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Poster Sessions

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Presidential Address

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53rd Annual Conference
May 14-17, 1998
St. Louis, Missouri

Highlights

Celebrating 50 years of AAPOR/ WAPOR conferences

50th Anniversary Exhibit, Dewey vs. Truman

Plenary: Market Research in 2010

First ever AAPOR mixer: posters, discussion, legally altered states

Dinner cruise and baseball game

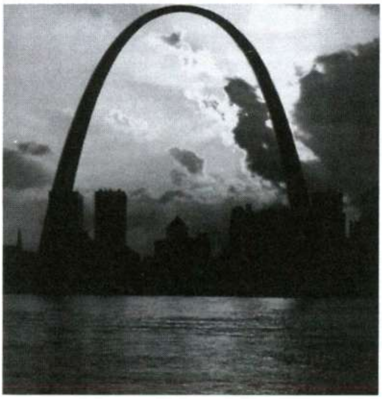
Linking Us Together

Professionally, Personally, Intellectually and Socially

AMERICAN ASSOCIATION *for* PUBLIC OPINION RESEARCH

53rd Annual Conference

May 14-17, 1998



St. Louis | Missouri

Marriott Pavilion Downtown

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Cindy T. Christen and Prathana Kannaovakun — University of Wisconsin, Madison
Partisan Perceptions of Public Opinion:
An Extension of the Hostile Media Effect

HONORABLE MENTION

J. Tobin Grant and Stephen T. Mockabee — Ohio State University
Fiscal Frames and Electoral Fortunes:
Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election,

Devon Johnson — University of California, Los Angeles
Reacting to Crime or to Race?
The Role of Prejudice in Whites' Punitive Attitudes

DEWEY vs TRUMAN EXHIBIT

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We thank the above publishers and organizations for the contributions of books to our exhibit, and we also thank Carol Milstein, of the AAPOR Secretariat, for her invaluable assistance with the bulk word-processing, mailings, and for her supreme common sense, patience and good nature.

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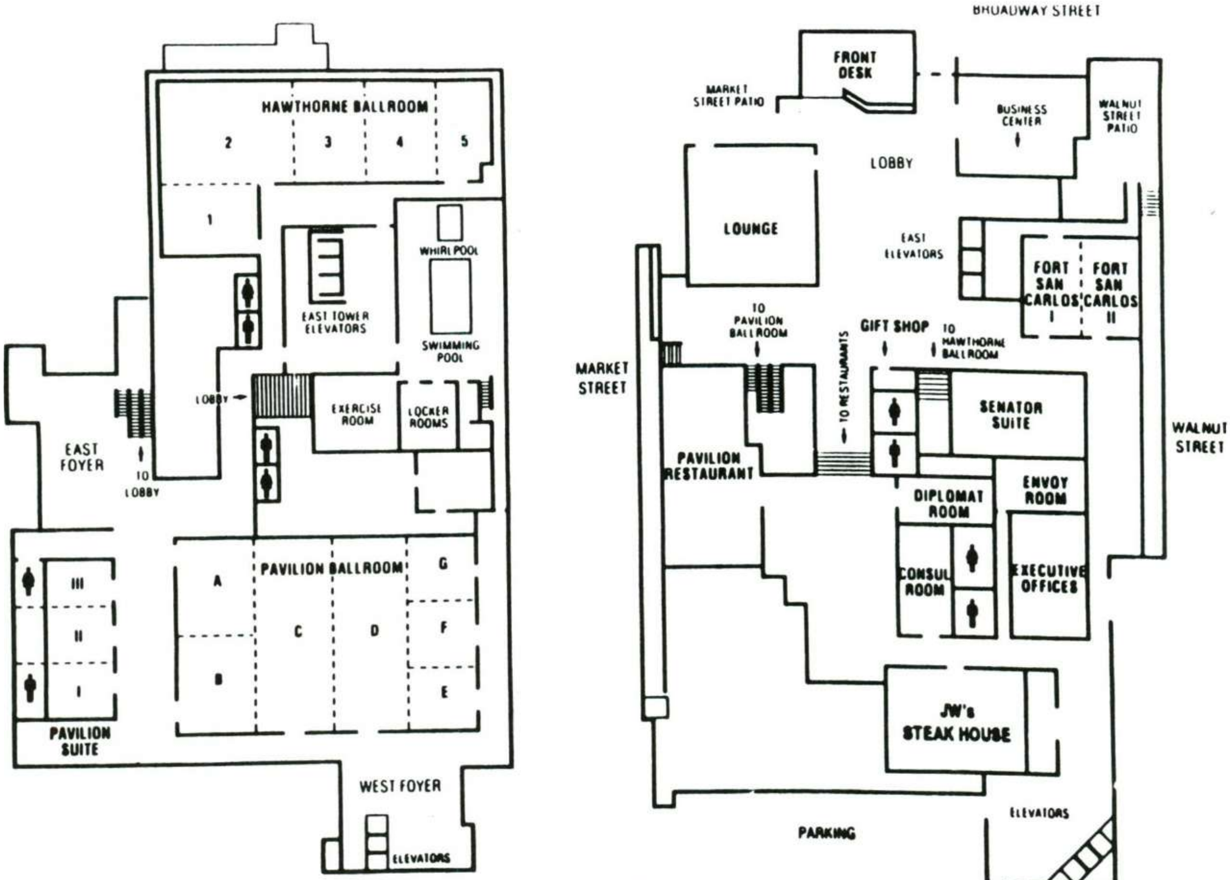
1998 AAPOR Conference Guide to Paper Sessions and Panel Discussions

Day & Time	Room					
	Hawthorne 1	Hawthorne 2	Hawthorne 3	Hawthorne 4	Pavilion A	Pavilion B
FRIDAY						
8:30 - 10:00	Public Opinion in Developing Countries	Users of the Internet	Panel - Impact of Polls on Public Opinion	Increasing Response Rates through Incentives	Public Support for Issues	Evolution, Sex & Religion
10:15 -11:45	Using the Internet for Surveys	Comparisons Across Cultures	Surveying People with Disabilities	Panel - Pummeling the Pollsters	Nonresponse in Telephone Surveys	Opinion Stability
11:45 -12:30	*POSTER SESSION I IN PAVILION EAST FOYER*					
2:00 - 3:30	Election Polling Methods	Panel - Focus Groups Today & Tomorrow	Questionnaire Design Issues	AAPOR Report on Completion Rates	Impact of the Media on Political Behavior	Public Understanding & Use of Polls
3:45 - 5:15	Perceptions of Self & Society	Politics & Elections	Methods Miscellany	Understanding Deliberative Polls	Surveys & the Courts	
SATURDAY						
8:30 - 10:00	Issues in Conducting Health Surveys	Panel - Pew Study of Survey Non-Response	Panel - Measuring Political Attitudes & Behavior	Improving the Frame & Coverage	Panel - Should Questionnaires Be Copyrighted	Public Opinion Theory: Part I
10:15 - 11:45	Panel - Customer Satisfaction	Cognitive Aspects of Survey Measurement	Public Journalism	Improving Measurement in Drug Use Surveys	Panel - Clinton Polling Sex, Lies & Audiotape	Public Opinion Theory: Part 2
11:45 - 12:30	*POSTER SESSION 2 IN PAVILION EAST FOYER*					
2:15 - 3:45	Political Attitudes & Values	The Public's Views on Healthcare	Decreasing Nonresponse	Measuring Hispanics	ROUNDTABLES	Panel - AAPOR's Role in Legal Research
3:45 - 4:30	*POSTER SESSION 3 IN PAVILION EAST FOYER*					
SUNDAY				**in Pavilion E & F**		
9:00-10:30	Evaluating Instruments in CAPI Environment		Panel -Conducting Internet Surveys	Interviewer Selection, Training & Quality	Interviewer-Respondent Interaction Effects	The Media & Public Opinion
10:45 - 12:15	Panel - CAI Implementation				The Respondent as Informant	Issues in Survey Management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1
WHIRLPOOL
EAST TOWER ELEVATORS
SWIMMING POOL
LOBBY
EXERCISE ROOM
LOCKER ROOMS
EAST FOYER
TO LOBBY
PAVILION BALLROOM
A
B
C
D
E
F
G
III
II
I
PAVILION SUITE
WEST FOYER
ELEVATORS
BROADWAY STREET
FRONT DESK
MARKET STREET PATIO
BUSINESS CENTER
WALNUT STREET PATIO
LOBBY
LOUNGE
EAST ELEVATORS
FORT SAN CARLOS I
FORT SAN CARLOS II
TO PAVILION BALLROOM
GIFT SHOP
TO HAWTHORNE BALLROOM
TO RESTAURANTS
MARKET STREET
SENATOR SUITE
WALNUT STREET
PAVILION RESTAURANT
DIPLOMAT ROOM
ENVOY ROOM
CONSUL ROOM
EXECUTIVE OFFICES
JW's STEAK HOUSE
ELEVATORS
PARKING

FLOOR PLAN

Linking Us Together

PROGRAM

AAPOR 53rd ANNUAL CONFERENCE

ST. LOUIS, MISSOURI
MAY 14-17, 1998

Thursday, May 14

7:00 - 9:00 a.m.	**BREAKFAST ON YOUR OWN**	
9:00 - 9:30 a.m.	**WAPOR OPENING REMARKS**	
9:30 -10:45 a.m.	**WAPOR: CONCURRENT SESSIONS**	
10:00 a.m. -1:00 p.m.	**AAPOR COLLABORATIVE WORKSHOP ON PRETESTING TECHNIQUES**	**Hawthorne Ballroom 4**
11:15 a.m. -12:30 p.m.	**WAPOR CONCURRENT SESSIONS**	
12:30 – 2:00 p.m.	**WAPOR: LUNCH**	
1:30 - 5:30 p.m.	**AAPOR SHORT COURSE** *MARKET SEGMENTATION AND SEGMENTATION ANALYSIS* Lynd D. Bacon, Lynd Bacon and Associates, Ltd. Tony Babinec, SPSS Inc.	**Hawthorne Ballroom 3**
2:00 p.m. - 3:15 p.m.	**WAPOR SESSION**	
2:00 - 5:00 p.m..	**AAPOR SHORT COURSE** *DESIGNING GOOD QUESTIONS* Jon Krosnick, Ohio State University	**Hawthorne Ballroom 4**
2:00 - 3:30 p.m.	**MEETING OF ACADEMIC SURVEY RESEARCH ORGANIZATION DIRECTORS**	**Pavilion Ballroom A**
2:00 - 5:00 p.m.	**AAPOR COUNCIL MEETING**	**Pavilion Ballroom B**
3:30 - 4:45 p.m.	**WAPOR SESSION**	
3:30 p.m. - 5:00 p.m.	**NATIONAL NETWORK OF STATE POLLS**	**Pavilion Ballroom A**

Thursday, May 14

5:30 – 7:00 p.m.	**DIRECTORS OF GRADUATE PROGRAMS IN SURVEY METHODOLOGY**	**Pavilion Ballroom A**
5:30 - 7:00 p.m.	**DINNER ON YOUR OWN**	
7:00 - 8:00 p.m.	**PRE-PLENARY Dessert/Coffee:** Sponsored by Survey Sampling, Inc.	**Pavilion East Foyer**
8:00 - 10:00 p.m.	**THE PLENARY**	**Pavilion Ballroom C & D**

THE MARKET RESEARCH INDUSTRY IN 2010

Gordon Black, President, Harris Black International
Sol Dutka, Chief Executive Officer, Audits and Surveys
Jim Clifton, President, The Gallup Organization

The plenary focuses on where the leaders of three of the nation's largest commercial research firms think that the profession is headed. Specifically, they will address: (1) trends they foresee in the use of market and opinion research; (2) the impact of the Internet; (3) whether or not broad population samples can now be conducted on the Internet; (4) the role that market and opinion researchers will play in future industry and government decision-making; (5) the impact of methods such as data warehousing and scanning on future market/opinion market research. Finally, with AAPOR's commercial ranks shrinking, participants will be asked to comment on AAPOR's relevancy to the commercial world of today and of tomorrow.

Organizer/Moderator: Mark Schulman
Schulman, Ronca and Bucuvalas

Discussant: Robert Groves
University of Michigan, and
Joint Program in Survey Methodology

10:00 p.m. - 12:00 a.m.	**RECEPTION WELCOMING PLENARY SPEAKERS**	**Pavilion East Foyer**
11:00 p.m.	**SAMPLING POPULAR CULTURE: RERUN OF THE FINAL SEINFELD EPISODE**	**Pavilion C&D**

7:00 - 9:00 a.m. **BREAKFAST** **Pavilion Ballroom C & D**

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

WAPOR/AAPOR JOINT SESSION **Hawthorne Ballroom 1**

PUBLIC OPINION IN DEVELOPING COUNTRIES

Chair: J. David Kennamer, Virginia Commonwealth University, USA

The First Survey in North Korea: Lessons from a Nutritional Study, Young I. Chun, University of Maryland, USA

Measuring Campaign Awareness in Mexican Politics, Alejandro Moreno, Autonomous Technological Institute of Mexico

Towards Referendum Day: Polling the Peace Process in Northern Ireland, Colin McIlheney, Coopers & Lybrand, Belfast

Information Sources in Seven Chilean Newspapers, Francisca Greene Gonzalez, Instituto Libertad y Dessarrollo, Chile

Discussant: Dominic L. Lasorsa, University of Texas at Austin, USA

USERS OF THE INTERNET:
NEW BOTTLES OR OLD BOTTLES? **Hawthorne Ballroom 2**

Chair: Gerald Kosicki, Ohio State University

New Wine in an Old Bottle? New Media, Opinion Holding and Perceptions of Media Coverage, K. Viswanath, Paul Lavrakas and Chi-yu Wei, Ohio State University

Internet Surveying: A Comparison to Telephone Surveys, Daniel C. Lockhart, Maritz Marketing Research

Cyber California: A Portrait of PC and E-mail Users and How They Differ from Other Californians, E. Deborah Jay and Mark Di Camillo, Field Research Corporation

Who Is the Digital Citizen? A Systematic Comparison of Telephone and Online Methodologies, Joel C. Webster, Chilton Research Services

Discussant: Brad Fay, Roper Starch Worldwide

Friday, May 15

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

PANEL -CURRENT RESEARCH ON THE IMPACT OF POLLS ON PUBLIC OPINION **Hawthorne Ballroom 3**

Organizer/Chair: Michael Traugott, University of Michigan

Mee-Eun Kang, University of Michigan
Paul Lavrakas, The Ohio State University
Stanley Presser, University of Maryland
Vincent Price, University of Michigan

This panel will present findings from the very latest research on public interest in and exposure to polls as well as studies of the results of that exposure. The analyses will combine survey and experimental approaches to these questions, and the theoretical issues will be the impact of poll attributes on evaluations of them, the dimensions of public views of the role of polls, and personal attributes of individuals that affect the impact of exposure to polls.

Discussant: Michael Kagay, The New York Times

INCREASING RESPONSE RATES THROUGH INCENTIVES **Hawthorne Ballroom 4**

Chair: Kenneth John, US General Accounting Office

Testing the Effects of a Pre-paid Incentive and Express Delivery to Convert Refusals on a Random Digit Dial Telephone Survey, David Cantor, Patricia Cunningham, and Pamela Gambio, Westat

The Effect of Prepaid Monetary Incentives on Mail Survey Response Rates and Response Quality, Robert Baumgartner and Pamela Rathbun, Hagler Bailly Inc., Kevin Boyle, University of Maine, Michael Welsh, Hagler Bailly Inc., Drew Laughland, U.S. Fish and Wildlife Service

Nonmonetary Incentives: Can Their Effects Be Replicated? Brad Edwards, Andrew Williams and Susan Lea, Westat

An Experimental Study of Ways to Increase Exit Poll Response Rates and Reduce Survey Error, Daniel Merkle, Murray Edelman and Kathy Dykeman, Voter News Service, Chris Brogan, Abt Associates

Discussant: Robert Mason, Oregon State University

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

PUBLIC SUPPORT FOR ISSUES **Pavilion Ballroom A**

Chair: Barry Feinberg, Audits & Surveys Worldwide

Public Support for the First Amendment, Kenneth Dautrich, Jennifer Necci Dineen, University of Connecticut

Teaching Our Children Well? The Effect of Political Education on Support for the U.S. Supreme Court, Stephen M. Caliendo, Purdue University

Public Support for Social Spending on Drug Addiction: 1973-1996, Kenneth A. Rasinski, Jeffrey Timberlake and Eric Lock, NORC

Changes in Press Attitudes Over the Past Decade, Larry Hugick, Susan Kannel, Princeton Survey Research Associates

Discussant: Patricia Moy, University of Wisconsin – Madison

EVOLUTION, SEX AND RELIGION **Pavilion Ballroom B**

Chair: Sid Groeneman, Market Facts

The Development of Attitudes Toward Evolution: An Analysis of Generational Transmission and Change, Jon D. Miller, Chicago Academy of Sciences

What Americans Believe about Evolution and Religion: A Cross-National Perspective, George Bishop, University of Cincinnati

Sex and Free Time: What They Don't Tell You About Graduate School, John P. Robinson, University of Maryland, Geoffrey Godbey, Pennsylvania State University

The Religious Right: Faith, Politics, Traditional Values and Tolerance, Tom W. Smith, NORC/University of Chicago

Discussant: Andy Smith, University of Wisconsin - Milwaukee

9:00 a.m. - 5:00 p.m. **EXHIBITS** **Pavilion Suites 1 & 2**

BOOKS

TECHNOLOGY

50 YEARS AGO:
DEWEY VS. TRUMAN, THE POLLS OF 1948

Friday, May 15

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

WAPOR/AAPOR Joint Session **Hawthorne Ballroom 2**

COMPARISONS ACROSS CULTURES

Chair: Rosental Alvez, University of Texas, USA

The Comparison of Demographical Variables in International/Intercultural Research, Juergen H.P. Hoffmeyer-Zlotnik, ZUMA

Attitudes Toward Legalized Abortion: A Continuing Divide Between East and West Germany, Allan L. McCutcheon, Gallup Research Center/University of Nebraska at Lincoln

The Politics of Identity: Attitudes towards Immigrants in the US and Europe, Mary McIntosh, Princeton Survey Research Associates, Daniel Abele, Canadian Embassy

Breaking with the Past and Facing the Future: Challenges of Political Socialization Research in Eastern Europe, Edward M. Horowitz, University of Wisconsin

Discussant: Miguel Basañez, RAC & MORI International

USING THE INTERNET FOR SURVEYS **Hawthorne Ballroom 1**

Chair: Nicholas E. Synodinos, University of Hawaii at Manoa

Development of a Standard E-Mail Methodology: Results of an Experiment, David R. Schaefer and Don A. Dillman, Washington State University

Electronic and Mail Self-Administered Questionnaires: A Comparative Assessment of Use Among Elite Populations, Sameer Y. Abraham, Darby Miller Steiger and Colleen Sullivan, The Gallup Organization

Innovations and Insights in the Design of Web-Based Surveys, Paul A. Mullin, Research Triangle Institute

Effective Use of Web-Based Technology: Using the Internet for Data Collection and Communication Applications, Sandra Bauman, Jennifer Airey and Hakan Atak, Wirthlin Worldwide

Discussant: Deborah Jay, Field Research Corp.

10:15 - 11:45 a.m. CONCURRENT SESSIONS (continued)

SURVEYING PEOPLE WITH DISABILITIES **Hawthorne Ballroom** 3

Organizer: Corinne Kirchner, American Foundation for the Blind

Chair: Kevin Sharp, Schulman, Ronca and Bucuvalas. Inc.

Reading the Fine Print: Exploring Discrepancies in Print Reading Disability Estimates, Paul Beatty, National Center for Health Statistics, Wendy Davis, Bureau of the Census, Emilie Schmeidler and Corinne Kirchner, American Foundation for the Blind

Federal Interagency Strategies to Assure Inclusion of People with Disabilities in Federal Surveys and Data Collection Methodologies, David W. Keer, National Institute on Disability and Rehabilitation Research

Who's Watching: A Profile of the Blind and Visually Impaired Audience for Television and Video, Jaclyn Packer and Corinne Kirchner, American Foundation for the Blind

Access to Health Surveys for Persons with Disabilities, Gerry E. Hendershot, Paul J. Placek and Senda R. Benaissa, National Center for Health Statistics

Discussant: Katherine Binns, Louis Harris & Associates

PANEL - PUMMELING THE POLLSTERS: CASE STUDIES OF HOW POLITICIANS TRY TO TAR THE MESSENGERS **Hawthorne Ballroom 4**

Chair & Organizer: Robert P. Daves, The Star Tribune

Panelists/Presenters:

"The Cases of the Presidents and the Polls" - Kathleen Frankovic, CBS News

"The Case of the Methodological Malcontents" - Janice Ballou, The Eagleton Poll

"The Case of the Push Poll Accusation" Robert P. Daves, The Minnesota Poll

"The Cases of the 'Unfair Poll' Accusations" - David Moore, The Gallup Organization

Discussant: Sidney Kraus, Cleveland State University

Friday, May 15

NON-RESPONSE IN TELEPHONE SURVEYS **Pavilion Ballroom A**

Chair: Danna L. Moore, Washington State University

Telephone Response Rates: The IRS Experience, John M. Boyle, Schulman, Ronca and Bucuvalas, Inc., Dru DeLong, Internal Revenue Service, Kevin Sharp, Schulman, Ronca and Bucuvalas, Inc.

Quantitative Analysis of Telephone Survey Response Rates, Waiman Mok, Bryan Ward, Robert Baumgartner, Pamela Rathbun, Hagler Bailly, Inc.

Caller-ID: Does It Help or Hinder Survey Research? Michael W. Link, Robert W. Oldendick, University of South Carolina

Estimating the Impact of Nonresponse Error on the National Survey of America's Families, Robert M. Groves, Eleanor Singer, University of Michigan, Douglas Wissoker, Genevieve Kenney, Urban Institute

Telephone Non-Response - A Factorial Experiment of Techniques to Improve Telephone Response Rates, Katherine Lind, Timothy Johnson, Vince Parker, University of Illinois at Chicago, Sam Gillespie, Illinois DASA

OPINION STABILITY **Pavilion Ballroom B**

Chair: Larry Bobo, Harvard University

Reassessing Public Opinion Stability, Jason Barabas, Northwestern University

Nonattitudes in Policy Polls Are Not a Problem for Democratic Decision Rules under Pluralism, Jon W. Bay, Northwestern University

Value Stability in the Mass Public, Marco R. Steenbergen and Kimberly Richburg, University of North Carolina

Attitude Constraint, Family Values, and Children's Rights, Craig D. P. Helmstetter and Patricia A. Gwartney, University of Oregon

Discussant: Jon Krosnick, Ohio State University

11:45 a.m. - 12:30 p.m. **POSTER SESSION 1** **Pavilion East Foyer**

What to Do When a 15-Minute Closed-Ended Interview Yields 45 Minutes' Worth of Open-Ended Remarks: Coding and Analyzing Responses to a Survey about Community Notification of Released Sex Offenders, Dretha M. Phillips, Danna Moore and Roxanne Lieb, Washington State University

The Impact of a New Mandatory Seatbelt Law in Maine, Al Leighton, University of Southern Maine

11:45 a.m. - 12:30 p.m. **POSTER SESSION 1** (continued) **Pavilion East Foyer**

The Arbitron At-Work Listening Study: A Study of Radio Listening Behavior in the Workplace, Adam Safir, The Arbitron Company

The Changing Landscape of America's Music Preferences, John P. Robinson, University of Maryland, Nicholas Zill, Westat

The Public and Policy Awareness in Arizona, Kip Kelly, Edward Sharkey, Joni Richman-Thomson, Northern Arizona University

Use of Postmaster Letter to Improve Locating Rate for a Mail Survey with Telephone Follow-Up of a Cohort of Women Who Had Plastic Surgery Prior to 1988, Mary Cay Burich, Marilyn Sawyer and Kathryn Vargish, Abt Associates, Inc.

Sampling Virginia Men Who Have Sex With Men, J. David Kennamer and Judith B. Bradford, Virginia Commonwealth University

Measuring Public Opinion on Allowing Citizens to Carry Concealed Handguns: Recent Trends and Question Experiments, Richard Schuldt, University of Illinois at Springfield

The Ties That Bind: Melding Social and Psychological Approaches to Public Opinion, Jill A. Edy, Cornell University

The Measurement of Values: When the Latent Becomes Manifest, Allen Wilcox, University of Nevada

Qualifying a Quantifying Analysis on Racial Equality, Maria Krysan, Penn State University

A Conversational Approach to Self-Administered Questionnaires, Frederick Conrad, Bureau of Labor Statistics, Michael Schober, New School for Social Research

Provider on-Line Locating Facility for a Telephone Survey of Childhood Immunization, John D. Loft, Abt Associates, Edmond Maes, Center for Disease Control and Prevention, Anita Kneifel, Ann-Sofi Rodèn and Rebecca Strella, Abt Associates, and Victor Coronado and Robert Wright, Center for Disease Control and Prevention

Linking Behavioral and Financial Data: New Directions in Survey Research, Gary Siegel, DePaul University, Vicki Smith, Gary Siegel Organization

Date Recall - Framing the Question, Katherine Lind, Diane O'Rourke, Seymour Sudman and Richard Warnecke, The Survey Research Laboratory – University of Illinois at Chicago, Mary Fennell, Brown University

TV Exposure, Happiness and Materialism: A Cross Cultural Comparison, Ping Wu, Richard Bagozzi and Aaron Ahuvia, University of Michigan

Reacting to Crime or to Race? The Role of Prejudice in Whites' Punitive Attitudes, Devon Johnson, UCLA

Friday, May 15

12:30. -2:00 p.m. **LUNCH** **Pavilion Ballroom C & D**

CHAPTER Representatives LUNCH **Senator Room**

POQ ADVISORY GROUP LUNCH **Diplomat Room**

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

Joint WAPOR/AAPOR Session **Hawthorne Ballroom 2**

PANEL: FOCUS GROUPS TODAY AND TOMORROW

Organizer/Chair: Nancy Belden, Belden, Russonello & Stewart

Panelists: Donita Buffalo, Buffalo Qualitative Research
John della Volpe, Della Volpe & Associates
Maureen Michaels, Michaels Opinion Research, Inc.
Robert M. Worcester, Market & Opinion Research, London

Focus groups have become a major part of public opinion, marketing and policy research around the world -- yet AAPOR seldom ventures into discussing the merits and failures of the method. This informal panel will discuss how focus groups are contributing to public opinion research as stand alone research and as partners with survey research. Its members will relay their personal experiences addressing diverse questions on: the utility and cost of "people meters"; the need for race or other matching of moderators with participant; the potential for a large and agreeable panel of respondents to be recontacted for a variety of qualitative and quantitative applications; and other current issues.

ELECTION POLLING METHODS **Hawthorne Ballroom 1**

Chair: Micheline Blum, Blum & Weprin

Improving Election Forecasting: Allocation of Undecided Respondents, Identification of Likely Voters, and Response Order Effects, Jon A. Krosnick and Penny Visser, Ohio State University, Jesse F. Marquette, University of Akron, Michael F. Curtin, The Columbus Dispatch

Accuracy in Pre-Election Polling and Projections: Lessons from the Telephone vs. Mail Battle in Ohio, Alfred J. Tuchfarber, Eric W. Rademacher and Kimberly Downing, University of Cincinnati

Predicting Voter Turnout and Vote Outcome in Ballot Elections, Paul J. Lavrakas, Steve Mockabee and Quin Monson, Ohio State University

Reducing Vote Over-reporting in Surveys through Reducing Source Memory Confusions, Robert F. Belli, Michael W. Traugott, Margaret Young, Santa Traugott, Katherine McGonagle, Steven Rosenstone, University of Michigan

Discussant: Sheldon Gawiser, Gawiser Associates, Inc.

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

QUESTIONNAIRE DESIGN ISSUES **Hawthorne Ballroom 3**

Chair: Jason Barabas, Northwestern University

Questionnaire Design Effects on Interview Outcomes, Jeffrey C. Moore and Laureen H. Moyer, Bureau of the Census

Direction of Question Wording Effects in Attitude Items, Dagmar Krebs, University of Giessen

Effects of Additional Questions on a 7-Day Radio Listening Diary Instrument, Beth Webb, The Arbitron Company

The Effects of Context, Response Order, and Attitude Strength and Crystallization on Responses to Attitude Questions, Timothy Johnson, University of Illinois at Chicago, Diane O'Rourke, Survey Research Laboratory, University of Illinois

Attitude Measurement: Positive versus Negative Questions, John Edwards, Mark Lusnar and Megan Milenkovic, Loyola University

PANEL-DISCUSSION OF THE AAPOR REPORT ON FINAL DISPOSITION OF CASE CODES AND THE CALCULATION OF OUTCOME RATES **Hawthorne Ballroom 4**

Organizer/Chair: Tom W. Smith, NORC/University of Chicago

Panel: Robert P. Daves, Minnesota Poll
Jack Ludwig, The Gallup Organization
Robert M. Groves, University of Michigan
Stanley Presser, University of Maryland

This panel will discuss AAPOR's new report - Standard Definitions: Final Disposition of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person Household Surveys. This report describes final outcome codes for surveys, presents formulas for the calculation of various outcome rates (e.g. response, refusal, contact, cooperation rates), and advances standards for the fair and comparable reporting of survey performance. Discussion will also cover plans to disseminate these standards. Considerable participation from the audience will be encouraged. Copies of this report will be given to all conference attendees.

IMPACT OF THE MEDIA ON POLITICAL BEHAVIOR **Pavilion Ballroom A**

Chair: Janet Streicher, IBM Corporation

The Impact of Ethnicity and Ethnic Media on Presidential Voting Patterns: A Panel Study, Leo W. Jeffres, Cleveland State University

Effects of Media Orientations and Use on Political Behavior, Mira Sotirovic, University of Illinois at Urbana-Champaign, Jack M. McLeod, University of Wisconsin, Madison

Media Effects on Social Capital and Political Participation , Patricia Moy and Dietram A. Scheufele, University of Wisconsin

The Effect of Television Viewing on Citizenship and Democracy, Zoltan Bedy, Syracuse University

Discussant: David P. Fan, University of Minnesota

Friday, May 15

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

PUBLIC UNDERSTANDING AND USE OF POLLS **Pavilion Ballroom B**

Chair: Dietram A. Scheufele, University of Wisconsin

Half Empty or Half Full? Summarizing and Interpreting Publicly Released Survey Data, Frank Newport, The Gallup Organization

Disseminating Public Opinion Findings to the Public: A Look at How the Public Uses Survey Data in Decision Making, Stacey Acton and Mark D. Spranca, Rand Corp.

Adding Texture to Data: Using Respondent Profiles to Enhance Media Reporting of Survey Data, Quin Monson, Paul J. Lavrakas, Stephen T. Mockabee and Michael Nolan, Ohio State University

Are Americans Tired of Polls? Bradford Fay, Christopher Rigney, Roper Starch Worldwide

Discussant: Alvin Richman, U.S. Information Agency

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

Joint WAPOR/AAPOR Session

SURVEYS AND THE COURTS **Pavilion Ballroom A**

Chair: Harry O'Neil, Roper Starch Worldwide

Beliefs and Behavior: The Use of Survey Evidence in Deceptive Advertising Cases, Janet Hoek, Philip Gendall and Natalie Erceg, Massey University, New Zealand

Survey Data to Support a Change of Venue: How Much Prejudice Does it Take? Edward J. Bronson and Robert S. Ross, California State University, Chico

The Tobacco Industry Calls Polls to the Witness Stand, Lydia Saad, The Gallup Organization

Stability of Opinions on Capital Punishment: How Different Stimuli Elicit Different Results, Karl-Heinz Reuband, University of Dusseldorf

Discussant: Graham Hueber, Ketchum Public Relations

POLITICS AND ELECTIONS **Hawthorne Ballroom 2**

Chair: Jeff Scott, Voter News Service

Understanding Issue Voting in Presidential Elections: Results from the 1996 Survey of Governmental Objectives, J. Merrill Shanks and Douglas Alan Strand, University of California, Berkeley

Presidential Polls as a Time Series: The Case of 1996, Robert S. Erikson, Christopher Wlezien, University of Houston

The American Public and a National Third Party: Who Wants One and Why, Christian Collet, University of California, Irvine

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

Discussant: Michael Traugott, University of Michigan

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

METHODS MISCELLANY **Hawthorne Ballroom 3**

Chair: Patricia A. Gwartney, University of Oregon

Census and Sensibility: A Report Card on the Census, Robert Goldenkoff, General Accounting Office

Day of Week Effects: A Preliminary Examination, G. Donald Ferree, Jr., University of Connecticut

Assessing a Non-Traditional Approach to Interviewing Randomly Selected Respondents in a Telephone Survey, Patricia Cunningham, David Cantor and Sarah Dipko, Westat

Cognitive Interpretation of Numeric Scale Labels, Roberta L. Sangster, Bureau of Labor Statistics

Discussant: Karen Goldenberg, Bureau of Labor Statistics

UNDERSTANDING DELIBERATIVE POLLS ™ **Hawthorne Ballroom 4**

Organizer/Chair: Kenneth Rasinski, NORC

The NIC Experience: Delegate Participation in the 1996 National Issues Convention, Tom W. Smith, NORC

Polls: Deliberative and Non-deliberative, Norman M. Bradburn, NORC

Deliberative Polling™, Public Opinion, and Representative Democracy: The Case of the National Issues Convention, Robert C. Luskin and James Fishkin, University of Texas at Austin

The Group Influence in Deliberative Polling™ Opinion Change, Kenneth A. Rasinski, NORC

Discussant: Daniel M. Merkle, Voter News Service

Recently, Deliberative Polling ™ has been presented as an alternative to traditional public opinion polling on important issues of public policy. Papers in this session examine the deliberation process and its relationship to measurement of public opinion. The papers are based on the recent National Issues Convention and other international and local projects that share as their method the assessment of public opinion before and after an intense exposure to information, expert opinion, and citizen deliberation.

Friday, May 15

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

MEASURING PERCEPTIONS OF SELF AND SOCIETY **Hawthorne Ballroom 1**

Chair: Ruth McKay, Bureau of Labor Statistics

I'm OK, but Everyone Else Is Going to the Dogs: A Comparison of Public Perceptions of Societal Morals and Self-Reported Moral Beliefs, Trevor Tompson and Paul Lavrakas, Ohio State University

Perceived Opinion of Public Policy: Individual Determinants That Enhance the Likelihood of Perceiving Differences with Public Opinion, Mark R. Joslyn, University of Kansas

Elite Cues in Presidential Campaigns, 1988-1996: Insight into the Public Perception of a Liberal News Media, David Domke and David Fan, University of Minnesota, Mark D. Watts, Florida International University, Dhavan V. Shah, University of Minnesota

Race and Gender as Cues for Blacks and Whites: The "Life Experiences" Hypothesis, Susan E. Howell, University of New Orleans

Partisan Perceptions of Public Opinion: An Extension of the Hostile Media Effect, Cindy T. Christen and Prathana Kannaovakun, University of Wisconsin

6:00 - 7:00 p.m.	**RECEPTION WELCOMING NEWCOMERS**	**Hawthorne Ballroom**
7:00 p.m.	**ST. LOUIS CARDINALS BASEBALL GAME**	**Busch Stadium**
7:00 - 10:00 p.m.	**RIVERBOAT DINNER CRUISE**	
7:00 - 9:00 p.m.	**DINNER ON YOUR OWN**	
9:00 p.m.-12:00 a.m.	**AAPOR MIXER POSTERS, DISCUSSION AND LEGALLY ALTERED STATES [CASH BAR]**	**Hawthorne Ballroom**

Your choice: gather in discussion groups; peruse posters at your leisure and meet their authors, relive polling's most famous year; two cash bars

7:00 - 9:00 a.m. **BREAKFAST** **Pavilion Ballroom C & D**

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

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

ISSUES IN CONDUCTING HEALTH SURVEYS **Hawthorne Ballroom 1**

Chair: Karen CyBulski, Mathematica Policy Research

Understanding Public Support for and the Impact of Questionnaire Design on Surveys About Physician-Assisted Suicide, Kathleen Stewart and Nancy Belden, Belden, Russonello & Stewart

Asking About Condom Use: Is There a Standard Approach That Should Be Adopted Across Surveys? John E. Anderson, Cornelius Rietmeijer, Ronald Wilson and Peggy Barker, Centers for Disease Control and Prevention

Collecting Information About the Health Care Experiences of Adolescents, Patricia M. Gallagher and Floyd J. Fowler, Jr., University of Massachusetts at Boston

Are Reporting Errors Due to Encoding Limitations or Retrieval Failure? Child Vaccination Surveys as a Case Study, Roger Tourangeau, The Gallup Organization, Lisa Lee, Angela Brittingham, NORC, Gordon Willis and Pamela Ching, Centers for Disease Control and Prevention, Steven Black, Kaiser Permanente Pediatric Vaccine Study Center

Discussant: Karen Donelan, Harvard School of Public Health

PANEL - MEASURING POLITICAL ATTITUDES AND BEHAVIOR: HOW WELL ARE WE DOING? **Hawthorne Ballroom 3**

Organizer/Chair: John P. Robinson, University of Maryland

Panel: Kathleen Knight, University of Houston,
Lee Sigelman, George Washington University
Merrill Shanks, University of California, Berkeley
Henry Brady, University of California, Berkeley

This panel presentation will discuss the progress (or lack of progress) that the field has made in developing field measures of our most important political variables. The authors have all prepared monograph-length reviews of these variables for the revised edition of Measures of Political Attitudes (Academic Press 1998). Among the variables and authors involved are: Liberal-Conservatism: Kathleen Knight, University of Houston; Political Tolerance: Lee Sigelman, George Washington University; Political Agendas: Merrill Shanks, University of California at Berkeley; and Political Participation: Henry Brady, University of California at Berkeley. Panelist will comment and answer audience questions on the methodological adequacy and limitations of various measures of these variables in the context of this larger literature review of the field. Trend data over the last 30 years in these areas will be discussed.

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

THE PEW RESEARCH CENTER STUDY OF SURVEY NONRESPONSE — **Hawthorne Ballroom 2**

Organizer: Scott Keeter, Virginia Commonwealth University

Chair: Andrew Kohut, Pew Research Center for the People and the Press

Consequences of Reducing Telephone Survey Non-Response – OR – What Can You Do in Eight Weeks That You Can't Do in Five Days?, Scott Keeter, Virginia Commonwealth University, Carolyn Miller, Princeton Survey Research Associates

Stimulating Nonresponse Error from Surveys of Varying Effort: The Case of the Pew Center RDD Experiment, Robert M. Groves, Stanley Presser and Stephen Hanway, the Joint Program in Survey Methodology

Race and Reluctant Respondents: The Consequences of Non-Response in Public Opinion Surveys, Gregory Flemming and Kimberly Parker, Pew Research Center

Discussant: John Brehm, Duke University

IMPROVING THE FRAME AND COVERAGE — **Hawthorne Ballroom 4**

Chair: Sherry Marcy, National Research Corporation

Respondent Selection in RDD Surveys: A Randomized Trial of Selection Performance, Charles E. Denk and John Hall, Mathematica Policy Research, Inc.

Surveying Rare Populations with Probability Sampling: The Case of Interviewing Undocumented Immigrants, Cynthia D. Good and Marc Berk, Project HOPE, Rosario Jacinto, NuStats International, Martin Frankel, Abt Associates, Inc.

Improving the Feasibility of Including Deaf Respondents in Telephone Surveys, Barbara Foley Wilson, Gerry Hendershot, Senda Benaissa, Karen Whitaker and Paul Beatty, National Center for Health Statistics

Discussant: Donald P. Camburn, Research Triangle Institute

PANEL - SHOULD QUESTIONNAIRES BE COPYRIGHTED? — **Pavilion Ballroom A**

Organizers: Peter V. Miller, Northwestern University, Dianne Rucinski, The Ounce of Prevention Fund

Chair: Peter V. Miller, Northwestern University

Panel: Peter V. Miller, Northwestern University
Dianne Rucinski, The Ounce of Prevention Fund
Robert Alan Garrett, Arnold and Porter
Warren Mitofsky, Mitofsky International

This panel examines copyright law as it pertains to survey practices and publications. Issues to be considered range from the practical – What can be copyrighted? What are copyright infringements? What is fair use? What protections does copyright law provide? – to the normative – Does the use of copyright conflict with open discussion of survey methods and development of standards? The presentations include a report on a study of copyright practices by survey researchers, a primer on copyright issues in surveys prepared by an experienced attorney, and a case history of the limits of copyright protection.

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

PUBLIC OPINION THEORY: PART 1 **Pavilion Ballroom B**

Chair: Kurt Lang, University of Washington

An Introduction to Social Representations, Bennett Kadel, Wisconsin Survey Research Laboratory

Public Opinion as Elephant, Unicorn, or Electron: What Concept Corresponds to Our Indicators? Allen Barton, Columbia University - emeritus

This Thing Called ... Public Opinion? Issues Raised by the World Reaction to the Death of Princess Diana, Robert M. Worcester, Market & Opinion Research International

Publicly Mediated Opinion: Explorations of the Public Nature of Opinion Expression, Linda J. Penaloza, Wisconsin Survey Research Laboratory

Discussant: Gladys Engel Lang, University of Washington

9:00 a.m. - 5:00 p.m. **EXHIBITS** **Pavilion Suites 1 & 2**
BOOKS
TECHNOLOGY

50 YEARS AGO:
DEWEY VS. TRUMAN, THE POLLS OF 1948

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

PANEL: CUSTOMER SATISFACTION TRENDS, MEASUREMENT AND USE **Hawthorne Ballroom 1**

Organizer: Barbara Everitt Bryant, University of Michigan Business School

Chair: Sandra L. Bauman, Wirthlin Worldwide

Participants: Barbara Everitt Bryant, University of Michigan Business School
Andrew J. Morrison, Market Strategies, Inc.
Glen Phelps, The Gallup Organization

Customer satisfaction is a current major focus of corporations, small businesses, and government agencies that need to retain customers to enhance profitability or keep taxpayer users happy. Yet the American Customer Satisfaction Index (ACSI), which has been modeling customer satisfaction with 200 companies and government agencies since 1994 and now has a database of 200,000 interviews, shows customer satisfaction trending downwards. ACSI data will be used to demonstrate the decline in customer satisfaction for a majority of the 34 measured industries and seven sectors of the economy – and what has happened to such drivers of satisfaction as customer expectations, perceived quality, and perceived value.

Moving from the general to the particular, two presenters will discuss customer satisfaction tracking for specific client companies and how these companies are using satisfaction measurement as input to systems for making quality improvements in services and products to enhance customer satisfaction.

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

IMPROVING MEASUREMENT IN DRUG USE SURVEYS **Hawthorne Ballroom 4**

Chair: Rachel A. Caspar, Research Triangle Institute

Enhancing the Validity of Drug Use Data: An Experiment, Nora Fitzgerald, National Institute of Justice and George Yacoubian, Temple University

Effects of Third Party Presence on Self-Reported Drug and Alcohol Use in CASI and Paper-and-Pencil Self-Administered Surveys, William Aquilino, University of Wisconsin

Improving Estimates of Drug Use by Use of Validation Methods, Michael Fendrich and Timothy Johnson, University of Illinois at Chicago, Seymour Sudman, University of Illinois at Urbana-Champaign, and Joseph S. Wislar, University of Illinois at Chicago

Do Interviewer-Respondent Race Effects Impact the Measurement of Illicit Substance Use and Related Attitudes? David Livert and Charles Kadushin, City University of New York, Mark Schulman and Andy Weiss, Schulman, Ronca & Bucuvalas

Discussant: Peter V. Miller, Northwestern University

PUBLIC JOURNALISM: VIEWS FROM REPORTERS AND ITS IMPACT ON THE PUBLIC **Hawthorne Ballroom 3**

Organizer: Esther Thorson, University of Missouri

Public Journalism and Traditional Journalism: A Shift in Values?, David Arant and Philip Meyer, University of North Carolina

Issue Learning and Media Signals: Does Civic Journalism Produce Better Informed Citizens?, Marco Steenbergen, Timothy Vercellotti and Philip Meyer, University of North Carolina

Of What Use Civic Journalism: Do Newspapers Really Make a Difference in Community Participation?, Keith Stamm, University of Washington

Public Participation and Civic Attitudes and Consumption of Public Journalism, Esther Thorson, University of Missouri, Steven Chaffee, Stanford University

Discussant: Cole Campbell, St. Louis Post-Dispatch

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

COGNITIVE ASPECTS OF SURVEY MEASUREMENT **Hawthorne Ballroom 2**

Chair: Donna Eisenhower, NORC

Experimenting with Bayesian Recall, S. James Press, University of California, Riverside, Judith Tanur, State University of New York, Stony Brook

Violating Conversational Conventions Disrupts Cognitive Processing of Survey Questions, Allyson Ankerbrand and Jon A. Krosnick, Ohio State University, Richard T. Carson, University of California, San Diego, Robert C. Mitchell, Clark University

Integration of the Cognitive Methods with a Split-Half Experiment: Redesign of an Establishment Survey Questionnaire, Young I. Chun, Bureau of Statistics

Beyond Concurrent Interviews: An Evaluation of Cognitive Interviewing Techniques for Self-Administered Questionnaires, Cleo Redline, Richard Smiley, Meredith Lee and Theresa DeMaio, Bureau of the Census, Don Dillman, Washington State University

Testing Propositions About the Occurrence of Primacy Effects in Telephone Surveys, David W. Moore and Frank Newport, The Gallup Organization

CLINTON POLLING: SEX, LIES AND AUDIOTAPE – A PANEL DISCUSSION **Pavilion Ballroom A**

Organizer/Chair: Warren J. Mitofsky, Mitofsky International

Panel: Adam Clymer, The New York Times
Kathleen Frankovic, CBS News
Tom Rosenstiel, Project for Excellence in Journalism, Pew Charitable Trust

Bill Clinton, Monica Lewinsky, Linda Tripp, Kathleen Willey, Paula Jones, Kenneth Starr, William Ginsburg. Who's up, who's down. Every hour on the hour, new allegations, new denials, new "evidence," and yes, new polls too. How well did these polls serve the public and the news coverage? Did they influence public opinion? Did they influence news coverage? Did they influence congressional reaction? Did they influence the special prosecutor? These questions and more will be discussed by a distinguished panel of participants in- and observers of- the process, and by an expert audience.

PUBLIC OPINION THEORY: PART 2 **Pavilion Ballroom B**

Chair: Gladys Engel Lang, University of Washington

Public Opinion and the Mass Audience: Theorizing the Power of the Public, Katherine Jackson, Northwestern University

Questioning the "Public" in Public Opinion: Surveys Can't Get You from Here to There, Fred H. Goldner, Queens College - emeritus

What Surveys Can Tell Us About Public Opinion: Revisiting the Blumer/Converse Debate, Scott L. Althaus, University of Illinois at Urbana-Champaign

An Evaluation of Spiral of Silence Theory Compared with a Process Model of Public Opinion, Irving Crespi, Crespi Associates

Discussant: Kurt Lang, University of Washington

Saturday, May 16

11:45 - 12:30 p.m. **POSTER SESSION 2** **Pavilion East Foyer**

Gender Bias in the 1993-1996 Behavioral Risk Factor Surveillance System Surveys: The Importance of Taking Probabilities of Selection Into Account, Peter Mariolis, Centers for Disease Control and Prevention

Improving the Communications Climate in a State Mental Health Agency, Lowndes F. Stephens, University of South Carolina

Results of an Experiment Using Different Mail Carriers for a Mail Survey of Immunization Providers, John D. Loft, Edmond Maes, Center for Disease Control and Prevention, Anita Kneifel, Ann-Sofi Roden, K.P. Srinath and Rebecca Strella, Abt Associates, Inc., Victor Coronado and Robert Wright, Center for Disease Control and Prevention

Monitoring Childhood Vaccination Coverage Levels Throughout the U.S., Michael Battaglia, Abt Associates, Inc., Victor G. Coronado, Centers for Disease Control and Prevention, David Hoaglin, Abt Associates, Inc., Robert A. Wright, Centers for Disease Control and Prevention, Ellen Anderson, Trena M. Ezzati-Rice, Edmond Maes, Centers for Disease Control and Prevention

Re-Membering Memberships: Improving the Way We Count Organizational Affiliation, Thomas M. Guterbock and John C. Fries, University of Virginia

A Forms Design Appraisal Checklist for Evaluating Survey Forms Design Problems, Sylvia Kay Fisher, Deborah Stone and Linda L. Stinson, Bureau of Labor Statistics

Economic Literacy: Has the Growth in Personal Finance and Business News Increased It? Lowndes F. Stephens, University of South Carolina

Beyond the Questionnaire: Predicting Survey-Based Behaviors from Secondary Data, Barbara C. O'Hare and Daniel Estersohn, The Arbitron Company

Gender, Highest Degree, Years of Experience and Number of Months Worked Annually as Salary Predictors Among Members of a Professional Organization during the 1990's, Jeanette Olach Janota, American Speech-Language-Hearing Association

Teens Talk: Are Adolescents Willing and Able to Answer Survey Questions? Jennifer C. Hess, Jennifer Rothgeb and Andrew Zukerberg, Bureau of the Census, Kerry Richter, Child Trends, Inc.

Data Editing as a Measure of Questionnaire Quality, Charles Day and Jaki Stanley, National Agricultural Statistics Service

Differences in Patron Survey Responses by Mall Exit, J.A.F. Nicholls, Sydney Roslow, Florida International University, Sandipa Dublish, Fairleigh Dickinson University and Carl J. Kranendonk, Florida International University

Political Participation and the Mass Media in the 1996 Election: A Structural Equation Modeling Approach, Mee-Eun Kang, University of Michigan

Obtaining Permission from Respondents for Reinterviews: The Effect of Question Wording, Dennis Jacobe, The Gallup Organization

The Social Closeness Corollary: A "Reverse" Perspective on the Third-Person Effect, Edward M. Horowitz, University of Wisconsin-Madison

12:30 - 2:00 p.m. **LUNCH AND AAPOR PRESIDENTIAL ADDRESS** **Pavilion Ballroom C & D**

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

THE PUBLIC'S VIEWS ON HEALTHCARE **Hawthorne Ballroom 2**

Chair: Cecilie Gaziano, Research Solutions, Inc.

Understanding the Managed Care Backlash, John M. Benson and Robert J. Blendon, Harvard University, Mollyann Brodie, Drew E. Altman, Larry Levitt, Diane Rowland and Matt James, Henry J. Kaiser Family Foundation and Larry Hugick, Princeton Survey Research Associates

Americans' Views on Children's Healthcare, Robert Blendon, John T. Young, and Marie McCormick, Harvard School of Public Health, Martha Kropf and Johnny Blair, University of Maryland

Women's Attitudes and Knowledge About Women's Health Issues, Kimberly Downing, University of Cincinnati

The Closer You Are, the Worse It Looks: Consumer and Physician Attitudes about Managed Care in a Mature Market, Robert P. Daves, The Minnesota Poll, Karen Donelan, Harvard School of Public Health

Discussant: Maureen Michaels, Michaels Research, Inc.

POLITICAL ATTITUDES AND VALUES **Hawthorne Ballroom 1**

Chair: K. Vishwanath, Ohio State University

Political Attitudes of Latinos in Orange County, CA, Mark Baldassare, Public Policy Institute of California

Fiscal Frames and Electoral Fortunes: Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election, J. Tobin Grant and Stephen T. Mockabee, Ohio State University

Talk Radio Discourse as Public Argumentation: A Dialectical Analysis, Scott L. Hale, University of Illinois at Urbana-Champaign

Dan Quayle vs. Murphy Brown (Five Years Later): Traditional Values and the American People, Brian E. Harpuder, Stephen T. Mockabee, Quin Monson, Trevor N. Tompson and Paul J. Lavrakas, Survey Research Center, Ohio State University

The Gender Gap in Virginia: Gubernatorial Election Polls, Harry L. Wilson, Roanoke College

Saturday, May 16

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

DECREASING NONRESPONSE **Hawthorne Ballroom 3**

Chair: James H. Drew, GTE Laboratories

An Experimental Evaluation of Response to a Multi-Mode Sequence by Professionals in Establishment Settings, Danna L. Moore, Dretha M. Phillips, Washington State University

Calling All Newspaper Readers...And Calling...And Calling: The Impact of Callbacks on Readership Rates, Sue Greer, Greer Research Associates, Virginia Dodge Fielder, Knight-Ridder, Inc.

An Analysis of the Effect of Varying Pre-Survey Letter Characteristics on Cooperation Rates, John M. Kennedy, Roger Parks, Nancy G. Bannister, Heather Terhune and Jennifer Inghram, Indiana University

Pre-Alerting Sampled Households - A Test of Alternative Treatments, Carol Morin and Sharon Riley, The Arbitron Company

The Effect of Longitudinal Burden on Survey Participation, Richard Apodaca, Susan Lea, and Brad Edwards, Westat

MEASURING HISPANICS **Hawthorne Ballroom 4**

Chair: Susan Pinkus, Los Angeles Times Poll

A Report on the Relationships Between Language Preference and Other Key Population Variables Among U.S. Hispanics, Marla Cralley, John Fleetwood and Ann Shulla, The Arbitron Company

Question Wording Effects on Hispanic Coverage in the Current Population Survey, Ruth B. McKay, Brian Harris-Kojetin and Clyde Tucker, Bureau of Labor Statistics

Can Language Preference Questions Influence Reported Media Usage Among Hispanic Survey Respondents? Robert H. Patchen and Marla D. Cralley, The Arbitron Company

The Effects of Proxy Response on the Reporting of Race and Ethnicity, Brian A. Harris-Kojetin, Bureau of Labor Statistics, Nancy Mathiowetz, Joint Program in Survey Methodology

Discussant: Charles Rund, Charleton Research Company

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

PANEL - MINIMUM STANDARDS FOR LEGAL RESEARCH: SHOULD AAPOR HAVE A ROLE? **Pavilion Ballroom B**

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

Panel: Harry O'Neil, Roper Starch Worldwide , Inc.
Clyde Tucker, Bureau of Labor Statistics
Seymour Sudman, University of Illinois at Urbana - Champaign
E. Deborah Jay, Field Research Corporation

This panel arose because of concern expressed by professionals engaged in presenting change of venue surveys to courts. Presenting survey evidence in an adversarial context often turns into a contest about survey research standards that judges are not well equipped to decide. The adoption of minimum standards by a well-respected organization like AAPOR would be helpful in informing judges about minimum standards for venue surveys.

Some members of AAPOR are reluctant to promulgate or ratify such standards in specific sub-areas of survey research, whether in venue or elsewhere because it may take AAPOR into areas beyond its proper role. This panel will discuss the problems and benefits of such standards, and will also briefly examine the proposed venue standards. After short presentations, comments from the audience will be sought.

2:15 - 3:45 p.m **ROUNDTABLES** **Pavilion Ballroom A**

IMPROVING SURVEY RESPONSE IN TARGET POPULATIONS VIA PROMOTION AND PUBLICITY

Organizers: Jaki Stanley, National Agricultural Statistics Service
Jay V. Johnson, National Agricultural Statistics Service

Information and attitudes about a survey sponsor may have a powerful effect on a respondent's decision to participate in a survey. This discussion is intended to allow participants to share ideas and experiences related to effectively building a positive organizational image to increase response rates. What has been effective (or ineffective)? How do you find out how your organization is perceived by potential respondents? Discussion will also focus on methods of measuring the effectiveness of building image to increase survey cooperation. By the end of the roundtable discussion, it is hoped that participants will have shared and gained ideas on how to improve and monitor organizational image to increase survey participation.

MEASURING HOW AMERICANS SPEND THEIR TIME: DESIGNING, IMPLEMENTING, ANALYZING, AND REPORTING A TIME-USE SURVEY

Organizers: Linda L. Stinson, Bureau of Labor Statistics
Kerry Levin, Barbara Forsyth and Angie Becher, Westat

The Bureau of Labor Statistics (BLS), in contract with Westat, recently explored the possibilities of developing and implementing a time-use survey by conducting a field test. Come join members of that pilot project to (1) learn about the steps which BLS has already taken, (2) see what challenges emerged as we attempted to measure time-use and (3) share your ideas on ways to design, implement, and analyze a time-use survey that would provide the largest quantity of useful information for the greatest number and variety of researchers. Participants are invited to consider such things as the most appropriate and feasible unit of analysis, mode of data collection, and reporting structure and content.

Saturday, May 16

2:15 - 3:45 p.m. **CONCURRENT SESSIONS** (roundtables continued)

NONRESPONSE TRENDS IN BUSINESS SURVEYS

Organizer: Carl Ramirez, General Accounting Office

Published evidence supports the conventional wisdom that nonresponse rates are increasing in household and personal surveys, primarily due to increasing refusals. Does similar evidence exist for surveys of organizations, where informants within establishments or enterprises are interviewed? First, the problems of making such a comparison will be explored, then the roundtable chair will present response rate trend data from several ongoing business surveys for examination. Participants are invited to bring their own experiences and opinions of how changes in the survey environment, sample design, and data collection technology may have affected business survey costs and response rates over time.

MULTIPLE METHODS OF SURVEYING OLDER AMERICANS: RESPONSE RATES, DATA QUALITY AND COSTS

Organizers: Katharyn Marks, Ada-Helen Bayer and Theresa Keenan, AARP

Improving response rates and obtaining high quality data -- particularly at manageable costs in quick turn-around situations -- continue to be important issues in polling research. To explore these issues, we conducted experiments with AARP members using the same questionnaire across five mail and two telephone methods. We present analysis of the effects of survey mode (mail vs. telephone), sample source (membership list, RDD, and consumer panel), mail questionnaire format (scannable vs. custom-designed), an 800 number phone response option, prenotification post-cards or letters, and mail type (first class vs. Priority). We discuss the various response rates, non-response error levels, coverage issues, turn-around times, relative costs and data quality issues, including item non-response.

3:45 - 4:30 p.m. **POSTER SESSION 3** **Pavilion East Foyer**

Joint Session: Field Directors &Technologies Conference(IFDTC)/AAPOR

Trying Something Different: Oral Questionnaire Translation by Committee, Alisu Schoua-Glusberg, Research Support Services

When is CAPI Cost-Effective? Joan W. Law and Michael Kwit, NORC

Cognitive Issues Associated With Collecting Cash Contributions in the Consumer Expenditure Survey, Sylvia Kay Fisher and John Bosley, Bureau of Labor Statistics

An Evaluation of Cognitive and Traditional Methods to Develop an Effective Notification Card for a Telephone-Administered Patient Survey, David J. Mingay and Lisa Robillard, University of Chicago

Can Information From and About Interviewers Predict Their CAPI Behavior? D.E.B. Potter, Agency for Health Care Policy & Research, Sandra Sperry, Brad Edwards and Richard Dulaney, Westat

Assessing Questionnaire Administration Time and Length: An Interactive Spreadsheet Approach, Sandra Berry and Shirley E. Nederend, Rand Corporation

Is a Higher Response Rate Always Better? Robert O'Connor, Richard J. Bord and Ann Fisher, Pennsylvania State University

Using Survey Research to Collect Financial Data, Gary Siegel, DePaul University

Saturday, May 16

4:10 - 5:30 p.m. **ANNUAL MEMBERSHIP/ BUSINESS MEETING** **Pavilion Ballroom B**

A presentation/discussion of the business of the organization, including: future conference sites, the evolving meal plan, ongoing standards issues, and efforts to make AAPOR and its principles more visible to the public. All are welcome.

6:30 - 7:30 p.m. **PRESIDENT'S RECEPTION** **Pavilion East Foyer**

7:30 - 9:30 p.m. **DINNER AND AWARDS BANQUET** **Pavilion Ballroom C & D**

10:00 p.m. - **MUSIC/DANCING AT THE ADAMS-MARK**

Look for conference goers at A.J.'s nightclub and Pierre's piano bar at the Adams-Mark, 4th and Chestnut, just a few blocks away.

10:00 p.m. - **SEMINAR ON APPLIED PROBABILITY** **Diplomat Room**

NON-TRADITIONAL SING ALONG **Consul Room**

ALL AAPOR PARTY

Sunday, May 17

7:00 - 8:40 a.m. **BREAKFAST** **Pavilion Ballroom C & D**

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

METHODS FOR EVALUATING INSTRUMENTS IN A CAPI ENVIRONMENT **Hawthorne Ballroom 1**

IFDTC/AAPOR Session Joint Session

Organizer: Mick Couper, University of Michigan

Chair: Frances Chevarley, National Center for Health Statistics

CAPI Instrument Evaluation: Behavior Coding, Trace Files and Usability Methods, James M. Lepkowski, Mick P. Couper, Sue Ellen Hansen, Wendy Landers, Katherine A. McGonagle and Jay Schlegel, University of Michigan

Evaluating the NHIS CAPI Instrument Using Trace Files, Mick P. Couper and Jay Schlegel, University of Michigan

Usability Evaluation of the NHIS Instrument , Sue Ellen Hansen and Mick P. Couper, University of Michigan, Marek Fuchs, University of Eichstaett, Germany

Discussants: F. Jackson Fowler, University of Massachusetts, Boston
Renate Roske-Hofstrand, CTA, Inc.

Sunday, May 17

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

INTERVIEWER SELECTION, TRAINING AND QUALITY **Pavilion Ballroom E & F**

IFDTC/AAPOR Joint Session

Chair: Kathryn Dykeman, Voter News Service

Interviewer Selection and Data Quality in Survey Research, Ann Carton and Geert Loosveldt, K.U. Leuven, Belgium

Response Accuracy When Interviewers Stray From Standardization, Michael F. Schober, New School for Social Research,
Frederick G. Conrad, Bureau of Labor Statistics

Interviewer Training Techniques: Current Practice Within Survey Organizations, Darby Miller Steiger, The Gallup Organization, Robert M. Groves, University of Michigan

Attributes to Look for in Recruiting Telephone Interviewers, Kathryn Dowd, Paul Bierner and Mike Weeks, Research Triangle Institute

Discussant: Jaki S. Stanley, National Agricultural Statistics Service

THE MEDIA AND PUBLIC OPINION **Pavilion Ballroom B**

Chair: L. Annie Weber, Cornell University

Public Opinion and Communication Mapping, Kimberly A. Neuendorf, Leo W. Jeffres and David Atkin, Cleveland State University

The Republican Revolution: A Case Study of the Influence of the Media on Elite Responses to Election Outcomes, Amy Gangl, University of Minnesota

Media Use of Expert Sources and Its Effects on Public Opinion, Sophia Chan, University of Wisconsin - Madison

Framing and Attitude Strength: The Case of Gun Control, Frauke Schnell, West Chester University, Karen Callaghan, University of Massachusetts, Boston, Nayda Terkildsen, University of California, Davis

Discussant: Jo Holz, Holz Research & Consulting

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

PANEL - SOFTWARE AND METHODS FOR CONDUCTING INTERNET SURVEYS **Hawthorne Ballroom 3**

Organizer/Chair: Young Chun, Bureau of Labor Statistics and University of Maryland

Panelists: Alison Andrews, Schulman, Ronca and Bucuvalas, Inc.
Zenel Batagelj, University of Ljubljana
Tonya M. Green, IBM Global Services
William H. MacElroy, Socratic Technologies, Inc.
James F. Newswanger, Schulman, Ronca and Bucuvalas, Inc.
Chen-Chi Shing, Radford University
Vasja Vehovar, University of Ljubljana

Is the internet cybersurvey a brave new space? The survey research industry awaiting the 21st century is currently experiencing a paradigm shift towards a paper-less, pencil-less, and face-less cyber, on-line survey. Advances in computer technology and communication innovations have revolutionized survey research by inventing the internet survey, including e-mail surveys and World Wide Web surveys. Succinctly combined with two Friday paper sessions on "Users of the Internet: New Bottles or Old Bottles?" and "Using the Internet for Surveys," this panel will present both a benchmarking tool of cybersurveying software and an interactivity and real-time control based model used to understand various options for conducting internet surveys. The panelists will elaborate, with software examples, the issues of computer-human interaction, content design, user interfaces, survey control, security, and costs associated with getting various types of web and e-mail surveys to be at one's fingertips.

INTERVIEWER/RESPONDENT INTERACTION EFFECTS **Pavilion Ballroom A**

Chair: Trevor Tompson, Ohio State University

Race-of-Interviewer and the Study of Public Opinion, Robert Oldendick and Michael Link, University of South Carolina

An Experiment to Improve Drug Use Reports During Survey Interviews, Timothy Johnson, Michael Fendrich, Seymour Sudman, Elizabeth Severns and Joseph Wislar, Survey Research Laboratory, University of Illinois

An Analysis of Interviewer-Respondent Interaction on Data-Quality in a Validation Study, Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin

Interviewer Gender Effects on Gender-Related Questions, Melissa Herrmann, Chilton Research Services

Discussant: Charlotte Steeh, Applied Research Center

10:30 a.m. - 5:30 p.m. **AAPOR SHORT COURSE** **Hawthorne Ballroom 2**

NONRESPONSE IN HOUSEHOLD INTERVIEWER SURVEYS

Robert M. Groves, University of Michigan, and
Joint Program in Survey Methodology

Sunday, May 17

10:45 a.m. - 12:30 p.m. **CONCURRENT SESSIONS**

PANEL - ORGANIZATIONAL FACTORS IN SUCCESSFUL CAI IMPLEMENTATION **Hawthorne Ballroom 1**

IFDTC/AAPOR Joint Session

Organizer/Chair: Bill Nicholls, Consultant

Participants: William F. Connett, University of Michigan
Michael Dennis, Abt Associates
Jean Martin, Office for National Statistics, London
Robert N. Tinari, Bureau of the Census

Why are some organizations more successful than others in effectively converting paper and pencil surveys to CATI or CAPI while containing costs? Their success may partly result from wise systems and hardware choices and intelligent leadership. Success also may depend on the organization=s climate, structure, and values inherited from the P&P era. This may be especially the case for government and academic survey organizations embedded in larger structures that constrain their adaptability. This panel will focus on these organizational factors, including models and objectives of the organization, division of labor and team decision making, and the need to reengineer general business (survey) processes in combination with technological change to achieve maximum effectiveness. The panel members, although well acquainted with each other, are known to have quite opposing views. This session will be held jointly with the International Field Directors and Technologies Conference.

THE RESPONDENT AS INFORMANT **Pavilion Ballroom A**

Chair: Stephanie Brown, U.S. Bureau of the Census

The Effects of Retention Intervals on Self Reports and Proxy Reports, Monica Dashen, Bureau of Labor Statistics

Reports of Smoking in a National Survey: Self and Proxy Reports in Screening and Detailed Interviews, Roger Tourangeau, The Gallup Organization, Angela Brittingham, NORC, Ward Kay, U.S. Bureau of the Census

The Respondent as Informant: Evidence from Neighborhood Reports on Drugs, Alcohol and Crime Victimization, Andrew A. Beveridge, Charles Kadushin and David Livert, City University of New York

Can Parent Reports Be Used to Measure the Quality of Pediatric Asthma Care? Laurie J. Bauman, Albert Einstein College of Medicine, Yvonne Senturia, David Rosenstreich, Yvonne Coyle, Rebecca Gruchalla, Ellen Crain, Wayne Morgan, Maryse Roudier, Herman Mitchell, Albert Einstein College of Medicine, Ernestine Smartt, Inner City Asthma Study (ICAS)

Discussant: Karl Landis, Temple University

10:45 a.m. - 12:30 p.m. **CONCURRENT SESSIONS**

ISSUES IN SURVEY MANAGEMENT **Pavilion Ballroom B**

Chair: Barbara O'Hare, Arbitron

Use of an Intranet to Manage a Telephone Survey : The National Immunization Survey, J. Michael Dennis, Abt Associates, Inc., Victor G. Coronado, Centers for Disease Control and Prevention, Martin Frankel, Ann-Sofi Roden and Candice Saulsberry, Abt Associates, Howard Speizer, NORC, Robert Wright, National Center for Health Statistics

Web-Based Survey Tools, Sarah Nusser, Iowa State University, Dean Thompson, Department of Agriculture

Managing an A-CASI Study for the First Time, Beth Severns, Timothy Johnson, Michael Fendrich and Seymour Sudman, University of Illinois at Chicago, Survey Research Laboratory

Managing 78 Simultaneous RDD Samples, Paul Buckley, Clayton Daniel and Candace Saulsberry Abt Associates, Inc., Victor Coronado and Edmund Maes, Center for Disease Control and Prevention, Trena Ezzatti-Rice and Robert Wright, National Center for Health Statistics, Ann-Sofi Roden, Abt Associates, Inc.

Discussant: Ward Kay, U.S. Bureau of the Census

12:30 p.m. **LUNCH ON YOUR OWN**

Goodbye...

until AAPOR's 54th conference

when we meet at the Tradewinds Resort

on St. Pete's Beach, Florida

May 13 - 16, 1999

In
Honor of

DEXTER NEADLE

For
His Many Years
of
Dedicated Service and Contributions
to
Audits & Surveys Worldwide
and the
Entire Marketing Research Community

Friday, May 15
8:30 - 10:00 a.m. **PUBLIC OPINION IN DEVELOPING COUNTRIES**

The First Survey in North Korea: Lessons from a Nutritional Study, **Young I. Chun, University of Maryland**
North Korea, a last Communist state embedded with East Asian Confucianism, has finally allowed the United Nations World Food Programme (WFP) to conduct a nutritional survey of North Korean children for the first time in its 50-year history. North Korea was devastated in 1995 by the worst flood in 100 years; another flood came in 1996; drought and hail in 1997. Famine has spread out, with the food available for only half of its population. In response, North Korea allowed international relief workers to have unprecedented access to flood areas in 1995, to randomly sample soils and crops and interview flood victims in 1996, and now to conduct a first nutritional survey in 1997. North Korea is the state where a census was conducted the first time in 1993, and a couple of provincial heath surveys only had been on record. Logistically and methodologically, it was a very difficult task to conduct a survey in a community where "face saving" is considered virtue, and is a source of survey response error as well (e.g., social desirability). In this paper, the first nutritional survey process in North Korea is discussed with major findings and the barriers of conducting a survey in North Korea. Findings in the nutritional survey are weighted against the results from the field researches completed by the United Nations organizations and international non-governmental organizations. The paper concludes with a set of guidelines regarding how to conduct a survey in North Korea.

Measuring Campaign Awareness in Mexican Politics, **Alejandro Moreno, Autonomous Technological Institute of Mexico**
The distribution of information among mass electorates has been commonly described as a distribution with a low mean and a high variance. Individuals differ from each other in the levels of attention that they pay to political information, and this may affect the ways how political events and political actors are perceived. Using national post-election survey data, this paper presents an index of campaign awareness based on the voters' recognition of party slogans that were used in nation-wide media advertising during the 1997 Mexican election process. As a proxy of who pays attention to politics and who does not, the index of campaign awareness used in this paper gives us evidence of (a) the determinants of political awareness; (b) how awareness shapes the individual's perceptions about government performance; (c) how awareness shapes perceptions of ideological proximity between parties and citizens; and (d) how partisanship and awareness relate with each other in filtering campaign effects and influencing voting decisions.

Towards Referendum Day: Polling the Peace Process in Northern Ireland, **Colin McIlheney, Lybrand, Fanum House, Belfast, Northern Ireland**
This paper will outline the results of a vital series of pioneering opinion surveys held across Northern Ireland from the signing of the Downing Street Declaration to the recent tests of attitudes towards New Labour'? handling of the peace process, the role of the prisoners in any settlement and the future of the police. Core issues will be tracked over time. These polls form the largest sample based surveys ever conducted in Northern Ireland on a range of controversial topics. They form a unique insight into how the public perceive the major issues during the 1990s.

Colin McIlheney, Coopers & Lybrand, Belfast has designed and analysed all the polls which were conducted for the full roster of media clients in Ireland (BBC, RTE, UTV, Irish Times, Sunday Tribune amongst others). Whilst it is too early to predict, the conference in St Louis is planned for a crunch time and it is possible that early indicators from our final referendum survey may be available. The actual referendum to be held simultaneously across the whole of Ireland in late May will mark a watershed in the history of the island.

Information Sources in Seven Chilean Newspapers, **Francisca Greene Gonzalez, Instituto Libertad y Dessarrollo, Chile**
This paper analyses the information sources used by the media for six news events appearing in the Chilean press between September 1996 and May 1997. The source is the origin of the information. It has huge power over the journalist, since most of the time he doesn't have other way to observe reality. He has no other alternative than trusting the source. Often, the source approaches the journalist. The journalist doesn't look for the source. This is dangerous, because on the one hand, the media trusts the information given by the source and does not confirm the data with another source and, on the other hand, the opinions of the most clever sources are the most discussed in the media. The following research shows that on average, for the six news events analyzed, the number of sources per event is relatively small. Moreover, if we study these sources in detail, we can conclude that in every case, the information is partial. Only one source is consulted or several sources with the same ideology. It seems then that the tendency of the media is to not compare opinions. In fact, they are satisfied with an only source, the most powerful one, or the one that has more influence in the media and in the general public. The danger of this is that objectivity can be lost and that it is more probable to find bias in the information. This makes the media and the whole information system lose credibility.

USERS OF THE INTERNET: NEW BOTTLES OR OLD BOTTLES?

***New Wine in an Old Bottle? New Media, Opinion Holding and Perceptions of Media Coverage*, K. Viswanath, Paul Lavrakas, and Chi-yu Wei, Ohio State University**

The public discourse accompanying the new media technologies such as the internet and the World Wide Web (WWW) suggests that the 'web' will be used as a powerful democratizing medium to promote political participation by informing the public on issues affecting them. A primary premise that appears to inform such discourse is that the internet/WWW will bring into the political process those citizens who are not already or otherwise engaged in it. Recent evidence based on more systematic and scientific samples, however, has suggested that the people who use the internet and other new media technologies are not very different from other more active participants in the political process: more formally educated and earning higher incomes. A significant difference, however, is in the age. Younger people are more likely to use the internet than older citizens. These recent findings call for a closer examination of media use and reliance, opinion holding and political ideology among internet users and non-users. To address these issues, a telephone survey of 824 randomly selected adults in Ohio was conducted by the Survey Research Unit of the College of Social and Behavioral Science at the Ohio State University in May of 1997 as a part of the Buckeye State Poll. Preliminary analyses indicate that there are no significant differences between users and non-users on their reliance on traditional media and the images and opinions they hold about media coverage. One significant difference, however, is in the usage of television. Internet users spend less time, on an average, watching television compared to non-users. In terms of political leanings, internet users are more likely to consider themselves 'moderate' and 'independents'. More closer examination of conventional wisdom about internet users and participation is warranted as indicated by these results.

***Internet Surveying: A Comparison to Telephone Surveys*, Daniel C. Lockhart, Maritz Marketing Research**

This study compares responses to questions asked on the internet and in a national RDD telephone study. Responses are to three studies conducted at the same time via telephone and the internet. Comparisons include responses to 3 sets of questions asked at three different times. The questions are on three general topics: car washing behavior, early holiday shopping, and highway billboards. The following table shows the topics, dates, and completes (for internet and telephone samples).

The results indicate that the Internet is biased towards middle age categories, wealthier incomes, and has a greater proportion of male users. Specifically, income groups under $25,000 per year were under-represented on the Internet and income groups over $65,000 per year were over-represented on the Internet. Comparisons to other Internet surveys reveal similar differences. Comparisons to the Georgia Tech longitudinal study indicate that these differences have been becoming less pronounced. Within selected demographic categories the Internet showed differences from the telephone sample. For example the percent of males who report that they wash their cars every other month or less frequently was 32% For the Internet sample and only 23% for the telephone sample.

The data for age group break downs show that the individuals on the Internet survey wash their cars less frequently than individuals on the telephone survey. However, this difference diminished as respondents increased in age. That is, older respondents on the two surveys were more similar to each other in regards to washing their cars than were younger respondents.

***Cyber California: A Portrait of PC and E-mail Users and How They Differ from Other Californians*, E. Deborah Jay and Mark DiCamillo, Field Research Corporation**

Californians have long been on the cutting edge of technology use. Field Research Corporation has been tracking computer and e-mail use among California adults in its ongoing statewide surveys. Surveys conducted this year indicate that fully 62% of California adults are computer users and 37% have an e-mail address either at home, at work or at school. This paper compares computer users and e-mail users to non-computer users. The data reveal that there are not only large demographic disparities between PC users and non-users, but also between PC users who have an e-mail address and those who do not. The findings have implications for surveys of computer users conducted by e-mail versus other more traditional methods.

Who Is the Digital Citizen?:A Systematic Comparison of Telephone and Online Methodologies, Joel C. Webster, Chilton Research Services

With social and technological changes threatening the traditional methods of data collection, an increasing effort is being made to utilize the resources of the internet. CRS has undertaken a careful methodological test comparing data collected from a nationally representative telephone survey with identical questions collected using self-selected respondents to an internet survey with incentive. The telephone survey involved 1005 total respondents, of which 393 reported that they have personally used the internet. The internet survey involved 721 total respondents, of which 562 were over 18 and within the U.S.A. The two surveys were conducted simultaneously. The analysis classified the questions into demographic, behavioral and attitudinal components and developed a method for easily and consistently comparing the overall degree of differences between various populations on the three components.

Following the comparison of the results, a procedure was undertaken to systematically arrive at a parsimonious weighting scheme to account for demographic differences. The initial analyses in this stage made it clear that most traditional demographic weighting variables (race, income, age, sex) would be entirely ineffective or unnecessary even with regard to controlling other demographic variables. Several weighting schemes were applied and a simple scheme was finally developed which virtually eliminated all demographic differences.

The effect of the demographic weighting was surprising, even counterintuitive. It actually increased the magnitude of the attitudinal and behavioral differences seen between actual internet respondents and respondents who reported that they personally used the internet over the telephone. This has important implications for understanding what the results of this critical new technology can mean for opinion research. Online research currently stands revealed as possessing both surprising weaknesses and surprising strengths in its role as a data collection tool.

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

CURRENT RESEARCH ON THE IMPACT OF POLLS ON PUBLIC OPINION - PANEL

***Do Public Opinion Polls Move Public Opinion? An Experimental Study in Issue Context*, Mee-Eun Kang, University of Michigan, Ann Arbor**

This study investigates the influence of public opinion poll results on public opinion in issue contexts. This study takes a social psychological approach, and of particular interest to this study was the role of individuals' motivation and ability in information processing on their opinions, as proposed in the Elaboration Likelihood Model (ELM). In this study, the effects of public opinion polls were examined under conditions of high and low motivation (personal relevance) and high and low ability (knowledge levels about polling methodology and general political/social issues).

Laboratory experiments were conducted examining attitude formation and perceived impacts of poll results on individuals after being exposed to public opinion poll results. A total of 340 undergraduate students participated in the laboratory experiment. Subjects were randomly assigned to one of four conditions and received information about public opinion poll results which showed either one or the other position within each issue gaining more support. MANOVA, ANOVA and ANCOVA were conducted to analyze the laboratory experiment data.

The results indicated that individuals' attitudes can be influenced by reports of public opinion polls they see in the mass media, especially when their motivation is low. Individuals' motivation was a significant factor which determines the extent to which they are influenced by poll results in the mass media. Ability, operationalized as knowledge about polling methodology and political expertise, did not turn out to be a significant determining factor in the process.

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

INCREASING RESPONSE RATES THROUGH INCENTIVES

***Testing the Effects of a Pre-paid Incentive and Express Delivery to Convert Refusals On a Random Digit Dial Telephone Survey*, David Cantor, Patricia Cunningham and Pamela Giambo, Westat**

This paper describes the results of a series of experiments that tested the use of pre-paid incentives and pre-notification to increase response rates on a random digit dial (RDD) household survey. The experiments were conducted as part of the National Survey of America=s Families (NSAF), a large RDD effort, sponsored by a number of private foundations to assess the impact of recent changes in federal policy on social programs. As part of the refusal conversion effort for this survey, several experiments were conducted which examined the effectiveness of the use of a pre-paid $5 incentive, the use of a pre-notification letter mailed via express delivery and the combination of the two methods. The results of the experiments are evaluated with respect to the overall effectiveness to increase response rates and reduce interviewer workload. In addition, the paper discusses the possible problems that may be introduced by treating only those respondents for whom an address can be obtained to do the prepayment and express delivery mailings.

The Effect of Prepaid Monetary Incentives on Mail Survey Response Rates and Response Quality, **Robert Baumgartner and Pamela Rathbun, Hagler Bailly Inc., Kevin Boyle, University of Maine, Michael Welsh, Hagler Bailly Inc., Drew Laughland, U.S. Fish and Wildlife Service**
At the 1997 AAPOR conference, we presented the results of five studies that examined the effects of a prepaid monetary incentive on response rates to mail surveys. Each of these previous studies only examined a portion of the range of "token" monetary incentives ($0 to $5) that are typically used in a mail survey. In addition, one of these studies suggested that two $1 bills produced a higher response rate than one $2 bill, while another showed a higher response rate for four $1 bills than a $5 bill, suggesting a "wad" effect. The current paper will present the results of two large-scale experiments (a statewide general population survey in Iowa and a national general population survey) to examine the effect of prepaid monetary incentives (ranging from $0 - $5 in $1 increments) on response rate and measures of response quality for a mail survey. The data show that response rates increase at each level of incentive, from $0 to $5. However, the increment in the final response rate that is attributable to each one-dollar increase in the amount of the incentive is not equal. A one-dollar increase in the incentive had the largest effect between the $0 and $1 treatments. As the incentive amount increases, the effect of a one-dollar increase in the incentive amount decreases. The difference in response rates between the $2 and $3 incentive, the $3 and $4 incentive, and the $4 and $5 incentive treatments were not statistically significant. The response rate for the $5 treatment, however, was significantly higher than that found for either the $0, $1, or $2 treatments. In addition to the amount of the incentive, we also tested the relative effectiveness of two $1 bills versus a $2 bill, as well as five $1 bills versus a $5 bill to replicate the "wad effect" finding from a previous study. In both of the studies we reported in our 1997 paper, a greater number of bills (two $1 bills versus a $2 bill and four $1 bills versus a $5 bill) resulted in a higher response rate. We found no statistical significance differences for the "wad" effect. To examine the effect of monetary incentives on response quality, we will first examine differences in the response rate for different versions of the survey with more complex and less complex scenarios and background materials by incentive level. Next, we will examine item nonresponse and completeness of responses to "difficult" and "nondifficult" questions within each version of the survey. The survey contained a number of complex scenarios and difficult contingent valuation questions. Indicators proposed by Knauper, et. al. (Journal of Official Statistics, June 1997), such as question length (number of words), question complexity (syntactical complexity), the presence of instructions, and the presence of an introductory phrase will be used to identify difficult questions. The analyses will determine whether the use of an incentive produces any increment in response for difficult surveys or difficult questions within a survey instrument.

Nonmonetary Incentives: Can Their Effects Be Replicated? **Brad Edwards, Andrew Williams and Susan Lea, Westat**
Response rates are an increasing concern in surveys. Willimack and others (1995) reported some encouraging results from an experiment using gift pens: Response rates were almost 5% higher on the Detroit Area Study for households that were mailed a gift ballpoint pen (along with an introductory letter), compared to households that were mailed the introductory letter only – 80.6% versus 75.7%. The Medicare Current Beneficiary Survey (MCBS), a continuous longitudinal panel study of the Medicare population conducted for the Health Care Financing Administration, experienced relatively high initial response rates (87% in 1991), but (like other ongoing national studies) has seen initial rates decline somewhat in recent years. We have employed a number of means in attempts to arrest this downward trend. We sought to replicate the Willimack experience in a national experimental design for the new 1996 panel of 6,000 Medicare beneficiaries. Gift pens (along with an advance letter) were mailed to half of the new sample; the other half received an advance letter only. On the national study overall, we found no positive response rate effect associated with the pens, although our experience in the past two years indicates some success in halting the response rate decline by other means.

An Experimental Study of Ways to Increase Exit Poll Response Rates and Reduce Survey Error, **Daniel Merkle, Murray Edelman and Kathy Dykeman, Voter News Service, Chris Brogan, Abt Associates**
This paper reports the results of an experimental study that was conducted as part of an exit poll and was designed to measure the impact of an incentive and a change in the interviewer's approach to the voter. Eighty precincts were randomly assigned to one of three conditions: 1) Folder Condition -- The interviewers in these precincts were given folders that fit over the right half of the questionnaire pads. The purpose of this was to better standardize the approach and to stress a few key factors that we hypothesized would lead to compliance; 2) Folder and Pen Condition -- The interviewers used the same folder and also offered VNS pens to voters as an incentive for filling out the questionnaire; 3) Traditional Condition -- The interviewers followed the standard VNS interviewing procedures, approaching voters without the folder and without the pen. The results of the experiment indicate that, contrary to our expectations, the pen did not have an impact on response rates or error. However, the folder appears to have had the hypothesized impact on response rates; response rates were slightly higher in the two folder conditions compared with the traditional method. However, and more importantly, the folder conditions had a significantly larger bias than the traditional method.

Public Support for the First Amendment, **Kenneth Dautrich and Jennifer Necci Dineen, University of Connecticut**
Research on public support for the freedoms guaranteed by the First Amendment has been sparse. Three sets of studies dominate this body of research. In the 1950s Samuel Stouffer found that while Americans expressed high levels of diffuse support for the First Amendment freedoms, levels of support dropped when specific expressions of the freedom were posed. In the late 1970s, McCloskey and Brill published controversial research that offered similar conclusions to Stouffer. Finally, in 1991, Wyatt reported on a series of poll findings that he suggested presented evidence that the First Amendment was in trouble.

This paper reports on the findings from a new study that provides a re-examination of public opinion about the First Amendment. We challenge past research that concludes that the First Amendment is in danger, from the perspective of the mass public. In 1997, we conclude that Americans do, perhaps, express higher levels of tolerance than they have been given credit for in past research. In many areas, the public is willing to support what many might perceive to be unpopular expressions of speech, press, and assembly. Further, we find that Americans tend to appreciate the need for certain First Amendment rights to be absolute. In addition to examining contemporary attitudes toward the First Amendment, this paper will explore differences in attitudes across a number of population segments, including basic demographics, civic participation segments, levels of political interest and engagement, and partisan and ideological groups.

Changes in Press Attitudes Over the Past Decade, **Larry Hugick and Susan Kannel, Princeton Survey Research Associates**
Public reaction to the Monica Lewinsky scandal is an object lesson in Americans' feelings about what's wrong with the media today. In a February Newsweek Poll, Americans disapproved of the media's handling of the situation by a two-to-one margin. People's main complaints were unfairness, sensationalism and overkill. The public not only perceived the coverage "below the belt," but also "inside the beltway." While journalists talked about impeachment and resignation, the public rallied around Clinton, giving him his highest approval ratings to date. In 1985, a Times Mirror Center study found the public critical of the press in some respects -- for failure to respect people's privacy, lack of objectivity and negativism. But that study also found Americans maintained an overall favorable image of the media, credited journalists with accurate reporting and valued the "watchdog" role. Over the past decade, these pillars of the media's image have been shaken. At a time of "non-source" reporting, rumor and innuendo, the public is inclined to doubt the media's accuracy. Unhappy with press scrutiny of leaders' private lives, more Americans question the watchdog role. This paper examines how -- and why -- public attitudes toward the media have changed over the past decade.

Teaching Our Children Well? The Effect of Political Education on Support for the U.S. Supreme Court, **Stephen M. Caliendo, Purdue University**
The Supreme Court has enjoyed a higher level of public confidence than either Congress or the presidency over the last twenty years. Still, the Court is a relatively vulnerable institution since it has no means to enforce its decisions beyond voluntary compliance by lower courts, legislative bodies and administrative agencies. Political scientists have long argued that the Court maintains its legitimacy by virtue of a reservoir of support, built primarily during one's political socialization, that is able to withstand disagreement with individual Court rulings. This paper sets out to examine what factors during our formal political education might contribute to this diffuse support. High school seniors and their American Government teachers in four Northwest Indiana schools were surveyed and interviewed, respectively. Discussion focuses on what adolescents know and think about American political institutions, specifically the Supreme Court. Findings reveal that the most important predictor of student attitudes about the Court is the students' Government teacher.

Public Support for Social Spending on Drug Addiction: **1973-1996, Kenneth A. Rasinski, Jeffery Timberlake, and Eric Lock, NORC**
Data from the 1973 to 1996 General Social Survey were used to understand public support for social spending on drug addiction. Three theoretical positions — self-interest, sociopolitical attitudes and values, and media effects — were used to select predictor variables. Results confirmed the utility of each of the three frameworks in understanding public support for this issue, but underscored especially the importance of the media. Anomalous results from the first two theoretical positions suggest two promising avenues of further research. First, it is necessary to understand how different groups think about drug policy, and second, it would be useful to know whether media is more effective in determining the policy stances of groups who may not have personal experiences, or the experiences of others, to guide them.

Friday, May 15
8:30 a.m. 0 10:00 a.m.

EVOLUTION, SEX AND RELIGION

The Religious Right: Faith, Politics, Traditional Values and Tolerance, **Tom W. Smith NORC/University of Chicago**
The Religious Right is strongly guided by its religious beliefs in forming public policy preferences and likes and dislikes of social groups. The Religious Rights wants government to follow evangelical teaching and promote traditional Christian values. The Religious Right is not intolerant of religious, racial, and ethnic minorities in general, but does have strong negative opinions about atheists and homosexuals and moderately negative attitudes towards Feminists, liberals, and Muslims. Their attitudes towards Jews is very complex; Jews are warmly accepted in Old Testament terms (e.g. as God's chosen people), but deemed to need conversion to Christianity.

Sex and Free Time: What They Don't Tell You About Graduate School, **John P. Robinson, University of Maryland, and Geoffrey Godbey, Pennsylvania State University**
One of the anecdotal indicators of the presumed recent speed-up of the American pace of life has been a decline in opportunities for or interest in sexual activity, particularly among long-workhour married couples. This paper examines the relations between such role constraints and sexual frequency using data from the General Social Survey (GSS), which has collected information on these variables from nearly 10,000 national respondents since 1989. These analyses reveal only limited support for this hypothesis in relation to the alternative "Newtonian" model of human behavior, in which education plays an important role. However, the relation with education goes opposite to the Newtonian world.

What Americans Believe about Evolution and Religion: A Cross-National Perspective, **George Bishop, University of Cincinnati**
Whether measured by beliefs in God, life after death, church attendance, and a host of other indicators, Americans appear to be among the most religious people in the developed world. Not only that, but contrary to the "secularization" model, which predicts the inevitable decline of religion in modern societies, the religious beliefs and practices of Americans seem to have remained remarkably stable over the last half century or so according to Gallup, Greeley, and other observers. A sizable percentage of Americans also continues to adhere to a core belief in the fundamentalist, religious world view about the "creation" vs. "evolution" of human life on earth. In the most recent Gallup reading (November, 1997) roughly 45% of American adults indicated that they believed in the biblical, creationist view that " God created human beings pretty much in their present form at one time within the last 10,000 years or so". Furthermore, much like other indicators of religious beliefs in the USA, there is no evidence of any change in response to this question over the past 15 years—this despite a significant increase in levels of education, a trend which would be expected to have reduced the percentage believing in the "creationist" world view. What explains the persistence of these creationist beliefs about human evolution and the durability of the religious world view more generally in the USA? To try to answer this question we will look at cross-national data from the International Social Survey on what Americans and other peoples believe about religious ideas and what they know about the "fact" of evolution, while considering the possibility of a "spiral of silence" surrounding religion in America.

10:15 - 11:45 a.m.

COMPARISONS ACROSS COUNTRIES

The Comparison of Demographical Variables in International/Intercultural Research, **Juergen H.P. Hoffmeyer-Zlotnik, ZUMA**
In cross-national research attention is usually given to the translation process of the questionnaire. Demographical and statistical variables are typically not seen as equally problematic: in assessing education we ascertain the different national categories of highest degrees, in occupation we ask about occupational categories to find out occupational prestige, in income we ask about the total amount of money the respondent and/or the household has at monthly disposal. As a member of an international/intercultural research group we construct indices with international validity to compare education, occupation and income in cross-national research. For education, our first step is an analytical structuring of the educational systems of a group of countries. Our second step is to find out common structures of these different educational systems. In a third step we construct one index. For an index of occupational prestige we start with the description of occupational professions, controlling the validity of national and international prestige scores. For a comparison of the measurement of income we compare different national methods of data collection, different definitions of income and different definitions of household. Finally, an international/intercultural measurement of demographical variables is discussed.

Breaking with the Past and Facing the Future: Challenges of Political Socialization Research in Eastern Europe, **Edward M. Horowitz, University of Wisconsin-Madison**
Recently there has been great interest in political socialization research in the post-communist nations of Eastern Europe. Part of this interest stems from concerns that young people in these newly independent countries may not grow up supportive of democracy and democratic institutions. Besides the often difficult logistic problems that are faced when conducting cross-national research, both academic and commercial researchers may encounter theoretical problems related to political socialization research in Eastern Europe. This paper attempts to address some of these problems: (1) Eastern Europe's long history of resistance; (2) the continuing problems of lustration; (3) generational differences; (4) the marginalization of women and ethnic minorities; (5) continuing control and censorship of the media by the democratic governments.

Development of a Standard E-mail Methodology: Results of an Experiment, **David R. Schaefer and Don A. Dillman, Washington State University**
Review of past e-mail surveys indicates that a methodology to consistently achieve response rates as high as those obtained by traditional mail has not been developed. Additionally, researchers have tended to use e-mail surveys only with populations with universal e-mail access. This study utilizes knowledge from past mail survey research in developing an e-mail procedure. Further, an experiment is conducted to assess the potential for using a multi-mode strategy to obtain responses from individuals unreachable through e-mail. The multi-mode approach proved to be successful and techniques shown to be effective in standard mail surveys were also found to be appropriate for an e-mail survey.

Innovations and Insights in the Design of Web-based Surveys, **Paul Mullin, Research Triangle Institute**
Increasingly, survey data collection efforts are making use of a Web-based mode of administration. As yet, however, there are a number of unanswered issues concerning questionnaire design for Web-based administration. The novel characteristics of the browser interface and the constraints of using HTML to code questions have substantial implications for the survey respondent's cognitive and behavioral task. Web-based survey administration also offers opportunities for designers to capitalize on features (e.g., colors, graphics, pop-up windows, links to informative resources) that are not typically available with other modes. In designing a Web-based questionnaire, it is necessary to consider the widely varying familiarity among prospective respondents with browser software, conventional Web-site design features, and computer hardware (e.g., a mouse). This paper presents a discussion of design issues identified in the development of a Web-based employee assessment tool and the methodological review of several other Web-based surveys. The discussion points to the critical need for usability and survey methods research on how to appropriately and advantageously design questionnaires for Web-based administration.

Electronic and Mail Self-Administered Questionnaires: A Comparative Assessment of Use Among Elite Populations, **Sameer Abraham, Darby Miller Steiger, and Colleen Sullivan, The Gallup Organization**
Although the introduction of computer (or electronic) self-administered questionnaires (CSAQ) is a recent development, the possibilities offered by this novel mode of data collection are increasing as researchers develop and refine the link between survey methodology and a rapidly changing technology. As an increasing number of individuals, households, and organizations establish connections to the Internet, the World Wide Web (WWW) has become one among several feasible and efficient electronic alternatives (and supplements) to mail surveys. Relatively little is known, however, about the procedures and problems associated with developing dual mode paper and electronic questionnaires, the likelihood of survey populations responding, especially when given the option of responding either by mail or electronically, and how respondents to an electronic questionnaire may differ from those responding to the same paper instrument.

This paper presents preliminary findings from the *1999 National Study of Postsecondary Faculty (NSOPF:99)* field test which assessed the use of comparable electronic and paper questionnaires that were made available to a nationally representative sample of 162 higher education administrators and 500 faculty in those same institutions. (NSOPF:99 is sponsored by the U.S. Department of Education's National Center for Education Statistics with support from the National Science Foundation and the National Endowment for the Humanities.) Two separate questionnaires were tested, an *Institution Questionnaire* for administrators and a *Faculty Questionnaire* for faculty and instructional staff. Both administrators and faculty had the option of completing either the paper questionnaire or an electronic version of it. Of particular interest is the fact that this dual mode survey was made available to an "elite" population of institutional staff and individuals, the overwhelming majority of whom are likely to be connected to the Internet through their offices and/or homes and are likely to be more familiar with computer technology and its applications than the general population. The findings will specifically focus on: (1) the problems involved in maintaining comparability between paper and electronic questionnaires in a dual mode survey; (2) the questionnaire choices made by these two groups of respondents; (3) respondent burden; (4) the characteristics of the two respondent groups; and (5) the quality of responses between the two modes of data collection.

Effective Use of Web-Based Technology: Using the Internet for Data Collection and Communication Applications, **Sandra Bauman, Jennifer Airey and Hakan Atak, Wirthlin Worldwide**
The internet is perhaps the newest data collection platform. Just as telephone methodologies have supplanted in-person methodologies, internet-based methodologies may emerge as the dominant mode of interviewing in the not-too-distant future. While the internet is not a feasible mode for many projects, it can fulfill an important role as one understands the sampling issues and access constraints. In the commercial sector, there are many instances where the internet is actually a preferred data collection platform (e.g., employee audiences). This paper addresses using internet technology as a value-added communications platform. Just as the internet allows for efficient data collection, results from these surveys can be provided in real time, allowing clients instant access to data via a secure server environment. Fully automated tables, reports, and multimedia presentations are available through a simple internet hookup. Instead of waiting for all data to be collected and a report to be written, clients get valuable feedback to inform their decisions on a constant, evolving basis. This paper concludes with a discussion of the types of research projects that are best served by this type of technology (e.g., tracking, customer satisfaction, political, etc.) as well as offers a simulated example of the on-demand communications platform.

***Reading the Fine Print: Exploring Discrepancies in Print Reading Disability Estimates*, Paul Beatty, National Center for Health Statistics, Wendy Davis, U.S. Bureau of the Census, Emilie Schmeidler and Corinne Kirchner, American Foundation for the Blind**

How many people in the United States are sufficiently visually impaired that they cannot read newspaper print? Data from two national surveys the National Health Interview Survey (HIS) and the Survey of Income and Program Participation (SIPP) have been used to generate such statistics. Although the surveys employ similarly-worded questions, the resulting estimates differ substantially. What caused this discrepancy? We explore several possibilities. The two surveys differ in terms of respondent selection rules, and have distinctive content. There are also differences between the questions themselves. The HIS asks only one question about the ability to read print, whereas the SIPP asks whether respondents have difficulty seeing print and, if yes, whether they are able to see print at all. The response categories are also oriented differently (so that the meaning of "yes" varies across surveys). The questions also appear in different contexts: the HIS print disability question follows a series of questions about visual abilities, whereas the SIPP questions follow questions unrelated to visual abilities. In-depth interviews were conducted with 30 visually impaired respondents in an effort to understand what factors they took into account while answering these questions. Three different interview forms were used to vary the context in which the print disability questions appeared. In most cases, respondents reported similar interpretations of the questions, but context appeared to play an important role regarding the factors they considered while answering. We discuss implications for developing new print disability measures as well as for interpreting previously collected data on this topic.

***Federal Interagency Strategies to Assure Inclusion of People with Disabilities in Federal Surveys and Data Collection Methodologies*, David W. Keer, National Institute on Disability & Rehabilitation Research**

Federal surveys are inconsistent in their attention to issues critical to persons with disabilities. In part, the difficulties stem from lack of input from relevant populations during the design of various data collection methodologies. Also, there is often a lack of resources to develop and include an appropriate set of questions or other measurement tools to identify and assess issues of disability. The Federal government surveys target issues such as victimization, tourism, mass transportation, housing, labor force and other economic participation, access to health care, health promotion activities, and other environmental and social concerns. NIDRR, through its Interagency Committee on Disability Research and other activities, works with various Federal agencies and nongovernmental participants to (1) assure a true demographic picture and appropriate samples of persons with disabilities and (2) develop variables and survey questions that measure the role of the environment and of social and behavioral factors in the disablement-enablement process. Policy documents, including NIDRR's long range plan and ICDR reports, outline directions for the future of Disability Statistics Policy and Disability Research. With reference to those documents, the New Paradigm of disability and the need for implementation in all data collection efforts will be discussed.

***Access to Health Surveys for Persons with Disabilities*, Gerry E. Hendershot, Paul J. Placek, and Senda R. Benaissa, National Center for Health Statistics**

Designs of large national health surveys tend to assume the modal data collection situation: that household survey respondents can see, hear, understand, concentrate, sit still, read, and write. Reflecting those assumptions, questions are asked orally, answers are given orally, answers are selected from printed lists, and so on. Consequently, surveys often find it difficult to include respondents with limitations in those activities. In addition to barriers to data collection, barriers exist at other stages of the survey process. For instance, persons with disabilities are not often consulted in the planning and design process, included as subjects in instrument testing, hired as interviewers, or consulted in planning data analysis and dissemination. Interviewers and other survey staff are not trained in disability issues, nor are the products of surveys conveniently available in accessible formats.

Now is a good time to reexamine health survey design that creates barriers to persons with disabilities: the Americans with Disabilities Act protects persons with disabilities against discrimination; people with disabilities are participating more actively in all aspects of life; new survey methodology may make it cost-effective to remove barriers; and finally, persons with disabilities have health concerns that differ significantly from those of able-bodied persons. The last point is recognized by the planning for Healthy People 2010, which includes a special Task Force on Healthy People with Disabilities 2010, which will set health goals for the nation. One of the Task Force's most important operating guidelines is that people with disabilities must be involved in setting objectives, measuring baselines, and tracking progress.

To support Healthy People with Disabilities 2010, the National Center for Health Statistics will inventory access in health surveys conducted by the Centers for Disease Control and Prevention. Beginning with case studies of the National Health Interview Survey and the Behavioral Risk Factors Surveillance System. The case studies will eventually yield standardized protocols for evaluating access in surveys.

Who's Watching: A Profile of the Blind and Visually Impaired Audience for Television and Video
Jaclyn Packer, Ph.D. and Corinne Kirchner, Ph.D., American Foundation for the Blind
This paper presents results from a study which examined the television and video viewing habits of blind and visually impaired people, and studied the potential audience for video description, a method of adding a second audio track which describes visual elements such as scenery, costumes, facial expressions and body language.

Two national studies were conducted: 1) telephone contact with an approach to a representative sample of visually impaired people, who may or may not have experienced video description; 2) a mailing (large print/braille) to a sample of people familiar with description. The respondents to the telephone survey were about as likely as those in the general population to own televisions and vcrs, to subscribe to cable television, and to rent videos. In addition, 97% reported watching television at least 2 times per week, with an average of 24 hours watched per week. In the telephone survey, very few had heard about or experienced description. Most of those in the mail survey had seen described television programs or videos, and were extremely enthusiastic about description. Benefits cited by respondents included increased understanding of programming, more enjoyment when watching alone, ability to talk socially with sighted people about programming, and more information about the visual world.

10:15 - 11:45 a.m.

PUMMELING THE POLLSTERS: CASE STUDIES OF HOW POLITICIANS ATTEMPT TO TAR THE MESSENGERS - PANEL

This panel examines case studies that detail how politicians attempt to tar the messenger when confronted by unpleasant polling news. In "The Cases of the Presidents and the Polls," CBS News director of surveys Kathy Frankovic uses a database created by the Annenberg School at the University of Pennsylvania to review presidential candidate commentary from Truman to Dole on "the polls." This survey shows how candidates send strategic messages to their supporters, respond to press queries, and in some cases demonize the polls and those who conduct them. The Eagleton Poll's Janice Ballou outlines how New Jersey Republicans demanded a retraction of poll findings, which both the poll and its newspaper partner refused to do. Poll results addressed Gov. Christine Whitman's plans for a $2.9 billion bond sale to ensure the state's fiscal stability after effects of tax cuts left a hole in her election-year budget. New Jersey Republicans recruited partisan pollsters and pundits who criticized the poll's question wording, length of field time for data collection and sample population. With Republican dominance in the legislature, the bond issue ultimately passed, but the poll engendered additional debate and deliberation that included public opinion. Minnesota Poll director Rob Daves details how Republican Gov. Arne Carlson took umbrage with conventional question wording techniques that probed public opinion on tax credits for education. The poll first examined how much support there was for his proposal that would give tax breaks for parents to pay for education expenses. But it found that support dwindled once they heard arguments for and against the proposal. Carlson called the techniques "push polling" and accused the newspaper of using "unprofessional and intellectually dishonest tactics." A watered-down version of Carlson's bill eventually was passed in special session of the Democrat-controlled legislature. Gallup's David Moore examined criticism of pollsters from a different view, looking at poll findings' effects on candidates' ability to raise money. He uses examples from the early days of the University of New Hampshire's Survey Center, when politicians criticized polls conducted early in a campaign. When a Democratic candidate came from more than 25 percentage points behind to close within just a few points of beating incumbent Gov. John Sununu, Democrats attributed the two early polls showing Sununu's immense as the crucial factor in Sununu's eventual victory, because the Democratic candidate could not persuade many contributors that he had a chance to win and that contributions would help the campaign. Just a little more money, the critics argued, and Sununu would have been defeated. When low ratings of incumbent politicians -- mostly Republican -- were reported, and when the results of public opinion polls did not correspond with the dominant party's position -- especially on taxes and social issues -- Republicans also would criticize the polling organization. Still, in the past two decades, it appears that polling results are less questioned than they used to be and that the focus instead is on changing opinion rather than blaming the pollsters.

Quantitative Analysis of Telephone Survey Response Rates, **Waiman Mok, Bryan Ward, Robert Baumgartner, Pamela Rathbun, Hagler Bailly, Inc.**
As telephone survey cooperation rates decline, it becomes increasingly important to understand what procedures increase and decrease cooperation. Unfortunately, while factors affecting mail survey response rates have been extensively studied, experimental manipulations of telephone survey procedures are less common in the published literature. In addition, the calculation and reporting of response rates to telephone surveys has been less standardized, making interpretation of the effectiveness of different procedures difficult.

This paper presents the results of an examination of factors affecting response rates to 200 separate telephone studies conducted for utility companies by Hagler Bailly's Survey Center. These studies varied both in terms of the data collection procedures used and the salience of topic. To make comparisons easier, the Survey Center follows a standard in-house protocol to track response rates for all its telephone surveys.
The primary objective of our analysis is to document the effects of the number of contacts and the salience of the topic—the two factors that have been shown to be the primary factors in response rates for mail surveys—on telephone survey response rates. The second objective is to investigate the interaction between the effects of the number of contacts and salience. It is hypothesized that the more salient the survey, the weaker the effect of contacts on response rates.

Caller-ID: Does It Help or Hinder Survey Research? **Michael W. Link and Robert W. Oldendick, University of South Carolina**
Increased availability of caller identification (or Caller-ID) services and the use of such services to screen calls poses a potential threat to the representativeness of samples in telephone surveys. Using Caller-ID, respondents can determine the identity of those making incoming calls and choose whether or not to answer the telephone. This poses a two-fold problem for survey researchers. First, those who screen their calls using Caller-ID contribute to the nonresponse problem in survey research. Second, unlike cases where respondents use telephone answering machines to screen calls, it is extremely difficult for researchers to know if an unanswered number is a valid household number or not. This introduces yet another source of possible error in determining valid response rates. Using data from two statewide surveys, this research examines the extent to which Caller-ID services are used to screen calls and the demographic characteristics associated with Caller-ID use and call screening. Comparisons are also made with those who use telephone answering machines as a means of screening calls. The findings indicate that the demographics of those who have Caller-ID services and who use such services to screen calls is somewhat different from those associated with answering machine use. While call screening does not presently appear to threaten the representativeness of samples in telephone surveys, increased availability of Caller-ID services means that the potential bias from this source is growing.

Telephone Response Rates: the Irs Experience, **John M. Boyle, Schulman, Ronca & Bucuvalas, Inc., Dru DeLong, Internal Revenue Service, Kevin Sharp, Schulman, Ronca & Bucuvalas, Inc.**
Concerns about declining response rates in random digit dialing telephone surveys have been voiced in a variety of forums over the past decade. Declining response rates, if true, would have serious implications for both the cost of surveys and their generalization to the population. In addition, the very belief that response rates were falling on telephone surveys could have a chilling effect on government sponsored surveys, where expectations about response rates may determine whether a study can be conducted.

The experience of the IRS Individual Filer Survey provides an antidote to the belief that response rates on RDD telephone surveys are necessarily declining. The IRS has conducted general household surveys on a periodic basis for three decades. Beginning in 1992, the IRS introduced a national random digit dialing survey as part of its customer satisfaction measurement program. Two surveys were conducted in 1992 (Spring and Fall). Subsequently, annual surveys were conducted in 1993, 1994 and 1995. After a one year hiatus, the most recent survey was completed shortly before Republican members of Congress were calling for a national census on taxpayer satisfaction with the IRS as part of the tax filing process. By contrast to current wisdom, the 1997 IRS survey achieved an acceptable response rate, even according to OMB requirements. The 15 minute interview, conducted with a national household sample of 2,400 adults, achieved a 75% response rate. Moreover, the response rates to the IRS survey have improved over the past five years, rather than declined.

This paper documents the experience of a national RDD telephone survey conducted six times between 1992 and 1997, including factors and procedures that have contributed to maintaining an acceptable response rate. Moreover, it explores the implications of this experience for other surveys that must achieve these types of response rates.

Telephone Non-Response – A Factorial Experiment of Techniques to Improve Telephone Response Rates, **Katherine Lind, MA, Timothy Johnson, Ph.D, Vince Parker, The Survey Research Laboratory, and Sam Gillespie, Illinois Department of Human Services – Office of Alcoholism and Substance Abuse**

Over the last several years response rate rates for telephone survey research have been declining. These declines have been attributed to increased use of answering machines for screening, caller-id, and the proliferation of telephone marketing, among other factors. In the fall of 1997, the Survey Research Laboratory at the University of Illinois began a RDD survey of the adult population of Illinois for the Office of Alcoholism and Substance Abuse (N = 17,000, goal for completes = 8,000). As part of this survey, we included a five variable factorial experiment. The experimental design includes the following variations: 1) screening – Trodahl-Carter vs the Last Birthday Method; 2) Variation in the introduction, including the statement "We are not selling anything"; 3) Leaving answering messages or not; 4) One vs two refusal conversion attempts; and 5) 20 vs 30 call attempts. Using logistic regression analysis, we examine these experimental design factors to assess the degree to which each influences response rates. Implications and recommendations for the use of the various techniques for the improvement of telephone response rates will be presented and discussed.

Estimating the Impact of Nonresponse Error on the National Survey of America's Families **Robert M. Groves and Eleanor Singer, University of Michigan, Douglas Wissoker and Genevieve Kenney, Urban Institute**

The National Survey of America's Families (NASF) is a large national survey designed to measure the impact of changes in welfare legislation on America's families, especially low-income families. NASF is being subjected to scrutiny from both scientific and political critics. Some of the scientific criticism will arise because of the choice of a primary mode of data collection (telephone) that typically achieves lower response rates and the application of that mode to low income populations, documented to have lower than average telephone coverage. The political criticism is likely to exceed that of most research studies because the NASF has explicit goals to provide policy relevant information about the status of low income families and children. The choice to enter the policy domain with scientific findings will thus invite criticism from those whose political goals are not furthered by the results of the survey.

For that reason NASF assumes a burden in defending itself against the claim that the low response rate invalidates all findings of the study. Without complete measurement (i.e., 100% response rate) NASF cannot dismiss the criticism of nonresponse bias statistically *by using the NASF estimates alone*. It can, however, under some circumstances assemble evidence that the size of the bias from nonresponse could not invalidate its major findings. The desire to assemble such evidence led to the design of a "last resort" study to estimate the size of the nonresponse bias. A "last resort" study is a probability sample of nonrespondents remaining after all efforts to contact and interview them have been exhausted. The purpose of the last resort study is to gather some information on that sample to address the likely magnitude of nonresponse error on key indicators of NASF. It will be used in conjunction with other nonresponse analyses (e.g., comparing NASF estimates to those of other surveys and welfare system estimates) to assess the extent and direction of bias in NASF sample estimates.

There are three basic uses of last resort information. The first is estimation of likely upper or lower bounds of an important survey statistic, using the last resort estimates as information about the nonrespondents. The second, related to the first, is to estimate the size of the bias in a given estimate, due to nonresponse existent at the time the main survey ended. The third is the construction of adjustment weights based on last resort information. This paper reports the design features of the NASF nonresponse study, the response rates achieved, from the "last resort" sample, and some preliminary estimates based on the information provided by last-resort respondents. Throughout the paper, links are made to the existing literature on survey participation, in order to compare and contrast the findings of the NASF nonresponse analysis to the current understanding of influences on survey participation.

***Nonattitudes in Policy Polls Are Not a Problem for Democratic Decision Rules under Pluralism*, Jon W. Bay, Northwestern University**

From a descriptive empirical standpoint, if the topic of a survey is not salient to a subset of the public ranging from a small minority to the whole population, then any poll on the topic is likely to measure nonattitudes expressed by that subset, as uninformed or uninterested citizens attempt for a variety of reasons to answer the questions stated by the researcher. Undetected nonattitudes create problems for researchers interested in accurate descriptive statistics and add noise to inferential statistical models. Although nonattitudes thereby create a problem for the positive analysis of polls, I contend that nonattitudes are not in fact a normative problem for democratic decisionmaking, thanks to the workings of the majority rule. I combine a set of simple assumptions with a basic deductive model to demonstrate: (1) that uninformed nonattitude responses to survey questions with n-category answers skew policy poll results toward the 100-divided-by-n percent mark, but that (2) the majority or plurality will expressed in a poll comprised of informed attitudes mixed with uninformed nonattitudes always falls on the same side of the question as the set of informed attitudes taken alone. Hence, decisions made under majority or plurality rules will reflect the will of the informed segment of the population, even if polls fail to differentiate attitudes from nonattitudes. Extending this line of reasoning to problems of question wording and order, I find (3) that question wording and order effects can skew policy polls results in the opposite direction of the will of the majority of informed voters. Thus, from the perspective of democratic theory, nonattitudes present a serious problem only when combined with the presence of question bias.

***Value Stability in the Mass Public*, Marco R. Steenbergen and Kimberly Richburg, University of North Carolina**

A long tradition in the social sciences holds that political and social values constitute the building blocks of public opinion. The premise of this tradition is that values are more general and more stable than attitudes, so that they can structure the latter into coherent belief systems. There is now extensive literature documenting the general nature of values. There is, however, surprisingly little work documenting that values are also relatively stable. In this paper we use panel data from the 1990-1992 and 1992-1993 American National Election Studies to estimate a series of structural equation models that can shed light on the stability of two core values of the American political culture—equality and limited government. The first part of the paper documents the stability of these values. We find that equality and limited government are relatively stable, although not as stable as other predispositions (e.g., partisanship) or even some attitudes. The second part of the paper explores explanations of instability. Here we find that value conflict, in conjunction with political sophistication, is an important source of value instability. The implications of these results for public opinion research are drawn out in the conclusion.

***Attitude Constraint, Family Values, and Children's Rights*, Craig D. P. Helmstetter and Patricia A. Gwartney, University of Oregon**

This paper begins with a re-examination of Phillip Converses classic 1964 study of political ideology, in which he presents the concept "attitude constraint," namely the way in which attitudes and ideas are bound together or inter-depend to form belief systems. We extend Converses hypotheses to examine contemporary "family values" using survey data from Lane County, Oregon (n=804). While Converse proposed bivariate hypotheses of the effects of various demographic characteristics on attitude constraint in general, we propose multivariate hypotheses of the effects of specific demographic characteristics, "social capital," and gender role beliefs on both the direction and "constraint" of attitudes toward family values and children's rights. Multiple regression analysis reveals that attitudes are the most constained and most liberal for persons with higher education, of middle age, urban, female, unemployed, and divorced. Social capital in the form of community involvement and feelings of political efficacy add significantly to the explained variance, with religious membership in particular having a significant conservative and constrained effect. Two measures of gender role attitudes are also significantly related to family values attitudes, supporting the hypothesis that gender role ideology underpins famly values ideology. Indexes which measure attitude direction are more theoretically useful and empirically robust than indexes which measure attitude constraint.

***Reassessing Public Opinion Stability*, Jason Barabas, Northwestern University**

Some characterize public opinion as fickle, volatile, or subject to abrupt change. Yet, empirical evidence from Page and Shapiro (1992) reveals the opposite. This paper re-examines the issue of public opinion stability because the six percentage point criterion Page and Shapiro used ignored the true sample sizes and distributions of many surveys. Calculating the precise statistical test for the difference between two independent proportions shows how smaller opinion changes are potentially statistically significant depending on three parameters: the exact magnitude of the change, the sample size, and the distribution of the survey responses. Evenly split (near 50/50) smaller samples (near 1000 respondents) are generally significant at the six percentage point level. However, evenly split larger samples (2,000+) attain significance at levels below the six percentage point threshold, typically around differences of five and four percentage points. In unevenly split distributions (90/10), differences of as little as two percentage points can be statistically significant. Analysis of a subset of *The Rational Public* data as well as *Public Opinion Quarterly* Poll Trend data reveals that the metric of opinion stability matters. Many cases previously classified as instances of opinion stability become instances of instability when retaining the sample and distribution characteristics.

What to Do When a 15-minute Closed-ended Interview Yields 45-minutes' Worth of Open-ended Remarks: Coding and Analyzing Responses to a Survey about Community Notification of Released Sex Offenders, **Dretha M. Phillips and Danna L. Moore, Washington State University, Roxanne Lieb, Washington State Institute for Public Policy**

It is a rare household survey that does not require the researcher or policymaker to account somehow for non-response to individual items. Rarer still is the telephone interview that begs for accommodation, not to mention explanation, of what might be termed over-response to specific questions. Yet, our RDD survey of Washington State residents regarding citizens' being notified about sex offenders released into their communities yielded that unusual response pattern. By virtue of respondents' verbosity on the final question, which was the only open-ended item in the interview schedule, a 15-minute closed-ended interview was transformed into 45-minutes' worth of open-ended remarks. The poster presentation highlights three aspects of this transformation: (1) possible causes of it, including unexpected state as well as national media coverage of specific released sex offenders, which occurred as we went into the field with the survey; (2) substantive results from automated coding of the open-ended remarks; and (3) likely effects on any policy recommendations that may be offered, as well as on the project budget, of incorporating open-ended remarks into analyses of survey data.

The Arbitron At-Work Listening Study: A Study of Radio Listening Behavior in the Workplace, **Adam Safir, The Arbitron Company**

Most studies that focus on media use tend to focus on at-home settings; certainly few have focused specifically on media use in the workplace. A recent Arbitron study provides a wide range of interesting findings about the nature of the American workplace in addition to the dynamics of media use at work. The primary data source consisted of a reinterview of 1,123 respondents drawn randomly from Arbitron's national syndicated sample. US Census data was also employed to shed light on workplace dynamics and emerging demographic trends. The study shows that three-quarters of the population age eighteen and older is employed and that radio is clearly the dominant medium to reach them in their place of work. Results will compare radio listening at work with newspaper readership, television viewership and Internet usage. Results will also explore the influence of radio on worker productivity, radio usage by actual working hours and occupation, and the individual nature of at-work listening.

The Changing Landscape of America's Music Preferences, **John P. Robinson, University of Maryland, and Nicholas Zill, Westat**

America's music opinions and preferences are in the process of significant social change, both as a result of shifting demographic composition and shifting trends in liking various music genres within cohorts. In particular, preference for rock music has been increasing relative to front-running country music, possibly making rock our most popular music genre. Gains in popularity of "serious" music like classical and jazz are also observed. Evidence for these trends is examined in the context of the most recent Survey of Public Participation in the Arts (SPPA 97), a national survey of more than 12,000 respondents conducted for the National Endowment for the Arts. The data are compared with parallel music preferences questions asked in the 1983 General Social Survey, with somewhat different results. Trends in these music preference questions are also compared with trends in record sales and radio station audiences.

Sampling Virginia Men Who Have Sex with Men, **J. David Kennamer and Judith B. Bradford, Virginia Commonwealth University**

A multi-modal nonprobability methodology was used to survey men who have sex with men (MSM) in Virginia, to provide information for HIV/AIDS education/prevention planning by the State Department of Health and the Virginia HIV Community Planning Committee. The design used regional quotas, derived from estimations of the frequency of MSM in urban, suburban and rural areas and made special effort to reach African-American men, who are typically underrepresented in such surveys. The goal was to represent the diversity of age, education, income, race/ethnicity, rural/suburban/urban residence, and lifestyle that exists in this group. Regional coordinators distributed questionnaires at bars, dance clubs, HIV/AIDS service agencies, bookstores, and public events. Contacts were made through social, political, religious, and campus groups, Announcements were placed in appropriate media and on the Internet, with completion possible by telephone, mail or in-person. Between January and June 1997, 716 questionnaires were completed, 13 percent from rural areas, 30 percent from African-Americans. Respondents ranged in age from 15 to 77; 4 percent reported they had not completed high school, 24 percent had completed graduate study; 38 percent reported incomes of under $20,000, with 14 percent reporting incomes of more than $50,000. All regions of the state are represented.

***The Ties that Bind: Melding Social and Psychological Approaches to Public Opinion*, Jill A. Edy, Cornell University**
Since the Columbia and Michigan schools went their separate ways, public opinion researchers have approached their subject with two distinctive mindsets. One branch of the discipline has explored public opinion as an individual phenomenon, defining public opinion as individuals' opinions about public events. Researchers examined individuals' knowledge, sources of information, and the mental processes affecting opinion formation. This branch is often identified with political science and survey research. The other branch of public opinion research considered public opinion as a phenomenon of social interaction. These scholars explored how social pressures and social norms affected the expression and formation of public opinion. What survey researchers often saw as measurement problems, these researchers saw as phenomena worthy of explanation and theorizing. Experiments were their primary tool to examine mainly "social" rather than "political" phenomena. Scholars in the two branches of the discipline do not often converse, either privately or publicly, with each other. For the study of public opinion, this cleavage is not useful. Potentially valuable theoretical perspectives can be ignored, potentially revealing data may be dismissed as irrelevant noise and common interests lost in contrasting terminology. In this paper, I describe potential ways to bridge the gap which limits our ability to develop meaningful theories of public opinion.

***Measuring Public Opinion on Allowing Citizens to Carry Concealed Handguns: Recent Trends and Question Experiments*, Richard Schuldt, Eric Judy, Brendan Hostetler, and Matthew McCool, University of Illinois at Springfield**
Focusing on the Illinois public's opinions regarding whether citizens should be allowed to carry concealed handguns, the poster presents findings from a three-year time span (the latest being Spring 1998) and from various split-ballot question wording experiments. The substantive conclusion is that a majority of the Illinois public is opposed to this proposal, regardless of question wording. The methodological conclusion is that question wording variations have generally affected the size of this opposition majority. However, recent findings suggest that the maturity of an issue can possibly dampen question wording effects

***The Measurement of Values: When the Latent Becomes Manifest*, Allen Wilcox, University of Nevada**
Values, however conceptualized and measured, are clearly important in the study of public opinion. The research presented here is intended to move the measurement and thus the usefulness of values as explanatory variables one or two steps forward. There are two primary ways by which values have been measured. One is to elicit responses to a set of value terms in the tradition of Milton Rokeach. The second is to elicit responses to a set of statements, usually presented in a "agree-disagree" format, that are collectively thought to tap a specific value. The latter scale approach, through the logic of multiple indicators, is thought to provide more reliable measurement. Unfortunately, it also takes up much more questionnaire space, thus limiting the number of values that can be included in a survey. The current research, through structural equation modeling, investigates the possibility of establishing equivalence between the "term" and the "statement" approaches. If this can be successfully accomplished, value terms can be included in a survey, maximizing efficiency, while their equivalent scale items, although not used in the survey, can still provide crucial information on connotative meaning. The result should be surveys that can do greater justice to the rich value context in which opinions are embedded.

***Qualifying a Quantifying Analysis on Racial Equality*, Maria Krysan, Penn State University**
I use depth interviews to look closely at two survey questions about support for government involvement in two important areas of race: housing and employment. The questions have appeared in major longitudinal surveys in the U.S. since the 1960s and 1970s, and have been the subject of considerable quantitative analysis. One conclusion from these studies is that the questions, though each reputedly taps support for the implementation of equal treatment, nevertheless show quite different results over time, as well as with other basic correlates. To illuminate the quantitative puzzles posed by these survey questions, insights are drawn from fourteen depth interviews conducted with a purposive sample of individuals who initially participated in a probability sample mail survey of Detroit-area whites. Two key findings emerge. First, it appears that the Open Housing law question may best be interpreted as tapping a stronger commitment to the principle of equal treatment than to its implementation. Second, there is considerable confusion among respondents about what is meant by "fair treatment in jobs." Its vague terminology, combined with changes in racial politics, has turned a survey question tapping support for the implementation of equal treatment into an item measuring a potpourri of racial policy attitudes.

***A Conversational Approach to Self-Administered Questionnaires*, Frederick Conrad, Bureau of Labor Statistics and Michael Schober, NewSchool for Social Research**

Conversational survey interviews can produce more accurate responses to factual questions than standardized interviews under some circumstances (Schober and Conrad, 1997; Conrad and Schober, under review). The current study examines how accuracy is affected by (1) the way respondents can obtain clarification, and (2) whether or not they are instructed to obtain it.

We simulated a standardized interview and four kinds of conversational interviews in a CASI environment. Questions were presented on a computer and respondents answered based on fictional scenarios. This enabled us to determine the correct answers. One group of respondents could not obtain any clarification and four others could: they either clicked their mouse on highlighted text for a definition or, if they were inactive, the computer offered to present one. Half of the respondents who could obtain definitions were explicitly instructed to do so. All respondents were very accurate for those scenarios where it was easy to answer without the help of a definition. But for those cases in which a definition was needed, respondents were only accurate when help was available and they were instructed to use it. These results suggest that CASI interactions that embody more features of conversational interviewing can improve response accuracy.

***Provider on-Line Locating Facility for a Telephone Survey of Childhood Immunization*, John D. Loft, Abt Associates, Inc., Edmond Maes, Center for Disease Control and Prevention, Anita Kneifel, Ann-Sofi Rodèn and Rebecca Strella, Abt Associates, Inc., and Victor Coronado and Robert A. Wright, Center for Disease Control and Prevention**

During the National Immunization Survey (NIS) telephone contact with eligible households, interviewers request permission from the respondent to contact immunization providers and obtain mailing addresses for those providers. This paper describes an enhancement to the NIS CATI system questionnaire that is designed to increase the accuracy of provider address information; reduce the time demand on respondents by decreasing the time required for interviewers to gather address information; and decrease the amount of time required to edit and locate provider addresses before mailing requests to obtain or complete children's immunization information.

A database with more than 45,000 provider addresses obtained from previous interviews is available on-line at the appropriate portion of the CATI questionnaire. Using a geocoding software package, the CATI system searches for all known providers within a 20 to 50 mile radius of the respondent's current residence and displays only that portion of the database.

An advantage of these large databases is the ability to store a history of addresses for a provider who has relocated or to store a "mailing" address if it differs from the point of services. This feature is particularly helpful for government sponsored clinics which provide multiple neighborhood sites for immunizations but store all records in a central location.

***Use of Postmaster Letter to Improve Locating Rate for a Mail Survey with Telephone Follow-up of a Cohort of Women who had Plastic Surgery prior to 1988*, Mary C. Burich, Marilyn Sawyer, Kathryn Vargish, Abt Associates Inc.**

In an effort to improve the locating rate for mail survey with telephone follow-up of a cohort of 17,425 women who had plastic surgery prior to 1988, 5,379 cases (30%) were subjected to intensive locating procedures, including the request of address confirmations by the Postmaster for 3,828 cases. Address confirmations can be requested of the Postmaster by a federal agency if this information is necessary in performing the agency's official duties. It allows for the confirmation of an address even when the subject has not moved recently. Postmasters were asked by the National Cancer Institute to verify the current address or provide a forwarding address for a hard-to-locate component of a cohort of women who had plastic surgery prior to 1988. Letters were mailed to postmasters after the usual locating sources such as credit bureaus, directory assistance and motor vehicle searches had been exhausted. Address confirmations were received for 1,212 or 32% of cases submitted to Postmasters. New addresses were provided for 299 cases, or approximately 8% of those submitted.

This paper will examine the effects of the Postmaster letter on locating rates for study subjects. Generally, we confirmed addresses by using either electronic directory assistance or having interviewers call directory assistance. The Postmaster letter allows the confirmation of addresses for individuals with unlisted phone numbers whose addresses could not be confirmed through directory assistance. This methodology can be used to enhance the quality of a sample for mail surveys by assuring that individuals with unlisted phone numbers (and therefore unconfirmed addresses) are included with a mailing to a correct address. This is especially important for surveys of sensitive topics such as cosmetic surgery.

The Public and Policy Awareness in Arizona, **Kip Kevin Kelly, Edward Sharkey, Jr. and Joni Richman-Thomson, Northern Arizona University**
Many studies based on national survey research data have found that most Americans maintain a low level of awareness of public policy issues. This effort shifts the focus to the state level and attempts to ascertain the extent to which Arizonans are aware of the federal and state policies that affect their daily lives. Using statewide data collected by the Social Research Laboratory at Northern Arizona University, we track the level of knowledge that Arizonans claim upon a number of policies and laws. In particular, this research examines how aware Arizonans are of social welfare and children's policies. Our primary focus involves an analysis of the level of knowledge maintained by various demographic groups.

The Impact of a New Mandatory Seatbelt Law in Maine, **Al Leighton, Muskie School of Public Service**
In a November 1995 referendum, Maine voters narrowly approved passage of a new mandatory seatbelt law. Prior to the vote, the Survey Research Center at the Muskie School of Public Service conducted an observational study of seatbelt use throughout the state for the Maine Bureau of Highway Safety. This study found that just over 50 percent of all occupants of passenger vehicles were properly restrained in lap/shoulder belts or Child Restraint Devices.

The new law was implemented in January, 1997. The SRC replicated the 1995 study in August, 1997, in an effort to measure the impact of the law. The same intersections were observed during the same three week period, on the same day of the week, at the same time of day; weighting calculations were adjusted to reflect changes over time in traffic volume at the intersections.

Given that the Maine Bureau of Highway Safety has not significantly changed their educational efforts regarding proper seatbelt use, it is our belief that improvements in belt use rates closely measure the impact of changing to the mandatory use of restraints. This poster session will present findings from the new study and compare current seatbelt use patterns with usage before implementation of the new regulations. It will also examine some of the methodological issues involved in conducting a large observational study of this type.

Date Recall – Framing the Question, **Katherine Lind, Diane O'Rourke, Seymour Sudman, Richard Warnecke, The Survey Research Laboratory – University of Illinois at Chicago, and Mary Fennell, Brown University**
The recall of dates is typically one of the most difficult tasks for survey respondents. This is especially true when the date information is not of personal relevance to the respondent, such as dates concerning historical events of a long-standing organization where the respondent is employed and acting as a survey informant.

In preparation for a telephone survey of rural hospital discharge planners, cognitive pretest interviewing indicated that obtaining information on some of the most critical variables – dates – would be difficult. An important part of the research was to determine the dates for hospital-nursing home linkages and associated events, such as the year an inter-organizational contract began or the year a long-term care unit was established. Asking for this information within the usual ordering of the questions did not work well. An alternative technique was tested and successfully used for the main data collection with 540 hospitals, which withheld the date questions until the end of the interview and then asked for them in whatever order was easiest for the respondent to recall. Using easier dates (e.g. year the respondent began work in the current department) to frame harder dates (e.g.; year long-term care unit formed) seemed to minimize the number of "don't knows" and wild guesses. In addition to the date, respondents were asked to give a "confidence level" for the accuracy of the date given. The poster session will detail this technique for date history recall.

Reacting to Crime or to Race? The Role of Prejudice in Whites' Punitive Attitudes, **Devon Johnson, UCLA**
In an era when many social attitudes are liberalizing, attitudes towards crime appear sharply more conservative, and Americans quite punitive. It is often argued that the current level of punitiveness is a direct response to a high rate of crime. I examine the possibility that the contemporary punitive attitudes of whites in the United States are more a reflection of anti-black attitudes than a reaction to a growing crime rate. Two main hypotheses are tested using General Social Survey: an economic anxiety model which links a tightening U.S. economy to white punitive attitudes, and a prejudice model, which holds that Jim Crow and Laissez Faire racism are correlated with white punitive attitudes. A third hypothesis on the interactive effects of economic anxiety and prejudice is also tested. The results indicate that, for the most part, whites' punitive attitudes are not associated with economic anxiety, nor with the interaction of economic anxiety and prejudice. Both Jim Crow and Laissez Faire racism are substantially correlated with whites' punitive attitudes.

***Linking Behavioral & Financial Data: New Directions in Survey Research*, Gary Siegel, School of Accountancy, DePaul University, Vicki Smith, Gary Siegel Organization**

There is a trend in corporate America to look beyond the financial data in order to judge the well-being of an organization. The "Balanced Scorecard," for example, is being used by an increasing number of corporations. It is a relatively new performance evaluation tool that reports the financial, operational, and behavioral (attitudes, behaviors) aspects of an organization. The Balanced Scorecard and other performance evaluation tools use survey research techniques to supplement corporate reports that traditionally contained only financial information. Information on the behavioral aspects of the organization typically includes customer and employee satisfaction measures. Those who use the Balanced Scorecard argue that it provides a more complete picture of how a corporation is doing compared to the traditional reporting practice of providing only financial information. For example, a corporation with rising income, but eroding customer loyalty and declining employee morale may find itself in trouble in the near future. A manager or prospective investor who relies on financial data only would certainly be missing the bigger picture and therefore may make a flawed decision.

In addition to corporate accountants using survey research, survey researchers are also beginning to supplement their reports with financial and operational data. In this paper we demonstrate how we attempted to use financial and operational data to supplement behavioral data collected in a survey research project. We were asked by a manufacturer of medical equipment to measure employee attitudes toward self-empowered work teams. It became clear to us after we began the project that our client could learn much more about the success of the team concept if we collected both operational and financial information to supplement the behavioral data. Operational and financial information included measures like number of defects, warranty cost, product cost per labor hour, etc. We wanted to show the relationship between employee attitude toward self-empowered work teams and the impact of their behavior on cost and quality measures. This would provide our client with a much richer picture than would be available with attitudinal data alone.

Survey researchers should be aware of these trends in corporate America, and should consider complementing their reports with financial, operational and other relevant information.

***TV Exposure, Happiness and Materialism: A Cross Cultural Comparison*, Ping Wu, Richard Bagozzi and Aaron Ahuvia, University of Michigan**

The present research has sought to determine to what extent mass media use, peer communication, and cultural differences can affect materialism as well as the relationship between materialism and happiness. Two surveys were conducted among college students in China and America respectively. The results show that for American students viewing specific television programs, TV viewing motivations, peer communication about consumption, and individualism predict materialism while among Chinese students attention to advertising, action viewing and individualism are positively related to materialism. However, in contrary to the previous findings, materialism is not negatively related to happiness. The most significant predictors of happiness across gender and country are self-esteem, income, and collectivism.

T his research finds significant second-order effects and demonstrates, for the first time, a relation between television viewing and materialism. It also extends the concept of active audience proposed by the uses and gratifications into materialism study for the first time. The fact that viewing motivations were related to attitude instead of total television viewing provides strong support for the claim of the uses and gratifications: media effects rely on the gratifications sought and found. The findings here provide strong evidence that cultural background affects materialistic attitudes. Individualistic people are more likely to be materialistic than collective people. As a whole, this study contributes to an understanding of television viewing effects on attitudes and the factors that influence consumer socialization process.

Friday, May 15
2:00 - 3:30 p.m.

ELECTION POLLING METHODS

Accuracy in Pre-Election Polling and Projections: Lessons from the Telephone vs. Mail Battle in Ohio, Alfred J. Tuchfarber, Eric W. Rademacher and Kimberly Downing, University of Cincinnati
Two longstanding election polls in the State of Ohio, the University of Cincinnati's OHIO POLL and the Columbus Dispatch mail poll, have been engaged in a friendly rivalry over projection accuracy during the past two decades. Over that period, mail polls conducted by the Columbus Dispatch have defied conventional wisdom and been remarkably accurate in projecting the outcomes of state and presidential elections in Ohio. Starting in 1994, the University of Cincinnati's OHIO POLL, a telephone survey, was weighted and adjusted differently than previously in order to produce more accurate election projections. These changes were based on the presumption that the accuracy of the Dispatch mail polls was due in large part to way their unique methodology artifactually handled two critical issues in election projection: turnout and undecided voter allocation. In the three election cycles (1994, 1996, 1997) since the OHIO POLL introduced a new methodological approach to pre-election projection, the Dispatch Poll and OHIO POLL have projected election results in the same elections nine times. A comparison of the two polls over these nine elections suggests that a telephone survey is more accurate than the mail poll because it contains more useful information about the voters for determining turnout and allocation of undecided voters. This paper will present evidence that an appropriate telephone survey methodology can lead to accurate projections of election results even in difficult and/or close races for both candidate and ballot issue elections.

Reducing Vote Overreporting in Surveys through Reducing Source Memory Confusions, **Robert F. Belli, Michael W. Traugott, Margaret Young, Santa Traugott, Katherine McGonagle and Steven Rosenstone, University of Michigan**
Survey respondents consistently overreport voting, and previous attempts to reduce overreports have not been successful. This study demonstrates some success in reducing overreporting by attacking the source memory confusions that can result from respondents mistakenly inferring that their usual patterns of voting behavior, or their prior thoughts about voting, are diagnostic of their having voted during the last election. Two split-ballot telephone survey experiments were conducted in which respondents were asked about whether they had voted in the last election, half receiving the standard National Election Studies (NES) wording of the question and half an experimental wording designed to diminish source confusion. The surveys were conducted in the state of Oregon following the special Senate vote-by-mail election in 1996, and nationally following the Presidential elections of 1996. The Oregon survey had a validation component that permitted a check on the survey self-reports. Consistent with hypotheses, the experimental question wording resulted in fewer reports of voting, greater accuracy, and lower rates of overreporting, particularly with interviews conducted later in the data collection periods.

2:00 - 3:30 p.m.

QUESTIONNAIRE DESIGN

Effects of Additional Questions on a 7-Day Radio Listening Diary Instrument, **Beth Webb, The Arbitron Company**
The standard Arbitron Radio Diary collects information about radio stations listened to over a period of seven consecutive days. This diary also contains four demographic questions at the end: age, sex, county of residence, and employment status. Expanding this list of questions would provide our clients with more sociodemographic and product usage data that could be linked with radio listening. However, there has been concern about how additional questions would affect overall return rates and the reporting of radio listening. In 1988, Arbitron conducted a test in which 19 questions were added to the diary. Eleven of these questions were asked of each individual diarykeeper and the remaining eight questions about the household were asked of one member of the household. As expected there was some loss in response rates and listening levels. In 1997, Arbitron launched a new diary in the smaller markets which contained 21 additional sociodemographic and product usage questions. At AAPOR, we will present our analysis of the impact of these additional questions on diary return rates, listening levels and question completeness. We will also compare these results to our earlier 1988 study.

Direction of Question Wording Effects in Attitude Items, **Dagmar Krebs, University of Giessen**
In constructing attitude scales there is a long tradition to include equal numbers of items with positive and negative direction of wording. This procedure in scale construction is seen as a means to avoid response tendencies like aquiescence. This methodological trick, however, has its price. If it is assumed that items with positive and negative wording are equivalent indicators of the same latent variable a factor analysis should give a one dimensional solution. However, positive and negative wording of items usually results in a two-factor-solution one indicating the content dimension with differring signs and one with all signs in the same positive direction. With orthogonal rotation, this structure becomes even more striking, leading to the generally met interpretation that responding to oppositely worded items is governed by two independent "latent variables." The second factor can be seen as an indicator of violation of the assumption of monotone ICC's. This assumption mostly holds only for items worded in the same direction. By means of principal component analysis taking response categories as variables the background of the two factors can be illuminated. The solution of the multinomial model gives again two dimensions displaying the differentiation between agreement-disagreement on the one dimension and intensity of response on the other dimension. Thus, differential response behavior results from differential agreement and intensity of responses. The results will be shown on attitude items for the contents of work satisfaction.

Questionnaire Design Effects on Interview Outcomes, **Jeffrey C. Moore and Laureen H. Moyer, U.S. Bureau of the Census**
Like many large-scale survey organizations, the U.S. Census Bureau conducts a number of household demographic surveys which gather information about all members of sampled households from a single household respondent. These surveys are typically "person-based" in their design — that is, they ask the complete set of interview questions for each household member in turn, recycling through the interview sequence as many times as there are eligible members of the household. In recent years, the automation of survey instruments has opened possibilities for new questionnaire design options, including a "topic-based" approach, which completes each interview question (or topic) for all household members before proceeding to the next question. This paper describes a large-scale questionnaire design experiment, conducted during the 1997 test of the Census Bureau's American Community Survey (ACS) CATI followup interview, which tested a person-based ACS CATI instrument against a topic-based instrument over a two-month interviewing period. The results of the experiment suggest many advantages of the topic-based design. Compared to the more traditional approach, the topic-based ACS interview achieved a higher response rate, a lower refusal rate, more favorable evaluations from interviewers and respondents, generally lower rates of item nonresponse, and reduced interview length.

The Effects of Context, Response Order, and Attitude Strength and Crystallization on Responses to Attitude Questions, **Timothy Johnson and Diane O'Rourke, Survey Research Laboratory, University of Illinois at Chicago**
It is well-known that responses to attitude questions can be affected by a number of factors, including what questions have been asked before them, the response categories that are given, as well as the order of those categories, and the strength and crystallization of the attitudes before the questioning began. What is unclear is how these factors interact. As part of a statewide omnibus telephone survey, a split-ballot experiment was designed to assess these issues further. A 2 x 2 factorial design was applied to the sample of 1,200 respondents. The core question was AWhich one of the following four issues do you think is the biggest problem in Illinois today? One-half of the sample heard the response categories Acrime and drugs, a poor educational system, environmental problems, or jobs and the economy@ and the other half heard them in reverse order. One-half of the sample was asked a series of questions about crime immediately before this question and the other half received this question at the beginning of the questionnaire. After selecting an answer, respondents were asked how strongly they felt about that problem and how often in the past 12 months they had discussed that general problem with anyone. They were then asked about discussing the other three problems. In addition, later in the questionnaire respondents were asked other information that could relate to their answer, including level of education, employment status, and whether or not, in the past three years, they or anyone in their immediate family had lost a job, had trouble finding a job, or had been a victim of a violent crime. The effects of these variables and their interactions will be discussed.

Attitude Measurement: Positive versus Negative Questions, **John Edwards, Mark Lusnar and Megan Milenkovic, Loyola University**
When measuring attitudes with multiple item scales, researchers usually include both positively and negatively phrased items to offset yea-saying bias. Recent developments in attitude theory suggest that positive and negative statements are not simply on opposing sides of a single dimension, but represent somewhat distinct attitude components. Two studies were conducted to explore the possibility that positive and negative aspects of attitudes may show different patterns of relationships to other variables. One study concerned attitudes about alcohol consumption, the other dealt with AIDS attitudes. Both employed convenience samples of college students (N = 200 each) who completed attitude questionnaires containing over 120 positive and negative items, importance ratings of 16 social values, measures of topic-relevant knowledge and (alcohol study only) three personality scales. The positive and negative components scores moderately correlated with each other in both studies (r = .62 and .69). Multiple regression analyses revealed somewhat different relationships to the other variables for the positive versus negative items--especially for the AIDS topic. These results indicate that agreement with positive statements differs from disagreement with negative statements such that combining responses to both types into a single score may obscure important information on how positive versus negative aspects of attitudes relate differently to other variables.

2:00 - 3:30 p.m. **IMPACT OF MEDIA ON POLITICAL BEHAVIOR**

The Impact of Ethnicity & Ethnic Media on Presidential Voting Patterns: A Panel Study, **Leo W. Jeffres, Cleveland State University**
This paper tracks voting patterns of a panel representing 13 ethnic groups in Cleveland, Ohio. Data were collected in presidential election years from 1976 through 1992. Courted by both political parties, these "swing voters"--traditionally Democratic--voted for the winner in each of the presidential elections covered. Ethnics more strongly tied to their groups were more likely to identify ethnic political issues and to place greater importance on them. However, negative relationships were found between ethnic ID/behavior and traditional patterns of voting and party identification. Similarly, ethnic communication measures were positively correlated with the importance of ethnic issues in election campaigns but negatively related to voting consistent with ethnic heritage, leading to the conclusion that ethnic newspapers and other links within the ethnic communities pulled ethnics away from their political ties to the Democratic Party. Readership of ethnic newspapers in particular seems to fit this pattern. Interviews with ethnic newspaper editors provide some evidence that their papers were increasingly supportive of conservative issues and the Republican candidates.

Effects of Media Orientations and Use on Political Behavior, **Mira Sotirovic, University of Illinois at Urbana-Champaign, and Jack M. McLeod, University of Wisconsin-Madison**
The model that has emerged from many years of research suggests that the influence of social structure on political attitudes and behavior is mediated by individuals' values and situational contexts (Kaase & Kohut, 1996). Among situational context influences, the effects of media use are often assumed but seldom explored. The mediating roles of values also need empirical testing. In this paper, we build a structural equation model of values and media use as influences on political knowledge, attitudinal support for democratic principles, and political participation. We use two probability samples (combined n = 739) of Dane county, WI adults. First, we show that media and content one chooses to attend to depends on the heterogeneity of discussion networks, societal values and the functions one thinks the media ought to serve. Network diversity has a positive influence on values and media use which enhance democratic participation. We found that materialistic values (Inglehart, 1977), concerns with order, safety and protection of a comfortable life-style, translate into perceived importance of media functions that advocate a more consensual world, which in turn leads to a preference for entertainment over public affairs media content. Postmaterial values, which emphasize freedom of ideas, helpfulness and equality, lead to preferring public affairs content over entertainment. Second, we show that how the media affect political attitudes and behaviors depends on how actively people use them. We found that, beyond the preference for a particular medium and content, people who read through and seek additional information are more politically active. Active processors are also more likely to support democratic principles, such as supporting press freedom, press objectivity, and free expression in the arts.

Media Effects on Social Capital and Political Participation, **Patricia Moy & Dietram A. Scheufele, University of Wisconsin-Madison**
Scholars recently have bemoaned the degree to which social capital has virtually disappeared. Proponents of this thesis include Robert Putnam, who has targeted television as the driving force behind America's decline in social capital, conceptualized as having two dimensions – social trust and civic engagement. He claims that television has privatized our leisure time, and that it is the only activity inhibiting participation outside the home. In contrast, newspapers are believed to enhance social capital. Few studies have examined Putnam's key predictors of social capital in a single model. In addition, research has focused primarily on the direct relationships between independent and dependent variables. Our study attempts to disentangle direct and indirect effects of key variables originally identified by Putnam as predictors of social capital. Using data from the 1996 National Election Study, we address the effects of television viewing and newspaper reading on the two dimensions of social capital. Moreover, we look at how these concepts relate to more traditional forms of participatory behavior.

The Effect of Television Viewing on Citizenship and Democracy, **Zoltan Bedy, Syracuse University**
While the discussion of the effects of television has focused on program types, there is now strong evidence to show that there is a significant association between "the activity of television viewing" and voting in presidential elections and on citizen behavior and that this association can have serious ramifications for democracy.

2:00 - 3:30 p.m. PUBLIC UNDERSTANDING AND USE OF POLLS

Half Empty or Half Full? Summarizing and Interpreting Publicly Released Survey Data, **Frank Newport, The Gallup Organization**
This paper examines issues relating to the public release and interpretation of survey data on controversial and complicated public policy issues. The paper is based in part on an analysis of the 1997 release of a major study of public opinion relating to black and white relations in the United States. In many situations there is a strong requirement from media gatekeepers that the summary of the results of a public opinion study be short and dramatically conclusive. Complex summaries of results which are equivocal and point out ambivalent or conditional conclusions are less likely to be used in media reports. Report findings to a significant degree gain public distribution to the degree that strong conclusions can be used as headlines. These pressures are particularly evident in situations in which there is no external standard or outcome – such as an election – around which to organize or direct survey findings. These issues relating to interpretation are most likely to occur in regard to survey reports which are released directly to and through the media without the buffer provided by release in referred professional journals as is common in other scientific disciplines. The paper examines these issues in the context of the Gallup Poll Social Audit on Black/White Relations in the United States, released in June 1997. The study was large in scope and included a wide-ranging set of questions whose responses – particularly when interpreted in the context of over-time trends and the contrast between black and white attitudes – potentially lent themselves to quite different summary conclusions on the state of race relations in this country. The paper includes a review of the issues involved in summarizing these findings for public distribution, as well as a review of the way in which the results were ultimately used by the media and other observers in the days and weeks after publication. The paper also examines the challenges presented by the interpretation of survey results which suggest that the population has no clear cut position on specific issues, including opinions which are split with proportions in the 30% - 40% range both favorable and unfavorable on an issue, with the rest undecided. In particular, a number of results from the race relations study are examined in the light of the classic interpretative choice of emphasizing that a cup is either half full or is half empty.

Adding "Texture" to Data: Using Respondent Profiles to Enhance Media Reporting of Survey Data, **Quin Monson, Paul J. Lavrakas, Stephen T. Mockabee and Michael Nolan, Ohio State University**
The use of polling data by journalists has been criticized for being "data rich but analysis poor" or for lacking "texture" and only providing a superficial glimpse of the public mood. This paper outlines some methods researchers can use to assist journalists wishing to personalize and add depth to news stories using survey data. Examples are drawn from data collected at the Ohio State University Survey Research Unit, including the *Buckeye State Poll* and a 1996 preelection survey of Stark County, Ohio conducted for *The New York Times*. A primary focus of the paper is to present a method for creating and using respondent profiles. As part of each survey, respondents are asked permission for a reporter to call back with additional questions. Methods to identify respondents that reporters can target for further questions are discussed including multivariate techniques. The paper includes examples of news stories from the *New York Times* and *Columbus Dispatch* that use respondent profiles to add richness and depth to the story, as well as a discussion of the survey ethics involved in using profiles, and information drawn from interviews with journalists about how profiles are used.

Disseminating Public Opinion Findings to the Public: A Look at How the Public Uses Survey Data in Decision Making, **Stacey L. Acton and Mark D. Spranca, Rand Corporation**
RAND fielded an extensive health care survey to both privately and publicly insured adults as part of the Consumer Assessments of Health Plans Study (CAHPS). The survey measured attitudes toward quality of health care. Respondents were asked to rate their experiences with health care providers as well as their health insurance provider. Investigators were faced with the challenge of presenting the findings from this survey in a format that would be desirable and usable to those making health care decisions. Results from the survey were presented to privately insured fractions of the public in a series of controlled situations or *laboratory experiments*, which contained both a written questionnaire and a focus group component. Individuals were presented with survey results in one of two formats: a booklet or a computer tool. Participants were asked to review survey results in one of these formats and select a fictitious health insurance plan. Findings from the questionnaire and focus groups helped the researchers to gain insight into assessing the impact of public opinion data on the health care decision-making process.

Are Americans Tired of Polls? **Bradford Fay and Christopher Rigney, Roper Starch Worldwide**
In many ways, Americans' attitudes toward polling are unchanged over the last decade - since Roper Starch Worldwide last fielded questions on the topic of polling itself in 1985. A large majority of Americans continue to believe that polls are in the best interest of the public, that they have a significant influence on society, and that the pollsters conducting them are generally honest. The public is also just as likely to believe in the accuracy of polls as they were a little over a decade ago.

There are, however, some troubling signs for the survey research industry, as the public cites certain problems with the interviewing process. Americans today are significantly less likely than they were in 1985 to believe that pollsters usually interview "typical, representative people." At the same time, those Americans who are agreeing to be interviewed are finding the interviewing process to be less enjoyable. The last decade has seen a decline in those who report that being interviewed for polls is an "enjoyable and satisfactory" experience. In addition to Roper's data, the paper draws on attitudes toward polls gleaned from both the Roper Center and the Council for Marketing and Opinion Research (CMOR) archives.

3:45 - 5:15 p.m. — SURVEYS AND THE COURTS

Beliefs and Behaviour: The Use of Survey Evidence in Deceptive Advertising Cases, **Janet Hoek, Philip Gendall and Natalie Erceg, Massey University, New Zealand**
Both competitors and regulatory bodies can prosecute companies which engage in deceptive advertising or other activities which deviate from statutes governing commercial behaviour. These cases are usually determined by Commissioners' interpretations of the advertisements and their assessment of the arguments presented. Recently, plaintiffs and defendants have adduced survey evidence to establish the existence and extent of any deception. However, the status and rigour of survey research evidence require clarification and although research findings are admitted, their status is corroborative rather than definitive. Furthermore, surveys tend only to examine consumers' beliefs about the allegedly deceptive advertising and rarely examine the behavioural consequences of these. This study also examined consumers' beliefs; but extended this work by using multinomial logit regression to assess the likely impact of these beliefs on consumers' behaviour. Nearly 400 consumers were interviewed in a series of mall-intercept interviews. Although a substantial proportion of consumers were misled by claims made on the packaging used in this experiment, these beliefs did not always affect respondents' choice behaviour. The implications for survey researchers conducting work to be submitted as evidence are discussed in detail.

Survey Data to Support a Change of Venue: How Much Prejudice Does It Take? **Edward J. Bronson and Robert S. Ross, California State University, Chico**
The change of venue in our justice system is one means of providing a fair trial to a defendant when there has been significant prejudicial pre-trial publicity in the local jurisdiction. Survey research is accepted by the courts as one method of determining the extent of prejudice toward defendants, but there are no standards as to how much awareness and prejudgment must be shown to require a change of venue. While there can be no single definitive answer to these questions, to date there has been nothing published that attempts to provide either standards or provide the results obtained from more than a few cases, which might help assessing a particular case. We provide a summary of our extensive data , from about 100 such cases, mostly in California, but also in Illinois, Oklahoma, Missouri, and Kentucky. Included are awareness and prejudgment about the cases, population of the jurisdiction, judges' decisions on whether to grant the change of venue (or our decision to recommend against seeking a change), and other matters, which will provide survey researchers, consultants, attorneys, and courts with some benchmark data on the appropriateness of a change of venue in a particular case. We also provide an analysis of the conditions under which a change of venue is most likely to be granted and of the use of survey data (or comparable voir dire data) by appellate courts.

The Tobacco Industry Calls Polls to the Witness Stand, **Lydia Saad and Steve O'Brien, The Gallup Organization**
In recent lawsuits against the tobacco industry, cigarette companies have used public opinion data from the 1950s and '60s to suggest that Americans have long been aware of the health risks of smoking and, therefore, that smokers, not the tobacco industry, are responsible for their smoking habits. This paper reviews polling trends in public awareness of the dangers of smoking and examines the use and possible misuse of the data by the tobacco industry. The findings from one lawsuit in particular raise troubling questions about the selective use of poll data in the course of a trial, and about the admission in court of non-representative polls as indicative of public opinion. Court records and interviews with jurors in this case indicate that both of these factors were critical in convincing a reluctant jury that the cigarette maker was not guilty. The paper concludes with some broad thoughts about the responsible use of public opinion data in litigation.

3:45 - 5:15 p.m. **POLITICS AND ELECTIONS**

Understanding Issue Voting in Presidential Elections: Results from the 1996 Survey of Governmental Objectives, **J. Merrill Shanks and Douglas A. Strand, University of California, Berkeley**
What is any national election really *about*, besides the competition for power between major party candidates and their allies? Put somewhat differently, what kinds of perceptions, concerns, preferences or priorities on the part of individual citizens are the major candidates successful in emphasizing or activating in their efforts to influence voters' choices for President? How should election surveys classify the large collection of potentially relevant topics, in order to develop measures of voters' opinions that cover all of the "issues" that should be included in explanations of voters' choices?

This paper presents results from a Pilot Survey conducted after the 1996 presidential election, based on a general conviction that satisfying answers to the above questions will not be obtained without a comprehensive reformulation of the way in which election surveys approach the measurement of voters' opinions about current or potential "issues." This general approach relies on several batteries of questions that define "issues" in terms of alternative aspects of potential governmental objectives, each of which rests on some statement about particular goals which the government should (or should not) be trying to reach.

Presidential Polls as a Time Series: The Case of 1996, **Robert S. Erikson and Christopher Wlezien, University of Houston**
This paper examines presidential trial heat polls during the 1996 presidential campaign. Variation in poll results from one day to the next is due to a combination of sampling error and true change in the electorate's preference. We show that from Labor Day onward, virtually *all* day-to-day variation in the Dole-Clinton trial heat verdicts was due to sampling error, with very little true change involved. This is *not* an indictment of polls, which we presume to be accurate within the usual tolerances. Rather, our argument is that Clinton's true lead over Dole was virtually flat over the heart of the campaign. The analyses support the argument, and show that the difference between any two poll verdicts did not vary as a function of the time gap between surveys. An ever-changing electoral sentiment would have produced greater change over larger time gaps.

Racial Consciousness and Voter Turnout in Urban America, **Kurt C. Schlichting, Fairfield University, Peter S. Tuckel, Hunter College, CUNY, Richard Maisel, New York University**
Previous studies carried out by the authors of this paper have consistently found that, once median household income has been controlled for, voter turnout in "hypersegregated areas" in urban America is **greater** than turnout in less segregated areas. A possible explanation for this finding is the heightened degree of group consciousness which might exist in hypersegregated areas which, in turn, would lead to greater political participation. The authors of this paper test this hypothesis by examining turnout using both individual and block-level data in the City of Philadelphia. At the same time, the authors examine whether residents in more segregated areas are more likely to engage in other forms of "civic participation" such as the initial mail response rate to the 1990 U.S. census.

3:45 - 5:15 p.m. **METHODS MISCELLANY**

Day of Week Effects: A Preliminary Examination, **G. Donald Ferree, Jr., University of Connecticut**
There has been a fair amount of anecdotal suggestion that there might be systematic "day of the week" effects in polling. That is, over and above random fluctuation, certain people may be more (or less) likely to come into a sample on different days of the week. This has led certain polling organizations to avoid field periods for pre-election polls that include certain day(s) of the week, because of a sense that one finds too many (too few) Republicans on given days. Should this effect exist, and should it relate to characteristics not ordinarily taken into account in weighting schemes, it could pose a serious problem for estimates from surveys, and in particular for comparing results from surveys with field periods including different days of the week.

Making use of two different sets of data, this paper explores the potential existence of such effects, and begin the process of exploring how it might best be dealt with, relating it to other issues of practical sampling. Combined results of a number of statewide surveys conducted in Connecticut, each of which is coded for day of the week, number of attempt on which the interview was done, and other related variables, will form the basic analysis. This will be supplemented by a number of national surveys, for which similar informtion is available in archived data.

The present paper builds on a pilot analysis in Spring 1997 AAPOR suggesting that there indeed might be systematic differences among respondents contacted on on different days of the week, the magnitude of some of which were not only "statistically significant", but substantively important. Conclusions will relate to a number of issues, all too often overlooked in the practicalities of sampling and survey administration.

Assessing a Non-Traditional Approach to Interviewing Randomly Selected Respondents on A Telephone Survey, **Patricia Cunningham, David Cantor and Sarah Dipko, Westat**
On telephone surveys it is common to screen a household to select a respondent and then to complete an extended interview immediately after the screener. The assumption is that once the interviewer is talking to someone in the household, both cost and nonresponse will be minimized if an attempt is made to complete the extended interview on the same call. However, there are advantages to splitting these tasks to different calls: 1) it allows for quicker startup of the survey 2) it allows for interviewers to specialize in tasks they do best and 3) it allows for pre-notification of extended interview by collecting address information at the end of the screener. As part of the National Survey of America's Families (NSAF) both procedures were implemented. First, to allow for a quick start, a screening interview was completed without going on to the extended interview. The extended interview was then completed during a second set of calls. The second procedure, implemented later, involved attempting to complete the screener and extended interviews during the same call. The purpose of this paper is to assess the relative success of these two procedures with respect to response rates and interviewer effort.

Cognitive Interpretations of Numeric Scale Labels, **Roberta L. Sangster, U.S. Bureau of Labor Statistics**
This study deals with the properties of numeric rating scales. Prior research has shown that responses can vary by changing numeric scale labels from all positive numbers (0 to 10, unipolar scale) to include negative and positive numbers (-5 to +5, bipolar scale) (Schwarz et al., 1991). Comparisons between modes of administration have shown the shift occurs similarly. However, other research (Sangster, Rockwood, and Dillman, 1995) found that the effect did vary between modes of administration (telephone interview and mail survey). A suggested explanation was that visual imagery might have influenced the results of earlier test questions. Asking telephone respondents to "imagine a thermometer" may have brought the task closer to a visual process, as experienced in the self-administered survey, than would normally occur without this aid. To test this assumption, 60 cognitive interviews were conducted using a four-way comparison between the unipolar and bipolar scales, with and without the request to "imagine a thermometer." The study used the "life success" question used by Schwarz et al. (1991) and two other questions adapted from the Survey of Consumer Sentiment. The cognitive interviews and follow-up structured-interviews were designed to elicit people's interpretation of whichever scale they were assigned. A second experiment then asked the subject about what it would mean if *someone else* received different scores for success in life. They were shown a showcard of the success in life scale, starting with the scale they had used during the first experiment. Subjects were asked "what would it mean if someone got a [zero, ten, minus five, plus five] for life success" They were also asked what number would mean "just average." Last, subjects were asked if they considered "zero as part of the scale" when they answered the life success question. The other showcard was shown and the four questions were repeated.

Recently, Deliberative Polling ™ has been presented as an alternative to traditional public opinion polling on important issues of public policy. Papers on this panel examine the deliberation process and its relationship to measurement of public opinion. The papers are based on the recent National Issues Convention and other international and local projects that share as their method the assessment of public opinion before and after an intense exposure to information, expert opinion, and citizen deliberation.

***Polls: Deliberative and Non-deliberative*, Norman M. Bradburn, NORC/University of Chicago**
Deliberative polls™ involve respondents answering standard survey questions after receiving informative briefing materials, listening to experts and engaging in extensive discussions. Non-deliberative polls typically involve respondents in answering questions with little or no preparation for the survey. This paper will examine how the responses to questionnaires in deliberative polls™ differ from those in non-deliberative polls™ from the point of view of the cognitive processes respondents go through in answering survey questions. Examples will be drawn from the 1995 National Issues Convention and from deliberative polls™ conducted in Britain.

Deliberative Polling™, Public Opinon, and Representative Democracy: The Case of the National Issues Convention, Robert C. Luskin and James S. Fishkin, University of Texas at Austin
Deliberative Polling™ gauges the opinions of random samples after giving them the opportunity to learn about, reflect on, and didscuss a set of policy issues. The National Issues Convention (NIC) of January 1996, in which a national random sample was assembled for deliberations in Austin, Texas, has been the most prominent Deliberative Poll™ in this country to date (although there have also been several national Deliberative polls™ now in the U.K.). This paper sketches the NIC's rationale in democratic theory and design as quasi-experiment and describes the results: how representative the participant sample was, how much they changed opinions, how much they seem to have learned, and what seems to have underlain the attitude changes that occurred.

***The NIC Experience: Delegate Participation in the 1996 National Issues Convention*, Tom W. Smith, NORC/University of Chicago**
James Fishkin's idea of a deliberative poll calls for a national sample to be brought together in a "town meeting" of the country. The participants receive information about issues under consideration, engage in small group discussions of the issues, and hear from experts and political leaders on the topics. Three such endeavors have been carried out in Britain, each dealing with a single topic (crime, the European Union, and the monarchy) and one in the United States dealing with three issues (national security, family values, and domestic economy).

This paper examines the American experience, the National Issues Convention, which was held in Austin, Texas in January, 1996. The National Opinion Research Center drew the national sample, recruited the respondents to come to Austin, and reinterviewed the participants after NIC. The paper focuses on how the respondents themselves felt about their experience by using results from the NORC survey, participant observation, and an analysis of videotapes of the group sessions.

***The Group Influence in Deliberative Polling™ Opinion Change*, Kenneth A. Rasinski, NORC/University of Chicago**
Available evidence indicates that opinion from Deliberative Polling™ differs from that assessed using standard polling techniques. Data collected at the National Issues Convention allows the exploration of the group experience as a potential contributor to that difference. In January, 1996, 469 respondents from the National Issues Survey (a national probability sample survey) came to Austin, Texas to participate in the National Issues Convention. Respondents were assigned randomly to 30 groups of about 15 participants each. Each group was led by a trained moderator. The groups presented the participants with an opportunity to discuss the issues, debate positions, and hear the opinions of people outside of their usual circle of friends and associates.

The paper focuses on the influence of the group on opinion change by decomposing variance in opinion change into individual and group components. Individual-level factors, such as age, income, education, gender, and prior opinion, are compared with group-level factors, such as average age, average income, gender composition, and average group prior opinion for their contribution to individual-level opinion change.

MEASURING PERCEPTIONS OF SELF AND SOCIETY

I'm OK, but Everyone Else is Going to the Dogs: A Comparison of Public Perceptions of Societal Morals and Self-Reported Moral Beliefs, **Trevor N. Tompson and Paul J. Lavrakas, The Ohio State University**

In this paper we present new data from a series of closed-ended and open-ended question items that probe both public perceptions of important moral values and beliefs in American society and the personal values and beliefs of individual respondents. In particular, we asked respondents their opinion about how societal values and beliefs have changed over time and also how their own values and beliefs have changed over time. These items were asked in an RDD survey of approximately 800 adults statewide in Ohio. We found that while a great majority of respondents believed that societal morals had declined in the past 10 years, an even greater majority indicated that their own moral values and beliefs had only strengthened. Most were able to give specific examples of those beliefs they felt had grown stronger. We take this key finding as a starting point and use our data and other sources to inform a broader analysis of values and beliefs in American public opinion.

Elite Cues in Presidential Campaigns, 1988-1996: Insight into the Public Perception of A Liberal News Media, **David Domke and David Fan, University of Minnesota, Mark Watts, Florida International University, and Dhavan V. Shah, University of Minnesota**

Public perception of a biased news media, particularly media biased in a liberal direction, has risen steadily over the past three presidential elections. To examine what might be influencing this public opinion, we look at shifts in public perception of media bias, press coverage of the topic of media bias, and actual media bias in valence coverage of presidential candidates -- all during the 1988, 1992, and 1996 presidential elections. In our analysis, we examine similarities and differences in media content in three overlapping samples: (1) elite newspapers, (2) television networks ABC and CNN, and (3) a geographically diverse collection of newspapers drawn from most of the major metropolitan areas in the nation. Our results suggest that the rise in public perception that news media are liberally biased is not the result of actual bias in news content, but, rather, due to increasing news self-coverage that focuses on the general topic of bias in news content. This self-coverage often draws upon claims by elites -- particularly conservative elites -- that media campaign coverage has a liberal bias. Furthermore, these elites often proclaim a bias that does not exist solely among individual journalists or specific institutions, but rather encompasses the entire media industry.

Perceived Opinion of Public Policy: Individual Determinants That Enhance the Likelihood of Perceiving Differences with Public Opinion, **Mark R. Joslyn, University of Kansas**

Although much recent attention has been paid to the impact of aggregate opinion distributions on indivdiual-level behaviors, perceptions of those distributions have not received comparable examination. This paper investigates perceptions of public opinion about three areas of public policy--U.S. involvement in foreign affairs, civil rights, and legal protections for homosexuals--and probes for individual determinants that foster perceived differences with public opinion. Data from a probability sample of over 500 citizens of a large Midwestern city provides the empirical basis for this study. Overall, results indicate that perceptions of public opinion are constructed from both personal and environmental cues. Perceived opinion is in fact significantly associated with personal opinion in all three policy areas. The magnitude and direction of this relationship, however, turns critically on the issue under scrutiny. Conventional measures of group and political affiliations are also found to bear importantly on perceptions of differences. Implications of these findings and future research agendas are discussed in some detail.

Partisan Perceptions of Public Opinion: An Extension of the Hostile Media Effect, **Cindy T. Christen and Prathana Kannaovakun, University of Wisconsin-Madison**

*The authors gratefully acknowledge the contributions of Professor Al Gunther in planning and conducting this study.

This study investigated partisan perceptions of hostile bias in news coverage of the recent Teamsters Union strike against United Parcel Service (UPS). Of interest were processes by which pro-Teamster and pro-UPS partisans formed impressions of public opinion regarding the strike. As predicted, both partisan groups perceived neutral news coverage as biased against their respective sides. However, perceptions of hostile bias did not influence partisans' perceptions of public opinion regarding the strike; instead, partisans appeared to rely on their personal opinions when estimating the opinions of others. Only nonpartisan control-group subjects inferred public opinion from their subjective assessments of news content, as predicted by the persuasive press inference. Findings indicate that level of involvement is crucial in predicting the effect that media coverage of social issues will have on perceptions of public opinion regarding those issues.

Race and Gender as Cuses for Blacks and Whites: *The "Life Experiences" Hypothesis*, **Susan E. Howell, University of New Orleans**

This research addresses a neglected aspect of research on cues, the variance in use of cues by groups with different "life Experiences" within the same political context as suggested by cognitive theory. Cue research (and cognitive processing research in general) in the American context has been almost exclusively conducted on white respondents, yet the life experiences hypothesis suggest that minorities use different cues than the white majority. Specifically, this research compares the impact of race, party, and gender cues and their interactions in a population of white Americans and a population of black Americans. An experiment embedded in a survey measures the effects of these cues on inferences made about the policy positions of a fictitious legislator. The cue of race has greater impact among whites which confirms social dominance theory. The cue of gender, on the other hand, has greater impact among blacks. Two explanations are offered and tested. Overall, this methodology proved to be useful in comparing the information processing of two subgroups or sub-cultures within a larger context. Implications for race relations and for comparative research are discussed.

Asking about condom use: Is there a standard approach that should be adopted across surveys? **John E. Anderson, Cornelis Rietmeijer, Ronald W. Wilson and Peggy Barker, Centers for Disease Control and Prevention**

The objectives of this study are to describe different methods of asking about condom use, assess differences and make recommendations for future surveys. Two general approaches of asking about condoms predominate: 1. Asking about frequency of use in some reference period. 2. Asking whether or not condoms were used during the last sexual encounter. Different approaches are compared using data from the 1996 National Household Survey of Drug Abuse (NHSDA). The NHSDA is a large, annual, household-based, probability sample of the U.S. population. In 1996 questions about sexual partners and condoms were asked of 12,974 respondents age 18-59 as part of a special self-administered section of the questionnaire. Relevant criteria for comparing the methods include: numbers of questions used, the need for particular data items, cognitive aspects, respondent burden, and whether the results differ. The frequency of use approach requires more questions and skips, and in resulted in more missing data than asking use during last sex. The same patterns of condom use were observed for both methods: for example, respondents with 2 or more sex partners reported higher levels of condom use and those with drug-related HIV risk behavior did not report more condom use. Questions on use at last sex result in fewer observations for sex outside of ongoing relationships, in this case a total of 755 versus 1475.

Collecting Information about the Health Care Experiences of Adolescents, **Patricia M. Gallagher and Floyd J. Fowler, Jr., University of Massachusetts Boston**

Researchers collecting information about patient experiences with health insurance plans will have to address the problem of how to collect information about the health care experiences of teenagers. We have spoken with both parents and teenagers separately in a focus group setting, and both groups agree that; 1) parents are not able to answer questions knowledgeably about their adolescents' interactions with health care providers and 2) teenagers are not fully informed about their health plans. We are conducting two methodological experiments to provide documentation for what we have learned anecdotally in focus groups. In one, using a telephone protocol, we are interviewing parents about their teenagers' health care. At the end of the interview, we ask the parents if we can interview the adolescent child directly and subsequently administer the same set of items to the teenager. In the second experiment, we mailed two questionnaires to the household, with the instruction to have the parent and the adolescent child each fill out a questionnaire. Key issues to be addressed: Are parents and teenagers reports comparable? When they differ, how do they differ? Is it feasible to collect data by mail using a two-part instrument, with part of the survey to be completed by the adolescent?

Understanding Public Support for and the Impact of Questionnaire Design on Surveys About Physician-Assisted Suicide, **Kate Stewart and Nancy Belden, Belden Russonello & Stewart**

Public opinion researchers have long understood the impact question wording, ordering of response categories, and ordering of questions may have on respondents' answers to survey questions and thus on the analyses and conclusions drawn from surveys. Even though these effects should be recognized, they may often be ignored; and in some cases, we may still be underestimating, overestimating or misrepresenting public support for important social policies. One recent example of this is surveys which measure the public's support for physician-assisted suicide.

Since the Supreme Court decided to send the debate about physician-assisted suicide back to the states last June, the right of an individual to decide to end his or her own life and the involvement of physicians will be decided in state legislatures and balloting. The analysis of public opinion of this issue will impact how the laws and ballot initiatives are constructed, however, the data collected to date does not provide us with a full picture of public attitudes. This paper will report the findings of national surveys on physician-assisted suicide and discuss the impact of question wording and response categories on the public's support for this issue.

Are Reporting Errors Due to Encoding Limitations or Retrieval Failure? Child Vaccination Surveys as a Case Study, **Roger Tourangeau, The Gallup Organization, Lisa Lee and Angela Brittingham, NORC, Gordon Willis and Pamela Ching, Centers for Disease Control and Prevention, and Steven Black, Kaiser Permanente Pediatric Vaccine Study Center**

Surveys about children's vaccinations often yield inaccurate data. We conducted two experiments that examined the source of these inaccuracies. These studies investigate whether the respondents in vaccination surveys (typically the parents of the sample children) forget what they knew about their children's vaccinations or simply never knew what vaccinations their children had received in the first place. In the first study, we surveyed parents both immediately and 10 weeks after their child's had been vaccinated. Even immediately afterwards, accuracy was only slightly better than chance; ten weeks later performance had not changed significantly. In the second study, we compared reports to both recall and recognition-style questions. Although the recognition condition lowered the burden on retrieval, it did not produce significantly more accurate reports. A key factor in determining whether parents take in the information about which vaccines their children received in a specific doctor visit is the number of shots administered during that episode. Low levels of accuracy in parental reports on vaccinations appear to reflect poor initial encoding rather than retrieval failure.

THE PEW RESEARCH CENTER STUDY OF SURVEY NONRESPONSE

Consequences of Reducing Telephone Survey Non-Response -- OR -- What can you do in eight weeks that you can't do in five days? **Scott Keeter, Virginia Commonwealth University, and Carolyn Miller, Princeton Survey Research Associates**
Critics of public opinion and media polls often claim that methodological shortcuts taken by pollsters to collect timely data produce biased and unrepresentative results. This study compares two RDD national telephone surveys that used identical questionnaires and the same interviewing facility: a "Standard" survey conducted over a five day period using typical industry standard procedures (a five call design with one refusal conversion and a systematic but non-random respondent selection technique), and a "Rigorous" survey conducted over an eight week period, using an advance letter and small incentive, a random respondent selection technique, two refusal conversions including a conversion letter, and no limit on the number of calls made to a household. The Rigorous survey achieved a higher contact rate (92% vs 67%), and cooperation rate (79% vs 65%) than the Standard survey but produced results, both demographic and substantive, that are remarkably similar. On major demographic variables, the surveys differed from U.S. Census parameters by 4 percentage points or less. Among the 85 substantive questions, only 7 showed statistically significant differences between the two surveys. Sixty-one of the 85 questions differed by 3 percentage points or less; the average difference between the two surveys was 2.8 percentage points. Except of racial attitudes, political differences between the two samples were small and inconsistent.

Race and Reluctant Respondents: The Consequences of Non-Response in Public Opinion Surveys, **Gregory Flemming and Kimberly Parker, Pew Research Center**
This paper examines the substantive implications of non-response in public opinion research that focuses on race relations and racial issues. The analysis is based on two identical surveys conducted by the Pew Research Center -- one using standard polling procedures, the other taking unusually extensive steps to gain the cooperation of respondents and to achieve a high response rate. While the two surveys revealed few differences overall, respondents who were reluctant to participate in the survey were also significantly less sympathetic toward Blacks. These findings suggest non-response is a particularly important concern in surveys that focus extensively on racial issues. The results may also help explain why pre-election polls have over-estimated White support for Black candidates in bi-racial elections.

Simulating Nonresponse Error from Surveys of Varying Effort: The Case of the Pew Center RDD Experiment, **Robert M. Groves, Stanley Presser and Stephen Hanway, The Joint Program in Survey Methodology**
The Pew study is an experimental comparison of two survey designs varying in the intensity of effort to obtain interviews. Using the interview and administrative call data, we simulate results that would have occurred had the surveys used a one-day interviewing period, a two-day period, etc. We simulate what would have happened had no refusal conversions taken place, one refusal conversion or two refusal conversion attempts. And we simulate the effect of different numbers of callbacks to unanswered numbers. The simulations are guided by previous findings about the association of household attributes with both difficulty of contact and difficulty of gaining cooperation. We hypothesize that the effect on a particular statistic of truncating effort to reach and interview sample households is a function of the statistic's relation to at-homeness and agreement propensities.

8:30 -10:00 a.m.

IMPROVING THE FRAME AND COVERAGE

Surveying Rare Populations with Probability Sampling: The Case of Interviewing Undocumented Immigrants, **Cynthia D. Good and Marc Berk, Project HOPE, Rosario Jacinto, NuStats International, and Martin Frankel, Abt Associates Inc.**
Health survey researchers have traditionally faced difficulty implementing area probability sample designs for surveying rare populations. Commonly used convenience samples, however, can be biased and thus produce seriously misleading estimates. This paper presents a successful attempt at using area probability methods to sample undocumented Hispanic Immigrants. The survey was designed to provide data to policy makers on the use of health care services and potential consequences of legislative initiatives that would deny access to publicly-funded health services for this population. An area probability sample design was used to produce a representative sample of undocumented Hispanic immigrants in each of four metropolitan areas in California and Texas. Census block groups containing at least 20% foreign-born persons *and* at least 20% Spanish linguistically isolated households were defined as eligible for block group sampling. Two-stage probability proportional to size (PPS) sampling was used to select eligible block groups and housing units from each of the four sites. Sampled households were screened and eligible household members were selected for interviewing using the Kish method of respondent selection. In-person interviews averaging 25 minutes in length were conducted with selected respondents entirely in Spanish. A total of n=973 interviews were completed across all sites. The combined response rates of 85% in California and 81% in Texas were higher than anticipated.

8:30 - 10:00 a.m.

IMPROVING THE FRAME AND COVERAGE

Respondent Selection in RDD Surveys: A Randomized Trial of Selection Performance, **Charles E. Denk and John Hall, Mathematica Policy Research, Inc.**
There has been considerable recent interest in comparing the cost and effectiveness of varuious methods for randomizing selection of respondents within multi-adult households in RDD opinion surveys. Most past comparisons in the research literature simply compare achieved sample distributions on gender and similar characteristics, and ignore a wide array of other important outcomes. Note that gender ratios are not really the main problem (they can be and are weighted), but a signal that representativeness of RDD samples is compromised by lack of uniform sampling penetration within households. Two papers at AAPOR's 1996 meetings -- one by Don Ferree at Roper and one by Denk and colleagues at the University of Virginia -- compared the results of the "next birthday" method with an inventory-by-name method and theoretical expectations. Both papers identified a significant shortfall in selection performance under the birthday method, even controlling for refusals and non-availability. Two ways of measuring this shortfall are the proportion of completed interviews involving hand-offs to other household members (should be near 50% in two adult households), and the sample sex ratio (demographically nearer 55% female for household-level sample designs). One obvious point as to why non-inventory methods like the birthday method are less effective in penetrating to harder-to-reach respondents is that they allow telephone-answering respondents to select themselves with no verification. Another common selection method, randomizing by age-order, is similarly vulnerable. One compromise embodied in the Trolhdal method involves counting and selecting adults in the household *by gender*, which reduces opportunity for self-selection.

The proposed paper describes the results of a random assignment experiment implementing age-order selection, Trolhdal selection, and inventory-by-name selection in a large national survey on attitudes toward alcohol control policy. Results will compare selection performance, survey field productivity and cost, and design effects due to post-stratification across selection methods.

8:30 - 10:00 a.m.

SHOULD QUESTIONNAIRES BE COPYRIGHTED? - PANEL

A Study of Copyright Practices, Beliefs and Attitudes, **Peter V. Miller, Northwestern University, and Dianne Rucinski, The Ounce of Prevention Fund**
This paper reports the findings of an exploratory study of survey practitioners' copyright practices, beliefs and attitudes. The study examines the extent to which survey researchers intentionally copyright survey methods and reports and any experience they may have had with copyright litigation. In addition, the study explores their understanding of the concepts of copyright protection, infringement and fair use as they apply to surveys. Finally, the study examines attitudes toward the practice of copyrighting, its significance for individual survey researchers and its implications for the cultivation of survey standards. These issues are explored with a sample of survey researchers drawn from the AAPOR and CASRO membership lists.

Exit Polls Say..., **Warren J. Mitofsky, Mitofsky International**
News organizations regularly publish exit poll results they have not paid for. If a news story contains the phrase "exit polls say…," you can bet that organization has not paid for rights to that exit poll. It was most likely "appropriated" from a news report of an organizations that had paid for the poll. Copyright laws do little to protect the commercial value of these polls. There is, however, another legal principle that can be used to protect these polls from exploitation by unscrupulous news organizations. For a short period of time following a poll's public release, it may be considered "hot news." As such, it can be protected. Reuters, to its chagrin, was restrained by court order from following it usual practice of reporting exit polls it did not pay for, in last year's Mexican elections. This discussion will review hot news protection and successful use of copyright to protect polls.

8:30 - 10:00 a.m.

PUBLIC OPINION THEORY: PART I

An Introduction to Social Representations, **Bennett Kadel, Wisconsin Survey Research Laboratory**
This paper lays out the basic terms and concepts of the largelyEuropean theory of social representation and briefly compares it to such closely related concepts as public opinion, attitudes, and schema. I then go on to a brief description on some of the innovative methods used to uncover representations, concluding with some remarks on the implications of Social Representations Theory for public opinion research.

Publicly Mediated Opinion: Explorations of the Public Nature of Opinion Expression, **Linda J. Penaloza, Wisconsin Survey Research Laboratory**
The purpose of this presentation is to explore a new theoretical model of the role of communication on public opinion formation and expression. It builds on the assumption that current polling techniques, where the respondent is reached in isolation of any social environment and provides his/her opinions in a confidential or anonymous setting, are tapping into opinions which are largely private. True public opinions only exist through communication; they are social and are embeded in a dynamic process of interaction and debate. I propose a research design for gathering this public opinion which is less heavily dependent on traditional polling methods.

What Is this Thing Called...Public Opinion? Why Was the World's Media Mesmerised by Diana, and Why Was Public Reaction to Her Death Such a Shock to the British Establishment?' **Robert Worcester, MORI International and, LSE, London**
The death of Diana, Princess of Wales, was a shock to the system. Tony Hall, Head of News and Current Affairs of the BBC, reflected that 'We were not making news, we were watching it happen', as if that was not the role of the broadcast media; the Royal Family were shocked into action by the force of public opinion, and the Prime Minister exploited it perfectly.

Opinions are lightly held, attitudes deeper, but values deepest of all, and Diana touched the values of the British public and the world, and the political actors were taken by surprise, and were not certain how to react. This paper explores the impact of this unique case study of public opinion, and reflect on what it has to teach students of public opinion in all its meanings.

10:15 - 11:45 a.m. IMPROVING MEASUREMENT IN DRUG USE/ABUSE SURVEYS

Enhancing the Validity of Drug Use Data: An Experiment, **Nora Fitzgerald, National Institute of Justice, and George Yacoubian, Temple University**
The National Institute of Justice (NIJ) Arrestee Drug Abuse Monitoring (ADAM) program routinely collects interview data on drug use from arrestees, along with samples of their urine, allowing for validation of self-reported recent use of 10 illicit drugs. Standard ADAM procedure is to obtain consent to interview, complete the interview, and then ask for urine. We conducted a multi-site experiment to test whether the level of detail provided in the consent statement or the timing of the urine request would significantly affect interview participation rates or the quality of the self-reported data. The field period was divided into two phases. In one phase, urine was requested before the interview was conducted. In the other, urine was requested after the interview. Two different informed consent scripts were used randomly through each phase, one being the standard, brief ADAM consent statement and the other an enhanced, more explict version. This design provided four versions of the interview varied by type of consent and timing of urine request. How the manipulation of these procedures affected both participation rates and validity of the recent (3-day) cocaine use reports will be reported on in this presentation.

Improving Estimates of Drug Use by Use of Validation Methods, **Michael Fendrich and Timothy Johnson, University of Illinois at Chicago, Seymour Sudman, University of Illinois at Urbana-Champaign, and Joseph S. Wislar, University of Illinois at Chicago**
Growing doubts about the truthfulness of responses to questions about drug use in survey research suggest potential utility for validation procedures incorporating biological assessment, such as hair testing. Most prior studies of drug use incorporating hair testing have reported on its use with "captive" samples in treatment or criminal justice settings. Here we report on the implementation of a hair testing procedure in a survey of 568 households in Chicago. The main purpose of the study was to compare two alternative methods for asking questions about drug use. Hair testing was employed at the end of the survey, after questions about drug use were administered. We explore correlates of participation and consent in the hair testing procedure. The overall rate of consent to the hair test was 57%. Multiple logistic regression suggested that consent to participate was associated with interview condition, subject race/ethnicity, subject gender, and employment status. Subsequent inspection of the data revealed that interviewers identified a substantial portion of the subjects (19%) as ineligible due to insufficient hair length. Once ineligible subjects were eliminated from consideration, the overall consent rate rose to 70%. Further analyses revealed that a majority of African American (63%) and Hispanic (57%) males were rated as ineligible for testing by interviewers. Among eligible subjects, study condition and employment status were significant correlates of consent. Over twenty percent of the sample was "very uneasy" about the hair sample request. Further analyses revealed that compared to White informants, African American and Hispanic informants were significantly more uneasy about the procedure. Women were also significantly more uneasy about the procedure than men. Implications for enhancing the potential feasibility of hair testing in future field surveys are discussed. We also discuss some limitations inherent in this procedure.

Do Interviewer-Respondent Race Effects Impact the Measurement of Illicit Substance Use and Related Attitudes? **David E. Livert and Charles Kadushin, City University of New York, Mark Schulman and Andy Weiss, Schulman, Ronca & Bucuvalas**
A growing body of public opinion literature has demonstrated the potential for race related interviewer-respondent effects in telephone interviewing (Davis, 1997; Kane & Macauley, 1993). Typically, these effects are found with questions in relevant domains such as support for affirmative action. Epidemiological studies consistently report lower substance use rates for black respondents, although the validity of these findings has been questioned (Kandel, 1993). How these racial differences may be influenced by interviewer effects is explored, using a large telephone survey with a significant proportion of black and Hispanic respondents and interviewers. Data were collected as part of a national evaluation of a drug abuse prevention program. Telephone interviews were conducted with 17,900 residents of 41 urban neighborhoods across the U.S. The impact of different combinations of interviewer and respondent race were examined for alcohol and drug use, perceived harm from their use, approval of use, and attitudes regarding the legalization of marijuana use. Three patterns of interviewer-respondent race results emerged. Black respondents were more likely to report marijuana use, to rate marijuana as less harmful, to approve of marijuana use, and to favor marijuana legalization with a black interviewer than a white interviewer. White respondents were more likely to rate use of marijuana, cocaine, and heroin as harmful and less likely to support marijuana legalization with a black interviewer. When interviewed in Spanish, Hispanic respondents consistently reported less alcohol and drug use and more "anti-drug" attitudes.

IMPROVING MEASUREMENT IN DRUG USE/ABUSE SURVEYS

***Effects of Third Party Presence on Self-Reported Drug and Alcohol Use in CASI and Paper-and-Pencil Self-Administered Surveys*, William Aquilino, University of Wisconsin, Madison**
This study uses self-presentation theory to build a model predicting the effects of third-party presence in sensitive interviews. The proposed model specifies that bystander presence will lead to more socially desirable responding only when (1) the information requested is unknown to the bystander and (2) the respondent anticipates negative consequences in revealing this information to the bystander. When a bystander has prior knowledge of the information, or when the respondent anticipates no negative consequences from revealing it, the model predicts no influence of bystander presence. Predictions were tested with data from a field experiment comparing CASI to paper-and-pencil self-administration in a substance use interview (N = 3,169 respondents age 12-34). Interviewers recorded the presence of bystanders at the end of each substance use and health sequence (14 times during the interview). Results are consistent with the proposed model. Among respondents living with parents, the presence of a parent during a drug use sequence led to significantly lower reports of tobacco, alcohol and marijuana use. Parents are unlikely to know the details of their offspring's substance use and children may experience negative consequences in revealing this to parents. In contrast, among married or cohabiting respondents, presence of a spouse or partner had no effects on response tendencies. Spouses are more likely than parents to know the substance use behavior of the respondent and negative consequences of revealing this information to a spouse would be unlikely.

10:15 - 11:45 a.m. PUBLIC JOURNALISM: VIEWS FROM REPORTERS AND THE PUBLIC

***Public Journalism and Traditional Values: A Shift in Values?* M. David Arant University of Memphis, Philip Meyer, University of North Carolina at Chapel Hill**
One of the criticisms of public journalism is that it poses a danger to the traditional professional values of independence, objectivity and openness. This criticism was tested with a mail survey of newspaper staff members in 1996, replicating measures of both acceptance of public journalism and support for traditional values from two different earlier studies. In the great majority of comparisons, we found that journalists supporting certain public journalism practices were at least as sensitive to traditional ethical concerns as those who did not support public journalism. The only exception was that public journalists were more likely to tolerate a newspaper company's involvement in a non-journalistic activity.

***Issue Learning and Media Signals: Does Civic Journalism Produce Better Informed Citizens?* Marco Steenbergen, Timothy Vercellotti and Philip Meyer, University of North Carolina**
Over the past ten years, political scientists and social psychologists have demonstrated that political knowledge is an important determinant of public opinion. Media researchers have argued that the acquisition of such knowledge depends on the mass media, and they have begun to explore aspects of the media that promote or obstruct learning. To date, however, there are few studies that explore how the basic orientation of media toward newsmaking—their media philosophy—contributes to learning. In this paper we undertake such a study. We contrast issue learning during the 1996 Presidential elections under two media philosophies—civic journalism and "traditional" horse-race journalism. We present a general model of the determinants of political learning and then explore how both media philosophies feed into those determinants. The empirical part of the paper uses multilevel statistical models to explore the interaction between the media signals in 20 media markets, which are coded in terms of media philosophy, and the individual level determinants of learning that our general model postulates. The conlcusion highlights the implications of our work for the political learning literature and for mass communication.

10: 15 - 11:45 a.m. COGNITIVE ASPECTS OF SURVEY MEASUREMENT

***Testing Propositions About the Occurrence of Primacy Effects in Telephone Surveys*, David W. Moore and Frank Newport, The Gallup Organization**
Various theories have been offered to explain why primacy effects might occur in telephone-administered surveys (see, for example, Krosnick, et. al., 1996; Bishop, 1996; Sudman, Bradburn, and Schwarz, 1996). Typically, in an audio format (such as a telephone survey), where the respondent is not aware of the responses that will be offered for a question, recency effects are likely to occur -- in part, according to cognitive theory, because there is more time for the brain to process the latest mentioned option. However, primacy effects do occasionally occur in telephone surveys, and various cognitive (and non-cognitive) theories have been offered to explain why. This paper reports on several experiments, some of which have been designed specifically to test competing theories, and others that evolved out of Gallup's on-going polling efforts. Preliminary findings suggest that -- contrary to what might be predicted from cognitive theories -- primacy effects may be most likely to occur with verbal rating scales of three or more points. No other type of questionnaire structure seems to provide a consistent primacy effect. Specific experiments that were designed to test one cognitive theory (as suggested in Sudman, Bradburn, and Schwarz, 1996) provided mixed results.

***Experimenting with Bayesian Recall*, S. James Press, University of California,Riverside and Judith M. Tanur, State University of New York, Stony Brook**
This paper presents preliminary results of an experiment carried out to evaluate the efficacy of some Bayesian models developed for improving the accuracy of inferences relating to responses on sample surveys that involve questions of recall (questions such as, How many times did you visit your doctor last year?). Survey respondents are asked for both point and interval estimates that reflect their recall about some factual and numerical questions. Gibbs sampling is used to evaluate the numerical values of the Bayesian estimators of the recalled quantities, and preliminary results suggest that the Bayesian model can provide an improved estimator when applied with real data of the type considered in these experiments.

***Integration of the Cognitive Methods with a Split-half Experiment: Redesign of an Establishment Survey Questionnaire*, Young I. Chun, Bureau of Labor Statistics.** This paper reports the findings from a recent large-scale field experiment (n = 6000) conducted by the Bureau of Labor Statistics (BLS) that was designed to evaluate a redesigned establishment survey questionnaire. Cognitive pretest methods, which have proved their effectiveness mostly in household survey questionnaire design over the past decade, have been only recently applied to establishment survey questionnaire design. However, it has been rare to conduct a quantitative test to evaluate and validate the product of the qualitative cognitive pretest methods. In this BLS study, a redesigned 4-page establishment questionnaire of the Hours at Work Survey (HWS) has been tested against the current 2-page HWS questionnaire. The 4-page questionnaire has been developed with the respondent-friendly principles of establishment survey questionnaire design and subjected to thorough pretests with cognitive think-aloud methods and focus groups. The 2-page front-and-back current HWS questionnaire has been used for over 15 years since the inception of the HWS. The split-half experiment (n = 6000) was embedded in the HWS which collected data for 1996. Findings from the experiment show that the overall response rate from the 4-page questionnaire is about the same as the one from the 2-page questionnaire, despite a heavier response burden (i.e., doubled page length). Further findings about the response rates by such establishment variables as industry and employment size indicate that the use of cognitive methods and the principles of establishment survey questionnaire design contribute to improving the total survey quality. The findings here support the ever stronger need for integrating the qualitative cognitive methods in pretests with the quantitative split-half method in field tests when improving the questionnaire.

***Beyond Concurrent Interviews: An Evaluation of Cognitive Interviewing Techniques for Self-Administered Questionnaires* Cleo Redline, Richard Smiley, Meredith Lee and Theresa DeMaio, U.S. Bureau of the Census, Don Dillman, Washington State University**
In the last decade, many institutions from around the world have come to rely considerably upon laboratories employing cognitive interviewing techniques to evaluate survey questions and questionnaires (see, e.g., DeMaio et al., 1996; Akkerboom and Dehue, 1997; Gower and Haarasma, 1997). Two of the most widely described cognitive interviewing techniques are the *concurrent* and *retrospective* interviews (see, e.g., Ericcson and Simon, 1980; Forsyth and Lessler, 1991). In concurrent interviews, subjects are asked to verbalize the process they go through to answer a question as they progress through a questionnaire. In retrospective interviews, subjects are asked at the end of the interview to provide thought processes to questions they answered earlier in the questionnaire. Ericcson and Simon (1980 and 1984) argue that the concurrent technique is not advisable under certain conditions. One example they give is when the task requires subjects to verbalize visual information. With the recent advent of the significance of the visual component of self-administered questionnaires (Jenkins and Dillman, 1995 and 1997), it follows that the concurrent technique, at least by itself, may not be as ideal a choice for evaluating self-administered questionnaires as it is for interviewer-administered questionnaires. In this paper, we describe the preliminary results of a small-scale experiment designed to evaluate the concurrent and retrospective techniques with three self-administered decennial short forms. We conclude with a discussion of the results and their implications for the future.

10: 15 - 11:45 a.m. **PUBLIC OPINION THEORY: PART 2**

***Public Opinion and the Mass Audience: Theorizing the Power of the Public*, Katherine Jackson, Northwestern University**
The significance that public opinion and mass audience frameworks, like most strains of mass communication research, attribute to the public frequently rests on an assumption of a politically, economically or otherwise powerful public. This paper explores the linkages between public opinion, the mass audience and conceptions of public power around two major issues: first, the relationship between how the public is defined and the conception of public power, and second, which conceptions of power might help us understand the influence of aggregates by de-emphasizing the powerful/powerless dichotomy. Debates within each research tradition show aggregate notions of public opinion and the mass audience typically assume an efficacious public while arguments focusing on social construction are more closely related to ideas of a less powerful public. Recent conceptualizations of audience power suggest that media consumers exercise power simply by being members of the decision-making public. Furthermore, empirical findings such as spiral of silence and third person effects indicate that, beyond calculation of quantified aggregate measures, a public exists as an imagined public that may or may not correspond to a measured public. Thus, the public as imagined by individuals acts as a constraining factor in contemporary social and political life.

***What Surveys Can Tell Us about Public Opinion: Revisiting the Blumer/Converse Debate*, Scott L. Althaus, University of Illinois at Urbana-Champaign**

As we approach the 50th anniversary of Blumer's famous 1948 attack on opinion polling, the debate on whether public opinion is best defined as the aggregation of individual preferences or as the "effective" expression of group-based opinion remains heated. The first sentence of the 1987 special anniversary issue of Public Opinion Quarterly was Eleanor Singer's charge that "Blumer was wrong"; an edited book on the subject by Glasser and Salmon shot back in 1995 that "Blumer was right". This paper attempts to move beyond this apparent impasse by arguing that the Blumer/Converse debate (as it is commonly known) obscures a fundamental normative tension between these two important conceptions of public opinion. The tension I propose is the tradeoff between quality and representation: the more descriptively representative the indicator of public opinion (surveys being the prime example of a descriptively representative indicator), the more likely the opinion it communicates will be ill-informed, unreflective, and generally lacking in quality and power. Put another way, the closer an indicator of public opinion comes to reflecting all voices in a public, the less likely it will be to represent the interests of that public in useful ways. In light of this tension, this paper addresses two critical questions that tend to be overlooked in the Blumer/Converse debate: What aspects of public opinion are surveys particularly good at revealing, and what sorts of political functions are surveys particularly suited to fulfill?

***An Evaluation of Spiral of Silence Theory Compared With a Process Model of Public Opinion*, Irving Crespi, Crespi Associates**

The purpose of this paper is to critically assess the theoretical adequacy of spiral-of-silence theory compared with a process model of public opinion as presented in my recent book *The Public Opinion Process*. There is a long-standing consensus that public opinion has to do with controversy over how public issues should be resolved. Spiral-of-silence theory rejects this consensus. The process model makes these questions central to its understanding of what public opinion is. Also, this model makes us think in terms of public opinion not as an end product but, rather, as something that exists in on-going activity. For Noelle-Neumann and E.A. Ross social control was central to what each had to say about public opinion, but there is a sharp contrast in their theoretical intents. Consequently, although there are similarities in what each had to say, there are crucial differences. The many processes through which social control is maintained are essentially ignored in spiral-of-silence theory but are central to Ross. Spiral-of-silence theory is ahistorical in that it makes no distinction in the way the social control function of public opinion operates in different historical societies. In process theory, the political significance of public opinion varies historically, depending on the whether in a particular era its legitimacy as the source of political authority is accepted or rejected. Whereas process theory leads to an expansive understanding of public opinion, spiral-of-silence theory narrows our perspective. While spiral-of-silence does not necessarily rule out studying the complexities of the process through which public opinion comes into being, it clearly makes this a tangential concern. It maintains that the focus of public opinion research should be its social control function -- how it fosters social solidarity through discouraging deviant behavior -- with the investigation of the ways in which judgments on controversial issues emerge relegated to the back burner. Furthermore, a single type of sanction, the negative fear of social isolation, is used to explain the mechanism through which the social control function of public opinion works, to the detriment of the important role that other sanctions, especially positive ones, can play. And by treating the significant political role that public opinion plays in a democracy as a distracting epiphenomenon, it denigrates that role.

***Questioning the "Public" in Public Opinion: Surveys Can't Get You From Here to There*, Fred H. Goldner**

The health care industry has been going through fifteen years of extreme change highlighted by the growth of managed care at the expense of indemnity insurance which, in its pure form, now covers only fifteen percent of the insured population. The rise of managed care provides an illustration of the difficulty of using surveys to make connections among the behaviors of consumers, institutions, organizations, occupations and legislatures. What are we to believe--what consumers say in surveys, or their actual behavior in choosing their form of health insurance? The problem for public opinion research, in trying to understand these processes of change, focuses our attention on what is meant by the "public." Which public are we talking about--consumers, premium-paying employers, the government, state legislatures, providers, insurance companies, or industry associations (who gave us Harry and Louise)? Surveys can't tell us which public to focus on. What is the process for that decision? And, how can we talk about organizations as a "public"?

Gender Bias in the 1993-1996 Behavioral Risk Factor Surveillance System Surveys: The Importance of Taking Probabilities of Selection Into Account, **Peter Mariolis, Centers for Disease Control and Prevention**

The difference in percent female between a sample and its population is frequently used in household surveys to assess the representativeness of a sample by gender. The goals of this study were to assess interstate differences in gender bias in the 1993-1996 Behavioral Risk Factor Surveillance System (BRFSS) surveys and to identify outliers in the distribution of gender bias that MIGHT indicate deviations from sound data collection procedures. The BRFSS is a surveillance system of behaviors and preventive health practices related primarily to chronic diseases and other non-infectious sources of mortality. The core of the BRFSS is a monthly telephone survey, conducted regularly in almost all states and the District of Columbia in the period 1993-1996. State by state comparisons of unweighted BRFSS data to population estimates of percent female showed a median percentage point difference of 6.4, ranging from 2.8 to10.8. Although states differed significantly with respect to gender bias and the larger values indicated the potential for improvement in data collection procedures, there were no clear outliers in the distribution. Respondents, however, vary considerably in their probabilities of selection due to the number of adults and the number of phones in the household and interstate differences in sampling designs. The percentage female in each state was recalculated taking these probabilities of selection into account. As expected, the median percentage point bias decreased, to 4.4 with a range of .9 to 11.3. The increase in the upper end of the range was due to one state whose gender bias increased after the adjustment. Furthermore, this state now became an outlier. An inquiry into the state's data collection procedures disclosed that the state's data collection agency was substantially misreporting its sample design and engaging in questionable data collection and processing procedures. Once these problems were disclosed, the agency moved quickly to remedy them.

Improving the Communications Climate in a State Mental Health Agency, **Lowndes F. Stephens, University of South Carolina**

The purpose of the study is to Assess communications climate in a large and very old state mental health agency (SC Department of Mental Health). Focus groups with a variety of employees and supervisors in different geographic locations were used to develop a structured survey instrument. Probability samples of employees and supervisors were selected to participate in the two-year study (1994-95. 559 supervisors and 502 employees completed survey questionnaires mailed to their work addresses. Overall response rates for supervisors was 50.8% (sampling error " 4.15%) and 45.6% for employees (sampling error " 4.37%). Among supervisors, response rates are 51% for females, 62% for males, 57% for Whites and 39% for Non-Whites. Among supervisors, sampling errors are 4.60% for female, 5.20% for males, 4.00% for Whites and 7.00% for Non-Whites. Among employees, response rates are 49% for females, 37% for males, 74% for Whites and 27% for Non-Whites. Among employees, sampling errors are 4.75% for females, 8.80% for males, 5.00% for Whites and 7.50% for Non-Whites.

Mental health workers consider these factors (from highest to lowest mean rating) most important to their job satisfaction: job where people value open and honest communications; job that is interesting; job security; responsible job tasks; occupation where one can help others; job where one is free to speak out; and good opportunity for job advancement.

Re-Membering Memberships: Improving the Way We Count Organizational Affiliation, **Thomas M. Guterbock and John C. Fries, University of Virginia**

Organizational memberships have taken on renewed importance in the recent debate over whether "social capital" is declining in the United States. This paper compares three recent, national surveys to show how differences in survey mode, item wording, administration protocol, and sample composition affect the average count of memberships and membership types.

The surveys are: the 1994 General Social Survey; the 1996 Survey of American Political Culture; and the 1997 AARP Survey of Civic Involvement. There is a large difference in average number of membership types between the AARP survey (3.3) and either the GSS (1.9) or SAPC (2.0). We focus on isolating the causes of the difference. The SAPC and GSS are similar in mode of administration and sample; they differ primarily in the number and wording of membership types. The AARP survey differs from both the others in mode (telephone rather than in-person), sampling method, and final sample composition. It is similar to the SAPC in its use of a longer, updated list of types. Analysis of variance methods and careful comparisons of means for properly weighted samples demonstrate that, while the gains from lengthening and updating the membership-type list are appreciable, the largest gain in membership reports comes from the change in mode and the use of direct questioning about each membership type. We argue that the latter technique results in improved recall and more accurate reporting of memberships.

Economic Literacy: Has the Growth in Personal Finance and Business News Increased It? **Lowndes F. Stephens, University of South Carolina**
In 1993 the authored chaired and organized a panel on "Understanding Consumer Confidence and Behavior" at the 48th annual conference of the American Association for Public Opinion Research, Pheasant Run Resort, St. Charles, IL. May 22. Panelists examined the level of economic literacy and discussed the role the news media are playing in increasing levels of economic literacy. I would very much like to see us revisit this issue. The National Council on Economic Education (NCEE) has increased the salience of the issue of economic literacy by publishing Voluntary National Content Standards in Economics. Dr. Robert F. Duvall, President and CEO of the NCEE, was a prominent participant in President Clinton's 1996 Summit for "America's Future." The content guidelines include mastery of 20 content standards by the time adults complete high school and they represent minimum levels of economic literacy. The poster session will include a discussion of the results of a local public opinion poll to measure adults' level of economic literacy and to assess their opinions about the extent to which media content contributes to their knowledge of personal finance.

Beyond the Questionnaire: Predicting Survey-Based Behaviors from Secondary Data, **Barbara C. O'Hare and Daniel Estersohn, The Arbitron Company**
In response to increasing requests for detailed information about survey respondents and the conflicting trend toward lower response rates and sensitivity to respondent burden, this exploratory study tested the merging of data from multiple sources to leverage the value of the primary survey database, a diary-based survey of radio listening. 1990 Census data were linked to a large consumer database to provide an overall demographic profile of key customer neighborhoods. This new information about the neighborhoods of top spending customers was used to identify radio listening behaviors within neighborhoods and, by extension, the target consumers. The ranking of radio station audiences among target block groups with high concentrations of top-spending customers resulted in a ranking of stations substantially different than that obtained through the limited age and sex demographics available on the radio survey. This reranking of the stations was validated through a direct match of the customer base to the radio diary base. Station rankings based on actual listening reported by persons in customer households were compared to the rankings based on block group neighborhoods and found to be very similar, and effectively different from the rankings based on limited survey-based demographics. This linking of survey data with other databases resulted in increasing the targeting power of the survey results for the client.

Teens Talk: Are Adolescents Willing and Able to Answer Survey Questions? **Jennifer C. Hess, Jennifer M. Rothgeb and Andrew Zukerber, U.S. Bureau of the Census, Kerry Richter, Child Trends, Inc.**
The Survey of Program Dynamics is a longitudinal survey designed to measure the impact of welfare reform. One component of the survey is a self-administered questionnaire for adolescents ages 12 to 17. Several issues concerned staff in various areas of the Census Bureau. Would the adolescents be willing to answer questions on potentially sensitive topics such as parent/child relationships, delinquent behaviors, sexual intercourse, contraception, and childbearing. Would their parents agree to the child being interviewed? Would younger adolescents understand the questions and be able to perform the task? Would the interview hold the adolescents' attention for the 20 - 30 minute survey administration? Would adolescents have privacy concerns? To address these concerns, two tests were conducted. First, we explored respondent comprehension and task difficulty during one-on-one, think aloud cognitive interviews. Second, during a field pretest, we included a series of respondent debriefing questions at the end of the instrument to address issues of privacy, comfort level with the subject matter, interest level, and ability to concentrate on the survey task. In this paper, we will discuss results from the two tests and the associated modifications made to the survey instrument.

Data Editing as a Measure of Questionnaire Quality, **Charles Day and Jaki Stanley, National Agricultural Statistics Service**
While editing is done in almost every survey, the results of editing are almost never examined to determine what they can tell us about the survey instrument and its administration. In *Survey Measurement and Process Quality,* Leopold Granquist and John Kovar wrote: "In the quest to reduce errors in survey data, it is essential to look upstream, rather than attempting to clean up at the end. The adage 'do it right the first time' is very appropriate. Editing results can be used to advantage in sharpening survey concepts and definitions and in improving the survey instrument design." In the language of the quality movement, editing results can be used to measure the quality of questions asked in a periodic survey, and these results can be used for continuous improvement of the questionnaire. Frequent edits may indicate problems with the wording of a question, the structure of the questionnaire (e.g., skip patterns), understanding of survey concepts, training of enumerators, or the respondent's knowledge of particular information. This paper presents the methodology and results of our analysis of editing in the National Agricultural Statistics Service's (NASS's) Agricultural Resources Management Study (ARMS), a survey of farming practices and farm finances. The authors examined questionnaires and final survey data, noting where and how edits and imputations had been made. We then summarized the information on editing and imputation. Next, we made a more detailed examination of the questionnaires and final survey data for each question that required frequent editing or imputation. Based on this examination, we were able to offer suggestions for changes in question wording, routing, skip instructions, question content, or enumerator training. Future plans include a similar analysis of edits from the 1997 survey to evaluate the effectiveness of our suggestions and identify any new problems.

The Social Closeness Corollary: A "Reverse" Perspective on the Third-Person Effect, **Edward M. Horowitz, University of Wisconsin-Madison**
Previous research has examined some of the similarities and connections between the third-person effect and pluralistic ignorance. This paper argues that what is missing from third-person effects research, and what links the third-person effect with pluralistic ignorance, is a "social" orientation. While previous research has looked at the social distance corollary, this research has not generally looked at a "social closeness" corollary--whether friends or family who are considered close to an individual, rather than considered as dis/similar "others," hold the same opinions as the individual. This "social closeness" corollary is examined in greater detail and its implications for future third-person effects research are discussed. Analysis of research conducted to test this "social closeness" corollary shows the value of this "reverse" perspective on the social distance corollary.

Monitoring Childhood Vaccination Coverage Levels Throughout The U.S., **Michael Battaglia, Abt Associates, Victor G. Coronado, David Hoaglin, Abt Associates, Robert A. Wright, Ellen Anderson and Trena M. Ezzati-Rice, Centers for Disease Control and Prevention, Edmond F. Maes, Centers for Disease Control and Prevention**
Starting in 1994, the National Immunization Survey (NIS) has monitored childhood vaccination coverage levels in all 50 states and in 28 urban areas. Its main objective is to monitor progress toward achieving the vaccination coverage goals set by the Childhood Immunization Initiative (CII) for the years 1995, 1996, and 1998, and the Year 2000. By conducting quarterly surveys in the 78 areas according to the same methodology, the NIS provides data for a variety of estimates and comparisons. The Centers for Disease Control and Prevention (CDC) regularly disseminates NIS results at the state, urban area and national levels in the *Morbidity and Mortality Weekly Report* (MMWR). Special reports, such as a recent examination of the differences in vaccination coverage among racial and ethnic groups and the related impact of poverty status, are also published in the *MMWR*. On July 23, 1997, President Clinton, using NIS results, announced that as a nation, the U.S. had achieved the 1996 interim CII immunization goals, with the highest-ever vaccination coverage levels. The President noted this as an important step in achieving the reduction or elimination of indigenous transmission of vaccine-preventable diseases among U.S. children. At the local level, NIS data have identified states and urban areas with vaccination levels below the national average and areas that are considerably higher than the national average. These results are used by states to develop and improve their immunization programs. The NIS is also monitoring the coverage levels for vaccines, such as hepatitis B and varicella, that recently have been introduced into the Recommended Childhood Immunization Schedule. The dramatic increase in coverage with hepatitis B since 1994 provides a leading example. Finally, NIS data have been useful in examining differences in vaccination coverage among demographic and socioeconomic subgroups, and in determining whether these population subgroups achieved the 1996 CII interim goals.

Results of an Experiment Using Different Mail Carriers for a Mail Survey of Immunization Providers **John D. Loft, Abt Associates Inc, Edmond Maes, Centers for Disease Control and Prevention, Anita Kneifel, Ann-Sofi Rodèn, K. P. Srinath and Rebecca Strella, Abt Associates Inc, Victor Coronado and Robert A. Wright, Centers for Disease Control and Prevention**
This paper reports the results of a study comparing response rates in a survey of immunization providers when using three different carrier services -- Federal Express and the U. S. Postal Service's First Class and Priority Mail. The Centers for Disease Control and Prevention (CDC) *National Immunization Survey (NIS)*, is an RDD survey of households to ascertain the immunization status of children aged 19-35 months. In addition, to validate and complete immunization information, consent is obtained during the interview to request immunization data from children's health care providers. Providers are contacted primarily by mail with an initial request followed by reminder postcard, a second mail request and a telephone prompting call. Each year, the *NIS* collects data on over 34,000 children. Because each child can have multiple immunization providers, the provider survey involves over 38,000 providers.

In this study, combinations of carriers used for the first and second mail-out were evaluated to test if the two priority mail carriers, Federal Express and Priority Mail, would produce higher provider response rates compared with the standard First Class Mail. The study showed that standard First Class Mail for both the first and second requests was as the effective as the other two combinations, resulting in significant savings to the project.

These results expand on the body of literature which focuses on the use of mailing techniques to survey the general population, by providing detailed (and perhaps counter-intuitive) information about mailings to health care providers.

***Gender, Highest Degree, Years of Experience, and Number of Months Worked Annually as Salary Predictors Among Members of a Professional Organization During the 1990s*, Jeanette Olach Janota, Ph.D., American Speech-Language-Hearing Association**

Governmental and nongovernmental sources have confirmed a disparity in salaries between males and females in almost every employment sector. The American Speech-Language-Hearing Association (ASHA) currently represents approximately 93,000 professionals, most of whom are employed in the education or allied health fields. Annual surveys of its membership have consistently confirmed that males (who currently comprise approximately 8% of the membership) have higher annual salaries than females. Specifically, in two-year intervals between 1991 and 1997, the bivariate relationship between gender and income showed females earning between 71% and 75% of males' salaries.

This disparity may be partially attributable to other factors that influence salary such as highest degree earned, the number of years of experience, and whether remuneration is for an academic (9-10 months) or calendar (11-12 months) year. When these variables are controlled, the gender gap narrows--and even reverses. Progress for women, however, has not proceeded in a straight line during the decade.

***Differences in Patron Survey Responses by Mall Exit*, J. A. F. Nicholls and Sydney Roslow, Florida International University, Sandipa Dublish, Fairleigh Dickinson University, and Carl J. Kranendonk, Florida International University**

The purpose of this paper is to compare survey responses of mall patrons by the exit they used. Each of the exit doors had distinctive locations. Exit 1 is located near the JC Penny and Lord & Taylor stores. It is also the nearest entrance to specialty stores such as the Gap, Express, Lerner New York, Beau Brummel, and the Disney Store. At Exit 2 valet parking is available. It is the entrance to the Biz Bistro, a high-priced restaurant, as well as T. G. I. Friday's. Specialty stores in this area include Victoria's Secret, Lane Bryant, Limited, Guess, and Banana Republic. Exit 3 is a pickup point for both the Metro buses and buses to and from local condominium complexes. It is also the entrance to the Food Court, an area of 18 fast food service counters. We analyzed the demographic attributes, motivational variables, and attitudes of the shoppers using each of the three exits. The results suggest that there were significant differences among the individuals who exited through the three gates. These differences included significant ones for age, income, and ethnicity among the demographics, for the main motive for visiting the mall and reasons for shopping in the mall, and for patrons' feelings of safety from crime.

***Political Participation and the Mass Media in the 1996 Election: A Structural Equation Modeling Approach*, Mee-Eun Kang, University of Michigan**

Considering the pervasiveness of the mass media in election campaigns, the present study investigates if and how the exposure to the mass media is related to different types of campaign participation : voter turnout, political activism, campaign interest, and political knowledge. This study looks at voters' participation in the 1996 election processes, then analyzes the respondents in terms of their media use during the election campaign, and potential intervening variables such as campaign interest and political knowledge level. This research is based on the 1996 National Election Study data. First, the relationships between exposure to the mass media and four political participation variables (voter turnout, political activism, campaign interest, and political knowledge) are examined using multivariate linear regressions. To further investigate the causal relationships between various variables, the structural equation modeling (LISREL) is used. Using the LISREL, the relationships among citizens' political participation, campaign interest, exposure and attention to the mass media, and political knowledge level are investigated.

***Americans' Views on Children's Healthcare*, Robert J. Blendon, John T. Young and Marie McCormick, Harvard School of Public Health, Martha Kropf and Johnny Blair, University of Maryland**

In 1997, when asked to say in their own words what are the 2 or 3 most serious problems facing children today 56% of Americans said Drugs, which is unchanged from the 52% who said drugs in a 1986 Harris survey. Compared to 1986, crime ranked higher, but child and sex abuse ranked lower as serious problems facing children in 1997. Americans' views about health policies that affect children are complicated, and these issues are not highly salient with the public. When asked to name the two or three most serious health problems facing children in 1997, 25% of Americans could not identify even one, and 48% could not name two. Many of the problems that experts consider most important, such as poverty and health care did not rank highly on the public's list of concerns. Americans believe that children without health insurance have more problems getting a number of medical services when needed, and they think that children have a right to health insurance. But Americans believe that parents are primarily responsible for providing it. The public does think that the government should provide health insurance for uncovered children, but just a bare majority (51%) agrees, and is willing to pay more in taxes to cover the cost. Nonetheless majorities of Americans rate a number of health related programs that serve children as very important. The data for this study come from a survey of 1501 American adults conducted between August 11 and November 2, 1997. The survey was designed by the Harvard School of Public Health, the University of Maryland, Survey Research Center, and the Robert Wood Johnson Foundation. The survey had a response rate of 57% and a cooperation rate of 73%.

***Women's Attitudes and Knowledge about Women's Health Issues*, Kimberly Downing, University of Cincinnati**

During the 1990's women's health issues have received increasing attention especially through federal health care organizations, federal policy initiatives and health care research. This paper uses two nationwide telephone surveys (1994 & 1997) to explore women's awareness and knowledge of women's health issues and women's attitudes toward specific health care therapies and treatments. The research specifically focuses on breast cancer, heart disease, and hormone replacement therapy. The research examines: women's knowledge of and attitudes about women's health issues; changing attitudes of women regarding women's health issues; changes over time of women's knowledge of women's health issues; and implications of changes in women's knowledge and attitudes about women's health. To examine these issues two national cross-sectional surveys are used for analysis: the 1994 and the 1997 University of Cincinnati's National Health Survey. In 1994, the survey included a women's health component which asked questions only to women respondents. The telephone survey was conducted in January-February 1994 with 600 women nationwide. In the July 1997 UC National Health Survey the women's health questions were repeated with another 500 women nationwide.

***Understanding The Managed Care Backlash*, John M. Benson and Robert J. Blendon, Harvard University, Mollyann Brodie, Drew E. Altman, Larry Levitt, Diane Rowland and Matt James Henry J. Kaiser Family Foundation, and Larry Hugick, Princeton Survey Research Associates**

Analysis of data from a 1997 survey indicates that many Americans in managed care health plans are concerned that if they become seriously ill, their plan might deny them care their doctor thinks is important. This paper examines why there is a seeming inconsistency between high consumer ratings of managed care plans and public opinion surveys that indicate significant concerns among managed care members and public support for regulatory oversight of the managed care industry. It looks specifically at the attitudes of those in "heavy" and "light" managed care, and in traditional plans, and demonstrates how a new battery of specific questions helps determine these categories.

The paper examines what Americans think is important in a health plan and whether report cards are likely to be the answer to public anxieties about managed care. It also investigates whether attitudes differ in two states that have had more experience with managed care than most other states. The results are based primarily on a telephone survey conducted by the Kaiser Family Foundation, Harvard University, and Princeton Survey Research Associates, August 22-September 23, 1997, with samples of 1204 adults nationwide, 500 in California, and 502 in Massachusetts.

The Closer You Are, the Worse it Looks: Consumer and Physician Attitudes About Managed Care in a Mature Market, **Robert P. Daves, The Minnesota Poll, and Karen Donelan, Harvard University**
The face of health care has changed in the U.S. from a traditional, physician-patient model in years past to more of a managed care model. Driven by the increasing desire to manage costs, some managed care models have successfully contained costs, but in doing so have drastically affected the way by which physicians deliver care and patients receive it. National studies have shown increasing dissatisfaction with managed care. This comes as plans and insurance companies put into place increasingly stricter cost containment measures that often measure physician performance on the number of patients they see, and constrain physicians' abilities to order tests, refer to specialists, and prescribe medicine. As many studies in the past decade have outlined, physicians are fearful of the effect of these reforms, and consumers share that fear. This paper outlines the findings from two new surveys in a midwestern U.S. state that is considered to be a mature -- and nearly unique – market for managed health care. That is, most of the health insurance outside Medicare and Medicaid is supplied by four major non-profit health care plans in the state. The surveys were done to examine the attitudes of physicians and health care consumers using similar measures about health care plans, to serve as a consumer guide. One survey is a statewide poll with a probability sample of 1,649 adults that measures attitudes about the health care system in general. That poll also contains a sample of 1,273 adults ages 18-64 who were queried about their satisfaction with their primary care physician, their specialists, and their health care plans. Four hundred thirteen sick or chronically ill non-elderly adults were surveyed (including an oversample of 182) to provide a large enough sample to ascertain the differences between sick and healthy non-elderly adults. This survey achieved a cooperation rate of 60 percent. The other study is a mail survey of patient care doctors licensed to practice in the state. The sample of 988 primary care doctors and specialists represents a 53 percent response rate. Doctors were queried about the health care system in general, their practices and their satisfaction with their practice, and were asked to rate the four major health care plans in the state, if they cared for patients who were members of those plans. The study found that, in general, the closer one is to the health care system, the worse it looks: 17 percent of healthy non-elderly adults indicated that the current health care system had gotten worse in the past five years, compared with 26 percent of those who are sick or chronically ill and about half -- 49 percent-- of all doctors. The paper outlines physicians' perceived differences among the plans, compare physicians' and consumers' attitudes about the health care system and about specific plans, and documents how -- even in this mature health care market -- a large percentage of sick and chronically ill people remain uninsured.

2:15 - 3:45 p.m. **POLITICAL ATTITUDES AND VALUES**

Fiscal Frames and Electoral Fortunes: Tax Policy Attitudes and Issue Framing in the 1996 Presidential Election, **J. Tobin Grant and Stephen T. Mockabee, Ohio State University**
We examine how the framing of Bob Dole's 15% income tax cut proposal impacted vote choice in 1996. We analyze data gathered through a question wording experiment in a survey of Stark County, Ohio, conducted at Ohio State University for the *New York Times* in October 1996, as well as data from the 1996 National Election Study. A logistic regression model of presidential vote choice is estimated. We find that the ideal point of the median voter was closer to the objective Dole position on tax cuts than to the Clinton position, but that when potential consequences of the tax cut were raised, or when the issue was framed in terms of what is right for the country as a whole (collective frame), support declined. The relationship of tax policy attitudes to vote choice is stronger when the tax cut is framed in collective terms than when the issue is framed as a simple "favor or oppose" question (individual frame). Positive attitudes toward the tax cut had a significant positive effect on vote for Dole only when the issue was framed in collective terms.

The Gender Gap in Virginia: Gubernatorial Election Polls, **Harry L. Wilson, Roanoke College**
Polls have noted the appearance of a gender gap in political attitudes and voting intentions dating back to at least the 1980 Presidential election. Women and men tend to see different issues as more or less important, women generally thinking that education and social issues are paramount while men name economic issues as the most important. In addition, there is a steady and significant tendency for women to vote for Democrats while men are more likely to vote for Republicans. The 1997 Gubernatorial election in Virginia followed this pattern. The Republican candidate, Jim Gilmore, emphasized cutting the personal property tax, while Don Beyer, his Democratic opponent, tried to capitalize on education before echoing the tax cut cry himself. These differences were reflected in the views of men and women as expressed in pre-election polls as well as an election-day exit poll. In general, Virginians acted in ways similar to their counterparts throughout the nation. Men were disproportionately likely to support Gilmore, the Republican candidate. Women also favored Gilmore, but by a narrow margin. Significant issue differences between the sexes were also evident in the polls. This paper explores those differences and attempts to place them in a broader context. The gender gap is persistent, and it continues to change the political parties and politics in the South as well as in the rest of the country.

Talk Radio Discourse as Public Argumentation: A Dialectical Analysis, **Scott L. Hale, University of Illinois at Urbana-Champaign**
Talk radio is receiving increasing attention from both average citizens and political elites as an important indicator of public opinion. But some observers have claimed that talk radio is a flawed medium for the expression of opinions, marked by asymmetrical power relationships between hosts and callers as well as production values and format mechanics that are incompatible with the free flow of ideas. Consequently, critics claim that talk radio is a medium dominated by ideologically-driven hosts in which dissenting voices are effectively screened out.

In light of these concerns, this paper examined talk radio as a medium for expressing opinions on public issues. A content analysis of talk radio discourse was conducted using a sample of nationally-broadcast programs. Discourse features examined included the distribution of floor time, control of the topic, and the presence and nature of disagreement. The analysis indicated that 1) control of the floor was distributed roughly equally among callers, hosts, and guests, 2) dissenting voices were not excluded from the conversations, 3) callers freely introduced their own agenda within the bounds of a particular topic, and 4) hosts took the role of argument critic more frequently than did callers.

Dan Quayle vs. Murphy Brown (five years later): Traditional Values and the American People, **Brian E. Harpuder, Stephen T. Mockabee, Quin Monson, Trevor N. Tompson and Paul Lavrakas, Survey Research Center, The Ohio State University**
Family and other traditional values have been playing an increasing role in political discourse over the past several years and into today. Much of this started in 1992 with the now famous comment by then-Vice-President Dan Quayle made about the television character Murphy Brown's trivializing the role of fathers in child-rearing. It is our hypothesis that there really is very little conflict between Republicans and Democrats on values. We will show that values are largely constant across Democrats and Republicans, men and women, and across all Americans more general and the debate that goes on among politicians is really a false debate.

In order to test this hypothesis, we are analyzing data collected by the Ohio State University's Survey Research Unit. The data were collected during the October 1997 Buckeye State Poll. This statewide RDD poll asked over 800 Ohio residents about their various values and the various values of the country as a whole.

We will show that there is little difference between Republicans and Democrats on the issue of values. In as much as there is a difference, it is in perceptions about the state of values in the United States as opposed to the importance of specific values. Though values might be a valuable political issue, Americans all seem to agree on what are important values.

2:15 - 3:45 p.m. **DECREASING NONRESPONSE**

An Experimental Evaluation of Response to a Multi-Mode Sequence By Professionals In Establishment Settings, **Danna L. Moore and Dretha M. Phillips**
Many researchers are plagued with the problem of trying to achieve acceptable response rates for surveys of businesses. Two elements of business surveys have been associated with higher levels of response; the use of telephone contacts as a means of follow-up and the use of mandatory disclosure statements. It is recommended that more than one type of survey mode needs to be used. While organizations outside of government are limited in their ability to use mandatory disclosure statements, they do have flexibility in the mode sequence they can implement for collecting survey data. For business surveys, strictly experimental tests have not been done to compare and evaluate the response rate achieved by alternating the mode of data collection. This research reports the results of the assignment of 2473 physicians to either a telephone or a mail experimental group for the primary mode of data collection. A carefully designed set of procedures was used to achieve the highest response possible for both experimental groups in the assigned collection mode before changing to the final alternative follow-up mode. Survey results indicate significant differences in response for these physician experimental groups and this difference is the result of the survey mode contact sequence.

Calling All Newspaper Readers... And Calling... And Calling: The Impact of Callbacks on Readership Rates, **Sue Greer, PhD, Greer Research Assoc. and Virginia Dodge Fielder, PhD, Knight-Ridder, Inc.**
Knight-Ridder's 1996 tracking studies provided demographic and readership data for 17,000 respondents in 22 markets, and included the number of attempts needed to complete each interview. Although the procedural requirement for each study was three callbacks, interviewers called up to 25 times to secure market quotas from the telephone numbers provided. A meta-analysis of 100 readership surveys in 25 markets (across four years) suggested that no-answer rates suppressed readership rates; that is, when no-answer rates were higher, readership levels were lower. In a market-by-market analysis of individual data, no linear relationships were observed to support the hypothesis that harder-to-reach respondents were more likely to be readers. Readership rates were slightly – but significantly – higher for those reached after seven attempts, but before 11 attempts. Harder-to-reach respondents were more interested in reading about business, sports, fitness, and things to do; and less interested than those reached on earlier attempts to care about TV listings. Sample weighting by demographics obviated these differences.

An Analysis of the Effect of Varying Pre-Survey Letter Characteristics on Cooperation Rates, **John M Kennedy, Roger Parks, Nancy Bannister, Heather Terhune and Jennifer Inghram, Indiana University**
Poor cooperation rates for telephone surveys have prompted researchers to use more creative approaches to potential respondents. This paper reports on the differential impact of different sponsors and stationary for pre-survey letters to potential households for a telephone survey. Our analysis focuses on four issues. First, we analyze the differences in cooperation rates between households where a pre-survey letter was sent and no letter was sent. Second, we look at cooperation differences between sample groups who received pre-survey letters on different letterhead, with the same researcher's signature. Third, we analyze differences between the same letterhead using the researcher's signature along with one of two local sponsors' signature. Finally, we examine the demographic characteristics of the neighborhoods and respondents to determine the impact of differential cooperation on the demographic representativeness of the samples.

Survey Procedures: The survey was conducted in 16 police precincts in St. Petersburg, FL from May 30, 1997 through August 3, 1997. A total of 1923 interviews were conducted. The listed sample (purchased from Genesys) was from the white pages and selected based on census tracts and blocks that matched the desired police precincts. Our initial investigation indicates that pre-survey letters improve cooperation rates. These results are similar to those found by Traugott and Goldstein (1993) and our earlier research (Kennedy, Park, and Hecht, 1994). Using various sponsors' stationary appears to have an effect on cooperation, and is strengthened when a local sponsor is added as a signature. In our earlier paper, we found that pre-survey letters had differential impacts across neighborhoods and types of respondents. We expect to find mixed results from a comparison of the demographic characteristics of the neighborhoods and the demographic characteristics of the various letter scenarios. Results indicate value to more carefully crafting letter content and sponsorship to optimize interest and cooperation from targeted respondents.

Pre-Alerting Sampled Households -- A Test of Alternative Treatments, **Carol Morin and Sharon Riley, The Arbitron Company**
There is considerable research reporting the effectiveness of a pre-alert prior to live contact with a sampled respondent. Arbitron's controlled tests have shown a 4 point gap in cooperation rates between listed households receiving a pre-alert prior to our telephone placement call and those which did not. The pre-alert is a crucial tool to help us get past new telephone screening technologies, to separate ourselves from telemarketers, and to persuade respondents to accept our call. Recently we conducted a controlled test to evaluate the effectiveness of five different pre-alert packages. Sample groups included: Pre-alert letter with a color brochure describing Arbitron; a pre-alert letter with a $1 premium; a pre-alert letter with the color brochure *and* a $1 premium; a re-designed, brightly colored postcard, emphasizing the respondents importance and encouraging respondents to use an 800 number to participate; our current postcard with a modified message encouraging respondents to use an 800 number to participate; and our standard pre-alert postcard to serve as Control for the experiment. This presentation will report on the results of that test, and provide deeper insight into designing effective pre-alert materials that will motivate respondents.

The Effect of Longitudinal Burden on Survey Participation, **Richard Apodaca, Susan Lea and Brad Edwards, Westat**
The impact of respondent burden on survey participation is an important concern in survey design. Typically, interview length is taken as the primary indicator of respondent burden. For longitudinal surveys that require multiple interviews over an extended period, burden can be viewed as having two components: (1) *immediate* burden, the length of the initial interview; and (2) *longitudinal* burden, the perceived burden of future interviews. It is commonly assumed that longitudinal burden carries a high initial response rate penalty, however, opportunities to study this type of burden have been limited. This paper investigates the effect of longitudinal burden on survey participation, using multiple year data from the Medicare Current Beneficiary Survey (MCBS), a national longitudinal study of a representative sample of the Medicare population. Once a year, a new panel of 6,000 beneficiaries is introduced to the survey to compensate for attrition and to replace the outgoing panel. Beginning in 1996, a separate sample of 2000 beneficiaries, who are interviewed one time only, was added to support studies of managed care. Because the two samples are treated identically, except for the survey introduction and burden statement, a unique opportunity was created to measure the impact of longitudinal burden on initial response rates.

2:15 - 3:45 p.m.

MEASURING HISPANICS

A Report on the Relationships Between Language Preference and Other Key Population Variables Among U.S. Hispanics, **Marla Cralley, John Fleetwood and Ann Shulla, The Arbitron Company**
Language preference and usage among the US Hispanic population is emerging as a key topic of interest. For example, whether one is designing a survey, an advertising campaign or a new public outreach program, if a substantial portion of the target population is Hispanic, then language needs to be a key variable considered in the design process. The choice to use or not use Spanish language procedures should be informed, based on whether or not results could be biased due to language barriers. Starting in 1997, The Arbitron Company added language questions to our Syndicated Radio Ratings survey. The questions are asked in the bilingual (Spanish/English) radio diary mailed to all Hispanic respondents nationwide. This paper will discuss the large variation in the language mix of Hispanic populations across different MSAs. We will also present language dominance cross-tabulated by a wide range of other population characteristics, including age, sex and household size. The description of how language dominance may relate to other characteristics could be especially important for survey methodologists. Finally, this paper will present findings on how Hispanic radio listening varies by language dominance.

Question Wording Effects on Hispanic Coverage in the Current Population Survey, **Ruth B. McKay, Brian Harris-Kojetin and Clyde Tucker, Bureau of Labor Statistics**
A long-standing problem in the Current Population Survey, a monthly labor force survey of about 50,000 households, is a high rate of undercoverage for Hispanics compared to undercoverage rates for non-Hispanic groups. Analysis of data from the May, 1995 CPS Supplement on Race and Ethnicity revealed a 16% increase in the number of respondents identifying as Hispanic on the Supplement compared with those identifying as Hispanic on the regular CPS. Only a very small group of Hispanics were identified by the CPS and missed by the Supplement. The CPS Race and Ethnicity Supplement asked respondents, "Are you Hispanic, Latino, or of Spanish origin?" The regular CPS Origin question asks respondents to choose an ethnic origin on a flashcard listing twenty ethnic groups, with the Hispanic categories embedded in the middle of a list of non-Hispanic ethnic categories. Analysis of the socio-demographic characteristics of Hispanics identified by the regular CPS Origin question, and those missed by CPS but identified by the CPS Supplement, revealed significant differences between the two groups. The Hispanics missed by the CPS were younger, higher in non-Spanish ancestry, income, education, employment rate, and home ownership, and also had smaller household size than those identified by the CPS. This paper offers some tentative hypotheses about the characteristics of the question formats, and the ethnic characteristics of Hispanics missed by the current CPS Origin question, which contribute to Hispanic undercoverage in the CPS.

Can Language Preference Questions Influence Reported Media Usage Among Hispanic Survey Respondents? **Robert H. Patchen and Marla Cralley, The Arbitron Company**
Arbitron radio ratings surveys include questions to identify Hispanic respondents in order to report ratings for persons of Hispanic ethnicity. However, increasingly there is a demand for more beyond just "Hispanic origin". Specifically, there is a need for information on language preference (Spanish/bilingual/English) as well. This presentation will summarize major findings from three different "language questions tests" conducted by Arbitron from 1994-1996.The first two tests included questions on language preference in *both* to the diary placement call and in the personal radio diaries mailed to Hispanic respondents. The third test included the language questions *only* in the placement call or *only* in the diary. Sample performance and ratings results for test groups were compared against those of the syndicated samples that did not receive the language questions. Results of these tests appear to indicate that the presence of language questions may have influenced respondents to emphasize listening to Hispanic stations. This presentation will speak to the implications of intermingling issues of language preference with behavior or opinion surveys of the Hispanic population.

The Effects of Proxy Response on the Reporting of Race and Ethnicity, **Brian A. Harris-Kojetin, U.S. Bureau of Labor Statistics, and Nancy Mathiowetz, Joint Program in Survey Methodology**
Many Federal surveys rely on one person in a household to report both for him or herself as well as for other members of the household. Such a design provides a cost-effective means for collecting information. The cost savings may come at an increase in measurement error if proxy responses are less accurate or more volatile than self reports. The Current Population Survey is the monthly household survey of labor force status in the United States. Sampled household are interviewed for four consecutive months, not interviewed for eight months, and then interviewed again for four months. Questions concerning the race and ethnic origin of all household members is enumerated during the first month a household is included in the survey. During May of 1995, a special supplement on Race and Ethnicity was administered to test the effects of including a multiracial category and an "Hispanic" category to the list of racial categories. Analyses indicate that consistency in the reporting of race and ethnic origin between the original CPS report and the Supplement was a function not only of the test questions, but whether the individual reported for him or her self.

2:15 - 3:45 **ROUNDTABLES**

Improving Survey Response in Target Populations via Promotion and Publicity, **Jaki Stanley and Jay V. Johnson, National Agricultural Statistics Service**
Information and attitudes about a survey sponsor may have a powerful effect on a respondent's decision to participate in a survey. By taking an active approach to building and maintaining a positive organizational image, it is hoped that potential respondents will be better informed and perceive that participation in your organization's surveys is worthwhile. This discussion is intended to allow participants to share ideas and experiences related to effectively building a positive image and identity to increase response rates. What are effective (or ineffective) ways you have found to increase organizational image? How do you find out how your organization is perceived by potential respondents? Discussion will also focus on methods of measuring the effectiveness of building image to increase survey cooperation. Roundtable participants are encouraged to share their own relevant experiences, both positive and negative. By the end of the round table discussion, it is hoped that participants will also have gained ideas on how to improve and monitor organizational image and how to use this to increase the likelihood of survey participation.

***Nonresponse Trends in Business Surveys*, Carl Ramirez, U.S. General Accounting Office**
There is some published evidence supporting the conventional wisdom that nonresponse rates are increasing in household and personal surveys, primarily as a result of increased refusal. Does similar evidence exist for surveys of organizations, where one or more respondents within sampled establishments or enterprises are interviewed? The problems of making such a comparison should first be explored -- business survey samples, fieldwork methods, and information requests vary greatly from those typically found in household and personal surveys. The roundtable chair will present response rate trend data from several ongoing business surveys for examination. Participants are invited to bring their own experiences and opinions of how survey costs, initial noncontact and refusal rates, and overall response rates may have been affected over time by changes in sample design, data collection technology, and the unique nature of survey requests made of respondents in the business context.

***Measuring How Americans Spend Their Time: Designing, Implementing, Analyzing, and Reporting a Time-Use Survey*, Linda Stinson, Bureau of Labor Statistics, Kerry Levin, Barbara Forsyth and Angie Becher, Westat**
Enumerating the activities with which Americans fill their time provides information about the frequency, duration, temporal sequence, and locations of those activities along with glimpses into many other things, such as the use of technology, quality of life, and inter-personal interactions. Thus a time-use survey yields data of interest to economists, sociologists, psychologists, policy-makers, industry representatives, and lobbyists. The Bureau of Labor Statistics (BLS), in contract with Westat, recently explored the possibilities of developing and implementing a time-use survey by conducting a field test. Come join members of that pilot project to (1) learn about the steps which BLS has already taken, (2) see what challenges emerged as we attempted to measure time-use and (3) share your ideas on ways to design, implement, and analyze a time-use survey that would provide the largest quantity of useful information for the greatest number and variety of researchers. Participants are invited to consider such things as the most
appropriate and feasible unit of analysis, mode of data collection, and reporting structure and content.

***Multiple Methods of Surveying Older Americans: Response Rates, Data Quality & Costs*, Katharyn Marks, Ada-Helen Bayer and, Theresa Keenan, AARP**
Improving response rates and obtaining high quality data -- particularly at manageable costs in quick turn-around situations -- continue to be important issues in polling research. To explore these issues, a team of researchers at the American Association of Retired Persons conducted experiments with members (a subset of the 50+ population) using the same questionnaire across five mail and two telephone methods: single contact mail, multiple contact mail, scannable format mail, mail with 800 telephone number response, mail using sample from consumer panel, list-assisted telephone and random digit dial (RDD) telephone. This roundtable presents analysis of the effects of survey mode (mail vs. telephone), sample source (membership list, RDD, and consumer panel), mail questionnaire format (scannable vs. custom-designed), an 800 number phone response option, prenotification post-cards or letters, and mail type (first class vs. Priority). We will discuss the various response rates, non-response error levels, coverage issues, turn-around times, relative costs and data quality issues, including item non-response.

3:45 - 4:30 p.m.

POSTER SESSION 3
International Field Directors & Field Technologies (IFDFT) / AAPOR Session

***Trying Something Different: Oral Questionnaire Translation by Committee*, Alisú Schoua-Glusberg, Research Support Services**
Different approaches to questionnaire translation may be appropriate under different circumstances. A review of the literature on translation techniques used for survey instruments reveals that a handful of techniques are in use by different organizations, in different projects. From direct translation, to backtranslation, to committee approach, decentering, etc., all techniques described rely -- at least as an initial step -- on a **written** translation by one individual or several written transaltions by independent translators working simultaneously. This poster presentation presents a technique recently tried out with a few measures in a questionnaire, in which a translators' committee was convened to work together on the translation, without any prior work on the measures. That is, the translators first saw the material as they sat down to negotiate a translation orally. The sessions were videotaped to analyze the process afterwards. From a cost and schedule perspective, this approach shows promise. The poster presentation will provide information about cost, schedule, and quality issues.

***When is CAPI Cost-Effective?* Joan W. Law and Michael Kwit, NORC**
While Computer Assisted Personal Interviewing (CAPI), has revolutionized in-person data collection, it is not always the most cost effective choice. In this poster session we will examine the critical cost measures that help inform the decision to use a CAPI system or a more traditional paper and pencil questionnaire. These measures include, sample size, sample clustering, complexity of questionnaire, field period, length of time available to develop and test the questionnaire, and the length of time between the end of data collection and the data delivery. In addition costs unique to each mode such as printing and data entering hard copy questionnaire and CAPI support and computer rental will be examined.

An Evaluation of Cognitive and Traditional Methods to Develop an Effective Notification Card for a Telephone-Administered Patient Survey, **David J. Mingay and Lisa Robillard, University of Chicago**
Many patient surveys suffer from relatively poor quality data, e.g., due to high levels of inconsistent responses, unanswered questions, and low response rates. Mailing a letter to notify respondents to expect a telephone interview is one component of the Total Design Method (TDM), shown to improve response rates and data quality (Dillman, 1978). We plan to give a card to surgical patients on discharge which notifies them that our quality control nurse will be telephoning to ask some questions and explains the interview's purpose. We prepared several versions of the card, varying features such as text, picture, and card color, based on interviews with patients and Dillman's (1978) recommendations. The effectiveness and attractiveness of these versions was then examined using cognitive interviewing and more traditional methods such as rank ordering of preferences. This poster will describe our results and the value of cognitive interviewing methods for evaluating materials of this type.

Assessing Questionnaire Administration Time and Length: An Iinteractive Spreadsheet Approach, **Sandra Berry and Shirley E. Nederend, Rand Corporation**
Survey researchers are often faced with the problem of managing an instrument design process with a limit on administration time for the final instrument. The researchers want to ensure that every relevant construct is included. The problem is: How can a survey researcher reliably estimate the administration time of an instrument before pretesting? After pretesting, how can one predict the effect of additions or deletions on administration time? A R instrument design team coordinated the efforts of 13 research teams during the development of the Health Cost and Services Utilization Study's (HCSUS) baseline and follow-up interviews. We developed a simple spreadsheet application to aid in predicting the length of the baseline instrument and prioritizing the design effort. Our spreadsheet approach can be applied at various stages of instrument design and is easily demonstrated on a laptop computer. Before the instrument has been pretested, raw counts of the items can be divided by a standard rate of items asked per minute for a rough timing estimate. Once the instrument has been pretested the estimate can be refined with the actual time it took to complete an interview, including the probability that each item will be asked and items per minute rate for each section. Finally, the spreadsheet can be used in real time to predict the effects of additions or deletions for subsequent revisions. We used this approach to predict the expected administration time of the first HCSUS follow-up interview. Our spreadsheet predicted the interview would be 125.44 minutes. Actual pretest interview time was 121.36 minutes. This model makes it easier for survey designers and researchers to focus on the substantive problems of instrument design. It can shorten the development effort by eliminating the need for multiple pretests to establish timing estimates.

Is a Higher Response Rate Always Better? **Robert E. O'Connor, Richard J. Bord, and Ann Fisher, Pennsylvania State University**
Creative researchers have devoted considerable efforts designing methods for increasing response rates in mail surveys. Behind most of these efforts in an unexamined assumption that a higher response rate is preferable to a lower one. The purpose of this proposed paper is to report changes in the quality of data as a result of efforts to increase response rates. A second purpose is to illuminate reasons for nonresponse. Data for the paper are 1,225 mail questionnaires returned in the summer, 1997, from a random sample of adults in the 48 contiguous states. The survey, funded by the National Science Foundation, examined attitudes toward different kinds of risks, with particular attention to climate change. To collect the data, we adopted a modified Dillman method that included an initial questionnaire with $1 enclosed, a postcard 1 week later, a fresh questionnaire to nonrespondents 2 weeks later, and a phone call 2 weeks later, with another fresh questionnaire if the respondent promised to reply. At the time of the data collection phase of the project, we recorded the date every questionnaire was returned as well as coded responses to our phone calls to recalcitrant interviewees. We compare the quality of data from respondents who mailed back their questionnaires early with those who required promptings. We also report reasons for nonresponse.

Can Information From and About Interviewers Predict Their CAPI Behavior? **D.E.B. Potter, Agency for Health Care Policy and Research, and Sandra Sperry, Brad Edwards and Rick Dulaney, Westat**
All CAPI systems include special navigation features that enable interviewers to take control of the interview software to accomplish special tasks. Interviewers may use features that allow them to insert comments, return to earlier questions, access help, or move around on a grid or list. In this paper, data collected for a recent establishment survey (the 1996 Medical Expenditures Panel Survey - Nursing Home Component) are used to investigate, empirically, how interviewers use these features in actual production interviewing. Using keystroke file data on 360 persons and 92 establishments (over 400 hours of CAPI interviewing), we investigate such issues as whether interviewers' ratings of their comfort with CAPI navigation features are good predictors of how frequently interviewers use a navigation feature. Outcome variables will include the frequency of interviewer directed: back-up, jump-back and use of comments. Independent variables will include interviewers' demographics and experience. Based upon findings from this case study, we conclude by offering some recommendations for future CAPI surveys.

Using Survey Research to Collect Financial Data, **Gary Siegel, School of Accountancy, DePaul University**

The principles of good survey research apply to the collection of financial data. The purpose of this paper is to demonstrate how we designed a survey to collect financial data for a project that encompasses both political and economic dimensions.

The Health Care Financing Administration (HCFA) is the government agency that administers the Medicare program. Among many other activities, HCFA pays doctors for work performed on Medicare patients. The payment to doctors is broken down into three components: the work itself (i.e., the office visit or surgery performed), malpractice insurance, and practice expense. Practice expense includes all costs necessary to run a medical practice except malpractice insurance and physician compensation (which is covered by the work component of the reimbursement).

In the early 1990s, several surgical specialty groups raised questions about HCFA's formula for practice expense reimbursement. In response, HCFA commissioned a survey of 5,000 medical practices to learn more about the costs of running a practice. Alas, the survey failed because it contained over 100 pages of difficult-to-understand questions, in small type. Moreover, the survey asked for information that few practices maintained and for which no business reason exists for maintaining such information.

To provide HCFA with the needed information, several surgical specialties contacted our firm for help. The resulting surveys were user-friendly, and constructed based on standard survey research principles. They succeeded in collecting actual costs of practice expense. The results are now being used to encourage HCFA to modify their reimbursement formulas and by medical practices to benchmark their costs against industry standards.

This paper will describe the highlights of the research and demonstrate how survey research can be used to collect financial data. This is significant in light of AAPOR's expressed interest in the future of survey research.

METHODS FOR EVALUATING INSTRUMENTS IN A CAPI ENVIRONMENT

CAPI Instrument Evaluation: Behavior Coding, Trace Files, and Usability Methods, **James M. Lepkowski, Mick P. Couper, Sue Ellen Hansen, Wendy Landers, Katherine A. McGonagle and Jay Schlegel, University of Michigan**
Behavior coding is a widely used and well known technique for assessing the quality of questions and monitoring the performance of interviewers in surveys. During June-October, 1997, approximately 200 National Health Interview Survey (NHIS) interviews were, with respondent permission, tape recorded. Interviewer and respondent behaviors were coded by a team of coders at the University of Michigan who listened to the tape recorded interviews and assigned specific codes. Behaviors coded included question asking, probing, and feedback by interviewers and interruptions of question reading, quality of responses, and elaboration of responses by respondents. Additional codes were added to capture interviewer and respondent comments about the interview and about the computer assisted mode of administration. We present results from this typical behavior coding exercise for the NHIS, identifying questions that have high levels of certain types of behaviors. Behavior coding findings are then linked to those from two other methods of evaluating the quality of an automated survey instrument, analysis of trace files and usability evaluation. Questions or items that are problems in one, two, or all three modes of evaluation are examined. The ability of the three methods to identify unique as well as common question problems is discussed.

Evaluating the NHIS CAPI Instrument Using Trace Files, **Mick P. Couper and Jay Schlegel, University of Michigan**
Trace files are an automatic byproduct of automated data collection. While they are generally used for testing and debugging instruments, they can also be used to evaluate instrument design and interviewer performance in production interviewing. We examine trace file data from the first six months of CAPI data collection on the National Health Interview Survey (NHIS). We have data for over 3 million items from over 13,000 interviews. Problem items or screens in the production trace files may be revealed by unusually high levels of use of CAPI functions such as help access, backing up to change answers, and so on. Using a classification of item types derived from the CAPI instrument, we will explore what features of screen design (e.g., use of interviewer instructions, show cards, etc.) or item characteristics (e.g., multiple response, open-ended response) cause particular problems for interviewers. Trace file analysis focuses primarily on system problems, and as such can be used to complement other methods of instrument evaluation such as behavior coding and usability observations.

Usability Evaluation of the NHIS Instrument, **Sue Ellen Hansen and Mick P. Couper, University of Michigan, Marek Fuchs, University of Eichstaett**
Usability research focuses on the cognitive and interactional aspects of computer use, addressing the ease or difficulty a user has interacting with the survey instrument. One method of usability evaluation is the observation of interaction with the survey instrument in relatively natural settings, which is particularly useful in identifying serious and recurring problems. We examine data from 38 videotaped CAPI interviews with recruited respondents, conducted by Census Bureau interviewers in a laboratory setting. Analyzing data on the screen characteristics of approximately 440 unique screens or items accessed in these interviews, and data on events that occurred during each interview, we identify screens with potential design problems. Screen characteristics include instructions to interviewers, question type (coded or uncoded), and number of response categories. Events coded include interaction beyond the basic question-answer sequence, tasks not performed or completed, extended silences, and affect- or task-related comments. Using extracts from interviews, we discuss some key NHIS instrument design problems identified through this method of usability evaluation, and suggest potential solutions.

9:00 - 10:30 a.m.

INTERVIEWER SELECTION AND TRAINING

Interviewer Selection and Data Quality in Survey Research, **Ann Carton and Geert Loosveldt, K.U.Leuven - Belgium**
The concept of "Total Quality Management" has existed in the area of survey research since the beginning of the nineteen-nineties (Colledge & March, 1993, 1997; Biemer & Caspar, 1994; Dippo, 1997; Morganstein & Marker, 1997). Survey research can indeed be viewed as a production process, each stage of which has to meet quality standards. This paper deals with evaluating the quality of some aspects of a critical stage of the survey process: viz. data collection using face-to-face interviewers. In particular, we will evaluate the quality of the procedure for selecting interviewers and the relationship between the profile of the selected interviewers and the quality of their performance. Interviewer performance will be judged on two different levels. The organizational level or the loyalty of the interviewer towards the organisation on the one hand - the extent to which the interviewer observes formal arrangements, such as fieldwork period, completion of requisite number of interviews - and the data quality on the other hand, such as item nonresponse, the amount of "don't know" answers, and the amount of useful information from open-ended questions. Data from the Belgian Election Study of 1995 (ISPO, K.U.Leuven) will be used. From September 1995 until March 1996, 156 trained interviewers conducted 2,099 face-to-face interviews.

Response Accuracy When Interviewers Stray From Standardization, **Michael F. Schober, New School for Social Research, and Frederick G. Conrad, Bureau of Labor Statistics**
Interviewers in organizations that subscribe to the philosophy of standardization report that they sometimes provide definitions and clarify questions without following a standardized script. Here we examine response accuracy under the interviewing techniques actually practiced by 11 interviewers from a government telephone interviewing facility. Interviewers asked 12 questions from ongoing government surveys about housing, work and purchases, for which official definitions of key survey concepts like 'bedroom,' 'job,' and 'furniture' exist. 21 respondents in the BLS laboratory answered these questions on the basis of fictional scenarios, so that we could measure response accuracy directly. Half of the scenarios ('straightforward') corresponded to particular survey questions in an obvious way; the other half ('complicated') described situations that did not map onto the survey questions straightforwardly.

Interviewers deviated from strictly standardized procedures on 19.8% of the questions. These interviewer deviations didn't affect response accuracy for straightforward mappings, which was nearly perfect. But for complicated mappings, interviewer deviations improved accuracy to 79.4%, compared to a 22.8% accuracy rate when interviewers followed strictly standardized procedures. These results support earlier findings (Schober & Conrad, 1997; Conrad & Schober, under review) that strictly standardized interviewing can lead to poorer response accuracy than more conversational interviewing methods.

Interviewer Training Techniques: Current Practice Within Survey Organizations, **Darby Miller Steiger, The Gallup Organization, and Robert M. Groves, University of Michigan**
Survey interviewers play many different roles in the administration of the survey. Before they can ask the predefined questions of respondents, interviewers must be able to contact the sample unit, introduce the survey, and convince the potential respondent to participate. With large proportions of households reluctant to participate in survey research, interviewers need to be more skilled than ever in convincing potential respondents of the benefits of cooperating with a survey request. The current survey methodological literature does not describe how interviewer training can act to improve cooperation rates on telephone and field surveys. The paper documents the techniques currently used by survey organizations to train interviewers on the interaction that takes place before the survey begins. It describes the assortment of methods used in training sessions, how much time is spent practicing the techniques in training, how interviewers are trained to maximize cooperation, and how they are taught to covert refusal cases. It identifies themes and central tendencies among organizations, and also uncovers rare but innovative techniques in the interviewer training manuals. The research is based on a sample of 40 general interviewer training manuals, gathered in the spring of 1997 from 33 commercial, academic, and government survey organizations. Both overall training techniques and specific methods for training interviewers to deal with reluctant respondents and refusals are summarized. Specific areas of analysis include length of training period, techniques of training, strategies upon first contact with a household, refusal aversion, and refusal conversion.

Attributes to Look For in Recruiting Telephone Interviewers, **Kathryn Dowd, Paul Biemer, and Mike Weeks, Research Triangle Institute**
Staffing telephone interviewer positions in a cost-effective way that maximizes data quality has long held many mysteries. The literature is surprisingly quiet on this topic, and current practice has largely been driven by opinions, anecdotes, and visceral reactions of the survey researchers responsible for staffing telephone survey centers. Staff at the Research Triangle Institute Telephone Survey Unit (TSU) recently collected several sets of data to analyze characteristics and their relationship to performance and persistence/attrition. These include: 1) data for over 700 applicants during calendar 1996, such as CATI test score, typing test score, filing test score, keyboard experience, screening interview rating, employment status, education, and place of residence; 2) performance data, such as monitoring results, efficiency, attendance, and project assignments for all interviewers who worked (over 300) during calendar year 1996; and 3) data from a survey of all telephone interviewers (136) in February, 1997, with responses to questions on reason for taking the job, reasons for keeping the job, convenience of location, length of commute, and opinions of various job and facility characteristics. Analysis of these data characterize the high performing interviewer, and model behavioral and attitudinal contributors to quality interviewing. Specifically, we identify those factors from the employment application data and the interviewer survey data that are good predictors of performance outcomes.

9:00 - 10:30 a.m.

Framing and Attitude Strength: The Case of Gun Control, **Frauke Schnell, West Chester University, Karen Callaghan, University of Massachusetts, Boston, and Nayda Terkildsen, University of California, Davis**
This research examines the impact of media frames on public attitudes toward gun control. While there is a growing amount of research on the impact of media frames on the direction of policy attitudes, there is less research on the impact of media frames on the strength with which attitudes are held, as well as attitude-related behavior. This study seeks to address this gap by investigating the ways in which different presentations of a single issue can alter the patterns of thoughts and feelings activated in response to a frame. The media frames utilized in this study are derived from a content analysis of network coverage of the Brady Bill between 1988 and 1994. To approximate the effect of framing on attitudes, we designed a single factorial experiment with a control condition. After exposure to the stimulus material, participants in the study answered a series of questions assessing gun control attitudes, attitude strength, behavioral intention, group affect, values, and related measures. Preliminary results indicate that different frames produce net shift in attitudes, as well as attitude strength.

Public Opinion and Communication Mapping, **Kimberly A. Neuendorf, Leo W. Jeffres and David Atkin, Cleveland State University**
Three waves of a regional poll have collected "communication mapping" data and several dozen public opinion measures. Analyses of the strengths of interpersonal and mass communication links reveal that a number of public opinion items are related to one but not the other. For example, an opinion that the economy is improved is related to total interpersonal contacts, but not to mass media exposure. Using cluster analysis, a 10-cluster typology of communication "maps" is established, with clusters that are significantly different according to 19 communication behaviors, with patterns that clearly transcend the interpersonal/mass distinction. The clusters are also significantly differentiated by a number of social categories (e.g., income) and life cycle characteristics (e.g., age), but not by ascriptive social categories (e.g., gender). The clustering successfully differentiates key public opinions that are NOT predicted by interpersonal or mass communication alone. Specifically, opinions that vary significantly across clusters are those of apparent "critical" importance (e.g., AIDs, racial segregation). As found in critical events research, issues of universal salience may be raised across channels. Additional emergent characteristics that distinguish the 10 clusters include variations in orientations (e.g., work vs. home, localite vs. cosmopolite, verbal vs. nonverbal, social vs. non-social, channel substitution vs. channel additivity) that predict specific public opinions.

The Republican Revolution: A Case Study of the Influence of the Media on Elite Response to Election Outcomes, **Amy E. Gangl, University of Minnesota**
Political scientists have wrestled with the question of whether there is any such thing as an electoral mandate for decades. Virtually every newly elected president claims to have been granted a mandate to carry out his legislative program. However, presidents rarely win office with more than a slight majority of the popular vote. Additionally, public opinion scholars give us little reason to believe that mandates are possible. Most citizens' preferences are characterized by broad orientations toward political matters rather than precise policy prescriptions. Consequently, talk of mandates is typically chalked up to mere rhetorical flourish on the part of new presidents and the press.

However, an examination of legislative voting records suggests that legislators sometimes perceive the presence of a policy signal, and respond accordingly. Specifically, significant deviations in legislative voting patterns are evident in 1933, 1965, and 1981. And in 1995, many lawmakers behaved as though the American people had decreed a congressional mandate.

This paper demonstrates that members of Congress sometimes behave as though an election represents a policy mandate. Moreover, I show that the media plays a principle role in creating and reinforcing the interpretation of what the electoral message means among elites.

9:00 - 10:30 a.m. **INTERVIEWER/RESPONDENT INTERACTION EFFECTS**

Race-of-Interviewer and the Study of Public Opinion, **Robert W. Oldendick and Michael W. Link, University of South Carolina**
The interaction between respondents and interviewers of different races is one area in which there is a significant potential for nonrandom error to occur in surveys. Race of interviewer effects can undermine not only specific poll findings, but can have more widespread implications for the accuracy of surveys. While most researchers recognize race-of-interviewer effects, seldom do they "correct for" or "factor in" these effects into their reported findings. The consequences of this can be two-fold. First, by not accounting for these effects the findings which are reported may be inaccurate, thereby creating a false impression of public attitudes. Second, given the deep societal cleavages associated with racial issues and politics, such inaccuracies could over time erode public trust and confidence in survey research. Building on this point, this research uses data from a telephone survey of 827 randomly selected adult residents of South Carolina to examine the need for an accounting of race-of-interviewer effects when assessing adult perceptions of teenage substance use. First, we examine the effects of race of interviewer on three related items with varying racial content which focus on perception of teenage alcohol and drug use. Next, we demonstrate how not accounting for these effects can significantly effect our interpretation of the findings and the conclusions we draw. Finally, we suggest one means for taking such effects into account in the reporting of survey results.

An Experiment to Improve Drug Use Reports During Survey Interviews, **Timothy Johnson, Michael Fendrich, Seymour Sudman, Elizabeth Severns and Joseph Wislar, Survey Research Laboratory and Department of Psychiatry, University of Illinois at Chicago**
We present the findings from a methodological experiment designed to evaluate the effectiveness of an innovative interviewing strategy for the collection of self-report drug information that was designed to improve the quality of respondent reporting. This approach is grounded in current understandings of the cognitive processes that underlie responses to survey questions. In summary, interviewers were provided with a set of skills and techniques designed to aid respondent comprehension and recall, and audio-computer-assisted self interview procedures were available to minimize respondent editing of the most sensitive survey questions. A sample of 591 ethnically diverse adults in the City of Chicago, aged 18-34, were interviewed. Using random assignment, one half were interviewed using the experimental procedures described above. The remaining interviews were conducted using the standard set of procedures currently employed in the National Household Survey on Drug Abuse, which are considered state-of-the-art and the control condition against which innovations should be measured. The quality of self-reported drug use was assessed using hair specimens for validation purposes. We will: (1) provide a description of the methodology used in this study; (2) present summary comparisons of differences in rates of reporting for major substances across conditions; and (3) discuss implications with respect to the improvement of survey research procedures for the epidemiologic assessment of drug use in the general population.

An Analysis of Interviewer-Respondent Interaction on Data Quality in a Validation Study, **Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin**
This paper investigates the impact of interviewer and respondent behavior on data quality by comparing interviewer-respondent interaction in a survey interview with validation data in a demographic study of family issues. The analysis builds on a small body of empirical evidence linking interviewer or respondent behavior to accuracy in survey reports. In addition, while most applications of interaction coding use government surveys and primarily factual or behavioral questions, our analysis examines the behavior of interviewers and respondents over a wide range of types of questions including attitudes. Our interactional coding scheme incorporates codes used in other studies of interviewer-respondent interaction (e.g., "interviewer reads question exactly as worded" and "respondent provides an uncodeable answer") as well as some experimental codes designed to obtain a fuller understanding of the interactional process (e.g., "interviewer/respondents with feeling"). Survey data are from the Parent Survey 3, which is based on the 1994 Child Support Supplement to the Current Population Survey (CPS-CSS); validation data come from the Court Record Database (CRD), which includes information about the original court case, demographic information about the parents, and information about the original court order for child support and custody arrangements. Recommendations about questionnaire design and interviewer training are drawn.

Interviewer Gender Effects on Gender-Related Questions, **Melissa J. Herrmann, Chilton Research Services**
With increased attention being payed to gender issues such as sexual harassment, there is increased interest in the public's views on gender roles. As surveys are conducted to assess such interest, the effects of the gender of the interviewer on the results is a very important concern. Two telephone interviews were conducted about various topics including gender and relationship issues. These surveys were conducted among a nationally representative population of 800 and 1200 respondents respectively. One survey was conducted in August 1997 and the other was conducted in November 1997.

The data were analyzed to compare and contrast the responses given by respondents to their same gender interviewer versus the responses given by respondents to an interviewer of a different gender. The results raise the possibility of interviewer effects as they show some significant differences in questions dealing with gender issues but no significant differences in questions relating to non-gender general issues such as national policy questions and demographics. These differences were greater among male respondents than among female respondents.

10:45 a.m. - 12:30 p.m. THE RESPONDENT AS INFORMANT

The Effects of Retention Intervals on Self Reports and Proxy Reports, **Monica Dashen, Bureau of Labor Statistics**
In a series of studies, I investigated the accuracy with which self- and proxy- reporters recalled their purchases over a time period. Participants recorded their own and/or spouse's purchases in a two week diary. Typicality, level of discussion and memorability ratings were collected for each purchase. Following the diary-keeping period, respondents returned either the next day or 1-week later. The reported items were scored against the recorded ones. Overall memory performance deteriorated as retention interval increased, as signified by a low number of correctly reported purchases and high number of false reports. The results indicate that proxy reports were more likely to be based on dispositional information about the target person, whereas self-reports were based on episodic information over time.

Reports of Smoking in a National Survey: Self and Proxy Reports in Screening and Detailed Interviews, **Roger Tourangeau, The Gallup Organization, Angela Brittingham, NORC, and Ward Kay, U.S. Bureau of the Census**

This study compared responses to questions about smoking in a brief screening interview with those obtained in a more detailed later interview. Within the detailed interview, it also compared responses to self-administered questions and questions administered by interviewers. The data are from the 1994 National Household Survey on Drug Abuse (NHSDA). Before the main NHSDA interview, screening interviews were conducted with adults, who reported on other household members. We examined discrepancies between the screening and main interview data on smoking ; we also compared results from two versions of the main questionnaire. In one version, the smoking questions were self-administered; in the other, interviewers administered the questions. The screening data indicated lower rates of recent smoking than the main interview data, particularly when proxies provided the screening data. In the main interviews, self-administered questions produced higher estimates of smoking than interviewer-administered questions, particularly among the teenagers. In addition, the self-administered version included extra follow-up items about recent smoking, which may have netted additional smokers. The differences between the screening and main interview data appear to reflect ignorance on the part of proxy respondents to the screener and deliberate concealment on the part of screener self-respondents. In addition, discrepancies often reflected changed or inconsistent smoking behavior. Within certain subgroups, such as adolescents, self-administration appears to elicit more candid reports about smoking than interviewer administration.

***Can Parent Reports Be Used to Measure the Quality of Pediatric Asthma Care*?** **Laurie J. Bauman, Albert Einstein College of Medicine, Yvonne Senturia, David Rosenstreich, Yvonne Coyle, Rebecca Gruchalla, Ellen Crain, Wayne Morgan, Maryse Roudier, Herman Mitchell, and Ernestine Smartt for the Inner-City Asthma Study.**

We examined the feasibility of using parent report to measure quality of asthma care for children, specifically: (1) Can parents accurately report whether specific elements of care (those defined as important for high quality) were performed in a recent physician visit; and (2) What factors influence the accuracy of parent data?

Twelve quality of care criteria were abstracted from national guidelines and operationalized into survey questions that were asked of 79 English-speaking inner-city parents of 4-12 year old children with asthma within 16 days of a visit. Accuracy of report was assessed against an audiotaped record of the visit. Two physicians coded the audiotapes for presence/absence of each criterion. Percent agreement between parent reports and the audiotape was above 80% for 7 criteria, 70%-80% for 3, and 50%-69% for 2. Agreement was unaffected by familiarity of physician with the child, maternal education, or length of recall period. Reports were less accurate when the parent's English was poor. parent report may be useful to monitor quality of care if quality standards can be operationalized into specific behavaviors, and interviews occur within two weeks of a visit.

The Respondent As Informant: Evidence from Neighborhood Reports on Drugs, Alcohol, and Crime Victimization, **Andrew A. Beveridge, Queens College and Graduate Center, CUNY, Charles Kadushin and David Livert, Graduate Center – CUNY**

Most surveys are designed to get information from a sample of individuals. Yet for much of social science a major concern is social context, such as place of work, family, neighborhood, city and community. Surveys seldom gather data on such social contexts In fact, many anthropologists and ethnographic researchers seriously question whether observers can possibly tell the same or even similar stories.

Data are drawn from an approximately 30,000 respondent telephone survey in 41 U.S. communities, which was conducted at two time points as part of an evaluation for a Robert Wood Johnson Foundation project. The respondent's location was geocoded (placed upon a map) and supplemented with demographic information, some police data, and some other information. We assess the extent to which survey respondents are reliable informants concerning drug problems, alcohol problems and crime victimization in their neighborhoods. For this analysis we use Census Tract as the neighborhood proxy for the respondent. Questions about public manifestation of such drug and alcohol use (for example, "Seeing people drunk or high"), being or knowing a crime victim, as well as questions on volunteering and other items are used as "neighborhood reports." We show that survey respondents make for reasonably consistent informants about conditions in their neighborhood.

***Use of an Intranet to Manage a Telephone Survey: The National Immunization Survey*, J. Michael Dennis, Abt Associates Inc., Victor G. Coronado, Centers for Disease Control and Prevention, Martin Frankel, Ann-Sofi Roden and Candice Saulsberry, Abt Associates, Howard Speizer, NORC, and Robert Wright, National Center for Health Statistics**

Corporate intranets have been developed in many industries to provide cost-effective access to vital information. This report addresses the usefulness of applying intranets to the survey research industry to improve production and data quality (i.e., using an intranet to expedite the query of active databases). Abt Associates Inc. developed and currently maintains an intranet for the CDC's National Immunization Survey (i.e., NIS Intranet) to disseminate information to project staff. The NIS Intranet improves the decision-making of managers by providing them with up-to-date, detailed information on specific processes. The NIS Intranet enables managers to query production, quality control, and personnel databases in a real-time fashion, allowing the immediate follow-up, identification, and assessment of survey events and processes that are outside statistical control. The result is a distributed, multi-site computing environment that "brings alive" databases by providing rapid access over the wide-area network. The report discusses the design and implementation of the NIS Intranet, offers concrete examples of its use, and provides tips on intranet development.

***Web-based Survey Tools*, Sarah Nusser, Iowa State University, and Dean Thompson, U.S. Department of Agriculture**

The World Wide Web provides an effective means of supporting survey projects, particularly when data collectors are geographically dispersed. Wireless and wireline communications can be used to integrate the survey team by providing current and consistent supporting materials to all members of the project team. Interactive tutorials, survey instructions and updates, technical support, computer-assisted survey instrument software and updates, text-based and graphic survey management reports, data views for monitoring and editing, and summary reports are some of the tools that can be delivered via Web browsers to data collection staff, survey managers, clients, and the public. We will describe Web-based tools that have been developed to support a national survey of natural resources, and discuss possible extensions of this work.

***Managing an A-CASI Study for the First Time*, Beth Severns, Timothy Johnson, Michael Fendrich, Seymour Sudman, Survey Research Laboratory and Department of Psychiatry, University of Illinois at Chicago**

We present the lessons in study management gained from our first experience with audio computer assisted self interviewing (A-CASI). The study we will discuss examined the effect method of administration has on self-reported drug use. A sample of 591 diverse adults in the City of Chicago, aged 18-34 were interviewed. One half were offered the option of using A-CASI to complete the interview and the other half completed the interview using standard paper and pencil procedures. Interviewers were randomly assigned to each condition. With the PAPI interviews as a comparison, we will highlight the challenges particular to managing an A-CASI study. Logistical aspects of completing A-CASI interviews will be compared to those of completing paper and pencil interviews for the same project. The discussion will focus on differences between managing the two conditions in regard to development, staffing and training, and costs.

***Managing 78 Simultaneous RDD Samples*, Paul Buckley, Clayton Daniel, Candice Saulsberry, Victor Coronado, Edmund Maes, Trena Ezzatti-Rice, Robert Wright, and Ann-Sofi Roden, Abt Associates Inc. and the Centers for Disease Control and Prevention (CDC)**

For the CDC's National Immunization Survey, data is collected in each of the 50 states and in 28 metropolitan areas using independent random-digit dial (RDD) samples drawn every quarter. Initially, equal samples were drawn for each of the resulting 78 Immunization Action Plan (IAP) areas and released in equal-sized replicates simultaneously across all IAPs. With repeated waves, a database of individual IAP characteristics has been developed allowing project staff to craft IAP specific replicates . Sample is further controlled by a process that projects completed interview production for each IAP on a daily basis, allowing precisely targeted sample release. These procedures keep data collection at comparable stages in all IAPs throughout the data collection period.

53rd Annual Conference

May 14-17, 1998
St. Louis, Missouri

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