 25 days from the initial mailing of the survey package. Line graphs visually displaying the number of returns over time will highlight the similarities and differences among different kinds of survey efforts. The mail surveys reported in this paper have all been conducted within the past four years. This presentation will aid other researchers in both understanding response time to mail survey efforts and being able to develop realistic plans for subsequent survey tasks, be they follow-up efforts among nonresponders or coding/editing and other data reduction tasks.

AUDIO COMPUTER-ASSISTED SELF-INTERVIEWING RESEARCH

Initial Results from the Conversion of the National Household Survey on Drug Abuse to Computer-Assisted Interviewing, **Rachel A. Caspar, Research Triangle Institute**
Since its inception in 1971, the National Household Survey on Drug Abuse (NHSDA) has provided both researchers and policymakers with key information about the extent of drug use and drug-related problems among the household population in the United States. Because of the national importance of the NHSDA, considerable research has been conducted to assure that the data collected are measured accurately. To this end, work is currently underway to convert the NHSDA from an interviewer-assisted, self-administered interview to a computer-assisted interview which incorporates an extensive audio-computer-assisted-self-interviewing (ACASI) component. I will briefly discuss the advantages and disadvantages of converting an ongoing survey to computer-assisted interviewing. Then, I will discuss the results of a small (400 cases) field test completed during November, 1996. This field test was designed to allow comparisons between the 1996 NHSDA paper instrument and two different computerized instruments. One of the computerized versions, designated MI, is a mirror image of the paper and pencil instrument. The second version, designated SK, incorporates additional enhancements that are made possible by the computer.

A Comparison of Computer-Assisted and Paper-and-Pencil Self-Administered Questionnaires in a Drug Use Survey, **Debra Wright, William Aquilino, and Andrew Supple, University of Wisconsin**

This research evaluates the impact of using computer-assisted self-administered interviewing (CASI) on the measurement of self-reported tobacco, alcohol and illicit drug use. Prior research suggests that the use of anonymous, self-administered questionnaires (SAQs) maximizes respondents' willingness to reveal sensitive drug use information in an interview. Higher estimates of lifetime and current drug use have been obtained on self-administered forms than in direct face-to-face or telephone interviewing. The advent of computer-assisted interviewing technology and the availability of inexpensive laptop computers have made computerized self-administered interviewing a new and realistic option for sensitive interviews. This project explores the impact of CASI on the collection of sensitive data on alcohol and drug use. The paper addresses the following questions: (1) Will respondents be more or less willing to reveal alcohol and drug use on computerized SAQs than with traditional paper and pencil SAQs? (2) Will the effects of computerized versus paper SAQs differ by respondent characteristics, including sex, age, race-ethnicity, education, and household composition? Respondents were randomly assigned to one of two conditions: (1) an interview using traditional paper-and-pencil SAQs for all items concerning drug and alcohol use; or (2) an identical interview using computerized SAQs on a laptop computer for all drug and alcohol items. The randomization was designed so that two-thirds of the sample would receive the computerized SAQ, and one-third the paper-and-pencil SAQ. Preliminary analyses suggest that the use of computerized versus paper-and-pencil SAQs had especially strong effects on adolescent respondents. Adolescents were significantly more likely to report the recent use of tobacco, alcohol, and illicit drugs, when interviewed with CASI methodology than with paper-and-pencil forms. Fewer effects have been found for the older respondents in the sample (18-34 year olds).

Impact of Attitudes Toward Computers and Beliefs about Confidentiality on Responses to a Computer-Assisted Self-Administered Survey on Drug Use, **Andrew Supple, Debra Wright, and William Aquilino, University of Wisconsin**

The purpose of this study is to identify the extent to which attitudes toward computers, beliefs about confidentiality, and attitudes toward surveys moderate the effects of using computerized self-administered interviewing (CASI) in a survey of drug and alcohol use. Previous research has shown that respondents' willingness to disclose sensitive information varies by mode of interview: use of self-administered forms has yielded higher drug use estimates than interviewer-administered questionnaires. The advent of CATI technology and the availability of inexpensive laptop computers have made computerized self-administered interviewing a new and realistic option for sensitive interviews. This paper will esidency rulesllowing research questions: (1) Will computerized SAQs be perceived by respondents as more or less private than paper SAQs? (2) How does computerization affect respondent perceptions of response anonymity during the interview? (3) Does computerization influence respondents' beliefs about the confidentiality of the data they provide? We will also explore whether any mode effects of using computerized versus paper SAQs differ by respondent attitudes toward computers specifically and attitudes toward surveys in general. The attitude and belief questions were asked both at the beginning and at the end of the interview. Interviewers administered the initial set of attitude questions to all respondents (i.e., self-administered forms were not used at the start of the interview, so mode is constant across the two groups). At the end of the interview, the attitude-belief questions were administered on computerized or paper-and pencil SAQs. Attitude-belief items measured at the end of the interview will be used to assess the impact of CASI versus paper-and-pencil SAQs on respondents' ultimate beliefs about privacy, confidentiality, and response anonymity.

OPINION IN FORMERLY COMMUNIST COUNTRIES

Post-Communism: Opinion Continuity and Change, **Hubert Tworzecki, Emory University**
This paper contributes to the debate about the resurgence of ex-communist left in countries of the former Eastern Bloc. It argues that although the recent election victories of the ex- communists were the product of many factors, they were greatly facilitated by public opinions, attitudes, and expectations which had emerged prior to 1989, and which had survived the political transformations of that year. An analysis of public opinion surveys conducted in the 1980s and recently made available to researchers reveals that although the people of Eastern Europe rejected the communist regimes in the abstract, they did not perceive them as entirely monolithic, and they did support some of their core ideas and policies. Chief among these attitudinal legacies of communism were a specific type of egalitarianism aimed at the leveling-down of social differences, and a kind of "learned helplessness" which led individuals to transfer responsibility for their well-being to the state. Some popular support for market economics did exist, but it was based on an idealized "myth of the market" and not on any realistic assessment of the costs and benefits of transition to a market-based economy. The paper concludes with the argument that these attitudes remain so entrenched that they continue to influence the behavior of both parties and voters to this day.

Trouble Transitions: Public Opinion in Russia and Ukraine Five Years After the Dissolution of the Soviet Union, **Richard B. Dobson, U.S. Information Agency**
Changes following the breakup of the USSR have given rise to widespread pessimism and dissatisfaction in Russia and Ukraine. According to surveys of the adult populations in late 1996: 1)Two-thirds (70% in Russia, 67% in Ukraine) said that things were going in the wrong direction. Nearly as many (61% in Russia, 66% in Ukraine) reported that their living standards had declined over the past year. Fewer than one in five thought that the economy would improve in the year ahead; 2)Seven in ten (69% in Russia, 74% in Ukraine) had little or no confidence in their parliaments. Majorities also lacked confidence in their democratically elected presidents (69% in Russia, 56% in Ukraine); 3) Majorities (71% in Russia, 56% in Ukraine) considered the dissolution of the USSR a great misfortune. Comparable majorities (76% in Russia, 58% in Ukraine) felt that the two countries should reunite. Despite widespread dissatisfaction, the chances of a return to the Soviet system are remote. The old order has been destroyed. Communists, though still a significant political force, draw support largely from the elderly, less educated, and rural. The young and well-educated tend to be more optimistic than others and more supportive of democratic practices and free-market reforms.

Civic Engagement and Sociotropic Behavior in a Postcommunist State, **Adam F. Gearing and Jeffery J. Mondak,University of Pittsburgh**
During the Communist era, numerous social and political constraints on civic engagement existed in many communities in the nations of Central and Eastern Europe. This paper explores whether such constraints have left lasting marks, and whether such lingering effects potentially slow the process of democratization. Civic engagement is posited to help transform the "I" into "We" by fostering concern among individuals regarding the well-being of others. Low levels of civic engagement are reported in one Eastern European city, coupled with a corresponding absence of neighborhood-level sociotropic concern. The paper examines several obstacles to civic engagement which may help to explain its absence in the Romanian context. Data from a 1994 survey in Cluj-Napoca, Romania are contrasted with data from the 1984 study of community-level social and political interaction in South Bend, Indiana. Compared with respondents in South Bend, citizens in Cluj-Napoca report very low levels of local political activity, political discussion, and attentiveness to the economic well-being of others in the community. This sweeping lack of civic engagement affects respondents' broader political attitudes. Specifically, whereas citizens in South Bend draw strongly on their assessments of neighborhood-level economic well-being when assessing the President, citizens of Cluj-Napoca exhibit no comparable sociotropic concern.

Micro-Consequences of Macro-Changes: Sources of Regime Support in Russia, **Boris Sergeyev, University of California, Santa Barbara and University of Connecticut**
Decline in economic well-being of Russian citizens accompanied by erosion in their support for democracy lead some researchers to attribute the observed changes in political attitudes to negative changes in personal economic conditions of former Soviet citizens. The assumption underlying this view is that personal economic conditions permit the emergence of other issues: if the economic situation is so bad as to threaten physical well-being of the individual, political attitudes will be determined by the changes in personal economic well- being. To test this proposition Maslow's theory of need hierarchy is introduced. From Maslow's conceptualization of the "deprivation mechanism" responsible for pushing the unsatisfied needs to the forefront of individual consciousness, I derive a hypothesis that evaluations of the national political elite among people whose physiological needs are deprived will be responsive to changes in their personal conditions. This hypothesis is tested with the data collected in Yaroslavl (Russia). Analysis of the impacts of economic trends within income groups on political trust reveals that political judgments among those whose need for food is deprived, are affected by personal referents.

10:15-11:45 a.m. REPORTING ERROR AND RECORD CHECKS

An Investigation of Methods for Matching RDD Respondents with Contact Information for Validation Studies, **Michael Traugott. James Lepkowski, and Paul Weiss, Institute for Social Research, The University of Michigan**
Telephone surveys present a researcher with continuous cost-benefit calculations, almost all of which are eventually related to error. List-based samples increase interviewing efficiency, for example, but at the risk of substantial problems of non-coverage due to the exclusion of unlisted numbers and the currency of the list. RDD designs can overcome many of these deficiencies, but survey costs increase because of the need for additional screening of numbers. A variety of alternative "dual frame" designs have been developed for the purpose of blending the relative advantages of each design and minimizing their relative costs (Traugott, Groves, and Lepkowski, 1987; Heeringa and Connor, 1992). A second issue has to do with the use of advance letters as a way to increase response rates in surveys. This technique, which provides an initial contact with a potential respondent that can increase the legitimacy of the study and indicate that a call is forthcoming, has been shown to increase response rates for telephone surveys by 7 to 10 percentage points. In most surveys that use lists or dual frame designs and employ an advance letter, it is necessary to use a commercial service to obtain name and address information for sampled numbers. There is no extant comparative data on the relative reliability of different services to provide such information - how one sampling firm compares to another, the relative quality of various CD-ROM's currently on the market that contain directories, or direct contacts with the telephone company itself. This study reports on the results of an experiment in which an RDD sample of telephone numbers in the state of Oregon was matched against two commercial services and a directory service provided by the local telephone company, U.S. West, as well as against a commercially- available CD-ROM directory. The relative quality of the matches, in overall as well as in demographic terms and the impact on a resulting validation effort are reported. The results provide an interesting commentary on sources of name and address information for RDD samples.

Recall Error in Health Surveys Among Teen and Adult Respondents – Influences on Accuracy and the Nature of Error, Nancy Mathiowetz, Joint Program in Survey Methodology, and Sarah Dipko, Westat, Inc.
This paper investigates errors in health event recall by both teen and adult respondents, using data from a record check study. Data for this analysis, collected by the University of Michigan Survey Research Center during a field test for the National Center on Health Statistics, allow examination of accuracy for two different types of recall – reports of total doctor's visits within a specified reference period, and dating of the last medical visit. In the literature on adult response errors, it has been shown that the length of the recall period, the reporting burden, experimental interviewing techniques designed to minimize error, and the respondent's use of records can influence the level of accuracy and the nature of error (e.g., over- vs. under-reporting of visits, forward vs. backward telescoping of visit dates) in health event reports. Teenagers are not usually interviewed in health surveys, and little is known about recall error among teens. In this paper, the two groups are examined separately in a series of descriptive analyses, then compared directly through logistic regression models.

***Respondent Characteristics Associated with Misreporting of Vaccinations in a Telephone Survey*, Michael P. Battaglia, Abt Associates Inc.; Trena Ezzati-Rice, National Center for Health Statistics; Elizabeth R. Zell, Centers for Disease Control and Prevention**
The National Immunization Survey measures the vaccination coverage of young children in the U.S. The NIS contains two major data collection components. The first component is a random-digit-dialing sample that is used to: 1) screen for households containing age-eligible children, 2) encourage use of vaccination records for parental reporting of vaccinations received, 3) obtain demographic and socioeconomic characteristics of the child and mother, and 4) obtain consent to contact the child's immunization providers. The second component is a provider record check study. Providers identified by respondents are mailed a questionnaire that requests detailed information on the vaccinations received by the sample child. Substantial response bias exists in the household reports of vaccines received, and that response bias is a significant problem even for respondents that used a shot card during the household interview. Characteristics associated with parental misreporting of number of vaccines received by their child will be discussed. The first part of the analysis will examine agreement between the provider and household on whether the child is up-to-date on all recommended vaccinations. The second part of the analysis will regress the up-to-date vaccination status of the child, according to the provider, on the household report of the up-to-date status of the household and demographic and socioeconomic variables.

***Over-Editing: An Examination of the Potential Harmful Effects of Survey Data Editing*, Ward Rakestraw Kay, Joint Program in Survey Methodology**
First, do no harm. The term "over-editing" usually refers to the process of sending an excessive number of cases back to the interviewers for clarification. This process greatly increases the costs. This paper, on the other hand, looks at the "over-editing" of survey data which produces a more bias estimate than an unedited estimate. The National Household Survey of Drug Abuse (NHSDA) uses an "single mention" editing rule. In this procedure any indication of substance use, or recent substance use, anywhere on a respondent's answer sheets outweighs all other indications of non-use or less recent use, even if the "single mention" was the answer that was most inconsistent with the respondent's other answers. The 1994 NHSDA included a redesign in which the section on tobacco usage changed mode of collection from interviewer-administered to an interviewer-read, but self-administered response. A split-sample design was used to examine the differences between the two methods. Using the single mention editing rule, there is an 18 percent increase in recent smoking behavior due to editing. However, when using more stringent editing rules, editing has a more modest effect on the estimates, from a 5.8 percent to 8.4 percent increase in recent smoking behavior.

CIVIC JOURNALISM AND DELIBERATIVE POLLING

Effects of Media on Support for Proposition 209, the California Civil Rights Initiative, **Kenneth A. Rasinski, NORC**

The California Civil Rights Initiative found its way on the state ballot during the 1996 presidential election. The ballot measure proposed prohibiting discrimination against or preferential treatment for anyone on the basis of race, sex, color ethnicity or national origin in state and local government hiring, education, and contracting. The initiative effectively proposes an end to affirmative action programs. NORC conducted a telephone survey, sponsored by the Pew Charitable Trust, in California's Orange County to examine determinants of residents' support of or opposition to the initiative. The major objective of the survey was to ascertain the effects of local media "civic journalism" efforts to provide information and stimulate public debate on the topic. A panel RDD survey was conducted. In wave 1, 800 residents were called and administered a short background questionnaire. One half of the sample, selected at random, was asked to watch a special half-hour program on the Fox Network, broadcast the night before the election. The program featured two prominent proponents and two prominent opponents of the initiative. Voters from around the county were selected to come to the station and question the experts. A reminder to watch the program, and a token of appreciation (a $2 bill), was sent to respondents in this group. The program was not mentioned to the other half of the sample. Wave 2 follow-up interviews were conducted with both groups (total n=500). Respondents were asked questions about their voting, their support for the initiative, racial attitudes, economic values, and education and hiring experiences. Results will be discussed in terms of the effects of media on support for proposition 209, and on effects of media on determinants of support.

Profile of the American News Consumer, **Cliff Zukin, Eagleton Institute, Rutgers University/PSRA; and Larry Hugick, Princeton Survey Research Associates**

"Profile of the American News Consumer" is a study conducted for the Radio and Television News Directors Foundation's *News in the Next Century* project. The study was conducted by telephone during the summer of 1996. The main data base comes from an RDD sample of the general public, with over samplings of both young adults (18 to 29) and on-line users. A small supplemental sample of America On Line members was also interviewed. The report examines patterns of exposure to 20+ discrete news sources to create a news consumption typology, and looks at preferences for types of news programming and content, among other news-related topics. The study also examines the use of computers and the Internet for various types of news. Among the important findings are the sharp divisions in news interest, news consumption and on-line use by both gender and age. Younger Americans and women are far less interested in and engaged with "the news" than their respective counterparts.

Adapting Deliberative Polling to Public Journalism: Results from the Minnesota Citizens' Issues Conference, **Robert P. Daves, Minnesota Star Tribune**

Much controversy surrounds the "deliberative poll" as a tool for opinion measurement. This paper reviewed those arguments and detailed findings of the pre- and post-conference opinion measures of a deliberative poll conducted in Minnesota during the 1996 election year. It also offered a different view – that the deliberative poll is a rich laboratory for the study of opinion formation and a superior technique for those who want to use "public journalism" to cover elections. Attitude measurements were taken before and after the Minnesota Citizen's Issues Conference, in which 214 Minnesota citizens were recruited from a probability sample and met in mid-May to discuss, then rank election-year issues. Smaller groups served as the basis of some print and broadcast news coverage of the presidential and U.S. Senate election in the state until Election Day. An impartial moderator guided discussion groups after participants heard testimony on issues (e.g., social security) from experts who presented different arguments. News reports focused on the discussion as a way to inform and involve citizens, rather than on results of opinion measurement. There were some changes in attitudes after the conference, including having slightly more trust in government – but there was no change in perception of efficacy. There was little switching in overall direction of attitude measures for individual topics, but there were slightly fewer responses at the poles of the agree/disagree scales in many measures. There was no significant increase in post-conference knowledge about welfare. This rich laboratory for the study of opinion formation also is a good technique for public journalism, and questions still remain about how much post-conference measures are projectable to some larger population.

Nonresponse Follow-up in Establishment Surveys: A Split-half Experiment, **Young I. Chun, Bureau of Labor Statistics**

Efforts to convert nonrespondents in establishment surveys require understanding the compliance process specific to the organizational environment, and employing follow-up methods from this theoretical consideration. A nonresponse follow-up approach evaluated in this paper is developed from a theory of compliance in establishment surveys. This approach is subsequently tested against a technique currently employed in the Hours at Work Survey conducted by the Bureau of Labor Statistics. The current nonresponse follow-up approach uses a telephone interview which asks the potential respondent to provide an estimate of hours paid and hours at work. The new telephone-prompt approach requires interviewers to identify and trace an appropriate informant, and asks the informant to use the establishment records based hard data. The experiment (n = 1,200) was embedded in the HWS which collected data for the 1995 reference period. Results indicate that the prompting-script based method converts more nonresponding units than the current method per hour, and that the data collected by the prompting-script is more complete and accurate than those collected by the current method. These survey measures are further analyzed by looking into important attributes of informants (familiarity with the survey, and intention to comply), and their organizational characteristics (e.g., industry type, size, and multi-vs.-single-site). The final part of this paper examines the reasons for refusals which will increase our understanding of "hard-core holdouts" in establishment surveys.

Procedures for Reducing Measurement Error in Establishment Surveys, **Karen L. Goldenberg, Bureau of Labor Statistics; Kerry Levin, Tracey Hagerty, Ted Shen, and David Cantor, Westat**

Establishment surveys, like household surveys, are subject to measurement error introduced by the respondent, the questionnaire, the interviewer, and the mode of data collection (Groves, 1989). While the literature describes a number of techniques for reducing or measuring error from these sources, it offers relatively little guidance for dealing with problems intrinsic to establishment surveys. This paper describes questionnaire testing and respondent contact methods designed to reduce establishment survey measurement error contributed by the respondent, the questionnaire, and the interviewer. The context for these procedures is the Business Births Pilot Study (BBPS), which evaluated the feasibility of using CATI interviews to identify new businesses and obtain employee counts from them. Questionnaire testing methods included: (1) cognitive pretesting to assess respondent understanding of key concepts; (2) iterative telephone paper-and-pencil pretesting to identify and resolve question wording problems; and (3) behavior coding to evaluate other questionnaire deficiencies. Contact methods consisted of: (1) telephone screening interviews to locate the business and identify the most knowledgeable respondent; and (2) personally addressed advance letters, faxed or mailed to the named respondent. Questionnaire revisions using these procedures resulted in a smooth, easily administered, standardized telephone interview. Prescreening and advance letters effectively identified the correct respondent and encouraged participation. Eighty-five percent of completed interviews were conducted with the initially-designated respondent, and overall response rates averaged 82% per month among successfully-located businesses.

Redesigning Economic Surveys of Establishments, **Eileen M. O'Brien, National Agricultural Statistics Service**

Survey organizations have made limited use of behavior coding in pretesting economic surveys of establishments, so it is important to first examine the utility of this pretesting method for instrument development. The frequency of certain respondent behaviors may suggest weaknesses in a design which does not balance cognitive and task burden in line with the capacity and motivation of the respondent in the establishment context. The implications on business survey design are discussed. Behavior coding was successful in identifying increased burden resulting from a failure to have or access and translate business record items to fit question objectives. The survey, the Farm Costs and Returns Survey (FCRS), is the primary source of data for estimating the financial well-being of farms in the United States. Fifty-one, two-hour personal interviews were taped and coded to study respondent behaviors. In conjunction with cognitive pretests and expert review, behavior coding suggests where use of records, changing question context, altering the reference period or level of data requested may have little effect on data quality while appreciably decreasing response or task burden.

Effects of Precontacting Procedures on Response and Cost in Self-Administered Establishment Surveys, **Carl Ramirez, U.S. General Accounting Office**

Identifying the most appropriate respondent and delivering a questionnaire to that person are critical tasks in the self-administered establishment survey. One common technique used is *precontacting* organizations by telephone. Previous research indicates that precontacting may yield two independent benefits: a) the identification of the best-qualified respondent, and b) personalization of the survey process if the identified respondent is spoken to directly. In a series of surveys of financial institutions conducted by the U.S. GAO, the effects of various respondent targeting and addressing strategies have been evaluated. In the most recent experiment, two precontacting strategies are compared. Personally precontacting the best-qualified respondent did not significantly increase response rates over "identification-only" precontacting, confirming earlier research. However, personal precontacting improved response speed, and raised "targeting accuracy" – the rate of questionnaire completion by the respondent identified during the precontact as opposed to a "replacement" respondent of unknown qualifications. Personal precontacting used more interviewer time during the precontact phase, but appears to have had a positive overall effect on cost by reducing the need for followup contacts to obtain or clarify responses. Other response characteristics associated with precontacting strategies are also described.

REPORTING RELIGION AND CHURCH ATTENDANCE

Who do You Say That I Am?: Using Religious Identification to Understand Religious Beliefs, **J. Tobin Grant, Stephen T. Mockabee, Quin Monson, Ohio State University**

We argue that proper measurement of religious identification is an important and necessary feature for any survey measuring religious beliefs. By not accurately measuring respondents' religious identifications, pollsters make the error of assuming that religious attitude questions will be interpreted the same way by each respondent, regardless of his or her religious affiliation. Properly classifying respondents into their respective religious groups enables interpretation of what different religious belief questions mean for different respondents. We demonstrate this using public opinion data from the Columbus, Ohio, metropolitan region. We examine a frequently used set of religious belief and identification questions included in two surveys conducted for the *Columbus Dispatch* by the survey research unit at Ohio State University. Using the local data together with national data, we also critique some standard religious belief questions, highlighting items that should be excluded and proposing alternatives. We conclude the paper with a discussion of the benefits, both in terms of academic validity and monetary savings, that could be enjoyed from proper measurement of religious identification in studies of religious beliefs.

How Then Shall We Measure?: Adjusting Survey Methodology to Remove the Gap Between Head-Counts and Survey Estimates of Church Attendance, **Robert Woodberry, University of North Carolina, Chapel Hill**

Hadaway, Marler, and Chaves (1993) and Chaves and Cavendish (1994) claim that actual church attendance is only half the level reported on Gallup phone polls. If true, this could seriously undermine survey estimates in general. In this paper I analyze the attendance gap among Catholics (26.7% vs. 51%) and demonstrate that most is due to ambiguous question wording (3.6 percentage-points), incomplete head-counts (3.2 percentage-points), and several survey choice and sampling problems (16.5 percentage-points total). Until recently, inappropriate methods of calculating the attendance rate on high-quality face-to-face surveys have hidden sampling problems on phone polls (at least 5.7 percentage-points). Surveys typically over-sample church attenders because they are more cooperative and disproportionately in easy-to-contact groups such as married couples with children, homemakers, those with phones, etc. Current weighting techniques do not correct these problems. This paper suggests that actual weekend worship-service attendance is probably between 32% and 33% for Catholics and between 27.6% and 28.5% for thegeneral population.

Do People Lie About Going to Church?, **Tom W. Smith, National Opinion Research Center/University of Chicago**
Recent research by Hadaway, et al. suggests that church attendance is overreported by about 100%. Experiments by the General Social Survey and others find that "overreports" do occur, but they are smaller and more subtle than previously indicated. Overreports occur because of 1) telescoping, 2) self-presentation bias, and 3) because people define a broader range of religious activities as constituting "attending church" than previously recognized.

OPINIONS OF ELITES, OPINIONS ABOUT ELITES

Capitalists And The Cold War: Foreign Policy Attitudes Of The Business Elite In The Vietnam Era, **Allen H. Barton, University of Florida**
In 1971 Columbia University researchers interviewed 545 leaders in business, politics, government, media, and mass organizations including labor, ethnic, and liberal and conservative groups. The business leaders were CEOs of 120 of the Fortune 800 corporations. The leaders of the media, minority groups, and liberal political and professional organizations were overwhelmingly "doves." Majorities of Republican politicians and conservative political and professional groups were "hawks." The business leaders were split, and fell into the middle of the "dove-hawk" scale along with labor leaders and Democratic politicians. Multivariate analysis within the business leadership was carried out along a time line, from characteristics of the executives' families of origin, to their education, present economic situation, and social connections within the elite. The most striking finding was that 17% of the variance on the dove-hawk scale was accounted for by "cultural origins": region and size of birthplace and the religion in which the executives were raised. This was half the total explained variance of 33%. Certain "upper social class" variables moderated hawkish attitudes: elite schooling, membership in policy-planning organizations, and being named as an opinion leader.

Bridging the Gap Between Public and Expert Views of the Economy, **John M. Benson, Robert J. Blendon and Daniel Gitterman, Harvard University; Mollyann Brodie, Drew E. Altman and Matt James, Henry J. Kaiser Family Foundation; Rich Morin and Mario Brossard, Washington Post**
Analysis of data from a pair of 1996 polls by the Washington Post/Henry J. Kaiser Family Foundation/Harvard University Survey Project indicates that many economists' beliefs and perception about the economy differ from those of the American public. Moreover, the public often holds views that contrast with official government economic data. This paper looks at the contrasting views of the public and economists along three dimensions: assessments of current and past economic performance; expectations for the economic future; and perceptions of why the economy is not doing better than it is. We also look at the responses of key demographic groups among the public and at differences between academic and non-academic economists. Finally, we advance hypotheses, based on our literature review, to explain differences in views between the public and economists. The results are based on two surveys: 1) general public (July 22-August 2, 1996), with a sample of 1,511 adults nationwide; and 2) economists (July 17-31, 1996), with a nationwide sample of 250 self-described domestic economic experts who are members of the American Economic Association, have a doctorate in economics, and are employed full-time as economists. Interviews were conducted over the telephone by Chilton Research.

The Relevance of Trust to the Evaluations of Political Elites, **Glenn R. Parker and Suzanne L. Parker, Florida State University**
Citizen evalutions of political elites have received considerable scholarly attention. The purpose of this paper is to explain the popularity of state governors as a function of the level of trust that he or she has been able to generate; trust in the governor mediates the effects of such variables as party affiliation, citizen perceptions of the burden created by state taxes, contact with the governor, and general trust in the broader state political system. In this way, "trust" functions like party identification to create psychological attachments that color perceptions and mediate long and short-term forces on elite evalutions. The model is also tested on evaluations of U.S. Hourse members. The data for this analysis is from a annual, comprehensive, statewide survey of Florida residents' attitudes toward political institutions and elites.

An Examination of Item Nonresponse in the 1996 Health Care Survey of DoD Beneficiaries, **Tanya J. Guthrie, Department of Defense**

This study analyzes item nonresponse across several survey items in a sample of respondents from the 1996 Health Care Survey of DoD Beneficiaries (HCSDB). A 24-page booklet was mailed to 156,838 beneficiaries of the military health care system during the Spring and Summer of 1996. The 1996 survey covered a wide range of topics including satisfaction with health, health status, familiarity with health benefits, and utilization of health services. The final data set contained 89,701 respondents. Based on "lessons learned" from the 1994-95 HCSDB, several steps were taken to reduce both unit nonresponse and item nonresponse in the 1996 survey. Even though the content of the survey remained similar to the 1994-95 survey, information from cognitive interviews suggested a redesign of the several sections of the instrument. An overall examination of item nonresponse for each survey question suggested that the 1996 instrument fared better in the field. However, an examination of item nonresponse across the questionnaire indicated that some beneficiaries were unable to complete all survey items. This study examined item nonresponse rates across several survey questions by demographic variables (e.g., age, education). The results have implications for the further redesign of the questionnaire, and the feasibility of a mixed-mode survey administration cycle.

The Legibility of Text on Paper and Laptop Computer, **Deborah Stone, Sylvia Kay Fisher, Bureau of Labor Statistics**

This study investigated the effects of variations in graphic elements that account for differences in speed and accuracy between reading text aloud from paper versus laptop computer. A non-representative sample of 48 female survey interviewers (ages 38 - 72) were employed in the conduct of this study. Survey interviewers were selected because the quality of the survey information collected on laptop computers may be directly associated with the legibility of computerized text on reader performance.Repeated-measures analyses of variance were employed to examine individual differences in the speed and accuracy of reading-aloud performance for twenty-four conditions varying the levels of independent variables including: 1) Font (Times Roman, Helvetica, and Courier), 2) Justification (Fully-Justified versus Left-Justified), 3) Leading (Single-Spaced versus Double-Spaced), and 4) Mode of Presentation (Paper versus Laptop Computer).The repeated-measures analysis of variance for speed yielded significant three-way interactions: 1) Font by Justification by Leading, 2) Font by Justification by Mode, 3) Font by Leading by Mode, and 4) Justification by Leading by Mode. The repeated-measures analysis of variance for miscues (reading-aloud mistakes) yielded a two significant interaction affects: 1) Font by Justification, and 2) Justification by Leading. One significant three-way interaction included Justification by Leading by Mode. Decision rules derived from the results of this study inform computer programmers and designers who are responsible for developing standards and guidelines for legible computerized text for the effective access of accurate information.

Political Attitudes of HMO Physicians, **Allen A. Russell and Donald K. Freeborn, Kaiser Center for Health Research**

Using data from a mail survey of physicians affiliated with two prepaid group practice HMOs, we describe the political attitudes of physicians and analyze the relationship between physicians general political orientations and their views regarding health care reform and the role of government in health care. Our general hypothesis is that physicians' general political orientations are better predictors of their views than are other physician characteristics (age, gender, specialty, etc.). In general our hypothesis was supported; e.g., 82% of liberal democrats felt that the system needs fundamental change compared to 75% of conservative republicans; and 21% of liberal democrats want a national health service compared to only 6% of conservative republicans. The survey was conducted in 1991-1992 and had a response rate of 80% (N= 608 physician respondents). Respondents and nonrespondents were similar on basic characteristics.

A Cross-Cultural Comparison of Attitudes Related to International Human Rights, **G. Ray Funkhouser**

"Human rights", a pillar of American foreign policy, rest on cultural ideals of "right" and "wrong", often asserted to be universal. In the abstract, virtually everyone favors "good" over "evil", prefers "freedom" to "oppression" and honors "justice" and "truth". But at the practical level cultures vary greatly in their interpretations of such values and ideals. Survey data were gathered from university student samples representing Americans (two samples), Germans, British, Nigerians, Japanese, Argentinians, Singapore Chinese and Singapore Malaysians, via self-reports and projective stereotypic images of "good", "evil" and "helpless" people. The study found that: Two factors, "power" and "control", predominated in stereotypic data from all cultures studied and defined all cultures' stereotypes of "good", "evil" and "helpless" people. However, the items comprising these factors varied among cultures, as did the factors' relationships to cultural stereotypes. Self-report responses and profiles varied widely from culture to culture. Particularly, the two American samples exhibited the most polarized and extreme attitudes of all samples, rivaled only by the Japanese. These results offer scant support for universal notions of "human rights." However, they do suggest why the impulse to impose such a conception on others might originate in the unique culture of the USA.

Question Wording and Partisanship Re-Examined, Part II: A Follow-up and Final Report, **David W. Moore, The Gallup Organization**

In a recent articles in POQ and elsewhere, scholars have debated the comparability of the Gallup and University of Michigan measures of party identification. Some have argued that by asking respondents their party identification "as of today" rather than "generally speaking" (as does Michigan), the Gallup polls obtain results that are more variable. Indeed, Gallup designed its question to ensure that short-term changes were measured, while the Michigan scholars designed their question to minimize the measurement of short-term changes. Despite these design intentions, there appears to be little evidence that the two question wordings produce different results. At last year's meeting, results were presented based on a series of split-sample experiments of national samples of 1,000 adults, conducted each month from February, 1995, through April, 1996. The focus was on the distribution of responses to the party affiliation question. The current paper extends the analysis in two ways: 1) by including data that were collected through October, 1996, again focusing on distribution of responses; and 2) by analyzing a separate set of political questions that were added to the project in 1996 to determine if the underlying correlations between party

What Do We Really Gain from Using Replacement Questionnaires to Increase Response to Mail Surveys? **Theresa F. Leslie, Bureau of the Census**

This study investigates whether mail survey respondents who return questionnaires after receiving four mailings including an initial and replacement questionnaire (late respondents) provide data of less quality than do respondents who respond after receiving the initial questionnaire (early respondents). Three aspects of data quality are examined–coverage, completeness, and reliability. This study shows that late respondents erroneously omit household members when completing a mail survey questionnaire and return less complete questionnaires than do early respondents

Applying Technology to Aggregate Review in a New BLS Wage Survey, **James Kennedy, Frances Faltz-Harris, Bureau of Labor Statistics**
The Office of Compensation and Working Conditions of the Bureau of Labor Statistics is preparing a new survey to measure workers' wages in various areas of the US. The survey, which during development is being called COMP2000, will integrate three current surveys: the Employment Cost Index, the Employment Benefits Survey, and the Occupational Compensation Survey Program. Survey respondents report wages and other information needed to classify and assign levels to randomly selected occupations in sampled establishments. During data collection a fairly small percentage of schedules is randomly selected for micro-review. After data collection is complete, aggregated data are analyzed to identify suspect or erroneous records which have survived the micro-review process. Errors can arise from any stage of the survey process, from identification of establishments or employees, to misrepresentation or misinterpretation of the position, to data-entry errors, to erroneous changes introduced into the data by micro-level reviewers. Thus the aggregate review task is inherently complex. COMP2000 uses a suite of analytic methods to identify potential problems, including impact, regression, and cluster analyses, as well as specific breakouts of variables for which problems have been anticipated. Final table review comprises analysis of internal ratios of variables, compared to the same ratios in previous surveys. SAS programs, run in a UNIX environment, reduce the workload for reviewers by poring through data at a level of detail which would be impossible for a human worker; automated data analysis is more thorough, more objective, and faster than previous "manual" review procedures. In sum, a number of innovative data-analytic techniques are used to discover possible errors in large, noisy data sets. These techniques have been shown to successfully detect errors. The methods should be generalizable to other kinds of surveys as well. The proposed paper will describe these techniques in detail.

How Inaccurate is Measurement of Size Reporting? **Judith Perlman and Suzanne Perry, RAND**
Measurements of size are often used in developing probability based sampling procedures and in planning and implementing these procedures in the field. Statisticians and survey researchers rely heavily on these estimates of size when determining eligibility of individual sites, generating sampling plans based on the probability based model, hiring staff, scheduling visits to sites during the field period and in estimating survey costs. Method of data collection, time effects and population specific factors such as time of year or time of month may be responsible for extreme changeability beyond normal expected error. We report on our experiences with the variant measurements of size encountered during a community based study of homeless women of reproductive age currently being conducted by RAND and UCLA. We report on fluctuations in measurements of size at approximately 60 different homeless shelters and souplines in Los Angeles County acquired on four separate occasions over a period of approximately 18 months. We will discuss internal checking mechanisms set up in order to adjust field and sampling procedures to account for these changes, propose systems and methods to minimize error and achieve reliable measurements of size, and address the importance of possessing flexibility in sampling design and field capability to adjust for inevitable inaccuracies and variances.

Fear of Crime and Community Policing in Public Housing, **Harry L. Wilson and John G. Keyser, Roanoke College**
Roanoke, VA provides the setting for a classic experimental research design regarding the effects of community-oriented policing and fear of crime. This paper is based on a pretest-posttest survey design. The initial survey was conducted in Roanoke's public housing communities prior to the implementation of the city's Community-Oriented Policing Effort (COPE). The follow-up was conducted in three specific communities, those with probably the worst "reputation" in the city. The COPE team had been in Lincoln Terrace for about a year at that point. Included in the questionnaires were measures of victimization as well as the "standard" questions relating to fear of crime, including ratings of police and perceptions of crime rates. According to local media, the reaction to the COPE team was very positive. The officers were welcomed into the community and there was relative harmony between residents and police. Our findings tend to confirm those journalistic reports. There were significant differences in both perceptions of crime rates and police ratings between Lincoln Terrace and the other communities. In addition, general comments made by residents of Lincoln Terrace referred to the popularity of the COPE officers and the general decline in crime in the community.

***The (More) Complete Pretest: Augmenting Traditional Pretest Procedures with Some Cognitive Techniques for a Mail Survey on Work and Well-being*, Betty Bower Simon, University of Illinois Survey Research Laboratory**

Over the past few years, survey researchers have increasingly been using cognitive psychology approaches to better inform the development of their questionnaires. This poster session will demonstrate how such an approach was of particular value when the project used a self-administered mail questionnaire to study a topic that has ambiguity as to its definition and therefore is often inadequately asked about -- harassment in the university work place. First, eight focus groups were held for the two genders for four employee types of the university-- graduate student employees, faculty, secretarial/administrative workers, and service/maintenance workers. Once an early draft of the questionnaire was created, face-to-face think-aloud interviews were held with a comparable employee sample from a different university. Those interviews revealed flaws in respondent understanding of some questions and also showed where the questionnaire insufficiently addressed the respondents' complete range of work-place harassment. A revised pretest questionnaire was mailed to two groups of respondents: 50 randomly selected members of the four employee groups and 47 of the focus group participants who had reported experience with harassment and agreed in advance to fill out the pretest questionnaire. Item non-response and other traditional pretest examinations were done on the returned questionnaires. The poster session will illustrate how this integrated approach helped create a particularly robust Main Study instrument.

***The Collective Knowledge of Russians About Events from the Former Soviet Union*, Amy Corning and Howard Schuman, University of Michigan**

We asked a cross-section sample of 2,425 Russians in 1994 to identify eleven events from the past half century, ranging in time from the 1937 purge symbolized by the name of Yezhov to the 1988 film Little Vera. Their answers revealed a wide range of knowledge: the film, the Virgin Lands Campaign initiated by Khrushchev, and the sputnik dog Laika were the best known events. Among the least known was Solzhenitsyn's novel, One Day in the Life of Ivan Denisovich, which was recognized by fewer than 20%. Associations with education produced what may be a familiar paradox: respondents' amount of schooling showed a strong positive relation to knowledge of those events that reflected negatively on the system in which they had been educated. Cohort location was also related to knowledge, especially of events that occurred at a specific point in time and then disappeared from the news. Even for events that extended over a long period, however, identifications could be traced to cohort experience; for example, older Russians associated the Virgin Lands Campaign with Khrushchev, while for younger Russians it evoked Brezhnev's later book about the campaign. Gender, urban-rural location, and political orientation also help pattern knowledge about the past.

***Comparing Test-Retest Reliability and Social Desirability Biases in CATI, CASI and CAPI Interviews*, David J. Mingay and R. Kim, University of Chicago; J.D. Summerell, University-Community HealthCare, Inc.; M.F. Roizen, University of Chicago; C. Hodder-Malloy, and R. Goldbloom, IWK-Grace Health Center**

A health questionnaire that a patient completes prior to seeing a physician is of considerably greater clinical utility if it can be used in a variety of administration modes. This study examined whether a pediatric prevention questionnaire, developed as a CASI instrument with questions in a simple format, had similar reliability when administered as a CAPI and CATI instrument. After being developed using cognitive interview methods, the pediatric questionnaire was administered twice, either on the same day or the following day, to a total of fifty parents at two urban pediatric clinics. The two interviews were in the same interview mode (CASI/CASI or CAPI/CAPI) or a different interview mode (CATI, CASI or CAPI followed by one of the other two interview modes). The questionnaire-administration system, HealthQuiz, presented an average of 112 questions in a yes/no/not sure format. Overall, 2.3% of questions were answered differently on the reinterview, with no significant difference in inconsistency rates between any of the administration mode pairings. Thus, there was no evidence that changing the interview mode compromised the reliability of the instrument. Data comparing the reported frequency of socially desirable and socially undesirable behavior in the three interview modes will be presented.

The Effects of Wording, Response Categories and Question Ordering on Sensitive Issue Survey Questions, **Kurt David Johnson, University of Nebraska-Lincoln, Bureau of Sociological Research**
There has been a long standing interest in how question construction may influence response. The manner in which questions are worded, the ordering and type of response categories, and the position of the question in survey instruments all have the potential of creating a biased response. These matters may be particularly important when dealing with questions that tackle sensitive issues. This project evaluates the wording, response categories, and question ordering of questions regarding doctor assisted suicide. The questions, sponsored by separate agencies with opposing agendas, were asked in separate but subsequent years of the Nebraska Annual Social Indicators Survey. The analysis demonstrates how simple wording issues and question placement can illicit significantly different responses while controlling for a number of important demographic characteristics.

Improving Respondent Reporting for the Last Birthday Method of Respondent Selection, **Berwood A. Yost, Millersville University**
The Last Birthday Method (LBM) for within household respondent selection is touted as less invasive, less likely to create refusals, and easier for interviewers to administer than other respondent selection techniques, such as the Kish and Troldahl-Carter-Bryant (TCB) methods. Although the LBM performs well, there is a tendency for this technique to oversample women, stemming in part from the fact that about one quarter of all respondents selected by the LBM are the wrong respondents. In contrast to the Kish and the TCB methods, the LBM places more of the burden of determining the proper respondent on the person who answers the telephone. We hypothesize that misreporting is created because respondents cannot quickly recall the birth dates of other household members, respondents do not want take the time to consider the birth dates of other household members, and/or the informant is curious about the survey and is unwilling to relinquish the telephone to the proper respondent. This poster presents the results of a preliminary test of two variants of the traditional LBM designed to improve the accuracy of reporting in the selection procedure. The traditional LBM and the two variants produced significantly different distributions of male and female respondents, with one experimental variation producing a larger proportion of proper respondents and a final distribution of males and females that most closely approximated the known gender distribution for the population under study. These preliminary findings suggest that a variant of the LBM could be used to reduced misreporting and produce samples that more accurately reflect the population.

Analysis of Male Underrepresentation in an RDD Survey Using the Most Recent Birthday Method of Respondent Selection, **Scott R. Beach and Donald Musa, University of Pittsburgh**
Underrepresentation of males is a persistent problem in survey research, and various within-household selection procedures have been devised to address this issue. This study reports data from a recently completed general health survey of adults conducted in a rural county in Pennsylvania that utilized an RDD sample and the most recent birthday method of respondent selection. Despite use of this technique and a minimum of six calls before classifying a number as a non-contact, the final sample (n=765) contained approximately 68% females and 32% males, substantially different than the proportions expected based on the 1990 census. This poster presents analyses attempting to explain this gender bias. Results of an analysis of known eligible respondents reveal that while interviews were completed with approximately 75% of females and only 58% of males, this was primarily due to lower contact rates rather than higher refusal rates among males. However, even if all known eligibles had been interviewed, the sample still would have been roughly 63% female and 37% male. Possible explanations for this will be considered, including female gatekeeping, or high proportions of eligible males among households that were never contacted, or in which a refusal occurred prior to identification of the eligible respondent.

Change in Death Penalty Attitudes in the U.S., 1972-1994: The Effects of Age, Race, and Crime Rates, **Michael Hughes and Danny Axsom, Virginia Polytechnic Institute and State University**

Support for the death penalty in the U.S. is very high, is widespread across social categories, and has risen in recent years. The present study examines this trend using data from the General Social Survey over the years 1972 to 1994. Findings indicate that support for the death penalty has increased within age cohorts, but that older people, who are more likely to support the death penalty, are being replaced over time by young people who are less supportive. Within cohort change is greater for blacks than it is for whites. An examination of the impact of variation in executions, numbers of persons on death row, and various crime rates on death penalty attitudes over time indicates that only variation in violent crime predicts death penalty attitudes, and that this effect, particularly the effect of the rate of homicide of black youth, is stronger for African Americans than it is for whites. Implications of this study for social policy and for efforts to eliminate the death penalty are discussed.

2:15-3:45 p.m. **SEX AND DRUGS**

SAQs and Sex: A Re-analysis of the National Health and Social Life Survey, **Mick P. Couper, University of Michigan and Joint Program in Survey Methodology; and Linda L. Stinson, Bureau of Labor Statistics and Joint Program in Survey Methodology**

Much of what is known about current sexual behavior in the United States comes from the National Health and Social Life Survey (NHSLS) conducted in 1992 by NORC. The NHSLS included four self-administered questionnaires (SAQs) on the most sensitive topics. Only 83% of respondents self-administered all four SAQs, while 11% self-administered none of them, and 6% did some of the SAQs themselves. The decision to self-administer the SAQs may be affected by three factors: (1) capacity, (2) motivation, and (3) question sensitivity. In some cases, respondents may not be capable of self-administering these questions because of illiteracy or health problems, leading to differing patterns of self-administration according to age or education. Regarding motivation, self-administration may take more effort on the part of respondents; hence reluctant respondents may be less likely to self-administer. Regarding question sensitivity, the willingness to self-complete may depend on both the behaviors a respondent may have engaged in and the perceived sensitivity of those behaviors. Thus, the decision to self-administer may be affected by the key dependent variables. In this paper we explore the possible reasons for self-completion of the SAQ items and examine the possible effects on data quality of this decision.

Discrepant Sexual Partner Reports: A Strategy-Difference Explanation, **Norman R. Brown and Robert C. Sinclair, University of Alberta**

When surveys of sexual behavior to ask respondents to indicate the number of sexual partners they have had in their lives, men typically report having 2 to 4 times as many opposite-sex partners as women. We argue that this discrepancy occurs because women are more likely than men to rely on estimation strategies that produce relatively small estimates and that men are more likely than women to rely on strategies that produce relatively large ones. Evidence for this *strategy-difference* explanation was gathered in a questionnaire study. Over 800 undergraduates estimated their number of lifetime sexual partners, and described, in writing, how they arrived at their estimates. The sexually active sample displayed the usual pattern (medians: males, 20; females, 12), and protocols indicated that these respondents used the following estimation strategies: enumeration, tally retrieval, and "rough approximations." Estimate size and strategy were related (medians: enumeration, 12; tally retrieval, 14; rough approximations, 20), but men and women who used the same strategy produced similar estimates. However, women (50%) were more likely than men (26%) to use enumeration, and men (29%) were more likely than women (6%) to rely on approximations. These differences, in part, explain the observed discrepant partner reports.

Question, Interviewer, and Respondent Effects on Self-Reported Sexual Behavior for Whites and African Americans, **Joseph A. Catania, Diane Binson, Jesse Canchola, Nancy Adler, University of California San Francisco**

Two national probability survey experiments (randomized, fully crossed design) (General Population n = 2030, African Americans n = 1329; 18-49 yrs.) utilized self-disclosure and person control models to examine the impact of item wording, interviewer gender, and respondent control on responses to sexual behavior questions (e.g.., sexual debut, same gender sex, condom use, sexual dysfunctions, sexual violence etc.). Significant effects were observed for all manipulations, with item wording and gender of interviewer having the broadest influence. Differences in experimental effects by gender as opposed to ethnicity were more frequently observed, although ethnic differences were observed in treatment effects on responses to self-reports of adolescent sexual behavior. The findings suggest that the consistently observed differences in age of sexual debut between men and women and between Whites and African Americans is largely due to response bias. Similar observations are made for other assessment topics. The results suggest various modifications to conducting human sexuality surveys, and suggest that the results of AIDS/STD related interventions may be partially explained by the differential effects of intervention programs vs control groups on stimulating response bias.

Retest Artifact In Cross-Sectional Student Drug Use Surveys, **Michael Fendrich and Mary Ellen Mackesy-Amiti, University of Illinois at Chicago**

Prior longitudinal cohort studies have suggested that reinterviews about drug use often lead to "retest artifact" or diminished reports of lifetime substance use over time. It has been suggested that respondents may edit their answers on reinterview because of perceptions regarding question threat. Since reinterviews usually occur after long periods of time, the influence of other cognitive processes in this phenomenon, especially memory, can not be ruled out. We examined retest artifact in a probability sample of Illinois students in the 7th through 12th grade. In this study, two sets of questions assessed drug use: the I-SAY drug use questionnaire, and a supplemental questionnaire derived from an instrument used in the Monitoring the Future Study. The supplemental questions followed the I-SAY questions in sequence; both were completed as self-report, paper and pencil measures in the same sitting. Both sets of questions assessed past year and past month use of the following substances: alcohol, marijuana, cocaine, heroin, inhalants, stimulants ("uppers") and sedatives ("downers"). We examined the relative importance of retest artifact by comparing rates of "new use" (no use for a drug reported in the I-SAY, use reported for a drug on the supplement) with rates of recanting (use for a drug reported on the I-SAY, no use for a drug reported on the supplement). We found that recanting was far more prevalent than new use. Recanting varied by recency (there was more recanting for past month use than for past year use) and by substance (there was more recanting for harder drugs than for softer drugs). These findings were replicated in two separate cross-sectional probability samples: a survey administered in the 1989-1990 academic year, and a survey administered in the 1992-1993 academic year. Focusing on the latter survey, we examined demographic and drug disclosure correlates of recanting for cocaine and marijuana.

Racial Differences in Surveys of Drug Prevalence: More than Measurement Error?, **Ann F. Brunswick, Columbia University**
This paper addresses sampling and non-sampling sources of bias that affect ethno-racial comparisons in data from population surveys of attitudes and behavior. Interest in this issue derives from the apparent contradiction in findings from national population surveys compared to small area studies, emergency room and medical examiner reports, regarding racial differences in illicit drug prevalence. Sources of measurement error discussed in this paper are divided broadly into sampling and non-sampling issues. Sampling sources include: 1) ignoring the magnitude of geographic diversity (geographic generalization fallacy); 2) ignoring intra-group heterogeneity; 3) exclusion of segments of population with greatest risk (non-inclusivity bias). Non-sampling measurement error is discussed with respect to: 4) biased execution of sample design; 5) modality bias (ethno-racial differential effects of the mode and/or setting in which data are collected); 6) Instrumentation bias; 7) respondent error (unintentional and/or intentional). The extent of measurement error and barriers to remediating it lead to questioning whether currently employed ethno-racial breakdowns of survey findings obscure more than they enlighten. Should they be abandoned?

2:15-3:45 p.m. **ROUND TABLE DISCUSSIONS**

Sampling Vulnerable Populations, **Dretha M. Phillips; Louis N. Gray, Ph.D.; Rodney K. Baxter, SESRC**
Survey researchers have devoted considerable, productive attention to identifying ways of asking "sensitive" questions that are likely to yield high response rates as well as truthful answers. Not so much attention has been paid to gaining entree to "vulnerable" populations for whom the mere act of being interviewed, regardless of the questions asked, is likely to place them in jeopardy. This roundtable discussion will focus on: (1) distinguishing between "sensitive" questions and "vulnerable" populations; (2) debating the theoretical and statistical issues involved in studying vulnerable populations; and (3) identifying possible strategies for sampling vulnerable populations. A topical outline and annotated bibliography will be distributed to discussion participants.

Client Participation In Questionnaire Pretesting, **Diane K. Willimack and Kristin Stettler, National Agricultural Statistics Service**
Do you involve your clients or subject matter specialists in cognitive or field pretesting of data collection instruments? Have you considered this strategy? The National Agricultural Statistics Service (NASS) of the U.S. Department of Agriculture conducts several surveys for other agencies or organizations on a reimbursable basis, and a client-vendor type relationship exists. Along with NASS survey methodologists, client subject matter specialists are routinely called upon to conduct field pretests of data collection instruments for these surveys. After briefly outlining NASS pretesting procedures, we will lead a discussion of the benefits and concerns related to this pretesting strategy.

Teaching Survey Methods, **John M. Kennedy, Indiana University**
This roundtable discussion will provide those who teach survey methods an opportunity to share ideas about their course content and processes. In particular, the discussion will focus on four topics: 1) what students should know about sampling after one methods course; 2) the pros and cons of having students conduct interviewers; 3) methods for teaching the basics of question construction and questionnaire design; and 4) term paper assignments. Survey methods instructors who teach at both the graduate and undergraduate levels are invited to participate. This roundtable can also serve as a basis for a continuing discussion of teaching survey methods.

Political Expertise and Issue Voting in Presidential Elections, **Paul Goren, University of Pittsburgh**

Recent research on political expertise indicates that what citizens know and how much they think about politics affect the political choices they make. So it would seem for issue voting in presidential elections. Unfortunately, prior work has yielded such conflicting results that we lack a clear understanding of how expertise affects the vote. Drawing on research from social and political psychology, I argue that the accessibility of policy attitudes from memory depends on political expertise. Given greater accessibility of policy attitudes, issue voting should be more pronounced at higher levels of expertise. In contrast to most previous work, this research measures expertise with interval-level knowledge scales and employs formal interaction tests. Data from the 1984 and 1988 National Election Study surveys are used to test my hypotheses. Results show that increasing expertise results in higher levels of sociotropic, ideological, and policy voting.

Describing and Explaining Support for Social Welfare Programs Over Time, **Fay Lomax Cook, Gretchen Caspary and Jason Barabas, Institute for Policy Research, Northwestern University**

This paper uses data from the National Election Study (NES) surveys to examine levels of support and explanations of support for spending on Social Security and Food Stamps in the six election years between 1984 and 1994. Not surprisingly, support for Social Security is consistently higher than support for Food Stamps. Support for both programs fell somewhat in the 1990s with the erosion of support for Social Security taking place between 1990 and 1992 and the drop in support for Food Stamps occurring between 1992 and 1994. An explanatory model incorporating personal dispositions of respondents (ideology, party identification, and retrospective economic assessments), attributions about program recipients (warmth of feelings toward welfare recipients, blacks, and the poor for Food Stamps and warmth of feelings toward the elderly in the case of Social Security), and demographic characteristics of respondents was used to explain the variance in support. Despite overall fluctuations in support over time, the explanations of support for both Social Security and Food Stamps remained similar over the years, though the factors influencing support for each program were not identical. The explanatory model of support for Food Stamps explains twice the variance in support as does the model for Social Security.

Education's Effect On Public Opinion, **Charlotte Steeh, University of Wisconsin-Milwaukee**

The 1994 Detroit Area Study asked questions about many important and controversial issues in order to gauge the impact of education on attitudes. This analysis suggested a simple typology of education effects. If the topic of a question involves civil liberties, principles of racial integration, or group stereotypes, the effect should be a liberalizing one. On the other hand, when a topic involves government policies to help the disadvantaged or to promote economic democracy, the effect may be negligible or strongly conservative. The finding that education does not lead to an accurate assessment of the amoung of racial discrimination was a sobering conclusion. In this paper I explore the effects of education on attitudes using national data. In 1994 a Times Mirror Survey contained a variety of questions on topics similar to those asked in the Detroit area. My purpose here is to see if the simple typology I developed from regional data still has some meaning when the survey is national and when the questions cover the same subjects but do not have identical wordings. The ultimate purpose of this investigation is to lay the groundwork for a theory that will explain how education affects public opinion.

***Measuring How the Public Feels about Abortion*, Cheryl Arnedt, CBS News**
Since the Supreme Court legalized abortion in 1973, the abortion debate is a perennial one in the selection of Supreme Court justices, the election of candidates for political office, and in society at large. But the social and cultural landscape surrounding the abortion debate is very different now than it was in the 70s and 80s. A patchwork of issues involving the role of the federal government, doctor-patient privacy, and the legal status of a fetus has come to include partial-birth abortion and violence at abortion clinics. In the interim, groups representing both sides of the debate have wielded their political clout, often citing polls about how the public feels about abortion. This paper will review how attitudes about abortion were measured in the past and how they are currently measured. This paper will also seek to determine whether the current ways in which public opinion on abortion is measured are appropriate, given the social and cultural changes over the last 24 years, and how accurate or misleading polls may be in defining whether the American public is pro-choice or pro-life.

2:15-3:45 p.m. **NONRESPONSE IN PANEL SURVEYS AND REFUSAL CONVERSION**

***Panel Attrition Among Women with High School or Less Education*, Jennifer A. Parsons, Sally A. Freels and Richard B. Warnecke, University of Illinois at Chicago**
One of the major problems in longitudinal studies is that respondents sampled for the first wave of interviewing may be either unavailable or unwilling to participate in subsequent waves. It is thus necessary to analyze panel attrition to see whether the dropouts differ significantly from those who remained in the sample on the primary outcomes of interest. From 1993 to early 1996, we interviewed two separate panels of women smokers with high school or less education as part of a comprehensive televised smoking cessation intervention. One panel was an RDD sample of the target population, and the other was a sample of members of the target population who registered for the program. There were five follow-up interview points. Despite previous experience, and success, with interviewing similar panels of respondents, the present study yielded surprisingly high attrition. In the RDD sample, 47% of baseline respondents were lost to all further attempts at follow-up, and only 18% completed all 6 waves of data collection; 28% of the registrant panel participated at all waves. In light of these results, we address the following questions in this paper: What are the patterns of missing data? Are there any identifiable predictors of missingness (according to substantive variables of interest and demographics)? We also report what strategies we implemented to reduce attrition and the yield of these efforts

Gender Differences in Nonresponse to the National Longitudinal Surveys of Youth, **Dianne Rucinski, Edwin Hunt and Hee-Choon Shin, NORC**
Efforts to reduce survey error due to nonobservation can be characterized as errors due to noncoverage and errors due to nonresponse (Groves, 1989). Survey statisticians have developed a set of techniques to compensate for the inevitability of survey nonresponse. While the utility of these adjustment techniques cannot be overstated, there are distinct and important limitations to their application. These limitations may lead to nonrandom bias to extent that nonrespondents differ from respondents on important dimensions. One such example is that of differences in nonresponse rates associated with differences in labor experiences among respondents to the National Longitudinal Surveys of Youth-1979 Cohort (hereafter NLSY). Specifically, those who do less well in the labor market are more likely to attrit from the NLSY sample than those who are more successful in the labor market (Gritz, McCurdy, and Mroz, 1994). That those less successful in the labor market are more likely to attrit is especially burdensome for users of the NLSY data since the primary purpose of the survey is to document and allow study of the dynamics of labor market experiences. Systematic nonresponse of the aforementioned kind may serve to underestimate problems associated with unemployment and underemployment and may similarly distort correlates of successful labor force experiences. Therefore, in addition to developing innovative statistical techniques to compensate for nonresponse, survey practitioners must simultaneously work to better understand the underlying reasons for survey nonresponse. This paper will exploit the longitudinal design of the NLSY to delve into the factors associated with differential nonresponse among men and women who are less successful in the labor market than are those who remain in the sample. Among those with less successful labor market experiences, women are twice as likely to attrit as a men (Gritz, McCurdy, and Mroz, 1994). The analysis will use a variety of behavioral, social and psychological variables (such as experiences of gender-based economic discrimination, work attitudes, job satisfaction, occupational prestige, locus of control, career expectations, etc.) to account for the differential attrition rates. Based on aforementioned analysis, we will develop a set of operational strategies and tactics to help deter future attrition and to induce past attriters back into the sample.

Evaluation of Nonresponse in the Belgian Election Panel Study '91-'95, **Geert Loosveldt and Ann Carton, Department of Sociology, University of Leuven**
Immediately after the National Elections of November 1991, the Interuniversity Centre for Political Opinion Research (ISPO, K.U.Leuven - Belgium) conducted the first wave of the election study in Flanders. On the basis of a two-stage sample, 2,691 respondents between 18 and 75 years of age were interviewed. The second wave took place after the National Elections of May 1995. More than one fifth (22%) of the panel respondents refuses to participate a second time. The fact that we can use the information of the first wave means that describing and evaluating the impact of this kind of panel nonresponse in a second wave can be done more easily than measuring the impact of nonresponse in a first wave. In the paper we will analyse the relationship between panel nonresponse and (1) some background characteristics (age, gender, level of education, area of residence) ; (2) some characteristics related with the topic of the questionnaire (political knowledge, and political participation); (3) some aspects of respondent behavior during the first interview (the use of the "don't know" response category and inconsistent answers) and (4) the interviewer's evaluation of the respondent's ability to answer the questions of the first interview. This analysis will result in a more general model in which we will try to formulate an answer to the questions: Who are the refusers and why are they not interested in participating a second time ? It is hypothesized that the refusers have more difficulties to perform their task and that they are over-represented in the group of "difficult-to-interview-respondents".

Weighting Converted Refusals in RDD Sample Surveys, **Robert Mason and Virginia Lesser, Oregon State University; Michael W. Traugott, University of Michigan**
Refusals rates in RDD sample surveys are increasing to the point that special refusal conversion contacts are now routine. Successful conversions typically are included as completed interviews and not retained for weighting in the sample for refusal bias. A double-sample model for weighting refusal conversions is formulated. It consists of sorting the sample into two strata -- unconverted and converted completions. The final estimator is a weighted combination of the two stratum estimates. The model is tested on a RDD sample of 1483 Oregon adults who were interviewed between February 1 and March 12, 1996 on a study of voter participation in a state-wide mail ballot election. Converted refusals represented 25% of the sample and were nearly half of all refusals. They differed from other completions by demography, media attention, and validity of voter turnout. Results of the double sample analysis that estimates the extent and direction of refusal bias on candidate support and other variables will be presented and discussed.

Refusal Conversions: Do We Improve Sample Representativeness or Data Quality?, **Cheryl J. Wiese, University of Nebraska-Lincoln**
In the quest for high response rates and representative samples in telephone survey research, refusal conversions are a common tool. The question remains whether this procedure increases the sample representativeness and reduces total survey error. This study examines the effects on sample representativeness, response bias, and response error related to the refusal conversions process. Data on 344 converted refusals in three similar statewide annual omnibus random-digit-dialing telephone surveys with over 5,600 completed interviews are analyzed. The refusal rate for the combined sample was 23%, and 16% of all first refusals were successfully converted. This paper examines the effect of refusal conversions on sample representativeness by comparing the non-response weights introduced to adjust for differences in demographic characteristics between the sample and the population. Response to demographic as well as attitudinal and behavior variables are also compared for the respondents and converted refusals. Finally, measures of response quality (item non-response, indicators of response sets, and item inter-correlations) are compared for the two groups. Implications of refusal conversion strategies for response quality and representativeness are discussed.

2:15-3:45 p.m. **DEVELOPING CAI APPLICATIONS: THE USER'S PERSPECTIVE**

CAI Instrument Usability Testing, **Sue Ellen Hansen, Marek Fuchs, and Mick P. Couper, University of Michigan**
Tools and procedures for evaluating survey questions, including cognitive laboratory techniques, are now well-established. These focus primarily on respondents' understanding of the questions and their ability to provide meaningful responses. In computer-assisted interviewing (CAI), an additional element is introduced into the interview, the interaction of the interviewer and/or respondent with the survey instrument (and CAI software). As CAI instruments become more complex, a focus on human-computer interaction, and human-computer-human interaction in interviewer-assisted surveys, becomes increasingly important in survey research. Usability testing, grounded in principles and theories of cognitive psychology and human factors engineering, is a set of cognitive laboratory methods that can be used to evaluate elements of computerized instruments, including screen layout and design, navigation and movement across screens, and other aspects of the human-computer interface. In this paper we describe the features of a recently established usability laboratory, and the use of usability testing to evaluate survey instruments. Using data and examples from these usability tests, including videotapes of interviewers conducting interviews and preliminary coding of interaction sequences, we discuss the effectiveness of usability testing for improving CAI instrument design.

Questionnaire Designer: A Software Tool for Specification of Computer-Administered Questionnaires, Irvin R. Katz, Educational Testing Service; **Frederick G. Conrad, US Bureau of Labor Statistics**

Development of computer-administered questionnaires is often resource-intensive and time-consuming. In addition to many of the same activities needed to create a paper instrument, the computer instrument must be programmed. Unfortunately, people who are expert in questionnaire designer are typically not also expert in the programming skills needed to implement questionnaires on computer. As a result, the actual designers of questionnaires must work through intermediaries (programmers), with concomitant delays and the potential for miscommunication. In this presentation, we will demonstrate Questionnaire Designer (QD), a software tool aimed at facilitating the design and specification of computer-administered instruments. QD was created for questionnaire designers who might not have any programming experience. The goal of QD is to provide a questionnaire designer's "sketchpad" -- a way for questionnaire designers to put an approximation of their question quickly onto computer, evaluate their work, and revise the questionnaire. Once their ideas are sufficiently refined, questionnaire designers can pass their work onto programmers, who would implement the instrument on computer. QD was designed based on interviews with questionnaire designers and programmers at the Bureaus of Labor Statistics and of the Census. Preliminary evaluations of QD suggest that questionnaire designers will find it useful for their work, and programmers anticipate that using QD will help questionnaire designers to create clearer specifications.

A Study of Interviewers' Text Comprehension and Preference for Pop-Up Screen Formats, **Deborah Stone, Sylvia Kay Fisher, Bureau of Labor Statistics**

Readers have long had difficulty in perceiving and understanding text presented on paper that is written in all upper-case letters (Tinker, 1963). Furthermore, recent legibility studies that have attempted to use emphasized text such as bold-faced and italicized type on paper find readers make frequent mistakes and suffer from poor comprehension (Balota et al., 1990; Bloodsworth, 1993; Bryden & Allard, 1976; Crowder & Wagner, 1992). Because surveys frequently use emphasized text for instructions to interviewers it seemed likely that adults might have a difficult time reading emphasized text in a laptop computer environment.This study represents the second study in a series of ongoing legibility studies, and examines the effect of varying emphasized graphic elements on the comprehension of text by survey interviewers. Graphic elements of passages presented on a laptop computer were manipulated to identify those elements of emphasis that would most effectively enhance text comprehension in survey interviewers. Four independent variables were investigated, including: 1) No emphasis; 2) **Bold-face**; 3) *Italics*; and 4) ALL CAPITALS. The study identified those graphic elements that elicited more errors when text was read aloud. Survey interviewers also identified graphic formats for pop-up screens they most preferred to use on a laptop computer.

Interviewer Behavior on CAPI Grids and Lists, **D.E.B. Potter, Agency for Health Care Policy and Research, Brad Edwards, Sandra Sperry, and Richard Dulaney, Westat, Inc.**

Grids and lists in many CAPI applications present a number of items on a single screen. Clustering items on a screen can reduce the segmentation effect (House and Nicholls, 1988). The interviewer can move the cursor from item to item, enter data, control movement within the screen, and scroll to other areas "off-screen", activities know as navigation. We examine interviewers' navigational activities on the screen in a recent establishment survey (the 1996 MEPS Nursing Home Component). Our primary data source is a file of all keystrokes interviewers made in their first and fifth cases (representing about 400 interviewing hours). For grids, we find that the ratio of cells with data entry activity to cells encountered is a convenient way to describe the extent of interviewer navigation; we examine this activity on three grids. For selecting items from lists, we explore how window size and list size affect interviewer behavior on 11 lists; the lists range from 8 to 600 elements. We include a discussion of human-computer interaction and CAPI design principles in light of our findings and provide some recommendations for future CAPI systems.

The Republican Who Did Not Want to Become President: Colin Powell's Impact on Evaluations of the Republican Party and Bob Dole, **Norbert Schwarz, University of Michigan; Diederik Stapel, University of Amsterdam**
Variations in question wording were used to drar respondents' attention either to Colin Powell's decision to join the Republican party or to his decision not to run as a Presidential candidate of this party. Subsequently, respondents evaluated the Republican party and Bob Dole under different order conditions. When the Republican party was evaluated first, thinking about Powell's party membership resulted in more (assimilation), and thinking about his refusal to run as its candidate in less (contrast), favorable evaluations relative to a control condition. When Bob Dole was evaluated first, thinking of Powell always resulted in more negative evaluations (contrast). Moreover, carry-over effects between both judgments were observed, i.e., initial judgments of the party affected subsequent judgments of Dole, and vice versa, in an additive manner. Depending on wording and order, we may conclude that Powell's decision helped or hurt the Republican party and Bob Dole. The results are consistent with predictions derived from Schwarz and Bless' (1992) inclusion/exclusion model of attitude judgments.

Response-Order Effects in Public Opinion Surveys: The Plausibility of Rival Hypothesis, **George Bishop, University of Cincinnati; Andrew Smith, University of Wisconsin, Milwaukee**
A growing number of experiments have shown that the order in which response alternatives are presented can produce a recency effect, a primary effect, or various kinds of judgmental contrast effects. Such effects, particularly recency effects, as Moore and Newport have shown with their latest experiments at Gallup, can occur much more frequently and with much greater magnitude, than has heretofore been recognized. So the problem has now become a major concern of polling practitioners as well as survey methodologist. Explaining how response-order-effects occur has, however, much like other kinds of question effects, proved elusive. In this paper the authors evaluate the plausibility of various rival hypotheses that have been developed to account for the response-order phenomenon. A secondary analysis of over 200 split-ballot experiments on response order conducted originally by the Gallup Organization shows that there are a significant number of anomalies in these data, as well as in other reported experiments, that cannot be accounted for by existing rival hypotheses and that there is therefore a need for a more general, parsimonious explanation of response-order effects. The authors propose an alternative explanation based on the principle that respondents who are uncertain about how to answer a question (because of its complexity or sensitivity) will choose the first socially correct or acceptable response alternative, depending on the cue structure of the question.

The Last Shall Be First: Effects of Question Order and Wording. Taking Stock of 50 Years of Split-Ballot Experiments, **Thomas Petersen, Institut für Demoskopie Allensbach, Germany**
Split-ballot experiments are incomparable in terms of their power to provide new insights, but in practice, however, they are often highly inaccurate. This is why split-ballot experiments, for example those testing order effects, have often led to apparently contradictory results. To uncover basic patterns of how respondents answer questions, an extensive arsenal of comparable split-ballot experiments is thus required. The Allensbach Institute has continually included split-ballot questions in practically every monthly survey completed since 1949. Even just the question of which of two statements is more likely to be chosen, the one presented first or second, was the subject of roughly 300 experiments—which is enough to conduct a quantitative analysis. The paper will present the preliminary results of this analysis. Contrary to earlier assumptions, primacy effects tend to occur much more seldom than recency effects, whereby the longer and the wordier the arguments used, the more pronounced such recency effects will be. This finding coincides well with the duplex theory which maintains that our memory extracts information from two serial memory systems—a short-term memory and a long-term memory. When replying to such dialog questions, the second argument presented is still stored in the respondent's short-term memory, where the information is retained for about a half a minute.

Public Perceptions and Misperceptions of the Teen Alcohol and Drug Use Problem, **Michael W. Link, Robert W. Oldendick, and Todd R. Anderson, University of South Carolina**

Are there serious misperceptions and racial stereotyping in public attitudes towards teenage alcohol and drug use? We examine this question by looking at public perceptions of teenage drug use and then relating these perceptions to the sources of drug-related information respondents use and key demographic characteristics. We found that adults tended to over estimate (nearly two-fold) the extent of the alcohol and drug problem among teenagers, and to perceive the problem as worst among urban, black males (rather than white males in the suburbs as the baseline data indicated). These misperceptions were most prevalent among white respondents, indicating that a degree of racial stereotyping was at work. Moreover, a large percentage of these respondents indicated that they received their information about teenage alcohol and drug use from either local or national media. The findings appear to indicate that as long as media coverage of alcohol and drug use remains focused on the more violent aspects of the problem, misperceptions and racial stereotyping will persist.

Talking about Drugs: Intrinsic and Extrinsic Factors Influencing Responsiveness to Surveys during the 1996 Presidential Campaign, **Jack M. McLeod, Patricia Moy, Dietram A. Scheufele, and Edward M. Horowitz, University of Wisconsin-Madison**

The expression of opinions is central to the field of public opinion. On the theoretical front, an individual's willingness to speak out is a crucial component of such theories as the spiral of silence, and attempts to predict one's willingness to speak out have located a number of individual level factors. Theoretical issues notwithstanding, one's willingness to express his opinion provides the foundation for public opinion polling, with the maximizing of response rates a perennial concern. However, given that a respondent agrees to participate in a survey, the quality of his responses is a function of various factors. Utilizing panel data collected during the 1996 presidential election, this study seeks to identify those factors influencing three dimensions of responsiveness: (1) the extent to which an individual participates in a study (panel vs. single wave respondents); (2) the degree to which a respondent cooperates within a survey, and (3) the quality of one's responsiveness to open-ended questions. The questions analyzed in this study deal with two issues – that of nicotine being declared a drug, and the drug problem in general. All responses were tape-recorded and transcribed for analysis.

Neighborhood and Individual Bases of Drug Attitudes: For Whom is Drug Use a National Problem? **David Livert, Charles Kadushin, and Leonard Saxe, Graduate Center, City University of New York**

How often drug use is mentioned as a national problem can be attributed to either its elevation to a moral panic status (e.g. mass media coverage) or changes in the objective reality of drug use (drug use in one's neighborhood, association with those who use drugs, or personal use). Telephone surveys of 3,816 residents of 42 urban U.S. neighborhoods for a national drug prevention project evaluation: the Robert Wood Johnson Foundation's Fighting Back Initiative found that drugs were rated as the second most important national problem, behind crime. Concurrently, national data (i.e. Gallup) reported drugs as the eighth most important problem. Controlling for demographics, the drug problem was more important in neighborhoods with greater visible drug sale and use. This positive relationship between problem saliency and neighborhood drug context supports an "objective" explanation that an individual's drug problem attitudes are related to their contextual "reality." How harmful respondents perceived drug use to be was unrelated to the mention of drugs as a problem. Association with those who use illicit drugs also did not predict the mention of drugs, suggesting that substance use behavior has less impact than do neighborhood effects. Furthermore, the less educated were more likely to consider drugs a national problem after controlling for neighborhoods, perceived harm, and drug use. This is consistent with the notion of drugs as a moral panic and the research which suggests that the less educated are more vulnerable to the agenda-setting influences of the media.

Teen Drug Abuse on the Rise, Survey Methodology, Presidential Politics and the Media, **Peter V. Miller, Northwestern University**
One of the campaign tactics employed by Bob Dole in his unsuccessful attempt to unseat Bill Clinton in the 1996Presidential campaign was to attack the encumbent Administration for failure to combat teen drug use. The major source of ammunition for the Dole attack was a federally-sponsored study, the National Household Survey on Drug Abuse (NHSDA). The preliminary findings from this annual survey, released in August, received considerable additional pre- and post-election play in the national media. While data from federal surveys are often at the heart of political debates, the conduct of the NHSDA itself provides ample room for contention. The drug abuse survey, begun in 1971, has been modified on numerous occasions (despite the need for trend data), most recently undergoing a major review and re-design that resulted in new procedures beginning with the 1994 survey. The findings that fueled campaign controversy in 1996 were the product of these recently instituted methods, and of adjustments to the data from previous yearly studies that attempted to make earlier estimates comparable to findings derived from the new procedures. The intricacies of the NHSDA's checkered career did not figure in the campaign discussion of its findings on teen drug use, and were largely missed by the national media. The aim of this paper is to provide a review of the NHSDA, including the research involved in its 1994 redesign, and an analysis of its use by the Presidential contenders and the national media. The methodological review and content analysis inquire into the validity of drug abuse statistics and the quality of media coverage of them in a highly politicized environment.

CONTACT AND NONRESPONSE

The Threat of Telephone Answering Machines: A Recent Assessment, **Charlotte Steeh, Swarnjit Arora, and Andrew Smith, University of Wisconsin-Milwaukee**
There has been much concern among survey methodologists about the threat posed to telephone surveys by the increasing prevalence of answering machines in households. However, most recent research has indicated that only a small amount of nonresponse, roughly 5 - 10%, can be attributed to them. This paper analyzes nonresponse due to telephone answering machines in a survey of a specialized population of college students and is designed to answer several important questions not fully addressed by previous studies. 1) How often are answering machines encountered as interviewers attempt to reach respondents? 2) How much does the existence of answering machines increase the costs of a telephone survey? 3) How much nonresponse bias is introduced into survey estimates as a result of answering machines? Although the target population for this survey is not representative of adults in the general population, the large number of callbacks allowed (10) and the substantial sample size (N=600), makes the study appropriate for gauging the impact of answering machines. The results suggest that the effects of answering machines are greatest and nonresponse bias most likely when the number of calls is limited. We discuss the implications of this finding for election polls and other surveys with short field periods.

The Effect of Different Introductions and Answering Machine Messages on Response Rates, **Peter Tuckel, Hunter College, C.U.N.Y.; Trish Shukers. Quality Controlled Services**
This paper examines both the effect of different introductions and answering machine messages on response rates to a telephone survey. The survey was carried out by a market research company with a nationwide random sample of 1,000 respondents during the period November 11-18, 1996. Three different introductions (randomly assigned) were read to potential respondents. One statement served as the basic introduction. A second statement included the basic introduction but also underscored the importance of the respondent's opinions. The third statement included the basic introduction but also highlighted the prestige of the publications in which the survey findings were to be disseminated. Respondents from households which yielded an answering machine response disposition on the first call attempt were randomly assigned to one of four groups. Three of these groups were left a message on their answering machines paralleling the three statements above. The fourth group was left no message. The paper presents findings concerning the completion rate of respondents exposed to the three different introductions as well as both the contact and completion rates of respondents from answering machine households.

Telephone Answering Machine Messages and Completion Rates, **Robert M. Baumgartner, Pamela R. Rathbun, and Kristina Grebener, Hagler Bailly Consulting, Inc.**
The proliferation of telephone answering machines, as well as other screening technologies, are becoming increasingly widespread. This paper examines the effect of different telephone answering machine messages on response rates for several telephone studies. The first study was a RDD survey of southern California households to identify saltwater sport anglers. In households where an answering machine was encountered, we tested the effect of three different messages left by the interviewer on the survey completion rate. The second study, sponsored by the Institute for Transportation Studies (ITS) and California Energy Commission (CEC), was conducted to study the demand for alternative-fueled vehicles in California. Prior to phone calling, sampled households were assigned to one of four treatment groups (4 different message groups, and 1 no-message group). The results of the answering machine treatment are currently being analyzed. The third study, which will be fielded in April, is being conducted for the International Association of Fish and Wildlife Agencies. This is a nationwide RDD study to identify and measure the characteristics of recreational boaters in the U.S. Prior to phone calling, sampled households will be assigned to one of four treatment groups (4 different message groups, and 1 no-message group).

A Response Rate Experiment for RDD Surveys, **J. Michael Brick and Mary A. Collins, Westat, Inc.**
Much of the literature on RDD response rates focuses on the benefits and drawbacks of various screening and sampling procedures. The common assumption is that enumeration is more invasive, leading to lower response rates, but there are concerns about population coverage and self-selection with other methods. When the target population is found in a subset of households, a screen-out question may be used to eliminate ineligible households prior to employing sampling methods. This experiment examined the impact on response rates of (1) full enumeration of all households versus a screen-out question and (2) mailing an advance letter. An RDD sample was divided into four quarter-samples: screen-out and letter; screen-out and no letter; full enumeration and letter; full enumeration and no letter. Response rates were significantly higher in the screen-out condition. The advance mailing increased cooperation in the full-enumeration condition, but not in the screen-out condition. Households for whom addresses could be obtained were more likely to cooperate whether or not they received an advance letter. The full-enumeration condition consumed substantially more resources than a screen-out sample of the same size. Implications of this experiment for other RDD surveys are discussed.

Improving Pre-notification Letters for Major Government Surveys, **Jean Martin, Nikki Bennett, Stephanie Freeth, and Amanda White, Social Survey Division, Office for National Statistics, London, UK**
The Social Survey Division of the ONS sends pre-notification letters to all addresses sampled for major government social surveys. Their purpose is to help improve response by preparing the household for an interviewer's visit. The aim is to ensure that respondents will open the door and listen to the interviewer on the doorstep. Feedback from interviewers over a period of time has suggested that the letters might be made more effective in helping to improve response. In particular interviewers were concerned that the letters were too long and complex. The first stage of the project was a content analysis of several different advance letters, following the work of Luppes (1995). This was followed by cognitive interviews to test respondents' reactions to and understanding of the various parts of the letters. This work led to recommendations for major changes in the content and wording of the letters. New versions were submitted to further cognitive testing and were then discussed at interviewer focus groups. The end result was proposals for revised letters which were submitted to the project managers and sponsors of the major surveys for their approval. Some split sample comparisons of different forms of letters and collection of further feedback from interviewers is planned.

REACHING POPULATIONS OF SPECIAL INTEREST

Telephone Ownership and Health Risk Indicators: Data from the NHIS, **John E. Anderson, Centers for Disease Control and Prevention**
This study compares a wide variety of health behavior variables from households with and without telephones, to measure the potential impact of telephone coverage on estimates from telephone surveys. We used data from 4 National Health Interview Survey (NHIS) Supplements for 1991-1994. The NHIS, a household-based representative survey of U.S. adults, obtains information on telephone ownership, allowing comparisons between respondents with and without telephones. The NHIS is consistent with Census data indicating that 95% of respondents lived in households with phones; telephone coverage was was 90% among blacks and Hispanics, and 83% for those below poverty. Persons with no telephone generally were higher on health risk behaviors than persons with phones, but differences were small (<1%) when comparing all households with those households with telephones: Self assessed health status fair or poor, 12.1 percent (CI, 11.6-12.6) for all households, 11.7 (11.3-12.1) percent for household with telephones, wear seatbelt all/most of time in front seat 69.4 (68.4-70.4) versus 70.4 (69.3-71.3), current smoking 25.4 percent (24.5-26.3) versus 24.4 percent (23.5-26.3). Results are similar looking only at respondents below poverty, and for logistic regression models. There are a number of differences between estimates from telephone and household surveys, but the size of telephone non-coverage effects appears to be small. This supports the use of telephone surveys to conduct health risk behavior surveillance for most population groups.

The Trials and Tribulations of Random Digit Dial Sampling and Minority Populations, **Katherine Lind, Ann Hatalsky, Richard Warnecke and Risé Jones, The University of Illinois at Chicago**
Despite its wide spread use with all types of populations, little has been published concerning the efficiency of RDD sampling targeting minority populations. Purchasing RDD lists has become a popular method for developing sampling frames. These lists are advantageous as they can be prescreened to select certain population characteristics such as age and race by comparing census tract data with telephone exchanges. In this paper, we will discuss our experiences using a national RDD sample to conduct telephone interviews concerning health issues with a select minority population, African-Americans age 40 and older. In addition, we describe techniques that can improve both eligibility and response rates when using a purchased RDD sampling frame to locate and interview special populations. In the late summer of 1996, the Survey Research Laboratory began telephone interviews with African-Americans age 40 and older from 41 select counties around the country. The criteria for inclusion of telephone exchanges was that they covered at least 80% of the black households in the selected areas. "Hit rates", the number of households in a telephone exchange that were expected to be African-American were provided with the sampling frame purchase. Our expected eligibility rates were based on these hit rates. Despite careful pretesting of our sampling plan, the projected eligibility rates for this minority population were over estimated for the main study. This paper will discuss in detail the potential problems of using RDD to select minority populations and a variety of sampling and field techniques successfully used to improve eligibility and response rates.

Applying Rigorous Sampling Strategies For Studying Hard To Reach Populations: Are the Results Worth The Effort? **Peter Messeri and Angela Aidala, Columbia University; Dorothy Jones Jessop and Katherine A. Nelson, Medical Health & Research Association; Deisha Jetter, NYC Department of Health; Kim Fox, NYC HIV Care Services Program**
Two sampling strategies were used to form a sample of HIV infected persons living in New York City. For the first strategy a random sample of 30 NYC health and medical care providers was drawn and then survey respondents were randomly selected from agency listings of their HIV clients. For the second strategy an open enrollment of HIV clients was carried out at 13 agencies. These sites were purposively selected for both provider and geographic diversity. The random sample strategy yielded 390 completed interviews: 42% of sampled clients and 83% of clients actually contacted by recruitment sites. The open enrollment strategy yielded an additional 259 interviews. The two strategies yielded samples that approximated the age, sex and ethnic distribution of surviving AIDS cases in New York City at the time of the study. Both strategies produced samples that were similar in their health status, use of services and satisfaction with provider services. However, one-third of the variables tested varied significantly ($p<.05$) between recruitment sites. The similarity in sample distributions from the two strategies is attributed to recruitment of respondents from a large number of sites and adherence to rigorous standards in screening, selection and recruitment of survey respondents.

Scheduling CAPI Interviews in the National Survey of Family Growth Cycle V - Main Study, **Janice Kelly and Susan Kinsey, Research Triangle Institute**
The National Survey of Family Growth (NSFG) is a periodic survey conducted by the National Center for Health Statistics (NCHS) that is designed to provide national statistics on issues related to childbearing, family planning, and maternal and infant health. Research Triangle Institute recently completed this large national CAPI and Audio-CASI survey, collecting interviews with over 10,000 female respondents between the ages of 15 and 44. In this presentation, we will discuss the scheduling of completed interviews for the 1995 NSFG. Because the interviews were completed using computer-assisted methodology, we will be able to look at time stamps within the CAPI program to compare day of week and time of day that interviews were completed. We will look at both interviewer and respondent characteristics including race, age, number of children, work status, age of youngest child, and how this affected interview scheduling. Conventional wisdom holds that best interviewing times are on weekday evenings or weekends. This study offers the opportunity to examine optimal calling patterns for women of childbearing age. For example, we will try to determine the best time to conduct interviews with low income women, with women who have young children, and whether interviewer characteristics affect these times.

Improving Survey Response Rates in Resistant Groups, **Galen E. Switzer, Jean M. Goycoolea, Mary Amanda Dew, University of Pittsburgh Medical Center**
Many researchers have assessed the value of specific techniques for improving survey response rates among members of the general population. However, very few studies have considered the merit and effectiveness of such strategies in subgroups that may -- because survey content itself – be particularly resistant to completing such questionnaires. For the past several years, we have been studying potential bone marrow donors registered with National Marrow Donor Program. When potential donors initially "match" a patient in need of a transplant, they are contacted to undergo further blood testing. We have been particularly interested in surveying those individuals who decline the additional blood tests and ask to be removed from the registry. Those individuals who terminate their association with the NMDP are particularly resistant to completing questionnaires about their attitudes and opinions regarding bone marrow donation. This resistance is reflected in our initial survey response rates of 14%, despite our use of a rigorous three-wave mailing design. In an effort to identify the most effective means of improving response rates in this group, we employed a quasi-experimental design with random assignment of 600 individuals to one of five conditions a) persuasive letter only, b) letter plus $2.00 immediate incentive, c) letter, pen, and promise of $5.00, d) letter and follow-up telephone call, and e) letter, follow-up telephone call, and $2.00 incentive. Response rates in all conditions were significantly higher than the letter only condition. Conditions involving follow-up telephone calls -- particularly when calls were paired with incentives – were the most effective in improving response rates. Other findings, including demographic and attitudinal variables associated with response rates are presented, and implications of these findings for studying other survey-resistant groups are discussed.

***Development of a CAHPS Medicare HMO Health Care Assessment Questionnaire: Some Lessons from Cognitive Testing*, Jenny A. Schnaier, Research Triangle Institute**
The Consumer Assessment of Health Plans Study (CAHPS) is a major effort by the federal Agency for Health Care and Policy Research (AHCPR) to provide consumers with information to select quality health care plans that meet their needs. Co-sponsored by the Health Care Financing Administration (HCFA), the CAHPS grantees, Harvard, RAND, and Research Triangle Institute (RTI), have collaboratively developed the Medicare HMO Survey to be administered to Medicare beneficiaries enrolled in managed care plans to measure consumer satisfaction. Data collected in the CAHPS questionnaire include member assessments of their experience with health care and with the plan. Individual enrollees, and to a lesser extent, purchasers, are the intended users of the comparative information once it has been analyzed and organized into a comparative report. RTI had lead responsibility for developing the Medicare HMO Survey, which included cognitive and field testing activities. The paper will discuss survey development issues including vocabulary, comprehension of managed care concepts, ability to distinguish between Medicare and their managed care plan, skip patterns, not applicable response options, overall ratings labels, and formatting.

***Development of CAHPS Adult Privately Insured Health Care Assessment Questionnaire: Some Lessons from Cognitive Testing*, Lauren Burnbauer, Research Triangle Institute**
The Consumer Assessment of Health Plans Study (CAHPS) is a major effort sponsored by the federal Agency for Health Care and Policy Research to provide consumers with information to help them compare and select quality health care plans that meet their needs. The CAHPS grantees, Harvard, RAND, and Research Triangle Institute (RTI), are collaboratively developing a set of health care consumer surveys and corresponding reports of survey data for use primarily by consumers, and secondarily by purchasers. CAHPS questionnaire contents include plan member assessments of their experiences with health care and with the plan. CAHPS questionnaires enable the collection of data from a range of consumers, including privately insured adults and children, Medicaid and Medicare enrollees, the chronically ill and disabled, and users of different care delivery systems (i.e., fee-for-service, managed care). Version 1.0 of the CAHPS telephone and mail questionnaires were released in March 1997. RTI has lead responsibility in developing the CAHPS Adult Privately Insured Questionnaire, which included both cognitive and field testing techniques. The paper will discuss testing results on some key survey development issues grappled with in designing this questionnaire, including vocabulary, skip patterns, not applicable response options, overall ratings labels, and formatting.

***The Use of Vignettes in Evaluating Household Roster Information: Does Anybody Read the Rules?*, Catherine Keeley, Eleanor R. Gerber, and Tracy R. Wellens, U.S. Bureau of the Census**

Standard procedures for conducting household-based surveys generally require obtaining a list of household residents. In self-administered census questionnaires, rosters have traditionally been used to convey information to respondents about whom should be listed according to Census Bureau residency rules. However, these residency rules do not necessarily follow respondents' own intuitions about who should be considered a household member. The current paper reports on research designed to test the efficacy of conveying specific decennial census rostering rules to respondents. In the past, respondents were required to create a separate household roster using specific instructions as to whom to include in the household prior to supplying person-by-person information. Recent attempts to make the Census Bureau's decennial census questionnaires shorter and easier to use have led to questioning the practice of creating this separate roster. Although such "rosterless" forms have never been used previously in a census, they are thought to be simpler, less confusing, and to have potential to increase mail participation rates. However, this approach has not taken into account the potential effect of the additional instructive information that is conveyed to respondents during the rostering task. This paper presents research conducted at several U.S. universities in which students were asked to complete one of two self-administered roster formats. One format is "rosterless" in that it does not require names and includes no rostering criteria (although names are obtained later in the form). A second format uses an extended roster designed as a sequential set of reminders structured around cues for family members and non-relatives. In order to evaluate respondents' understanding of census residency rules, a series of vignettes were employed in a debriefing. These short vignettes consisted of a brief one or two sentence situation, which required the respondent to determine in which household a particular character should be listed on a census form. Respondents were also asked to provide in writing the reasons for their decisions about where to count people. This research allows us to look in more detail at issues raised by a previous vignette study of rosters. Analysis of the actual residency choice for each vignette character is used to evaluate the usefulness of providing rostering instructions. Content analysis of respondents' explanations is used to determine the extent to which respondents utilize the specific information provided by the various census rosters in making residency decisions. It is also used to examine the salience of various information provided to respondents and its application to their reasoning about residence situations. This paper will also demonstrate the usefulness of using vignettes to assess the effectiveness of various rostering techniques.

***Variation in Cognitive Interviewer Behavior— Extent and Consequences*, Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health Statistics**

Survey interviewers operate under well-defined constraints: they are generally instructed to read questions exactly as written, use only non-directive probes when necessary, and administer feedback to reinforce appropriate respondent behavior. Cognitive interviewers do not have a comparable set of rules that have been established across different organizations. Yet researchers have generally assumed that variation in cognitive interviewer behavior does not threaten the basic generalizability of findings to actual surveys. This paper will explore in greater detail what cognitive interviewers actually do during interviews. A taxonomy of cognitive interviewer behaviors was developed from transcripts of cognitive interviews conducted at the National Center for Health Statistics; this taxonomy distinguishes between (1) various types of probes (e.g. probes about question interpretation, thought processes during response, question difficulty, and supplementary information); (2) types of feedback (feedback on subject performance as opposed to response content); and (3) other remarks (functional and conversational). The analysis of coded interviews will consider differences across interviewers and across questions. The impact of these differences on subjects' responses will also be discussed, and our conclusions focus on implications for the validity and generalizability of cognitive interview findings.

THE USE OF POLLS BEFORE, DURING, AND AFTER TELEVISED PRESIDENTIAL DEBATES

Expectations, Performance, And Instant Analysis, **Michael W. Traugott, Professor, University of Michigan** Focusing primarily on the second 1997 debate, this discussion examines the use of polls to create expectations for candidates' performance in presidential debates. It will analyze both poll-based coverage and the incorporation of poll-based expectations into more standard forms of coverage. Prescriptions about the applications of polls to presidential debates more broadly will be discussed.

In Defense of Horse Race Journalism, **Warren Mitofsky, President, Mitofsky International**
The media's reporting of the presidential horse race is a favorite target of media critics. After every election, academics and journalists sit around the post election camp fires lamenting the terrible reporting that concentrated so much on the horse race. Nonetheless, the horse race plays an important role in the reporting of a campaign. This review stakes out the territory for the reporting of the horse race - when it is appropriate and how it should be reported. It also will look at bad reporting and pseudo horse race statistics.

Open Debates to Qualified Candidates – Eliminate Horse Race and Instant Polling, **Russell J. Verney, Reform Party Chairman**
News reports of horse race polling is nothing more than manufactured news which can become a self-fulfilling prophesy. Debates should include all candidates who meet clearly defined objective criteria which are established prior to the beginning of a specific campaign. Typically, the lasting impression from debates crystallizes approximately 48 hours after the debate. Instant polling after a debate can influence the long term memory of the public. Avoid the publication of horse race statistics when there are more than two candidates or participants, use "preferential polling" instead.

Some Not So Radical Ideas for Polling, **Sidney Kraus, Professor Cleveland State University**
It has been shown that polling about presidential debates fall into one of five categories (by rank order): 1) general (endemic concerns related to election context); 2) candidate characteristics; 3) effect on voting; 4) who won; and 5) issues. Democratic theory suggests that voters ought to be well informed in order to responsibly select those who should govern. This review examines these categories and suggests some ideas for polling in 2000.

TRAINING AND FIELD MANAGEMENT

Communication and Support Needs of CATI-CAPI Interviewers: The WIC Infant Feeding Practices Study, **Lisa V. John, Patricia Henderson, Joan Huber, Battelle Centers for Public Health Research and Evaluation**
This paper focuses on the communication and support needs of interviewers during a longitudinal dispersed CATI-CAPI study, the WIC Infant Feeding Practices Study. Eighteen interviewers collected data from over 950 WIC mothers at 43 sites nationwide. Mothers were interviewed eleven times during the first year of their child's life, for a total of 8,800 interviews over an 18-month period. The target population was highly mobile, and each interview had to be completed within a two-week window. The success of the study depended upon efficient communication between field and office staff via an electronic messaging system. Nightly electronic transfer of data was accomplished using home telephones and pre-programmed modems. Interview assignments, instructional changes, tracing updates, and new and completed cases were transferred between field interviewers and the central office using this system. The study message log, containing all messages received from interviewers during the field period, provides an excellent opportunity to assess the communication and support needs of CATI-CAPI interviewers. Informal analysis of the log reveals the key topics addressed via the message system: case status and progress, tracing, administrative matters, and computer difficulties. Implications for future CATI-CAPI field studies are discussed. Related communication and management issues are also addressed.

A Survey Budgeting System, **Brian James, Consultant; Karol Krotki and Amy Rathbun, Education Statistics Services Institute**
It is assumed that any survey research organization has its own approach to preparing CATI-based survey budgets. However, to the best of our knowledge, there is no generic , off-the-shelf product that is user-friendly, readily available, and general enough to be applicable to a variety of situations. This presentation reports on the early results of a project whose objective was to develop such a system for the National Center for Education Statistics. A spreadsheet-based survey budgeting system has been created to produce budget estimates for CATI systems. With this system, a survey project manager enters various survey design and cost parameters to determine the projected budget for a survey. The system consists of seven linked worksheet forms. The first form details survey design and performance factors, such as target population size and response rates. Form two breaks down all CATI calls by disposition and duration. The third form describes the CATI center features (e.g. number of stations, interviewer/supervisor ratio). The fourth form calculates unit and total costs of the survey, broken down by employee and material costs. Forms five through seven further break down the total projected budget by month, item, and category. The survey budgeting system allows a project manager to observe how changes in certain variables, such as target population size or specific administrative costs, will affect survey costs and other factors. The system operates under Microsoft Excel, version 7. The user does not need to be familiar with spreadsheet operations to utilize the system. Even the programming is straightforward and allows for changes in format and content. Additions to the system will include expansion to other survey methods (e.g. mail surveys, CAPI) and analysis of the difference between projected and actual survey costs.

CAI and the Cost of Field Support, **Robert R. Wagers and Lynn Marie Malinowski, National Opinion Research Center**
The National Opinion Research Center (NORC) has designed, and implemented, a free-standing department in the last year that provides computer-assisted personal interviewing (CAPI) support to field staff. The primary mission of the department is to provide high quality support to field staff who are engaged in activities related to computer-assisted interviewing (CAI). The goal of this paper is to provide the reader with a thorough conceptual understanding of the financial structure of a field support department. From our experience in the last year we are able to present a conceptual snapshot of what we did right and what we did wrong in the formation of the department. We provide an answer to the question "What does it cost to design, implement, and maintain a field support group?" While NORC's effort focused solely on CAPI-related activities we are confident our discussion can be applied across all forms of CAI.

Practical, Ethical and Legal Considerations in the Involvement of Underage Youth as Partners in Survey Research, **Jaana Myllyluoma, Battelle; Donald Sharp, Centers for Disease Control and Prevention**
Issues concerning the involvement of children and youth as research subjects are frequently discussed in survey literature. But very few guidelines exist for establishing partnerships with underage persons for data collection. Special circumstances may necessitate the recruitment of youth as volunteers or paid staff to conduct field work. Many practical, ethical, and legal considerations enter such arrangements. Practical aspects cover issues such as modes of recruitment of teens, dealing with schools and parents, training, and supervision. Ethical considerations include a discussion on the impact of participation on the youth, parental consent, and other human subjects issues. Legal issues consider child labor laws, insurance coverage, and obtaining immunity from prosecution when illegal activities are monitored. The goal of this presentation is to provide a set of recommendations for studies involving teenagers as study staff. These are built on lessons learned from a recent national study conducted by the authors, where teens were hired as inspectors to make cigarette purchase attempts in 725 stores across the country. These recommendations for best practices can be applied to other types of studies as well, where data collection protocol requires the involvement of underage persons as peer interviewers or data collectors.

Sunday, May 18
10:45 -12:15 p.m.

CASIC: BRAVE NEW WORLD OR DEATH KNELL FOR SURVEY RESEARCH: A DEBATE (PANEL)

Chair and Organizer: William L. Nicholls II, Census Bureau

Panel: **Reginald P. Baker, Market Strategies, Inc.**
James R. Beniger, University of Southern California
Mick P. Couper, Joint Program in Survey Methodology

This panel will debate whether technological developments in society, especially in computing and communications, will advance the power and uses of surveys or lead to their obsolescence and demise. Some CASIC, such as Mick Couper, have argued that advances in technology represented by the growth of CASIC (CATI, CAPI, etc.) will not impair the enduring principles and practices of survey research but expand the range and complexity of subject matter they can handle and provide new tools to address common sources of survey bias and error. Others, such as Reg Baker, have argued that CASIC is merely a transitional stage in the replacement of survey research with alternative means of obtaining needed information in the coming networked society. Still others, such as Jim Beniger, have been more cagy in their forecasts of the impact on technology on our vocation. In the raucous Field Technologies debating style to be followed here, a certain amount of personal innuendo is acceptable in which the chair might not remain neutral. This session is dedicated to the memory of Owen Thornberry, a pioneer of the personalized Field Technologies debate.

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